

Agricultural products: information and promotion on the internal market and the third countries

2007/0095(CNS) - 23/05/2007 - Legislative proposal

PURPOSE: to develop information provision and promotion measures for agricultural products on the internal market and in third countries.

PROPOSED ACT: Council Regulation.

CONTENT: in accordance with Council Regulation (EC) No 2826/2000 on information and promotion measures for agricultural products on the internal market and Council Regulation (EC) No 2702/1999 on measures to provide information on, and to promote, agricultural products in third countries, the Community may implement information and promotional measures on the internal market and on third country markets for certain agricultural products. The results so far have been very encouraging. This policy has been useful to supplement and reinforce the schemes run by Member States since 2000 by boosting product image in the eyes of consumers in the EU and in third countries, in particular as regards the quality, nutritional value and safety of foodstuffs and the methods of production.

In the light of the experience gained in recent years and with a view to simplification, a single legal framework should be adopted for the promotion of agricultural products on the internal market and on third country markets, whilst maintaining the specific features of measures that differ according to where they are carried out. With this aim, the proposal is to recast the two Regulations (EC) Nos 2702/1999 and 2826/2000 into a single regulation.

Information and promotion measures for agricultural products and their method of production as well as for food products based on agricultural products carried out on the internal market or on third country markets may be financed, fully or in part, by the EU budget subject to the conditions laid down in this

Regulation.

The above-mentioned measures shall comprise:

- public relations work, promotion and advertising, which in particular draws attention to intrinsic features and advantages of EU products, notably the quality and safety of food, specific production methods, nutritional and health value, labelling, high animal welfare standards and respect for the environment;
- information campaigns, in particular on the EU system of protected designations of origin (PDOs), protected geographical indications (PGIs) and traditional speciality guaranteed (TSGs) and of organic farming, and other EU schemes for quality standards and labelling of agricultural products and foodstuffs, as well as on the graphic symbols laid down in applicable EU legislation;
- information measures on the EU system for quality wines produced in specified regions (quality wines psr), wines with geographical indication and spirit drinks with geographical indication or reserved traditional indication;
- impact assessment of the information and promotion measures implemented.