

Procedure file

Basic information		
CNS - Consultation procedure Regulation	1997/0058(CNS)	Procedure completed
Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)		
Subject 3.10.05.01 Meat 4.60.02 Consumer information, advertising, labelling		

Key players			
European Parliament	Committee responsible	Rapporteur	Appointed
	AGRI Agriculture and Rural Development		22/04/1997
		PSE HARDSTAFF Veronica Mary	
	Committee for opinion	Rapporteur for opinion	Appointed
	BUDG Budgets		06/05/1997
	UPE GIANSILY Jean-Antoine		
	JURI Legal Affairs, Citizens' Rights		18/06/1997
		PPE PALACIO VALLELERSUNDI Ana	
	ENVI Environment, Public Health and Consumer Protection		19/06/1997
		GUE/NGL PAPAYANNAKIS Mihail	
Council of the European Union	Council configuration	Meeting	Date
	Agriculture and Fisheries	2118	28/09/1998
	Agriculture and Fisheries	2069	16/02/1998
	Agriculture and Fisheries	2065	20/01/1998

Key events			
19/03/1997	Legislative proposal published	COM(1997)0070	Summary
14/05/1997	Committee referral announced in Parliament		
02/09/1997	Vote in committee		Summary
02/09/1997	Committee report tabled for plenary, 1st reading/single reading	A4-0260/1997	
18/09/1997	Debate in Parliament		Summary

19/09/1997	Decision by Parliament	T4-0466/1997	Summary
23/10/1997	Modified legislative proposal published	COM(1997)0518	Summary
20/01/1998	Debate in Council	2065	
16/02/1998	Debate in Council	2069	
28/09/1998	Act adopted by Council after consultation of Parliament		
28/09/1998	End of procedure in Parliament		
30/09/1998	Final act published in Official Journal		

Technical information

Procedure reference	1997/0058(CNS)
Procedure type	CNS - Consultation procedure
Procedure subtype	Legislation
Legislative instrument	Regulation
Legal basis	EC before Amsterdam E 043
Stage reached in procedure	Procedure completed

Documentation gateway

Legislative proposal	COM(1997)0070 OJ C 149 17.05.1997, p. 0026	19/03/1997	EC	Summary
Committee report tabled for plenary, 1st reading/single reading	A4-0260/1997 OJ C 304 06.10.1997, p. 0007	02/09/1997	EP	
Text adopted by Parliament, 1st reading/single reading	T4-0466/1997 OJ C 304 06.10.1997, p. 0168-0171	19/09/1997	EP	Summary
Modified legislative proposal	COM(1997)0518 OJ C 364 02.12.1997, p. 0012	23/10/1997	EC	Summary

Final act

[Regulation 1998/2071](#)
[OJ L 265 30.09.1998, p. 0002](#) Summary

Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)

OBJECTIVE: The proposal for a Regulation aims to provide information to consumers on beef and veal from identified and monitored sources in order to maintain consumption at a good level and to promote meat produced under stricter conditions than the normal regulations;
SUBSTANCE: Following the BSE crisis, it seems necessary to provide more information with a view to reassuring the public, who have in general reduced their consumption of beef and veal. It is therefore proposed that the Community part-finance measures undertaken by trade and inter-trade organizations to promote quality Community beef and veal identified as such. Promotional activities should focus on the traceability of the meat, enabling the product to be identified from the producer to the consumer. These activities are aimed at all consumers and are based in particular on advertising, point of sale promotion and participation at fairs and exhibitions. Secondly, it aims to provide information to current and potential consumers of beef and veal on the new labelling system. In addition, in view of the extent of demand in some foreign markets, measures are envisaged to carry out promotional activities for quality meat on the markets of some third countries. Finally, specific action should be taken on the new meat labelling system as soon as the Council has adopted the relevant proposal.?

Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal.

Regul. 2067/92/EEC)

The Commission is proposing to update its 1993 regulation on measures promoting beef consumption which has declined sharply since the announcement in March 1996 that a link between BSE in cattle and CJD in humans could not be ruled out. On behalf of the committee, Veronica Hardstaff (Lincolnshire and Humberside South, PES) will be giving a general welcome to the Commission's proposals. She will however, be putting forward amendments seeking to widen the definition of "quality" from that in the 1993 regulation with the aim of encouraging increased consumption of all types of cuts of beef and veal. She is also calling for the publicity and promotion campaigns to draw on the expertise of people who are already involved in the promotion of meat consumption in member states. Finally, she wants any publicity campaign to be actually carried out by appropriate organisations in member states who understand local conditions and consumer preferences. The Commission would have responsibility for monitoring and coordinating the campaign. ?

Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)

Highlighting the catastrophic situation in which the beef sector had found itself since the BSE crisis, the rapporteur regretted that, despite all the support measures already taken, consumption had stagnated in the beef market. It was to improve this situation that the report in question proposed extending the definition of quality beef to cheaper cuts. The rapporteur also proposed that the knowledge of regional organisations should be utilised and stressed that the promotion activities were intended to protect consumers' interests. Commissioner Fischler agreed with the most important amendment which concerned changing the legal basis of the proposal to Article 129a (codecision procedure). The Commissioner could also accept Amendments Nos 4, 11, 12 and 20. As for Amendments Nos 7 and 15 on the information to be given to consumers and the creation of a logo, Mr Fischler said that these were already included in other regulations. Finally, Amendments Nos 2, 13 to 15 (first paragraph) and 16 to 19 had to be rejected.

Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)

In adopting the report by Mrs Veronica HARDSTAFF (PSE, UK), Parliament asked for the legal basis to be changed: the proposal should be based on Articles 43, 100a and 129a of the Treaty establishing the European Community. As to the substance, Parliament amended the proposal to extend the definitions of quality determined on by the Commission in order to promote, as strongly as possible, the consumption of beef and veal. Parliament called on the Community to finance, in particular, promotion and marketing activities, as well as information campaigns involving direct sales. These activities should incorporate all cuts of meat and carcasses from eligible bovine animals and should not be limited to particular types of carcasses. Parliament demanded that a labelling system be established within the Community to make it easier for consumers to identify high-quality European beef and veal. It also asked that the Directive come into effect on 1 January 1998. Finally, an amendment stated that the Community could not be totally involved in any of the actions carried out. ?

Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)

The amended proposal for a regulation submitted under Article 189A (2) of the EC Treaty seeks to adjust the proposal following discussions within the Council on editorial changes to improve the wording of the proposal and the acceptance of certain amendments proposed by the European Parliament. The most important of Parliament's amendments adds Article 129A of the EC Treaty as the legal basis for consumer information actions on the new labelling system for beef and veal and meat-based products introduced by Regulation (EC) No 820/97. ?

Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)

PURPOSE: to strengthen measures for informing the consumer on the new system of labelling of beef and veal introduced by regulation 820/97/EC. COMMUNITY MEASURE: Council regulation 2071/98/EC on publicity measures on the labelling of beef and veal. CONTENT: the regulation provides that the Community may finance publicity measures, to be decided in concert with the Member States, intended to inform the consumer of the guarantees offered by the labelling system for beef and veal established by regulation 820/97/EC. To this end, the Commission may ask for technical assistance from publicity experts with a thorough knowledge of the beef and veal sector, particularly as regards the choice of strategic means, assessment and monitoring. ENTRY INTO FORCE: 07.10.1998. ?