


# Procedure file

Basic information	
CNS - Consultation procedure Regulation	1999/0209(CNS) Procedure completed
Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99) Repealed by <a href="#">2011/0288(COD)</a>	
Subject 3.10 Agricultural policy and economies 3.10.13 European Agricultural Guidance and Guarantee Fund, EAGGF and EAGF	

Key players			
European Parliament	Committee responsible	Rapporteur	Appointed
	<b>AGRI</b> Agriculture and Rural Development		24/11/1999
		PSE <a href="#">IZQUIERDO ROJO María</a>	
Council of the European Union	Committee for opinion	Rapporteur for opinion	Appointed
	<b>CULT</b> Culture, Youth, Education, Media and Sport	The committee decided not to give an opinion.	
	<b>ENVI</b> Environment, Public Health, Consumer Policy	The committee decided not to give an opinion.	
European Commission	Council configuration	Meeting	Date
	<a href="#">Agriculture and Fisheries</a>	<a href="#">2256</a>	17/04/2000
European Commission	Commission DG	Commissioner	
	<a href="#">Agriculture and Rural Development</a>		

Key events			
25/10/1999	Legislative proposal published	COM(1999)0536	Summary
15/11/1999	Committee referral announced in Parliament		
23/02/2000	Vote in committee		Summary
22/02/2000	Committee report tabled for plenary, 1st reading/single reading	<a href="#">A5-0046/2000</a>	
17/03/2000	Debate in Parliament		
17/03/2000	Decision by Parliament	<a href="#">T5-0124/2000</a>	Summary
17/04/2000	Act adopted by Council after consultation of Parliament		
17/04/2000	End of procedure in Parliament		
20/04/2000	Final act published in Official Journal		

Technical information	
Procedure reference	1999/0209(CNS)

Procedure type	CNS - Consultation procedure
Procedure subtype	Legislation
Legislative instrument	Regulation
	Repealed by <a href="#">2011/0288(COD)</a>
Legal basis	EC Treaty (after Amsterdam) EC 037
Stage reached in procedure	Procedure completed
Committee dossier	AGRI/5/12209

### Documentation gateway

Legislative proposal	<a href="#">COM(1999)0536</a> <a href="#">OJ C 376 28.12.1999, p. 0040 E</a>	26/10/1999	EC	Summary
Committee draft report	PE231.795	12/01/2000	EP	
Amendments tabled in committee	PE231.795/AMS	09/02/2000	EP	
Committee report tabled for plenary, 1st reading/single reading	<a href="#">A5-0046/2000</a> <a href="#">OJ C 346 04.12.2000, p. 0004</a>	23/02/2000	EP	
Text adopted by Parliament, 1st reading/single reading	<a href="#">T5-0124/2000</a> <a href="#">OJ C 377 29.12.2000, p. 0394-0401</a>	17/03/2000	EP	Summary
Implementing legislative act	<a href="#">32002R2208</a> <a href="#">OJ L 337 13.12.2002, p. 0021-0023</a>	12/12/2002	EU	Summary
Follow-up document	<a href="#">COM(2003)0235</a>	08/05/2003	EC	Summary
Follow-up document	SEC(2003)0506	08/05/2003	EC	
Follow-up document	<a href="#">COM(2007)0324</a>	13/06/2007	EC	Summary
Follow-up document	<a href="#">SEC(2007)0800</a>	13/06/2007	EC	
Follow-up document	<a href="#">COM(2009)0237</a>	20/05/2009	EC	Summary
Follow-up document	<a href="#">SEC(2009)0684</a>	20/05/2009	EC	
Follow-up document	<a href="#">COM(2011)0294</a>	24/05/2011	EC	Summary
Follow-up document	<a href="#">SEC(2011)0622</a>	24/05/2011	EC	
Follow-up document	COM(2013)0645	20/09/2013	EC	Summary
Follow-up document	SWD(2013)0338	20/09/2013	EC	

### Additional information

European Commission	<a href="#">EUR-Lex</a>
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### Final act

<a href="#">Regulation 2000/814</a> <a href="#">OJ L 100 20.04.2000, p. 0007</a> Summary
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**PURPOSE** : to inform those involved in farming and life in rural areas and, in certain cases, the general public about the issues and objectives of the common agricultural policy in order to facilitate its implementation, help people understand it and promote the European agricultural model. **CONTENT** : the proposal for the regulation provides that the Community can finance information measures in the field of the common agricultural policy in view of offering farmers, the rural world, as well as opinion multipliers a comprehensive view on this policy. The actions in question may be : annual work programmes presented, in particular, by farmers' or rural development organisations, consumers' associations and environmental protection associations; specific measures presented by any party other than those referred to above, in particular the public authorities of the Member States, the media and universities; and all activities implemented at the Commission's initiative.?

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## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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The committee adopted the report (consultation procedure) by Maria IZQUIERDO ROJO (PES, E) approving the Commission proposal for a regulation subject to a number of amendments. These reflected the committee's desire to make clear that the first priority for the measures must be to inform countrymen and countrywomen about the development and objectives of the CAP. They also sought to broaden the scope of the organisations targeted to include young farmers, women and 'European rural workshops' (rural information and activity centres set up by the Commission). A number of amendments aimed to stimulate debate on the CAP, to identify the problems and potential of agriculture and means of improving the application of the CAP, to ensure that the amount of funding provided by the Commission could be increased above the 75% limit for organisations with very little money and to ensure that the Commission provided adequate funding for all the organisations entitled to take part in the measures so that farmers' organisations did not lose out to consumer groups and environmental organisations. Some amendments sought to lay down common criteria for the content and aims of the information measures, placing emphasis inter alia on jobs, sustainable and multifunctional farming, the environment and quality products, while others stressed the need to cut red tape.

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## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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The European Parliament adopted its report, drafted by Maria Izquierdo Rojo (PES, Spain) approving the proposal for a Regulation subject to several amendments, including: - the scope of the organisations targeted to include rural information activity centres; - stress should be laid on the importance of simplification and cutting through red tape; - promoting debate on the CAP is one of the objectives which the Community may finance under this Regulation; - the amount of funding provided by the Commission may be increased above the 75% limit for organisations with very little money - the European Parliament may request the Commission to evaluate measures financed under the Regulation.?

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## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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**PURPOSE** : to inform those involved in farming and life in rural areas and, in certain cases, the general public about the issues and objectives of the common agricultural policy. **COMMUNITY MEASURE** : Council Regulation 814/2000/EC. **CONTENT** : this Regulation adopted by qualified majority, (the Danish delegation voting against), aims to implement a communication strategy in the field of the CAP in view of offering farmers, the rural world, as well as opinion multipliers a comprehensive view of the system. These actions aim to supply coherent, objective and comprehensive information and a communication strategy on the CAP, which is properly pitched for the general public. This includes both inside and outside the Community. These measures will benefit from co-financing by the EAGGF Guarantee Section. **ENTRY INTO FORCE** : 20/04/2000.?

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## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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**COMMUNITY MEASURE** : Commission Regulation 2208/2002 laying down detailed rules for applying Council regulation 814/2000/EC on information measures relating to the common agricultural policy. **CONTENT** : This Regulation lays down detailed rules for applying information measures relating to the common agricultural policy in the form of work programmes and specific measures eligible for a Community grant, as referred to in Regulation 814/2000/EC. It provides that by 31 July each year, the Commission must publish a Call for Proposals for information measures specifying, inter alia, the priority topics, types of measure and target audiences, the means of implementing them, the period allowed for implementing the operations involved in the measures, the eligibility requirements, the selection and award criteria, the eligible costs and the method for evaluating applications. The Regulation also sets out the eligibility criteria for applicants and grounds for disqualification. The maximum rate for Community financing will be 50% of the eligible costs. For each specific information measure, the maximum rate of Community financing may be increased to 75% of the eligible costs where it is of exceptional interest. **ENTRY INTO FORCE** : 13/12/2002.?

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## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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The Commission has presented a report which examines the implementation of Council Regulation 814/2000/EC for the years 2000, 2001 and 2002. An impact assessment of the measures taken under this Regulation will be made in the near future within the specific framework of the Commission evaluation policy. The report states that the CAP is in the forefront of the response to changing world circumstances, as well as to the new aspirations and expectations of citizens, consumers and taxpayers. The information policy should reflect these changes by being an instrument which explains clearly to all interested parties - farmers, food industry and trade - as well as to civil society in general, the opportunities which exist for farmers and others living in the rural environment to improve their standard of living whilst respecting nature and preserving the landscape for future generations. The need to reinforce the media content of the actions in line with the preoccupations of civil society and the challenges facing communicators in the 21st century has been recognised by the introduction in Commission Regulation 2208/2002/EC of the "media plan". The experience of the past three years seems to have been generally positive in terms of the quality of actions financed and co-financed. Experience indicates that there is no reason to modify at this stage the two pillars of the information policy:

co-financed actions submitted by third parties (grants) and actions undertaken at the Commission initiative and financed at 100%. It is necessary to maintain the breakdown of spending between these two pillars at similar levels. Moreover, reflection should also take place on the possibility of re-enforcing dialogue on information policy with the Member States' representatives in the context of the Commission Annual Activity Programme. Lastly, the coming evaluation and impact assessment that will be undertaken by the Commission services will provide the appropriate guidance to improving the overall cost/benefit of the policy and the efficacy of the actions undertaken in the contexts of both the grants and the Commission own initiatives. ?

## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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In 2000 the Council and Parliament approved new measures on information relating to the CAP. These provisions are enshrined in Council Regulation (EC) No 814/2000. To recall, the Regulation information measures on CAP are to:

- create a wider understanding of CAP;
- help implement and develop CAP;
- promote the European Model of Agriculture and to create a wider understanding thereof;
- provide better information to farmers on CAP and to those living in rural areas;
- raise public awareness of CAP objectives.

This is the second report on the implementation of the Regulation and covers the years 2003-2006. In summary the report makes the following findings:

**Budget:** EUR 6.5 million was made available, annually, for CAP information measures between 2003 and 2006. With the exception of 2006 the yearly budgets were significantly under-spent (execution reached 64% in 2003, 51% in 2004, 61% in 2005 and 98% in 2006). The limited uptake of the funding possibilities was due mainly to under-spending of the budget allocated to grants (largely because most applications contained errors or were of poor quality). Since 2006 calls for proposals have been significantly streamlined and the working clarified in order to help applicants avoid such errors. This approach is beginning to bear fruit and in 2006 an increase in the uptake took place.

**Breakdown of actions financed:** As far as grants are concerned, the Commission notes that it has made use of the budget line to co-finance a series of seminars, conferences, publications and exchange visits ? all of which have helped to improve the level of CAP understanding amongst its target audience. In the reporting period 35 programme and 70 specific actions have been co-financed. Grants were awarded to 121 conference and seminars, 11 visits, 22 publications, 11 audiovisual productions and four web portals. As in the past many beneficiaries of the grants are located in Belgium where many EU socio-professional organisations have their headquarters. An important number of measures were also implemented in Italy and Spain, reflecting the ongoing high level of applications from these countries. Relatively few applications were received from the northern part of the then EU-15.

On the matter of actions that communicated information the report notes that there was a significant number of actions financed at the initiative of the Commission and which were often carried out with external technical assistance. Some 38% of the budget was earmarked for such measures in 2003 and 2004. This increased to 46% in 2004 and 57% for 2006. The organisation of conferences and seminars continued to be a key activity. Emphasis has been given to involving a broad range of civil society organisations in conferences and seminars. In January 2005 the Commission together with the European Parliament organised a conference with young farmers. In Vienna in 2006 a conference on the ?Co-existence of genetically modified, conventional and organic crops ? freedom of choice? was organised. In other activities, the website on ?Agriculture and Rural Development? has developed rapidly as an important source of specialist information of the CAP and there has been a significant to create greater transparency on CAP.

**Lessons learned:** In the reporting period 2003-2006, efforts to reach the general public were stepped up with a recognisable increase in professionalism in terms of devising appropriate messages and material. Participation at fairs increased. In terms of dissemination, a considerable number of co-financed actions did reach a wider audience beyond the immediate participants, thanks in large part to the multiplier effect of the specialised press and media. At the same time the report acknowledges that with limited financial resources it has been a challenge to reach all stakeholders in rural areas.

Interest from the general public has been low as is reflected in grants activities where very few projects involve organisations outside the world of agriculture. This in spite of the fact that the general public are a clearly identified target group. The Commission does add, however, that towards the end of the reporting period, uptake by non-agricultural organisations was on the increase.

As regards targeting rural areas, the evaluation notes that some actions, such as conferences and parts of the website have been particularly effective and dialogue with civil society has deepened. The evaluation report concludes that more focus needs to be given to dissemination within the local context. Information needs to reach the rural community as a whole rather than just the farming community. Overall, the recent external evaluation recommends that more focus must be given to a better definition of the target groups, their needs and appropriate dissemination strategies, in order to be more effective and in a bid to fulfil the Regulations? stated objectives.

**Communication Strategy for CAP:** In line with the conclusions of the evaluation report, the Commission is proposing a strategy that includes:

- identifying target groups for information activities among the general public and stakeholders;
- clearly defined objectives and messages;
- increasing synergy between communication tools and other actors at EU, national, regional and local level; and
- systematic monitoring, evaluation and feedback.

The objectives are:

- to increase understanding and acceptance of CAP amongst the general public; and
- - to maintain and increase support from stakeholders in agriculture and rural areas.

## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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This report concerns the implementation of Council Regulation (EC) No 814/2000 on information measures relating to the common agricultural policy for the period 2007-2008.

Actions fall into two main categories:

1. those submitted by third party organisations for co-financing by EAGF which may be annual work programmes and specific measures (grants),
2. those at the initiative of the Commission and financed at a rate of 100% by EAGF ("direct actions").

Budget: for 2007, the same budget (EUR6.5 million) as 2006 was made available for information measures. In 2008, this budget was increased to EUR 7 million.

The breakdown between actions to be taken at the initiative of the Commission and actions to be co-financed (grants) was as follows:

- 2006: direct actions (EUR 3 700 000) (57%) ? grants (EUR 2 800 000) (43%)
- 2007: direct actions (EUR 3 900 000) (60%) ? grants (EUR 2 600 000) (40%)
- 2008: direct actions (EUR 4 000 000) (57%) ? grants (EUR 3 000 000) (43%)

Execution of the budget, in terms of commitments, reached 88% for 2007 and 91% for 2008.

This reflects a continuation of the steady uptake of the budget allocated to grants in the reporting period.

Grants (communication actions taken at the initiative of third party organisations): under the 2007 call for proposals, 12 programmes and 27 specific actions were co-financed. It should be noted that each programme contains a number of actions and that the 12 programmes financed contained 32 specific actions bringing the overall total to 59 actions for 2007. In 2008, 47 specific actions were co-financed, making an overall total of 106 actions for the 2 years. Grants were awarded for 62 conferences and seminars, 26 information campaigns, 9 audiovisual productions, 5 publications, 2 participations in fairs, 1 visit and 1 E-learning programme on the CAP.

Grants were awarded in the reporting period on the basis of the following themes ? CAP in general (9), CAP reform (42), Future of the CAP (15), Rural Development (19), Common Market Organisations, including wine, fruit and vegetables, milk.(9), Organic farming (5), Sustainable Development (3), Quality (2), Other (2).

The types of grants beneficiaries were as follows: professional farm organisations (39), nongovernmental organisations/associations (30), private sector (20), regional and local authorities (17).

Communication actions taken at the initiative of the Commission: in 2007?2008, as in the previous period, a significant number of actions were financed at the initiative of the Commission. These were carried out often with external technical assistance. Some 60% of the budget was earmarked for these measures in 2007 and some 57% for 2008. The paper details all communication initiatives by the Commission in 2007?2008 as well as the respective costs. Initiatives include conferences, participation at fairs, publications, website, opinion polls and visits. The paper also describes communication campaigns on major issues, including the wine reform proposals, the CAP Health Check, and the School Milk Scheme and the School Fruit and Vegetable Scheme.

The report notes that in the 2007-2008 period, efforts were intensified to increase the understanding and acceptance of the CAP among the general public, and also to increase support from stakeholders in agriculture and the rural areas. Increased attention was paid to the local context in designing information measures. Strategic messages were improved. Actions aimed at newer and younger audiences were developed, using the WEB and audiovisual tools. There was a renewed focus on better dissemination of information both for co-financed actions and measures taken at the initiative of the Commission. Key policy developments were accompanied by major information campaigns in the capitals, with high-level briefings of media and stakeholders providing an opportunity for open and frank dialogue on the policy. Overall, this contributed to improving the understanding of both rural area stakeholders and the general public concerning the benefits of the CAP and the role of Rural Development, in line with the objectives of Regulation (EC) No 814/2000.

## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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The Commission presents a report concerning the implementation of Council Regulation (EC) No 814/2000 for the period 2009?2010. It is recalled that Actions fall into two main categories:

- those submitted by third party organisations for co-financing by EAGF (grants);
- those at the initiative of the Commission and financed at a rate of 100% by EAGF ("direct actions").

Budget: the budget made available for information measures under budget line 05 08 06 was increased from EUR 7 million in 2008 to EUR 8 million for 2009 and EUR 8 million 2010. The breakdown between actions to be taken at the initiative of the Commission and actions to be co-financed (grants) was as follows:

- 2009: direct actions (EUR 4 750 000) (59%) ? grants (EUR 3 250 000) (41%)
- 2010: direct actions (EUR 4 750 000) (59%) ? grants (EUR 3 250 000) (41%)

Execution of the budget, in terms of commitments, reached 95% for 2009 and 88% for 2010.

Grants (communication actions taken at the initiative of third party organisations): whilst the Regulation envisages two kinds of measures, specific information measures and annual work programmes, for 2009 and 2010, it was decided (as in 2008) to retain only specific information measures for co-financing in the annual call for proposals for those years, with the aim of simplifying the grants scheme. The maximum financing rate is 50% of eligible costs. However, the rate may be increased up to 75% in exceptional cases. In the reporting period, only 6 measures (out of a total of 72) were awarded more than 50%, since they were deemed of exceptional interest. Under the 2009 call for

proposals, 37 specific actions were co-financed. In 2010, 35 specific actions were co-financed, making an overall total of 72 actions for the two years. Grants were awarded for 41 information campaigns, 17 conferences and seminars, 7 audiovisual productions, 2 participations in fairs, 1 study visit project and 4 projects in schools.

In 2009/2010, the rise in the number of information campaigns reflected the emphasis in the calls for proposals on co-financed actions with high-added value, where a number of information measures could be combined to achieve maximum impact.

The types of grants beneficiaries were as follows: professional farm organisations (13), nongovernmental organisations/associations (28), regional and local authorities (16) and others (15).

It is important to emphasise that, as in the past, a considerable number of co-financed actions reached a wider audience beyond the immediate participants, thanks to the multiplier effect of the specialised press and media, as well as increased use of the internet as a dissemination tool. In the reporting period, there continued as in the past to be a strong level of interest from the southern part of the EU. It should be pointed out also that the number of grant applications from the EU12 continued to increase in 2009/2010.

Communication actions taken at the initiative of the Commission: the report gives details of these actions, which include conferences, stands at fairs, publications and web developments. It also discusses communications campaigns on major issues, with particular reference to the broad public debate on the future of EU farm policy, which marked an important stage in the process of preparing the [Commission's Communication of November 2010 on "The CAP towards 2020: meeting the food, natural resources and territorial challenges of the future "](#) (COM(2010) 672).

The Commission notes that in the 2009-2010 period efforts continued to raise awareness of the CAP among the general public and also to maintain and increase support from stakeholders in agriculture and the rural areas. There was a special emphasis on engaging with the general public on the future of EU agricultural policy post 2013 and on encouraging an exchange of views with interested parties.

Initiatives targeting the general public and younger audiences using the internet and audiovisual tools intensified. Effort to ensure maximum impact of information measures both for co-financed actions and actions taken at the initiative of the Commission continued. Overall, this contributed to raising public awareness of the issues and objectives of the CAP and providing information for farmers and others living in rural areas in line with the objectives of Regulation (EC) 814/2000.

In the course of 2010, DG Agriculture and Rural Development carried out a detailed analysis of its communication activities during recent years. As a result, its communication strategy was reviewed and updated to respond to the communication challenges and political priorities for the period 2010-2015. The focus will continue to be on the future of the CAP and the aim is to further improve the effectiveness of our communication actions and synergy with our governmental and non-governmental partners, while taking into account technological change and the emergence of the new media.

## Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

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The Commission presents a report concerning the implementation of Council Regulation (EC) No 814/2000 for the period 2011-2012. It is recalled that Actions fall into two main categories:

- those submitted by third party organisations for co-financing by EAGF (grants);
- those at the initiative of the Commission and financed at a rate of 100% by EAGF ("direct actions").

Budget: the budget made available for information measures under budget line 05 08 06 was EUR 8 million for 2011 and EUR 8 million for 2012. The breakdown between actions to be taken at the initiative of the Commission and actions to be co-financed (grants) was as follows:

- 2011: direct actions (EUR 4.5 million) (56%) Grants (EUR 3.5 million) (44%);
- 2012: direct actions (EUR 5.8 million) (72%) Grants (EUR 2.2 million) (28%).

Execution of the budget reached 100% for 2011 and 99% for 2012, in terms of commitments.

Grants (communication actions taken at the initiative of third party organisations): whilst the Regulation envisages two kinds of measures, specific information measures and annual work programmes, for 2011 and 2012, it was decided (as in the three previous years) to retain only specific information measures for co-financing in the annual call for proposals for those years, with the aim of simplifying the grants scheme and ensuring coherence between the different communication actions.

The maximum financing rate is 50% of eligible costs. However, the rate may be increased up to 75% in exceptional cases. For 2011, it was decided to retain 50% as the maximum financing rate for the co-financed actions. For 2012, the call for proposals provided for the maximum rate of 75% for information measures of exceptional interest. However, as no proposal met the criteria laid down for such exceptional measures, no action was awarded a financing rate of 75% for 2012.

Under the 2011 call for proposals, 44 specific actions were co-financed (two more actions were selected by the Commission but abandoned during the implementation phase by the grant beneficiaries). The amount of grants to be requested from the Commission was between EUR 20,000 and EUR 300,000.

Under the 2012 call for proposals, 11 specific actions were co-financed (one more action was selected but abandoned during the year). It is to be noted that the call for proposals for 2012 was designed to give priority to innovative and creative measures likely to have a major impact across several countries. Thus, for 2012, applicants were invited to apply for grants between EUR 100,000 and EUR 500,000; consequently, a smaller number of bigger actions were cofinanced for that year.

Overall therefore, in the reporting period, a total of 55 actions were co-financed.

The types of grants beneficiaries were principally as follows: professional farm organisations (25.4%), other non-governmental organisations/associations (20.6%), public administrations (local, regional, and national authorities) (23.8%), and media organisations (30.2%).

As in the past, socio-professional organisations active in agriculture and rural development at national level (often members of EU level bodies) figured prominently among the lists of beneficiaries. In addition, inter alia, media organisations - especially the audio-visual sector - increased their participation. In several co-financed actions, beneficiaries made use of the possibility to involve further organisations as

partners in the execution of the projects, for example, in the actions implemented by media organisations, frequently farm organisations or other types of associations/NGO were partners or co-organisers.

In the reporting period, the number of successful grant applications from the EU12 Member States continued to increase; 37.3% of the total number of grants awarded in 2011 and 2012 were allocated to organisations in those countries. There continued, as in the past, to be a strong level of interest from the southern part of the EU.

Communication actions taken at the initiative of the Commission: In the reporting period, as in previous years, an important number of communication actions (participation at fairs, conferences, publications, website, opinion polls, visits, media actions) were carried out at the initiative of the Commission. These were often implemented with external technical assistance. Some 64% of the budget was allocated for these measures in the 2011-2012 period.

Communication campaigns on major issues: in the period under review, efforts were continued to improve understanding of the common agricultural policy and rural development by the stakeholders and the general public, through specific communication campaigns. For example, the adoption by the Commission of the legislative proposals on the reform of the CAP in October 2011 was accompanied by press and stakeholder briefings in all EU 27 Member States.

Another important action was the media campaign organised in the aftermath of the e-coli crisis in 2011 so as to demonstrate the Commission's support for producers' efforts in resuming consumer confidence in, and consumption of, fruit and vegetables.

The theme of the fiftieth anniversary of the entry into force of the common agricultural policy figured prominently in information actions in 2012.