



Procedure file

Basic information	
CNS - Consultation procedure Regulation	2008/0131(CNS) Procedure completed
Agricultural products: information provision and promotion on the internal market and in third countries	
Amending Regulation (EC) No 3/2008 2007/0095(CNS)	
Subject 3.10.03 Marketing and trade of agricultural products and livestock 6.20 Common commercial policy in general	

Key players			
European Parliament	Committee responsible	Rapporteur	Appointed
	AGRI Agriculture and Rural Development	PPE-DE DUMITRIU Constantin	09/09/2008
Council of the European Union	Council configuration	Meeting	Date
	Transport, Telecommunications and Energy	2924	19/02/2009
European Commission	Commission DG Agriculture and Rural Development	Commissioner FISCHER BOEL Mariann	

Key events			
06/07/2008	Legislative proposal published	COM(2008)0431	Summary
23/09/2008	Committee referral announced in Parliament		
20/01/2009	Vote in committee		Summary
21/01/2009	Committee report tabled for plenary, 1st reading/single reading	A6-0004/2009	
05/02/2009	Results of vote in Parliament		
05/02/2009	Debate in Parliament		
05/02/2009	Decision by Parliament	T6-0046/2009	Summary
19/02/2009	Act adopted by Council after consultation of Parliament		
19/02/2009	End of procedure in Parliament		
24/02/2009	Final act published in Official Journal		

Technical information	
Procedure reference	2008/0131(CNS)
Procedure type	CNS - Consultation procedure
Procedure subtype	Legislation

Legislative instrument	Regulation
	Amending Regulation (EC) No 3/2008 2007/0095(CNS)
Legal basis	EC Treaty (after Amsterdam) EC 037; EC Treaty (after Amsterdam) EC 036
Stage reached in procedure	Procedure completed
Committee dossier	AGRI/6/65176

Documentation gateway

Legislative proposal	COM(2008)0431	07/07/2008	EC	Summary
Committee draft report	PE414.332	19/11/2008	EP	
Committee report tabled for plenary, 1st reading/single reading	A6-0004/2009	21/01/2009	EP	
Text adopted by Parliament, 1st reading/single reading	T6-0046/2009	05/02/2009	EP	Summary
Commission response to text adopted in plenary	SP(2009)1487/2	18/03/2009	EC	

Additional information

National parliaments	IPEX
European Commission	EUR-Lex

Final act

[Regulation 2009/153](#)
[OJ L 051 24.02.2009, p. 0001](#) Summary

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

PURPOSE: amending Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries.

PROPOSED ACT: Council Regulation.

CONTENT: Council Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries recasts Regulations (EC) No 2702/1999 and (EC) No 2826/2000 into a single regulation. This change has appreciably reduced and simplified the administrative procedures involved in implementing this policy by providing for a single legal framework which has facilitated access to and participation in the scheme.

However, there is still room for legislative improvement so as to allow the interested Member States to draw up a relevant programme in the case where proposing organisations do not wish to submit programmes to be carried out in third countries. Programmes drawn up by the Member States may cover one or more of the information measures referred to in Regulation (EC) No 3/2008.

By way of this amendment, the Member States will have the possibility to broaden the scope of the actions to be covered by these programmes and also to allow them to seek the help of international organisations when implementing them, notably in the case of promotion programmes for the olive oil and table olive sector in third countries.

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

The Committee on Agriculture and Rural Development adopted a report drafted by Constantin DUMITRIU (EPP-ED, RO) and made some amendments to the proposal for a Council regulation amending Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries.

The main amendments are as follows:

- in view of their expertise and the important part they play in ensuring quality control, the role of trade associations and organisations

operating in the sector concerned must also be taken into consideration where the task of drawing-up programmes falls to the Member State;

- emphasis should also be placed on promotion and publicity measures for the wine sector, both in the EU internal market and in third countries. As is the case with the olive oil and table olive sector, international bodies exist in the wine sector, which could ensure the implementation in third countries of programmes proposed by Member States, thereby disseminating information on the characteristics and advantages of quality wines produced in particular regions of the EU and of reserved designation of origin wines;
- Member States' reasoned opinion accompanying the programme must include an assessment of the programme's cost effectiveness (rather than the programme's value for money as the Commission had proposed);
- Members wish to amend the Regulation, in order to state that the Community's financial participation in the programmes selected shall not exceed 60 % (rather than 50%) of the actual cost of these programmes. This percentage will be 70 % (rather than 60%) for measures for the promotion of fruit and vegetables intended specifically for children in schools of the Community. The committee noted the general tightening of the conditions in which national organisations and authorities seek to obtain the amounts they must contribute to co-financing. It also noted the fact that a new programme aimed at promoting fruit in schools has recently been adopted. This amendment will help to smooth the implementation of that programme.

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

The European Parliament adopted by 516 votes to 26 with 28 abstentions, under the consultation procedure, a legislative resolution amending the proposal for a Council regulation amending Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries.

The main amendments are as follows:

- in view of their expertise and the important part they play in ensuring quality control, the role of trade associations and organisations operating in the sector concerned must also be taken into consideration where the task of drawing-up programmes falls to the Member State;
- the implementing body for the programme eventually selected by the Member State(s) concerned may be an international organisation, in particular when the programme concerns the promotion for the olive oil and table olive sector, or for wines with protected designation of origin and protected geographical indication, in third countries.
- Member States' reasoned opinion accompanying the programme must include an assessment of the programme's cost effectiveness (rather than the programme's value for money as the Commission had proposed);
- the Community's financial participation in the programmes selected shall not exceed 60 % (rather than 50%) of the actual cost of these programmes. This percentage will be 70 % (rather than 60%) for measures for the promotion of fruit and vegetables intended specifically for children in schools of the Community.

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

PURPOSE: to broaden the scope of the actions to be covered by Member State programmes on information provision and promotion measures for agricultural products on the internal market and in third countries.

LEGISLATIVE ACT: Council Regulation (EC) No 153/2009 amending Regulation (EC) No 3/2008 on information provision and promotion measures for agricultural products on the internal market and in third countries.

CONTENT: the Council adopted a regulation on information provision and promotion measures for agricultural products on the internal market and in third countries. This Regulation extends the procedure to be followed in the absence of information programmes on the internal market to cases where there are no programmes to be carried out in third countries.

Furthermore, it offers Member States the possibility of broadening the scope of the measures to be covered by their programmes, including seeking the help of international organisations, in particular for promotion programmes for the olive oil and table olive sector in third countries.

ENTRY INTO FORCE : 03/03/2009.