

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

2008/0131(CNS) - 20/01/2009

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.