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

2008/0131(CNS) - 05/02/2009 - Text adopted by Parliament, 1st reading/single reading

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.