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

2013/0398(COD) - 22/10/2014 - Final act

PURPOSE: to adopt measures promoting agricultural products in the internal market and third countries.

LEGISLATIVE ACT: Regulation (EU) n° 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008.

CONTENT: the Regulation revises the system established under Regulation (EC) 3/2008 in order to make it more efficient and coherent. It lays down the conditions under which **information provision and promotion measures concerning agricultural products** and certain food products based on agricultural products implemented **in the internal market or in third countries,** may be fully or partially financed from the Union budget.

Objectives of information provision and promotion measures: this involves:

- **increase awareness of the merits of Union agricultural products** and of the high standards applicable to the production methods in the Union;
- increase the **competitiveness and consumption** of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
- increase the awareness and recognition of **Union quality schemes**;
- increase the **market share** of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential;
- restore **normal market conditions** in the event of serious market disturbance, loss of consumer confidence or other specific problems.

Measures should aim to :

- **highlight the specific features of agricultural production methods in the Union**, particularly in terms of food safety, traceability, authenticity, labelling, nutritional and health aspects, animal welfare, respect for the environment and sustainability, and the characteristics of agricultural and food products, particularly in terms of their quality, taste, diversity or traditions;
- **raise awareness of the authenticity** of European protected designations of origin, protected geographical indication and traditional specialities guaranteed.

Those measures will in particular consist of **public relation work and information campaigns** and may also take the form of participation in events, fairs and exhibitions of national, European and international importance.

Programmes will consist of a **coherent set of operations** and shall be implemented over a period of at least one but not more than three years.

Mention of origin: the Regulation states that information provision and promotion measures shall not be brand-oriented or origin-oriented. Nevertheless, it shall be possible for the origin of products to be visible on information and promotional material, subject to the certain rules to be expanded on in implementing acts on the internal market.

Eligible products and schemes: measures may cover:

- the products listed in **Annex I to the TFEU**, excluding tobacco;
- the products listed in Annex I to this Regulation;
- spirit drinks with a protected geographical indication and beer under certain conditions;
- the fishery and aquaculture products listed in Annex I to Regulation (EU) No 1379/2013 if other products are also covered.

Proposing organisations: until now, programmes were proposed by trade or inter-trade organisations, but the new Regulation expands the scope of beneficiaries to producer organisations or associations of producer organisations, groups and **agri-food sector bodies**.

The Commission will evaluate and select proposals for simple programmes received in response to the call for proposals and it must provide Member States with information on all the programmes proposed or selected.

Technical support services: with regard to measures on the initiative of the Commission, the latter must develop technical support services, in particular with a view to:

- **encouraging awareness of different markets,** including by means of exploratory business meetings;
- **maintaining a dynamic professional network** around information and promotion policy, including providing advice to the sector with regard to the threat of imitation and counterfeit products in third countries.

Financing: the Union's financial contribution to simple programmes in the internal market shall be **70 %** of the eligible expenditure **and 80 %** in third countries. These percentages shall be increased to **85 %** in the event of serious market disturbance, loss of consumer confidence.

Report: by 31 December 2018, the Commission shall submit an interim report on the application of the Regulation including the rate of uptake in different Member States, together with any appropriate proposals.

ENTRY INTO FORCE: 24.11.2014. The Regulation is applicable from 1.12.2015.

DELEGATED ACTS: the Commission may adopt delegated acts in order to supplement or amend certain non-essential elements of the Regulation. The power to adopt such acts is conferred on the Commission for a period of **five years (renewable) from 24 November 2014**. The European Parliament or the Council may raise objections to a delegated act within two months of the date of notification (which may be extended by two months). If Parliament or Council raise objections, the delegated act will not come into force.