

Information and promotion actions for agricultural products on the internal market

2000/0226(CNS) - 19/12/2000 - Final act

PURPOSE: to harmonise and simplify the current regime on information and promotion actions for agricultural products on the internal market. **COMMUNITY MEASURE:** Council Regulation 2826/2000 /EC. **CONTENT:** the regime seeks to finance actions - the European Union providing 50%, the Member States 20% and professional organisations the remaining 30% - relating to information as well as actions of generic and collective promotion (public relations, advertising, diffusion of scientific information). These actions will seek to avoid overlap with promotional actions by organisations or national and regional authorities. **ENTRY INTO FORCE:** 30/12/2000.