Beef and veal: marketing and publicity measures on labelling of quality beef and veal (repeal. Regul. 2067/92/EEC)

1997/0058(CNS) - 18/09/1997

Highlighting the catastrophic situation in which the beef sector had found itself since the BSE crisis, the rapporteur regretted that, despite all the support measures already taken, consumption had stagnated in the beef market. It was to improve this situation that the report in question proposed extending the definition of quality beef to cheaper cuts. The rapporteur also proposed that the knowledge of regional organisations should be utilised and stressed that the promotion activities were intended to protect consumers' interests. Commissioner Fischler agreed with the most important amendment which concerned changing the legal basis of the proposal to Article 129a (codecision procedure). The Commissioner could also accept Amendments Nos 4, 11, 12 and 20. As for Amendments Nos 7 and 15 on the information to be given to consumers and the creation of a logo, Mr Fischler said that these were already included in other regulations. Finally, Amendments Nos 2, 13 to 15 (first paragraph) and 16 to 19 had to be rejected.