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

1997/0058(CNS) - 02/09/1997

The Commission is proposing to update its 1993 regulation on measures promoting beef consumption which has declined sharply since the announcement in March 1996 that a link between BSE in cattle and CJD in humans could not be ruled out. On behalf of the committee, Veronica Hardstaff (Lincolnshire and Humberside South, PES) will be giving a general welcome to the Commission's proposals. She will however, be putting forward amendments seeking to widen the definition of "quality" from that in the 1993 regulation with the aim of encouraging increased consumption of all types of cuts of beef and veal. She is also calling for the publicity and promotion campaigns to draw on the expertise of people who are already involved in the promotion of meat consumption in member states. Finally, she wants any publicity campaign to be actually carried out by appropriate organisations in member states who understand local conditions and consumer preferences. The Commission would have responsibility for monitoring and coordinating the campaign.