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

1997/0058(CNS) - 19/03/1997 - Legislative proposal

OBJECTIVE: The proposal for a Regulation aims to provide information to consumers on beef and veal from identified and monitored sources in order to maintain consumption at a good level and to promote meat produced under stricter conditions than the normal regulations; SUBSTANCE: Following the BSE crisis, it seems necessary to provide more information with a view to reassuring the public, who have in general reduced their consumption of beef and veal. It is therefore proposed that the Community part-finance measures undertaken by trade and inter-trade organizations to promote quality Community beef and veal identified as such. Promotional activities should focus on the traceability of the meat, enabling the product to be identified from the producer to the consumer. These activities are aimed at all consumers and are based in particular on advertising, point of sale promotion and participation at fairs and exhibitions. Secondly, it aims to provide information to current and potential consumers of beef and veal on the new labelling system. In addition, in view of the extent of demand in some foreign markets, measures are envisaged to carry out promotional activities for quality meat on the markets of some third countries. Finally, specific action should be taken on the new meat labelling system as soon as the Council has adopted the relevant proposal.