Common agricultural policy CAP: information measures (Regulation (EC) No 1258/99)

1999/0209(CNS) - 26/10/1999 - Legislative proposal

PURPOSE : to inform those involved in farming and life in rural areas and, in certain cases, the general public about the issues and objectives of the common agricultural policy in order to facilitate its implementation, help people understand it and promote the European agricultural model. CONTENT : the proposal for the regulation provides that the Community can finance information measures in the field of the common agricultural policy in view of offering farmers, the rural world, as well as opinion multipliers a comprehensive view on this policy. The actions in question may be : annual work programmes presented, in particular, by farmers' or rural development organisations, consumers' associations and environmental protection associations; specific measures presented by any party other than those referred to above, in particular the public authorities of the Member States, the media and universities; and all activities implemented at the Commission's initiative.