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

1997/0058(CNS) - 19/09/1997 - Text adopted by Parliament, 1st reading/single reading

In adopting the report by Mrs Veronica HARDSTAFF (PSE, UK), Parliament asked for the legal basis to be changed: the proposal should be based on Articles 43, 100a and 129a of the Treaty establishing the European Community. As to the substance, Parliament amended the proposal to extend the definitions of quality determined on by the Commission in order to promote, as strongly as possible, the consumption of beef and veal. Parliament called on the Community to finance, in particular, promotion and marketing activities, as well as information campaigns involving direct sales. These activities should incorporate all cuts of meat and carcasses from eligible bovine animals and should not be limited to particular types of carcasses. Parliament demanded that a labelling system be established within the Community to make it easier for consumers to identify high-quality European beef and veal. It also asked that the Directive come into effect on 1 January 1998. Finally, an amendment stated that the Community could not be totally involved in any of the actions carried out.