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

1997/0058(CNS) - 28/09/1998 - Final act

PURPOSE: to strengthen measures for informing the consumer on the new system of labelling of beef and veal introduced by regulation 820/97/EC. COMMUNITY MEASURE: Council regulation 2071/98/EC on publicity measures on the labelling of beef and veal. CONTENT: the regulation provides that the Community may finance publicity measures, to be decided in concert with the Member States, intended to inform the consumer of the guarantees offered by the labelling system for beef and veal established by regulation 820/97/EC. To this end, the Commission may ask for technical assistance from publicity experts with a thorough knowledge of the beef and veal sector, particularly as regards the choice of strategic means, assessment and monitoring. ENTRY INTO FORCE: 07.10.1998.