Basic information

1998/0330(CNS) CNS - Consultation procedure Regulation	Procedure completed
Information and promotion actions for agricultural products in third countries Repealed by 2007/0095(CNS) Amended by 2004/0073(CNS) **Subject** 3.10.03 Marketing and trade of agricultural products and livestock 6.20 Common commercial policy in general	

Key players

European Parliament

Committee responsible	Rapporteur	Appointed
AGRI Agriculture and Rural Development	FANTUZZI Giulio (PSE)	26/01/1999

Committee for opinion	Rapporteur for opinion	Appointed
BUDG Budgets	KATIFORIS Giorgos (PSE)	17/02/1999
RELA External Economic Relations	MIRANDA DE LAGE Ana (PSE)	08/02/1999

Council of the European Union

Council configuration	Meetings	Date
Agriculture and Fisheries	2236	1999-12-14
Agriculture and Fisheries	2218	1999-11-15
Agriculture and Fisheries	2199	1999-07-19

Key events

Date	Event	Reference	Summary
14/01/1999	Legislative proposal published	COM(1998)0683	Summary
30/03/1999	Vote in committee		Summary
30/03/1999	Committee report tabled for plenary, 1st reading/single reading	A4-0173/1999	
12/04/1999	Committee referral announced in Parliament		

13/04/1999	Debate in Parliament		
19/07/1999	Debate in Council		
14/12/1999	Act adopted by Council after consultation of Parliament		
14/12/1999	End of procedure in Parliament		
21/12/1999	Final act published in Official Journal		

Technical information

Procedure reference	1998/0330(CNS)
Procedure type	CNS - Consultation procedure
Procedure subtype	Legislation
Legislative instrument	Regulation
Amendments and repeals	Repealed by 2007/0095(CNS) Amended by 2004/0073(CNS)
Legal basis	EC Treaty (after Amsterdam) EC 037 Rules of Procedure EP 050
Stage reached in procedure	Procedure completed
Committee dossier	AGRI/4/10870

Documentation gateway

European Parliament

Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, 1st reading/single reading		A4-0173/1999 OJ C 219 30.07.1999, p. 0007	30/03/1999	
Text adopted by Parliament, 1st reading/single reading		T4-0298/1999 OJ C 219 30.07.1999, p. 0171-0213	14/04/1999	Summary

European Commission

Document type	Reference	Date	Summary
Legislative proposal	COM(1998)0683 OJ C 032 06.02.1999, p. 0012	14/01/1999	Summary

Other institutions and bodies

Institution/body	Document type	Reference	Date	Summary
EESC	Economic and Social Committee: opinion, report	CES0447/1999 OJ C 169 16.06.1999, p. 0008	28/04/1999	

Additional information		
Source	**Document**	**Date**
European Commission	EUR-Lex	

Final act	
Regulation 1999/2702 OJ L 327 21.12.1999, p. 0007	Summary

Information and promotion actions for agricultural products in third countries

1998/0330(CNS) - 14/01/1999 - Legislative proposal

PURPOSE: to create Community measures to promote and provide information on agricultural products in third countries. CONTENT: the proposal provides for measures in the following areas: - general activities: market research, surveys, high level visits, participation in international events fairs and exhibitions; - sector activities: press conferences, workshops and seminars for selected target groups focusing on the advantages of EC products; - specific programmes: public relations activities, advertising and promotions aimed at consumers/end users; - information campaigns on the Community system of PDOs/PGIs, TSGs, organic farming, quality wines psr, table wines and spirit drinks; - market studies with a view to expanding market outlets; - evaluative studies of promotional and information measures. Particular priority for these measures is given to: - products intended for direct consumption or processing for which export opportunities or potential new market outlets in third countries exist, especially where export refunds will not be required; - typical or quality products displaying high added value. Priority for these measures is also given to those third countries where there is significant actual or potential demand. A list of all these priority products and markets is to be drawn up by the Commission every two years. Initiative for proposing measures is accorded to the professional/ interbranch organisations of the sectors concerned, subject to approval by the Commission. Apart from certain specific measures which may be 100% financed by the EC, all other measures are to be degressively part EC-financed, with the remainder being funded by the professional/interbranch organisations proposing them and the Member States concerned. Provision is made during this process for the Commission to consult the Standing Group on the Promotion of Agricultural Products of the Advisory Committee on Agricultural Product Health and Safety. For measures in olive oil, management is to be entrusted to the IOOC (International Olive Oil Council). The Commission is also to give preference, in approving measures, to those programmes which cover several Member States.

Information and promotion actions for agricultural products in third countries

1998/0330(CNS) - 14/04/1999 - Text adopted by Parliament, 1st reading/single reading

Under consultation procedure, the European Parliament adopted the legislative resolution by Giulio Fantuzzi (PSE,IT), which approves the Commission proposal for a Council regulation on measures to promote and provide information on agricultural products in third countries, subject to amendments, notably in the following areas: - adding that this policy can help to promote the image of Community products on international markets as regards production methods; - proposing that the proposer organisations should be made jointly responsible for the implementation of the programmes; - proposing that the proposer organisations may also include sales promotion bodies in the Member States, provided that, in terms of their internal structure, they represent the companies in the various sectors; - extending monitoring of the proper conduct of the programmes and the impact of the measures to include monitoring by the proposer organisations; - providing that the Community may partly or wholly fund measures in third countries that promote or provide information on processed foodstuffs (as well as agricultural products); - extending the list of aspects of Community products, whose advantages should be highlighted, to include organic farming; - providing that promotion measures shall not be directed solely at final consumers but also at the retail trade and producers of finished goods; - changing the wording with regard to products eligible for measures under the programme; - requiring the Commission to draw up a list of eligible products and markets of countries where there is significant actual or potential demand every three (rather than two) years; - providing that any amendment of this list in the interim be undertaken following consultation of the European Parliament; - in relation to measures in the areas of information campaigns on the Community system of PDOs/PGIs, TSGs and organic farming, market studies and high level Community visits, making it a requirement (rather than an option) for the Commission to consult the Standing Group on the Promotion of Agricultural Products of the Advisory Committee on Agricultural Product Health and Safety before drawing up the list, and also before approving programmes under the proposed regulation; - in determining measures for sectors other than olive oil and table olives allowing the Community to seek help from European (rather than international) organisations offering similar guarantees as the International Olive Oil Council (IOOC) and providing that such organisations shall include members from at least two Member States; - in carrying out measures in relation to public relations, participation in internationally important events and information campaigns on the Community system of wines and spirit drinks under the programme, requiring the trade or inter-trade bodies representing the sector(s) concerned to draw up promotion and information programmes lasting between 3 and 5 years (rather than no longer than 3 years); - further requiring that in so doing, these bodies shall designate the body responsible for implementing the planned measures, giving reasons for their choice and an assessment ofthe candidates' operational capabilities; - assigning responsibilty to the Commission (as well as Member States) for monitoring and making payments in these areas; - requiring the Commission to consult (rather than inform) the Management Committees for the sectors in question, before approving the programmes; - making it obligatory (rather than a matter of preference) that these programmes come from organisations including members from at least two Member States; - with regard to all measures under the regulation, with the exception of public relations, participation at internationally important events, and information campaigns on

the Community system of wines and spirit drinks, requiring the proposer organisation responsible for implementing measures to indicate in the programme it submits to the Commission the arrangements planned for their implementation; - extending the supervision duties of the Monitoring Committee to include supervision of the results of the measures evaluated by the body or bodies responsible for evaluation of results; - with regard to those measures to be funded in part by the Community, increasing the Community's contribution to a fixed level of 60% (rather than a maximum of 50%) of the real cost of the measures and, in the case of promotions lasting at least 2 years allowing for a variable (rather than degressive from 60% to 40%) contribution of between 70% and 50% of the real costs of the measures; - to finance the measures under the regulation, proposing an annual appropriation of EURO 30 million for the financial year 2000, EURO 35 million for 2001, EURO 40 million for 2002 and EURO 50 million for 2003, annually to include EURO 6 million to enable the European Community to tkae part in the information and promotional activities of the IOOC; - requiring the Commission to carry out a study into the possibility of abolishing export refunds and making part of the funds released available for promotional measures.

Information and promotion actions for agricultural products in third countries

1998/0330(CNS) - 14/12/1999 - Final act

PURPOSE : to develop an overall policy towards information and promotion of certain agricultural products on the markets of third countries. COMMUNITY MEASURE : Council Regulation 2702/1999/EC on measures to provide information on, and to promote, agricultural products in third countries. CONTENT : This regulation aims to supplement and strengthen measures undertaken by Member States, especially by promoting the image of Community products on international markets as regards food quality and safety in particular, this activity, by helping to open up new markets, is also likely to have a multiplier effect on national and private initiatives. In addition, this regulation will support the adaptation of the European agri-food sector to decreasing export refunds through greater competitiveness, placing an increased accent on the quality and safety of its products. Measures envisaged include promotion or publicity measures, participation of events, fairs or exhibitions of international importance, information campaigns, studies on new markets and high level trade visits. In addition, the products that shall be eligible for the measures are products intended for direct consumption or processing and typical or quality products displaying high added value. Moreover, the target markets are those where there is an actual or potential demand (Japan, Latin America, etc.). On a practical level, the Commission will draw up every 2 years a list of the products and target markets. However, this list may be amended in the interim, if necessary. Furthermore, measures which promote must not give preference to trade marks or products coming from Member States in particular. With the exception of certain special cases (information on the Community system on quality and labelling, visits and studies), which will be financed by the Community in full, the other measures will be financed in part by the Community which will not exceed 50% of the total cost. Member States concerned shall contribute by covering 20% of their real costs, the remaining balance to be borne by the proposer organisations. The share paid by the Member States and/or by the trade or inter-trade organisations may also be funded out of quasi-tax revenue. However, in the case of promotions lasting at least 2 years, the contribution shall be degressive, falling from 60% to 40% of the real cost of the measures. Before taking a decision, the Commission may consult the Standing Group on the Promotion of Agricultural Products. The body or bodies responsible for implementing the measures shall have specialised knowledge of the products concerned and the target markets have the resources to ensure that the measures are implemented as effectively as possible, taking account of the European dimension of these programmes. In view of the experience gained and the results achieved by the International Olive Oil Council in its promotional activities, provision should, however, be made to continue delegating to it measures falling within the sphere of responsibility ; it should also be possible to seek assistance of similar international organisations for other products. In conclusion, before 31.12.2003, the Commission shall present to the European Parliament and the Council a report on the application of this Regulation, together with any appropriate proposals. ENTRY INTO FORCE : 01.01.2000. The Regulation shall apply until 31.12.2004.