Basic information

2000/0226(CNS) CNS - Consultation procedure Regulation	Procedure completed
Information and promotion actions for agricultural products on the internal market Repealed by 2007/0095(CNS) Amended by 2004/0073(CNS) **Subject** 3.10.03 Marketing and trade of agricultural products and livestock	

Key players

European Parliament

Committee responsible	Rapporteur	Appointed
AGRI Agriculture and Rural Development	DARY Michel J.M. (PSE)	13/09/2000

Committee for opinion	Rapporteur for opinion	Appointed
BUDG Budgets	MULDER Jan (ELDR)	12/10/2000
ENVI Environment, Public Health, Consumer Policy	REDONDO JIMÉNEZ Encarnación (PPE-DE)	10/10/2000

Council of the European Union

Council configuration	Meetings	Date
Agriculture and Fisheries	2322	2000-12-19

European Commission

Commission DG	Commissioner
Agriculture and Rural Development	

Key events

Date	Event	Reference	Summary
08/09/2000	Legislative proposal published	COM(2000)0538	Summary
02/10/2000	Committee referral announced in Parliament		
05/12/2000	Vote in committee		Summary

05/12/2000	Committee report tabled for plenary, 1st reading/single reading	A5-0385/2000	
15/12/2000	Decision by Parliament	T5-0593/2000	Summary
15/12/2000	Debate in Parliament		
19/12/2000	Act adopted by Council after consultation of Parliament		
19/12/2000	End of procedure in Parliament		
23/12/2000	Final act published in Official Journal		

Technical information

Procedure reference	2000/0226(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Amendments and repeals	Repealed by 2007/0095(CNS) Amended by 2004/0073(CNS)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
Stage reached in procedure	Procedure completed
Committee dossier	AGRI/5/13725

Documentation gateway

European Parliament

Document type	Committee	Reference	Date	Summary
Committee report tabled for plenary, 1st reading/single reading		A5-0385/2000 OJ C 232 17.08.2001, p. 0009	05/12/2000	
Text adopted by Parliament, 1st reading/single reading		T5-0593/2000 OJ C 232 17.08.2001, p. 0377-0386	15/12/2000	Summary

European Commission

Document type	Reference	Date	Summary
Legislative proposal	COM(2000)0538  OJ C 365 19.12.2000, p. 0270 E	08/09/2000	Summary

Other institutions and bodies

Institution/body	Document type	Reference	Date	Summary
EESC	Economic and Social Committee: opinion, report	CES1436/2000 OJ C 116 20.04.2001, p. 0051	29/11/2000	
EU	Implementing legislative act	32005R1071 OJ L 179 11.07.2005, p. 0001-0028	01/07/2005	Summary

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

Final act
Regulation 2000/2826 OJ L 328 23.12.2000, p. 0002 Summary

Information and promotion actions for agricultural products on the internal market

2000/0226(CNS) - 01/07/2005 - Implementing legislative act

LEGISLATIVE ACT : Commission Regulation 1071/2005/EC laying down detailed rules for applying Council Regulation 2826/2000/EC on information and promotion actions for agricultural products on the internal market.

CONTENT : in light of experience gained in recent years, Commission Regulation 94/2002/EC laying down detailed rules for applying Council Regulation 2826/2000/EC on information and promotion actions for agricultural products on the internal market should be amended. In the interests of clarity and rationality, that Regulation should be replaced by a new one.

This Regulation lays down detailed rules for applying Regulation 2826/2000/EC, in particular as regards the drawing up, selection, implementation, financing and checking of the programmes referred to in Article 6(1) of that Regulation and the rules applicable to the programmes part-financed by the Member States and the Community referred to in Article 7(1) of that Regulation.

The new Regulation includes, inter alia, the following provisions:

the drawing up and regular updating of lists of themes and products covered by information and promotion actions for agricultural products on the internal market, the national authorities responsible for implementing this Regulation and the duration of the programmes should be specified;

- it should be specified that any message about the nutritional value of a product passed on to consumers and other target groups under the programmes must have a recognised scientific basis and that the sources of that information must be recognised;

- general and specific guidelines to be followed for products covered by information and promotion campaigns should be drawn up;

- in the interests of sound financial management, programmes should contain detailed rules on the financial contribution of Member States and proposing organisations;

- it should be clearly laid down that, in the case of multiannual programmes, an internal evaluation report should be submitted on completion of each annual phase, even where no payment request has been made;

- the interest rate payable by the beneficiary of a wrongful payment should be aligned on the interest rate for amounts receivable not repaid on the due date referred to in Article 86 of Commission Regulation 2342/2002/EC laying down detailed rules for the implementation of Council Regulation 1605 /2002/EC, Euratom on the Financial Regulation applicable to the general budget of the European Communities;

- to ease the transition from Regulation 94/2002/EC to this Regulation, transitional measures should be taken for information and promotion programmes for which funding is decided on by the Commission before the entry into force of this Regulation;

ENTRY INTO FORCE : 18/07/2005.

Information and promotion actions for agricultural products on the internal market

2000/0226(CNS) - 19/12/2000 - Final act

PURPOSE: to harmonise and simplify the current regime on information and promotion actions for agricultural products on the internal market. COMMUNITY MEASURE: Council Regulation 2826/2000/EC. CONTENT: the regime seeks to finance actions - the European Union providing 50%, the Member States 20% and professional organisations the remaining 30% - relating to information as well as actions of generic and collective promotion (public relations, advertising, diffusion of scientific information). These actions will seek to avoid overlap with promotional actions by organisations or national and regional authorities. ENTRY INTO FORCE: 30/12/2000.

Information and promotion actions for agricultural products on the internal market

2000/0226(CNS) - 15/12/2000 - Text adopted by Parliament, 1st reading/single reading

The European Parliament endorsed the resolution by Mr Michel J.M. DARY (PES, F). The resolution was, however, subject to amendments which mirror those tabled by the Committee responsible. (Refer to the previous document). Moreover, the idea of the Commission proposal is to promote European produce and provide consumer information, emphasising aspects such as quality, health benefits, animal welfare and organic production. The measures would include market research and PR work, participation in trade fairs and exhibitions and impact assessments. Short-term difficulties faced by individual sectors could also be tackled. The scheme is to be co-financed, with the funding shared between the Community, the trade organisations and the Member States.

Information and promotion actions for agricultural products on the internal market

2000/0226(CNS) - 08/09/2000 - Legislative proposal

PURPOSE : to harmonise and simplify the various current promotion schemes for agricultural products so as to increase their effectiveness and make their management more transparent. CONTENT : at the moment the Commission operates twelve promotional schemes for products selected over the course of the years by the Council. Each scheme follows its own rules and falls into one of two categories: those run directly by the Commission (olive oil, flax, nuts, logos) and those run indirectly through the Member States or trade organisations (beef, milk products, apples and citrus fruit, grape juice, flowers, labelling). It is desired that this whole system inherited from the past, with its lack of uniformity, be harmonised and simplified to make it more effective and facilitate its management resources available. Following the approach taken to promotion outside the EU, the Community should for its activity within the EU provide itself with a flexible promotional tool useable "across the board". The aim therefore must be information provision and promotion of a generic character avoiding overlap with promotional action of companies and national/regional authorities. Its role will be complementary to their classic marketing approach, and service to create a favourable environment for them among consumers. It is proposed that the "piecemeal" approach taken up to now be abandoned and the Commission periodically choose (using the management committee procedure) the themes and sectors that are to be the subject of information provisions and promotion. The main selection criteria will be: - the wish to run campaigns, either thematic or with specific targets, drawing attention to high quality, nutritional values and safety levels, and also to the advantages of specific production methods; - the existence of labelling and control/traceability systems; - the need to boost sectors in short-term difficulty; - the desire to provide information on the Community PDO/PGI and TSG schemes, organic products, the quality wine psr system etc. With regard to the financing, action will be part-financed by the Community (50% on average) with the balance met by the trade and inter-trade organisations proposing programmes and Member States.