

Council Regulation (EC) No 2826/2000 of 19 December 2000 on information and promotion actions for agricultural products on the internal market (repealed)

Article 5

- 1 For each sector or product selected the Commission shall, in accordance with the procedure laid down in Article 13(2), adopt a strategy defining guidelines to which proposals for information and promotion programmes must conform.
- 2 When laying down the guidelines referred to in paragraph 1, the Commission may consult the Standing Group on Promotion of Agricultural Products of the Advisory Committee on Agricultural Product Health and Safety.
- 3 These guidelines shall give general indications, in particular concerning:
 - a objectives and targets,
 - b one or more themes to be the subject of the measures selected,
 - c the types of action to be undertaken,
 - d the duration of programmes,
 - e the indicative distribution, by market and type of measure, of the amount available for the Community's contribution to programmes.