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► **B****COMMISSION REGULATION (EC) No 94/2002****of 18 January 2002****laying down detailed rules for applying Council Regulation (EC) No 2826/2000 on information and promotion actions for agricultural products on the internal market**

(OJ L 17, 19.1.2002, p. 20)

Amended by:

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► <u>M1</u> Commission Regulation (EC) No 305/2002 of 18 February 2002	L 47	12	19.2.2002
► <u>M2</u> Commission Regulation (EC) No 434/2002 of 8 March 2002	L 67	6	9.3.2002
► <u>M3</u> Commission Regulation (EC) No 1186/2002 of 2 July 2002	L 173	4	3.7.2002
► <u>M4</u> Commission Regulation (EC) No 2097/2002 of 27 November 2002	L 323	41	28.11.2002
► <u>M5</u> Commission Regulation (EC) No 497/2003 of 18 March 2003	L 74	4	20.3.2003
► <u>M6</u> Commission Regulation (EC) No 185/2004 of 2 February 2004	L 29	4	3.2.2004
► <u>M7</u> Commission Regulation (EC) No 1803/2004 of 15 October 2004	L 318	4	19.10.2004
► <u>M8</u> Commission Regulation (EC) No 359/2005 of 2 March 2005	L 57	13	3.3.2005
► <u>M9</u> Commission Regulation (EC) No 422/2005 of 14 March 2005	L 68	5	15.3.2005

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- **C1** Corrigendum, OJ L 316, 20.11.2002, p. 27 (94/2002)



COMMISSION REGULATION (EC) No 94/2002
of 18 January 2002

laying down detailed rules for applying Council Regulation (EC) No 2826/2000 on information and promotion actions for agricultural products on the internal market

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Regulation (EC) No 2826/2000 of 19 December 2000 on information and promotion actions for agricultural products on the internal market, ⁽¹⁾ and in particular Articles 12 and 16 thereof,

Whereas:

- (1) Detailed rules should be laid down for applying the measures to provide information about, and to promote, agricultural products and, secondarily, foodstuffs on the internal market.
- (2) In the interests of sound management, the frequency with which lists of themes and products eligible under these measures are to be drawn up should be specified.
- (3) In order to prevent any risk of distortion of competition, guidelines should be drawn up on the way the specific origin of products covered by promotion and information campaigns is to be referred to.
- (4) The procedure for presenting programmes and selecting implementing bodies should be determined with a view to ensuring the broadest possible competition and free movement of services.
- (5) Criteria governing the selection of programmes by the Member States and their scrutiny by the Commission should be established with a view to ensuring that the Community rules are complied with and that the measures to be implemented are effective, in particular in the light of Council Directive 92/50/EEC of 18 June 1992 relating to the coordination of procedures for the award of public service contracts ⁽²⁾, as last amended by Commission Directive 2001/78/EC ⁽³⁾.
- (6) In the context of its collaboration with the Member States, once the Commission has scrutinised the programmes it is to notify the Management Committee of the programmes approved and their budgets.
- (7) General guidelines on campaigns should be laid down for the purpose of managing the programmes to be implemented. Campaigns should have an informative aspect in accordance with Article 3 of Regulation (EC) No 2826/2000. Initially, these guidelines have been drawn up for a limited number of key sectors, without prejudice to the inclusion of other sectors or themes at a later date. Guidelines have still to be drawn up for live plants and floricultural products.
- (8) With a view to ensuring that the Community measures are effective, preferential criteria should be laid down for selecting programmes so as to optimise their impact.
- (9) In the case of programmes involving more than one Member State, provision should be made for measures to ensure that the Member States concerned cooperate in submitting and scrutinising programmes.
- (10) The consequences, which may involve, where appropriate, a reduction of Community financing, should be spelled out in

⁽¹⁾ OJ L 328, 21.12.2000, p. 2.

⁽²⁾ OJ L 209, 24.7.1992, p. 1.

⁽³⁾ OJ L 285, 29.10.2001, p. 1.

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cases where an organisation is rejected for lack of part-financing by a Member State and Article 9(3) of Regulation (EC) No 2826/2000 does not apply.

- (11) The checks to be carried out by the Member States on programmes managed directly by them should be determined.
- (12) Detailed rules on the Community's financial contribution should be laid down in the interests of sound financial management. It should be specified in particular that, in the case of multiannual programmes, the Community's total financial contribution may not exceed 50 % of the total cost.
- (13) The various arrangements ensuring that commitments entered into are fulfilled should be laid down in contracts to be concluded between the parties concerned and the competent national authorities within a reasonable time limit, using standard forms of contract supplied by the Commission.
- (14) With a view to the proper performance of such contracts, contractors should lodge a security equal to 15 % of the Community contribution in favour of the competent authority. To the same end, a security should be lodged where an advance payment is applied for.
- (15) The primary requirement within the meaning of Article 20 of Commission Regulation (EEC) No 2220/85 ⁽¹⁾, as last amended by Regulation (EC) No 1932/1999 ⁽²⁾, should be defined.
- (16) With a view to budget management requirements, a penalty should be laid down for failure to submit, or late submission of, intermediate payment applications and for late payment by Member States.
- (17) In the interests of sound financial management and in order to avoid any danger that payments to be made take up the whole of the Community financial contribution and leave no balance to pay, provision should be made for advances and intermediate payments not to exceed 80 % of the Community contribution. To the same end, applications for payment of the balance must reach the competent authorities within a specified time limit.
- (18) The Member States should monitor the implementation of the measures covered by this Regulation and the Commission should be kept informed of the results thereof. In the interests of sound financial management, provision should be made for the Member States to cooperate where measures are implemented in a Member State other than the one in which the competent authority signing the contract is established.
- (19) Regulation (EC) No 2826/2000 harmonises information and promotion measures for agricultural products on the internal market and brings them together in a single text. The detailed implementing rules for the different sectors should therefore also be harmonised and simplified. Accordingly, the existing sectoral implementing provisions and regulations relating to the promotion of agricultural products should be repealed.
- (20) The measures provided for in this Regulation are in accordance with the opinion of the joint meeting of the management committees on agricultural product promotion,

HAS ADOPTED THIS REGULATION:

Article 1

For the purposes of Article 6(1) and Article 7(1) of Regulation (EC) No 2826/2000, 'programme' means a coherent set of measures of a scope

⁽¹⁾ OJ L 205, 3.8.1985, p. 5.

⁽²⁾ OJ L 240, 10.9.1999, p. 11.

▼B

that is sufficient to contribute towards improving information about, and sales of, the products concerned.

Article 2

1. In compliance with the criteria set out in Article 3 of Regulation (EC) No 2826/2000, the promotion and/or information message passed on to consumers and other target groups shall include the intrinsic qualities and/or characteristics of the product concerned.

2. Any reference to the origin of products shall be secondary to the central message of a campaign. However, the origin of a product may be indicated in the case of a designation under Community rules or a feature of a typical product needed to illustrate the promotion or information campaign.

▼M5

3. Any reference in promotion and information messages to the effects on health of consuming the products concerned must be based on generally-accepted scientific data. Such messages must be accepted by the national authority responsible for public health. The trade federation or interbranch organisation making the proposal shall keep a list available for the Member State concerned and the Commission of the scientific studies and the opinions of authorised scientific institutions on which such messages are based.

▼B*Article 3*

The lists of themes and products referred to in Article 4 of Regulation (EC) No 2826/2000 shall be drawn up by 31 March at the latest every two years. The initial lists are set out in Annex I hereto.

▼M7*Article 3a*

Member States shall designate the competent authority or authorities for the application of Regulation (EC) No 2826/2000. They shall inform the Commission of the names and all contact details of the designated authority or authorities, as well as of any changes to this information. The Commission shall make this information publicly available in an appropriate form.

▼B*Article 4*

Programmes as referred to in Article 1 shall be implemented over a period of at least one year but not more than three years from the date on which the relevant contract takes effect.

*Article 5***▼M5**

1. For the purpose of implementing measures under the programmes referred to in Article 6 of Regulation (EC) No 2826/2000, the Member State concerned shall receive, in response to a call for proposals and no later than 31 January and 31 July each year, programmes drawn up by trade and interbranch associations in the Community which are representative of the sector or sectors concerned.

However, the Member States concerned shall receive programmes to be submitted in 2003 relating to olive oil, table olives and fibre flax in response to a call for proposals no later than 31 May 2003.

►**M6** The first series of programmes relating to eggs for human consumption to be submitted in 2004 shall be received by the Member State concerned no later than 29 February 2004. ◀

Such programmes shall comply with the Community rules governing the products concerned and their marketing, and the guidelines referred to in Article 5 of Regulation (EC) No 2826/2000 and the specifications

▼ M5

stipulating exclusion, selection and award criteria distributed to that end by the Member States concerned.

The guidelines are laid down for the first time in Annex III to this Regulation.

▼ M7

The programmes shall be submitted in a form drawn up by the Commission and supplied to the Member States.

▼ B

2. Member States shall take the necessary steps to ensure that, under contracts involving their country, the authorities awarding contracts enforce Directive 92/50/EEC.

3. Where an information and/or promotion programme involving more than one Member State is planned, the Member States concerned shall cooperate in drawing up compatible specifications and calls for proposals.

4. In response to such calls for proposals, the organisations referred to in paragraph 1 shall draw up information and promotion programmes in cooperation with the implementing body or bodies that they have selected by a competitive procedure using appropriate means validated by the Member State concerned.

5. In the case of programmes involving more than one Member State, the Member States concerned shall cooperate in selecting the programmes and shall undertake to contribute to their financing in accordance with Article 9(2).

*Article 6***▼ C1**

In cases where a Member State makes no financial contribution and Article 9(3) of Regulation (EC) No 2826/2000 is not applied, the trade federation or interbranch organisation of that Member State shall be excluded from the programme.

▼ B*Article 7*

1. ► **M4** No later than 15 March and 30 September each year the Member States shall send the Commission a provisional list of the programmes and proposed implementing bodies and a copy of each programme which they have selected. ◀ In the case of programmes involving more than one Member State, this notification shall be made by common accord of the Member States concerned.

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However, the programmes submitted in 2003 relating to olive oil, table olives and fibre flax in response to a call for proposals shall be notified to the Commission no later than 30 June 2003.

► **M6** The first series of programmes relating to eggs for human consumption to be submitted in 2004 shall be notified to the Commission no later than 31 March 2004. ◀

▼ B

2. Where a programme is found not to comply with the Community rules or the guidelines referred to in Annex III, the Commission shall inform the Member State(s) concerned, within 60 calendar days of receipt of the provisional list, that all or part of that programme is ineligible.

▼ M3

3. ► **M8** After checking revise programmes referred to in the third subparagraph of Article 6(3) of Regulation (EC) No 2826/2000 the Commission shall decide, no later than 31 May and 15 December, which programmes it may part-finance under the indicative budgets listed in Annex III to this Regulation, in accordance with the procedure referred to in Article 13(2) of Regulation (EC) No 2826/2000. ◀

▼ **M3**

► **M8** ————— ◀ ► **M6** The first series of programmes relating to eggs intended for human consumption to be submitted in 2004 shall be decided on by the Commission no later than 31 May 2004. ◀

▼ **M5**

However, the Commission shall decide on programmes submitted in 2003 relating to olive oil, table olives and fibre flax in response to a call for proposals no later than 15 September 2003.

▼ **B**

4. The proposing trade federations or interbranch organisations shall be responsible for the proper implementation of the programmes selected.

▼ **M8***Article 8*

Where Article 7 of Regulation (EC) No 2826/2000 is applied, the provisional list of programmes shall be communicated to the Commission no later than 15 March and 30 September each year.

The Commission shall decide which programmes it will part-finance under the indicative budgets given in Annex III to this Regulation no later than 31 May and 15 December of the same year, in accordance with the procedure referred to in Article 13(2) of Regulation (EC) No 2826/2000.

▼ **B***Article 9*

1. The Community's financial contribution to measures as referred to in Article 9(1)(b) of Regulation (EC) No 2826/2000 shall amount to:

- (a) 50 % of the actual cost of measures under programmes lasting one year;
- (b) 60 % of the actual cost of measures during the first year and 40 % during the second year under programmes lasting two years, up to a total Community contribution not exceeding 50 % of the total cost of the programme;
- (c) 60 % of the actual cost of measures during the first year, 50 % during the second year and 40 % during the third year under programmes lasting three years, up to a total Community contribution not exceeding 50 % of the total cost of the programme.

This financial contribution shall be paid to Member States as referred to in Article 10(2) of Regulation (EC) No 2826/2000.

2. Member States' financial contributions to measures as referred to in Article 9(2) of Regulation (EC) No 2826/2000 shall amount to 20 % of their actual cost. Where more than one Member State contributes to the financing, the share to be paid by each shall be proportionate to the financial contribution of the proposing organisation established in its territory.

▼ **M7**

3. Information and promotion activities which are supported under Council Regulation (EC) No 1257/1999 ⁽¹⁾ shall not qualify for support under Regulation (EC) No 2826/2000.

▼ **B***Article 10*▼ **M7**

1. As soon as the final list, referred to in the third subparagraph of Article 6(3) of Regulation (EC) No 2826/2000, of programmes selected by the Member States has been drawn up, the individual organisations concerned shall be informed by the Member States whether or not their

⁽¹⁾ OJ L 160, 26.6.1999, p. 80.

▼M7

applications have been accepted. The Member States shall conclude contracts with the selected organisations within 60 calendar days of notification of the Commission decision. In case of programmes jointly presented by several professional or interprofessional organisations in more than one Member State, contracts shall be concluded within 90 calendar days. Beyond that deadline, no contracts may be concluded without prior authorisation from the Commission.

2. The Member States shall use model contracts supplied by the Commission. Where necessary, Member States may vary certain terms of the model contracts to take into account national rules but only to the extent that Community law is not prejudiced.

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3. Contracts may not be concluded by the two parties until a performance security equal to 15 % of the maximum annual financial contribution from the Community and the Member State(s) concerned has been lodged in order to ensure satisfactory performance of the contract. The security shall be lodged in accordance with Title III of Regulation (EEC) No 2220/85.

However, where the contractor is a body governed by public law or acts under the supervision of such a body, the competent authority of the Member State may accept a written guarantee from the supervisory body covering an amount equal to the percentage specified in the first subparagraph, provided that the supervisory body undertakes to ensure that:

- the obligations entered into are properly discharged, and
- the sums received are used properly to discharge the obligations entered into.

Proof that the performance security has been lodged must reach the Member State within the time limit laid down in paragraph 1.

Performance securities shall be released within the time limit and on the terms laid down in Article 12 of this Regulation for payment of the balance.

4. The primary requirement within the meaning of Article 20 of Regulation (EEC) No 2220/85 shall be implementation of the measures covered by the contract.

5. The Member State shall immediately send the Commission a copy of the contract and proof that the performance security has been lodged. It shall also send a copy of the contract concluded by the selected organisation with the implementing body.

The latter contract shall contain the provision that the implementing body must submit to the checks provided for in Article 13.

Article 11

1. Within 30 calendar days of the contract being signed, a contractor may submit an application for an advance payment to the Member State concerned, together with the security provided for in paragraph 3. Beyond that date, no applications for an advance may be made.

The advance payment may amount to no more than 30 % of the annual contribution from the Community and the Member State(s) concerned.

2. The Member State shall pay the advance within 30 calendar days of submission of the application for advance payment. Where payment is made late, Article 4 of Commission Regulation (EC) No 296/96⁽¹⁾ shall apply.

3. The advance shall be paid on condition that the contractor lodges a security equal to 110 % of that advance in favour of the Member State in accordance with Title III of Regulation (EEC) No 2220/85.

⁽¹⁾ OJ L 39, 17.2.1996, p. 5.

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However, if the contractor is a body governed by public law or acts under the supervision of such a body, the competent authority may accept a written guarantee from the supervisory body covering an amount equal to the percentage specified in the first subparagraph, provided the supervisory body undertakes to pay the amount covered by its guarantee if entitlement to the advance as paid is not established.

Article 12

1. Applications for intermediate payments of the Community and Member State contributions shall be submitted before the end of the calendar month following the month in which each period of three months calculated from the date of signing of the contract expires. Such applications shall cover the expenditure incurred during the quarter concerned and shall be accompanied by a summary financial statement, the relevant supporting documents and an interim report on the implementation of the contract. Where no expenditure has been incurred during the quarter concerned, a statement to that effect shall be submitted within the same time limit as for applications for intermediate payments.

Except in cases of *force majeure*, where an application for intermediate payment and the relevant documents are submitted late, the payment shall be reduced by 3 % for each whole month by which it is overdue.

Intermediate payments and the advance payment referred to in Article 11(1) taken together may not exceed 80 % of the total annual financial contribution from the Community and the Member States concerned. Once that level is reached, no more intermediate payment applications shall be submitted.

2. Applications for payment of the balance shall be submitted within four months of completion of the annual measures covered by the contract.

To be considered as duly submitted, applications must be accompanied by:

- (a) a summary financial statement showing all expenditure scheduled and incurred and all relevant supporting documents relating to the expenditure;
- (b) a summary of the work carried out (activity report);
- (c) an internal report, drawn up by the contractor, evaluating the results obtained, as ascertainable at the date of the report, and the use that can be made of them.

Except in cases of *force majeure*, where an application for payment of the balance is submitted late, the balance shall be reduced by 3 % for each month by which it is overdue.

▼M7

2a. For multi-annual programmes, the internal report referred to in paragraph 2(c) shall be submitted after completion of each annual phase, even in case where no application for payment of the balance is introduced.

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3. The balance shall not be paid until the documents referred to in paragraph 2 have been checked.

Where the primary requirement referred to in Article 10(4) is not satisfied in full, the balance payable shall be reduced proportionately.

4. The security referred to in Article 11(3) shall be released on condition that definitive entitlement to the advance as paid has been established.

5. Member States shall make the payments referred to in the previous paragraphs within 60 calendar days of receipt of the application for payment. However, that period may be interrupted at any time during the 60 days after the application for payment is first recorded as received, by notifying the contractor concerned that the application is

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not acceptable either because the amount is not due or because the supporting documents required for all additional applications have not been supplied or because the Member State sees the need for further information or checks. The payment period shall start running again from the date of receipt of the information requested, which must be forwarded within 30 calendar days. Except in cases of *force majeure*, where the above payments are made late, the amount reimbursed to the Member State shall be reduced in accordance with Article 4 of Regulation (EC) No 296/96.

6. Performance securities as provided for in Article 10(3) must remain valid until the balance is paid and shall be released by means of a letter of discharge issued by the competent authority.

▼M7

7. Within 60 calendar days of receipt, the Member States shall send to the Commission the summaries referred to in paragraph 2(a) and (b) and the internal evaluation report referred to in paragraph 2(c).

They shall send to the Commission twice a year the quarterly interim reports required for intermediate payments in accordance with paragraph 1: the first and second quarterly reports shall be sent within 60 calendar days of receipt of the second quarterly report and the third and fourth quarterly reports together with the summaries and report referred to in the first subparagraph of this paragraph.

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8. After the balance has been paid, the Member State shall send the Commission a financial statement detailing the expenditure incurred under the contract.

It shall also certify that, in the light of checks carried out, all the expenditure may be considered eligible under the terms of the contract.

9. Any securities forfeit and penalties imposed shall be deducted from the expenditure part-financed by the Community and declared to the EAGGF Guarantee Section.

Article 13

1. In particular by means of technical, administrative and accounting checks at the premises of the contractor and the implementing body, the Member States shall take the steps necessary to verify that:

- (a) the information and supporting documents supplied are accurate, and
- (b) all the obligations laid down in the contract have been fulfilled.

Without prejudice to Council Regulation (EEC) No 595/91⁽¹⁾, the Member States shall inform the Commission at the earliest opportunity of any irregularities detected during checks.

2. The Member State concerned shall determine the most appropriate way of checking on the measures covered by this Regulation and shall notify the Commission thereof.

3. In the case of programmes covering more than one Member State, the Member States concerned shall take the necessary steps to coordinate their checks and shall inform the Commission thereof.

4. The Commission may take part at any time in the verifications and checks provided for in paragraphs 2 and 3. To that end, the competent authorities of the Member States shall notify the Commission in good time of verifications and checks planned.

The Commission may also carry out any additional checks it considers necessary.

⁽¹⁾ OJ L 67, 14.3.1991, p. 11.

▼B*Article 14*

1. Where undue payments are made, the beneficiary shall repay the amounts concerned plus interest calculated on the basis of the time elapsing between payment and repayment by the beneficiary.

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The interest rate to be used shall be that applied by the European Central Bank to its principal financial operations in euro, as published in the C series of the *Official Journal of the European Union*, in force on the first calendar day of the month in which the due date falls, increased by three and a half percentage points.

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2. Amounts recovered and the relevant interest shall be paid to the paying agencies or departments and deducted by them from the expenditure financed by the European Agricultural Guidance and Guarantee Fund in proportion to the Community financial contribution.

Article 15

Articles 10, 11, 12, 13 and 14 shall also apply to programmes presented in accordance with Article 7 of Regulation (EC) No 2826/2000.

The contracts for these programmes shall be concluded between the Member States concerned and the selected implementing organisations.

Article 16

1. The following provisions are hereby deleted:

- (a) Articles 13, 14, 15, 16 and 17 of Commission Regulation (EEC) No 2159/89 of 18 July 1989 laying down detailed rules for applying the specific measures for nuts and locust beans as provided for in Title IIa of Council Regulation (EEC) No 1035/72 ⁽¹⁾;
- (b) Article 6 of Commission Regulation (EC) No 1905/94 of 27 July 1994 on detailed rules for the application of Council Regulation (EC) No 399/94 concerning specific measures for dried grapes ⁽²⁾.

2. The following Regulations are hereby repealed:

- (a) Commission Regulation (EEC) No 1348/81 of 20 May 1981 on detailed rules for applying Council Regulation (EEC) No 1970/80 laying down general implementing rules for campaigns aimed at promoting the consumption of olive oil in the Community ⁽³⁾;
- (b) Commission Regulation (EEC) No 1164/89 of 28 April 1989 laying down detailed rules concerning the aid for fibre flax and hemp ⁽⁴⁾;
- (c) Commission Regulation (EEC) No 2282/90 of 31 July 1990 laying down detailed rules for increasing the consumption and utilisation of apples and the consumption of citrus fruit ⁽⁵⁾;
- (d) Commission Regulation (EEC) No 3601/92 of 14 December 1992 laying down detailed rules for the application of specific measures for table olives ⁽⁶⁾;
- (e) Commission Regulation (EEC) No 1318/93 of 28 May 1993 on detailed rules for the application of Council Regulation (EEC) No 2067/92 on measures to promote and market quality beef and veal ⁽⁷⁾;

⁽¹⁾ OJ L 207, 19.7.1989, p. 19.

⁽²⁾ OJ L 194, 29.7.1994, p. 21.

⁽³⁾ OJ L 134, 21.5.1981, p. 17.

⁽⁴⁾ OJ L 121, 29.4.1989, p. 4.

⁽⁵⁾ OJ L 205, 3.8.1990, p. 8.

⁽⁶⁾ OJ L 366, 15.12.1992, p. 17.

⁽⁷⁾ OJ L 132, 29.5.1993, p. 83.

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- (f) Commission Regulation (EC) No 890/1999 of 29 April 1999 on the organisation of publicity measures relating to the Community system for the labelling of beef and veal ⁽¹⁾;
 - (g) Commission Regulation (EC) No 3582/93 of 21 December 1993 on detailed rules for the application of Council Regulation (EEC) No 2073/92 on promoting consumption in the Community and expanding the markets for milk and milk products ⁽²⁾;
 - (h) Commission Regulation (EC) No 803/98 of 16 April 1998 laying down detailed rules for 1998 for the application of Council Regulation (EC) No 2275/96 introducing specific measures for live plants and floricultural products ⁽³⁾.
3. The Regulations listed in paragraph 2 shall continue to apply to information and promotion programmes approved before the entry into force of this Regulation.

Article 17

This Regulation shall enter into force on the seventh day following its publication in the *Official Journal of the European Communities*.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

⁽¹⁾ OJ L 113, 30.4.1999, p. 5.

⁽²⁾ OJ L 326, 28.12.1993, p. 23.

⁽³⁾ OJ L 115, 17.4.1998, p. 5.

▼ M9*ANNEX I***LIST OF PRODUCTS AND THEMES**

- fresh fruit and vegetables,
- processed fruit and vegetables,
- fibre flax,
- live plants and products of ornamental horticulture,
- olive oil and table olives,
- seed oils,
- milk and milk products,
- fresh, chilled or frozen meat, produced in accordance with a Community or a national quality scheme,
- labelling of eggs for human consumption,
- honey and beekeeping products,
- quality wines psr, table wines with a geographical indication,
- graphic symbol for the most remote regions as laid down in agricultural legislation,
- protected designation/s of origin (PDO), protected geographical indication/s (PGI) or traditional speciality/ies guaranteed (TSG) in accordance with Council Regulations (EEC) No 2081/92 ⁽¹⁾ or (EEC) No 2082/92 ⁽²⁾ and products registered under these schemes,
- organic farming in accordance with Council Regulation (EEC) No 2092/91 ⁽³⁾ and products registered according to this Regulation.

▼ M7

⁽¹⁾ OJ L 208, 24.7.1992, p. 1.

⁽²⁾ OJ L 208, 24.7.1992, p. 9.

⁽³⁾ OJ L 198, 22.7.1991, p. 1.

GUIDELINES FOR PROMOTION ON THE INTERNAL MARKET

The following guidelines give an orientation for the messages, target groups and channels that should have a central position in the promotion or information programmes for the different product categories.

Without prejudice to the priorities presented in Article 6(4) of Regulation (EC) 2826/2000, programme proposals should in general be prepared taking into account the following principles:

- when programmes are proposed by more than one Member State they should have coordinated strategies, actions and messages,
- programmes should preferably be multiannual and with a sufficient scope to have a significant impact on the targeted markets. Where appropriate, they should be operated on the markets of more than one Member State,
- the messages of the programmes should provide objective information about the intrinsic characteristics and/or nutritional value of the products as part of a balanced diet, of their production methods or environmental friendliness,
- programmes should have central messages, which are of interest to the consumers, professionals and/or the trade of several Member States.

Fresh fruit and vegetables**1. OVERVIEW OF THE SITUATION**

While the Community production of fruit and vegetables is increasing, their consumption is on the whole static.

There is a noticeable lack of interest among consumers under 35, which is even stronger among the school age population. This is not in the interests of a balanced diet.

2. GOALS

The aim is to improve the image of the products as being 'fresh' and 'natural' and to bring down the average age of consumers, chiefly by encouraging young people to consume the products concerned.

3. MAIN TARGETS

- Young households under 35
- School-age children, adolescents and their parents
- Mass caterers and school canteens
- Doctors and nutritionists.

4. MAIN MESSAGES

- To promote the 'five a day' type approach (recommendation to eat at least five servings of fruit or vegetable per day)
- The products are natural and fresh
- Quality (safety, nutritional value and taste, production methods, environmental protection, link with the product's origin)
- Enjoyment
- Balanced diet
- Variety and seasonal nature of the supply of fresh products; information on their tastes and uses
- Traceability
- Accessibility and ease of preparation: many fresh fruit and vegetables require no cooking.

5. MAIN CHANNELS

- Electronic channels (Internet sites presenting available products, with online games for children)
- Telephone information line

▼ M9

- PR contacts with the media and advertising (e.g. specialised journalists, women's press, youth magazines and papers)
- Contacts with doctors and nutritionists
- Educational measures targeting children and adolescents by mobilising teachers and school canteen managers
- Point-of-sales information actions to consumers
- Other channels (leaflets and brochures with information on the products and recipes, children's games, etc.)
- Visual media (cinema, specialised TV channels)
- Radio spots
- Participation in trade fairs.

6. DURATION OF THE PROGRAMMES

12 to 36 months, giving priority to multiannual programmes that set objectives for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 4 million.

Processed fruit and vegetables**1. OVERVIEW OF THE SITUATION**

The sector faces increasing competition from several third countries.

While demand is gradually increasing, in particular because of the ease of consumption of these products, it is important that the Community industry will be able to benefit of this potential. Therefore support to information and promotion actions is justified.

2. GOALS

The image of the product needs to be modernised and made more youthful, giving the information needed to encourage consumption.

3. MAIN TARGETS

- Households
- Mass caterers and school canteens
- Doctors and nutritionists.

4. MAIN MESSAGES

- Quality (safety, nutritional value and taste, preparation methods)
- Ease of use
- Enjoyment
- Variety of supply and availability throughout the year
- Balanced diet
- Traceability.

5. MAIN CHANNELS

- Electronic channels (Internet site)
- Telephone information line
- PR contacts with the media and advertising (e.g. specialised journalists, women's press, culinary and professional press)
- Demonstrations at points of sale
- Contacts with doctors and nutritionists
- Other channels (leaflets and brochures featuring products and recipes)
- Visual media
- Participation in trade fairs.

▼ M9

6. DURATION OF THE PROGRAMMES

12 to 36 months, giving priority to multiannual programmes that set objectives for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 2 million

Fibre flax

1. OVERVIEW OF THE SITUATION

The liberalisation of international trade in textiles and clothing has brought Community flax into sharp competition with flax from outside the Community offered at very attractive prices. It is also in competition with other fibres. At the same time, consumption of textiles is tending to stagnate.

2. GOALS

- To develop the image and reputation of Community flax and to capitalise its distinctive qualities
- To increase consumption of this product
- To inform consumers about the characteristics of new products placed on the market.

3. TARGET GROUPS

- Leading professionals in the sector (stylists, designers, makers, editors)
- Distributors
- Textiles, fashion and interior design education circles (teachers and students)
- Opinion leaders
- Consumers.

4. MAIN MESSAGES

- The quality of the product comes from the conditions in which the raw material is produced, the use of suitable varieties and the know-how brought to bear all along the production chain
- Community flax offers a wide range of products (clothing, decoration, household linen) and a wealth of creativity and innovation.

5. MAIN CHANNELS

- Electronic channels (Internet sites)
- Professional shows and fairs
- Information measures targeting users downstream (designers, makers, distributors, editors)
- Information at sales points
- Relations with the specialist press
- Educational information measures in fashion schools, textile engineer courses, etc.

6. DURATION OF PROGRAMMES

12 to 36 months, giving priority to multiannual programmes that set objectives for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 1 million.

Live plants and products of ornamental horticulture

1. OVERVIEW OF THE SITUATION

The supply situation of the sector is characterised by increasing competition between products from the Community and products from third countries.

▼ M9

The evaluation studies of the promotion campaigns carried out between 1997-2000 suggest that, in order to facilitate the sale of Community production within the European Union, the whole chain from producer to distributor needs to be better organised and rationalised, and consumers should be better informed about the intrinsic qualities and varieties of Community products.

2. GOALS

- To increase the consumption of flowers and plants of Community origin
- To encourage practices which benefit the environment and increase knowledge about environmentally-friendly methods
- To strengthen the partnership between professionals from several Member States, allowing, among other things, most advanced knowledge in the sector to be shared, and to better inform all participants in the production chain.

3. MAIN TARGETS

- Producers, nurseries, distributors and other operators of the sector
- Students and school children
- Opinion multipliers: journalists, teachers
- Consumers.

4. MAIN MESSAGES

- Information on the quality and varieties of Community products
- Environmentally-friendly production methods
- Techniques aiming for more durable products
- An optimum mix of varieties of plants and flowers
- The role of plants and flowers in well-being and quality of life.

5. MAIN CHANNELS

- Media contacts
- Fairs and exhibitions: stands representing products of several Member States
- Training measures for professionals, consumers and students
- Actions for sharing knowledge about greater product durability
- Consumer information measures through the press, and also through initiatives such as catalogue publishing, gardener's calendars and possibly 'plant of the month' campaigns
- Increased use of electronic media (Internet, CD-ROM, etc.).

6. DURATION OF PROGRAMME

12 to 36 months, giving priority to multiannual programmes presenting a strategy and properly justified objectives for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 3 million.

Olive oil and table olives**1. OVERVIEW OF THE SITUATION**

While the supply of olive oil and table olives is on the increase the outlets on the internal and international markets are important to safeguard the Community market equilibrium. The situation at the level of domestic demand for these products varies widely between traditional consumer markets and those where they are a relatively new phenomenon.

In the 'traditional consumer' Member States (Spain, Italy, Greece and Portugal), the products concerned are generally well-known and consumption is high. These are mature markets where the prospects for any overall increase in demand are limited, but taking into account their current share of the consumption of olive oil they continue to be of great interest to the sector.

▼ **M9**

In the ‘new consumer’ Member States, per capita consumption has progressed but is still substantially lower (in the Community as constituted before 1 May 2004) or marginal (in the majority of the new Member States). Many consumers are not aware of the qualities or of the various uses of olive oil and table olives. This is thus a market with major scope for increasing demand.

2. GOALS

- As a priority: to increase consumption in the ‘new consumer’ Member States by increasing market penetration and to intensify use by diversifying the use of these products and by providing necessary information.
- To consolidate and develop consumption in the ‘traditional consumer’ Member States by improving information to consumers about less known aspects and getting young people into the habit of buying the products.

3. TARGET GROUPS

- Persons responsible for purchases: in the case of ‘traditional consumer’ Member States mainly those between 20 and 40 years of age
- Opinion leaders (gastronomes, chefs, restaurants, journalists) and general and specialised press (gastronomy, women’s, various styles)
- Medical and paramedical press
- Distributors (in the ‘new consumer’ Member States).

4. MAIN MESSAGES

- Gastronomic qualities and organoleptic characteristics of virgin olive oil (flavour, colour, taste) have nuances connected with the varieties, areas, harvests, PDOs/PGIs etc. This diversity offers a wide range of culinary sensations and possibilities
- The different categories of olive oil
- Olive oil, due to its nutritional qualities, is a major element in a healthy and balanced diet: it succeeds in combining culinary pleasures with the requirements of a balanced and healthy diet
- Information on the rules concerning control, certification of quality and of labelling of olive oils
- Information on all olive oils and/or table olives registered as PDOs/PGIs throughout the Community
- Table olives constitute a healthy and natural product, adapted both for a user-friendly consumption and for the preparation of elaborate dishes
- Varietal characteristics of table olives.

More specifically in the ‘new consumer’ Member States:

- Olive oil, and in particular the virgin extra category, is a natural product, resulting from tradition and ancient know-how, which is appropriate for a modern kitchen full of flavours; it can easily be associated, besides the Mediterranean cuisine, with any contemporary cooking
- Advice concerning use in cooking.

More specifically in the ‘traditional consumer’ Member States:

- The advantages of purchase of conditioned olive oil (with labelling containing useful information to the consumer)
- Modernisation of the product image which has a long history and a major cultural dimension.

Without prejudice to Article 2(3), information on the nutritional qualities of olive oil and table olives must be based on generally accepted scientific data and fulfil the requirements laid down in Directive 2000/13/EC concerning the labelling, presentation and advertising of foods and any specific rules that apply made in this connection ⁽¹⁾

5. MAIN CHANNELS

- Internet and other electronic means (ex. CD-rom, DVDs)

⁽¹⁾ JO L 109 du 6.5.2000, p. 29.

▼ M9

- Promotion at points of sale (tasting, recipes, information)
- Press relations and public relations (events, participation in consumer fairs, etc.)
- Publicity (or publicity editorials) in the press (general, women's, gastronomy, lifestyle)
- Joint actions with the medical and paramedical profession (medical public relations)
- Audio visual media (TV and radio)
- Participation in trade fairs.

6. DURATION AND SCOPE OF PROGRAMMES

12 to 36 months, giving priority to multiannual programmes, presenting for each phase a strategy and duly justified objectives.

Priority will be given to programmes to be implemented in at least two 'new consumer' Member States.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 4 million.

Seed oils

In this sector, programmes concentrating on rapeseed oil or presenting the characteristics of different seed oils will be given priority.

Indicative annual budget for the seed oil sector:

EUR 2 million.

A. *Rapeseed oil***1. OVERVIEW OF THE SITUATION**

As a consequence of the new common agricultural policy rapeseed production does not receive any specific support and has to become market oriented. With increased possibilities for production and as an alternative for cereal production, which is characterised by a structural overproduction, promotion of rapeseed oil will contribute to the balance in the arable crops market and the consumption of different vegetable oils in the Community. The Community is for the time being a net exporter of rapeseed oil.

During the past decades rape varieties with valuable nutritional characteristics have been developed. This has resulted in improved quality. New products such as cold pressed rapeseed oils with a particular nutty taste have been developed.

The nutritional value of rapeseed oil has been subject of world wide research with results confirming the beneficial dietary and physiological characteristics of the product. General practitioners, nutritionists as well as consumers should be informed about these latest research results.

2. GOALS

- To improve awareness of the characteristics of rapeseed oil and its recent evolution
- To increase consumption by informing consumers, medical and paramedical professions about the use and nutritional value of rapeseed oil.

3. TARGET GROUPS

- Households, in particular persons responsible for purchases
- Opinion leaders (journalists, chefs, medical and nutritional professions)
- Distributors
- Medical and paramedical press
- Agro-food industry.

▼ **M9**

4. MAIN MESSAGES

- The nutritional value of rapeseed oil makes it an important part of a balanced and healthy diet
- The beneficial fatty acids composition of rapeseed oil
- Advice for use in cooking
- Information on the evolution of the product and its varieties.

Without prejudice to Article 2(3), information on the nutritional qualities of rapeseed oil must be based on generally accepted scientific data and fulfil the requirements laid down in Directive 2000/13/EC concerning the labelling, presentation and advertising of foods and any specific rules that apply made in this connection.

5. MAIN CHANNELS

- Promotion at points of sale (tasting, recipes, information)
- Publicity (or publicity editorials) in the general, culinary, women's and lifestyle press
- Public relations (events, participation in food fairs)
- Joint actions taken with the medical and paramedical profession
- Joint actions with restaurants, the catering business and chefs
- The Internet

6. DURATION OF PROGRAMMES

12 to 36 months.

B. *Sunflower oil*

Programmes for sunflower oil will be given priority only if and when justified by market conditions.

1. OVERVIEW OF THE SITUATION

Over two million hectares in the Community are cultivated with sunflower, and production of sunflower seeds exceeds 3,5 million tonnes per year. Sunflower oil consumed in Community has mainly been produced from seeds grown in the Community. However, the decline in crushing will reduce the EU sunflower oil production during marketing year 2004/2005. As world prices are on the increase and shortages of supply are possible, priority is not given to programmes concentrating on sunflower oil alone. It can, nevertheless, be presented as part of programmes introducing different seed oils of Community origin.

Sunflower oil as a product has particular advantages for certain uses such as frying. It is also high in unsaturated fats and rich in vitamin E. The purpose of these campaigns is to inform consumers and traders/distributors on the different uses, types and characteristics of sunflower oil as well as of the Community legislation concerning its quality. The campaigns should be designed in the spirit of giving objective information.

2. GOALS

To inform consumers and the trade operators on the following:

- different uses of sunflower oil, its characteristics and nutritional value,
- legislation and standards governing quality, rules on labelling.

3. TARGET GROUPS

- Households, in particular persons responsible for purchases
- Opinion leaders (journalists, chefs, medical and nutritional professions)
- Distributors
- Agro-food industry.

▼ **M9****4. MAIN MESSAGES**

The main messages of the programmes should provide information on the following:

- advantages from the appropriate use of sunflower oil. For example, sunflower oil produced from oil type sunflower seeds has a high vitamin E content compared to other vegetable oils. Sunflower oil is well known for its light taste and frying performance,
- legislation and standards governing the quality of sunflower oil,
- fatty acids composition and nutritional value of sunflower oil,
- results of scientific research and technical development of sunflower oil and other vegetable oils.

Without prejudice to Article 2(3), information on the nutritional qualities of sunflower oil must be based on generally accepted scientific data and fulfil the requirements laid down in Directive 2000/13/EC concerning the labelling, presentation and advertising of foods and any specific rules that apply made in this connection.

5. MAIN CHANNELS

- Distribution of information materials in points of sale (POS and to the trade)
- Publicity (or publicity editorials) in the general, culinary, professional press
- Public relations (events, participation in food fairs)
- The Internet.

6. DURATION OF PROGRAMMES

12 to 36 months.

Milk and milk products

1. OVERVIEW OF THE SITUATION

There has been a drop in the consumption of liquid milk, particularly in the major consumer countries, mainly due to the competition from soft drinks targeted at young people. Various milk substitutes are gradually replacing the consumption of liquid milk. By contrast, there is an overall increase in the consumption of milk products expressed in milk equivalent.

2. GOALS

- To increase liquid milk consumption in markets where potential for growth exists and to maintain consumption levels in saturated markets
- To increase the consumption of dairy products in general.
- To encourage consumption by young people as future adult consumers.

3. MAIN TARGETS

Consumers in general focusing in particular on:

- Children and adolescents, especially girls aged 8 to 13
- Women of different age groups
- Elderly people.

4. MAIN MESSAGES

- Milk and milk products are healthy and natural, suited to modern living and enjoyable to consumer
- Milk and milk products have specific nutritional value beneficial in particular for certain age groups
- Messages must be positive and take account of the specific nature of consumption on the different markets
- There is a large variety of milk products suitable for different consumers in different consumption situations

▼ M9

- Lower fat choices of milk and milk products are available and may be more appropriate for certain consumers
- The continuity of the main messages must be ensured during the entire programme in order to convince consumers of the benefits from regular consumption of milk and milk products.

Without prejudice to Article 2(3), information on the nutritional qualities of milk and milk products must be based on generally accepted scientific data and fulfil the requirements laid down in Directive 2000/13/EC concerning the labelling, presentation and advertising of foods and any specific rules that apply made in this connection.

5. MAIN CHANNELS

- Electronic channels
- Telephone information line
- Contacts with the media and advertising (e.g. specialised journals, women's press, the youth press)
- Contacts with doctors and nutritionists
- Contacts with teachers and schools
- Other channels(leaflets and brochures, children's games, etc.)
- Demonstrations at points of sale
- Visual media (cinema, specialised TV channels)
- Radio spots
- Participation in exhibitions and fairs.

6. DURATION AND SCOPE OF THE PROGRAMMES

12 to 36 months, giving priority to multiannual programmes that set targets for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 4 million.

Fresh, chilled or frozen meat, produced in accordance with a community or a national quality scheme**1. OVERVIEW OF THE SITUATION**

The health problems which affected many of the principal animal products have reinforced the need for strengthening consumers' confidence in Community meat products.

This involves the necessity of providing objective information on Community and national quality systems and controls that they require in addition to the general legislation on controls and food safety. These rules and controls form an additional guarantee by providing product specifications and additional control structures.

2. GOALS

- These information campaigns are limited to products produced under the regimes of European quality systems (PDO/PGI/TSG and Organic Farming) and under quality schemes recognised by the Member States and fulfilling the criteria defined in Article 24b of Regulation 1257/1999. Information campaigns funded under this Regulation should not also be funded under Regulation 1257/1999.
- Their aim is to ensure objective and exhaustive information on the rules of Community and national quality schemes for meat products. They should inform consumers, opinion leaders and distributors of the product specifications and effective controls implied by these quality systems.

3. MAIN TARGETS

- Consumers and their associations
- Persons responsible for the household purchases
- Institutions (restaurants, hospitals, schools etc.)

▼ M9

- Distributors and their associations
- Press and opinion leaders.

4. MAIN MESSAGES

- Quality regimes guarantee a specific production method and controls which are stricter than those required by legislation
- Quality meat products have specific characteristics or a quality which is superior to usual commercial norms
- Community and national quality regimes are transparent and ensure a complete traceability of products
- The labelling of meats allows the consumer to identify quality products, their origin and their characteristics.

5. MAIN CHANNELS

- Internet
- Public relations with the media and advertising (scientific and specialised press, feminine and culinary journals)
- Contacts with consumer associations
- Audiovisual media
- Written documentation (brochures, leaflets, etc.)
- Information at points of sale.

6. DURATION AND SCOPE OF THE PROGRAMMES

The programmes should have at least national coverage or cover several Member States

12 to 36 months, giving priority to multiannual programmes that set justified targets for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 4 million.

Labelling of eggs for human consumption**1. OVERVIEW OF THE SITUATION**

From 1 January 2004, a code identifying the producer and the system employed to rear the laying hens, shall be stamped on the shell of all eggs intended for human consumption. This code shall be composed of a number identifying the farming method (0=organic, 1=free range, 2=barn, 3=cage), the ISO code of the Member State where the production centre is situated and a number allocated to the production centre by the relevant authority.

2. GOALS

- To inform the consumer of the new standards for marking eggs and fully explain the meaning of the code printed on eggs
- To provide information on egg-production systems by means of the code printed on eggs
- To provide information about existing traceability systems.

3. TARGET GROUPS

- Consumers and distributors
- Opinion leaders.

4. MAIN MESSAGES

- To publicise and explain the new code printed on eggs in compliance with Directive 2002/4/EC⁽¹⁾, and the characteristics of the different categories of eggs to which this code refers.

⁽¹⁾ OJ L 30, 31.1.2002, p. 44.

▼M9

- The messages should not express preferences of one production method over another and not include claims concerning the nutritional value and health impacts of the consumption of eggs. There should be no discrimination between eggs originating from different MS.

5. MAIN CHANNELS

- Electronic channel (website, etc.)
- Printed material (brochures, leaflets, etc.)
- Information at sales points
- Advertising in the press and in food magazines, women's magazines, etc.
- Relations with the media.

6. DURATION OF THE PROGRAMME

12 to 24 months.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 2 million.

Honey and beekeeping products**1. OVERVIEW OF THE SITUATION**

The sector of Community quality honey and beekeeping products which receives very little Community support, faces increasing global competition. The fact that production costs are high in Community makes the situation even more difficult.

Since 2001 the sector is subject to Directive No (EC) 2001/110 relating to honey⁽¹⁾, making obligatory labelling which links quality and origin. Supported programmes must concentrate on Community honeys and beekeeping products with complementary indication concerning the regional, territorial or topographical origin, or quality labels certified either by the Community (PDO, PGI, TSG or organic) or by a Member State.

2. OBJECTIVES

- Inform the consumers on the diversity, on the organoleptic qualities and the conditions of production of the Community bee-keeping products
- Inform consumers of the qualities of non filtered and non pasteurised community honeys
- Help consumers understand the labelling of Community honey and encourage producers to develop the clarity of their labels
- Orient consumption of honey towards quality products by drawing attention to their traceability.

3. PRINCIPAL TARGETS

- Consumers with particular focus on those between 20 to 40 years
- Elderly people and children
- Opinion leaders.

4. PRINCIPAL MESSAGES

- Information on the Community legislation on safety, hygiene in production, on certification of quality and on labelling
- Honey is a natural product based on tradition and established know-how, which has various uses in a modern kitchen
- The great diversity of honeys of different geographical and botanical origins and/or of different seasons
- Advice on use and nutritional value
- Safeguarding pollination is essential to the maintenance of biodiversity.

⁽¹⁾ OJ L 10, 12.1.2002, p. 47.

▼ **M9**

5. PRINCIPAL INSTRUMENTS

- Advertisements in general in specialised press (gastronomy — life style)
- Internet, cinema and other audiovisual media (TV, radio)
- Point of sales
- Participation in exhibitions and in fairs
- Public relations for the general public, organisation of events for actions in restaurants and for the catering business
- Information in schools (instructions for teachers and to hotel and restaurant school students).

6. DURATION AND SCOPE OF PROGRAMME

From 12 to 36 months with a preference for programmes which present, for each phase, a strategy and duly justified objectives.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 1 million.

Quality wines PSR, table wines with a geographical indication

1. OVERVIEW OF THE SITUATION

Wine production is ample but consumption is static or even in decline for certain types of wine, while supply from third countries is on the increase.

2. GOALS

- To increase the consumption of Community wines
- To inform consumers about the variety, quality and production conditions of Community wines and the results of scientific studies.

3. MAIN TARGETS

- Distributors
- Consumers, excluding young people and adolescents referred to the Council Recommendation 2001/458/EC of 5 June 2001 ⁽¹⁾
- Opinion leaders: journalists, gastronomic experts
- Educational institutes of the hotel and restaurant sector.

4. MAIN MESSAGES

- Community legislation strictly regulates production, quality indications, labelling and marketing, so guaranteeing for consumers the quality and traceability of the wine on offer
- The attraction of being able to choose from a very wide selection of Community wines of different origins
- Information on Community wine cultivation and its links with regional and local conditions, cultures and tastes.

5. MAIN CHANNELS

Information and public relations measures:

- training for distributors and caterers,
- contacts with the specialised press,
- other channels (Internet site, leaflets and brochures) to guide consumers in their choice and to develop ideas for consumption at family events and festive occasions,
- fairs and exhibitions: stands grouping together products from several Member States.

⁽¹⁾ OJ L 161, 16.6.2001, p. 38.

▼ M9

6. DURATION OF THE PROGRAMMES

12 to 36 months, giving priority to multiannual programmes that set objectives for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 3 million.

Products with a protected designation of origin (PDO), a protected geographical indication (PGI) or traditional speciality guaranteed (TSG)

1. OVERVIEW OF THE SITUATION

The Community system for protecting product names provided for in Regulations (EEC) No 2081/92 and (EEC) No 2082/92 are a priority in the implementation of the quality chapter of the common agricultural policy. It is therefore necessary to continue previous efforts to run campaigns by which the denominations and the products bearing the protected names are made known to all potential actors in the chain of production, preparation, marketing and consumption of these products.

2. GOALS

Promotion and information campaigns should not focus on one or only a very limited number of product names, but rather on groups of names either of certain product categories or of products produced in one or several regions in one or several Member States.

The objectives of these campaigns should be to:

- provide comprehensive information on the content, the functioning and the Community nature of the regimes and, in particular, of their effects on the commercial value of the products with protected names which after registration benefit from the protection granted by these regimes,
- enhance the knowledge of consumers, distributors and food professionals of the Community logos for PDO/PGI and TSG products,
- encourage producer/processor groups not yet taking part in these regimes to use the system by registering the names of products which satisfy the basic requirements for obtaining registration,
- encourage producers/processors of the regions concerned but not yet taking part in the regimes, to participate in the production of the products bearing the registered names by conforming to the approved specifications and inspection requirements laid down for the various protected names,
- stimulate demand for the products concerned by informing consumers and distributors of the existence, significance and benefits of the regimes, as well as by informing them on the logos, the conditions under which designations are awarded, the relevant checks and controls, the traceability system.

3. MAIN TARGETS

- Producers and processors
- Distributors (supermarkets, wholesalers, retailers, caterers, canteens, restaurants)
- Consumers and associations thereof
- Opinion multipliers.

4. MAIN MESSAGES

- The products bearing the protected names have specific characteristics associated with their geographical origin; in the case of products with a PDO, the quality or characteristics of the products are essentially or exclusively linked to the particular geographical environment (with its inherent natural and human factors); in the case of products with a PGI, the products possess a specific quality or reputation which can be attributed to the geographical origin and the geographical link must occur in at least one of the stages of production, processing or preparation
- The products with a TSG have specific characteristics associated with their particular traditional methods of production or with the use of traditional raw materials

▼ **M9**

- The Community logos for PDO, PGI and TSG are the symbols that are understood throughout the Community as products meeting specific conditions of production linked to their geographical origin or to their tradition and being subject to control
- Other quality aspects (safety, nutritional value, taste, traceability) of the products concerned
- The presentation of some PDO, PGI or TSG products as examples for the potential of successful commercial enhancement of products whose names are registered under the protection regimes
- These protection regimes support Community's cultural heritage and support the diversity of agricultural production as well as the maintenance of the countryside.

5. MAIN CHANNELS

- Electronic (Internet sites)
- PR contacts with the media (specialised, women's and culinary press)
- Contacts with consumer associations
- Point of sale information and demonstrations
- Audiovisual media (*inter alia*, focussed TV spots)
- Written documents (leaflets, brochures, etc.)
- Participation at trade fairs and shows
- Information and training seminars/actions on the functioning of the Community regimes for PDOs, PGIs and TSGs.

6. DURATION OF THE PROGRAMMES

12 to 36 months. Priority will be given to multiannual programmes with clearly defined objectives and strategy for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 3 million.

Information on the graphic symbol for the most remote regions

1. OVERVIEW OF THE SITUATION

This guideline refers to the most remote regions of the Community as defined in Article 299(2) of the Treaty. The outside evaluation study shows that the Community's 1998/1999 information campaign on the graphic symbol (logo) for the most remote regions was received with a great deal of interest on the part of those operating in that sector.

As a result, some producers and processors sought approval for their quality products, so that they could use the logo.

In view of the short run of this first campaign, it is appropriate to continue improving the various target-groups' awareness of the logo by continuing the measures to inform them about its meaning and benefits.

2. GOALS

- To publicise the existence, meaning and benefits of the logo
- To encourage producers and processors in the regions concerned to use the logo
- To improve awareness of the logo among distributors and consumers.

3. MAIN TARGETS

- Local producers and processors
- Distributors and consumers
- Opinion multipliers.

4. MAIN MESSAGES

- The product is typical and natural

▼ M9

- It originates in a Community region
- Quality (safety, nutritional value and taste, production method, link with origin)
- The product's exotic nature
- Variety of the supply, including out of season
- Traceability.

5. MAIN CHANNELS

- Electronic channels (Internet site, etc.)
- Telephone information line
- PR contacts with the media (e.g. specialised journalists, women's press, culinary press)
- Demonstrations at points of sale, fairs and shows, etc.
- Contacts with doctors and nutritionists
- Other channels (leaflets, brochures, recipes, etc.)
- Audiovisual media
- Publicity in the specialised and local press.

6. DURATION OF THE PROGRAMMES

12 to 36 months.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 1 million.

Products from organic farming

1. OVERVIEW OF THE SITUATION

The consumption of products from organic farming is particularly popular among urban populations, but the market share of these products is still fairly limited.

The level of awareness among consumers and other interested groups about the characteristics of the organic farming production method is increasing but is still fairly low.

In the Community Action Plan for Organic Food and Farming, promotion and information actions are considered as a key instrument to further develop the demand for organic food.

2. GOALS

Promotion and information campaigns should not focus on one or a few selected products, but rather on groups of products or on the organic farming regime as applied in one or more regions in one or more Member State.

The objectives of these campaigns should be to:

- encourage the consumption of organic food,
- enhance the knowledge of consumers of the labelling including the Community logo for organic products,
- provide comprehensive information and broaden awareness on the benefits of organic farming in particular with regard to environment protection, animal welfare, maintenance of the countryside and the development of rural areas,
- provide comprehensive information on the content and the functioning of the Community regime on organic farming,
- encourage individual producers, processors and producer/processor/retailer groups not yet taking part in organic farming to convert to this production method; encourage retailers, retailer groups and restaurants to sell organic products.

▼M9

3. MAIN TARGETS

- Consumers in general, consumer associations and specific subgroups of consumers
- Opinion multipliers
- Distributors (supermarkets, wholesalers, specialised retailers, caterers, canteens, restaurants), food processors
- Teachers and schools.

4. MAIN MESSAGES.

- Organic products are natural, suited to modern daily living and a pleasure to consume; they result from production methods that particularly respect the environment and animal welfare; organic farming supports the diversity of agricultural production as well as the maintenance of the countryside
- The products are subject to stringent production and inspection rules, including full traceability to ensure that products originate from farms under an organic inspection system
- Use of the words 'organic', 'ecological' and 'biological' and their equivalent in other languages with respect to food products is protected by law
- The Community logo is the symbol for organic products which is understood throughout the Community and which indicates that the products meet strict Community production criteria and have undergone stringent checks. Information on the Community logo may be supplemented with information on the logos introduced in the Member States
- Other quality aspects (safety, nutritional value, taste) of the products concerned can be underlined.

5. MAIN CHANNELS

- Electronic (Internet sites)
- Telephone information lines
- PR contacts with the media (specialised journalists, women's press, culinary press, food industry press)
- Contacts with consumer associations
- Point-of-sale information
- Actions in schools
- Audiovisual media (*inter alia*, focussed TV spots)
- Written documents (leaflets, brochures, etc.)
- Participation at trade fairs and shows
- Information and training seminars/actions on the functioning of the Community regime for organic food and farming.

6. DURATION OF THE PROGRAMMES

12 to 36 months. Priority will be given to multiannual programmes with clearly defined objectives and strategy for each phase.

7. INDICATIVE ANNUAL BUDGET FOR THE SECTOR

EUR 3 million.