

Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries and repealing Council Regulation (EC) No 3/2008

CHAPTER I

GENERAL PROVISIONS

Article 2

General and specific objectives of information provision and promotion measures

- 1 The general objective of the information provision and promotion measures is to enhance the competitiveness of the Union agricultural sector.
- 2 The specific objectives of the information provision and promotion measures are to:
 - a increase awareness of the merits of Union agricultural products and of the high standards applicable to the production methods in the Union;
 - b increase the competitiveness and consumption of Union agricultural products and certain food products and to raise their profile both inside and outside the Union;
 - c increase the awareness and recognition of Union quality schemes;
 - d increase the market share of Union agricultural products and certain food products, specifically focusing on those markets in third countries that have the highest growth potential;
 - e restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems.

Changes to legislation:

There are outstanding changes not yet made to Regulation (EU) No 1144/2014 of the European Parliament and of the Council. Any changes that have already been made to the legislation appear in the content and are referenced with annotations.

[View outstanding changes](#)

Changes and effects yet to be applied to :

- Regulation power to modify conferred by [2020 asp 17 s. 8](#)
- Regulation revoked by [2023 c. 28 Sch. 1 Pt. 2](#)
- Art. 2 words substituted by [S.I. 2019/821 reg. 96\(a\)](#)

Changes and effects yet to be applied to the whole legislation item and associated provisions

- Signature words omitted by [S.I. 2019/821 reg. 115](#)
- Art. 1(c) inserted by [S.I. 2019/831 reg. 46](#)
- Art. 2(2)(d) words substituted by [S.I. 2019/821 reg. 96\(b\)](#)
- Art. 5(3)(b) words substituted by [S.I. 2019/821 reg. 99\(a\)](#)
- Art. 5(4)(c) omitted by [S.I. 2019/821 reg. 99\(b\)](#)
- Art. 6(1)(b) words substituted by [S.I. 2019/821 reg. 100\(a\)](#)
- Art. 7(1)(a) words substituted by [S.I. 2019/821 reg. 101\(a\)\(i\)](#)
- Art. 7(1)(a) words substituted by [S.I. 2019/821 reg. 101\(a\)\(ii\)](#)
- Art. 7(1)(b) words substituted by [S.I. 2019/821 reg. 101\(b\)\(i\)](#)
- Art. 7(1)(b) words substituted by [S.I. 2019/821 reg. 101\(b\)\(ii\)](#)
- Art. 7(1)(c) words substituted by [S.I. 2019/821 reg. 101\(c\)](#)
- Art. 7(1)(d) words substituted by [S.I. 2019/821 reg. 101\(d\)\(i\)](#)
- Art. 7(1)(d) words substituted by [S.I. 2019/821 reg. 101\(d\)\(ii\)](#)
- Art. 9(2)(b) words substituted by [S.I. 2019/821 reg. 102\(d\)](#)
- Art. 9(2)(c) word omitted by [S.I. 2019/821 reg. 102\(e\)](#)