

Commission Implementing Regulation (EU) 2015/1831 of 7 October 2015 laying down rules for application of Regulation (EU) No 1144/2014 of the European Parliament and of the Council on information provision and promotion measures concerning agricultural products implemented in the internal market and in the third countries

CHAPTER II

COMMON PROVISIONS FOR SIMPLE AND MULTI PROGRAMMES

SECTION 2

Visibility of brands

Article 7

Number of brands to be displayed

- 1 A minimum of five brands shall be displayed.
- 2 By way of derogation from paragraph 1, less than five brands may be displayed provided that the following two conditions are fulfilled:
 - a there are fewer brands from the Member State of origin of the proposing organisation for the product or scheme subject of the programme;
 - b for duly justified reasons, it has not been possible to organize a multi-product or multi-country programme permitting more brands to be displayed.
- 3 The fulfilment of the conditions referred to in paragraph 2 shall be duly justified by the proposing organisation and supported by all necessary documents, including evidence that other proposing organisations were contacted and a proposal was made to them by the proposing organisation concerned that they should together establish a multi-product or multi-country programme and reasons why such a programme was not achieved.
- 4 Where less than five brands are displayed, the rules set out in Article 6 shall apply and the surface area allocated to brands shall be reduced proportionally.

Changes to legislation:

There are outstanding changes not yet made to Commission Implementing Regulation (EU) 2015/1831. 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 revoked by [2023 c. 28 Sch. 1 Pt. 2](#)
- Art. 7(3) words omitted by [S.I. 2019/823 reg. 4\(7\)\(b\)](#)

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

- Ch. 2 s. 1 omitted by [S.I. 2019/823 reg. 4\(4\)](#)
- Ch. 2 heading words omitted by [S.I. 2019/823 reg. 4\(3\)](#)
- s. 2 heading words omitted by [S.I. 2019/823 reg. 4\(16\)](#)
- Signature words omitted by [S.I. 2019/823 reg. 4\(22\)](#)
- Art. 5(4)(c)(i)-(iv) words substituted by [S.I. 2019/823 reg. 4\(5\)\(b\)](#)
- Art. 6(2)(a) words omitted by [S.I. 2019/823 reg. 4\(6\)](#)
- Art. 7(2)(a) words substituted by [S.I. 2019/823 reg. 4\(7\)\(a\)](#)
- Art. 7(2)(b) words omitted by [S.I. 2019/823 reg. 4\(7\)\(b\)](#)
- Art. 12(2)(a) words substituted by [S.I. 2019/823 reg. 4\(10\)\(b\)](#)
- Art. 14(3)(b) words substituted by [S.I. 2019/823 reg. 4\(12\)\(b\)](#)
- Art. 14(4)(a) words substituted by [S.I. 2019/823 reg. 4\(12\)\(c\)](#)