

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 **U.K.**

COMMON PROVISIONS FOR SIMPLE AND MULTI PROGRAMMES

SECTION I **U.K.**

Visibility of origin

Article 2 **U.K.**

**General requirements for mention of the origin
in all information and promotional material**

- 1 The main message of the programme shall be a Union message and shall not focus on a specific origin.
- 2 Any mention of origin shall fulfil the following cumulative conditions:
 - a it shall not amount to a restriction of the free movement of agricultural and food products in breach of Article 34 of the Treaty on the Functioning of the European Union;
 - b it shall not encourage consumers to buy domestic goods solely by virtue of their origin and shall refer to the particular properties of the product rather than the sole origin; and
 - c it shall complement the main Union message.
- 3 The main Union message of the programme shall not be obscured by material related to the origin of the product, such as pictures, colours, symbols or music. The mention of origin shall appear in a separate area from that devoted to the main Union message.
- 4 The mention of origin on information and promotional material shall be limited to visual material. No mention of the origin shall be made in audio material.

Article 3 **U.K.**

**Specific mention of the origin on information and promotional material as
referred to in points (a) and (b) of Article 4(2) of Regulation (EU) No 1144/2014**

- 1 The mention of origin on information and promotional material, as referred to in points (a) and (b) of Article 4(2) of Regulation (EU) No 1144/2014, shall be limited to the national origin, namely the name of the Member State, or to a common supra-national origin. The mention of origin may be explicit or implicit.
- 2 The conditions set out in points (a) and (b) of Article 4(2) of Regulation (EU) No 1144/2014 shall be complied with and account shall be taken of the prominence of the text or

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symbol, including pictures and general presentation, which refers to the origin as compared with the importance of the text or symbol which refers to the main Union message of the programme.

Article 4 **U.K.**

Mention of the origin on information and promotional material referring to schemes eligible under points (c) and (d) of Article 5(4) of Regulation (EU) No 1144/2014

1 Information provision and promotion measures mentioning schemes eligible under point (c) of Article 5(4) of Regulation (EU) No 1144/2014 may mention the name of the outermost regions in the related graphic symbols, provided that the conditions set out in Commission Delegated Regulation (EC) No 179/2014⁽¹⁾ are fulfilled and in the related visual materials provided that they fulfil the conditions set out in points (a) and (b) of Article 4(2) of Regulation (EU) No 1144/2014.

2 By way of derogation from Article 3(1), information provision and promotion measures mentioning schemes eligible under point (d) of Article 5(4) of Regulation (EU) No 1144/2014 which refer to the origin in their name may mention that specific origin, provided that they fulfil the conditions set out in points (a) and (b) of Article 4(2) of Regulation (EU) No 1144/2014.

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- (1) Commission Delegated Regulation (EU) No 179/2014 of 6 November 2013 supplementing Regulation (EU) No 228/2013 of the European Parliament and of the Council with regard to the register of operators, the amount of aid for the marketing of products outside the region, the logo, the exemption from import duties for certain bovine animals and the financing of certain measures relating to specific measures for agriculture in the outermost regions of the Union ([OJ L 63, 4.3.2014, p. 3](#)).

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