

COMMISSION OF THE EUROPEAN COMMUNITIES

COM(74) 2063 final

Brussels, 10 December 1974

Proposal for a

REGULATION (EEC) OF THE COUNCIL

laying down general rules to be applied in the
event of a substantial fall in pigmeat prices

(submitted to the Council by the Commission)

EXPLANATORY MEMORANDUM

1. On 17 September 1974, the Commission made a proposal to the Council for a regulation supplementing Regulation No 121/67/EEC as regards measures to be taken in the case of a substantial fall in prices for pigmeat.

Since the aforesaid proposal laid down the creation of a legal base allowing the adoption of measures appropriate for the mitigation of the effects of such a price fall, some general rules of application should be defined in a further Council regulation.

2. The present proposal defines these rules and in particular :
 - the idea of a substantial fall
 - the principles for deciding that this fall is likely to persist
 - the measures which can be taken :
 - . the granting of subsidies for publicity campaigns favouring pigmeat consumption
 - . sale of pigmeat at reduced prices to certain categories of underprivileged consumers

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THE COUNCIL OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Economic Community;

Having regard to Council Regulation No 121/67/EEC⁽¹⁾ of June 1967 on the common organization of the market in pigmeat, as last amended by Regulation (EEC) No /74⁽²⁾, and in particular Article 19 a thereof ;

Having regard to the proposal from the Commission ;

Whereas the fact of a substantial fall in prices as referred to in Article 19a of Regulation No 121/67/EEC may be ascertained by reference to the level of the basic price for pig carcasses and the trend in prices as recorded on the representative Community markets listed in the Annex to Council Regulation No 213/67/EEC⁽³⁾ of 27 June 1967 establishing the list of representative markets for pigmeat in the Community, as last amended by Regulation (EEC) No 1708/72⁽⁴⁾ ;

Whereas, in assessing whether such a fall will continue, account should be taken in particular of the surveys and estimates made in pursuance of the Council Directive of 27 March 1968⁽⁵⁾ concerning surveys of pig production to be made by Member States, as amended by the Act of Accession⁽⁶⁾ ;

Whereas the means appropriate to apply in the event of a substantial fall in the prices are in particular those encouraging the consumption of pigmeat; whereas to this end provision should be made for publicity campaigns designed to promote the consumption of pigmeat and for the sale at reduced prices to certain categories of particularly underprivileged consumers ;

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- (1) OJ No 117, 19 June 1967, p. 2283/67.
(2) OJ No
(3) OJ No 135, 30 June 1967, p. 2887/67.
(4) OJ No L 291, 28 December 1972, p. 6.
(5) OJ No L 76, 28 March 1968, p. 13.
(6) OJ No L 73, 27 March 1972, p. 78.

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HAS ADOPTED THIS REGULATION :

Article 1

1. For the purposes of Article 19a of Regulation No 121/67/EEC, a substantial fall in prices shall be considered to have occurred when the average price of pig carcasses on the representative markets of the Community is at a level below that of the basic price.
2. A substantial fall in prices shall be regarded as likely to continue if there is an imbalance between supply and demand in respect of pigmeat and this imbalance is likely to continue having regard in particular to :
 - (a) current trends in the number of sows mated and in the price of piglets;
 - (b) the surveys and estimates made pursuant to the Council Directive of 27 March 1968 concerning surveys of pig production to be made by Member States;
 - (c) foreseeable trends in market prices for pig carcasses.

Article 2

Where, having regard to the criteria laid down in Article 1 of this Regulation, it is established that the circumstance specified in the first paragraph of Article 19a of Regulation No 121/67/EEC obtains, a decision may be taken :

- (a) to grant assistance for advertising and publicity campaigns to promote the consumption of pigmeat;
- (b) to sell pigmeat at reduced prices to certain categories of particularly underprivileged consumers.

Article 3

This Regulation shall enter into force on the third 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.

Done at Brussels,

For the Council,