

COMMISSION OF THE EUROPEAN COMMUNITIES

COM(74)1463 final

Brussels, 13 September 1974

Proposal for a Council Regulation

on the financing of advertising and publicity campaigns
designed to promote the consumption of meat

(Presented by the Commission to the Council pursuant to the
second paragraph of Article 149 of the EEC Treaty)

Explanatory Statement

With Regulation (EEC) Nr 1857/74 of 16 July 1974 the Council has adopted the provisions for an advertising and publicity campaign for beef and veal. Taking into account the decisions of the Council of 15/16 July 1974 this measure must be enlarged to cover all principal categories of meat and the provisions of the financemement of the total advertising and publicity campaign have to be adopted.

Financial aspects

Certain provisions of this Regulation are designed to lay down the arrangements for Community financing of these measures. The measures provided for in this proposal constitute market interventions within the meaning of Article 3 (1) of Regulation (EEC) No 729/70 and are chargeable to the EAGGF Guarantee Section.

While this Regulation leaves it to the Member State to determine how to set about the matter, it is nevertheless necessary not only to restrict the Community's share in the financing to 50 % of the expenditure incurred in connection with the campaigns, but also to make it subject to a ceiling of 3 million units of account, this sum to be apportioned among the Member States in accordance with the proportion which each Member State's population is to the total community population. The Community's expenditure is to be financed under the EAGGF Guarantee Section of the Budget of the European Communities.

Proposal for a Council Regulation on the financing
of advertising and publicity campaigns designed to
promote the consumption of meat
(Presented by the Commission under Article 149⁽²⁾ of
the EEC Treaty)*

THE COUNCIL OF THE EUROPEAN COMMUNITIES

Having regard to the Treaty establishing the European Economic Community, and
in particular Article 43 thereof;

Having regard to the proposal from the Commission;

Having regard to the Opinion of the European Parliament;

Whereas in a situation in the Community markets for meat characterized by an
imbalance between supply and demand it is appropriate to utilise energy means
capable of restoring the necessary balance; whereas to this end Council
Regulation (EEC) No 1857/74(1) of 16 July 1974 on an advertising and publicity
campaign for beef and veal provides already for action in one of the sectors
involved;

Whereas it is appropriate to extend this action to the other types of meat coming
within the scope of a common market organization and to limit it to the same
period as that laid down for beef and veal;

Whereas it is necessary, in derogation from Article 3 of Council Regulation
(EEC) No 729/70(2) of 21 April 1970 concerning the financing of the Common
Agricultural Policy, as last amended by Regulation (EEC) No 2788/72(3) to limit
the contribution by the European Agricultural Guidance and Guarantee Fund to
50% of the relevant expenditure;

Whereas it is moreover appropriate to limit the Community contribution to the
financing of this advertising and publicity campaign to a maximum of 3 million
units of account apportioned among the Member States on the basis of the ratio
between the population of each Member State and the total Community population;

(1) OJ No L 195, 18.7.1974, p.17

(2) OJ No L 94, 28.4.1970, p.13

(3) OJ No L 295, 30.12.1972, p.1

(*) This proposal replaces the proposal for a Council Regulation (EEC) concerning
the financing of an advertising and publicity campaign for beef presented to
the Council by the Commission on 15 July 1974 (Doc.COM(74) 1156 final A).

Article 3

The maximum contribution by the Fund in respect of each Member State may not exceed the following amounts :

Belgium	116,400 u.a.
Denmark	59,100 u.a.
Germany	708,900 u.a.
France	607,800 u.a.
Ireland	35,400 u.a.
Italy	642,000 u.a.
Luxembourg	4,200 u.a.
Netherlands	155,400 u.a.
United Kingdom	670,800 u.a.

Article 4

Such detailed implementing rules as may be necessary shall be adopted under the procedure laid down in Article 13 of Regulation (EEC) No 729/70.

Article 5

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

Whereas the results of the measures provided for in this Regulation should be examined by the Management Committee for Pigneat and by the Management Committee for Poultrymeat and Eggs, each for its own sector of competence, under the procedures laid down in Article 24 of Council Regulation No 121/67/EEC (4) of 13 June 1967 on the common organization of the market in pigneat and in Article 17 of Council Regulation No 123/67/EEC (5) of 13 June 1967 on the common organization of the market in poultrymeat;

HAD ADOPTED THIS REGULATION :

Article 1

The Member States which, during the period 21 July 1974 to 20 July 1975, conduct advertising and publicity campaigns designed to better orientate consumers' choices in relation to supply and demand for beef and veal, pigneat and poultrymeat products, may apply to the Guarantee Section of the European Agricultural Guidance and Guarantee Fund for reimbursement, subject to the conditions laid down in this Regulation, of up to 50% of the expenditure incurred in respect of measures taken in this connection.

Article 2

1. Contribution by the Fund shall be limited to expenditure resulting from campaigns
 - using means of publicity best suited to ensure maximum effect;
 - taking account of the particular conditions obtaining with regard to the marketing and consumption of the meat concerned in the different parts of the Community.
2. The measures proposed or taken shall be communicated to the Commission at the earliest possible date.
3. On the expiry of six months from the entry into force of this Regulation, the results of the measures herein provided for shall be examined under the procedures laid down in Articles 24 of Regulation No 121/67/EEC and 17 of Regulation No 123/67/EEC.

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(4) OJ No 117, 19.6.1967, p. 2283/67
(5) OJ No 117, 19.6.1967, p. 2301/67