

COMMISSION OF THE EUROPEAN COMMUNITIES

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Brussels, 15 July 1974

Proposal for a
COUNCIL REGULATION (EEC)

on a publicity campaign with respect
to beef and veal

Proposal for a
COUNCIL REGULATION (EEC)

on the financing of the beef and veal
publicity campaign

(submitted by the Commission to the Council)

EXPLANATORY MEMORANDUM

As a means of helping to lessen the pressure on the beef and veal market, at present in difficulties which could well become more severe when the animals come to be brought in from pasture, it is proposed that the Council act to enable a publicity campaign to be launched by Member States for the purpose of securing a better balance between supply and demand in respect of beef and veal. The proposal is based on amended Article 17 of Regulation (EEC) No 805/68, providing for special measures in the event of the market's being disturbed either by shortage or by glut.

Financial aspects

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

While Regulation No .../74 on a publicity campaign leaves it to the Member States 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 five million units of account, this sum to be apportioned among the Member States in accordance with the proportion in which each Member State's population stands to the population of the Community as a whole. The Community's expenditure is to be financed under Article 651 of the Budget of the European Communities.

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Proposal for a Council Regulation

on

a publicity campaign with respect to beef and veal

The Council of the European Communities,

Having regard to the Treaty establishing the European Economic Community,

having regard to Council Regulation (EEC) No 805/68 of 27 June 1968 on the common organization of the market in beef and veal,¹ as last amended by Regulation (EEC) No .../74,² and in particular Article 17(2) thereof,

having regard to the proposal from the Commission,

whereas the state of the Community beef and veal market has for some months been one of abnormally low prices, below the level of the intervention price, and whereas this has resulted in substantial stocks accumulating in consequence of market intervention;

whereas the fact that in the coming months the animals will be brought in from pasture is calculated to make matters worse in this respect;

whereas a publicity campaign designed to secure a better balance between supply and demand in the beef and veal market could help to remedy this disturbed state of the market,

HAS ADOPTED THIS REGULATION:

.../...

¹OJ No L 148, 28.6.1968, p. 24

²OJ No L ..., .., p. .. (Regulation amending Article 17 of Regulation 805/68).

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Article 1

Member States may in the twelve months from the entry into force of this Regulation promote publicity campaigns designed to influence consumers' choice more in line with the supply and demand position for beef and veal products.

Article 2

These campaigns shall

- make use of the most appropriate publicity devices to render them as effective as possible;
- take account of the particular conditions obtaining with regard to the marketing and consumption of beef and veal in the different parts of the Community.

Article 3

- (1) The measures which it is planned to take in pursuance of this Regulation shall be communicated to the Commission at the earliest possible date.
- (2) When six months have elapsed from the entry into force of this Regulation the results of the measures herein provided for shall be reviewed in accordance with the procedure laid down in Article 28 of Regulation (EEG) No 805/68.

Article 4

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,

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Proposal for Council Regulation

on the financing of the beef and veal publicity campaign

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 Council Regulation (EEC) No .../74 of 1974 on a publicity campaign with respect to beef and veal¹ provides for the promotion of publicity campaigns by Member States in order to facilitate the sale of the temporary surpluses of beef and veal;

whereas it is necessary to provide that Member States shall part-finance these measures, and hence, by derogation from Article 3 of Council Regulation (EEC) No 729/70 of 21 April 1970 on the financing of the common agricultural policy, 2 as last amended by Regulation (EEC) No 2788/72,³ to limit the participation of the European Agricultural Guidance and Guarantee Fund to 50% of the expenditure incurred;

whereas it is further necessary to limit the Community's share in the expenditure on the publicity campaign to a maximum of five million units of account, apportioned among the Member States in accordance with the proportion in which each Member State's population stands to the population of the Community as a whole,

HAS ADOPTED THIS REGULATION:

Article 1

(1) By derogation from Article 3(1) of Regulation (EEC) No 729/70, the European Agricultural Guidance and Guarantee Fund, Guarantee Section, shall finance only 50% of the expenditure incurred in connection with the measures taken pursuant to Regulation (EEC) No .../74.

.../...

¹OJ No L ..., .., p. ...

²OJ No L 94, 28.4.1970, p. 13

³OJ No L 295, 30.12.1972, p. 1.

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(2) The European Agricultural Guidance and Guarantee Fund contribution referred to in (1) shall, however, not exceed the following amounts for each Member State:

Belgium	194,000 u.a.
Denmark	98,500
France	1,013,000
Germany	1, 181,500
Ireland	59,000
Italy	1,070,000
Luxembourg	7,000
Netherlands	259,000
United Kingdom	1,118,000

Article 2

The implementing procedures shall be adopted, where necessary, in accordance with the procedure provided for in Article 13 of Regulation (EEC) No 729/70.

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,

