



EUROPEAN PARLIAMENT

2009 - 2014

Plenary sitting

A7-0217/2014

21.3.2014

*****I**

REPORT

on the proposal for a regulation of the European Parliament and of the Council
on information provision and promotion measures for agricultural products on
the internal market and in third countries
(COM(2013)0812 – C7-0416/2013 – 2013/0398(COD))

Committee on Agriculture and Rural Development

Rapporteur: Esther Herranz García

Symbols for procedures

*	Consultation procedure
***	Consent procedure
***I	Ordinary legislative procedure (first reading)
***II	Ordinary legislative procedure (second reading)
***III	Ordinary legislative procedure (third reading)

(The type of procedure depends on the legal basis proposed by the draft act.)

Amendments to a draft act

Amendments by Parliament set out in two columns

Deletions are indicated in ***bold italics*** in the left-hand column. Replacements are indicated in ***bold italics*** in both columns. New text is indicated in ***bold italics*** in the right-hand column.

The first and second lines of the header of each amendment identify the relevant part of the draft act under consideration. If an amendment pertains to an existing act that the draft act is seeking to amend, the amendment heading includes a third line identifying the existing act and a fourth line identifying the provision in that act that Parliament wishes to amend.

Amendments by Parliament in the form of a consolidated text

New text is highlighted in ***bold italics***. Deletions are indicated using either the ■ symbol or strikeout. Replacements are indicated by highlighting the new text in ***bold italics*** and by deleting or striking out the text that has been replaced.

By way of exception, purely technical changes made by the drafting departments in preparing the final text are not highlighted.

CONTENTS

	Page
DRAFT EUROPEAN PARLIAMENT LEGISLATIVE RESOLUTION.....	5
EXPLANATORY MEMORANDUM	37
PROCEDURE	39

DRAFT EUROPEAN PARLIAMENT LEGISLATIVE RESOLUTION

**on the proposal for a regulation of the European Parliament and of the Council on information provision and promotion measures for agricultural products on the internal market and in third countries
(COM(2013)0812 – C7-0416/2013 – 2013/0398(COD))**

(Ordinary legislative procedure: first reading)

The European Parliament,

- having regard to the Commission proposal to Parliament and the Council (COM(2013)0812),
 - having regard to Article 294(2) and Articles 42 and 43(2) of the Treaty on the Functioning of the European Union, pursuant to which the Commission submitted the proposal to Parliament (C7-0416/2013),
 - having regard to Article 294(3) of the Treaty on the Functioning of the European Union,
 - after consulting the European Economic and Social Committee,
 - having regard to Rule 55 of its Rules of Procedure,
 - having regard to the report of the Committee on Agriculture and Rural Development (A7-0217/2014),
1. Adopts its position at first reading hereinafter set out;
 2. Calls on the Commission to refer the matter to Parliament again if it intends to amend its proposal substantially or replace it with another text;
 3. Instructs its President to forward its position to the Council, the Commission and the national parliaments.

Amendment 1

Proposal for a regulation Recital 1

Text proposed by the Commission

(1) In accordance with Council Regulation (EC) No 3/2008¹⁵, the Union may implement information provision and promotion measures on the internal market and in third countries for agricultural

Amendment

(1) In accordance with Council Regulation (EC) No 3/2008¹⁵, the Union may implement information provision and promotion measures on the internal market and in third countries for agricultural

products and their production methods and for *certain* food products based on agricultural products.

products and their production methods and for food products based on agricultural products.

¹⁵ Council Regulation (EC) No 3/2008 of 17 December 2007 on information provision and promotion measures for agricultural products on the internal market and in third countries (OJ L 3, 5.1.2008, p. 1).

¹⁵ Council Regulation (EC) No 3/2008 of 17 December 2007 on information provision and promotion measures for agricultural products on the internal market and in third countries (OJ L 3, 5.1.2008, p. 1).

Amendment 2

Proposal for a regulation Recital 2

Text proposed by the Commission

(2) The aim of these measures is to enhance the competitiveness of European agriculture in both the internal market and third countries *by increasing* consumers' awareness of the merits of the Union's agricultural products and food products based on agricultural products and developing and opening up new markets. They usefully complement and reinforce the measures implemented by the Member States.

Amendment

(2) The aim of these measures is to enhance the competitiveness of European agriculture, *to help to make products more profitable, to bring about greater competitive equity* in both the internal market and third countries *and to increase* consumers' awareness of the merits of the Union's agricultural products and food products based on agricultural products and developing and opening up new markets. They usefully complement and reinforce the measures implemented by the Member States, *while always guaranteeing equal access for all the Member States and promoting positive discrimination in favour of the outermost regions in accordance with Article 349 of the Treaty on the Functioning of the European Union (TFEU).*

Amendment 3

Proposal for a regulation Recital 2a (new)

Text proposed by the Commission

Amendment

(2a) In addition to information on the intrinsic features of Union's agricultural and food products, the eligible measures should not exclude communication by means of consumer-friendly messages, such as those focusing on nutrition, taste, tradition and culture, notably those destined for third countries.

Amendment 4

Proposal for a regulation Recital 3 a (new)

Text proposed by the Commission

Amendment

(3a) Those information and promotion policies are not limited to restoring consumer confidence following crises but extend to making products more profitable, boosting employment, bringing about greater competitive equity in external markets and providing more and better information for consumers.

Amendment 5

Proposal for a regulation Recital 4

Text proposed by the Commission

Amendment

(4) In order to comply with the competition rules, measures targeting the internal market should be limited to providing information on the specific characteristics of agricultural production methods in the Union or on themes which are relevant to the Union, such as the European quality systems established by Regulation (EU) No 1151/2012 of the

deleted

*European Parliament and of the Council*¹⁶.

¹⁶ *Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs (OJ L 343, 14.12.2012, p. 1).*

Amendment 6

Proposal for a regulation Recital 5 a (new)

Text proposed by the Commission

Amendment

(5a) One of the Union's strengths in food production lies in the diversity of its products and in their specific characteristics which are linked to different geographical areas and different traditional methods and which provide unique flavours, offering the variety and authenticity that consumers increasingly look for, both in the Union and outside.

Amendment 7

Proposal for a regulation Recital 6

Text proposed by the Commission

Amendment

(6) The Union exports mainly final agricultural products, including agricultural products not included in Annex I to the Treaty on the Functioning of the European Union ('the Treaty'). The information and promotion scheme should therefore be opened up to *certain food products based on agricultural products, in line with other schemes coming under the Common Agricultural Policy (CAP), such as the*

(6) The Union exports mainly final agricultural products, including agricultural products not included in Annex I to the Treaty on the Functioning of the European Union ('the Treaty'). *In a time of crisis such as this, measures should be introduced that promote economic recovery in the Member States. Both agricultural products and processed products based on them have an*

European quality schemes, which already provide for mechanisms which are open to such products.

*important role to play in that economic recovery. The information and promotion scheme should therefore be opened up to new products **not included in Annex I to the TFEU**. The inclusion of those products in promotion and information campaigns may be of indirect benefit to the primary sector, although their inclusion should be limited in order to ensure priority treatment is awarded to agricultural products.*

Amendment 8

Proposal for a regulation

Recital 7

Text proposed by the Commission

(7) The Union's information provision and promotion measures relating to wine are one of the landmarks of the aid programmes available to the wine sector under the CAP. Consequently, the eligibility of wine for the information provision and promotion measures provided for under this scheme should be limited solely to wine which is associated with another agricultural or food product.

Amendment

deleted

Amendment 9

Proposal for a regulation

Recital 8

Text proposed by the Commission

(8) Over the period 2001-11, barely 30 % of the budget earmarked for information provision and promotion measures under Regulation (EC) No 3/2008 was spent on measures targeting third-country markets, even though these markets offer major growth potential. **With the aim of reaching**

Amendment

(8) Over the period 2001-11, barely 30 % of the budget earmarked for information provision and promotion measures under Regulation (EC) No 3/2008 was spent on measures targeting third-country markets, even though these markets offer major growth potential. **Arrangements** are

75 % of estimated expenditure, specific arrangements are therefore required to encourage a larger number of information provision and promotion measures for Union agricultural products in third countries, in particular through increased financial support

therefore required to encourage a larger number of information provision and promotion measures for Union agricultural products in third countries, in particular through increased financial support

Amendment 10

Proposal for a regulation Recital 10

Text proposed by the Commission

(10) The information provision and promotion measures co-financed by the Union should endow them with a specific European dimension. To that end, and in order to avoid a dispersion of resources and increase Europe's visibility through these information provision and promotion measures for **agricultural** products, it is necessary to establish a work programme which defines the strategic priorities for these measures in terms of populations, products, themes or markets to be targeted and the nature of the information and promotion messages to be imparted. The Commission will take particular account of the predominant position of small and medium-enterprises in the agri-food sector, a sector which benefits from the exceptional measures provided for in Articles 154, 155 and 156 of Regulation (EU) XXX/20... [of the European Parliament and of the Council of ... establishing a common organisation of the markets in agricultural products (Single CMO Regulation) (COM(2011)626)] and from free-trade agreements coming under the commercial policy of the European Union for measures targeting third countries.

Amendment

(10) The information provision and promotion measures co-financed by the Union should endow them with a specific European dimension. To that end, and in order to avoid a dispersion of resources and increase Europe's visibility through these information provision and promotion measures for **agri-food** products, it is necessary to establish a work programme which defines the strategic priorities for these measures in terms of populations, products, themes or markets to be targeted and the nature of the information and promotion messages to be imparted. The Commission will take particular account of the predominant position of small and medium-enterprises in the agri-food sector, a sector which benefits from the exceptional measures provided for in Articles 154, 155 and 156 of Regulation (EU) XXX/20... [of the European Parliament and of the Council of ... establishing a common organisation of the markets in agricultural products (Single CMO Regulation) (COM(2011)626)] and from free-trade agreements coming under the commercial policy of the European Union for measures targeting third countries.

Amendment 11

Proposal for a regulation Recital 10 a (new)

Text proposed by the Commission

Amendment

(10a) The work programme drawn up by the Commission should be based on the objectives set out in this Regulation, which consist of increasing the market share of Union products and their competitiveness, especially in those sectors most affected by trade agreements, restoring normal market conditions in times of crisis and informing consumers of the high standards required of Union producers under Union law.

Amendment 12

Proposal for a regulation Recital 12

Text proposed by the Commission

Amendment

(12) Over and above the information provision and promotion measures, the Commission needs to develop and coordinate technical and support services at European level with the aim of **helping** operators take part in co-financed programmes, conduct effective campaigns or develop their export activities.

(12) Over and above the information provision and promotion measures, the Commission needs to develop and coordinate technical and support services at European level, **taking account of the specific characteristics of each country**, with the aim of **informing operators of the types of programmes available to them and helping them to** take part in co-financed programmes, **to** conduct effective campaigns or **to** develop their export activities. **The Commission should produce a simple and comprehensive manual that would help potential beneficiaries to comply with the rules and procedures associated with that policy.**

Amendment 13

Proposal for a regulation Recital 12 a (new)

Text proposed by the Commission

Amendment

(12a) Efforts to promote EU products on third-country markets are sometimes prejudiced by the competition they face from imitation and counterfeit products. The Commission could provide advice and assistance to Union operators in order to protect Union products against such practices. This task could be accomplished via the technical support which is among the own-initiative measures the Commission can take under this Regulation.

Amendment 14

Proposal for a regulation Recital 13

Text proposed by the Commission

Amendment

(13) The information provision and promotion measures for **agricultural** products that are co-financed by the Union shall not be oriented to commercial brands or to their specific origin. Nevertheless, the indication of brands or origin might have a leverage effect in the context of promotion measures, particularly in third countries. While respecting specific conditions to be established, in particular rights to the protection of intellectual property, it should therefore be possible to give greater visibility to brands and origin and, at the same time, maintain a proper balance with the highlighting of generic messages focussed on the intrinsic characteristics of the Union's agricultural products and food products based on agricultural products.

(13) The information provision and promotion measures for **agri-food** products that are co-financed by the Union shall not be oriented to commercial brands or to their specific origin. Nevertheless, the indication of brands or origin might have a leverage effect in the context of promotion measures, particularly in third countries. While respecting specific conditions to be established, in particular rights to the protection of intellectual property, it should therefore be possible to give greater visibility to brands and origin and, at the same time, maintain a proper balance with the highlighting of generic messages focussed on the intrinsic characteristics of the Union's agricultural products and food products based on agricultural products.

Amendment 15

Proposal for a regulation Recital 14

Text proposed by the Commission

(14) The Union is keen to simplify the regulatory environment of the CAP. This approach should also be applied to the Regulation on information provision and promotion measures for agricultural products. In particular, the principles of administrative management of information and promotion programmes should be reviewed with the aim of simplifying them and enabling the Commission to establish the rules and procedures applicable to the submission and selection of proposals for programmes.

Amendment

(14) The Union is keen to simplify the regulatory environment of the CAP. This approach should also be applied to the Regulation on information provision and promotion measures for agricultural products. In particular, the principles of administrative management of information and promotion programmes should be reviewed with the aim of simplifying them and enabling the Commission to establish the rules and procedures applicable to the submission and selection of proposals for programmes, ***after considering the specific interests of Member States.***

Amendment 16

Proposal for a regulation Recital 18

Text proposed by the Commission

(18) In order to ensure the coherence, effectiveness and sound management of the measures provided for in this Regulation as well as the efficient use of Union funding, ***the Commission should be delegated*** the power to adopt acts in accordance with Article 290 of the Treaty ***as regards*** the specific conditions of brand visibility and the indication of product origin, the criteria for determining the eligibility of proposing organisations, the conditions governing competitive tendering between implementing organisations and the conditions according to which the proposing organisation may be authorised

Amendment

(18) In order to ensure the coherence, effectiveness and sound management of the measures provided for in this Regulation as well as the efficient use of Union funding, ***the power to adopt acts in accordance with Article 290 TFEU should be delegated to the Commission in respect of*** the specific conditions of brand visibility and the indication of product origin, the criteria for determining the eligibility of proposing organisations, the conditions governing competitive tendering between implementing organisations and the conditions according to which the proposing organisation may be authorised

to implement certain parts of the programme itself and, finally, the specific conditions determining the eligibility of the costs of information provision and promotion measures for simple programmes. It is of particular importance that the Commission carry out appropriate consultations during its preparatory work, including using external experts. When preparing and drawing-up delegated acts, *the Commission will* ensure a simultaneous, timely and appropriate transmission of relevant documents to the European Parliament and to the Council.

to implement certain parts of the programme itself, *the work programmes laying down strategic priorities*, and, finally, the specific conditions determining the eligibility of the costs of information provision and promotion measures for simple programmes. It is of particular importance that the Commission carry out appropriate consultations during its preparatory work, including using external experts. *The Commission, when preparing and drawing up delegated acts, should ensure a simultaneous, timely and appropriate transmission of relevant documents to the European Parliament and to the Council.*

Amendment 17

Proposal for a regulation Recital 20

Text proposed by the Commission

(20) In order to ensure *that* uniform *implementing* conditions *apply under* this Regulation, the Commission should be *granted implementing powers* for the purposes of adopting implementing acts concerning *work programmes laying down strategic priorities*, the selection of simple programmes, the implementing, monitoring and control arrangements of simple programmes, the rules concerning the conclusion of contracts for the implementation of simple programmes selected in accordance with this Regulation, and the common impact assessment framework for programmes. These powers should be exercised in accordance with Regulation (EU) No 182/2011 of the European Parliament and of the Council¹⁷.

Amendment

(20) In order to ensure uniform *conditions for the implementation of* this Regulation, implementing powers *should be conferred on* the Commission for the purposes of adopting implementing acts concerning the selection of simple programmes, the implementing, monitoring and control arrangements of simple programmes, the rules concerning the conclusion of contracts for the implementation of simple programmes selected in accordance with this Regulation, and the common impact assessment framework for programmes. Those powers should be exercised in accordance with Regulation (EU) No 182/2011 of the European Parliament and of the Council¹⁷.

¹⁷ Regulation (EU) No 182/2011 of the European Parliament and of the Council of 16 February 2011 laying down the rules and general principles concerning mechanisms for control by Member States of the Commission's exercise of implementing powers (OJ L 55, 28.2.2011, p. 13).

¹⁷ Regulation (EU) No 182/2011 of the European Parliament and of the Council of 16 February 2011 laying down the rules and general principles concerning mechanisms for control by Member States of the Commission's exercise of implementing powers (OJ L 55, 28.2.2011, p. 13).

Amendment 18

Proposal for a regulation Recital 20 a (new)

Text proposed by the Commission

Amendment

(20a)The Commission should, by means of implementing acts and given their special nature, acting without the application of Regulation (EU) No 182/2011, launch promotion and information campaigns in the event of serious disruption to the market, loss of consumer confidence or other specific problems."

Amendment 19

Proposal for a regulation Article 1 a (new)

Text proposed by the Commission

Amendment

Article 1a

OBJECTIVES

Information provision and promotion measures provided for by this Regulation shall pursue the following objectives:

(a) increasing the market share of Union agricultural and food products, with a specific focus on the markets with the

highest growth potential;

(b) providing information to consumers on the high standards that Union products are required to meet, arising from application of the common agricultural policy (CAP).

(c) increasing awareness and recognition of Union quality schemes

(d) increasing the competitiveness of Union products and raising their profile both within and outside the Union;

(e) restoring normal market conditions in the event of serious disruption to the market, loss of consumer confidence or other specific problems;

Amendment 20

Proposal for a regulation Article 2 – title

Text proposed by the Commission

Measures on the internal **market**

The eligible measures **on the internal market** are as follows:

a) information measures aimed at stressing the specific features of agricultural **productions** methods in the Union, particularly in terms of food safety, **authenticity**, nutritional and health aspects, animal welfare or respect for the environment;

(b) information measures on the themes referred to in Article 5(4);

Amendment

Measures on the internal **and third-country markets**

The eligible measures are as follows:

(a) information measures aimed at stressing the specific features of agricultural **and food production** methods in the Union, particularly in terms of food safety, **quality, labelling, traceability, sustainability, social standards, cultural traditions, taste**, nutritional and health aspects, animal welfare or respect for the environment;

(b) information measures **aimed at stressing the characteristics of agricultural and food products and** on the themes referred to in Article 5(4);

(ba) information measures aimed at highlighting the intrinsic characteristics

of agricultural and food products;
(bb) promotion measures aimed at increasing sales of agricultural and processed food products based on Union agricultural products.
(bc) information measures aimed at protecting the authenticity of protected designation of origin, protected geographical indication and traditional specialities guaranteed.

Amendment 21

Proposal for a regulation Article 3

Text proposed by the Commission

Amendment

Article 3

deleted

Measures in third countries

The eligible measures in third-countries are as follows:

- a) information measures aimed at stressing the characteristics of agricultural and food products and on the themes referred to in Article 5(4);*
- b) promotion measures aimed at increasing sales of agricultural and food products from the EU.*

Amendment 22

Proposal for a regulation Article 4 – paragraph 1

Text proposed by the Commission

Amendment

(1) Information provision and promotion measures shall not be brand-oriented. Nevertheless, product brands may be visible during demonstrations or tastings

(1) Information provision and promotion measures shall not be brand-oriented. Nevertheless, product brands may be visible during demonstrations or tastings

and on information and promotional material, subject to compliance with *specific* conditions *to be adopted pursuant to Article 6(a)*.

and on information and promotional material, subject to compliance with *the following* conditions:

Amendment 23

Proposal for a regulation

Article 4 – paragraph 1 – point a (new)

Text proposed by the Commission

Amendment

(a) several brands must be mentioned,

Amendment 24

Proposal for a regulation

Article 4 – paragraph 1 – point b (new)

Text proposed by the Commission

Amendment

(b) each brand of the members of the proposing organisation must be shown,

Amendment 25

Proposal for a regulation

Article 4 – paragraph 1 – point c (new)

Text proposed by the Commission

Amendment

(c) each brand must be equally visible and

Amendment 26

Proposal for a regulation

Article 4 – paragraph 1 – point d (new)

Text proposed by the Commission

Amendment

(d) the graphic presentation of the brand must use a smaller format than the message of the measure.

Amendment 27

Proposal for a regulation Article 4 – paragraph 2

Text proposed by the Commission

Amendment

(2) Information measures shall not encourage the consumption of any product on grounds of its origin. Nevertheless, the origin of products may be visible on information and promotional material subject to compliance with *specific* conditions ***to be adopted pursuant to Article 6(b).***

(2) Information measures shall not encourage the consumption of any product on grounds of its origin. Nevertheless, the origin of products may be visible on information and promotional material subject to compliance with ***the following*** conditions:

Amendment 28

Proposal for a regulation Article 4 – paragraph 2 – point a (new)

Text proposed by the Commission

Amendment

(a) in the case of products registered pursuant to Regulation (EU) No 1151/2012, the protected form must be used,

Amendment 29

Proposal for a regulation Article 4 – paragraph 2 – point b (new)

Text proposed by the Commission

Amendment

(b) in the case of measures for the internal market, the origin must only be presented in a graphically smaller format than the Union message and

Amendment 30

Proposal for a regulation

Article 4 – paragraph 2 – point c (new)

Text proposed by the Commission

Amendment

(c) in the case of measures for third-country markets, the origin must be presented on an equal footing with the Union message.

Amendment 31

Proposal for a regulation

Article 5 – paragraph 1 – point a

Text proposed by the Commission

Amendment

(a) the agricultural products listed in Annex I to the Treaty on the Functioning of the European Union (hereinafter referred to as ‘the Treaty’), excluding ***the fishery and aquaculture products listed in Annex 1 to Regulation (EU) No [COM(2011)416] of the European Parliament and of the Council¹⁹*** and tobacco;

(a) the agricultural products listed in Annex I to the Treaty on the Functioning of the European Union (hereinafter referred to as ‘the Treaty’), excluding tobacco;

¹⁹ ***Regulation (EC) No [COM(2011/416] of ... on the common organisation of the markets in fishery and aquaculture products (OJ ...).***

Amendment 32

Proposal for a regulation

Article 5 – paragraph 1 – point aa (new)

Text proposed by the Commission

Amendment

(aa) cotton;

Amendment 33

Proposal for a regulation

Article 5 – paragraph 1 – point b

Text proposed by the Commission

Amendment

b) the food products based on agricultural products ***listed in point I of Annex I to Regulation (EU) No 1151/2012 of the European Parliament and of the Council;***

(b) the food products based on agricultural products;

Amendment 34

Proposal for a regulation

Article 5 – paragraph 2

Text proposed by the Commission

Amendment

2. Wine ***may be the subject of information provision and promotion measures provided that other products as referred to in paragraph 1(a) or (b) are also covered by the programme in question.***

2. Wine ***with designation of origin or protected geographical indication status and wine carrying an indication of the wine grape variety shall be eligible for information and promotion measures.***

Amendment 35

Proposal for a regulation

Article 5 – paragraph 3

Text proposed by the Commission

3. With regard to spirit drinks as referred to in paragraph 1(c) and wine as referred to in paragraph 2, measures targeting the internal market shall be limited to informing consumers *of the European quality schemes relating to geographical indications*.

Amendment

3. With regard to spirit drinks as referred to in paragraph 1(c) and wine as referred to in paragraph 2, measures targeting the internal market shall be limited to informing consumers *of the themes set out in paragraph 4 and of responsible consumption indications*.

Amendment 36

Proposal for a regulation

Article 5 – paragraph 3 a (new)

Text proposed by the Commission

Amendment

3a. Fishery and aquaculture products may only be the subject of information and promotion measures in third countries when the programmes in question also include other types of product referred to in paragraph 1(a), (b) or (c).

Amendment 37

Proposal for a regulation

Article 5 – paragraph 3 b (new)

Text proposed by the Commission

Amendment

3b. The products indicated in paragraph 1 (b) may form the subject of information and promotion campaigns provided that other types of product referred to in paragraph 1 (a) or (c) are also included in the programme in question and that the former represent no more than 20 % of the total products eligible for the campaigns.

Amendment 38

Proposal for a regulation

Article 5 – paragraph 3 c (new)

Text proposed by the Commission

Amendment

3c. With regard to products referred to in paragraph 1(b), priority should be given to products for which the Union origin of the raw materials is demonstrated.

Amendment 39

Proposal for a regulation

Article 5 – paragraph 4 – introductory part

Text proposed by the Commission

Amendment

4. The themes referred to in Article 2(b) ***and Article 3*** shall be as follows:

4. The themes referred to in Article 2(b) shall be as follows:

Amendment 40

Proposal for a regulation

Article 5 – paragraph 4 – point c a (new)

Text proposed by the Commission

Amendment

(ca) national quality certifications, subject to compliance with paragraph 4a.

Amendment 41

Proposal for a regulation

Article 5 – paragraph 4 a (new)

Text proposed by the Commission

Amendment

4a. Quality certifications referred to in paragraph 4 (ca) may be supported as part of the information and promotion campaigns in third countries or information campaigns in the case of sanitary crises. References to quality certifications shall always be secondary to the main European message of the campaigns.

Amendment 42

Proposal for a regulation Article 6

Text proposed by the Commission

Amendment

Article 6

deleted

Delegated powers

The Commission shall be empowered to adopt delegated acts in accordance with Article 23 concerning:

(a) the specific conditions for the visibility of commercial brands during product demonstrations or tastings and on information and promotional material, as referred to in Article 4(1);

(b) the conditions for indicating the origin of products, as referred to in Article 4(2).

Amendment 43

Proposal for a regulation Article 7 – paragraph a

Text proposed by the Commission

Amendment

a) national trade or inter-trade organisations;

(a) national trade or inter-trade organisations ***representative of the sector***
(s) ***concerned in one or more Member***

States ;

Amendment 44

Proposal for a regulation Article 7 – paragraph b

Text proposed by the Commission

b) trade or inter-trade organisations of the Union;

Amendment

(b) trade or inter-trade organisations of the Union ***representative of the sector(s) concerned at Union level;***

Amendment 45

Proposal for a regulation Article 7 – paragraph c

Text proposed by the Commission

c) producer organisations or associations of producer organisations, as defined by Articles **106** and **107** of Regulation (EU) **XXX/20.. of the European Parliament and of the Council [of ... establishing a common organisation of the markets in agricultural products (Single CMO Regulation) (COM(2011)626)]**.

Amendment

c) producer organisations or associations of producer organisations, as defined by Articles **152** and **156** of Regulation (EU) No **1308/2013** **and recognised by Member States**.

Amendment 46

Proposal for a regulation Article 7 – point c a (new)

Text proposed by the Commission

Amendment

(ca) groups defined in Article 3(2) of Regulation (EU) No 1151/2012 representative of the qualities systems which are the subject of the programmes.

Amendment 47

Proposal for a regulation Article 8 – paragraph 1

Text proposed by the Commission

Amendment

1. Information provision and promotion measures shall contribute to strengthening the competitiveness of European agriculture both on the internal market and in third countries. The objectives to be attained shall be set out in the work programme referred to in paragraph 2.

deleted

Amendment 48

Proposal for a regulation Article 8 – paragraph 2 – subparagraph 1

Text proposed by the Commission

Amendment

The Commission shall, **by means of an implementing act, adopt** a work programme setting out the objectives pursued, the priorities, the expected results, the implementing arrangements and the total amount of the financing plan. It shall also contain the main evaluation criteria, a description of the measures to be financed, an indication of the amounts allocated to each type of measure and an indicative implementation timetable and, in the case of grants, the maximum rate of co-financing.

The Commission shall **be empowered to adopt, on the basis of the objectives listed in Article 1a, delegated acts, in accordance with Article 23 , concerning the adoption of** a work programme setting out the objectives pursued, the priorities, the expected results, the implementing arrangements and the total amount of the financing plan. It shall also contain the main evaluation criteria, a description of the measures to be financed, an indication of the amounts allocated to each type of measure and an indicative implementation timetable and, in the case of grants, the maximum rate of co-financing.

Amendment 49

Proposal for a regulation

Article 8 – paragraph 2 – subparagraph 1 a (new)

Text proposed by the Commission

Amendment

When designing that programme, the Commission shall take into account the specific natural handicaps of the upland, island and outermost regions.

Amendment 50

Proposal for a regulation

Article 8 – paragraph 2 – subparagraph 1 b (new)

Text proposed by the Commission

Amendment

When designing that programme, the Commission shall take into account the possibilities offered by the markets and the need to supplement and bolster actions taken by Member States and operators, both on the Union market and in third countries, in order to ensure a cohesive promotion and information policy. To this end, it shall request the opinion of Member States and of the Advisory Group referred to in Article 25.

Amendment 51

Proposal for a regulation

Article 8 – paragraph 2 – subparagraph 2

Text proposed by the Commission

Amendment

The implementing act referred to in the first subparagraph shall be adopted in accordance with the advisory procedure referred to in Article 24(3).

deleted

Amendment 52

Proposal for a regulation

Article 8 – paragraph 2 a (new)

Text proposed by the Commission

Amendment

2a. The duration of the work programme shall be three years, but it may be reviewed annually.

Amendment 53

Proposal for a regulation

Article 8 – paragraph 3 – introductory part

Text proposed by the Commission

Amendment

3. The work programme referred to in paragraph 1 shall be implemented through the publication by the Commission:

3. The work programme referred to in paragraph 1 shall be implemented through the publication by the Commission ***twice a year***:

Amendment 54

Proposal for a regulation

Article 8 – paragraph 3 a (new)

Text proposed by the Commission

Amendment

(3a) The calls for proposals referred to in paragraph 3(a) and (b) shall take account of the specific natural handicaps of the upland, island and outermost regions.

Amendment 55

Proposal for a regulation

Article 10 – paragraph 1

Text proposed by the Commission

1. The Commission may carry out information and promotion measures as described in **Articles 2 and 3**. These measures may in particular take the form of participation in trade fairs and exhibitions of international importance by means of stands or operations aimed at enhancing the image of Union products.

Amendment

1. The Commission may carry out information and promotion measures as described in **Article 2 for all products eligible in accordance with this Regulation**. These measures may in particular take the form of **high-level missions**, participation in trade fairs and exhibitions of international importance by means of stands or operations aimed at enhancing the image of Union products.

Amendment 56

**Proposal for a regulation
Article 10 – paragraph 2**

Text proposed by the Commission

2. The Commission shall develop technical support services, in particular with a view to encouraging awareness of different markets, maintaining a dynamic professional network around information and promotion policy and improving knowledge of legislative provisions concerning programme development and implementation.

Amendment

2. The Commission shall develop technical support services, in particular with a view to encouraging awareness of different markets, **including the financing of exploratory business meetings**, maintaining a dynamic professional network around information and promotion policy, **advising and assisting operators in regard to protecting their products from imitation and counterfeit products in third countries**, and improving knowledge of legislative provisions concerning programme development and implementation. **The Commission shall also produce a simple comprehensive manual to help potential beneficiaries comply with the rules and procedures related to this policy.**

Amendment 57

Proposal for a regulation

Article 10 – paragraph 2 a (new)

Text proposed by the Commission

Amendment

2a. The Commission shall adopt implementing acts launching promotion and information campaigns in the event of serious disruption to the market, loss of consumer confidence or other specific problems referred to in Article 1a . Those implementing acts shall ensure that the campaigns are conducted promptly and effectively. Those implementing acts should be adopted(e) without applying the procedure provided for in Article 24(2).

Appropriations allocated to existing and authorised information and promotion campaigns shall not be reduced in the event of action undertaken by the Commission due to a serious disruption to the market, loss of consumer confidence or other specific problems as referred to in Article 1a(e).

Amendment 58

Proposal for a regulation Article 12 – paragraph 1

Text proposed by the Commission

Amendment

1. The Commission shall assess and select proposals for simple programmes further to the call for proposals referred to in Article 8(3)(a).

1. After informing Member States and receiving their opinions, The Commission shall assess and select proposals for simple programmes further to the call for proposals referred to in Article 8(3)(a) .

Amendment 59

Proposal for a regulation Article 15 – paragraph 1

Text proposed by the Commission

1. The Union's financial contribution to simple programmes shall not exceed 50 % of the eligible expenditure. The remaining expenditure shall be borne exclusively by proposing organisations.

Amendment

1. The Union's financial contribution to simple programmes shall ***be at least 75 %*** of the eligible expenditure. The remaining expenditure shall be borne exclusively by proposing organisations.

Amendment 60

**Proposal for a regulation
Article 15 – paragraph 2**

Text proposed by the Commission

2. The percentage referred to in paragraph 1 shall be increased to 60 % for:

a) a simple programme targeting one or more third country(-ies);

b) information and promotion measures on fruit and vegetables specifically targeting children in Union educational establishments,

Amendment

deleted

Amendment 61

**Proposal for a regulation
Article 15 – paragraph 2 a (new)**

Text proposed by the Commission

Amendment

2a. The percentage contributed by the Union in the event of a serious disruption to the market, loss of consumer confidence or other specific problems as referred to in Article 1a(e) shall be at least 85 % .

Amendment 62

Proposal for a regulation Article 18

Text proposed by the Commission

The maximum rate of co-financing shall be set at **60** % of the total eligible costs for the multi programmes. The remaining expenditure shall be borne exclusively by proposing organisations.

Amendment

1. The maximum rate of co-financing shall be set at **least at 75** % of the total eligible costs for the multi programmes. The remaining expenditure shall be borne exclusively by proposing organisations.

Amendment 63

Proposal for a regulation Article 18 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

1a. The percentage contributed by the Union in the event of a serious disruption to the market, loss of consumer confidence or other specific problems as referred to in Article 1a(e) shall at least be set at 85 %.

Amendment 64

Proposal for a regulation Article 21 – point a

Text proposed by the Commission

Amendment

(a) the specific conditions under which each of the proposing organisations referred to in Article 7 may submit a programme, in particular with a view to guaranteeing that organisations are representative and the programme is of significant scale;

deleted

Amendment 65

Proposal for a regulation Article 21 point d a (new)

Text proposed by the Commission

Amendment

(da) the conditions to ensure that priority is given to brands owned by small and medium-sized enterprises, in the case of programmes which provide for the presence of commercial brands, pursuant to Article 4;

Amendment 66

Proposal for a regulation Article 21 – point d b (new)

Text proposed by the Commission

Amendment

(db) the conditions to ensure that priority is given to projects which promote products made with agricultural raw materials from the countries of the proposing organisations, in the case of programmes which provide for processed products under Article 5(1)(b).

Amendment 67

Proposal for a regulation Article 23 – paragraph 2

Text proposed by the Commission

Amendment

2. The power to adopt delegated acts referred to in this Regulation shall be conferred on the Commission for *an indeterminate* period of *time* from the date of entry into force of this Regulation.

2. The power to adopt delegated acts referred to in this Regulation shall be conferred on the Commission for *a* period of *five years* from the date of entry into force of this Regulation.

Amendment 68

Proposal for a regulation Article 24 – paragraph 3

Text proposed by the Commission

3. Where reference is made to this paragraph, Article 4 of Regulation (EU) No 182/2011 shall apply.

Amendment

deleted

Amendment 69

Proposal for a regulation Article 25 – paragraph 1

Text proposed by the Commission

In the context of implementing this Regulation, the Commission ***may*** consult the Advisory Group on Promotion of Agricultural Products established by Commission Decision 2004/391/EC²⁷.

²⁷ Commission Decision 2004/391/EC of 23 April 2004 on the advisory groups dealing with matters covered by the common agricultural policy (OJ L 120, 24.4.2004, p. 50).

Amendment

In the context of implementing this Regulation, the Commission ***shall*** consult the Advisory Group on Promotion of Agricultural Products established by Commission Decision 2004/391/EC²⁷.

²⁷ Commission Decision 2004/391/EC of 23 April 2004 on the advisory groups dealing with matters covered by the common agricultural policy (OJ L 120, 24.4.2004, p. 50).

Amendment 70

Proposal for a regulation Article 25 – paragraph 1 a (new)

Text proposed by the Commission

Amendment

The Advisory Group on Promotion should be involved in the work carried out on the

work programme referred to in Article 8.

Amendment 71

Proposal for a regulation

Article 27 – paragraph – -1 (new)

Text proposed by the Commission

Amendment

- 1. By 31 December 2017, the Commission shall submit to the European Parliament and the Council an interim report on the application of this Regulation, including the rate of uptake in different Member States, together with any appropriate proposals. At the European Parliament's request, the Commission shall present the interim report to the responsible committee.

Amendment 72

Proposal for a regulation

Article 27

Text proposed by the Commission

Amendment

By not later than 31 December [2020], the Commission shall submit to the European Parliament and the Council a report on the application of this Regulation together with any appropriate proposals.

By 31 December 2020, the Commission shall submit to the European Parliament and the Council a report on the application of this Regulation together with any appropriate proposals. ***At the European Parliament's request, the Commission shall present the report to the responsible committee.***

Amendment 73

Proposal for a regulation

Article 28

Article 28

deleted

Amendment of Regulation (EU) No .../20...[COM(2011)626]

Regulation (EU) No .../20... [COM(2011)626] is hereby amended as follows:

a) The following subparagraph shall be added to Article 34(2):

‘The national strategy shall be compatible with the strategic priorities defined in the work programme referred to in Article 6 of Regulation (EU) No XXX of the European Parliament and of the Council*.

**** Regulation (EU) No XXX of the European Parliament and of the Council of ... on information provision and promotion measures for agricultural products on the internal market and in third countries (OJ L.....)’.***

b) In Article 43, the following paragraph shall be added:

‘5. The measures referred to in paragraph 1 shall be compatible with the strategic priorities defined in the work programme referred to in Article 6 of Regulation (EU) No XXX.’

EXPLANATORY MEMORANDUM

The Commission's proposal is welcome, coming as it does at a time when the common agricultural policy (CAP) is being transformed and EU producers are facing ever stiffer competition from third countries. Current economic circumstances being what they are, EU produce needs a higher profile in order to be more effective in confronting globalisation of trade, market quotas should be raised both within and outside the European Union and critical situations reacted to. The Commission's proposal should be improved by including a list in the basic act of the tangible objectives of this Regulation and the Regulation ought to give priority to small and medium-sized enterprises.

This EU Regulation on promotion measures ought to provide a flexible legal basis enabling a rapid response to agricultural crises caused by a collapse in prices or epidemics. The e-coli food scandal brought to light the CAP's deficiencies when it comes to introducing measures swiftly to re-establish consumer confidence. The rapporteur proposes introducing an emergency procedure for launching information provision and promotion campaigns in the event of health crises or market disturbances.

The Commission's proposal that brand names and the origin of products be included in the information provision and promotion campaigns constitutes a big step forward as many well-known products can be used to give a significant boost to others that consumers know less well.

The establishment of direct management by the Commission of multi-country programmes is another substantial change introduced in the proposal and another equally important step forward. Until now measures of this kind have been held back by problems with coordination between Member States but this will make their proliferation possible.

The Commission proposes that 75 % of funds be earmarked for expenditure on the external market. In setting a quantified objective like this the Commission is prejudging beforehand how markets will develop in the future, as well as neglecting the internal market which is still the main market for EU products. The rapporteur is in favour of boosting campaigns on the external market – currently they receive just 30 % of funds – but not of setting a fixed objective for expenditure. Direct management by the Commission of multi-country programmes will undoubtedly mean more campaigns being run in third countries and emphasising the EU approach.

The Commission makes a distinction between measures that can be embarked upon within the internal market and those that can be run in third countries, a distinction that does not exist in the current Regulation and which will make this CAP instrument inflexible. The rapporteur proposes retaining just one classification for measures that may be financed both within the European Union and outside it. In this way promotion campaigns would not be excluded in the internal market and consumers in third countries could be informed about the high standards EU producers must meet, something that the current wording of the Commission's draft does not cover.

The proposal only gives wine limited access to the promotion measures financed by this

Regulation. The rapporteur feels, however, that wine ought to be included on the list of eligible products on an equal footing with other agricultural sectors. Wine is the EU's flagship product and can drive up consumption of other products linked to it in information provision and promotion campaigns. Nor should wine be deprived of the opportunity to obtain funding under this Regulation for campaigns featuring just wine, which would enable it to benefit in particular from the advantages offered by the Commission's direction management of multi-country programmes. At present, the information and promotion measures controlled by the common market organisation take place under the aegis of wine programmes managed by the Member States, a fact that makes it difficult in practice to launch common measures.

The proposal abolishes national co-financing of information provision and promotion measures. This implies that operators' contributions will rise substantially, making it difficult for those businesses most weakened by the economic crisis to take part in information provision and promotion campaigns. National co-financing has always been voluntary but the rapporteur has obtained a significant number of opinions that oppose its being abolished. This report takes account of the general opinion, which also includes increasing EU co-financing in specific cases, such as funding for measures to help re-establish normal market conditions after the outbreak of agricultural crises.

Widening the list of eligible products is another of the commendable aspects of the Commission's proposal as it makes no sense at present to restrict the measures to a very limited number of products; the Commission's declared intention of practically quadrupling funds for these campaigns in 2020 should be borne in mind here too. The rapporteur is in favour of opening this scheme to products not mentioned in Annex I to the Treaty, but with restrictions introduced to ensure the primary sector is given priority. In the context of an economic crisis, all resources possible should be employed to take advantage of the impact certain processed products known to consumers can bring to bear in campaigns linked to agricultural products.

Another innovation in the Commission's proposal is the introduction of a technical support service for operators, support which the rapporteur feels should include advice and assistance in order to protect EU products better from imitation and counterfeit products in third countries.

As regards the introduction of a work programme, the report seeks to establish clearly its frequency and the fact that when drawing the work programme up the Commission must ensure the principle of complementarity and consistency which has been followed until now with other programmes Member States or the operators have embarked upon, as well as meeting objectives which must be laid down in the basic act.

PROCEDURE

Title	Information provision and promotion measures for agricultural products on the internal market and in third countries	
References	COM(2013)0812 – C7-0416/2013 – 2013/0398(COD)	
Date submitted to Parliament	21.11.2013	
Committee responsible Date announced in plenary	AGRI 9.12.2013	
Committee(s) asked for opinion(s) Date announced in plenary	CONT 9.12.2013	IMCO 9.12.2013
Not delivering opinions Date of decision	CONT 18.12.2013	IMCO 17.12.2013
Rapporteur(s) Date appointed	Esther Herranz García 5.11.2013	
Discussed in committee	9.12.2013	17.12.2013
Date adopted	18.3.2014	
Result of final vote	+: 19 -: 12 0: 3	
Members present for the final vote	John Stuart Agnew, Eric Andrieu, Liam Aylward, Luis Manuel Capoulas Santos, Michel Dantin, Albert Deß, Diane Dodds, Herbert Dorfmann, Robert Dušek, Hynek Fajmon, Julie Girling, Esther Herranz García, Peter Jahr, Jarosław Kalinowski, Elisabeth Köstinger, George Lyon, Gabriel Mato Adrover, James Nicholson, Rareş-Lucian Niculescu, Britta Reimers, Alfreds Rubiks, Giancarlo Scottà, Czesław Adam Siekierski, Marc Tarabella, Janusz Wojciechowski	
Substitute(s) present for the final vote	María Auxiliadora Correa Zamora, Jill Evans, Sandra Kalniete, Maria do Céu Patrão Neves, Milan Zver	
Substitute(s) under Rule 187(2) present for the final vote	Pablo Arias Echeverría, Ricardo Cortés Lastra, Agustín Díaz de Mera García Consuegra, Vicente Miguel Garcés Ramón, Andrzej Grzyb, Cristina Gutiérrez-Cortines, Carlos José Iturgaiz Angulo	
Date tabled	21.3.2014	