

WRITTEN QUESTION E-0105/09
by Kyösti Virrankoski (ALDE)
to the Commission

Subject: National symbols in food advertising

According to reports in Finland, the Commission has banned the use of the Finnish flag and depictions of the Finnish landscape in State-subsidised advertising of Finnish food.

1. Is it true that the Commission has banned or intends to ban the use of national symbols such as the Finnish flag or landscape in advertising for Finnish food which receives funding from the Republic of Finland?
2. If so, has there been some change in EU legislation, or on what is the Commission's new interpretation based?
3. Have some distortions come to light, or any other facts which require the Commission to take action with regard to such advertising?
4. Is it permissible for Finland to support advertising of domestically produced food provided that it does not use the flag or landscape?
5. If the use of the landscape is banned, to what kind of landscape does this rule apply?