Commission Regulation (EC) No 422/2005 of 14 March 2005 amending Regulation (EC) No 94/2002 laying down detailed rules for applying Council Regulation (EC) No 2826/2000 on information and promotion actions for agricultural products on the internal market

COMMISSION REGULATION (EC) No 422/2005

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THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Regulation (EC) No 2826/2000 of 19 December 2000 on information and promotion actions for agricultural products on the internal market[(1)], and in particular Article 12 thereof,

Whereas:

(1) Article 3 of Regulation (EC) No 2826/2000 provides the criteria to determine the sectors and products for which information and/or promotion actions may be carried out on the internal market. Those themes and products are listed in Annex I to Commission Regulation (EC) No 94/2002[(2)].

(2) Article 4 of Regulation (EC) No 2826/2000 requires that every two years the Commission shall draw up a list of the themes and products referred to in Article 3 of that Regulation.

(3) Seed oils of Community origin, in particular rapeseed oil, as well as honey and beekeeping products are products where market balance could be improved through information and/or generic promotion measures, in particular by providing adequate and up-to-date information to consumers on the qualities, nutritional value, taste, applicable standards and labelling of those products. Therefore, those products should be included in Annex I to Regulation (EC) No 94/2002.

(4) In order to encourage consumption of quality products in the meat sector, it is appropriate to make all quality meats produced according to a Community or a national quality scheme eligible for promotional measures. Therefore, those products should be included in Annex I to Regulation (EC) No 94/2002.

(5) For reasons of clarity and simplification, it is appropriate to incorporate the themes in Annex I(a) and the products in Annex I(b) to Regulation (EC) No 94/2002 into one single list which will cover both themes and products and to include, for each product and theme, provisions related to these in the corresponding guidelines for promotion on the internal market in Annex III to that Regulation.

Changes to legislation: *There are currently no known outstanding effects for the Commission Regulation (EC) No 422/2005. (See end of Document for details)*

(6) Products with a protected designation of origin (PDO), with a protected geographical indication (PGI) or with a traditional specialty guaranteed (TSG) in accordance with Council Regulation (EEC) No 2081/92 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs[(3)] or Council Regulation (EEC) No 2082/92 of 14 July 1992 on certificates of specific character for agricultural products and foodstuffs[(4)], and products from organic farming, in accordance with Council Regulation (EEC) No 2092/91 of 24 June 1991 on organic production of agricultural products and indications referring thereto on agricultural products and foodstuffs[(5)], are quality products the production and consumption of which are considered a priority in the context of the common agricultural policy. Those products should therefore be included in Annex I to Regulation (EC) No 94/2002, so as to ensure that they can benefit from all promotion and information measures provided for in the internal market promotion regime.

(7) It is necessary to draw new guidelines concerning the newly added products in order to achieve the expected results of the promotional measures, and to revise existing guidelines in order to take account of developments in the market situation and in the common agricultural policy, as well as available experience from the evaluation of the most recent promotion and information measures.

(8) Regulation (EC) No 94/2002 should therefore be amended accordingly.

(9) The next deadline after the adoption of these measures for the submission of applications for Community support for promotional programmes is 31 January. There is limited time for the proposing organisations and Member States to adjust or prepare proposals taking into account the rules of the newly amended Regulation. Therefore it is necessary that this Regulation enters into force after 31 January.

(10) The measures provided for in this Regulation are in accordance with the opinion delivered at the meeting of the joint management committee for the promotion of agricultural products,

HAS ADOPTED THIS REGULATION:

Article 1

Regulation (EC) No 94/2002 is amended as follows:

1. Annex I is replaced by the text in Annex I to this Regulation.

2. Annex III is replaced by the text in Annex II to this Regulation.

Article 2

This Regulation shall enter into force on the third day following its publication in the *Official Journal of the European Union*.

It is applicable from 1 February 2005.

This Regulation shall be binding in its entirety and directly applicable in all Member States.

Done at Brussels, 14 March 2005.

For the Commission

Mariann FISCHER BOEL

Member of the Commission

Changes to legislation: *There are currently no known outstanding effects for the Commission Regulation (EC) No 422/2005. (See end of Document for details)*

ANNEX I

‘ANNEX I

LIST OF PRODUCTS AND THEMES

— fresh fruit and vegetables,
— processed fruit and vegetables,
— fibre flax,
— live plants and products of ornamental horticulture,
— olive oil and table olives,
— seed oils,
— milk and milk products,
— fresh, chilled or frozen meat, produced in accordance with a Community or a national quality scheme,
— labelling of eggs for human consumption,
— honey and beekeeping products,
— quality wines psr, table wines with a geographical indication,
— graphic symbol for the most remote regions as laid down in agricultural legislation,
— protected designation/s of origin (PDO), protected geographical indication/s (PGI) or traditional speciality/ies guaranteed (TSG) in accordance with Council Regulations (EEC) No 2081/92[(6)] or (EEC) No 2082/92[(7)] and products registered under these schemes,
— organic farming in accordance with Council Regulation (EEC) No 2092/91[(8)] and products registered according to this Regulation.

ANNEX II

ANNEX III

GUIDELINES FOR PROMOTION ON THE INTERNAL MARKET

The following guidelines give an orientation for the messages, target groups and channels that should have a central position in the promotion or information programmes for the different product categories.

Without prejudice to the priorities presented in Article 6(4) of Regulation (EC) 2826/2000, programme proposals should in general be prepared taking into account the following principles:
— when programmes are proposed by more than one Member State they should have coordinated strategies, actions and messages,
— programmes should preferably be multiannual and with a sufficient scope to have a significant impact on the targeted markets. Where appropriate, they should be operated on the markets of more than one Member State,
— the messages of the programmes should provide objective information about the intrinsic characteristics and/or nutritional value of the products as part of a balanced diet, of their production methods or environmental friendliness,

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— programmes should have central messages, which are of interest to the consumers, professionals and/or the trade of several Member States.

Fresh fruit and vegetables

1. OVERVIEW OF THE SITUATION

While the Community production of fruit and vegetables is increasing, their consumption is on the whole static.

There is a noticeable lack of interest among consumers under 35, which is even stronger among the school age population. This is not in the interests of a balanced diet.

2. GOALS

The aim is to improve the image of the products as being "fresh" and "natural" and to bring down the average age of consumers, chiefly by encouraging young people to consume the products concerned.

3. MAIN TARGETS

— Young households under 35
— School-age children, adolescents and their parents
— Mass caterers and school canteens
— Doctors and nutritionists.

4. MAIN MESSAGES

— To promote the "five a day" type approach (recommendation to eat at least five servings of fruit or vegetable per day)
— The products are natural and fresh
— Quality (safety, nutritional value and taste, production methods, environmental protection, link with the product's origin)
— Enjoyment
— Balanced diet
— Variety and seasonal nature of the supply of fresh products; information on their tastes and uses
— Traceability
— Accessibility and ease of preparation: many fresh fruit and vegetables require no cooking.

5. MAIN CHANNELS

— Electronic channels (Internet sites presenting available products, with online games for children)
— Telephone information line
— PR contacts with the media and advertising (e.g. specialised journalists, women's press, youth magazines and papers)
— Contacts with doctors and nutritionists
— Educational measures targeting children and adolescents by mobilising teachers and school canteen managers
— Point-of-sales information actions to consumers
— Other channels (leaflets and brochures with information on the products and recipes, children's games, etc.)
— Visual media (cinema, specialised TV channels)
— Radio spots