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From: General Secretariat of the Council  
To: Permanent Representatives Committee/Council  
Subject: 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 (**first reading**)  
- Adoption of the legislative act (**LA + S**)  
= Statements

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**Statement by the Netherlands**

The Netherlands is voting against this proposal, because we are of the opinion that promotion measures are not the responsibility of the government, neither the European nor the national government, but a sole responsibility of the sector itself.

Furthermore The Netherlands considers the proposed increase of the budget made available for this objective not acceptable.

### **Statement by Sweden**

Sweden regrets that a clear emphasis on information and promotion measures in third countries is lacking in the Regulation. One of the main objectives of the information provision and promotion measures should be to increase the competitiveness of EU agricultural products outside the Union with a specific focus on those markets in third countries with the highest growth potential.

Sweden also considers that the proposed co-financing rates are being too generous and fear that they will lead to an increased number of unwarranted applications and few programs with added value.

Sweden is also concerned with the information provision and promotion measures relating to alcohol. Sweden considers that promotion measures on alcoholic beverages should be more closely regulated in order to protect public health.

For these reasons Sweden is voting against the proposal.

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