



**COUNCIL OF
THE EUROPEAN UNION**

**Brussels, 28 March 2014
(OR. en)**

8146/14

CRS CSA 7

SUMMARY RECORD

Subject: 1479th meeting of the Special Committee on Agriculture (SCA) held in
Brussels on 24 March 2014

SUMMARY

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1. **Adoption of the agenda**

7964/14 OJ CSA 7

The agenda was approved.

I

2. **Summary record of the 1478th meeting of the SCA**

7860/14 CRS CSA 6

The SCA approved the summary record.

II

3. **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**

– *Preparation for the first informal trilogue*

7802/14 AGRI 221 AGRIFIN 41 AGRIORG 48 CODEC 800

+ ADD 1

The SCA approved the Presidency mandate for the first informal trilogue as set out in documents 7802/14 + ADD 1 and 7831/14, with the wording of Articles 15 and 18 being amended as set out below. The Council Legal Service indicated that information provision and promotion measures on the internal market should comply with the principle of non-discrimination in accordance with the last sentence of Article 4(1). In the view of the Council Legal Service, that implied in particular that all Member States be treated on an equal footing, including where they might have a single brand for a given product, it being understood that information provision and promotion measures could never be aimed at encouraging the consumption of any product on the sole ground of its origin, as indicated in Article 4(2).

Article 15

Financial provisions relating to simple programmes

1. The Union's financial contribution to simple programmes shall ~~not exceed 50~~ **be 75** % of the eligible expenditure. The remaining expenditure shall be borne exclusively by proposing organisations.
2. The percentage referred to in paragraph 1 shall be increased to ~~60~~ **85 %** *in the event of a serious market disturbance, loss of consumer confidence or other specific problems referred to in point (d) of Article 1a. 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,~~

- 2a. *By way of derogation from paragraphs 1 and 2, for proposing organisations established in Member States receiving on 1 January 2014 or thereafter financial assistance in accordance with Article 136 and 143 TFEU, the percentages referred to in paragraphs 1 and 2 shall be 80 %, for paragraph 1, and 90 % for paragraph 2.*

The first subparagraph shall only apply to those programmes decided upon by the Commission before the date as of which the Member State concerned no longer receives such financial assistance.

3. Studies to evaluate the results of promotional and information measures in accordance with Article 26 shall be eligible for Union financing under conditions similar to those governing the simple programme.
4. The Union shall fully finance expert fees linked to the selection of programmes in accordance with *point (a) of* Article 4(2)(a) of Regulation (EU) No 1306/2013 ~~XXXX/20..~~ of the European Parliament and of the Council ~~[of ... on the financing, management and monitoring of the common agricultural policy (COM(2011)628)]~~.
5. In order to ensure the proper implementation of simple programmes, proposing organisations shall provide guarantees.
6. The Union shall finance information provision and promotion measures implemented on the basis of simple programmes in accordance with *point (c) of* Article 4(1)(e) of Regulation (EU) No 1306/2013 ~~XXXX/20..~~ of the European Parliament and of the Council ~~[of ... on the financing, management and monitoring of the common agricultural policy (COM(2011)628)]~~.

Article 18

Financial provisions relating to multi programmes

1. ~~The maximum rate of co-financing Union's financial contribution shall be set at 60 % of the total eligible costs for the multi programmes.~~ *The Union's financial contribution to multi programmes shall be 75 % of the eligible expenditure.* The remaining expenditure shall be borne exclusively by proposing organisations.
- 1a *The percentage referred to in paragraph 1 shall be increased to 85 % in the event of a serious market disturbance, loss of consumer confidence or other specific problems referred to in point (d) of Article 1a.*
- 1b. *By way of derogation from paragraphs 1 and 1a, for proposing organisations established in Member States receiving on 1 January 2014 or thereafter financial assistance in accordance with Article 136 and 143 TFEU, the percentages referred to in paragraphs 1 and 1a shall be 80 %, for paragraph 1, and 90 % for paragraph 1a.*

The first subparagraph shall only apply to those programmes decided upon by the Commission before the date as of which the Member State concerned no longer receives such financial assistance.

4. **Organisation of future work**

The Presidency informed the SCA that the SCA on 28 March 2014 will be focusing on the Proposal on promotion measures.
