REGULATION (EEC) No 1857/74 OF THE COUNCIL

of 16 July 1974

on an advertising and publicity campaign for beef and veal

THE COUNCIL OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Economic Community;

Having regard to Council Regulation (EEC) No 805/68 [1] of 27 June 1968 on the common organization of the market in beef and veal, as last amended by Regulation (EEC) No 1855/74 [2], and in particular Article 22a (2) thereof;

Having regard to the proposal from the Commission;

Whereas the situation obtaining on the market in beef and veal within the Community has for several months been characterized by abnormally low prices which have fallen to a level below that of the intervention price; whereas this situation has led to the existence of large stocks following intervention buying;

Whereas there is a risk that the situation may deteriorate in the coming months when animals are removed from pasture;

Whereas a publicity campaign designed to secure a better balance between supply and demand in the beef and veal market could help to remedy this disturbed state of the market,

HAS ADOPTED THIS REGULATION:

Article 1

Member States may in the 12 months after the entry into force of this Regulation promote advertising and publicity campaigns designed to bring the consumer's choice more into line with the supply and demand position for beef and veal products.

Article 2

These campaigns shall:

— make use of the most appropriate advertising means to ensure maximum effect;

— take account of the particular conditions obtaining with regard to the marketing and consumption of beef and veal in the different parts of the Community.

Article 3

1. The measures to be taken in application of this Regulation shall be communicated to the Commission at the earliest possible date.

2. When six months have elapsed from the entry into force of this Regulation, the results of the measures herein provided for shall be reviewed in accordance with the procedure laid down in Article 27 of Regulation (EEC) No 805/68.

Article 4

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

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

Done at Brussels, 16 July 1974.

For the Council

The President

Christian BONNET

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[1] OJ No L 148, 28. 6. 1968, p. 24.
[2] See page 14 of this Official Journal.