REGULATION (EEC) No 2930/74 OF THE COUNCIL

of 18 November 1974

on advertising and publicity campaigns designed to promote the consumption of meat

THE COUNCIL OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Economic Community, and in particular Articles 43 and 209 thereof;

Having regard to the proposal from the Commission;

Having regard to the Opinion of the European Parliament (1);

Whereas there is an imbalance between supply and demand on Community meat markets and any means of restoring the necessary balance should therefore be used; whereas to this end Regulation (EEC) No 1857/74 (2) already provides for an advertising and publicity campaign for beef and veal;

Whereas such campaigns should be organized for the other types of meat for which there is common organization of the market, to finish on the same date as that laid down for beef and veal;

Whereas notwithstanding Article 3 of Council Regulation (EEC) No 729/70 (3) of 21 April 1970 on the financing of the common agricultural policy, as last amended by Regulation (EEC) No 2788/72 (4), provision should be made for the European Agricultural Guidance and Guarantee Fund to contribute to the financing of the aforementioned campaigns for beef and veal, pigmeat and poultrymeat; whereas such contributions should not exceed 50 % of the relevant expenditure;

Whereas the Community contribution to the financing of these advertising and publicity campaigns should also be limited to a maximum of three million units of account apportioned among the Member States on the basis of the ratio between the population of each Member State and the total Community population;

Whereas the results of the measures provided for in this Regulation should be examined by the Management Committee for Pigmeat and the Management Committee for Poultrymeat and Eggs, each for the sector falling within its competence, in accordance with the procedures laid down in Article 24 of Council Regulation No 121/67/EEC (5) of 13 June 1967 on the common organization of the market in pigmeat, and in Article 17 of Council Regulation No 123/67/EEC (6) of 13 June 1967 on the common organization of the market in poultrymeat,

HAS ADOPTED THIS REGULATION:

Article 1

Member States may, during the period to 20 July 1975, promote advertising and publicity campaigns designed to bring the consumers' choice more into line with the supply and demand position for pigmeat and poultrymeat 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 the meat concerned in the different parts of the Community.

Article 3

1. The measures proposed shall be communicated to the Commission at the earliest possible date.

2. No later than six months after the entry into force of this Regulation, the results of the measures herein provided for shall be reviewed in accordance with the procedures laid down in Article 24 of Regulation No 121/67/EEC and Article 17 of Regulation No 123/67/EEC.

Article 4

1. Notwithstanding Article 3 of Regulation (EEC) No 729/70 the Guarantee Section of the European Agricultural Guidance and Guarantee Fund shall reimburse up to 50 % of any expenditure incurred in respect of measures taken pursuant to Article 1 of this Regulation or of Regulation (EEC) No 1857/74 as appropriate, on application by a Member State and under the conditions laid down in Articles 2 and 3 of those two Regulations.

(1) OJ No C 127, 18. 10. 1974, p. 14.
(2) OJ No L 195, 18. 7. 1974, p. 17.
(3) OJ No L 94, 28. 4. 1970, p. 13.
(4) OJ No L 295, 30. 12. 1972, p. 1.
(5) OJ No 117, 19. 6. 1967, p. 2283/67.
(6) OJ No 117, 19. 6. 1967, p. 2301/67.

2. The maximum contribution by the Fund in respect of each Member State shall not exceed the following amounts :

	units of account
Belgium	116 400
Denmark	59 100
Germany	708 900
France	607 800
Ireland	35 400
Italy	642 000
Luxembourg	4 200
Netherlands	155 400
United Kingdom	670 800

3. Such detailed implementing rules as may be necessary shall be adopted in accordance with the procedure laid down in Article 13 of Regulation (EEC) No 729/70.

Article 5

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

As regards the financing of the advertising and publicity campaign for beef and veal this Regulation shall apply as from 21 July 1974.

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

Done at Brussels, 18 November 1974.

For the Council

The President

Ch. BONNET