COMMISSION REGULATION (EEC) No 2062/88

of 11 July 1988

amending Regulation (EEC) No 664/88 continuing the promotional and publicity measures in respect of milk and milk products referred to in Regulation (EEC) No 723/78

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Economic Community,

Having regard to Council Regulation (EEC) No 1079/77 of 17 May 1977 on a co-responsibility levy and on measures for expanding the markets in milk and milk products [1], as last amended by Regulation (EEC) No 1894/87 [2], and in particular Article 4 thereof,

Whereas Commission Regulation (EEC) No 664/88 [3] provides for the continuance of promotional and publicity measures in respect of milk and milk products; whereas, in view of the financial resources provided for that measure, some of the funds should be used for a project to promote the consumption of milk products at European level in the health field; whereas provision should also be made for financing a project to examine the advisability of creating a Community symbol for the promotion of milk products;

Whereas the measures provided for in this Regulation are in accordance with the opinion of the Management Committee for Milk and Milk Products,

HAS ADOPTED THIS REGULATION:

Article 1

Regulation (EEC) No 664/88 is hereby amended as follows:

1. The following subparagraph is added to Article 1 (1):

   'Encouragement shall also be given to measures:

   — to support the promotion of the consumption of milk products at European level in the field of health;

   — to examine the advisability of creating a Community symbol for the promotion of milk products.

   To that end the Commission shall organize an invitation to tender.'

2. In Article 2 (1), 'Article 1 (1) and (2)' is replaced by 'Article 1 (1), first subparagraph, and (2)'.

3. Article 2 (2) is replaced by the following:

   '2. The Community contribution shall be limited to 90 % of the expenditure incurred. However, the contribution shall be increased to 100 % in the case of measures for the promotion of concentrated butter and for the measures referred to in the second subparagraph of Article 1 (1).'

4. In Article 2 (4), the second indent of Article 4 (2) (b) and Article 8 (1), 'Article 1 (1)' is replaced by 'Article 1 (1), first subparagraph,'.

Article 2

This Regulation shall enter into force on the day of 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, 11 July 1988.

For the Commission

Frans ANDRIESSEN

Vice-President

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[1] OJ No L 131, 26. 5. 1977, p. 6.
[2] OJ No L 182, 3. 7. 1987, p. 32.
[3] OJ No L 69, 15. 3. 1988, p. 13.