COMMISSION REGULATION (EEC) No 2261/89

of 26 July 1989

amending Regulation (EEC) No 381/89 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 1113/89 (2), and in particular Article 4 thereof,

Whereas Article 5 (2) of Commission Regulation (EEC) No 381/89 (3), as amended by Regulation (EEC) No 1865/89 (4), provides that the Commission is to draw up a list of proposals for measures selected for financing before 15 July 1989; whereas, as regards the measure relating to the execution of a market survey to ascertain the effectiveness of promotional and publicity measures financed under the abovementioned Regulation, it must be provided that a Commission decision is taken only after the results of measures financed in 1988 under Commission Regulation (EEC) No 664/88 (5), as amended by Regulation (EEC) No 2062/88 (6), are examined; whereas the final date on which the competent authority must conclude the contract with the parties concerned must accordingly also be postponed;

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

The following paragraph 3a is hereby inserted in Article 5 of Regulation (EEC) No 381/89:

'3a. As regards the measure referred to in the second indent of Article 1 (2), the Commission shall draw up a list of proposals selected for financing before 1 December 1989 and the competent authorities shall conclude the contracts with the parties concerned before 1 January 1990.'

Article 2

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

It shall apply with effect from 15 July 1989.

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

Done at Brussels, 26 July 1989.

For the Commission

Ray MAC SHARRY

Member of the Commission

(1) OJ No L 131, 26. 5. 1977, p. 6.
(2) OJ No L 118, 29. 4. 1989, p. 5.
(3) OJ No L 44, 16. 2. 1989, p. 24.
(4) OJ No L 181, 28. 6. 1989, p. 22.
(5) OJ No L 69, 15. 3. 1988, p. 13.
(6) OJ No L 181, 12. 7. 1988, p. 34.