COMMISSION REGULATION (EC) No 305/2002

of 18 February 2002

amending Regulation (EC) No 94/2002 laying down detailed rules for applying Council Regulation (EC) No 2826/2000 on information and promotion actions for agricultural products on the internal market

THE COMMISSION OF THE EUROPEAN COMMUNITIES,

Having regard to the Treaty establishing the European Community,

Having regard to Council Regulation (EC) No 2826/2000 of 19 December 2000 on information and promotion actions for agricultural products on the internal market [1], and in particular Articles 12 and 16 thereof,

Whereas:

(1) Annex I(b) to Commission Regulation (EC) No 94/2002 [2] includes live plants and floricultural products among the products that can benefit from promotional measures. However, the Regulation did not include the guidelines for this sector in Annex III thereto.

(2) Guidelines setting out general policy for the campaigns to be conducted should therefore be established for the live plants and floricultural products sector.

(3) The guidelines offer general pointers on the targets and goals to be achieved, the main messages and the instruments to be used, the duration of the measures and the indicative budget therefor.

(4) The guidelines take account of both the market situation and the findings of the assessment of the promotional campaigns conducted from 1997 to 2000.

(5) Lastly, at the request of several Member States, the information contained in Annex II to the above Regulation must be updated.

(6) The measures provided for in this Regulation are in accordance with the opinion of the joint meeting of the Management Committees — Promotion of agricultural products,

HAS ADOPTED THIS REGULATION:

Article 1

The text of Annex I to this Regulation is added to Annex III to Regulation (EC) No 94/2002.

Article 2

Annex II to Regulation (EC) No 94/2002 is replaced by Annex II to this Regulation.

Article 3

This Regulation shall enter into force on the seventh 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, 18 February 2002.

For the Commission

Franz FISCHLER

Member of the Commission

[1] OJ L 328, 21.12.2000, p. 2.
[2] OJ L 17, 19.1.2002, p. 20.

ANNEX I

LIVE PLANTS AND FLOWER PRODUCTS

1. OVERVIEW OF THE SITUATION

The supply situation in the sector is increasing competition between products from within the Community and products from third countries.

The evaluation studies of the promotion campaigns carried out from 1997 to 2000 suggest that, in order to facilitate the sale of Community production within the European Union, the whole chain from producer to distributor needs to be better organised and rationalised, and consumers should be better informed about the intrinsic qualities of products.

2. GOALS

— To increase the consumption of flowers and plants of Community origin.
— To rationalise the industry of each Member State and keep participants more informed at all stages, in particular encouraging practices which benefit the environment.
— To strengthen the partnership between professionals from several Member States, allowing, amongst other things, the most advanced knowledge in the sector to be shared, and certain specific products to be developed.

3. MAIN TARGETS

— Producers
— Nurseries
— Distributors
— Students
— Opinion multipliers: journalists, teachers
— Consumers.

4. MAIN MESSAGES

— Quality of European products
— Environmentally-friendly production methods
— Techniques aiming for more durable products
— An optimum mix of varieties of plants and flowers.

5. MAIN CHANNELS

— Fairs and exhibitions: stands representing products of several Member States
— Training measures for professionals, consumers and students
— Shared knowledge leading to greater product durability
— Consumer information measures through the press, and also through initiatives such as catalogue publishing, gardeners' calendars, and possibly a 'plant of the month' campaign: measures to promote pot plants
— Increased use of electronic media (Internet, CD-ROM, etc.).

6. DURATION OF PROGRAMME

Twelve to 36 months, giving priority to programmes presenting a strategy and properly justified objectives for each stage.

7. INDICATIVE BUDGET

EUR 4 million.

ANNEX II

LIST OF COMPETENT BODIES IN THE MEMBER STATES

(for administering Regulations (EC) No 2702/1999 and (EC) No 2826/2000)

Member State	Name and address	
Germany	Bundesanstalt für Landwirtschaft und Ernährung (BLE) Referat 411 D-60631 Frankfurt/Main	Tel. (49-69) 15 64-756/757/862 Fax (49-69) 15 64-791 E-mail poststelle@ble.de Internet www.ble.de
Austria	Agrarmarkt Austria GB II/Abt. 4/Ref. 1 Dresdner Straße 70 A-1201 Wien	Tel. (43-1) 33151-241 Fax (43-1) 33151-299 E-mail Eva.Leutner@ama.bmlf.gv.at
	Wein: Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft Stubering 12 A-1010 Wien	Tel. (43-1) 71100-0 Fax (43-1) 71100-2901 E-mail
Belgium	Vlaamse Gemeenschap: Administratie Land- en Tuinbouw (ALT) (de heer J. Van Liefferinge) Directeur-generaal Leuvenseplein 4 B-1000 Brussel	Tel. (32-2) 553 63 40 Fax (32-2) 553 63 50 E-mail jules.vanliefferinge@ewbl.vlaanderen.be
	Région wallonne: Agence Wallonne à l'Exportation (AWEX) (M. Ph. Suinen) Directeur général Place Sainctelette 2 B-1080 Bruxelles	Tel. (32-2) 421 82 11 Fax (32-2) 421 87 87 E-mail mail@awex.wallonie.be
Denmark	Ministeriet for Fødevarer, Landbrug og Fiskeri Direktoratet for FødevareErhverv, Kampmannsgade 3 DK-1780 København V	Tel. 45 33 95 80 00 Fax 45 33 95 80 80 E-mail dffe@dffe.dk
	Ministeriet for Fødevarer, Landbrug og Fiskeri Direktoratet for FødevareErhverv, Interventionskontoret (Carsten Andersen) Kampmannsgade 3 DK-1780 København V	Tel. 45 33 95 80 02 Fax 45 33 95 80 34 E-mail caea@dffe.dk
Spain	Ministerio de Agricultura, Pesca y Alimentación (MAPA) Subsecretaría — Dirección General de Alimentación (S.G. Promoción Agroalimentaria) Paseo Infanta Isabel 1 E-28014 Madrid	Tel. 34 91 347 53 91 Fax 34 91 347 51 68 E-mail ssgpromo@mapya.es
Finland	Maa- ja metsätalousministeriö Interventioyksikkö PL 30 FIN-00023 Valtioneuvosto	Tel. 35 89 160 97 53 Fax 35 89 160 97 90 E-mail intervention.unit@mmm.fi
France	Office national interprofessionnel des viandes de l'élevage et de l'aviculture (OFIVAL) (M. Gueudar Delahaye) 80, avenue des terroirs de France, F-75607 Paris Cedex 12	Tel. 33 1 44 68 50 00 Fax 33 1 44 68 50 06 E-mail
	Office national interprofessionnel du lait et des produits laitiers (ONILAIT) (M[me] Boulengier) 2, rue Saint-Charles F-75740 Paris Cedex 15	Tel. 33 1 73 00 50 00 Fax 33 1 73 00 50 50 E-mail
	Office national interprofessionnel des fruits, des légumes et de l'horticulture (ONIFLHOR) (M. Laneret) 164, rue de Javel F-75739 Paris Cedex 15	Tel. 33 1 44 25 36 36 Fax 33 1 44 25 31 69 E-mail

Member State	Name and address	
	Office national interprofessionnel des vins (ONIVINS) (M. Dairien) 232, rue de Rivoli F-75001 Paris	Tel. 33 1 42 86 32 00 Fax 33 1 40 15 06 96 E-mail
	Office national interprofessionnel des produits de la mer et de l'aquaculture (OFIMER) (M. Merckelbagh) 11, rue de Sébastopol F-75001 Paris	Tel. 33 1 53 00 96 96 Fax 33 1 53 00 96 99 E-mail ofimer@ofimer.fr
	Office national interprofessionnel des céréales (ONIC) Office national interprofessionnel des oléagineux, protéagineux et cultures textiles (ONIOL) (M. Drege) 21, avenue Bosquet F-75015 Paris	Tel. 33 1 44 18 20 00 Fax 33 1 45 51 90 99 E-mail
	Institut national des appellations d'origines (INAO) (M. Benard) 138, Champs-Élysées F-75008 Paris	Tel. 33 1 53 89 80 00 Fax 33 1 42 25 57 97 E-mail jd.benard@inao.gouv.fr
	Fonds d'intervention et de régulation du marché du sucre (FIRS) (M^{me} Ulmann) 120, bd de Courcelles F-75017 Paris	Tel. 33 1 56 79 46 00 Fax 33 1 56 79 46 50 E-mail
	Office de développement de l'économie agricole des départements d'outre-mer (ODEADOM) (M. Danel) 31, quai de Grenelle, Tour Mercure 1 F-75738 Paris Cedex 15	Tel. 33 1 53 95 41 70 Fax 33 1 53 95 41 95 E-mail
	Office national interprofessionnel des plantes à parfum, aromatiques et médicinales (ONIPPAM) (M. De Laurens) 25, rue du Maréchal Foch F-04130 Voix	Tel. 33 4 92 79 34 46 Fax 33 4 92 79 33 22 E-mail
Greece	Υπουργείο Γεωργίας Διεύθυνση Γεωργικών Εφαρμογών Οδός Πατησίων 207 και Σκαλιστήρη 19 GR-11253 Αθήνα	Tel. 30 10 867 53 59 Fax 30 10 867 84 51 E-mail
Ireland	Department of Agriculture, Food and Rural Development Food division Kildare Street Dublin 2	Tel. (353-1) 607 20 00/607 23 90 Fax (353-1) 607 20 38 E-mail maura.nolan@agriculture.gov.ie mel.mcdonagh@agriculture.gov.ie
Italy	AGEA Dr. Alberto Migliorini Organismo Pagatore Via Palestro, 81 I-00185 Roma	Tel. (39-06) 49 49 92 86 Fax (39-06) 4 46 34 09 E-mail aimauo01@tin.it
Luxembourg	Administration des services techniques de l'Agriculture 16, route d'Esch, boîte postale 1904 L-1019 Luxembourg	Tel. 45 71 72 215 Fax 45 71 72 341 E-mail www.asta.etat.lu asta.asta@asta.etat.lu
Netherlands	Ministerie van LNV Directie I.Z.; desk PDA Postbus 20401 2500 EK Den Haag Nederland	Tel. (31-70) 378 68 68 Fax (31-70) 378 61 05 E-mail infotiek@dv.agro.nl
	Ministerie van LNV Agentschap LASER Regio Zuid-West — Postbus 1191 3300 BD Dordrecht Nederland	Tel. (31-78) 639 53 95 Fax (31-78) 639 53 94 E-mail

Member State	Name and address	
Portugal	INGA Rua Fernando Curado Ribeiro, n.º 4 G 1649-034 Lisboa	Tel. 351.21.751 86 81 Fax 351.21.751 88 13 E-mail fmandr@inga.min-agricultura.pt
United Kingdom	Department of Environment, Food and Rural Affairs (DEFRA) International Relations and Export Promotion Division (Jill Russell) Room 324, Whitehall Place East block London SW1A 2HH	Tel. (44-207) 270 19 04 Fax (44-207) 270 84 94 E-mail jill.russell@defra.gsi.gov.uk
	Rural Payment Agency (RPA) (Rosemary Welch) PO box 69 Reading RG1 3YD	Tel. (44-1189) 68 76 62 Fax (44-1189) 68 77 34 E-mail rosemary.welch@rpa.gsi.gov.uk
Sweden	Jordbruksverket S-55182 Jönköping	Tel. (46-36) 15 50 00 Fax (46-36) 71 95 11 E-mail jordbruksverket@sjv.se