

FUNDS AVAILABLE FOR THE PROMOTION OF CERTAIN AGRICULTURAL PRODUCTS ON THE INTERNAL MARKET

EC funding is available to trade organisations for promotional measures that are aimed at increasing the information on, and sales of, certain agricultural products in EU countries.

Eligible products currently include:

- Fresh fruit and vegetables;
- Processed fruit and vegetables;
- Fibre flax;
- Live plants and products of ornamental horticulture;
- Olive oil and table olives;
- Seed oils;
- Milk and milk products;
- Fresh, chilled or frozen meat, produced in accordance with a Community or a national quality scheme;
- Labelling of eggs for human consumption;
- Honey and beekeeping products;
- Quality wines produced in specified regions, table wines with a geographical indication
- Graphic symbol for the most remote regions as laid down in agricultural legislation;
- Protected designation/s of origin (PDO), protected geographical indication/s (PGI) or traditional speciality/ies guaranteed (TSG) in accordance with Council Regulations (EEC) No. 2081/92 (OJ L 208, 24.7.1992, p.1.) or (EEC) No 2082/92 (OJ L 208, 24.7.1992, p.9) and products registered under these schemes;
- Organic farming in accordance with Council Regulation (EEC) No 2092/91 (OJ L 198, 22.7.1.1991, p.1.) and products registered according to this Regulation;
- Poultrymeat.

Full details are available from Steve Wood on 0191 226 5338 or Michelle Lowrey on 0191 226 5656.

Applications for funding must be with the Rural Payments Agency by 30 November 2006.

END

Notes to Editors

1. The Rural Payments Agency is an executive agency of the Department for Environment, Food and Rural Affairs (Defra). It is the single paying agency responsible for CAP schemes in England and for administering certain schemes throughout the UK.
2. Three bound copies plus three unbound copies of each application must arrive at the Rural Payments Agency by 30th November 2006. Applications submitted after this date cannot be considered.

3. Council Regulation (EC) 2826/2000 and Commission Regulation (EC) 1071/2005 set out the eligible programmes and conditions which have to be met to qualify for aid funding.
4. For these applications, funds may be made available from the EC in Brussels for scheme measures with an expected start date of July 2007 onwards.
5. List of products and themes which may currently be covered by campaigns:
 - Fresh fruit and vegetables
 - Processed fruit and vegetables;
 - Fibre flax;
 - Live plants and products of ornamental horticulture;
 - Olive oil and table olives;
 - Seed oils;
 - Milk and milk products;
 - Fresh, chilled or frozen meat, produced in accordance with a Community or a national quality scheme;
 - Labelling of eggs for human consumption;
 - Honey and beekeeping products;
 - Quality wines produced in specified regions, table wines with a geographical indication
 - Graphic symbol for the most remote regions as laid down in agricultural legislation;
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 - Organic farming in accordance with Council Regulation (EEC) No 2092/91 (OJ L 198, 22.7.1.1991, p.1.) and products registered according to this Regulation;
 - Poultrymeat.
6. Eligible trade or inter-trade organisations applying for funding must:
 - Be able to fund at least 20% of the contribution themselves, but may fund up to 50%. Up to 30% of the financing may be borne by the Member State. However the Proposing Organisation and/or Member State may use parafiscal charges or compulsory contributions for payment of their share;
 - Have its registered place of business in a Member State of the Community;
 - Have the legal and practical ability to supervise the planned promotion activity and must propose an organisation with the practical ability to implement the planned promotional activities;
 - Undertake to promote products produced in the Community without favouring regions, individual brands, trademarks or companies.
7. Applications will be selected by the EC Commission in accordance with the guidelines for promotion on the Internal Market, which can be found in Annex III of Regulation (EC) 1071/2005.
8. For further information: Alan Wheeler on 0118 953 1516.

SUMMARY NOTE

Funding:

The regulation requires funding to be shared: the split being the Commission not more than 50%; proposing organisation at least 20% and up to 50%; and where appropriate the Member States up to 30%. Due to the very tight financial constraints imposed on the CAP, the UK has no funds available to finance the required Member State contribution of any promotional measures agreed. However, there is provision in Article 9.3 of Regulation (EC) 2826/2000 for the proposing organisation and/or Member state contributions to be met by parafiscal charges or compulsory contributions.