

PART III.12.R.
**SUPPLEMENTARY INFORMATION SHEET ON AID FOR THE
PROMOTION AND ADVERTISING OF AGRICULTURAL
PRODUCTS**

This notification form must be used for State aid for advertising of products listed in Annex I to the EC-Treaty.

Please note that promotion operations as defined as the dissemination to the general public of scientific knowledge, the organisation of trade fairs or exhibitions, participation in these and similar public relations exercises, including surveys and market research, are not considered as advertising. State aid for such promotion in the broader sense is subject to points IV.j and IV.k of the Community guidelines for State aid in the agriculture and forestry sector 2007-2013¹.

1. ADVERTISING CAMPAIGNS WITHIN THE COMMUNITY

1.1. Where will the measure be carried out?

- ☐ On the market of another Member State
☐ On the home market

Who will carry out the advertising campaign ?

- ☐ Producer groups or other organisations, regardless of their size
☐ Others (please explain) :

...

1.2. Can your authorities submit samples or mock-ups of the advertising material to the Commission?

- ☐ yes ☐ no

If not, please explain why.

.....

¹ OJ C ...

1.3. Please provide an exhaustive list of the eligible expenses.

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1.4. Who are the beneficiaries of the aid ?

- ☐ farmers ;
- ☐ producer groups and/or producer organisations;
- ☐ enterprises active in the processing and marketing of agricultural products;
- ☐ others (please specify)

.....

1.5. Can your authorities give the assurance that all producers of the products concerned are able to benefit from the aid in the same manner?

- ☐ yes ☐ no

1.6 Will the advertising campaign be earmarked for quality products defined as products fulfilling the criteria to be established pursuant to Article 32 of Regulation (EC) No 1698/2005² ?

- ☐ yes ☐ no

1.7. Will the advertising campaign be earmarked for EU-recognized denominations with reference to the origin of the products ?

- ☐ yes ☐ no

1.8. If yes, will the said reference correspond exactly to the references which have been registered by the Community ?

- ☐ yes ☐ no

1.9. Will the advertising campaign be earmarked for products using a national or regional quality label ?

² Council Regulation (EC) No 1698/2005 of 20 September 2005 on support for rural development by the European Agricultural Fund for Rural Development (EAFRD); OJ L 277, 21.10.2005, p. 1–40.

☐ yes ☐ no

1.10. Does the label make any reference to the national origin of the products concerned?

☐ yes ☐ no

1.11. If yes, demonstrate that the reference to the origin of the products will be subsidiary in the message.

1.12. Is the advertising campaign of generic character and in the benefit of all producers of the type of product concerned ?

☐ yes ☐ no

1.13. If yes, will the advertising campaign be carried out without reference to the origin of the products ?

☐ yes ☐ no

If no, please note that under point VI.D of the Guidelines no aid may be granted for such campaigns.

1.14. Will the advertising campaign be dedicated directly to the products of particular companies ?

☐ yes ☐ no

If yes, please note that under point VI.D of the Guidelines no aid may be granted for such campaigns.

1.15. Will the advertising campaign comply with the provisions of article 2 of Directive 2000/13/EC of the European Parliament and of the Council of 20 March 2000 on the approximation of the laws of the Member States relating to labelling, presentation and advertising of foodstuffs, as well as, where relevant, with the specific labelling rules laid down for various products (wine, dairy products, eggs and poultry)³?

☐ yes ☐ no

If no, please note that under point VI.D of the Guidelines no aid may be granted for such campaigns.

1.16. The aid rate will be the following :

³ OJ L 109, 6.5.2000, p. 29.

- ☐ up to 50 % (indicate the exact rate : ... %) because the sector will finance the rest of the campaign itself,
- ☐ up to 100 % (indicate the exact rate : ... %) because the sector will finance the rest of the campaign through parafiscal levies or compulsory contributions,
- ☐ up to 100 % (indicate the exact rate : ... %) because the advertising campaign is generic and in the benefit of all producers of the type of product concerned.

2. ADVERTISING CAMPAIGNS IN THIRD COUNTRIES

2.1 Is the advertising campaign in line with the principles of Council Regulation (EC) No 2702/1999⁴ ?

☐ yes ☐ no

If no, please note that under point VI.D of the Guidelines no aid may be granted for such campaigns.

If yes, provide the elements demonstrating the compliance with the principles of Council Regulation (EC) No 2702/1999

2.2. Is the advertising campaign granted towards specific enterprises ?

☐ yes ☐ no

If yes, please note that under point VI.D of the Guidelines no aid may be granted for such campaigns.

2.3. Does the advertising campaign risk endangering sales of or denigrate products from other Member States ?

☐ yes ☐ no

If yes, please note that under point VI.D of the Guidelines no aid may be granted for such campaigns.

⁴ Council Regulation (EC) No 2702/1999 of 14 December 1999 on measures to provide information on, and to promote, agricultural products in third countries (OJ L 327, 21.12.1999, p. 7)