

SUMMARY REPORT OF THE 249TH MEETING

OF THE MANAGEMENT COMMITTEE

FOR THE COMMON ORGANISATION OF AGRICULTURAL MARKETS, FEBRUARY 16TH 2011

Chairperson: Mr H.E. BARTH

Luxembourg is absent and not represented. All other delegations are present.

1. STATE OF PLAY OF THE REFLECTION ON THE NEW PROMOTION STRATEGY

The Director Borchardt opened the Committee by introducing Hans-Erwin Barth, the new Head of Unit of D4 since 1 January 2011, outlining his background and past experiences in DG AGRI.

The Director Borchardt then highlighted the challenges and perspectives for a new promotion strategy, underlining however that no final decision has been yet taken by the Commission and that a number of options is still open.

2. SHORT PRESENTATION BY THE MS DELEGATES OF THEIR PROMOTION PRIORITIES FOR THE PERIOD 2011-2012 (PRESENTATION SHOULD BE NO LONGER THAN 3 MINUTES AND FOCUS ON MAIN CAMPAIGNS).

The Member States each presented briefly the overall picture of their promotion programmes running, with an indication of the themes, products, key messages and target groups. They also mentioned what are their priorities, in the year 2011 and 2012, on the Internal Market and in the Third Countries.

3. PRESENTATION BY THE COMMISSION SERVICES OF PARTICULARLY SUCCESSFUL PROMOTION TOOLS APPLIED IN THE PAST PROGRAMMES.

The Commission's services representatives gave three short presentations concerning three EU co-financed promotion programmes that gave very good results in terms of impact or creativity, and which can serve as examples of good practice for other programmes in the scheme.

4. INFORMATION ABOUT THE HIGH LEVEL MISSION IN CHINA.

The Commission's services gave a presentation about this mission that will take place on 21-24 March 2011 in three Chinese cities. This presentation covered essential elements such as objectives of the mission, participation of business delegations, promotional and press activities foreseen in its framework.

5. PRESENTATION BY THE COMMISSION SERVICES OF THE "HANDBOOK"

The objective and the structure of this working guide to the preparation and management of programmes have been presented to the delegations. Changes can still be introduced to this document and delegates were encouraged to submit their comments during the four weeks after the Committee.

In this point of the agenda the Commission's services made also a presentation reminding the Member States' authorities what are the documents that have to be

prepared and presented to the Commission's services in which deadlines, in order to ensure a smooth start and follow-up of the programmes.

6. ANY OTHER BUSINESS

The Polish delegation asked how to check the "mailing" action in some Third Countries where a record of the mailings is not kept by the postal services.

(signed)
K.D. BORCHARDT
Director

**List of participants
Summary report**

MANAGEMENT COMMITTEE

FOR THE COMMON ORGANISATION OF AGRICULTURAL MARKETS

16TH FEBRUARY 2011

Member State	Ministry or Organisation	Number of persons
BE	Vlaamse Overheid – Beleidsdomein landbouw en visserij	1
	Service public de Wallonie	1
BG	Paying Agency	1
CZ	State Agriculture Intervention Fund	1
DK	Danish Food Industry Agency(FERV)	2
DE	BMELV	1
	Bundesanstalt für Landwirtschaft und Ernährung (BLE)	1
EE	Ministry of Agriculture	1
EL	Ministry of Rural Development and Food	2
ES	MARM	1
	Ministerio de medio ambiente, medio rural y marino	1
FR	Ministère de l'Agriculture et de la Pêche	1
	France AgriMer	1
IE	Department of Agriculture, Fisheries and Food	2
IT	AGEA	1
CY	Ministry of Commerce, Industry & Tourism	1
LV	Ministry of Agriculture	1
LT	Lithuanian Agricultural and Food Market Regulation Agency	1
LU	-	-
HU	Ministry of Agriculture and Rural Development	1
	Agricultural and rural development agency	1
NL	MIN van EL&I	2
MT	Ministry for Resources and Rural Affairs	1

AT	Bundesministerium für Land- und Forstwirtschaft, Umwelt und Wasserwirtschaft (BMLFUW)	1
	AMA	1
PL	Ministry of Agriculture and Rural development	1
	ARR	2
PT	GPP- MADRP	1
	IFAP-MADRP	1
RO	Ministry of Agriculture and Rural Development	1
SI	MKPG	1
	ARSAMRD	1
SK	Agricultural Paying Agency	1
	PPA	1
FI	Ministry of Agriculture and Forestry	1
	Agency for rural affairs	1
SE	Swedish Board of Agriculture	2
UK	Department for Environment, Food & Rural Affairs (DEFRA)	2