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| **1.3.4.**  **Supplementary Information Sheet on aid for the promotion of agricultural products** |

*This notification form must be used for State aid for the promotion of agricultural products as described in Section 1.3.4. of Chapter 1 of Part II of the European Union Guidelines for State aid in the agricultural and forestry sectors and in rural areas ('the Guidelines').*

* 1. Please indicate in favour of which product is the aid granted:

agricultural products;

food products based on agricultural products, listed in Annex I to Regulation (EU) 1144/2014[[1]](#footnote-1).

If the aid is granted for the promotion of the food based product(s) listed in Annex I to Regulation (EU) 1144/2014, please specify those products:

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* 1. Where will the promotion measure be carried out?

(a) in the internal market;

(b) in third country;

* 1. Is the aid for organisation of competitions, trade fairs or exhibitions granted only to SMEs?

yes  no

* 1. Is the aid granted in favour of a promotion which:

relate specifically to products covered by quality schemes?

is generic in character and for the benefit of all producers of the type of product concerned?

* 1. Is the aid granted for the promotion campaign, which complies with Regulation (EU) No 1169/2011[[2]](#footnote-2) of the European Parliament and of the Council, and, where appropriate, with the specific labelling rules laid down for various products?

yes  no

* 1. Can the Member State submit samples or mock-ups of the promotion material to the Commission?

yes  no

If the answer is no, please explain why not.

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* 1. If such a promotion material is not yet available, can the Member State commit to provide this material at a later stage and in any case before the launching of the promotion campaign?

yes  no

* 1. Where the promotion activity is undertaken by producer groups and organisations, is the participation conditional on membership to such producer groups and organisations? Is any contribution in terms of administration fees for the group or organisation limited to the cost of providing the promotion measure?

yes  no

* 1. Does the annual budget of the aided promotion campaign exceed EUR 5 million?

yes  no

If the answer is yes, please note that in accordance with point (463) of the Guidelines the promotion campaign must be notified individually.

* 1. Please indicate in what form is the aid granted:

(a) in the form of subsidised service; or

(b) on the basis of reimbursement of real costs incurred by the beneficiary, or

(c) in cash, where aid is granted for a symbolic prize.

* 1. Will the promotion campaign be earmarked for quality products covered by a quality scheme as referred to in point (282) of the Guidelines?

yes  no

* 1. Can the Member State confirm that the aid for symbolic prizes is paid to the provider of the promotion measures only if the prize has been actually granted and upon presentation of a proof of the award?

yes  no

* 1. Please indicate the eligible costs:

(a) costs related to the organisation of and participation in competitions, trade fairs and exhibitions:

participation fees;

travel costs and costs for the transportation of products concerned by the participation in competitions, trade fairs and exhibitions;

costs of publications and websites announcing the event;

the rent of premises and stands and costs of their installation and dismantling;

symbolic prizes up to a value of EUR 3000 per prize and per winner of a competition.

Is the aid to these costs accessible to all those eligible in the area concerned, based on objectively defined conditions?

yes  no

(b) the costs of publications in print and electronic media, websites, and spots in electronic media, on radio or television, aimed at presenting factual information about producers from a given region or producers of a given product;

Is the aid granted for information which is neutral and all producers have equal opportunities to be represented in the publication?

yes  no

(c) the costs for the dissemination of scientific knowledge and factual information on:

quality schemes referred to in point (274) open to agricultural products from other Member States and third countries;

generic agricultural products and their nutritional benefits and suggested uses for them;

(d) the costs for consumer-targeted promotion campaigns organised in the media or at retail outlets and the costs for all promotion material which is distributed directly to consumers.

*Reference to particular undertaking, brand name or origin:*

* 1. Is the aid granted for the promotion campaign which include promotion activities for the dissemination of scientific knowledge and factual information on quality systems, or on generic agricultural products and on the nutritional benefits of generic products and suggested uses for them?

yes  no

If the answer is yes, please note that in accordance with point (469) of the Guidelines, the mention of any particular undertaking, brand name or origin is not permitted.

* 1. Is the aid granted for the consumer-targeted promotion campaigns organised in the media or at retail outlets?

yes  no

If the answer is yes, please note that in accordance with point (469) of the Guidelines such campaigns cannot be earmarked for products of one or more particular company or companies.

* 1. If the restriction on the reference to origin does not apply to the promotion activities referred to in questions 14 and 15 of this Supplementary Information Sheet, please indicate the justification:

(a) aid is granted for the promotion activities and promotion campaigns referred to respectively in point (468)(c) and (d) of the Guidelines, which relate specifically to products covered by quality schemes as referred to in point (274) of the Guidelines and which fulfil the following conditions:

(i) the promotion activity or the promotion campaign relates specifically to Union-recognised denominations referred to in Title II of Regulation (EU) No 1151/2012. In this case, the reference to the origin of product in the promotion activity or campaign must correspond exactly to that registered by the Union;

(ii) the promotion activity or the promotion campaign concerns products covered by quality schemes other than schemes for Union-recognised denominations referred to in Title II of Regulation (EU) No 1151/2012. In this case, the origin of the products must be secondary in the message.

Please note that the reference to the origin must not be discriminatory, must not aim at encouraging the consumption of the agricultural product on the sole ground of its origin, must respect the general principles of Union law and must not amount to a restriction of the free movement of agricultural products in breach of Article 34 of the Treaty.

(b) aid is granted for the promotion activities and promotion campaigns on local markets or that relate to products on local markets, the objective of which is to preserve the agricultural community and which fulfil the following conditions:

(i) the indication of origin of the product is secondary in the main message;

(ii) the promotion activity or the promotion campaign is proportionate to the objective pursued.

* 1. Please indicate the maximum aid intensity:

up to 100 % of the eligible costs referred to in point (468)(a), (b) and (c) of the Guidelines;

up to 50 % of the eligible costs of the promotion campaigns relating specifically to products covered by quality schemes, as referred to in point (468)(d) of the Guidelines;

up to 80 % of the eligible costs of the promotion campaigns relating specifically to products covered by quality schemes, as referred to in point (468)(d) of the Guidelines where the promotion activity is carried out in third countries;

up to 100 % of the eligible costs where the sector contributes to at least 50 % of the costs, irrespective of the form of the contribution;

up to 100 % of the eligible costs of generic promotion campaigns referred to in point (468)(d) of the Guidelines.

**OTHER INFORMATION**

Please indicate any other information considered relevant to the assessment of the measure concerned under this Section of the Guidelines.

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1. Regulation (EU) No 1144/2014 of the European Parliament and of the Council of 22 October 2014 on information provision and promotion measures concerning agricultural products implemented in the internal market and in third countries. OJ L 317, 4.11.2014, p. 56. [↑](#footnote-ref-1)
2. Regulation (EU) No 1169/2011 of the European Parliament and of the Council of 25 October 2011 on the provision of food information to consumers, OJ L 304, 22.11.2011, p. 18. [↑](#footnote-ref-2)