
Action 1: Information campaign

What is the content?

Introduce amendments in Council Regulation (EC) No 2826/2000 (internal market promotion) which would give the Commission greater possibilities for direct action in order to organise information and promotion campaigns on organic farming.

Launch a multi-annual EU-wide information and promotion campaign over several years to inform consumers, public institutions canteens, schools and other key actors in the food chain about the merits of organic farming, especially its environmental benefits, and to increase consumer awareness and recognition of organic products, including recognition of the EU logo.

Launch tailored information and promotion campaigns to well-defined types of consumers such as the occasional consumer and public canteens.

Increase Commission cooperation efforts with Member States and professional organisations in order to develop a strategy for the campaigns.

What has been done? What was achieved?

- Beginning of 2005 the legal basis was created for carrying out EU promotion campaigns. This permits co-financing of national campaigns by the EU.
- In March 2005 DG-Agri made a consultation about the content of such an information campaign.
- In autumn 2005 DG AGR I launched a call for a promotion project (3 Mio Euros).
- In July 2006 a Consortium was appointed to make the information campaign. Media Consulta International Holding AG, Wassergasse 3, D-10179 Berlin. Tel. (49-30) 65 00 02 25. E-mail: h.zulauf@media-consulta.com. Fax (49-30) 65 00 03 70. For more information on the contract see: <http://www.dgmarket.com/eproc/np-notice.do?noticeId=1414484>
- The types of services to be provided are: designing and setting up a web site on organic farming; designing and setting up a 'toolbox' for national promotional campaigns and communication campaigns; other services including organising and maintaining the web site and 'toolbox'
- An expert group for the promotion of organic farming was established in autumn 2006.

What is planned? What is on the way?

A redesign of the EU logo is in progress due to problems with the previously agreed version. The compulsory use of the EU-logo (including the indication of place of farming) based on the new Council Regulation (EC) No 834/2007 is delayed until 1 July 2010 (amendment Regulation of CR 834/2007 is in the pipeline).

The promotion campaign will be launched in July 2008 in Belgium.

Disclaimer

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Should the publication of corrigenda becomes necessary, there will be posted at the project website www.organic-revision.org.

ORGAP Project

Scientific Coordinator: Otto Schmid, FiBL

Administrative Coordinator: Bettina Landau, FiBL

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