

Brussels, 19 January 2010

€ 18 million EU support for the promotion of dairy products

The European Commission has approved 13 programmes in 11 Member States to promote milk and milk products in the European Union. The total budget of the programmes, running for a period of three years, is € 35.8 million of which the EU contributes € 17.9 million. This was one of a set of measures proposed by the Commission in July 2009 to address the difficult market situation faced by the dairy sector (see [IP/09/1172](#)). The Commission committed itself to adopt an additional round of dairy product promotion programmes on the internal market.

"I'm pleased to see that the dairy market situation has improved since last summer, which is to a large extent thanks to the measures we introduced," said Mariann Fischer Boel, Commissioner for Agriculture and Rural Development. "I hope that these extra promotional schemes will underpin this improvement. But I also think it's important to do all we can to promote dairy products in general, because they form an important part of a balanced, healthy diet."

Background

On the basis of the Regulation on information provision and promotion measures for agricultural products on the internal market and in third countries, the EU can finance up to 50% of these measures. The remaining budget is met by the professional or inter-branch organisations which proposed the measures and/or by the Member States concerned.

A special round of dairy product promotion programmes on the internal market was proposed in July 2009. Professional agricultural organisations had to submit their programmes before 15 October to the Member States, to be forwarded to the Commission before the end of October. The Commission has now selected the eligible programmes.

Annex: List of selected programmes and budget

ANNEX

Regulation (EC) No 698/2009: Promotion on the internal market - Special series milk 2009 - Selected programmes (PROPOSALS by Member States)

Member State	Prog. No	Proposed by (organisation)	Products	Target countries	Total budget in €				EC contribution in €(annual and total)			
					Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total
MULTI	1	NDC+DCNI+DCEW	Milk and milk products	UK+IE	915.558	833.680	832.798	2.582.036	457.779	416.840	416.399	1.291.018
<i>UK</i>		DCNI+DCEW	Milk and milk products	UK	407.600	355.918	361.577	1.125.095	203.800	177.959	180.788	562.547
<i>IE</i>		NDC	Milk and milk products	IE	507.958	477.762	471.221	1.456.941	253.979	238.881	235.611	728.471
BG	1	NAMP	Milk and milk products	DE, ES	973.760	1.132.969	1.063.506	3.170.235	486.880	566.485	531.753	1.585.118
DE	1	LVBM E.V.	Milk and milk products	DE	674.800	669.800	656.500	2.001.100	337.400	334.900	328.250	1.000.550
FI	1	MJTR	Milk and milk products	FI	169.819	139.767	139.048	448.634	84.909	69.884	69.524	224.317
FR	1	CNIEL	Milk and milk products	FR	1.976.028	1.964.385	1.959.416	5.899.829	988.014	982.192	979.708	2.949.914
FR	2	CNIEL	Milk and milk products	FR	1.492.643	1.513.674	1.515.992	4.522.309	746.322	756.837	757.996	2.261.155
FR	3	CNIEL	Milk and milk products - yoghurt	FR	1.751.074	1.746.635	0	3.497.709	875.537	873.318	0	1.748.855
IT	1	SCRL	Milk and milk products	IT	636.545	624.479	624.479	1.885.503	318.273	312.239	312.239	942.751

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					Year 1	Year 2	Year 3	Total	Year 1	Year 2	Year 3	Total
MT	1	KPH+MDP	Milk and milk products	MT	223.560	224.446	185.104	633.110	111.780	112.223	92.552	316.555
NL	1	BBZ	Milk and milk products	NL	263.600	227.775	227.775	719.150	131.800	113.887	113.888	359.575
NL	2	NZO	Milk and milk products	NL	1.132.679	1.089.061	1.095.605	3.317.345	566.339	544.531	547.803	1.658.673
AT	1	AMA-M	Milk and milk products	AT	994.706	995.765	995.765	2.986.236	497.353	497.882	497.883	1.493.118
PT	1	FENALAC	Milk and milk products	PT	1.737.047	1.396.096	1.065.713	4.198.856	868.524	698.048	532.856	2.099.428
EU		GRAND TOTAL 13 programmes			12.941.819	12.558.532	10.361.701	35.862.052	6.470.910	6.279.266	5.180.851	17.931.027