



Agrarmarkt Austria Marketing GesmbH (Ltd.)

Summary

The Agrarmarkt Austria Marketing GesmbH (AMA Marketing) had about EUR 22.56 million at its disposal on an annual basis. Approximately 77.2% of those funds came from agricultural marketing contributions (in particular from the contributing sectors “milk” and “meat”) collected by the public corporation Agrarmarkt Austria (AMA). AMA Marketing carried out a predominant share of its operations with external contractors (in particular with agencies and inspection authorities).

AMA Marketing contracted agencies for creative services. When those agencies placed advertisements in newspapers, on posters and in cinemas they did not receive a commission just for the creative services, but they also received a commission on the basis of the net costs for placing the advertisements. This additional commission was added to the bills by an agency dealing purely with placing advertisements. AMA Marketing did not participate in this process and was not granted access to it. This billing system was not transparent and it did not grant AMA Marketing the opportunity to get a comprehensive overview of the creative agencies' billed services.

The procurement processes employed by AMA Marketing for selecting providers of creative services were defective in particular with regard to the independence of the jury.

All in all AMA Marketing handed out approximately EUR 2.53 million to individual associations in order to equip them with the equity required for becoming eligible for subsidy programmes. The “Verein Kuratorium Kulinarisches Erbe Österreich” (Association Board of Trustees Culinary Heritage Austria) linked to AMA Marketing via staff interrelations was given agricultural marketing contributions without duly worked out grant agreements. AMA Marketing and the “Verein zur Förderung von Lebensmitteln mit erhöhter Qualität” (Association for the Support of Higher-Quality Food) had neither a contract regarding the content of the projects to be executed nor a contract that would have specified the amount of the financial contribution made by AMA Marketing or the terms of payment.

AMA Marketing contracted various inspection authorities for inspections of the AMA seal, despite it being a uniform project and despite significantly exceeding the threshold for awarding contracts directly. AMA Marketing extended the contract with one inspection authority seven times and thus violated the maximum term of contract; based on the level of payments a new procurement process would have been necessary.

Downloads

- Bund_2016_21_1.pdf
(http://www.rechnungshof.gv.at/fileadmin/downloads/_jahre/2016/berichte/teilberichte/bund/Bund_2016_21/Bund_2016_21_1.pdf) 647 KB

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