

Free movement of goods revision sheet

This principle aims to balance the free movement of goods with the movement of provisions in the least restrictive way possible.

MEQRs

MEQR – A measure having an effect of quantitative restriction.

These were defined in the case of **Dassonville** as,

‘all trading rules enacted by member states which are capable of hindering, directly or indirectly, actual or potential, intra-community trade’.

Article 34 catches states rules and practices which directly discriminate by favouring domestic goods over imports, as in the case of **Buy Irish**.

The Irish government sought to promote sales of Irish goods, the object being to switch consumer spending from imports to domestic products. Amongst other measures it adopted a publicity campaign undertaken by the Irish Goods Council in favour of Irish products. The Irish Goods Council had been set up by the government to implement the strategy to promote Irish goods.

Ireland argued: No breach of Article 34 TFEU as the government had not adopted ‘measures’ for the purpose of the Article

Held: The Irish government were responsible under the Treaty for the activities of the Irish Goods Council, even though the campaign was run by a private company.

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