



How the EU Manages its Origin Product Labels and Product Chain

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Giulio MENATO
Agriculture Counsellor
European Union Delegation in the United States

EU Quality Designations

PDO: Protected
Designation
of Origin



PGI: Protected
Geographical
Indication



TSG: Traditional
Speciality
Guaranteed



**Geographical
Indications
(GIs)**

GIs -2 types: PDO and PGI



1. geographical area + 2. specific product + 3. causal link = 4. PGI or PDO



COMMON POINTS

- Type of products
- Geographical names
- Products have to fully originate in the region of which they bear the name
- Registration Procedure
- Protection level
- Controls

DIFFERENCES

- Link to the geographical environment (stronger for PDO)
- Reputation (only PGI)
- Number of production steps to be realized in the region
- All raw materials originate from the region (only PDO)

Legislation



- *Agricultural products and foodstuffs*
R(EU) No 1151/2012
- *Wines – Regulation (EC) No 1308/2013*
- *Spirits – Regulation (EC) No 110/2008*

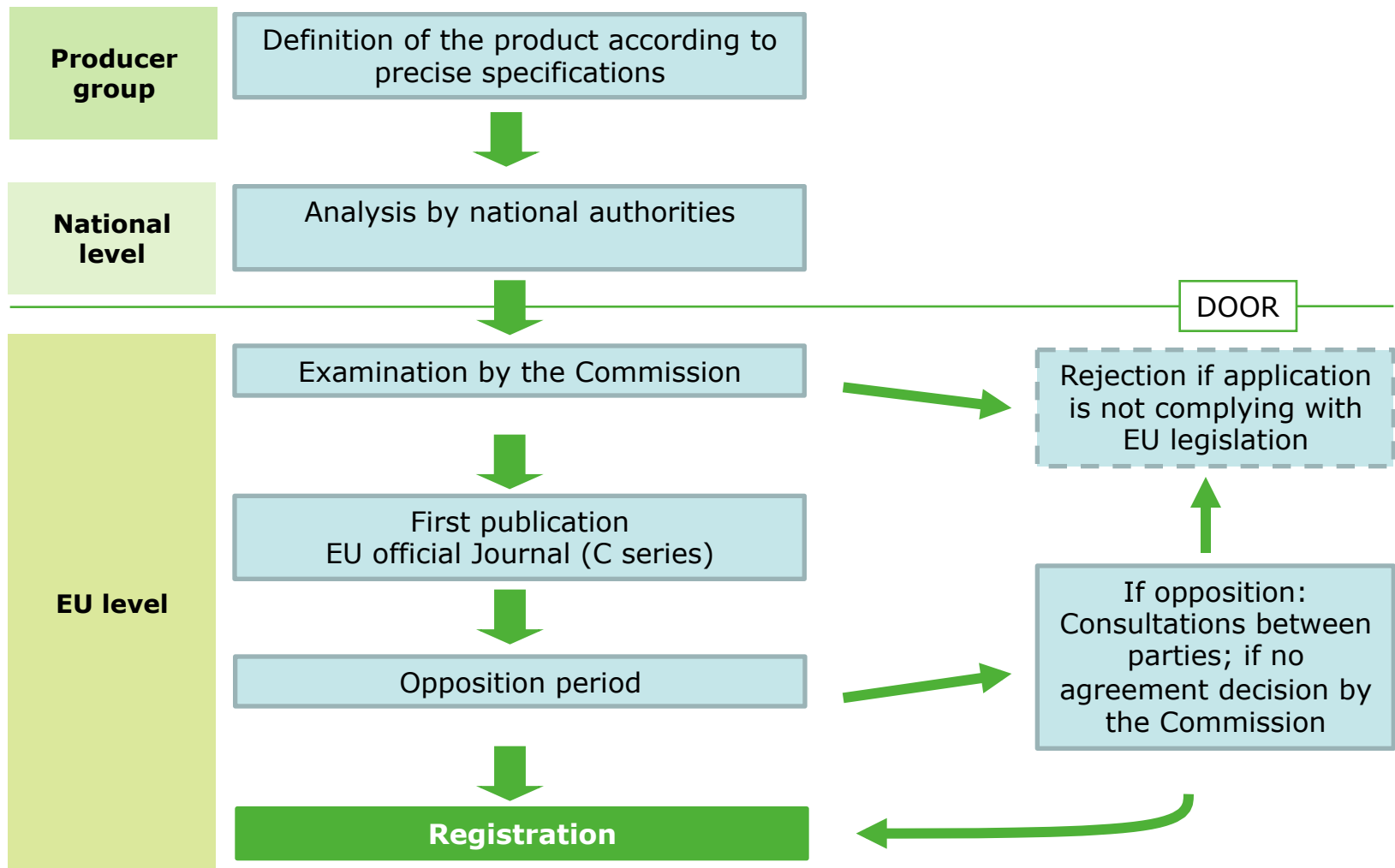


Product specification

It shall include:

- the name of the product
- a description of the product
- the definition of the geographical area
- evidence that the product originates for the geographical area (traceability)
- a description of the method of production
- the link between the specificities of the product and the specificities of the geographical area
- the contact details of the control authorities or bodies
- any specific labelling rules

How to register a GI ?



HOW is a GI registered ? The DOOR Database



AGRICULTURE AND RURAL DEVELOPMENT
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English (en) ▼

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- Latest [registered](#) designations
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- Latest [applied](#) designations



10 rows ▼ view 1 - 16 from 17 rows. 1 2 ►►

Dossier Number	Country	Name	App Type	Date	Status:	.xls
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		... [ALL Product Classes] ... ▼				
AT/PGI/0217/01213	Austria	Marchfeldspargel	PGI	11/03/2014	Applied	
AT/PDO/0005/01190	Austria	Pöllaer Hirschbirne	PDO	16/12/2013	Applied	
AT/TSG/0007/01035	Austria	Heumilch	TSG	27/08/2012	Applied	
AT/PGI/0005/0325	Austria	Mostviertler Birmmost	PGI	12/03/2011	Registered	
AT/PGI/0005/0249	Austria	Steirischer Kren	PGI	11/12/2008	Registered	
AT/PGI/0005/0192	Austria	Gailtaler Speck	PGI	11/07/2002	Registered	
AT/PGI/0117/1462	Austria	Marchfeldspargel	PGI	03/04/2002	Registered	
AT/PDO/0017/1436	Austria	Tiroler Almkäse ; Tiroler Alpkäse	PDO	25/11/1997	Registered	
AT/PDO/0017/1413	Austria	Vorarlberger Alpkäse	PDO	13/06/1997	Registered	
AT/PDO/0017/1416	Austria	Tiroler Bergkäse	PDO	13/06/1997	Registered	
AT/PDO/0017/1419	Austria	Vorarlberger Bergkäse	PDO	13/06/1997	Registered	
AT/PDO/0017/1463	Austria	Waldviertler Graumohn	PDO	13/06/1997	Registered	
AT/PGI/0017/1395	Austria	Tiroler Speck	PGI	13/06/1997	Registered	
AT/PDO/0017/1425	Austria	Gailtaler Almkäse	PDO	24/01/1997	Registered	
AT/PDO/0017/1435	Austria	Tiroler Graukäse	PDO	02/07/1996	Registered	
AT/PGI/0017/1460	Austria	Steirisches Kürbiskernöl	PGI	02/07/1996	Registered	

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Overview

(Registrations - state of play April 2014)

- *DOOR: 1181 GI names for agricultural products and foodstuffs (and 46 TSG)*
 - http://ec.europa.eu/agriculture/quality/database/index_en.htm
- *E-Bacchus: 1577 wine GIs*
 - <http://ec.europa.eu/agriculture/markets/wine/e-bacchus/>
- *E-Spirit-Drinks: 331 GI names for spirits*
 - <http://ec.europa.eu/agriculture/spirits>

Trans-border GIs

- *In the case of a 'protected designations of origin' or 'protected geographical indications' name that designates a **trans-border geographical area** or in the case of a 'traditional specialties guaranteed' name, **several groups** from different Member States or third countries may lodge a joint application for registration.*

Official controls

2 levels:

A) Production (operators: farmers, producers, elaborators)

B) Controls in the market place

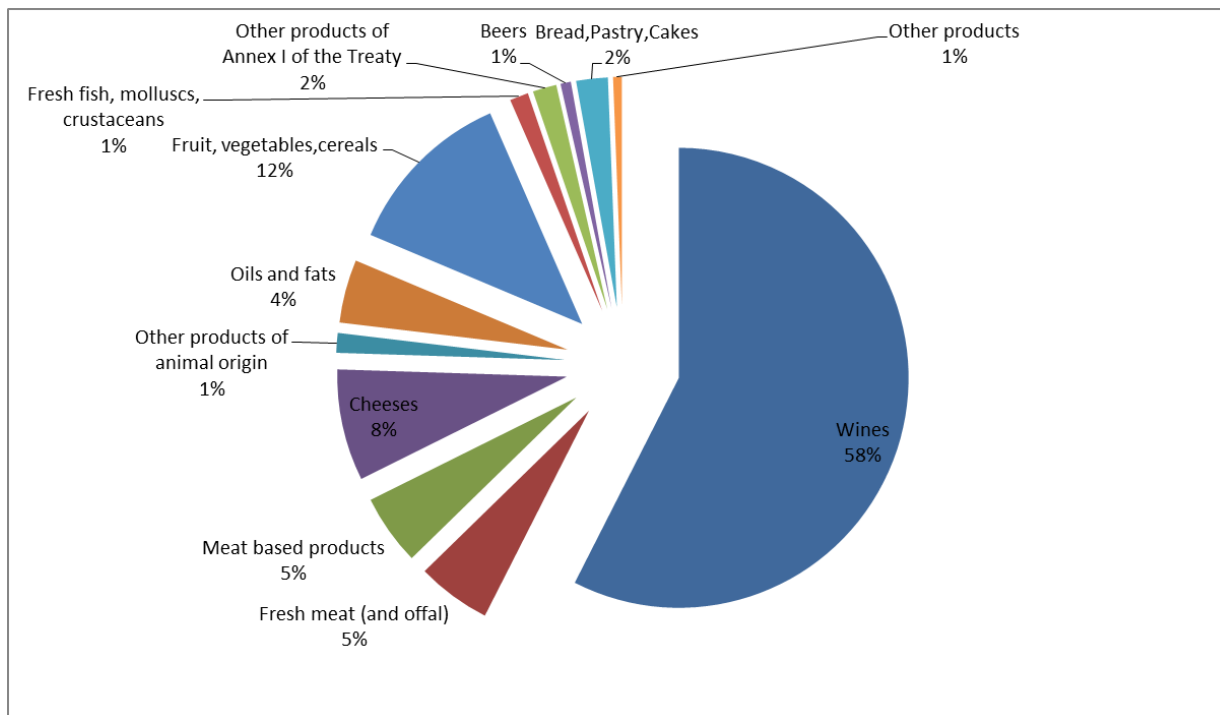


European
Commission



Overview PDO/PGI per sector

(February 2014 - n=2743)





Sales value

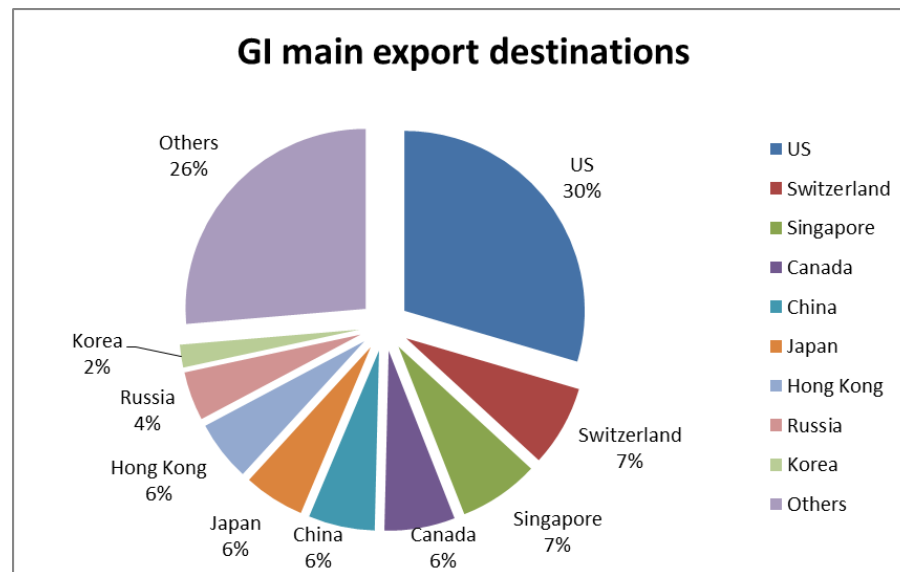
- **Sales value** of EU Gis (all sectors): **€54.3 billion** in 2010 (estimated at wholesale stage in the region of production)
- 5.7% of the total EU food and drink sector
- Estimate of EU GI **exports** value: **€ 11.5 billion**
- 15% of EU food and drink industry exports



Sales destination

- *60% of sales take place on the domestic market, 20% on the EU market and 20% in third countries*

- 663 GIs sold only in their MS of production
- 1525 GIs exported (1224 wines, 231 agri products, 70 spirits)
- Wines + spirits = 90% of total GI exports (in value)



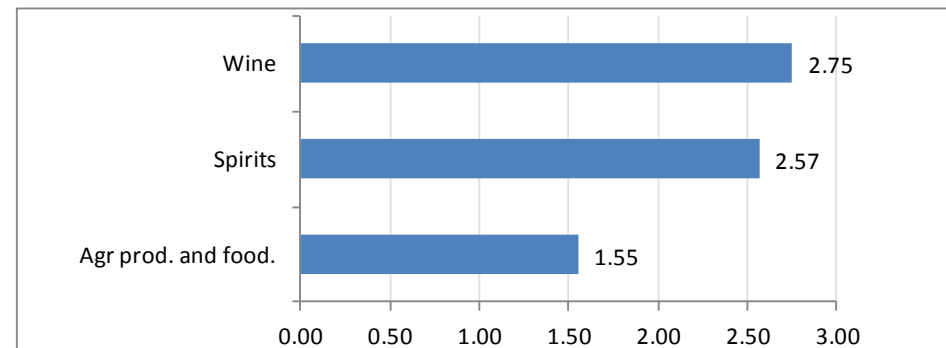


Value premium

The premium a GI can expect from the market, compared to non-GI products

→ on average, the price of a GI product is **2.23** times the price of a comparable non-GI products

Value premium rate in the EU27 by scheme



/!\ **does not reflect value added and profitability** of the GI schemes as it does not take into account the additional cost of compliance with GI specifications



Conclusion

Geographical indication:

- *identifies authentic, quality product, with intrinsic link to its place of production*
- *helps consumer choice*
- *gives robust IPR protection*
- *marketing tool*
- *Rural development tool*

More information

Agricultural products and foodstuffs

- *Council and European Parliament Regulation (EU) No 1151/2012*
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2012:343:0001:0029:EN:PDF>
- *Quality policy web-pages*
http://ec.europa.eu/agriculture/quality/index_en.htm
- *Study on value of Gis*
http://ec.europa.eu/agriculture/external-studies/value-gi_en.htm

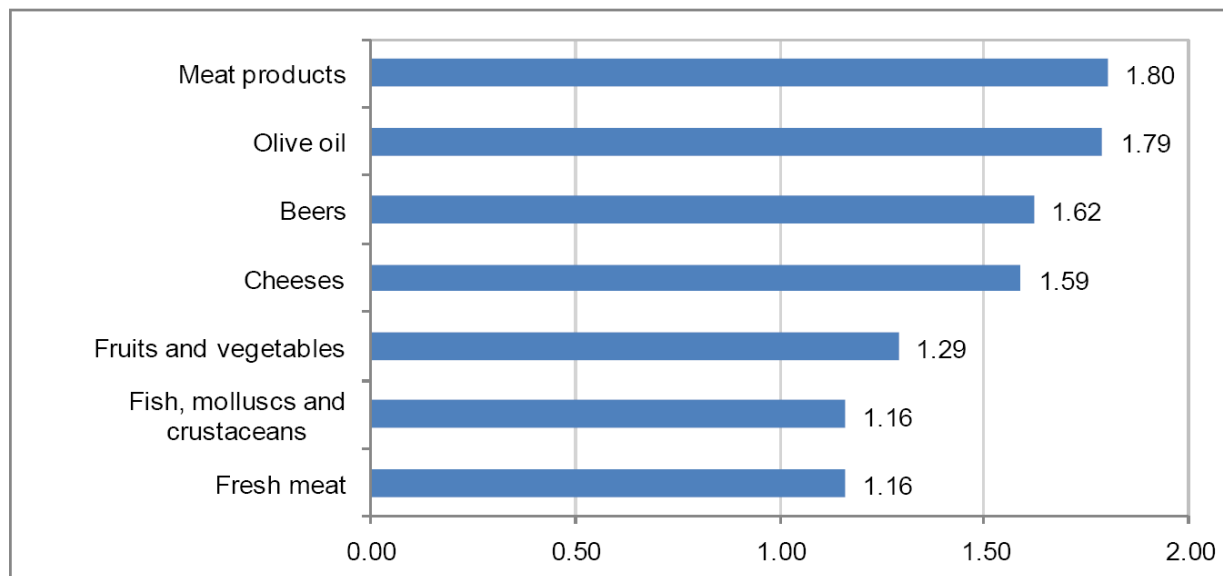
Wines

- *General website*
http://ec.europa.eu/agriculture/markets/wine/index_en.htm



Value premium

Figure 32 - Value premium rate for agricultural products and foodstuffs scheme



Source: AND-International survey for DG AGRI

Benefits - producer

- *Name is reserved to products respecting the specification and are produced in a delimited geographical area (IP protection)*
- *Administrative protection by public authorities*
- *Name is not reserved to 1 single owner (TM), but can be used by all producers respecting the specification*
- *Differentiation on the market allows often a better price and better division of the added value*

Benefits - consumer

- *Has a guarantee on*
 - **Origin of the product**
 - **Quality of the product (specification)**
 - **Authenticity of the product (no imitation)**
- *Guarantee is assured by controls on production site and on the market.*
- *GIs prevents the standardization of food and offers a wider choice to consumers*

Benefits - society

- *Rural development*
 - **GIs encourage the preservation of:**
 - Biodiversity: plant, animal, ...
 - Local savoir-faire and tradition
 - Landscapes => positive impact on tourism
 - **As an important part of our culture, GIs contribute to social cohesion, rural development**



Agriculture
and Rural
Development

