



Food products with official origin signs through the eyes of the consumer (France and Europe experience)

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I – Food products with official origin signs : what are we talking about ?

- Voluntary and collective action (except Organic Farming) by a group of producers;
- Compliance with product specification;
- Regular controls by independent bodies;
- Involvement of the State at every level : Ministry of Agriculture, Fraud unit, INAO

➤ **A guarantee for consumers**



PDO

**PROTECTED DESIGNATION OF
ORIGIN**

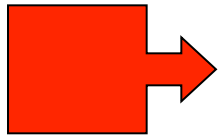


PGI

**PROTECTED GEOGRAPHICAL
INDICATION**

COMMON CHARACTERISTICS

- the **name of a region**, a specific place or, in exceptional cases, a country, **used to describe** a product **originating** in that region, specific place or country,



DIFFERENCE : THE LINK TO THE ORIGIN

- the **quality or characteristics** of the product are **essentially or exclusively** due to a particular geographical environment with its inherent **natural and human factors**
- The product presents a **specific quality, reputation or other characteristics** attributable to that geographical origin



II - Benefits for the consumer

- more detailed information on the origin and quality of the product (place of origin, specific features linked to geographical origin...)
- Authenticity and safety through controls
- Prevents standardisation (wider range of choice)
- Traceability of the product



III — Perception by the consumer

- The vast majority of EU citizens say that quality (96%) and price (91%) are important to them when buying food
- A substantial majority (71%) say that the origin of food is important
- But overall awareness of food logos is low and varies between Member states

Only a small minority are aware of the PDO and PGI logos (15% each) but increase in the recognition since 2008

The PDO logo is recognised by 25% of the French respondents (second position after Italy) ; The PGI logo is recognised by 17% of the French respondents (third position after Portugal and Italy)

Source : Special Eurobarometer 389 - European Commission; report published in July 2012 ; 26 500 respondents interviewed in the 27 Member States



In France :

Existence of an official quality and origin label (PDO/PGI/Organic Farming/ Label Rouge) on the packaging is criteria n° 12 (out of 16) when buying food after the taste, the packaging, price, shelf life, origin, composition of the product, guarantee of protection of environment, health benefits, proximity of place of origin, guarantee of protection of animal welfare and type of distributor (source : CREDOC study september 2011)

Focus on PDO :

57% of the French consumers buy PDO products (cheese 57%; wine 38%, meat 24%)

French consumers buy PDO products because :

- Identified geographical origin (55%)
- More tasty products (51%)
- Small-scale production (43%)

How to improve ?

A - Through labelling with specific provisions regarding the use of EU symbols and terms on packaging

Agrifood products (EU regulation n° 1151/2012) : For products originating from the EU, the PDO / PGI symbols are mandatory from 4th January 2016 onwards. The registered name should appear in the same field of vision (the terms « protected designation of origin » and « protection geographical indication » and the corresponding acronyms may appear on the labelling)

Wine (Eu regulation n° 1308/2013) : PDO/PGI symbols are optional but the terms »protected designation of origin « and « protected geographical indication » are mandatory on the labelling

At the national level



Agrifood products : French AOC logo and term « Appellation d' Origine Contrôlée » can not be used anymore once the product has been registered as PDO at the EU level

Wine : the use of the French AOC logo is permitted (but hardly used) and traditional term « Appellation d' Origine Contrôlée » can replace or supplement the term « Protected Designation of Origin » (same rule for PGI wines).



B - Through information and promotion by :

- - INAO and French ministry of agriculture (communication actions, issue of leaflets, training courses for professionals, participation in seminars / fairs, various presentations for specialised or general public in France and abroad)
- - the group of producers (according to European legislation, such groups are entitled to « developp information and promotion activities aiming at communicatiog the value-adding attributes of the products to consumers) : advertising campaigns, participation in fairs.....



IV - The Control system : a guarantee for the consumer

The importance of control

- The State guarantee
- The confidence of the consumers
- The protection of the products and the producers



Particularities of the control of PDO/PGI

The aim of the control is to check the respect of the product specification through :

- Documentary / on the spot controls
- Analyses : the products meet specific criteria and are suitable for consumption
- Tasting : the products present specific organoleptic features = Control on the product itself



INAO : Official competent authority

INAO is the competent control authority in France :

- Definition of the principles of control and approval of control schemes;
- Approval of control bodies and assessments;
- Make sure of the respect of the product specification and, when necessary, sanctions

control activities are delegated by INAO to control bodies

Control bodies must be approved by INAO and INAO carries out regular assessments of control bodies

Approval is the act that gives these bodies a delegation of INAO to perform specific control tasks linked with PDO / PGI specification

Sanctions in approval can be taken (suspension, withdrawal, additional assessments)

Organization of controls in France

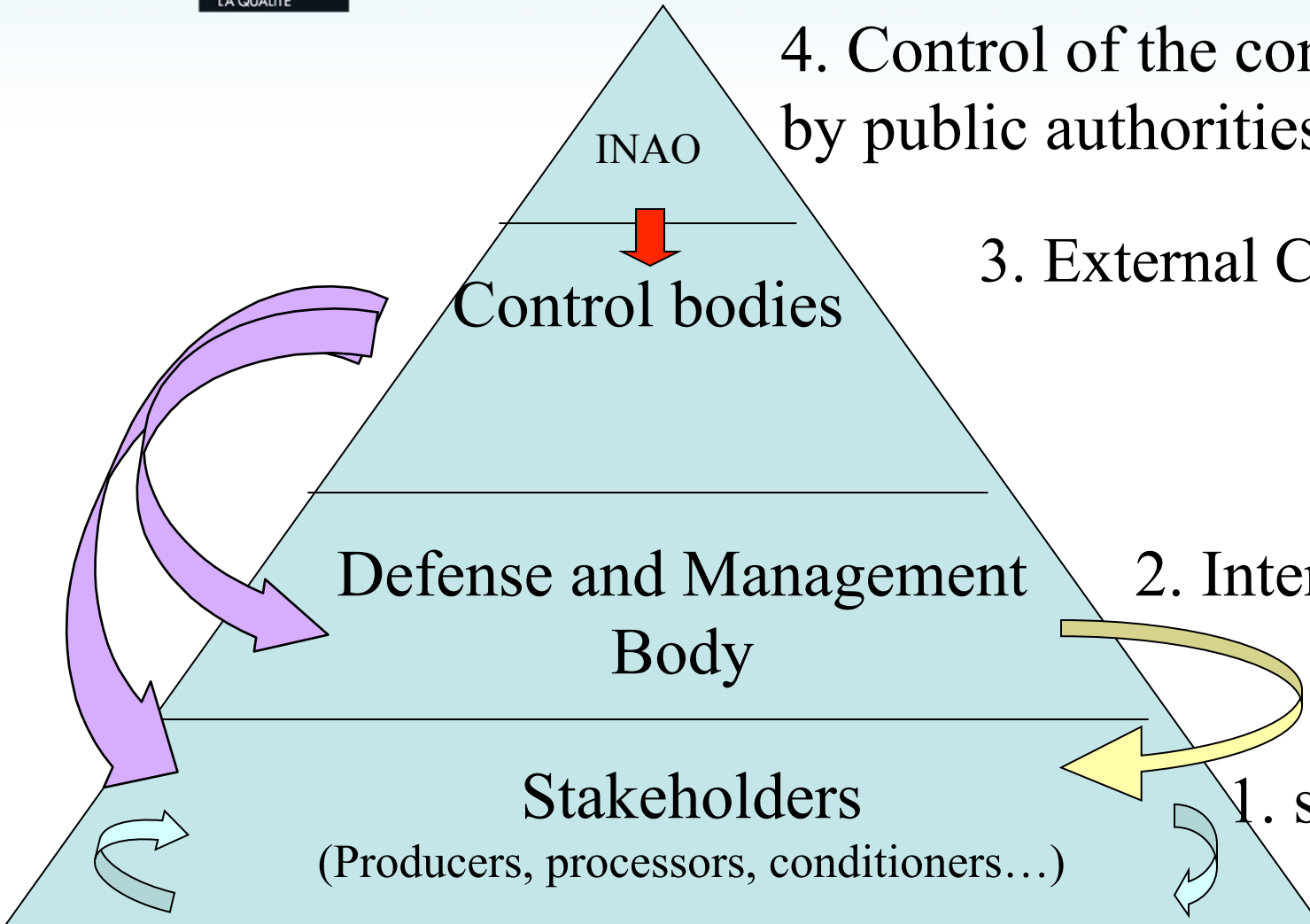


4. Control of the control bodies by public authorities

3. External Controls

2. Internal controls

1. self-controls





Consequences when non compliance with specification

Corrective action is required from producers in case of violation / breach of a rule (internal control, external control, analysis)

Different level of violation :

- Minor and Major : no impact on the quality of the product
- Serious : impact the quality of the product

Sanctions taken in accordance with sanctions laid down in the control scheme :

- Warning
- Additional control (cost borne by the producer)
- withdrawal of the batch,
- withdrawal of the habilitation



Thank you for your attention

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