



CDG Quality and Promotion

Meeting on 5 November 2020

Agenda point 2.a.

Information on the process and discussion
on the GI reform as foreseen in the Farm to Fork Strategy

*DG Agriculture and Rural Development
Valérie Dufour - AGRI.B3 Geographical Indications*

A background image showing several red and yellow apples on a wooden table, with a knife and some brown paper. The image is partially obscured by a white text box.

President von der Leyen:

*Look at ways to **strengthen the system of geographical** indications...*

*that our **cultural, gastronomic and local heritage** is preserved and **certified as authentic across the world.***

Farm to Fork Strategy

(p. 12) ... strengthen the legislative framework on **geographical indications (GIs)** and, where appropriate, include **specific sustainability criteria**

(p. 10) ... improve agricultural rules that **strengthen the position of farmers** (e.g. producers of products with **geographical indications**), their cooperatives and producer organisations in the food supply chain



IP Action Plan (*planning*)

Draft IPR Action plan

Est. 24/11/2020

Improve protection system for
geographical indications for agricultural
products and foodstuffs, wines and spirits,
to make it **more effective**

Anti-counterfeiting and enforcement –
including in the digital environment

GI Reform

- GIs solid and a success story
- Wine and spirit drinks specificities should remain
- IPR: Enforcement and internet counterfeiting
- Make GIs more attractive
- REFIT: fit for purpose



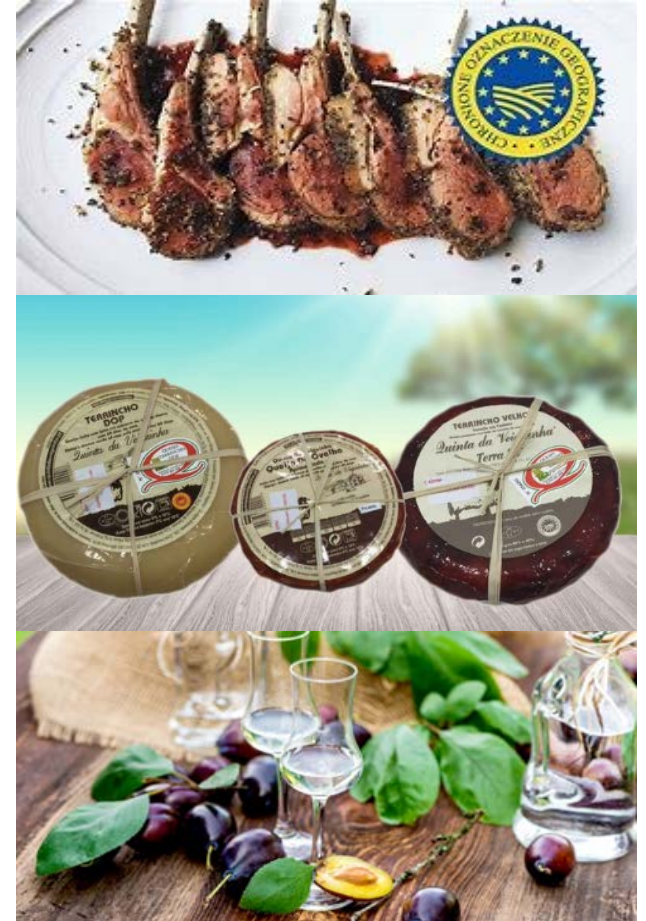
Schedule

<i>Since December 2019</i>	Policy evaluation
<i>28 October 2020</i>	Road map - IIA
<i>25-26 Nov 2020</i>	GI Conference
<i>Dec-March 2020</i>	Public consultation
<i>Ongoing to May 2021</i>	Impact Assessment process
<i>Autumn 2021</i>	Possible legislative proposal



Challenges

- Enforcement
- Legal uncertainty and complex procedures
- Sustainability, GIs are underused for this purpose
- Producer Groups lack tools to strengthen their position in the value chain
- Low level of recognition of EU schemes and logos
- Traditional Speciality Guaranteed (TSG), very low take up



Objectives

“Strengthen GIs by increasing their take up across the EU”

- improve protection and enforcement of GIs in the Member States;
- streamline legal framework and increase efficiency of GI procedures;
- encourage GI producers to place on the market environmentally and socially sustainable GI products;
- empower producer groups to better manage their GI asset;
- enable consumers to make informed choices on GIs;
- review TSG scheme to better valorise traditional products and traditional production methods.



Have your say!

<https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12664-Revision-of-the-EU-geographical-indications-GI-systems-in-agricultural-products-and-foodstuffs-wines-and-spirit-drinks>

Deadline for feedback: 25 November 2020

Thank you!

https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels_en

<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/>