



# CDG QUALITY & PROMOTION

*Pont 2,b*

*Strengthening Geographical Indications:*

*Food fraud and GIs – How to proceed further?*

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# EU enforcement landscape

- 1) Specific controls under **Food Law** – ‘official controls regulation’. MS planning and reporting and Commission audit
- 2) General **enforcement of EU law** – including single market and IP measures. MS primary responsibility; Commission will intervene in cases of ‘systemic failure to enforce Union law’.
- 3) Citizens’ **private** remedies and action: notifications to Customs; intervention in a trade mark opposition process; court cases intervene in cases of systemic failure to enforce Union law.





# Key topics

- 1) Rules diverse and difficult to follow
- 2) Pressure on resources in MS (and Commission)
- 3) Certification procedures
- 4) Empowering producer groups to defend GIs
- 5) Costs of controls on production
- 6) Internet DNS
- 7) Online platforms ('notice and take down')

# Spirits and CMO2020

- 1) (CMO2020) Internet – clear protection
- 2) (spirits and CMO2020) Customs – goods in transit
- 3) (spirits) Certificate of GI to be available to producers
- 4) (spirits) rules on GIs when used as ingredients, and when used for services
- 5) (spirits) Better protection against TM (aligning with food)



# ROADMAP

## Problem definition

- (1) systems for control and enforcement are **under-resourced** or
- (2) do **not fully cover GIs**, including enforcement on the internet.

## Objectives

“**improve protection** and enforcement of GIs in the Member States, notably on the internet, to ensure effective and efficient use of producers’ rights“





# scenarios

Enhancing effectiveness of GI protection:

- improve enforcement of GI protection by recalibrating Member States' **checks in the marketplace** and **verification of producer-compliance**, to better protect IPR;
- better protect GIs on the **internet**, including in the domain name system (DNS), to decrease counterfeiting;
- increase transparency of GIs through an ongoing '**GI view**' database project, linking producer groups with IP enforcement portal
- increase market perception of GIs and consumer awareness of EU quality schemes and **logos** through improved labelling and consumer information

# Thank you

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