



# Evaluation of Geographical Indications and Traditional Specialities Guaranteed protected in the EU

*CDG meeting  
Brussels, 3 July 2020*

# External evaluation of GIs and TSGs

- **Objective:** assess effectiveness, efficiency, coherence, relevance and value added of EU quality policy
- **Sectoral coverage:** agricultural products and foodstuffs, wine, spirit drinks, aromatized wine products
- **Launch:** 18 December 2019

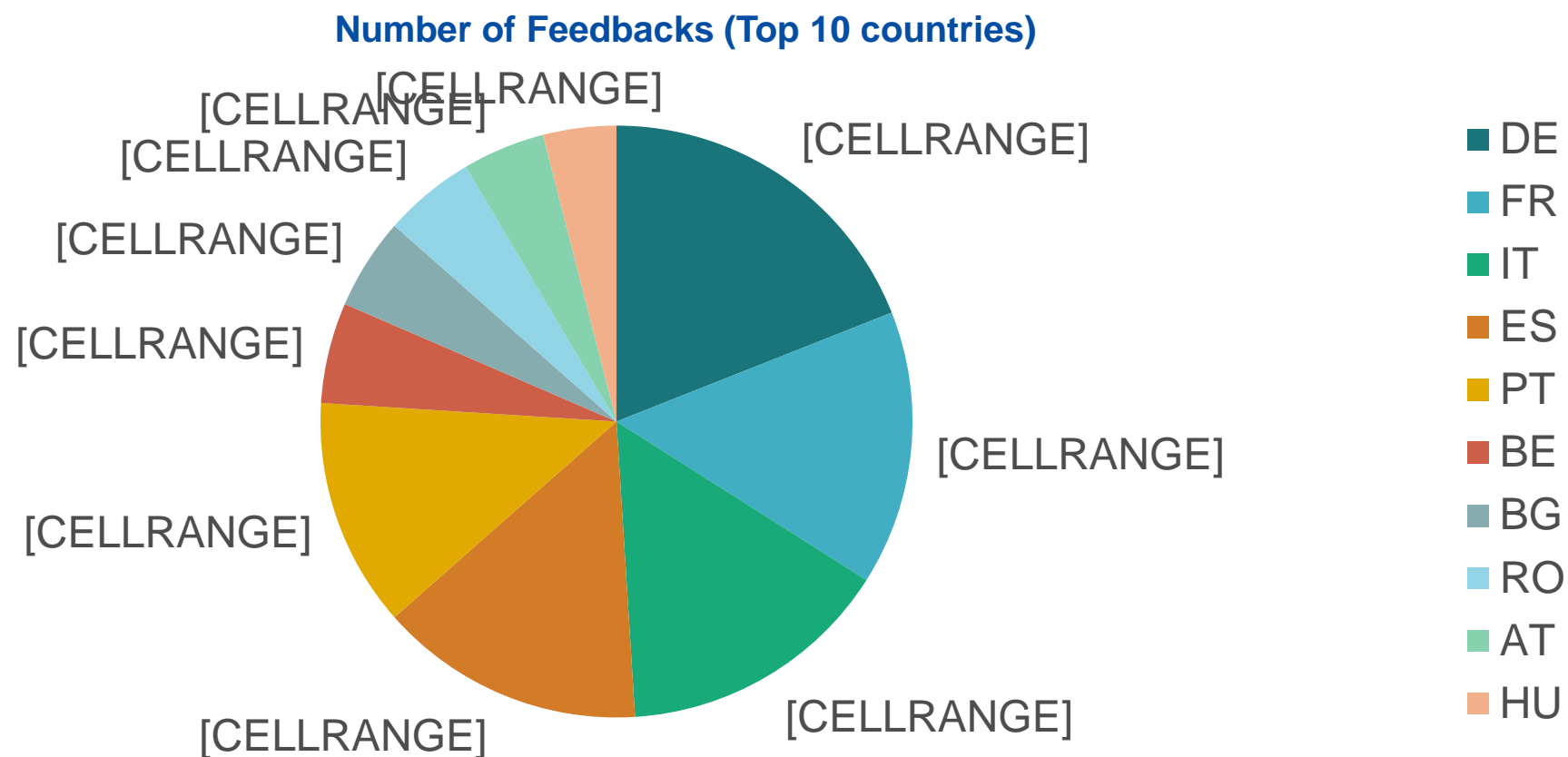
# Open Public Consultation

- Available between 4.11.2019 and 3.2.2020
- 233 feedbacks received (including 33 position papers)

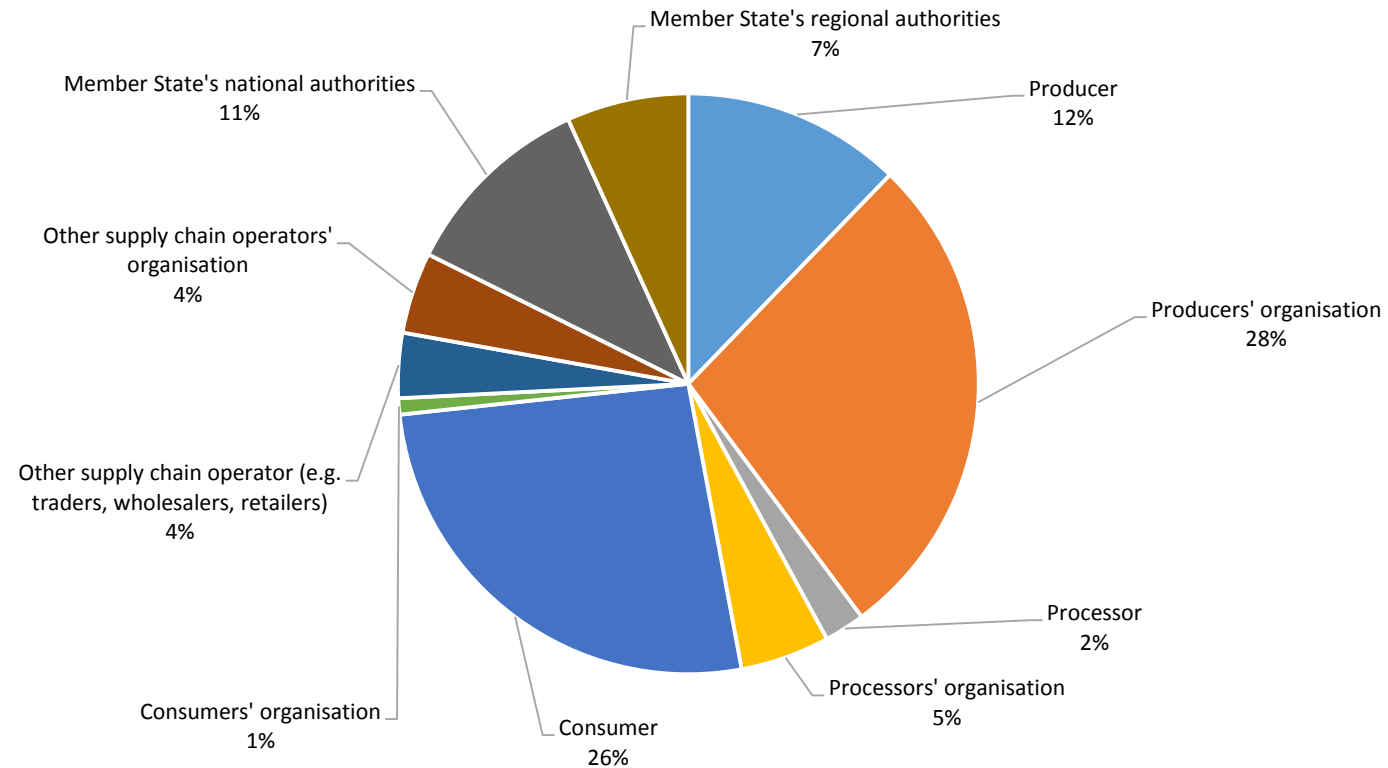
Consultation outcome: Summary report

[https://ec.europa.eu/info/law/better-regulation/initiatives/ares-2018-6538977/public-consultation\\_en](https://ec.europa.eu/info/law/better-regulation/initiatives/ares-2018-6538977/public-consultation_en)

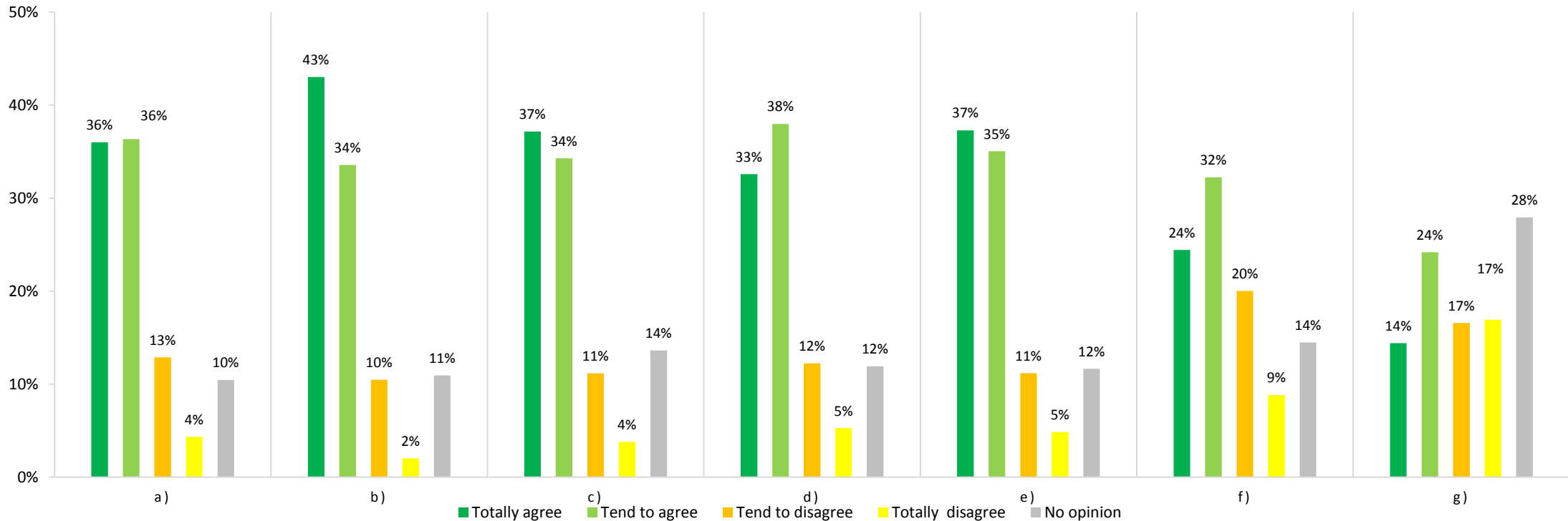
# Open Public Consultation: feedback by country



# Respondents per stakeholder category



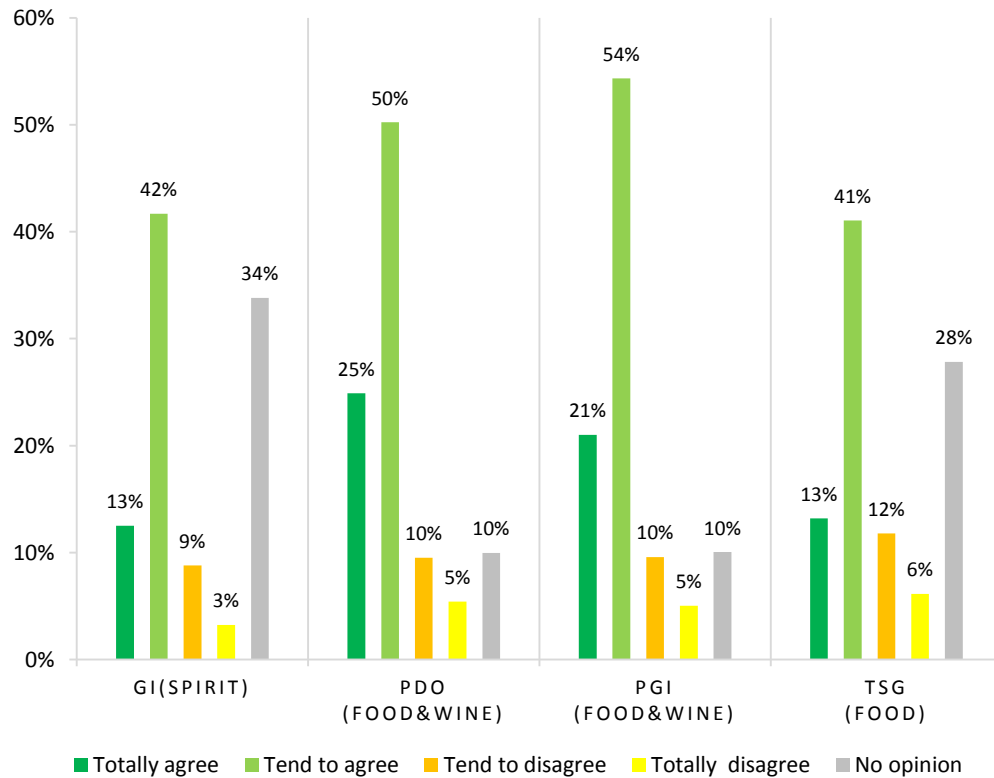
# Effectiveness of EU policy



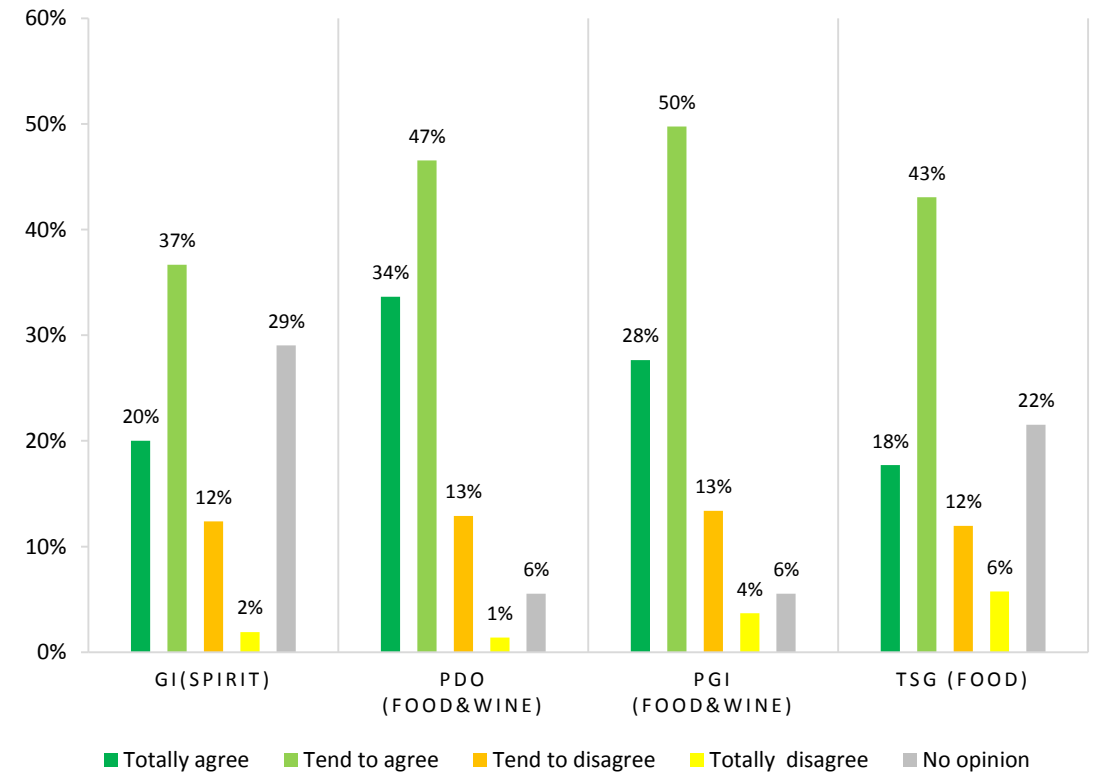
- a) provide useful information to consumers about the **geographical origin and specific characteristics** of products – 72% agreed (“totally” and “tend to” combined);
- b) promote the **authenticity** of registered products and **consumer confidence** in registered products – 78% agreed;
- c) protect and enforce the **producers' rights** (including on internet) – 71% agreed;
- d) help strengthening the **position of producers in the value chain** – 74% agreed;
- e) preserve and develop **rural areas** (i.e. their socio-economic sustainability, as well as cultural and gastronomic heritage) – 72% agreed;
- f) contribute to protecting the **natural resources or landscape** – 56% agreed but 29% disagreed (“totally” and “tend to” combined);
- g) contribute to improving the **welfare of farm animals** – 38% agreed and 34% disagreed.

# Efficiency of EU policy

## Good value for money for producers



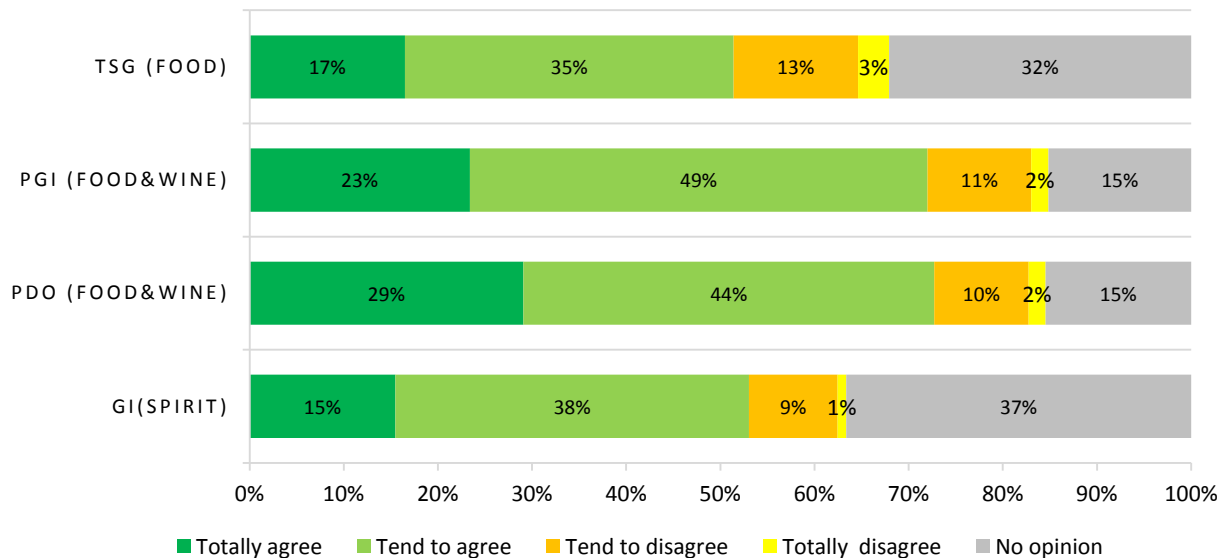
## Good value for money for consumers



# Relevance and coherence of EU policy

Consistency between aims of the EU quality schemes and needs of supply chain operators

Coherence with CAP



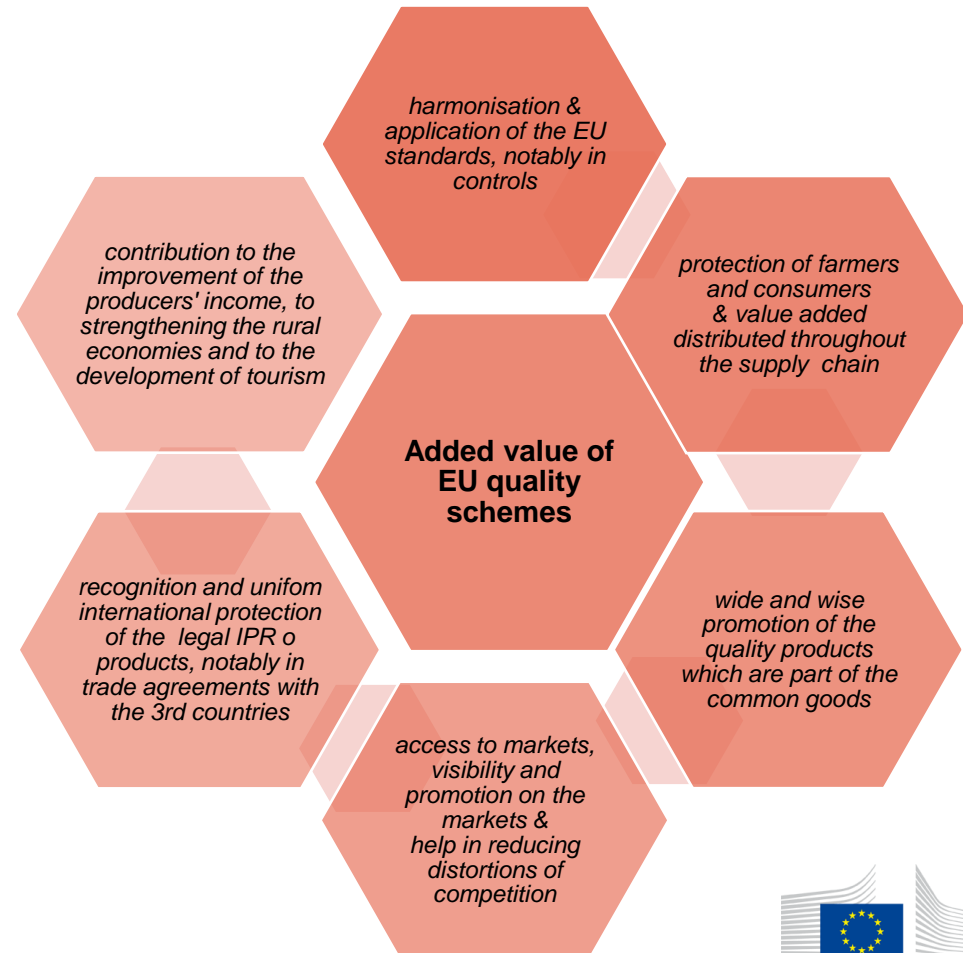
68 % agree that EU quality policy complements/ contributes to CAP instruments and measures



# Added value of the EU policy

- 27% of respondents positive and 65 % neutral
- Key words:  
« harmonisation »,  
« protection »,  
« promotion »

Selection of ideas mentioned by the OPC respondents





# Timeline

- End 2020: Evaluation results by the contractor
- Synergies with key COM initiatives:
  - ✓ May 2020 Farm to Fork Strategy
  - ✓ Planned 2020 IPR Strategy

# Thank you