

2018 EU Agricultural Outlook Conference

Trade opportunities



Brussels, December 6th, 2018 - Afternoon session

“GIs around the world”

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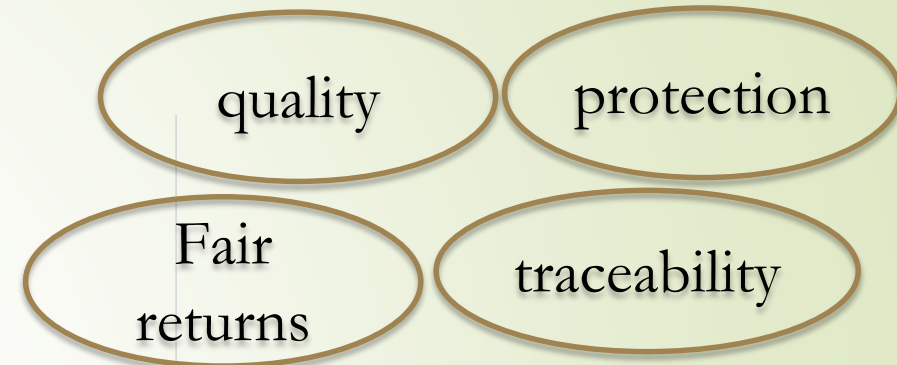
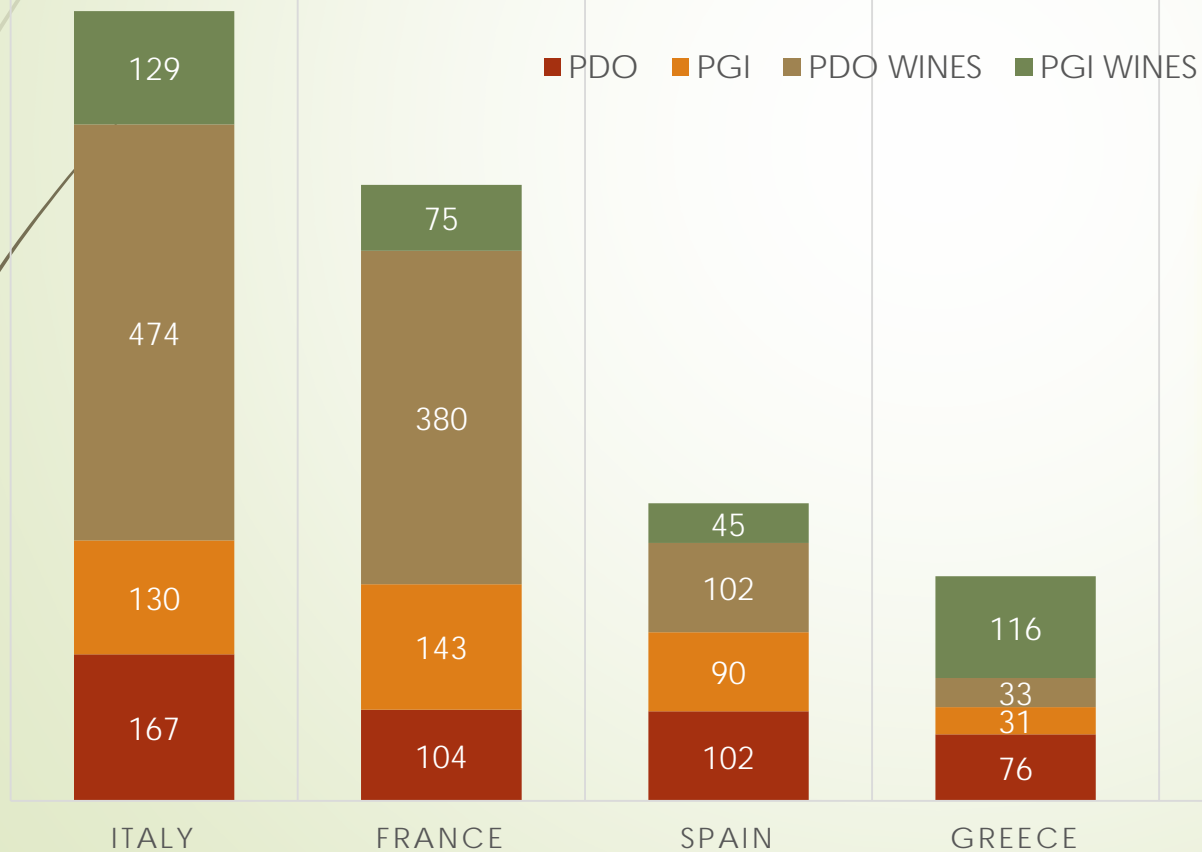
**An ancient history,
a living heritage.**

**The successful story of
Geographical Indications**

nr. of GIs - TOP 5

1962: wine quality policy in the CAP

1992: EU legislation for food



1.380 EU food products
+ 934 EU wines
= **tot 2.314 EU GI's**

**500 Millions of European
Consumers**

Are they enough?

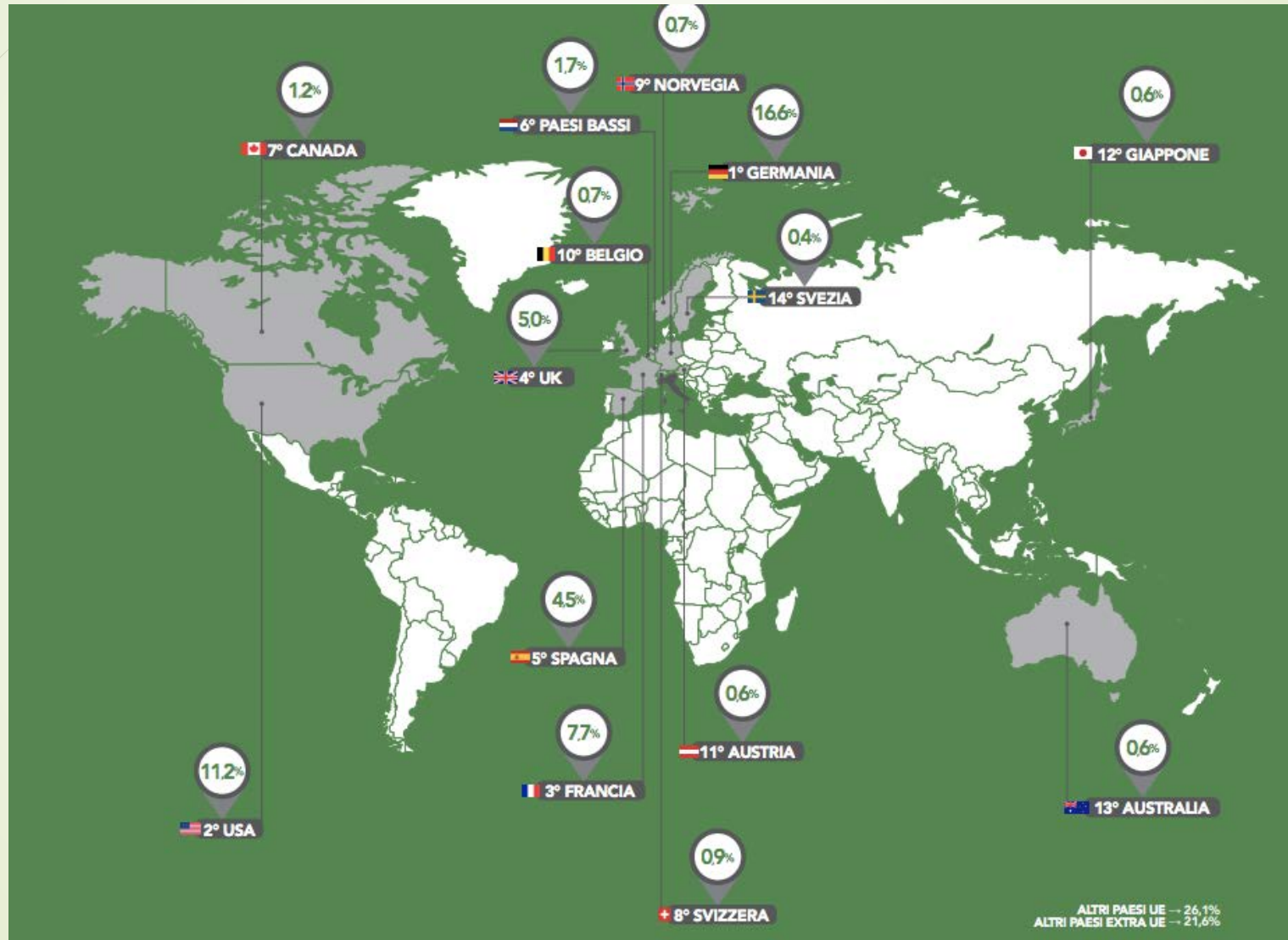


“SHAPING GLOBALISATION”

The inclusion of a specific chapter on GIs in free trade agreements it's a crucial step forward to:

- defend and promote the added-value of EU high quality productions;
- guarantee fair returns to EU producers
- Defend EU products from unfair competition;

Case study: Italian GIs exports



Source: Qualivita - Ismea

Case study: Italian GIs exports

Italian GIs exports have reached 3,4 billion euro in 2016, registering a positive increase up to 4,4% compared to 2015*.

1/3 of our GIs are exported in Third Countries.

For example, the US are our 2nd largest market.

Heritage can be a good business!



*Source: Qualivita - Ismea

From commodities to TOP Brands

A Geographical indication can have a great value, because it is a unique, top quality product, available for consumers that can appreciate it and are ready to pay a fair price to enjoy it.



Sparkling wine vs Prosecco PDO:

final price of Prosecco up to+ 50%



From commodities to TOP Brands

**GIs have gained
REPUTATION**

Such **REPUTATION** allows to benefit an economic advantage, by increasing the GI value and its price and by sharing this added value through all levels of the supply chain...

UNIQUENESS

TRACEABILITY

COMPETITIVENESS

FAIR
RETURNS

ADDED
VALUE



ORIGIN

PROTECTION

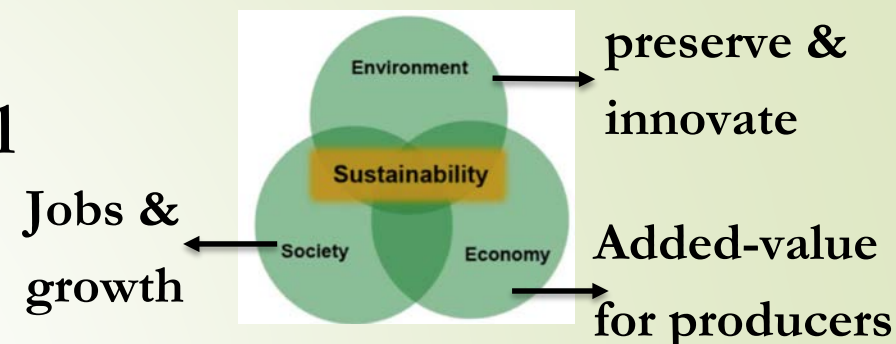
TRADITION


RURAL
AREAS

QUALITY &
SAFETY

Final remarks


- GIs represent a sustainable business model
- “Enough room” for other EU MS to join with more GIs
- Aggregation as a key factor to foster competitiveness
- GIs can be exported only if barriers to trade for agri-food products are removed
- GIs are becoming an “ International reference” : requests from India, Turkey, China, Japan etc.





“The Granma’s recipe”

**There is
one final,
secret
ingredient...**



The secret ingredient?



Passion!



Thanks!

Ms. Micol Bertoni

EU and International policies

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cooperatives

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