



Revision of the GI system

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«CDG WINE» ,
Brussels, 5 Mai 2021

Outline

Revision of Geographical Indications' system

1. Introduction to GI and TSG policy

2. Context setting

3. Overview of the process

4. Impact assessment : roadmap/challenges/objectives

5. Open Public Consultation

6. Timeline



Revision of the Geographical Indications' system

Introduction

Geographical Indications (GIs)

- Protect products' **names** (over 3400 names registered in the EU)
- Products with a special **link** to place of production

Traditional Specialities Guaranteed (TSG)

- Protect products' **names**
- Traditional recipe (ingredients) or traditional production **method**
- Only 64 names registered

Sales EUR 77 bn
(7%)
Exports EUR 17 bn
(15%)



Manouri PDO (EL)

Bourgogne PDO (FR)



Polska Wódka GI (PL)



Kabanosy



Kriek

Context



President von der Leyen:

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

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

2019 mission letter to Commissioner Wojciechowski

Link to relevant Commission' initiatives

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

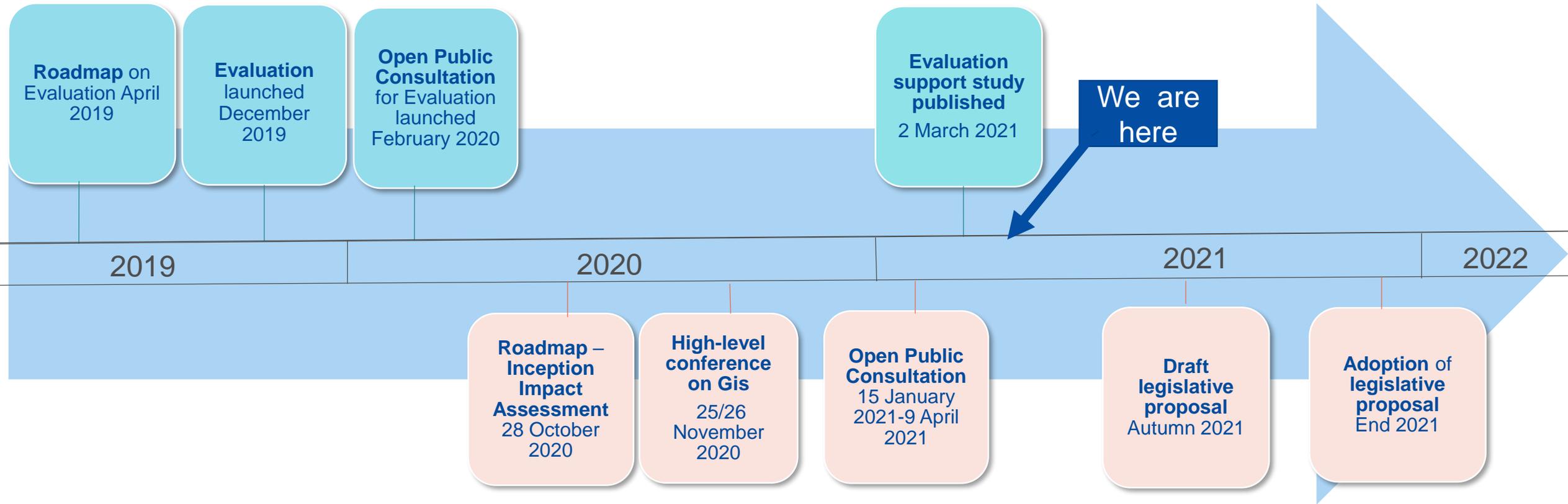
IP Action Plan

(p.7) ...the Commission will look at ways to **strengthen, modernise, streamline and better enforce GIs** for **agricultural products**, food, wines and spirits

IP Action Plan also committed to work on:
“EU-wide protection of geographical indications for **non-agricultural products**”

Overview of the process

Evaluation



Impact assessment process

Roadmap feedback

- Timeframe: 28 October 2020 - 25 November 2020
- 51 feedbacks received:
 - Majority of feedback from NGOs (15)
 - Significant number from Business Associations (11) and Public Authorities (11)
 - Also participation (14) from Trade Unions, Academic/Research Institutions and Citizens

Roadmap outcome

- Overall **positive appreciation** of the initiative
- Feedback mostly:
 - on **sustainability, protection, legislative clarifications and Traditional Speciality Guaranteed (TSG) scheme**
 - simplification, controls and enforcement, empowering GI producer groups and consumers/logo issues

Evaluation report: Lessons learnt - Challenges

- Challenges in **enforcement**, notably on **internet**
- **Sustainability** concerns not sufficiently reflected in GI schemes
- GI producer groups lack **powers** to manage their GIs
- Low consumer **recognition/understanding** of GI schemes and GI logos
- Complex **administration** of application files
- Low number of registered **TSGs**

Link to evaluation report:

https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cmef/products-and-markets/gis-and-tsg-protected-eu_en

Impact Assessment - Objectives

Overarching objective: *‘Strengthen the GI system to increase take-up of GIs across the EU and replace the TSG scheme’*

Specific objectives:

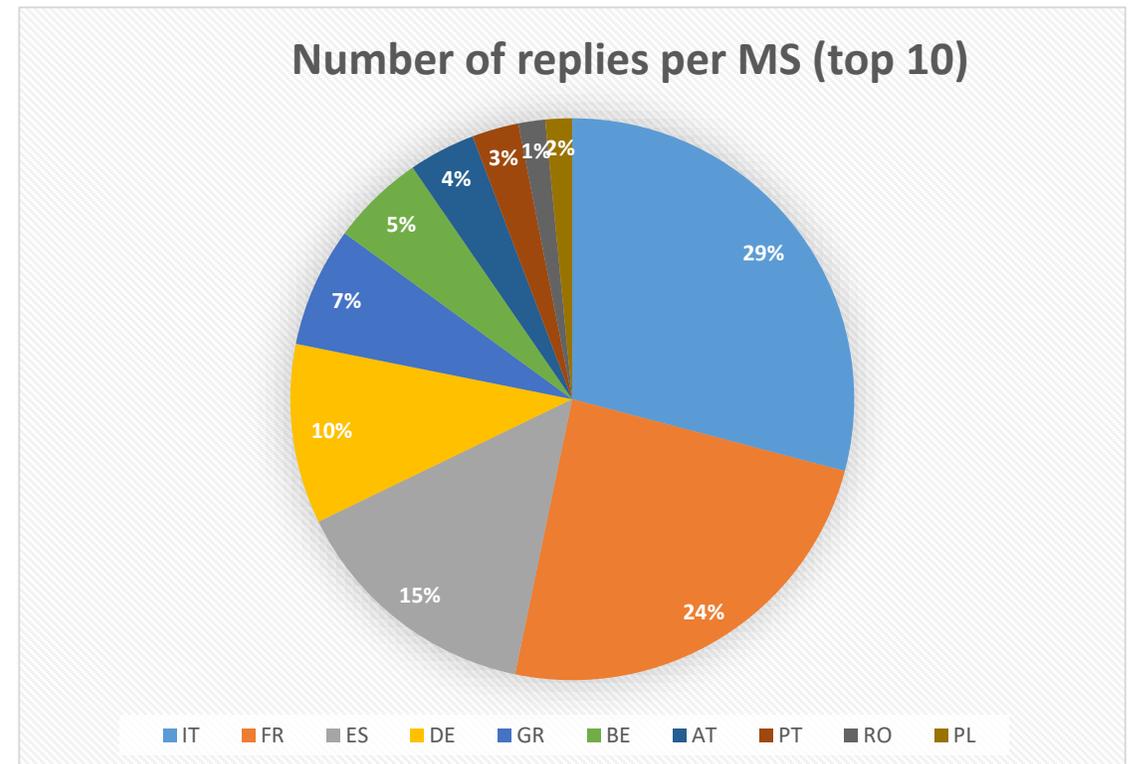
1. Improve protection and enforcement of GIs, incl. on the internet
2. Encourage GI producers to incorporate sustainability aspects
3. Empower GI producer groups for better management of GIs
4. Consumers to make better informed choices
5. Increase efficiency of GI registrations
6. Preserve traditional products and production methods

Open public consultation

Feedback period: 15 January 2021 - 9 April 2021

302 replies received

EU citizen	73
Business association	59
Company/business organisation	41
Other	40
Public authority	40
Non-governmental organisation (NGO)	22
Trade union	16
Academic/research institution	5
Non-EU citizen	3
Consumer organisation	2
Environmental organisation	1



Link to open public consultation:

<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/public-consultation>

Open public consultation – Challenges

- **Preventing fraud** and counterfeit (97% of respondents)
- **Awareness** of the **logo** (96% of respondents)
- Giving **GI producer groups** greater **powers** and responsibilities to manage, promote and enforce their GI (89% of respondents)
- Maintaining and increasing **sustainability** (environmental, social and economic aspects) of GI products (87% of respondents)

Open public consultation – Underlying causes

- **Increased exploitation of reputation of GIs on internet (92%)**
- **Lack of information and publicity about the schemes (89%)**
- **Increasing consumer's concern and demand for sustainable products (85%)**
- **GI logo message – guaranteeing authentic product from a particular region – does not come across (76%)**
- **GI producer groups not able to take decisions binding on their members (76%)**

Open public consultation – Objectives

Top three objectives:

- Improved protection and enforcement of GIs in the MS to prevent fraud, unfair competition and misleading consumers, including on the internet (92%)
- Efficient GI procedures through clear and coherent rules for producers, other operators and administrations (82%)
- Clear information on GIs, through the logo and labelling information, to enable consumers to make informed choices (78%)

Focus on promotion of European gastronomic heritage to preserve traditional products and production methods

Timeline

<i>March 2020</i>	Policy evaluation support study published
<i>Ongoing</i>	Impact assessment process
<i>15 January 2021 - 9 April 2021</i>	Open public consultation
<i>Spring 2021</i>	Targeted consultations with stakeholders and national authorities
<i>Autumn 2021</i>	Draft legislative proposal
<i>End 2021</i>	Commission adoption of the legislative proposal and its submission to the legislators



Thank you!

For further info:

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