



*Strengthening Geographical Indications – EU on-line Conference*

# EMPOWERING PRODUCERS

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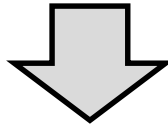
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# THE VISION

Today in EU doesn't exist a "model" of Group, according to the art. 45 – Reg. EU 1151/2012.

We have some national typologies that reflect the different basic systems.

Inside single Member states there are huge differences between Groups of different GI's.



The EU-GI's System – to achieve the objectives of the regulation – needs **to strengthen the role and powers of GI's Groups** (art. 45.1)

# HOW TO EMPOWER?

- You cannot empower inadequate structures. Only a "strong and representative" Group can support the weight and responsibility of strong powers
- The key-factor is the membership
- And the real difference is born from economic participation in the GI group

Without direct investment of GI producers, it does not have a positive effect on the strategic and operative management of the Group

# THE DILEMMA

*THE NEED IS BALANCE*



***Legal Power***  
*(New EU and National rules?)*



**Representativeness  
& Participation**

# PARMIGIANO REGGIANO EXPERIENCE

## Supply Regulation PLAN: The Pillars

- Milk quota assigned to the breeders and economic contribution on exceeding quantity
- The money of Plan contribution are reinvested in market development actions (marketing & communication)

## Budget 2021 Parmigiano Reggiano Pdo-Group

- Total Budget (private funds): 52 mln €
- Share of Total Diaries Turnover > 3%
- Share from Production Management Plan 45%

# PARMIGIANO REGGIANO EXPERIENCE

Supply Regulation Plan: a balance after 6 years



Direct impact on  
SUPPLY



Secondary  
Impacts

- Slowed production
- Average Growth 2014 / 2019:  
**+2,8% by yr**
- Without the plan we would have suffered an excess of supply with significant impacts on income

# PARMIGIANO REGGIANO EXPERIENCE

## Supply Regulation Plan: a balance after 6 years

- The «Group» as pivot of the PLAN
- The agreement quorum (art. 150.2, Reg. EU 1308/2013) of 66% breeders and dairies, is very complex to obtain every 3 years. BUT today we can say it is essential to give strong foundations to the PLAN

# PARMIGIANO REGGIANO EXPERIENCE

## Production Management Plan: secondary impacts

- The Parmigiano Reggiano Milk Quotas, are now heritage and pride
  - HERITAGE: the total value is now more than **1,5 bln €**
  - PRIDE: the PR-quota is an own asset of our breeders.  
A kind of «**IDENTITY CARD**»
- The breeder are now a core-ring of Parmigiano Reggiano chain and we benefit of this close connection to improve new strategic programmes in the Pdo-chain (i.e. animal welfare)



# THE DIRECTION



***Legal Power***  
*(New EU and National  
rules?)*

**Representativeness  
& Participation**

# PROPOSALS: GI-GROUP POWER

- Assigne specific powers to the Groups to define binding rules for producers (or some categories) included in the control system, which go beyond the Disciplinary (contracts, marketing, market regulation)
- A vision could be the extension of some of the roles of “organized producers” (Reg. 1308/2013) to GI groups
- Modulate new powers and tools by classifying groups in relation to their ability to be operational and representative (for example for promotional programs Reg. 1144/14)
- New EU tools for GI’s Groups: it would be useful to support investments in actions for the international legal protection of the denomination. Worldwide GI protection is the basement for an efficient promotion

# THE GI's GROUP CHALLENGE

As GIs, we cannot only expect the EU and national governments

The "groups" must rise to the new challenges



- The key is representation, and empowerment passes from involvement
- It is necessary to frame the “GI-Group”, not so much for the legal / corporate characteristics, but for the economic role they are able to express based on the mandate of the supply chain linked to the GI