



EUROPEAN COMMISSION

Directorate B. Multilateral relations, quality policy
B.3. Quality policy

Reflection on how to take better advantage of the opportunities of the internal market and make GIs a true European story

The EU is renowned for its high quality food products having specific characteristics or farming attributes that distinguish them in the marketplace, in particular those labelled under registered geographical indications (GIs).

To this day, more than 3.300 names have been registered in the EU related to wine, foodstuffs, spirits and aromatized wines and a continuous increase in the number of registrations can be witnessed.

While there is still a high concentration of registered GIs in Member States that have already a long tradition in this field, most other Member States are catching up and are showing a keen interest in the scheme. In spite of this positive trend, a large disparity can be observed among Member States.

Another important feature of GI products is that they are often a local/regional story with 60% of sales taking place on the domestic (national) market leaving many opportunities for producers to tap into the potential of new markets.

According to the latest Eurobarometer Survey¹ a considerable increase of consumer knowledge can be witnessed (20% of people taking part in the survey can recognise or distinguish the PDO logo). However, this means that the majority of people is not yet familiar with the EU quality schemes.

In a context where consumers from all over the world are increasingly interested in the quality of their food and its production conditions, Europe is in a privileged position displaying essential assets such as the high quality and diversity of its products.

The Commission would like to start a reflection/discussion on how the European quality schemes could take better advantage of these assets and take their implementation one step further to make GIs a true European story.

¹ https://open-data.europa.eu/en/data/dataset/S2087_84_2_440_ENG