

European Pigmeat Reflection Group

*An overview of pigmeat
GIs: the value added*



2nd Plenary meeting – 25 May 2022

*Unit F.3
DG Agriculture and Rural Development
European Commission*

Geographical Indication (GI): Name of the product



Prosciutto di Parma PDO (IT)



Schwarzwälder Schinken PGI (DE)



Kielbasa Lisiecka PGI (PL)

GI *links* a place and a product

Defined
geographical
area

+

Specific product

+

Link between
them



Tiroler Speck (AT)



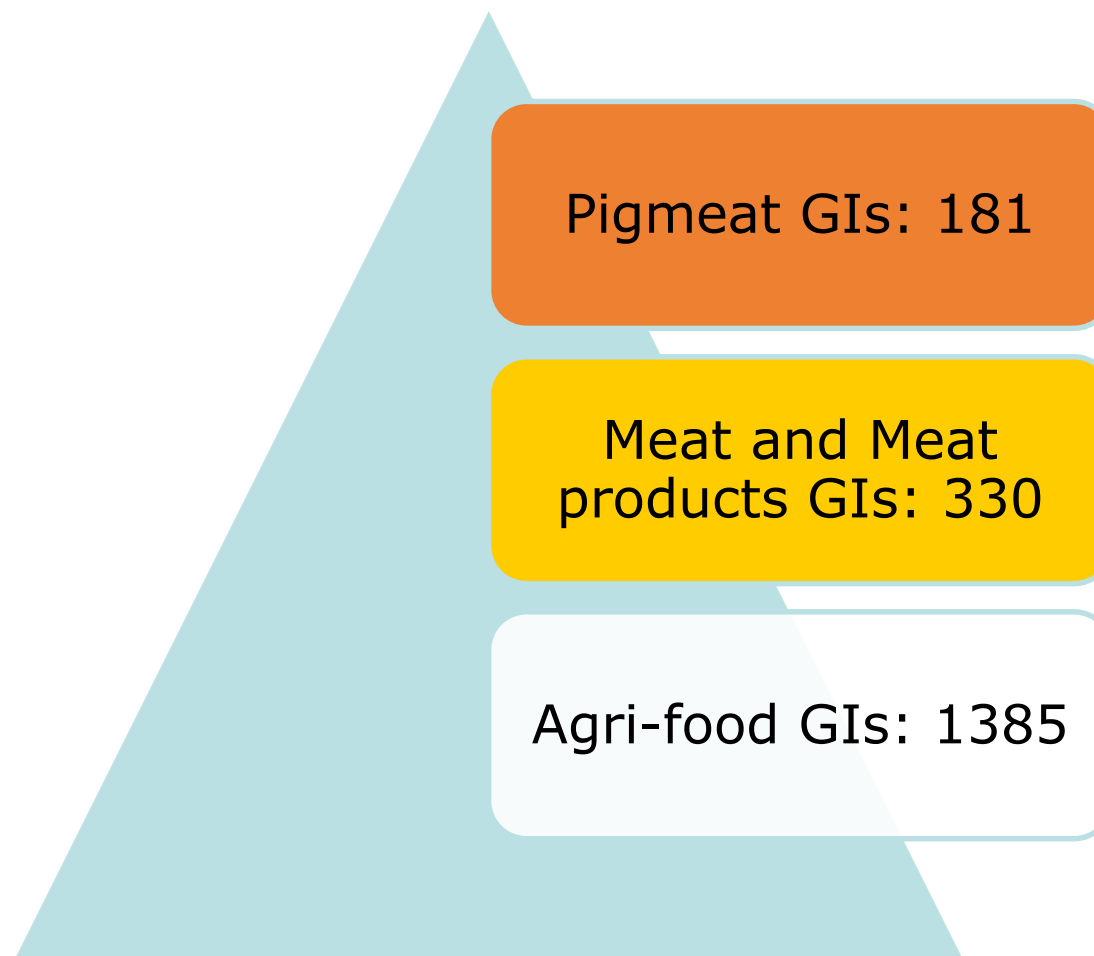
Kranjska Klobasa (SI)



Prosciutto di San
Daniele(IT)

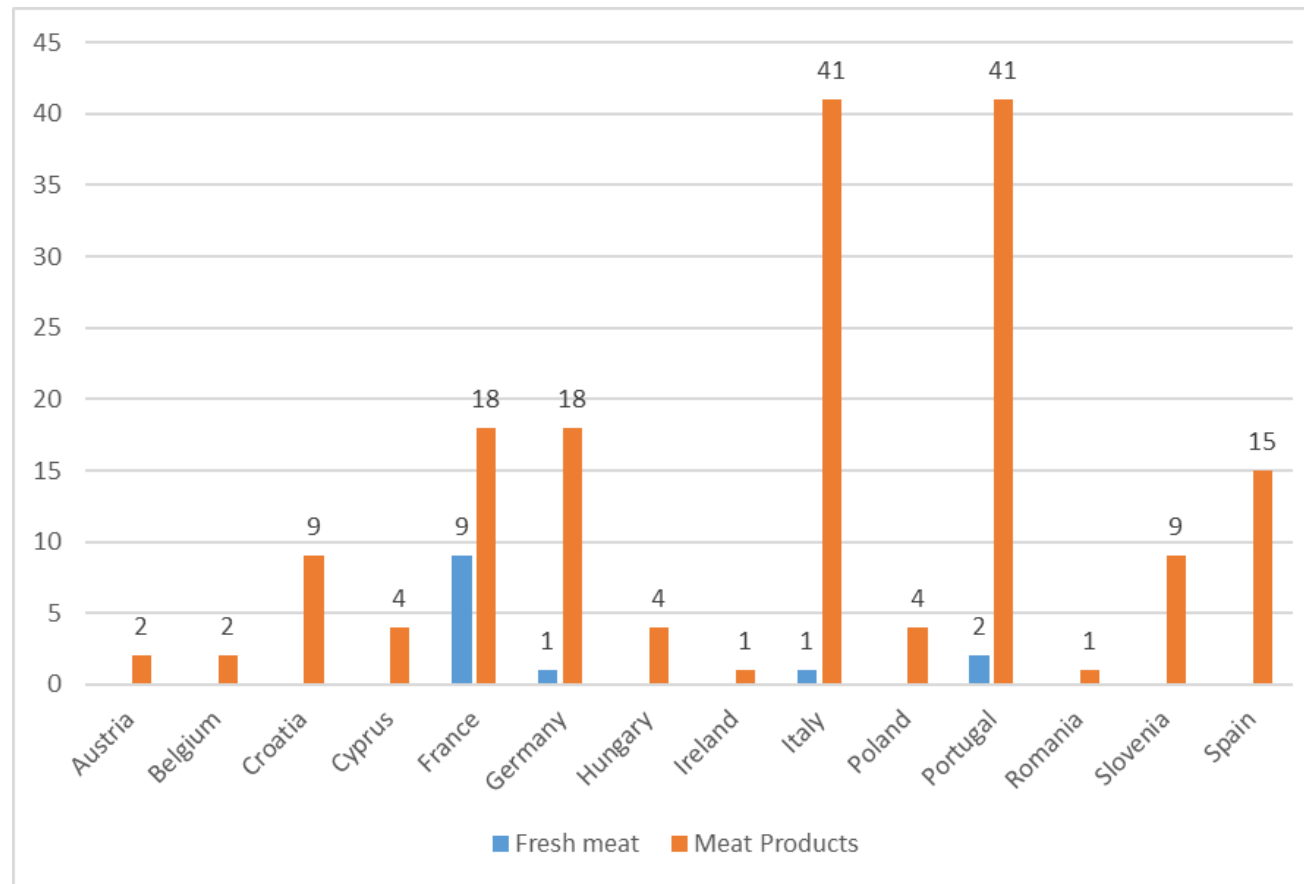


Number of GIs registered by MSs



Source: DG AGRI data of 18/05/2022

Number of registered pigmeat GIs per MS



Source: DG AGRI analysis of 18/05/2022
(One cross-border GI accounted for both MSs)

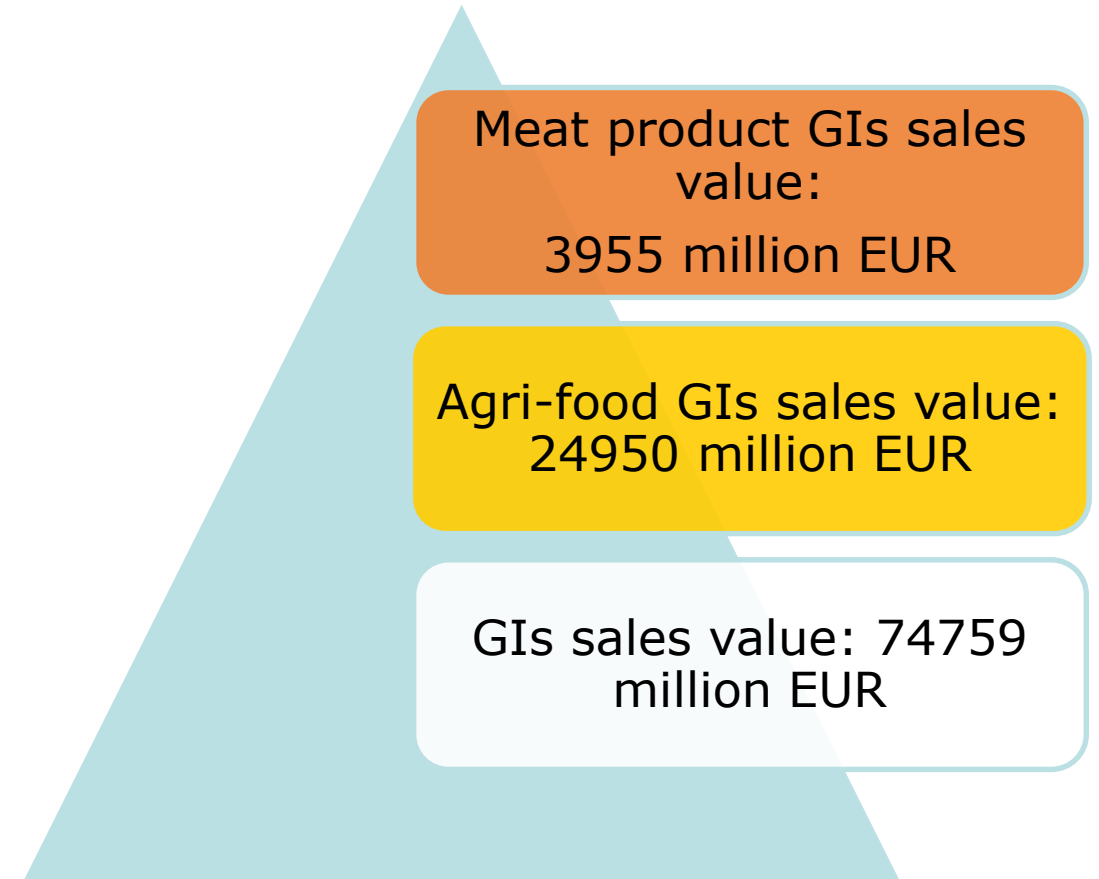
Sales value of agri-food and processed meat GIs (2017)

In general, GIs represent €74,76 billion in 2017 = 6,7 % of the total EU food and drink sector

Meat products second biggest category in terms of sales value: **€3,96 billion** (2017)
= approximately 16% of the total sales value of agri-food products GIs

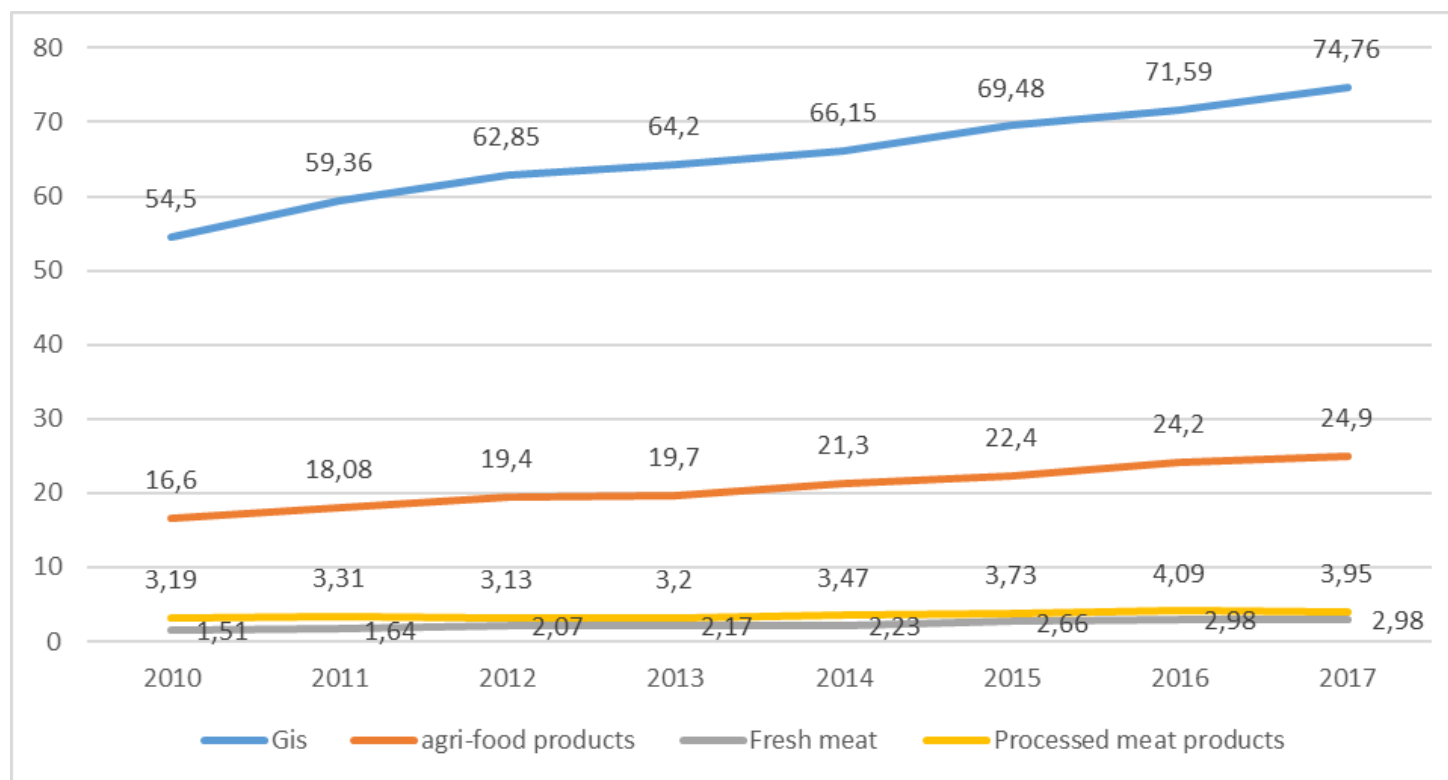
- GI Cured meat products: 73% of the total sales value of meat products
- GI Cooked meat products: 27%

Pigmeat GIs estimated at 80%



Source: Study on GI value added and internal analysis

Sales value evolution of GIs (billion Eur)

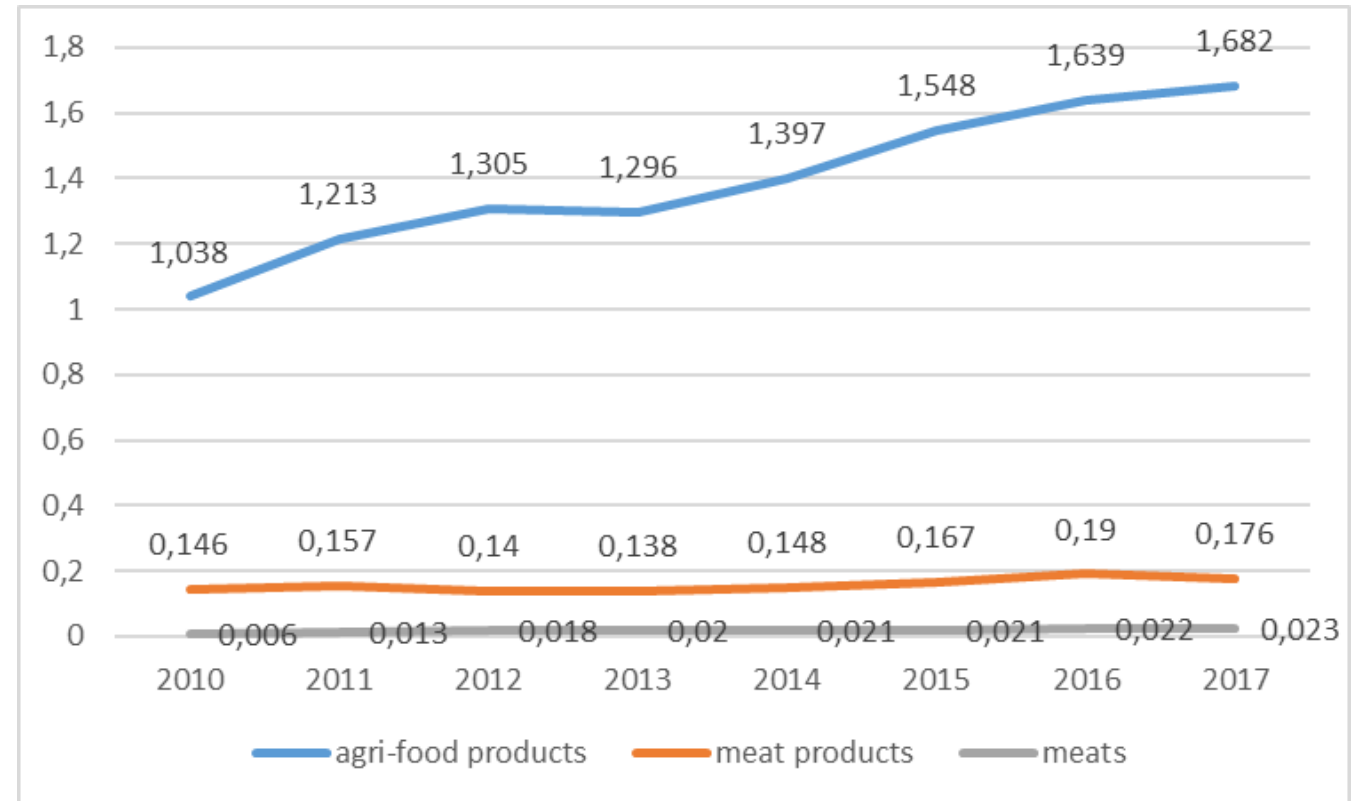


- IT 52 % sales value of meat products GIs (Prosciutto di Parma PDO, Prosciutto di San Daniele PDO, Mortadella Bologna PGI)
- DE 30% (Schwarzwälder Schinken PGI, Nürnberger Bratwürste PGI)
- FR 11% and ES 3 %

Source: Study on GI value added

Exports of agri-food and meat products GIs (in billion EUR)

- Estimate of EU GI exports value to non-EU countries: € 16,9 billion = 15% of EU food and drink industry exports (2017)
- Meat products GIs represented 10% of the total agri-food exports



Source: Study on GI value added and internal analysis

Benefits - producer

- GIs are **IPRs** protecting farmers' and producers' rights
- **Protection:** the use of **Name** is reserved to products respecting the specification
- **Collective rights:** open system; use of name is open to all producers respecting the specification
- **Fair competition:** only producers complying with the specification may use the name
- **Differentiation on the market:** higher value sales and exports due to value added attributes
- **Price premium:** a GI can expect from the market, compared to non-GI products on average **2.11 times** (1.50 for agri-food products) the price of a comparable non-GI product (2017)
- **Organisation in producer groups** - better bargaining power and division of the added value in the value chain
- **Promotion:** GI producers may benefit from EU promotion funds for quality products

Benefits - consumers

- GIs guarantee:
 - **Origin** of the product
 - **Quality** of the product (specifications)
 - **Authenticity** of the product (no imitation)
- Assured by controls on production site and on the market
- Quality designations prevent the standardization of products and offer a **wider choice** to consumers



Other benefits

- In particular GIs encourage the preservation of:
 - **Biodiversity** (in a globalised world)
 - **Local savoir-faire and tradition**
 - **Landscapes** → positive impact on tourism
- “Rural IPR”: an important part of our culture, GIs contribute to social cohesion, rural development, rural economy, maintaining jobs in rural areas



GI review process

Aim of the legislative proposal

- Strengthening the EU system of GIs
- Increasing GIs' uptake across the Union
- Shortening the registration time

Harmonisation of the rules across the sectors

- Common provisions on the procedures to register a name, amend the product specification and cancel the registration for all sectors;
- Common provisions on the protection for all sectors;
- Common provisions on the controls for spirit drinks and agricultural products (separate controls provisions for wine are laid down in the CMO Regulation due to wine specificities).

Thank you for your attention

https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels_en

