

# CDG Quality and Promotion

*9 March 2021*

## **Review of the Geographical Indications policy.**

Animal welfare, sustainability as means for quality differentiation: How to better align or integrate additional criteria into the EU GI schemes

*DG Agriculture and Rural Development  
Branka Tome, AGRI.B3 Geographical Indications*

# Outline

Context

Overview of the process

Consultation activities

Lessons learnt and objectives

Sustainability & Animal welfare

Next steps

# Relevant Commission initiatives

## Farm-to-Fork strategy

(p. 12) ... strengthen the legislative framework on **geographical indications (GIs)** and, where appropriate, include **specific sustainability criteria**

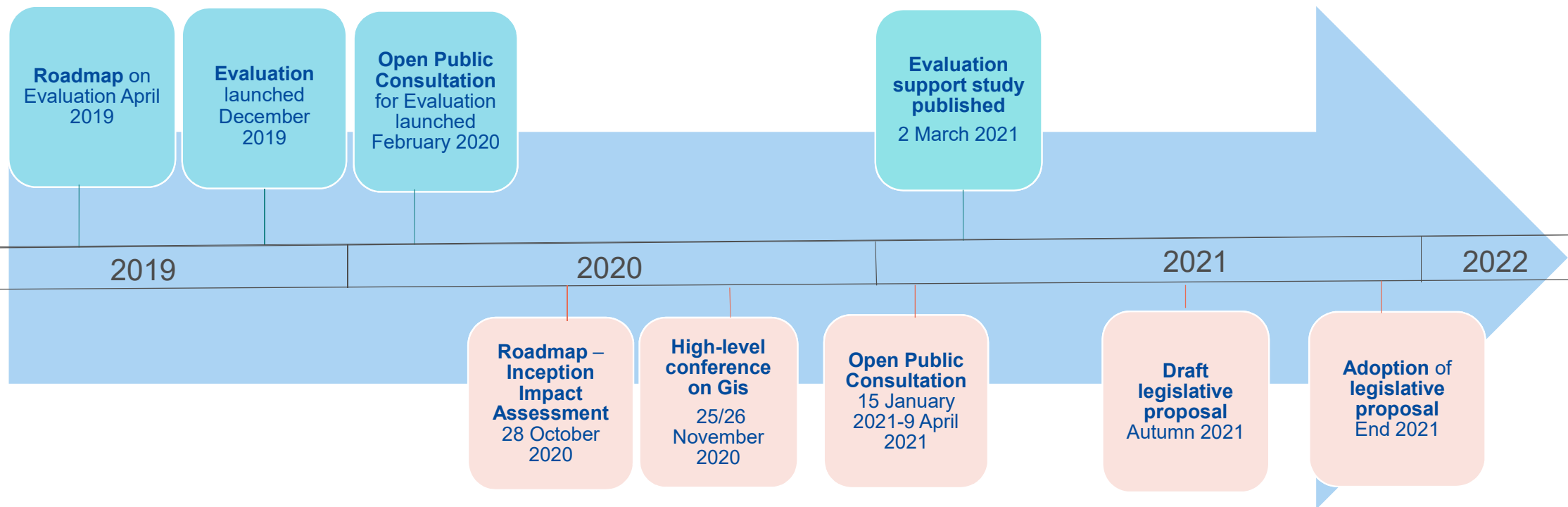
(p. 10) ... improve agricultural rules that **strengthen the position of farmers** (e.g. producers of products with **geographical indications**), their cooperatives and producer organisations in the food supply chain

## 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

# Overview of the process

## Evaluation



## Impact assessment process

# Roadmap outcome

- **51 feedbacks** received from different stakeholders
- Overall **positive appreciation** of the initiative
- Feedback mainly focused on **sustainability** issues followed by **protection, legislative clarifications** and the future of the Traditional Speciality Guaranteed (**TSG**) **scheme**
- A small number of respondents mentioned issues related to simplification, controls and enforcement, empowering GI producer groups and consumers/logo issues

# External evaluation of GIs and TSGs

- Published documents (2 March 2021):
  - Evaluation support study Final Report
  - Executive summary (EN &FR)
  - Presentation slides
- Case studies conducted for supporting the analysis - not published:
  - 17 Case Studies conducted in seven MSs (4 IT, 3 ES, 3 FR, 3 DE, 2 HU, 1 CZ, 1 NL)
  - 6 Case Studies in Third Countries: Café de Colombia, Ron de Guatemala, Carn d'Andorra, Tequila (Mexico), Darjeeling (India) and Tørrfisk fra Lofoten (Norway)

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

# Open public consultation

Feedback period: 15 January 2021 - 9 April 2021 (midnight Brussels time)

<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>

# Lessons learnt

- **Fraud and counterfeit** labelling of fake GIs
- Low consumer **recognition/understanding** of GI schemes and GI logos
- **Sustainability** concerns not sufficiently reflected in GI schemes
- GI producer groups lack **powers** to manage their GIs
- Complex **administration** of application files
- Low number of registered **TSGs**



# Impact Assessment - Objectives

*Strengthen GIs and increase their take up across the EU*

- improving **enforcement**
- reducing **internet fraud**
- improving **sustainability aspects** under the GI schemes
- empowering **GI producer groups**
- informing **consumers** better about GIs
- reviewing ways to promote and protect European **traditional foods**
- speeding up **registration** procedures

# Sustainability and animal welfare (1)

## Situation

GI products are by definition linked to the natural factors and know-how of producers in a specific geographical area.

Hence, sustainability characteristics of that area are intrinsic.

However, they often seem under-exploited or not given prominence...

... and/or not visible to consumers.

# Sustainability and animal welfare (2)

## Challenges

- Delicate balance of introducing sustainability aspects into traditional production methods, with adequate adaptations of the production methods where possible
- Products contributing to healthier and more balanced diets, in line with consumer demand
- Sustainable techniques and tools are not easily accessible
- Animal welfare emerged as a particular concern in the open public consultation on GIs in 2020

# Sustainability and animal welfare (3)

## Options

- Align to horizontal sustainability standards and labels
- Encourage producers to highlight existing 'higher-sustainability'
- Encourage producer groups to define a higher standards, in a form of sustainability commitment/statement
- Oblige producers to define GI sustainability standard in the product specification

# Impact Assessment - Schedule

<i>December 2019 – December 2020</i>	Policy evaluation support study
<i>On-going</i>	Preparation of Staff Working Document on the policy evaluation
<i>On-going</i>	Impact assessment process
<i>15 January 2021 – 9 April 2021</i>	Open public consultation
<i>Spring 2021</i>	Targeted consultations
<i>Autumn 2021</i>	Draft legislative proposal
<i>End 2021</i>	Adoption of the legislative proposal

# Targeted consultation of the CDG

<https://ec.europa.eu/eusurvey/runner/invited/25128/5ad90d1b-cdbf-40f9-9d5f-36771150a9ec>

# Thank you!

[https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels\\_en](https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels_en)

<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/geographical-indications-register/>