

CDG ARABLE CROPS - COTTON SECTOR.-

13/05/16

Item 4 .- Branding the European cotton: The EU cotton trademark.

Thank you Mr. Chairman.

As representative of the ginning industry in Spain, we fully agree with the statement presented by the representative of the ginning industry in Greece, Mr. Siarkos. Indeed, European cotton has similar characteristics both in their way of production as well as in its industrialization, respecting the highest social and environmental standards, as well as also fully meeting the existing Community legislation on non-use of GMOs.

With these identifying characteristics that distinguish us from an important part of the world production, we have to go a step further and establish a European trade mark for cotton that can serve as our presentation card in both domestic as well as foreign markets, and thus meet the expectations of an increasingly demanding textile industry, regarding the origin of the cotton and the way it is produced.

The entire European cotton sector, both the Greek and Spanish sectors, we all agree to take this direction and we need the European Commission to join us.

In our opinion, it is necessary to manage the European trade mark first, to subsequently participate in Community Promotion programs and make ourselves known in the markets.

We would like to take advantage of this forum to convey a clear message to EU authorities that the entire sector of the EU, probably for the first time, is determined to register a European trade mark and hence we request that we be given the necessary support.

It would be interesting to know the opinion of the Commission on this matter, in as much as this may be possible, and in any case we will send you our proposals through our respective national authorities.

The European cotton sector is in need of an added value to secure its future and we consider that this formula may be the best to achieve this goal.

We are aware that our production is small, but this can be a strength if we manage to become interesting to the major textile brands with the European Certification for a “different” cotton in these intangible aspects.

Brussels May 13, 2016.