

# **Increasing attractiveness of GIs**

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# Summary



Photo: P.D.O. Rías Baixas. Author: Xurxo Lobato (Galicia)

1. Attractiveness of GIs for producers
2. Incentives to encourage their participation
3. More integration into rural development

# A bit of context

 A GI is born by a group of producers.



 What they do really well and differently

 Preserve the know-how

 Natural and human factors



More than  
3.700 GIs

Linked to a concrete area!





# Attractiveness of GIs for producers

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PDO Lanzarote (Canary Islands)

# 1. Attractiveness of GIs for producers: Why so?

-  Higher price and profitability.
-  Tools to compete and sales pitches.
-  Consumer confidence.
-  Market access and consolidation.



Harvesting in PDO Ribeira Sacra (Galicia)

# 1. Attractiveness of GIs for producers: Why so?

- 🍷 Commercial intelligence, information and advisory
- 🍷 Effective at defending necessities and solutions
- 🍷 Communication and marketing



Sonorama Ribera Festival 2019, sponsored by PDO Ribera del Duero (Castilla y León)

# Increasing the participation of the producers and awareness of GIs

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Plenary meeting at PDO Rioja (La Rioja)

## 2. For a higher use of GIs by the producers:

- 🍷 A fast adaptation to changing market conditions and changes in consumer habits
- 🍷 Strengthen the defense of the interest of a productive area
- 🍷 Origin as a pole of attraction for consumers and media



Rafa Nadal helping to clean up in Mallorca flood in 2018



## 2. For a wider awareness among the consumers, producers and public authorities:

 Improving access to public aids: promotion, innovation, rural development

 Clarifying and improving representativeness

 Bigger differences on labels  Clearer legal framework between GIs and trademarks




## 2. For a wider awareness among the consumers, producers and public authorities:

- 🍷 Improving intellectual property rights (online world, e-commerce)
- 🍷 Red line when negotiating free trade agreements
- 🍷 Better visibility and presence in official statistics



Signature of the EU and China Agreement to protect GIs mutually (2019)

## 2. For a wider awareness among the consumers, producers and public authorities:

-  Environmental impact assessment and analysis: make work visible
-  Encouraging GIs associationism
-  Greater integration in rural development



Vineyards in PDO Bizkaiko Txakolina (Vasque Country)

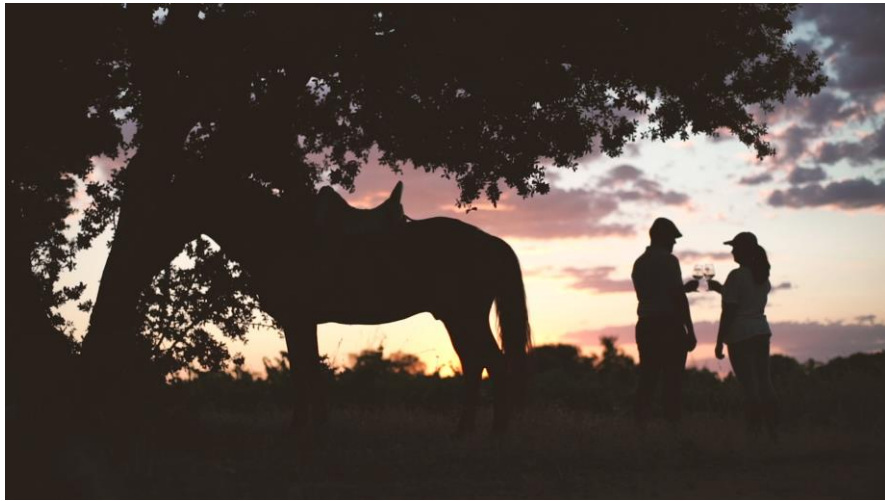
# Towards a greater integration in rural development

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Vineyard in P.D.O. Utiel-Requena (Valencia). Source: Territorio Bobal

### 3. A greater integration in rural development:



Wine tourism activity in P.D.O. Rueda (Castilla y León)

-  A GI's broader look at themselves and by the authorities
-  Locally generated resources
-  Boosting general environmental ambition

### 3. A greater integration in rural development:

 Contributing to the wish to live in rural areas

 Cooperation among economic sectors



Agriculture as a modern and value-added sector

 Involvement in the territory management







# Conclusions

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Picture by Ruta do Viño Rías Baixas (Galicia)

# Conclusions:

-  A gap between legislation and reality
-  Still finding its place in the world
-  Flexibility in law procedures and severe fulfilment on protection
-  Broader view from public authorities
-  A role in territory management
-  Possess what many collective institutions or entities would wish



# ¡Muchas gracias!

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