

Preparation of GI applications: Key elements

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Applying for GI protection: Practical steps

Bottom-up approach

1. Formation of a Producer Group
2. Agree on the product specification
3. Prepare a summary of the product specification: the single document (with the help of the MS)
4. Designation of control authorities

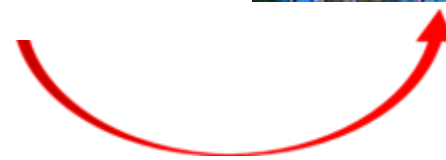


Content of the application for registration:

- Name and address of the **applicant group**
- **Product specification**
- **Single document**
- **Control bodies** verifying compliance with the product specification

Registration process

- Application prepared by **producers**
- To be sent to the **national authority** (national stage)
- The national authority sends application to the **European Commission** (EU stage)



Product specification

- **Food:** Art 7 of Reg. 1151/2012;
- **Wine:** Art 94(2) of Reg. 1308/2013;
- **Spirit drinks:** Art 22 of Reg. 2019/797



- Name to be protected
- Description of the product
- Product category under EU rules
- Geographical area
- Proof of origin
- Method of production/oenological practices
- Maximum yield/ grape varieties
- Details establishing the link
- Control authorities or bodies
- Any specific (labelling) rule

Single document (SD)

- 3-4 page **summary** of the Product specification
 - To be published in the Official Journal of the EU – in all languages
 - The reference point for controls & enforcement
- **Headings:**
 - Name(s)
 - Member State/Third Country
 - Description of the agricultural product or foodstuff
 - Concise definition of the geographical area
 - Link with the geographical area
 - Reference to publication of the specification

SINGLE DOCUMENT

'Aito saunapalvikinkku'/Äkta basturökt skinka'

EU No: PGI-FI-02462 – 10.7.2019

PDO () PGI (X)

1. Name(s) [of PDO or PGI]

'Aito saunapalvikinkku'/Äkta basturökt skinka'

2. Member State or Third Country

Finland

3. Description of the agricultural product or foodstuff

3.1. Type of product [listed in Annex XI]

Class 1.2. Meat products (cooked, salted, smoked, etc.)

3.2. Description of product to which the name in (1) applies

'Aito saunapalvikinkku'/Äkta basturökt skinka' is a meat product made from whole-muscle ham or round slices of ham from fattening pigs. The ham's fat and rind may also form part of the product. The product is smoked on alder wood using a direct smoking method in a smoke sauna, which distinguishes it from other smoked hams in terms of both its method of preparation and the product's characteristics.

The meat content of the finished product is always at least 90 %. The product has a protein content of at least 17 % and a maximum fat content of 5 %. The lard-covered ham has a protein content of at least 15 % and a maximum fat content of 10 %.

'Aito saunapalvikinkku'/Äkta basturökt skinka' has a fairly dry surface, but a succulent texture. As a result of the long smoking period and direct smoking method, its outer surface is a dark reddish-brown. It is reddish in colour inside. In the lard-covered product, the colour of the fat varies from white to yellowish white. The product has the typical aroma and taste of alder wood smoke.

'Aito saunapalvikinkku'/Äkta basturökt skinka' is put on sale whole, in portions or in slices and is either vacuum-packed, packaged in a controlled atmosphere or wrapped in film.

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

Only whole-muscle ham or portions of sliced ham from fattening pigs are used in the making of the product. The ham's fat and rind may also form part of the product. The raw meat must come from a bacon pig; neither processed (from sows or hogs) nor wild boar meat may be used.

(1) OJ L 343, 14.12.2012, p. 1.

Name

- The **name** to be protected
- The name has to be used to designate a **specific product**
- To be in **use in commerce or in common language** (food, spirit drinks)
- Written in the **language historically used** in country or region of production
- Registered in **its original script**; if not Latin characters with **transcription**
- **Translations** will not be part of the GI
- **Multiple names** possible, if all protected in country of origin ("... / ...")
- **Avoid terms** such as "traditional", "farmhouse", "natural", "original"



Name

- in the national/local language used to define the product
 - usually includes a “geographical element” – reference to region, place, country
 - traditionally used names
- generic name, e.g.: ‘Chardonnay’ grape variety; Camembert
 - name which conflicts with the registered sign, trade mark, plant variety or animal breed





Description of the product

- Precise **description of the product**
 - Principal physical, chemical, microbiological or organoleptic characteristics
 - Measurement units, technical terms of comparison
 - No subjective description ("the best", "unique"...)
- **Specific product → specificities**
 - Do not repeat the common characteristics of all the products of the same kind or mandatory legal requirements to the type of product

EXAMPLES:

- Special shape: describe (e.g. heart shape)
- Size: min-max,
- Colour: inside + outside
- Particularly sweet: give sugar content (brix)
- High acidity: give minimum
- Special texture: explain (e.g. harder flesh as usual)



Specific rules, if relevant

- **Food**

- **Feed** for products of animal origin
- **Raw materials** for processed products
- **Specific steps in production** that must take place in the **geographical area**
- Specific rules on **slicing, grating and packaging**
- Specific **labelling rules (optional, do not repeat the obligatory EU or national rules on labelling)**

PDO: from the area

PGI: quality requirements/ restrictions on origin of raw material - justification

PDO: all production steps must take place within the area

PGI: at least one production step must take place within the area

- **Wine**

- Bottling

- **Spirit drinks**

- Packaging

Definition of the geographical area

- **Precise and concise:** physical or administrative boundaries (e.g. river, mountain and/or municipality level)
- **Delimited** with regard to the link between the area and the product



Link with the geographical area

1. Specific
product

+

2. Defined
geographical area

+

3. Link between
1.and 2.

=

PDO
PGI



Link with the geographical area

- show **how** the features of the product are produced by the factors present in the area: give an **objective reasoning** that links the specificities of the area and of the product:
 - Identify and describe the **characteristics of the defined geographical area**; e.g. topography, soil, climate, know-how of local producers, etc.
 - Show how the **qualities/ specificities of the product** are due to the characteristics of the geographical area; e.g. aroma, fruitiness, acidity, etc. (*→ coherence with the product description*)
 - Identify and describe what makes this **product "special" compared to** similar products: Benchmark/ compare features of the product that have a relation to the geographical area



Link based on reputation

- Exclusively for a **PGI/ GI** !
- Show that the **reputation** of the product is linked to the **name** and attributable to the geographical area
- Provide **proof** of this reputation of the name; e.g. press cuttings, celebrations of the product, awards, books referring to the name, references in the cooking publications, etc.
- Historical references are irrelevant but ... they may contribute to creating a context for a better understanding of the story of the GI

General remarks

- Single document has to be **concise** (food/spirit drinks: **2500 words**)
- Precise and specific wording
- **Don't make reference** to other documents
- **Avoid exaggerated terms** and unfounded statements
- Avoid for instance “unique”, “healthy”, “the best” etc.
- Ensure **internal coherence** of the document
- **Reference** to publication of **the product specification** included **in SD**

Single Document template

In the relevant Regulations as an Annex:

- **Wine:** Annex I. of Commission Implementing Regulation (EU) No 2019/34
- **Food:**
 - Annex I. of Commission Implementing Regulation (EU) No 668/2014 (**PDO/PGI**)
 - Annex II. of Commission Implementing Regulation (EU) No 668/2014 (**TSG**)
- **Spirit drinks:** Annex I. of Commission Implementing Regulation (EU) No 2021/1236

19.6.2014 [EN] Official Journal of the European Union L 179/43

ANNEX I
SINGLE DOCUMENT

[Insert name, as in 1. below] ...
EU No: [for EU use only]
[Indicate one, X] PDO PGI

1. Name(s) [of PDO or PGI]
[Insert the name proposed for registration or, in the case of an application for approval of an amendment to a product specification or a request for publication pursuant to Article 13 of this Regulation, the registered name].

2. Member State or Third Country
...

3. Description of the agricultural product or foodstuff
3.1. Type of product [listed in Annex XI]
...

3.2. Description of the product to which the name in (1) applies
[Main points referred to in point (b) of Article 7(1) of Regulation (EU) No 1151/2012. To identify the product use definitions and standards commonly used for that product. In the description of the product, focus on its specificity, using measurement units and convert or technical terms of comparison, without including technical characteristics inherent to all products of that type and related mandatory legal requirements applicable to all products of that type (Article 7(1) of this Regulation).]

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

ANNEX II
PRODUCT SPECIFICATION OF A TRADITIONAL SPECIALITY GUARANTEED

[Insert name, as in 1. below] ...
EU No: [for EU use only]
Member State or Third Country ...

1. Name(s) to be registered
...

2. Type of product [as in Annex XI]
...

3. Grounds for registration
3.1. Whether the product:
 results from a mode of production, processing or composition corresponding to traditional practice for that product or foodstuff
 is produced from raw materials or ingredients that are those traditionally used.
[Provide explanation]

3.2. Whether the name:
 has been traditionally used to refer to the specific product
 identifies the traditional character or specific character of the product
[Provide explanation]

4. Description
4.1. Description of the product to which the name under point 1 applies, including its main physical, chemical, microbiological or organoleptic characteristics showing the product's specific character (Article 7(2) of this Regulation)
...

4.2. Description of the production method of the product to which the name under point 1 applies that the producer must

L 192 [EN] Official Journal of the European Union 1.1.2019

ANNEX I
SINGLE DOCUMENT

NAME
PDO/PGI-XX-XXXX
Date of application: XX-XX-XXXX

1. Name(s) to be registered:
...

2. Third country to which the demarcated area belongs:
...

3. Geographical indication type:
...

4. Categories of grapevine products:
...

5. Description of the wine(s):
...

5.1. Organoleptic Characteristics:
Visual appearance
Odour
Taste

5.2. Analytical characteristics:

ANNEX I
SINGLE DOCUMENT (REGULATION (EU) 2019/787)

NAME
GI-XX-XXXX
Date of application: XX-XX-XXXX

Important notice: applicants are advised to exclude all personal data (including person's names) and in particular from contact details (such as personal telephone numbers and email addresses). Any personal data submitted in this form will be processed in compliance with Regulation (EU) 2018/1725 of the European Parliament and of the Council (1). In case of opposition, the name of the applicant is communicated to the oppositor in order to allow the appropriate consultation to start in accordance with Article 27(1) of Regulation (EU) 2019/787 of the European Parliament and of the Council (2). The privacy statement is available on Europa web pages.

1. Name(s) to be registered:
...

2. Third country or countries to which the geographical area belongs:
...

3. Geographical Indication type:
Geographical Indication

4. Category or categories of the spirit drink:
...

5. Description of the characteristics of the spirit drink:
...

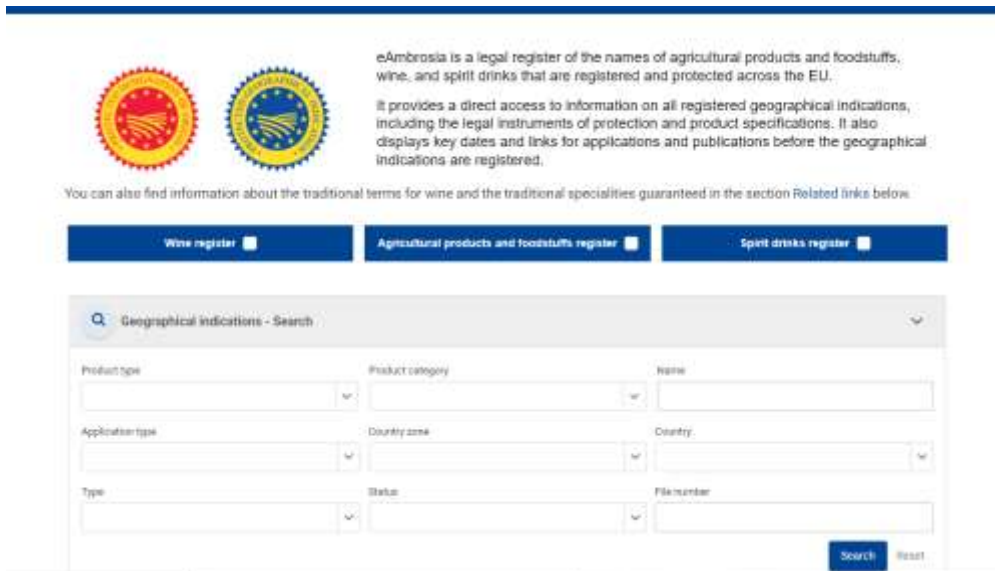
6. Definition of the geographical area:
...

7. Production method:
...

8. Specific rules concerning packaging:
... [if none, leave blank. State necessary justification for any restrictions]

Digitalisation

eAmbrosia: The legal register



eAmbrosia is a legal register of the names of agricultural products and foodstuffs, wine, and spirit drinks that are registered and protected across the EU.

It provides a direct access to information on all registered geographical indications, including the legal instruments of protection and product specifications. It also displays key dates and links for applications and publications before the geographical indications are registered.

You can also find information about the traditional terms for wine and the traditional specialities guaranteed in the section Related links below.

Wine register Agricultural products and foodstuffs register Spirit drinks register

Geographical indications - Search

Product type: Product category: Name:

Application type: Country zone: Country:

Type: Status: File number:

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

GIview: a searchable database

- all GIs applied for, published or registered in the EU and protected under international agreements.
- the country authorities and Producer Groups can edit information on the products
- GI representatives gain access to the IP Enforcement Portal

<https://www.tmdn.org/giview/>



GIview

Search for Geographical Indications across the European Union and beyond

Country: |

Latest GI updates

Thank you!

More information: https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes_fi

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