



EU investing and boosting the PDO/PGI/TSG system

PDO/PGI/TSG quality scheme system in EU and Finland

#nimisuoja2025

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F3 Geographical indications

Legal framework for GIs

- **GIs – a truly global concept**, defined and protected internationally
 - WTO/TRIPs Agreement
 - WIPO Geneva Act of the Lisbon Agreement
- **The EU – a major driver for GIs**
 - Sui generis system:
 - ❖ **Agricultural products and foodstuffs** - Regulation (EU) No 1151/2012
 - ❖ **Wines** – Regulation (EC) No 1308/2013
 - ❖ **Spirits** – Regulation (EU) No 2019/787
 - GIs protected via bilateral Agreements EU / third country



EU Geographical Indications system

- protects **the names of products** having qualities, characteristics or reputation due to natural and human factors linked to their geographical origin
- confers **intellectual property rights (IPR)**



Protected
designation of
origin (PDO)

Food and wine



Protected
geographical
indication (PGI)



Geographical
indication (GI)

Spirit drinks

Traditional speciality guaranteed

- highlights the **traditional aspects**, such as the way the product is made or its composition, **without being linked to a specific geographical area**
- protects the **name** of a specific product or foodstuff that:
 - results from **traditional method** of production or
 - is produced from **raw materials** or **ingredients** that are those traditionally used



Registered and protected GIs

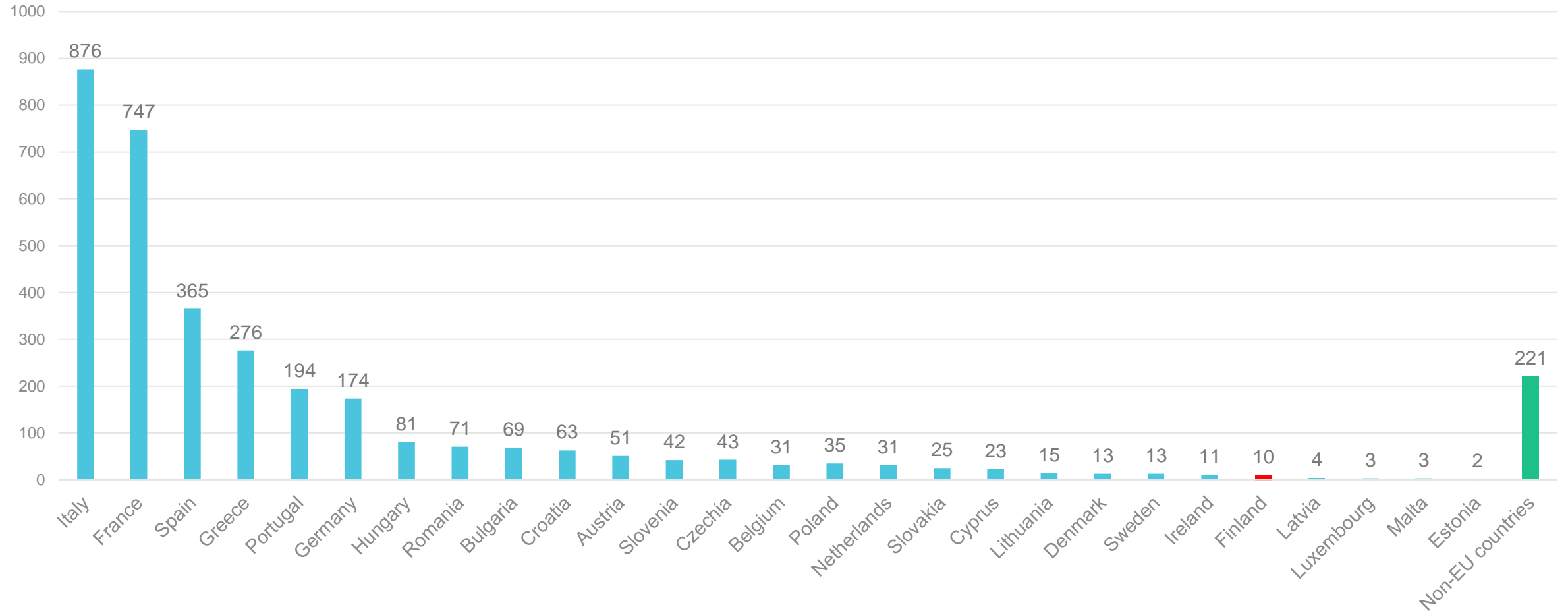
Almost 3500 names in the EU registers (December 2022)

- Food: 1606
- Wines: 1627
- Spirits: 259

+ **1669 non-EU GIs** protected under bilateral agreements

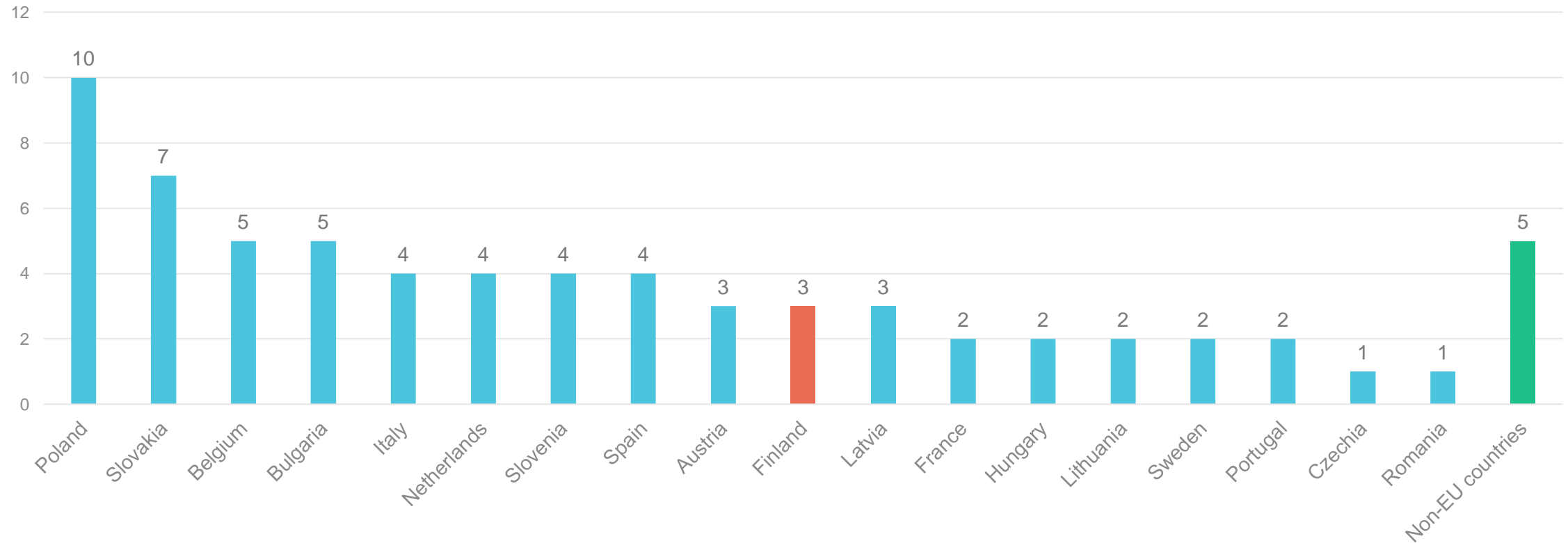


GIs registered in the EU



Total: 3492. In the total number, the multi-country GIs are counted only once.

TSGs registered in the EU



Total: 69. In the total number, the multi-country TSGs are counted only once.

Why are GIs important for the EU?

‘GIs are a key part of maintaining high food **quality** and standards and ensuring that our cultural, gastronomic and local **heritage** is preserved and certified as **authentic** across the world’.



Economic value of GIs

- Estimated total **sales value** of EU GIs: **€ 75 billion** (2017 data)= 6.8% of the total EU food and drink sales

- ❑ **Wines** : € 39,4 billion
- ❑ **Agricultural products** : € 27,34 billion
- ❑ **Spirits drinks** : € 10,35 billion

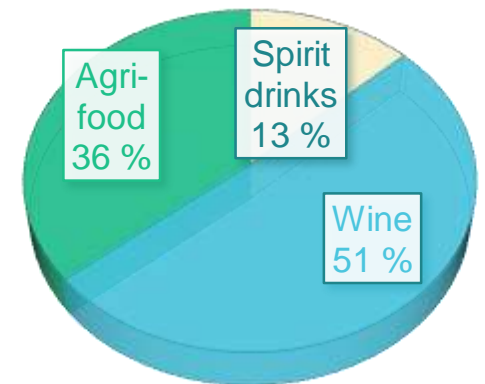
- The total sales value covered by GIs has grown by 37% since 2010

- **Sales destinations:**

58% on the national MS market, **20%** on the EU market and **22%** in third countries

- Estimate of **EU GI exports value to non-EU countries**: **€ 17 billion in 2017**
= 15% of EU food and drink exports;

Sales of GIs by category in EU28 (2017)



Benefits for producers



- **Protection of product names** against any misuse, imitation or evocation such as: 'style', 'type', 'method'; and any other practice liable to mislead the consumer to the true origin of the product
- **Name is reserved** to products respecting the specification, it is not reserved to one single producer, but can be used by **all producers respecting the specification – Collective Right**
- **Protection unlimited in time** (possibility of cancellation if compliance with the product specification is no longer ensured)
- **Administrative protection** by public authorities
- Better market opportunities and allows often a **better price** (on average, the price of a GI product is about **2 times** the price of a comparable non-GI product)
- **Marketing** tool: GIs are distinctive signs

Benefits for consumers

- Give to consumers the **information** on the characteristics and benefits of the GI products
- It provides a guarantee on:
 - **Origin** of the product (tradition and heritage)
 - **Quality** of the product (specification)
 - **Authenticity** of the product (no imitation)
- **Assured by controls** on production site and on the market by public authorities
- Quality designations prevent the standardization of food products and offer a **wider choice to consumers**



Benefits for the community



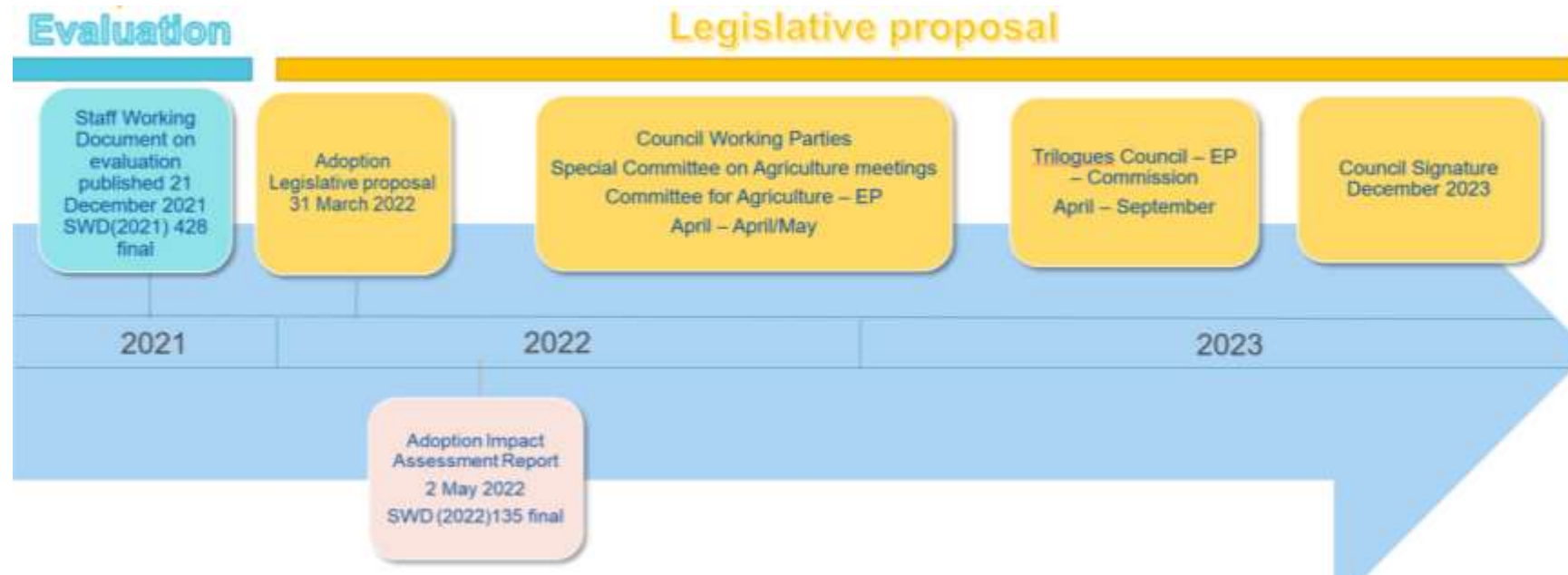
- GIs encourage the preservation of:
 - **Biodiversity and sustainable agriculture**
 - **Local know-how and traditional methods**
 - **Landscapes** → tourism
- GIs are a powerful tool for **rural development** and building regional identity
- GIs maintain **jobs** and **economic activities** in rural areas and create **spillover effects** into adjacent economic activities

Review of GI legislation

- President von der Leyen in 2019 mission letter to Commissioner Wojciechowski:
*“Look at ways to **strengthen** the system of geographical indications...”*
- Link to Commission initiatives:
 - **Farm-to-Fork strategy:**
 - to strengthen the legislative framework on GIs
 - **Intellectual Property Action Plan :**
 - to improve the protection system **for agricultural GIs** to make it more effective and to fight IPR infringements

Review of GI legislation

- **Legislative proposal adopted** by the European Commission on **31st March 2022**
- **Main objective:**
 - to strengthen the EU system of GIs,
 - to increase GIs' uptake across the Union



Proposed novelties

- **Scope** of the Regulation extended to all agricultural products according to WTO definition
- **Harmonization of the procedures** to register a name, amend the product specification and cancel the registration **for all sectors**
- Common provisions on the **controls** for spirit drinks and agricultural products
- **Recognised producer groups** granted with more powers
- Encouraging producers to adopt or enhance their **sustainable** practices (voluntary)

Proposed novelties

- Strengthened **protection** of GIs, in particular on the internet
- **Technical assistance** of EUIPO with the scrutiny of the applications, their publication and opposition procedures
- **Certificate** of authorisation to produce
- **Ingredients** in processed products
- Clarification and **simplification of TSG scheme** – can be based on a traditional recipe or a traditional production method or both

PROMOTION PROGRAMMES



PROMOTE
EUROPE'S
HIGH-QUALITY
FOOD STANDARDS
WORLDWIDE

PROMOTION POLICY
€ 185 Mio Budget

95% Promotion programmes

5 % Own initiative activities



TARGET MARKET

Priority is given to programmes targeting non-EU countries with a special focus on those markets that have the highest growth potential



BENEFICIARIES

- Trade or inter-trade organisations representative of the sector(s)
- Groups of producers and processors active in quality schemes.
- Producer organisations or associations of producer organisations
- Agri-food bodies involved in a mission of public interest in charge of promotion

TYPE

★ SIMPLE programmes from one or more proposing organisation from the same MS

★★★ MULTI programmes several proposing organisations from several MS and/or EU level organisations

For programmes in case of **serious market disturbance**

CO-FINANCING RATE

In the EU 70% Outside The EU 80%

80%

85%

ELIGIBLE PRODUCTS AND SCHEMES

EU and national quality schemes



Wine associated with (an)other product



Spirits drinks with geographical indication



All agricultural products, of annex I to the TFEU excluding tobacco. Certain transformed products such as beer, chocolate, pasta...



Fisheries associated with (an)other product

OWN INITIATIVE ACTIVITIES



- High Level Missions of Commissioner with senior representatives of EU agri food sector
- Sustained communication campaigns
- Promotion / SPS seminars
- Pavilions at Trade fairs



European Research Executive Agency

https://rea.ec.europa.eu/funding-and-grants/promotion-agricultural-products-0_en

- The next **calls for proposals** will open in **January 2023**
- related **Info Days** will be held on 1 and 2 February 2023



High Level Mission to Vietnam and Singapore



10-16 July 2022

- 47 EU agri-food business delegates
- 19 representing GI and organic products
- Market intelligence and business networking programme

EU Pavilions 2022

- **Objective:** to communicate about merits of EU agri- food products (safety, quality, authenticity)
- Balanced representation of products from all MS, different sectors

Foodex Tokyo



Fine Food Melbourne



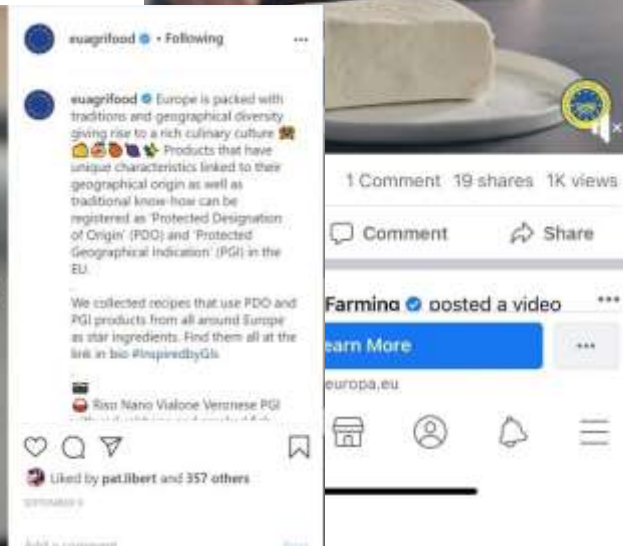
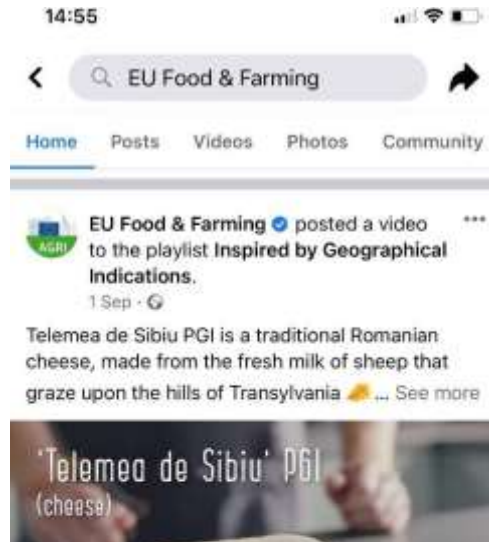
EXPO 2020 Dubai



Online campaigns

on Commission's accounts: Facebook, Twitter, Instagram

#InspiredByGIs



#TasteofEurope



Thank you

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

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