



Commission européenne
Agriculture et développement rural



GEOGRAPHICAL INDICATIONS AS AN INSTRUMENT OF EU RURAL DEVELOPMENT POLICY

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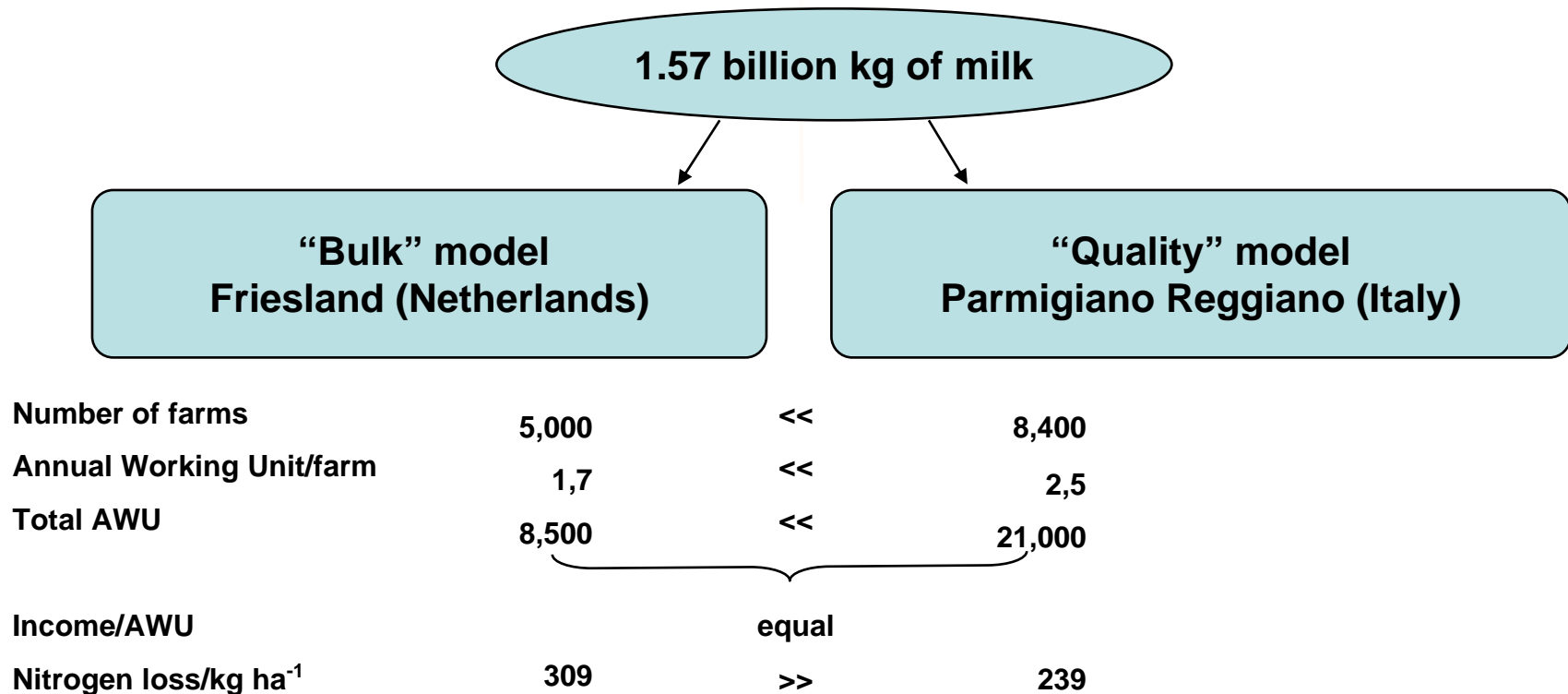
Why Geographical Indications?

- Respond to ever increasing consumer demand for guaranteed origin and production method
- Promote diversification and competitiveness
- Fair competition in a global market
- Keep value-added in rural communities in the land of origin
- Prevent de-localisation of production
- Positive impact on tourism
- Preserve biodiversity, local know-how, natural resources



GIs comparative advantages (1)

Friesland and Emilia Romagna cheeses compared

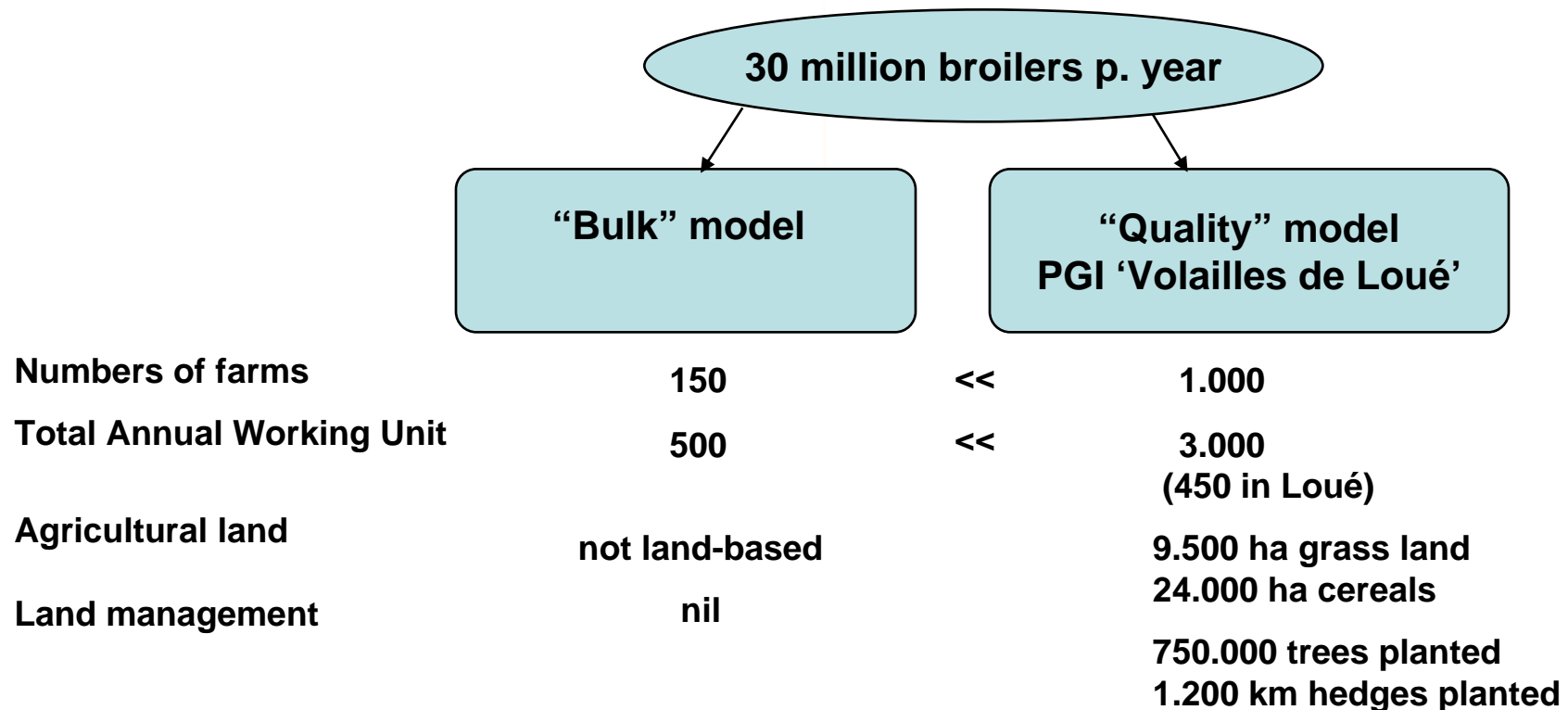


Quality Food products linked to geographical origin and traditions in south and eastern Europe,
Belgrade, Serbia, December 3 – 4, 2008



GIS comparative advantages (2)

Effect on rural areas; example of PGI 'Volailles de Loué' (France)

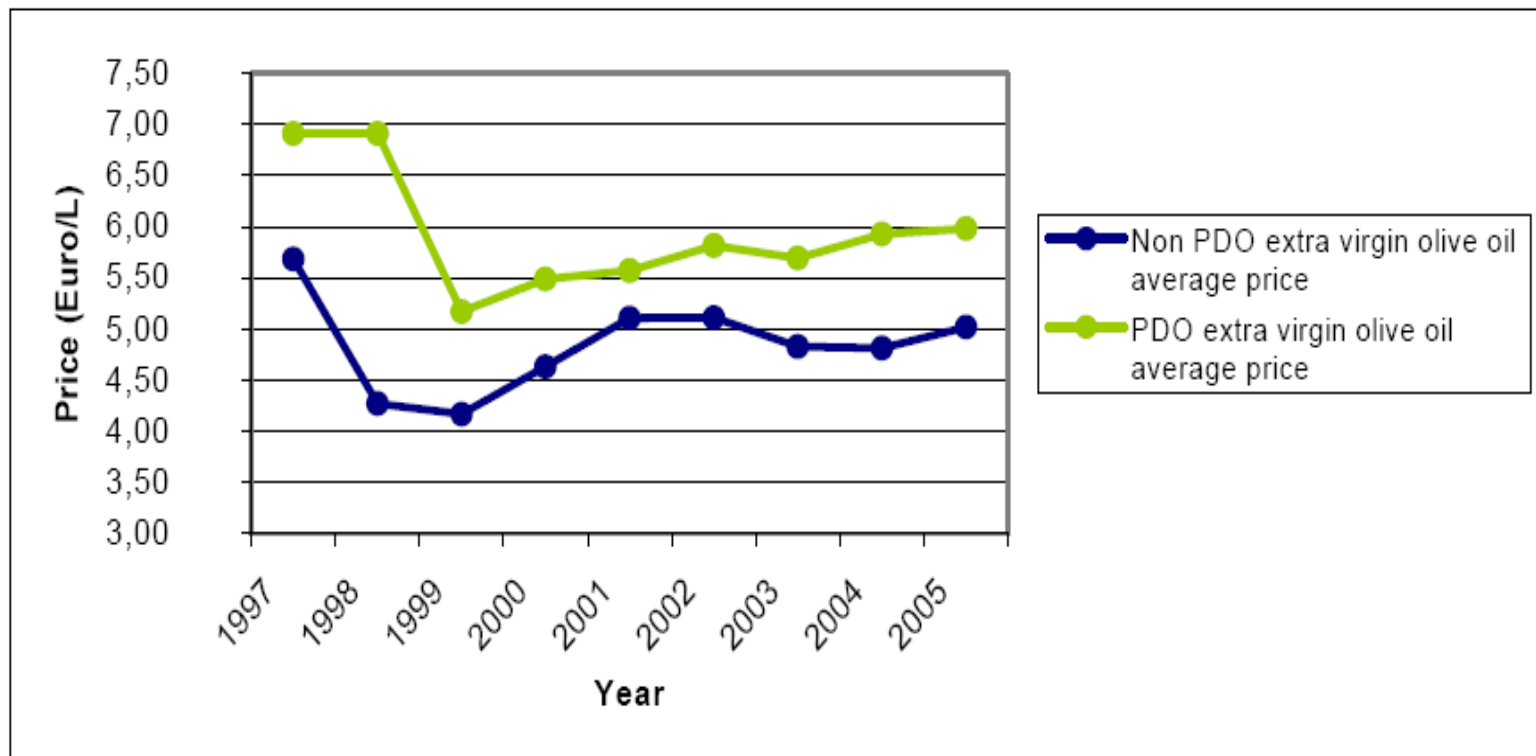


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GIS comparative advantages (3)

Example of PDO olive oil « Baena »



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GIS comparative advantages (4)

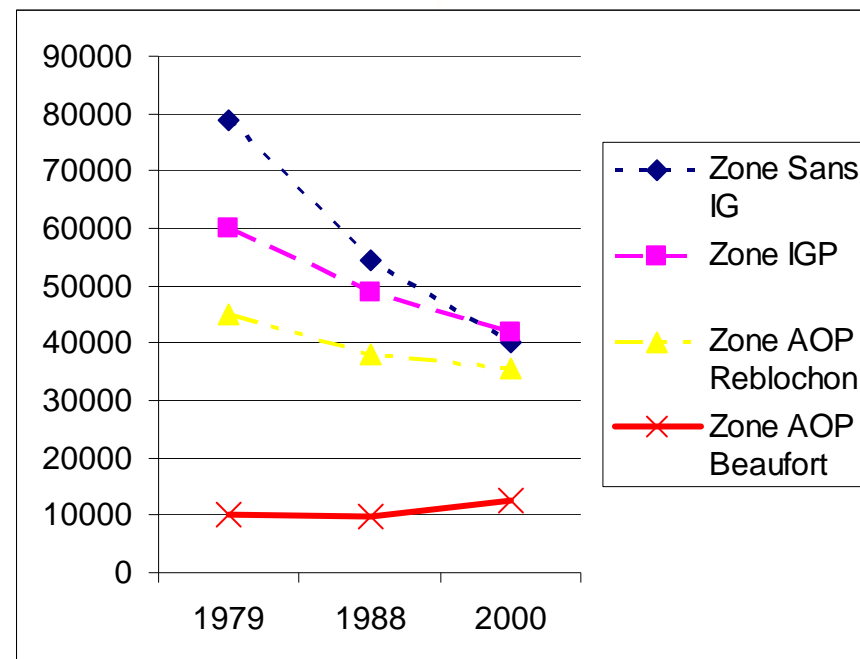
Price of milk at different production steps

| Price in 2004 (€/kg) | PDO | | Generic |
|--|----------|-------|----------|
| | Beaufort | Comté | Emmental |
| Price of milk for industrial processing | 0,28 | 0,28 | 0,28 |
| Price of milk for cheese production | 0,48 | 0,35 | 0,31 |
| Price of cheese paid to the dairy (€/kg) | 5,18 | 3,5 | 3,1 |
| Cheese price at retail paid by consumer (€/kg) | 17 | 10 | 7,29 |



GIS comparative advantages (5)

Development of the dairy herd in certain GI zones in « Alpes du nord »





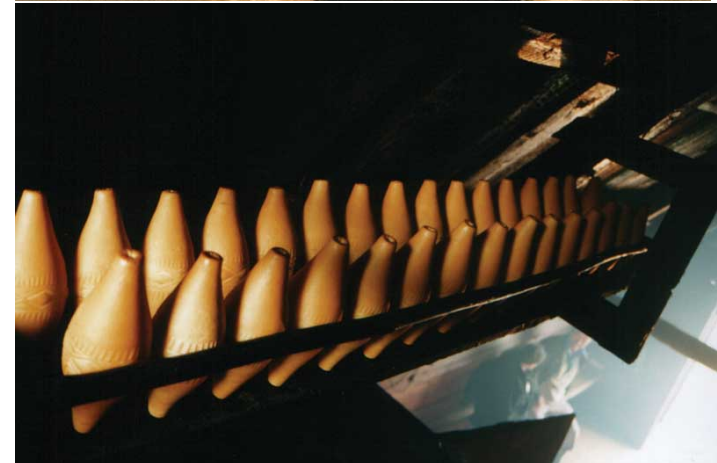
GIs a success story for rural communities

EU GI register as at 18 October 2008

- GIs: 815 (424) (PDOs – 451, PGIs – 364)
- STGs: 20
- New Member States: 31 (69)
 - CY – 1, CZ – 17 (11), HU – 1 (10), LT – 3 (3), MT -1, PL – 3(24), SL – 1(15), SK – 4(6)
- Foreign GIs: 1 (4)
 - Colombia – 1 (pending; Korea - 1, India – 2, Thailand – 1)



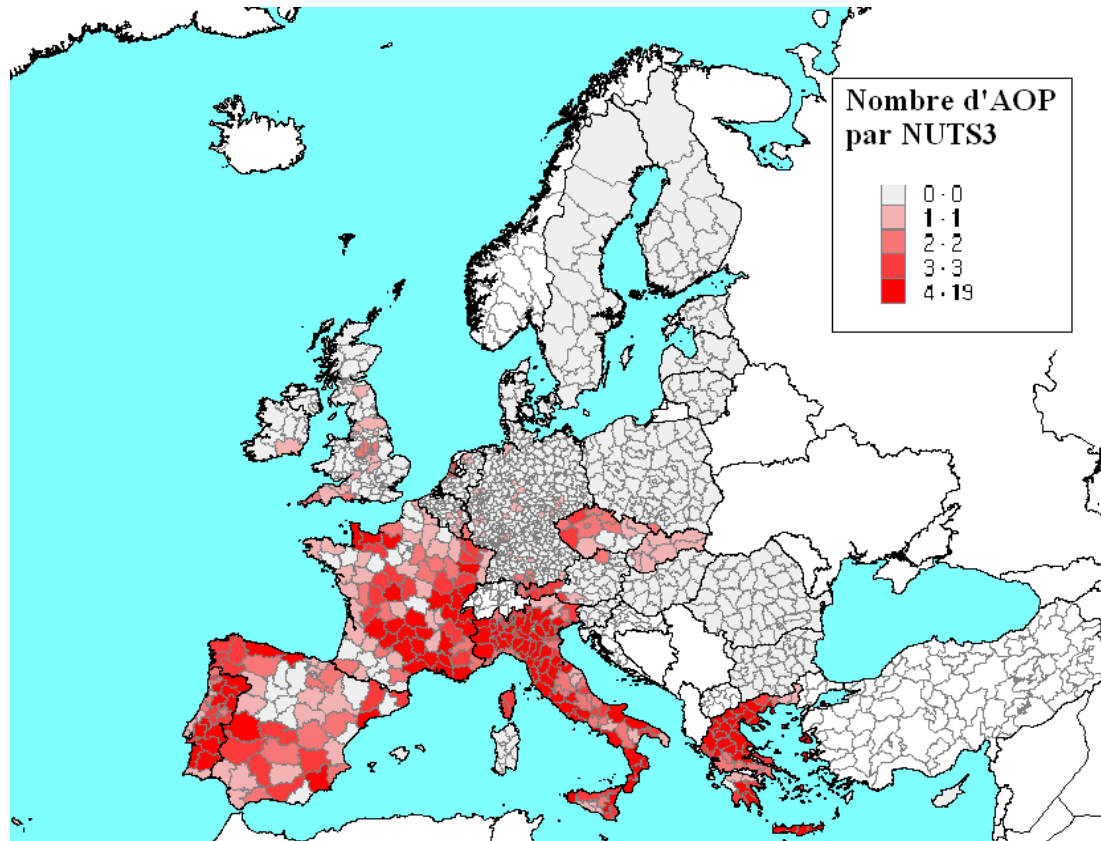
Oscypek (Polish GI)





GIs a success story for rural communities

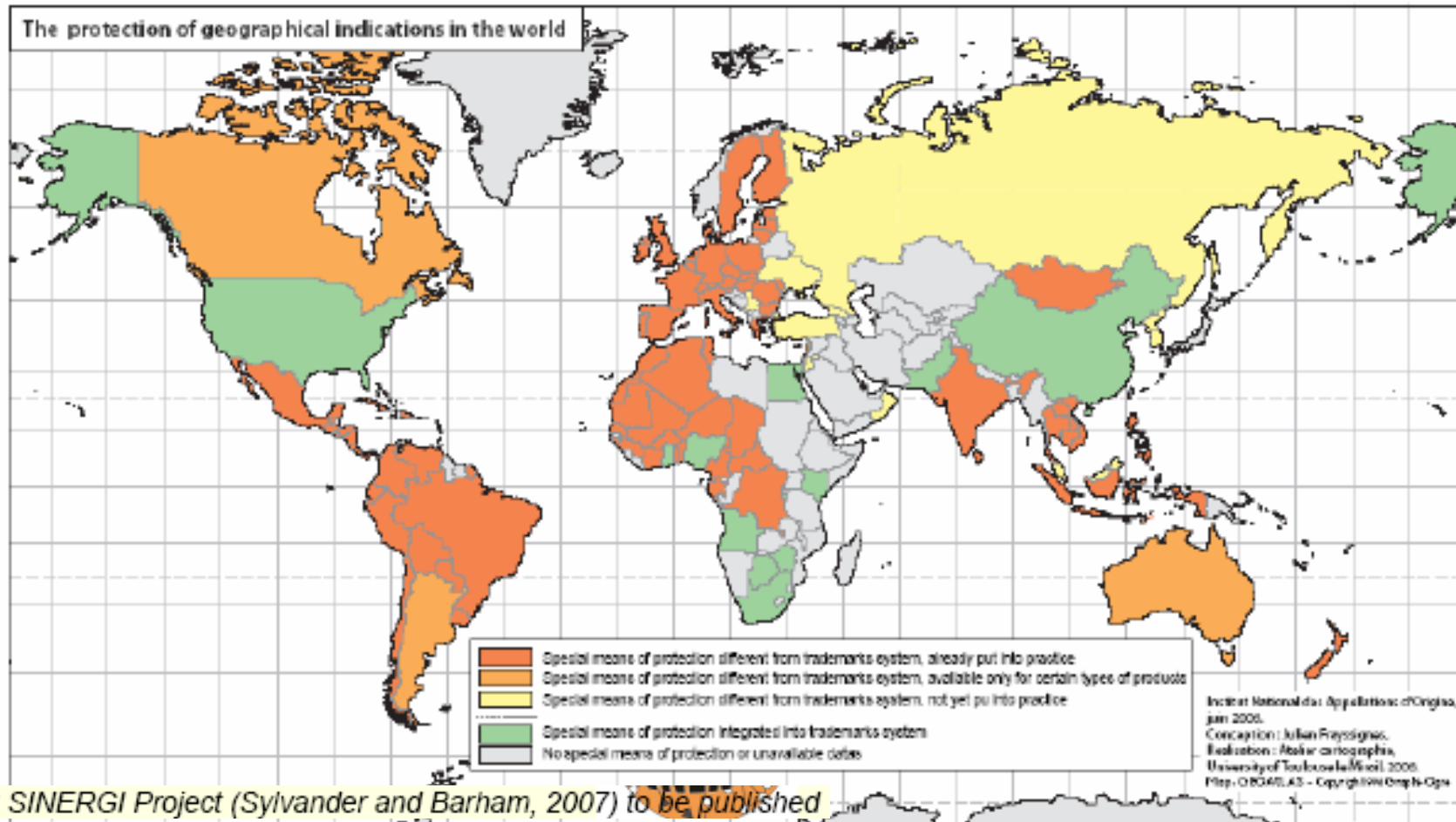
Number of PDOs by NUTS3 in the European Union



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GI protection in the world



Source : SINERGI Project (Sylvander and Barham, 2007) to be published

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Territorial effect ?

- Accountability, budget well used?
- Contribution to territorial development?
- For all GIs, and who benefits?
- Measuring territorial effect requires:
 - Exact localisation GI zones;
 - Data on distribution of added value along chain.
- No comprehensive data available now, but work ongoing



Successful GIs require:

- Strong producer group that:
 - Represents all concerned parties;
 - Enjoys strong support within GI zone;
 - Has a well structured production chain;
 - Has an effective marketing and supply strategy.

- Main risks:
 - Producers loose interest;
 - Pressure from distribution chain;
 - Competition from trademarks.



EU policy instruments in support of GIs

- Rural Development programming;
 - Setting up of producer groups;
 - Marketing support;
 - Individual farmers;
 - Incentives for participation in Quality Schemes;
 - Agri-environmental and animal welfare programs;
 - Rare breeds.
- Direct payments (some support for quality schemes)
- Information & Promotion campaigns
- External GI policy (to facilitate international GI registration)



Green Paper on Quality

- Deals food quality in a broad sense:
 - Labelling issues (origin labelling);
 - Certification schemes;
 - Marketing standards;
 - Geographical indications and traditional specialities guaranteed.
- Geographical indications;
 - Functioning of the system, relation with trademarks, problems encountered by GIs on foreign markets, etc.
- Public web based consultation;
 - Deadline 31 December.
- Commission Communication spring 2009



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Thank you for your attention

Further information on our website

<http://ec.europa.eu/agriculture/qual/>