

A stylized map of Europe in light blue, overlaid with several thick, colorful ribbons in shades of green, orange, and blue that curve across the map. The ribbons are layered and overlap each other.

**AREPO MEETING WITH GREEK REGIONS AND PRODUCER
REPRESENTATIVES**

October 8th 2020

Agenda

Welcome from AREPO President

Welcome and introduction on
AREPO activities

Presentation of the intermediate
activity report for 2020

Conclusion

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WELCOME FROM AREPO PRESIDENT

Eirini Choudetsanaki, Regional Councilor of Crete

The background features a light blue map of the Americas, including North and South America. Overlaid on the map are several thick, colorful, semi-transparent ribbons in shades of green, orange, and blue, which curve across the continent. A white rounded rectangular box with a thin red border is centered on the map, containing the title and speaker information.

WELCOME AND INTRODUCTION ON AREPO ACTIVITIES

Laurent Gomez, Secretary General of AREPO

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PRESENTATION OF THE INTERMEDIATE ACTIVITY REPORT FOR 2020

AREPO team

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EVALUATION OF EU QUALITY POLICY

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- **April 2019 - EC Roadmap on EU quality schemes – [AREPO feedback](#)**
- **November 2019 - February 2020 – EC public consultation** with the aim to get feedback on the understanding and opinion of these EU quality schemes.
 - AREPO elaborated a [position paper](#) after internal consultation of its members and scientific committee.
 - On January 16th 2020, AREPO position paper has been **presented to the EC in occasion of Strength2food project engagement event with DG AGRI** (GI Unit as well as R&I representatives both from DG AGRI and the Research Executive Agency).
 - **AREPO position constitutes a basis for our future work on «Farm to Fork» strategy**
- **On November 25-26th 2020, DG AGRI will organise a virtual conference on Strengthening GIs**

REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (1)

- **Strengthen the role of GI producer groups & provide the right support** through rural development measures:
 - supply regulation;
 - financial aid for certification and promotion activities;
 - for operating costs of producers groups;
 - for ex-ante and ex-post evaluation of a registered GI impact;
 - for the surveillance of the enforcement of the registered GIs protection;
 - for coordinated/collective activities aimed at strengthening the supply chain;
- **Improving enforcement and harmonise controls in MS;**
- **Strengthen GI protection**, including protection against any bad faith registration in second-level domain names;
- **Improve consumer awareness of GI logos** also by maintaining a sizable budget covering promotion of EU quality schemes;
- **Improve EU quality policy transparency and information for consumer**, creating an online tool with easier access to readable information concerning product specifications and characteristics;

REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (2)

- **Simplification and harmonisation of EU Quality Policy:** implementing the simplification of amendment procedure for products' specifications, while ensuring a level playing field between the different MS (common EU guidelines);
- **Overcome the lack of harmonisation among MS**
 - **providing for trainings addressed to the national authorities;**
 - **EC guidelines on the interpretation of GIs regulation** concerning internal evaluation criteria for GIs registration and amendments;
- **Clarify labelling rules for processed products using a GI as an ingredient;**
- **Reconsider the place of GIs within EU trade policy,** systematically ensuring their total protection in all bilateral and multilateral agreements;
- **Include EU quality schemes in EC strategic approach to EU agricultural R&I,** defining specific priorities and increasing funding and dedicated project calls;
- **Financially support the creation of new formative offers to train GIs experts** with knowledge on local and traditional products, with a transversal multidisciplinary approach.



FARM TO FORK STRATEGY

FARM TO FORK STRATEGY

[European Green Deal \(December 2019\)](#), Europe's roadmap for green transition that should help cut emissions, create jobs and open up new opportunities in a fair way. The document attributes to **‘Farm to Fork’ (F2F) strategy** the challenge of designing a fair, healthy and environmentally-friendly food system.

On May 20th 2020, the Commission published the **communication and draft action plan of the Farm to Fork strategy**.

Overall objective: *“to reduce the environmental and climate footprint of the EU food system and strengthen its resilience, ensure food security in the face of climate change and biodiversity loss and lead a **global transition** towards competitive sustainability from farm to fork and tapping into **new opportunities**”.*

FARM TO FORK STRATEGY

- AREPO realised an analysis trying to identify the opportunities and threats for GIs

OPPORTUNITIES FOR GIs

- EC **will improve agricultural rules that strengthen the position of farmers** in the food supply chain, like **EU quality schemes**
- EC will **strengthen the legislative framework on GIs** and, where appropriate, **include specific sustainability criteria**
- Criteria for **sustainable food procurements**
- **Combating food fraud**

THREATS

- Proposal for a harmonised mandatory **front-of-pack nutrition labelling**
- EC will stimulate **product reformulation**, including by setting up **nutrient profiles to restrict the promotion**

FARM TO FORK STRATEGY

- **June 2020 - Meeting with the Head of Unit of GI, Mr Francis Fay** to discuss informally our position on Farm to Fork and to clarify some points of our analysis

*! The following points concerning EC work on GIs are **confidential** since it is a preliminary work shared with us in order to have AREPO feedback !*

FARM TO FORK STRATEGY – AREPO ANALYSIS AND EC PRELIMINARY WORK ON GIs (1)

1. *the Commission will work with co-legislators to **improve agricultural rules that strengthen the position of farmers in the food supply chain, like EU quality schemes.***

The EC is considering to **strengthen the role and give more power to producer groups:**

- supply regulation;
- marketing;
- control and fraud.

AREPO: Positive proposal – opportunity to insist and introduce several proposals of our position (i.e. CAP support for GI producer groups)

2. EC intend to **strengthen the legislative framework on GIs and, where appropriate, include specific sustainability criteria.**

The EC is considering several non-legislative initiatives to support the sector in improving its sustainability, namely:

- to encourage producer groups in taking **sustainability audit**, including the possibility to finance this audit through rural development measures;
- to develop a **methodology** based on SAFA indicators to evaluate GIs sustainability (*Strength2food project & FAO Guide on GI impact evaluation*);
- to **extend the current definition of PGI in order to include sustainability dimension** under “other characteristics”. There would not be the need to change the definition but only the practice, giving the possibility to producer groups to justify in product specification the introduction of social, economic and environmental sustainability criteria.

For the purpose of this Regulation, ‘geographical indication’ is a name which identifies a product:

(a) originating in a specific place, region or country;

(b) whose given quality, reputation or other characteristic is essentially attributable to its geographical origin; and

(c) at least one of the production steps of which take place in the defined geographical area.

FARM TO FORK STRATEGY – FRONT OF PACKAGE NUTRITION LABELLING INITIATIVE

With the aim to **empower consumers to make healthy food choices**, the EC intends to **introduce a mandatory front-of-pack nutrition label**. As indicated in the Farm to Fork action plan, **a proposal should be adopted by the end of 2022**.

- [EC Report](#)
- Food labelling at European level is disciplined by [Regulation \(EU\) 1169/2011 on the provision of food information to consumers \(FIC Regulation\)](#). It requires the vast majority of pre-packed foods to bear a **nutrition declaration**, (often in the back of food packaging) in order to ensure **accurate information on nutritional composition of food**. This declaration can be complemented by a **voluntary repetition** of its main elements in the principal field of vision, the **‘front-of-pack’ (FOP)**
- Several FOP schemes have been developed and implemented across the EU

EC REPORT

- Focus of the EC on **evaluative schemes**: providing evaluative judgement about nutrition information for the consumer and providing at-a-glance guidance on the relative healthfulness of the product through interpretational aids, such as symbols, colours or words
- Evaluative schemes that use **colour-coding and that are placed on the front of pack**, like the **Nutriscore**, seemed to help consumers in easily identifying more healthful products since they can provide an immediate understanding of a label.

Conclusions

- **There is not enough empirical evidence to draw conclusions on the positive impact of FOP label on consumers' diet and health**, since a research on this aspect should consider consumers' daily eating choices over the long term;
- Some studies stressed how **perceiving certain food as healthy could lead to indulge in excessive intake of food or large portion sizes**, thus affecting consumers' dietary habits;
- The report also deals with the potential impact of FOP schemes on **food reformulation**, warning that some agricultural food products cannot be easily reformulated due to their compositional or traditional characteristics.

AREPO INITIAL ANALYSIS

- Any colour-coded system **oversimplifies the nutritional information** of a product, especially with regard to GIs;
- With the exception of fruit and vegetables, some traditional products (charcuterie, cheese, olive oil) **may be disadvantaged by an oversimplified nutritional presentation;**
- The Nutriscore does not take into account **dietary intake**, nor the **daily balanced diet**, nor **pleasure food**, nor even the **low frequency and low quantity of consumption** of certain foodstuffs, particularly festive products.
- These products **cannot be easily reformulated** due to their composition or traditional characteristics.
- AREPO would like to propose an approach focused on **the role of GIs and quality products in the broader framework of a diversified and balanced diet.**

Discussion with GI Unit of DG AGRI

GI Unit understands and agrees with our concerns that a **balanced diet approach should be privileged**, avoiding labelling focus on nutrient profiling (like Nutriscore).

Nevertheless, it seems impossible to block the introduction of such a label due to the support of several MS.

GI Unit is considering **alternative options to communicate on the topic** as well as **some initiative that could potentially contrast the negative impact of nutrient profiling on GIs**, namely:

- Focusing the debate over diet;
- Realise a study to look on nutrient profile of GIs to collect information that at the moment are not available;
- Encourage producers to study the nutrient of their products.

It is not clear which resources will be available.

DISCUSSION – FRONT OF PACKAGE NUTRITION LABELLING INITIATIVE

Building up AREPO position:

What do you think AREPO main position should be on this topic?

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UPDATE ON CAP POST 2020

UPDATE ON CAP POST 2020

- Monitoring of decision making process - No big news since GA in October 2019
- For the moment the objectives achieved through AREPO-oriGIn common strategy hold inside the position of the Parliament
- After May 2019 election, new COMAGRI resumed work **on the basis of what was approved in April 2019**, in order to allow new MEPs to contribute to the draft reports, but at the same time safeguarding what has been achieved so far.
 - On April 28th 2020, **COMAGRI approved its position on the transitional regulation** which aims at prolonging **current CAP rules for two more years and avoiding cuts** to direct payments and rural development – opposition of EC, support of Council
 - **Strategic plans Regulation:** EP AGRI and ENVI committees have been working together to present common texts to be approved directly in the Plenary (timing not clear)
 - **CMO Regulation:** negotiations inside EP have been progressing well.
- **Council:** German Presidency is planning to reach a general approach before the end of October

REMINDER ON AREPO- ORIGIN COMMON POSITION

1. Strategic plans – Type of measure “cooperation”

- **Promotion, setting-up of quality schemes and support for certification costs;**
- **GI producer groups should be beneficiaries** of measures to promote quality schemes as well as other forms of support for cooperation/collective organization;

2. Inclusion of a sub-thematic program for quality schemes for agricultural products

3. New opportunities for quality schemes in CMO regulation: Proposal to extend the instrument of supply regulation to all PDO and PGI

4. Simplification of GIs system

- **No separation** of the assessment of compliance with **intellectual property rules** from the assessment of compliance of the **product specifications**;
- **Extending the scope of protection for all GI products** (against the **abuse of their reputation** and **protection of domain name**);
- **Simplification of amendment procedure: EC should adopt guidelines** to assure European and common nature of the Geographical Indication system;
- Defend **human factor (PDO)** and **evidence of the product origin (PDO and PGI)** as a **mandatory features**.

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LONG-TERM VISION FOR RURAL AREAS

LONG-TERM VISION FOR RURAL AREAS

- It is **one of the priorities** of the Von der Leyen Commission. It was underlined in the **President's political guidelines** as well as in the **mission letters** to Vice-President Suica, Commissioner Wojciechowski and Commissioner Ferreira.
- On 22 July 2020 the European Commission released the [Roadmap for the adoption of a Communication on the Long-Term Vision for Rural Areas](#), announced for Spring 2021.
- A public consultation is now open and we are planning to submit our contribution, deepening the document we presented for the Roadmap.

AREPO CONTRIBUTION TO THE ROADMAP ON A LONG-TERM VISION FOR RURAL AREAS

GIs as tools for rural development and territorial planning

- By providing **income and employment opportunities**;
- **Boosting other sectors that have backward and forward linkages** with GI products;
- GIs ensure the **attractiveness of rural and marginalised areas as places to live and work, preventing depopulation**;
- GIs contribute to the **valorisation of rural identity** -> feeling of belonging and pride to work and live in rural areas;
- GIs contribute to **cultural and gastronomic heritage** -> visibility and cultural and touristic attractiveness for regions;
- GIs contribute to the protection of **traditional landscapes and natural resources**.

AREPO CONTRIBUTION TO THE ROADMAP ON A LONG-TERM VISION FOR RURAL AREAS

WITH THE AIM TO MAXIMISE GIS CONTRIBUTION TO RURAL AREAS:

- Stress on the need to **better associate and systematically consult EU Regions** both in the development and implementation of the vision;
- Stress on the need for **coordination and cohesion with other EU policies and priorities**;
- Stress on **education and training** in order to develop and strengthen a **transversal approach to train GIs experts**, able to understand the whole complexity, characterisation, construction and territorial impact of GI;
- Stress on the need for **training and support for young farmers interested in taking over this kind of production**, thus facilitating the **generational turnover** and limiting the probability of failure ;
- Such a transfer of knowledge and skills should also involve **GI producer groups that should be entrusted with providing specific trainings to young farmers.**
- **Strengthen the role of GI producer groups**, especially with regards to **education and training** of young generation of producers and elaboration of **valorisation strategies** encompassing also related activities, such as tourism.



PROMOTION POLICY

Promotion policy

The EU Promotion Policy helps EU agri-food sector's professionals to finance information and promotion campaigns.

AIM: to help the sector's professionals break into international markets and make consumers more aware of the efforts made by European farmers to provide quality products.

WHO CAN PARTICIPATE?

1. **Trade and inter-trade organisations** representative of the sector;
2. **Producers' organisations and their associations** recognised by the Member State.
3. **Producers' groups within the meaning of Art. 3 of Reg. 1151/2012 on quality schemes.**
4. **Agri-food bodies** with a mission of public interest in charge of promotion of agricultural products.

Promotion policy

WHAT IS A PROMOTION PROGRAMME?

A promotion programme is a coherent set of operations which can include advertising campaigns in different media; point-of-sale promotions; public relations campaigns; exhibitions and fairs, etc... It can be a B2B or B2C campaign.

Duration: at **least 1** but **no more than 3** years.

Two categories:

- **A simple programme** : submitted by one or more proposing organisations from the **same MS**. It should be **implemented** in at least **two MS** or **in one MS** if different from the MS of origin of the proposing organisation(s).
- **A multi programme** is a programme submitted by **at least two proposing organisations** from **at least two MS** or one or more European organisations.

Target:

- Internal market
- Third countries

Eligible products and schemes



- ✓ All agricultural products covered excluding tobacco
- ✓ Open to certain processed products listed in Annex (beer, chocolate, pasta, sweet corn, cotton...)
- ✓ Spirits with a Protected Geographical Indication

- ✓ Wine:
 - ✓ Simple programmes = Basket approach
 - ✓ Multi programmes = Wine alone possible
 - ✓ On the internal market = Information on quality schemes or responsible consumption

- ✓ Fishery and aquaculture products : Basket approach

- ✓ Schemes : EU quality schemes, organic, RUP, national quality schemes

A wider list of eligible products including processed products.

Consistent with other CAP promotion measures and EU policy on alcohol consumption

Cofinancing rate

	SIMPLE		MULTI Internal market and Third countries
	Internal market	Third countries	
	70%	80%	80%
<i>5% top-up For Proposing organisations from MS under financial assistance</i>	75%	85%	85%
<i>Case of serious market disturbance (simple programme)</i>	85%		85%

The new legal framework

Regulation (EU) No 1144/2014

DELEGATED AND
IMPLEMENTING ACTS

- Commission Delegated Regulation (EU) No 1829/2015
- Commission Implementing Regulation (EU) No 1831/2015

Commission Implementing Decision of 18.11.2019 on the adoption of the work programme for 2020

Annexes

ANNUAL WORK PROGRAMME

Promotion policy: work programme 2020

The **annual work programme** adapts each year the basic framework to the needs of sector:

1. Setting out the priorities, including the allocation of resources;
2. Defining the eligibility, exclusion, selection and award criteria to be applied.

The annual work programme for 2020 was adopted on 18 November 2019. A total of **€200.9 million** will be available for promotion programmes selected for EU co-financing in 2020.

It gives **priority** on increasing the number of promotional activities in third countries with greater growth potential, such as Canada, China, Japan, Korea, Mexico and the United States.

Eligible sectors: dairy and cheese, table olives and olive oil and wine; beef and veal.

On the **internal market**, the plan puts **emphasis on products under EU quality schemes**, organic products and it also includes specific elements for sectors hit by **market difficulties** (as beef and veal).

This year, it will focus on promoting **the consumption of fresh fruit and vegetables in the context of a balanced and appropriate dietary practice.**

Budget repartition and priorities for co-financed programmes

SIMPLE PROGRAMMES	Amount foreseen Million €
INTERNAL MARKET	20
<u>Topic 1</u> - Programmes on EU quality schemes, organic, quality agricultural products specific to the outermost regions of the Union	12
<u>Topic 2</u> - Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products	8
THIRD COUNTRIES	75
<u>Topic 3</u> - China, Japan, Korea, South East Asia and Southern Asia	27.5
<u>Topic 4</u> - Canada, USA, Mexico	20
<u>Topic 5</u> - Other geographical areas	22.5
<u>Topic 6</u> – Beef and/or Veal	5
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	5

Budget repartition and priorities for co-financed programmes

MULTI PROGRAMMES	Million €
INTERNAL MARKET	43
<u>Topic A</u> - Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products or on EU quality schemes in the <u>internal market</u>	35
<u>Topic B</u> - Healthy eating: fresh fruits and vegetables	8
THIRD COUNTRIES	43.4
<u>Topic C</u> - Programmes highlighting the specific features of agricultural methods in the EU and the characteristics of EU agri-food products or on EU quality schemes in <u>third countries</u>	43.4
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	5
COMMISSION'S OWN INITIATIVES	9,5
TOTAL PROMOTION ACTIONS	200.9

Promotion policy: additional calls due to market disturbances caused by COVID-19

In July 2020, the European Commission launched **two additional calls for proposals for promotion programmes targeting specific agri-food sectors harshly hit by COVID-19 crisis**, including fruit and vegetables, wine, live plants, milk and milk products, and potatoes for transformation.

Due to the serious market disturbance, for the first time Commission has allocated a total of € 10 million. Particularly, €5 million have been destined for multi programmes and €5 million for simple programmes, which will have to be implemented in the EU or any third country, and for a duration of one year.

Annual Work Programme 2021: AREPO recommendations

ANALYSIS: US retaliatory tariffs; uncertainties related to Brexit; COVID-19 pandemic

INTERNAL MARKET

- **Increase of funds** allocated to Quality schemes;
- **Simplification of the participation with a streamlined bureaucratic process**, easy to access and manage, in particular for **small GIs groups**;
- Encouraging and funding the implementation of **small projects** in order to reach more producers.

THIRD COUNTRIES

- **Increase of funds & flexibilities in the use of the aid for the promotion**;
- **Target consolidated foreign markets**, confirming particularly United States and including United Kingdom;
- **Specific topic for simple programmes on “Information provision and promotion programmes on EU GIs”**, as it was done for beef and veal in the 2020 AWP;
- Commission’s own initiative: **a promotion campaign regarding GIs in the USA.**

EC PUBLIC CONSULTATION ON PROMOTION POLICY

AREPO CONTRIBUTION

1. **To increase the EU co-financing rate** to reach more than 70% of grant for GIs campaigns;
2. **To increase funding for simple programmes targeting internal market**, in order to help GIs producers recover from the losses incurred with COVID-19;
3. **To simplify the participation** to promotion programmes as of the submission of the project proposals:
 - **A two-step application would be preferable**
 - Information and explanatory material should be available **in all 24 EU official languages**;
4. **To simplify the bureaucratic process**: both referring to the phase of the submission of the application and the implementation of the project proposal, **a streamlined bureaucratic process, easy to access and manage is needed**;

EC PUBLIC CONSULTATION ON PROMOTION POLICY

AREPO CONTRIBUTION

5. To create sub-categories for each quality scheme in the promotion policy calls;
6. To specifically include EU Optional Quality Term (OQT) “mountain product” as an eligible scheme for action under EU Promotion policy:
 - Giving visibility to the OQT “mountain product” in annual Work Programmes, in order to enhance the promotion of the term at EU level and increase the awareness on its characteristics;
 - Clearly referring to the OQT “mountain product” in the list of eligible schemes to the promotion calls as well as on CHAFEA’s website and communication, including during the annual Info Day.

EC PUBLIC CONSULTATION ON PROMOTION POLICY

AREPO CONTRIBUTION: EU PROMOTION POLICY COHERENCE WITH THE “FARM TO FORK” STRATEGY

Action 24 of the Action Plan:

- Review of promotion policy **enhancing its contribution to sustainable production and consumption**
- In relation to meat, focus on how the EU can use **its promotion programme to support the most sustainable, carbon-efficient methods of livestock production.**

A holistic approach is needed. Sustainability cannot be reduced to carbon efficiency.

Action 15 & 16 of the Action Plan:

- Facilitate the **shift to healthier diets and stimulate product reformulation**
- Setting up **nutrient profiles to restrict the promotion** (via nutrition or health claims) of foods high in fat, sugars and salt.

Quality as a competitive factor for health and proper nutrition. Especially, PDOs and PGIs should be promoted considering their role in the wider frame of a diversified and balanced diet.

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TRADE POLICY

TRADE POLICY

MONITORING OF EU TRADE AGREEMENTS:

- EU - CETA
- EU - JAPAN
- EU - MERCOSUR
- EU - VIETNAM (Entered into force at the beginning of August)
- EU - CHINA (It should enter into force by the end of the year)

CONSULTATION ON EU TRADE POLICY

In the framework of the review of its trade and investment policy, the EU intends to assess:

- How trade policy can contribute **to a swift and sustainable socio-economic recovery** after COVID-19;
- How trade policy can help **to promote EU values and standard;**
- How trade policy can help build a stronger EU based on a model of **“Open Strategic Autonomy”** (an open economy which pays attention to protect its consumers and businesses from unfair practices).

CONSULTATION ON EU TRADE POLICY

AREPO CONTRIBUTION

- To lift the current *“trade tension”* with the USA;
- To consider the **protection of GIs** as a **non-negotiable topic within the negotiations around Brexit**;
- To **improve transparency in the redaction of the list of products to be protected** in each trade agreement **by systematically consulting all interested European GIs**;
- To assure that the **inscription** to the bilateral register(s) remains **open** to those GIs registered after the entry into force of the relevant trade agreement(s), as well as to pre-existing GIs not included in the list;
- To enhance the **transparency of internet governance** for an effective protection of GIs as IPR.

BREXIT

- **31 January 2020:** entry into force of the **Withdrawal Agreement** formalising the UK's withdrawal from the European Union;
- **Transition period until 31 December 2020 (NO EXTENSION):** the United Kingdom will not be represented in the European institutions but **it will continue to apply EU Law**, including the protection of intellectual property rights
- **Withdrawal Agreement \neq Negotiations on Future Relationship** based on the EU negotiating directives for a new partnership with the UK and on **the draft text of the Agreement on the New Partnership** between the EU and the UK

WITHDRAWAL AGREEMENT & GEOGRAPHICAL INDICATIONS

- It provides for the **continued protection** in the UK of the **existing stocks of EU GIs** and for **all those approved before the end of the transition period. Without re-examination, free of charge and at least at the same level of protection** as under the relevant EU legislation.
- As concerns the **future GIs, registered after the end of the transition period** (as of 1 January 2021), **they will not be automatically protected but a mechanism should be established by the two parties through the negotiations on future relationship.**

BREXIT

NEGOTIATIONS ON THE FUTURE RELATIONSHIP & GEOGRAPHICAL INDICATIONS

- Negotiations stalled on the **mechanism to be established for the protection of future GIs**;
- July 2020, EC Communication [“Getting ready for changes”](#): Irrespective of whether an agreement on a future partnership will be concluded, **it sets out a sector-by-sector overview of the main areas where there will be changes and the relative measures that should be taken** to be ready for these changes as of 1 January 2021
- July 2020, [Notice to Stakeholders - Withdrawal of the UK and EU rules in the field of Geographical indications](#): where relevant, stakeholders concerned should take the **necessary measures to ensure protection in the UK of future intellectual property rights.**

RECENT DEVELOPMENTS:

- The UK will set up [its own GIs schemes](#) which will fulfil its WTO obligations. It will be managed by the Department for Environment, Food and Rural Affairs (Defra). The UK schemes (PDO, PGI, TSG) will be open to producers from the UK and other countries.
- **UK Internal Market Bill** -> **EC Letter of Formal Notice**, 1st step of an infringement procedure: if the EU and the UK fail to reach an agreement by 31 December 2020, the changes at the end of the transition period would be even more far-reaching ->

UNCERTAINTY

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EU PROJECTS

AGROSMARTGLOBAL INTERREG SUDOE PROGRAMME



Abstract

- **AGROSMARTGlobal** *“Space for the competitiveness, promotion and intelligent international expansion of agri-food cooperatives in the Sudoe rural areas”* is a project approved in 2019 by the Interreg Sudoe 2014-2020 programme.
- **Aim:** improve the visibility and the competitiveness of agri-food cooperatives/SMEs from the South-West Europe on the **digital market place**.
- **Project budget:** 1 598 000 € including **118 360 € for AREPO** co-financed at 75% by the ERDF.
- **Project duration:** 36 months, from October 1st, 2019 to September 30th, 2022 + a 6-month extension due to the COVID-19 crisis.



AGROSMARTGLOBAL INTERREG SUDOE PROGRAMME



Regions covered by the consortium:

Spain: Galicia, Castilla-La Mancha, Euskadi and La Rioja

France: Nouvelle-Aquitaine

Portugal: Região do Norte, Algarve, Região do Centro, Região de Lisboa and Alentejo

AREPO's main deliverables:

- Elaboration of a **“best practice” guide** for agri-food cooperatives and SMEs from the South-West Europe to provide them with **operational tools to protect their products under PDO or PGI on the Internet;**
- Organization and coordination of a European event in Brussels to transfer the project's results to strategic allies.



MOVING HORIZON 2020 PROGRAMME



Abstract

- **MOVING** “*Mountain Valorization through Interconnectedness and Green Growth*” is a research and innovation project approved in 2020 by the Horizon 2020 Programme.
- **Aim:** build capacities and co-develop policy frameworks across Europe for the establishment of value chains that contribute to resilience and sustainability of mountain areas.
- **Total budget:** 6 000 000 € included **85 600 € for AREPO** financed at 100% by the Horizon 2020 Programme.
- **Project duration:** 48 months, from September 1st, 2020 to August 31th, 2024.

Role of AREPO: bring its expertise on policy assessment.



Strength2Food is a five-year EU-funded project that started in March 2016. It aims to provide the EU and its Member States with evidence-based recommendations on the implementation of quality policy.

- AREPO is a member of the Stakeholder Advisory Board
- **Virtual conference**, aiming at discussing and elaborating policy recommendations on quality policy
- **Beginning of November 2020**, simultaneously with the conclusion of the Commission evaluation process on quality policy

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SCIENTIFIC COMMITTEE

SCIENTIFIC COMMITTEE

- Informal body, currently not recognised by the statutes
- Meeting in June - definition of a **three-level governance structure**:
 - **Scientific council**: a **collegial body** open to all universities and research centres in our member regions (traditional field of activity of AREPO);
 - **Scientific committee**: a coordinating or **steering** body composed of experts identified and invited by the AREPO secretariat;
 - A **coordinator** who leads the work of the steering body: **Giovanni Belletti, University of Florence.**
- Objectives for the second semester 2020:
 - **Expansion** improving geographic coverage
 - Periodic meeting to work on priority themes
 - **Impact of Covid-19** in agri-food sector and regional good practices to support quality products;
 - Farm to fork strategy
 - Evaluation of EU quality policy
 - Analysis of the formative offer on GIs



STUDIES

GIs as ingredient in processed food

- Introduction
 - Study objectives
 - Analysis of the legislative status
 - 2010 EU Commission Guidelines
 - EUIPO Practice & Guidelines
 - National/ Regional legislation
 - Areas and impact aspects of GI ingredients
 - Technological aspect
 - Economic aspect
 - Marketing strategy
 - Intellectual property rights (IPR)
 - Organization of the supply chain
 - Consortium governance
 - Territorial aspect
 - Quality aspect
 - Analysis and results
 - Methodology
 - Consortia results
 - Company Results
 - Case Studies
 - Recommendations
 - Conclusions
- **Elisa Aleotti**, student from the UNIPR, internship in smart working (5 months – May-October 2020)
 - Index and study objectives elaborated with the collaboration of Catalunya Region
 - **Literature analysis**
 - **Review of EU and national legislation**
 - **Survey** for producer organisations as well as companies (GI producers & processing companies) in AREPO member Regions

Study on problems and needs of small GIs

- **Matteo Ponza**, student from the UNIPR, internship in smart working for Prof. Arfini – UNIPR
- 5 months – May-October 2020
- **Literature analysis**
- He is currently elaborating a survey as well to be submitted to AREPO Regions and producers in order to collect information for the study