

The background features a light purple map of Europe. Overlaid on the map are several thick, curved ribbons in various colors: green, orange, blue, and red. These ribbons appear to be flowing across the continent, possibly representing trade routes or regional groupings.

AREPO General Assembly
Thessaloniki, March 5th 2019

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 continent. A white rounded rectangle with a red border is centered on the map.

Katerina Zografou,
Regional Counselor of Region of Central Macedonia

Agenda

STATUTORY
PART

Presentation of the agenda for the GA

Report of the President

Presentation of the financial accounts for 2018 and provisional budget for 2019

Contribution for 2019

Model for the cooperation agreement with associated members

Agenda

THEMATIC PART I

Report on the first producers meeting in Reggio Emilia

AREPO position on the future of CAP post 2020

Presentation of the main results of the Conference on GIs organised in Crete (December 2018)

Speech by Baden-Württemberg State Secretary

Agenda

THEMATIC PART II

GIs and sustainability: Strength2Food project

European Projects

Presentation of AREPO study on regional brands

Update on the Lisbon Agreement on GIs

Update on promotion policy: new work programme for 2019


Any other business

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, and blue that curve across the continent. The ribbons appear to represent different regions or themes.

REPORT OF THE PRESIDENT

Theano Vrentzou-Skordalaki,

President of AREPO and Vice-governor of the Region of Crete

The background of the slide features a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, and blue, which curve across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and speaker information.

PRESENTATION OF THE FINANCIAL ACCOUNTS FOR 2018
AND PROVISIONAL BUDGET FOR 2019

***Laurent Gomez**, Secretary-General of AREPO*

AREPO Spending 2017 – 2018 - 2019

	Réalisé	Prévu	Réalisé	Evolution	2018	Prévu
	2017	2018	2018	2017/2018	Différence	2019
					prévu/réalisé	
Dépenses par poste	€ TTC	€ TTC	€ TTC	%	€ TTC	€ TTC
Contrat Giulia Scaglioni : salaires, charges, logement, TR, Mutuelle...	63 664	65 000	75 054	18	10 054	34 300
Remplacement Giulia	0	0	0			13 500
Stage	2 293	3 500	3 544	55	44	1 247
Consulting	29 430	30 000	30 888	5	888	30 000
Réunions et documents hors interprètes réunions plénières	900	1 000	1 419	58	419	1 000
Avion, train, hôtels, restauration, km pour SG	14 449	15 000	15 000	4	0	15 000
Avion, train, hôtels, restauration, km pour membres dont présidente	22 257	25 000	4 315	-81	-20 685	4 000
2 Réunions plénières (printemps et automne) dont interprètes	15 130	40 000	70 075	363	30 075	20 000
Tél., internet, fournitures, publicité, publications, locations...	5 648	5 500	9 138	62	3 638	5 000
Commissaire aux comptes, comptable, assurances, contrôleurs	4 911	3 300	4 950	1	1 650	6 700
Autres charges de gestion courantes	158	0	155	-2	155	155
Frais bancaires	668	700	319	-52	-381	400
Charges exceptionnelles	3 182	0	738		738	1 000
Total	162 690	189 000	215 595	33	26 595	132 302

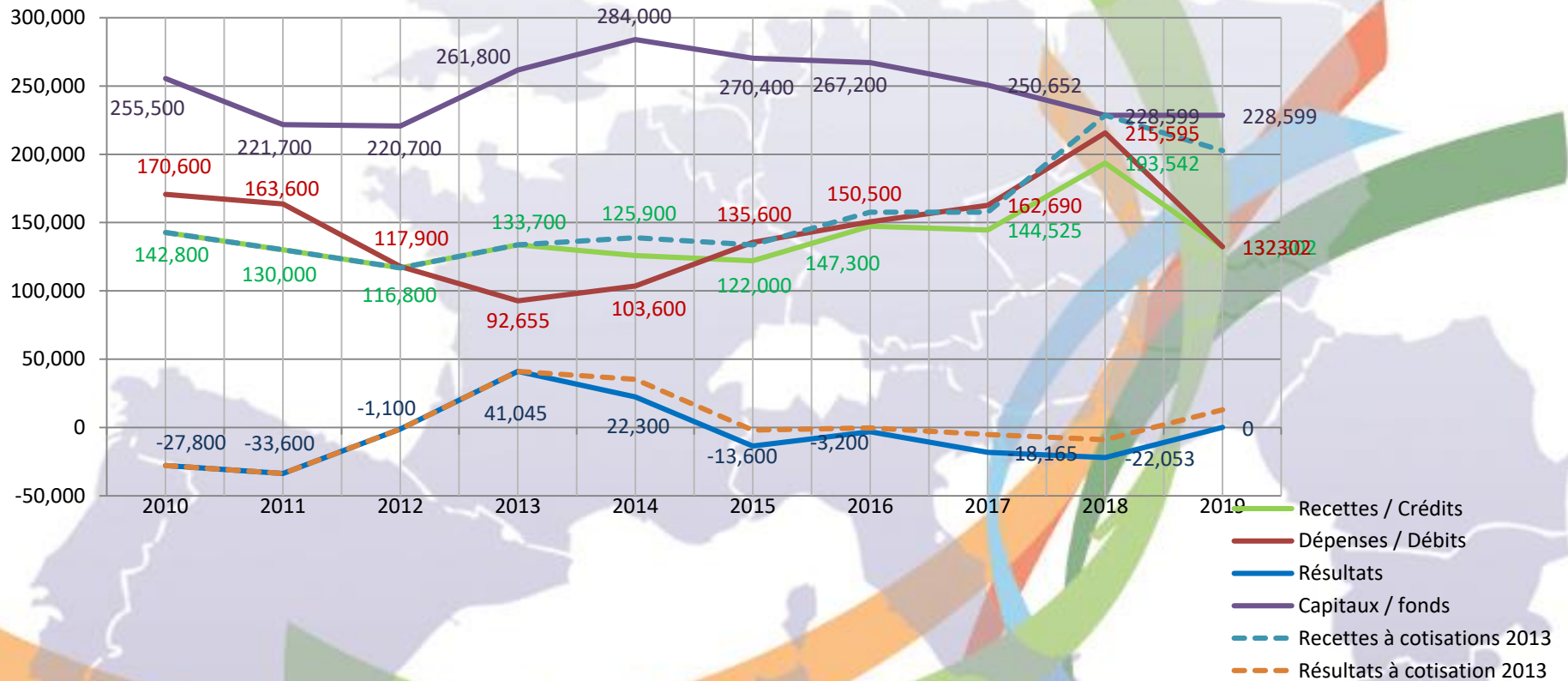
AREPO Incomes 2017 – 2018 - 2019

	Réalisé	Prévu	Réalisé	Evolution	2018	Prévu
	2017	2018	2018	2017/2018	Différence	2019
					prévu/réalisé	
Ressources		€ TTC	€ TTC	%	€ TTC	€ TTC
Cotisations des Régions membres 4500 €/an	116 995	130 500	116 995	0	-13 505	116 995
Revenus des produits financiers	1 780	2 000	1 722	-3	-278	1 500
FEDER Projet AGROSMART	20 024	53 000	58 350	191	5 350	8 807
Autres produits de gestion courante (cotisations sociales...)	1 946	0	44	-98	44	0
Produits exceptionnels	402	0	11 201	2 686	11 201	0
Autres produits dont Com UE et autres remboursements	3 379	3 500	5 230	55	1 730	5 000
Total	144 526	189 000	193 542	34	4 542	132 302
Résultat	-18 164	0	-22 053		-22 053	0
Capital disponible (total fonds propres)	250652		228 599			228 599

AREPO Financial accounts Synthesis (1)

	Recettes	Dépenses	Résultat	Capitaux	Cotisation constante	Résultat
2010	142 800	170 600	-27 800	255 500	142 800	-27 800
2011	130 000	163 600	-33 600	221 700	130 000	-33 600
2012	116 800	117 900	-1 100	220 700	116 800	-1 100
2013	133 700	92 655	41 045	261 800	133 700	41 045
2014	125 900	103 600	22 300	284 000	138 900	35 300
2015	122 000	135 600	-13 600	270 400	133 600	-2 000
2016	147 300	150 500	-3 200	267 200	157 700	-300
2017	144 525	162 690	-18 165	250 652	157 525	-5 165
2018	193 542	215 595	-22 053	228 599	228 595	-9 053
2019	132 302	132302	0	228 599	202652	13 000

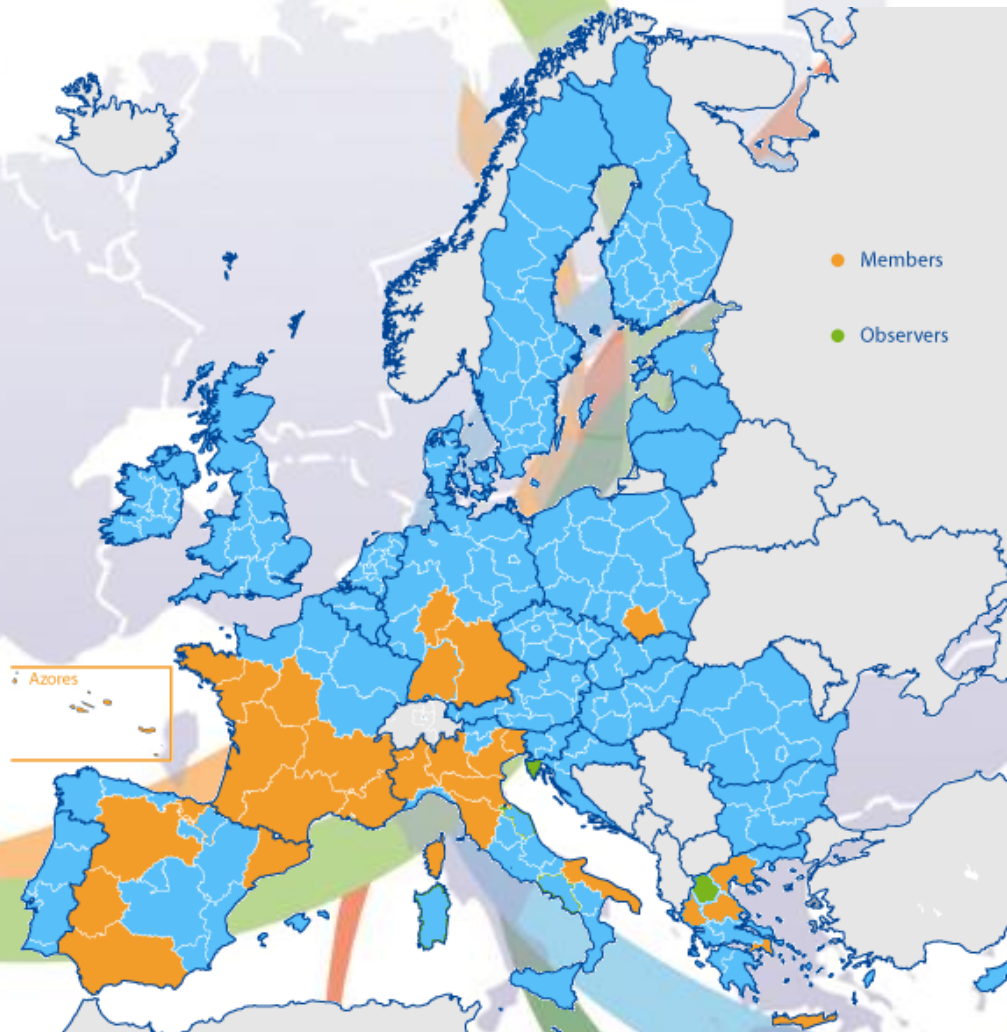
AREPO Financial accounts Synthesis (2)



Association of European Regions for Products of Origin

AREPO is a network of **regions** and **producer associations** that deals with products of origin and EU quality certifications

- > 50% of GIs of EU
- > 34 Regions
- > 8 Member States



Association of European Regions for Products of Origin

Croatia

Istria (observer)

Germany

Bavaria
Baden Württemberg
Hessen

Greece

Attica
Central Macedonia
Crete
Epirus
Northern Aegean (observer)
Thessaly
Western Macedonia (observer)

France

Auvergne-Rhône-Alpes
Bretagne

Centre-Val de Loire

Corse
Nouvelle-Aquitaine
Occitanie
Pays de la Loire
Provence-Alpes-Côte
d'Azur

Italy

Emilia-Romagna
Friuli Venezia Giulia
Lombardia
Piemonte
Puglia
Toscana
Valle d'Aosta
Veneto

Poland

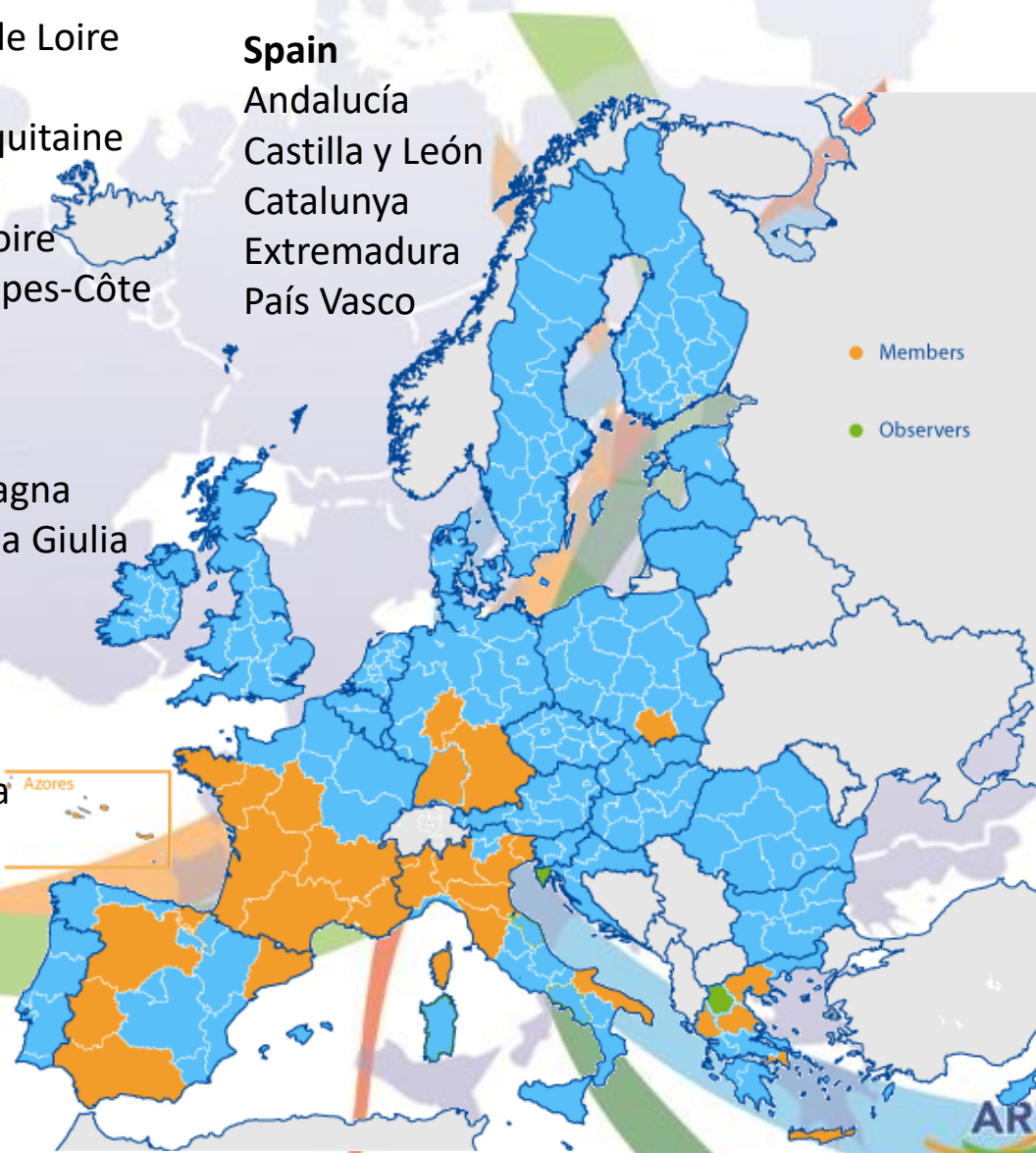
Malopolska

Portugal

Azores

Spain

Andalucía
Castilla y León
Catalunya
Extremadura
País Vasco



Model for the cooperation agreement with associated members

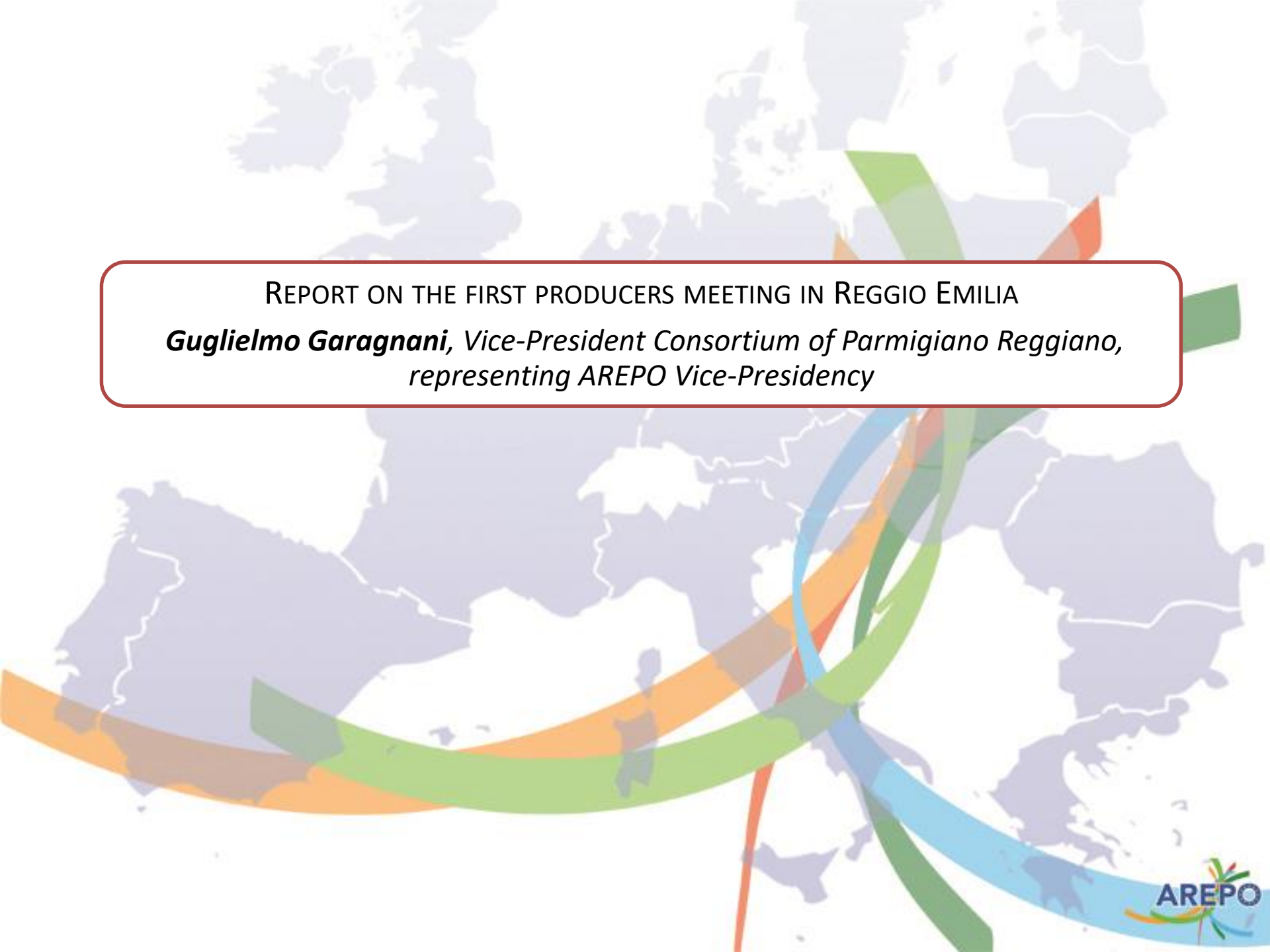
- **Titre 2 des statuts : 3^{ième} collège des membres associés sous condition de convention de partenariat / voix consultative**
- **organisations et réseaux thématiques, territoriaux, scientifiques...**
- **Contenu de la convention :**
 - Article 1 : présentation du contexte
 - Article 2 : Objet : renforcer les points de vue ; porter interrogations et projets
 - Article 3 : Modalités : Invitations mutuelles, temps de parole, reste à la charge de chacun des partenaires, échanges de données et d'informations
 - Article 4 : Durée indéterminée ; fin sur communication écrite de l'un des partenaires

Rules of procedures : GS, conditions for the provision of personnel

- Article 3 of AREPO's Statutes : headquarter located to *Conseil Régional de Nouvelle-Aquitaine*
- Since 2005, the GS has been provided free of charge by the Region N-A with the primary aim of ensuring the continuity and effectiveness of AREPO's actions, during different Presidencies.
- N-A chooses the GS among its qualified personnel, after an open and transparent recruitment procedure.
- Under no circumstances may the staff be made available for free for more than half (50%) of the working time
- N-A also provides an office free of charge
- GS remains under the administrative supervision of N-A
- **But** he is placed under the managerial supervision of the presidency of AREPO which is sovereign over the supervision of the GS's missions
- N-A provides also an administrative assistant part time and free of charge, notably to take care of the association's accounting.
- The administrative order is **tacitly renewable** as long as it is not opposed by the Region Nouvelle-Aquitaine or by AREPO.
- The provision of the staff of the N-A would **end in case of transfer of the registered and administrative offices**, by decision of the General Assembly.

Rules of procedures : GS, role and mission

- To ensure the good functioning of the association on the administrative level and in respect of the statutes; to communicate to the competent authorities the changes intervening in the life of the association; to keep the archives of the association up to date...;
- To convene meetings, validate minutes, and implement the other actions of the association such as drafting press releases and partnership agreements, in agreement with the Presidency and the Executive Board;
- In collaboration with the Treasurer, to propose the budget to the General Assembly and to ensure its implementation (including the payment of contributions), to monitor and implement the financial control by soliciting the necessary qualified and independent service providers;
- To carry out the tasks as employer of the permanent representative in Brussels for both administrative and technical aspects;
- To ensure the supervision of the administrative assistant in charge to follow-up the accounting of the association, who is provided free of charge at the association's headquarters by the Nouvelle-Aquitaine Region for two days a week;
- To ensure the administrative supervision, and to take part in the pedagogical and technical supervision of AREPO interns;
- To participate with the permanent representative in Brussels in exchanges with the members of the association;
- To contribute to the expertise of the association on its lobbying activity, to the necessary studies, and to the drafting of technical and political positions of the association;
- To ensure the technical representation of the association, in complementarity with the permanent representative in Brussels;
- In specific cases and in agreement with the Presidency- to ensure the political representation of the association when the movement of the Presidency or another elected representative is not justified (ex: *short speeches, low to medium priority; no available political representatives, not very accessible place - long or complicated travels...*);
- To implement the association's communication (social networks, website, communication media, press releases, etc.) with the permanent representative in Brussels.

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REPORT ON THE FIRST PRODUCERS MEETING IN REGGIO EMILIA
Guglielmo Garagnani, Vice-President Consortium of Parmigiano Reggiano,
representing AREPO Vice-Presidency

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, and blue that swirl across the continent. A white rounded rectangle with a thin red border is centered on the map.

AREPO POSITION ON THE FUTURE OF CAP POST 2020

Francesca Alampì, AREPO Policy Officer

Context

OCTOBER 2017: GA APPROVED POSITION PAPER AND STRATEGY 2018

AREPO EUROPEAN EVENT ON QUALITY AND ORIGIN PRODUCTS (MARCH 2018)

AREPO&ORIGIN COMMON AMENDMENTS PROPOSALS

Spring 2017: EC public consultation

November 2017: EC Communication

June 2018: EC legal proposal for the CAP

November 2018: publication of EP draft reports

AREPO INTERNAL CONSULTATION PROCESS TO DRAFT THE POSITION PAPER

AREPO ANALYSIS OF EP DRAFT REPORTS ON CAP POST 2020

AREPO ANALYSIS OF COMMISSION COMMUNICATION ON CAP POST 2020

AREPO position: General principles

- **Maintain the CAP budget** in the MFF at least at current levels in order to achieve the objectives.
- Re-affirm and respect the principle of **shared management for** the European Structural Funds and the **principle of subsidiarity (regionalisation)**.
- **Respect the distribution of powers within each Member State**, notably in terms of the legal competences of the EU's Regions when implementing policies.
- Ensure a **more balanced and fair distribution of support** and the focus on the small-medium sized farms.

AREPO position: Specific priorities on GIs

- Continue to **support production with specific and valuable characteristics, such as quality and origin products, through Rural Development;**
- Introduce a strong **horizontal priority** for quality schemes within the Rural Development measures;
- Include in the Rural Development a **specific and coherent measure for the GIs and quality schemes**. The current article 16 (Reg. 1305/13) includes support for **certification (measure 3.1)** and for **information and promotion (3.2)**. While this two sub-measures supporting quality schemes are essential, they should be **simplified** and a third sub-measure should be included to cover **support for producers groups;**
- **Reconsider the place of agriculture and food within the EU trade policy**, given the critical importance of this sector for Regions and territories. In particular, EU quality schemes should be adequately taken into account in all trade negotiations conducted by the EU and protected in all trade agreements with third countries.

Analysis of Commission legislative proposal

On June 1st 2018, the European Commission published the legislative proposals for regulations modernising and simplifying the Common Agricultural Policy (CAP).

These proposals concern the following three regulations within the future CAP regulatory framework:

1. **CAP Strategic Plans** (a proposed new way of working covering direct payments to farmers, rural development support and sectoral support programmes);
2. **Horizontal Regulation** (financing, management and monitoring); and
3. **Amending Regulation** (proposes amendments to CMO Reg. 1308/13, Reg. 1151/12 on quality schemes for agricultural products and foodstuffs, Reg. 251/14 on GIs for aromatized wine, among other).

Analysis of Commission legislative proposal

GIS & CAP STRATEGIC PLANS

In Rural Development quality schemes are included in “cooperation” type of intervention (Article 71)

- Difficult to evaluate the possible impact of rural development for GIs since the new delivery model gives more flexibility and responsibility to MS in defining the specific interventions.
- The text is general: measures to promote quality schemes, as well as measures for the setting-up of quality schemes + support for producer organisations or producer groups (inclusion of GIs producer groups should be clarified).
- On the other hand, support for certification costs seems absent from this proposal.

Analysis of EP draft reports

GIS & CAP STRATEGIC PLANS – RURAL DEVELOPMENT

Herranz Garcia report does not change the rural development structure and does not address the critical points highlighted for GIs

Amendments proposed by AREPO:

1. clarify the possibilities of **promotion and setting-up of quality schemes** under this type of measure;
2. reintroduce the support for **certification costs**;
3. clarify that **producer groups as defined by article 45 in Regulation 1151/12** can be **beneficiaries** of measures to promote quality schemes as well as other forms of support for cooperation/collective organization;
4. include of a **sub-thematic program for quality schemes for agricultural products**.

Analysis of Commission legislative proposal

GIS & CAP STRATEGIC PLANS

An opportunity for quality schemes in [sectoral interventions](#)

The inclusion of other sectors in the list of sectoral intervention is especially relevant for quality schemes since they are introduced among the objectives and types of interventions admissible for these sectors.

Weaknesses:

- 1) producer groups as recognised by the Regulation 1151/12 are not included as beneficiaries of operational programmes;
- 2) some products, especially processed fruit and vegetables, would be completely excluded from sectoral intervention.

Analysis of EP draft reports

GIS & CAP STRATEGIC PLANS – SECTORIAL INTERVENTIONS

The draft report of MEP Herranz Garcia reintroduce processed fruit and vegetable in the scope of sectorial intervention. Nevertheless, producer groups as recognised by the Regulation 1151/12 are still excluded as beneficiaries of operational programmes.

Amendment proposed by AREPO:

Extend the right to implement interventions in “other sectors” to GIs producer groups as recognised by the Regulation 1151/12.

Analysis of Commission legislative proposal

QUALITY POLICY - SIMPLIFICATION OF GI SYSTEM

Positive proposals

- **Extend the scope of the protection of GIs** to good in transit and electronic commerce;
- **Limited EC role in the examination** of the application for GI registration;
- Enlarge the scope of Reg. 1151/12 in order to include **aromatised wines**;
- **Simplification of opposition procedure**;
- **Simplification of the procedure for approval of amendments**: the legislative proposal introduces a distinction between **Union and standard amendments**;
- **Transitional period** for the use of designations that contain names of **TSG**.

Analysis of Commission legislative proposal

QUALITY POLICY - SIMPLIFICATION OF GI SYSTEM

Critical proposals

- Commission should be informed by MS concerning procedures initiated before a national court. The EC could temporarily suspend the scrutiny of the application for registration. *Risk: side effect for the well-functioning of the GI system.*

Negative proposals

- **Modify the PDO definition:** human factor “where relevant”. *Risk: ;*
- Cancel the requirement that the product specifications contain evidence that the product originates in the defined geographical area. *Risk: ;*
- Commission scrutiny should focus on **IPR**. *Risk: .*

Analysis of EP draft reports

QUALITY POLICY – SIMPLIFICATION OF GI SYSTEM

Amendments proposed by MEP Andrieu:

1. Human factor as mandatory for PDO
2. Demonstration of provenance from defined geographical area
3. Extension of the scope of protection (including abuse of reputation and protection of domain names) – *only for wine*

Amendment proposed by AREPO:

1. **Commission scrutiny should address all the elements of product specifications, not only IPR;**
2. **Simplification of amendment procedure:** EC should elaborate guidelines to assure common implementation at MS level;
3. **Extension of the scope of GIs protection not only to wine sector but also to agricultural product and foodstuffs.**

Analysis of EP draft reports

CMO REGULATION

The draft report of MEP Eric Andrieu proposes to **extend the instrument of supply regulation** (already existing for PDO/PGI cheese, ham and wine) **to all PDO and PGI products**, as well as to all products with a national quality schemes.

AREPO analysis

This is a positive development for sectors that were not covered so far and this was requested by several AREPO producer representatives.

AREPO & OriGIn amendment proposals to the CAP Vs amendments presented by MEPs

GIS & CAP STRATEGIC PLANS – RURAL DEVELOPMENT

AREPO & OriGIn amendments	MEPs
GIS producer groups as possible beneficiaries under “Cooperation”	<ul style="list-style-type: none"> • Paolo De Castro (S&D) • Esther Herranz García, Ramón Luis Valcárcel Siso, Gabriel Mato, Esteban González Pons (PPE) • Ivan Jakovčić (ALDE)
Support for certification costs of EU quality schemes as possible intervention under “Cooperation”	<ul style="list-style-type: none"> • Clara Eugenia Aguilera García (S&D) • Ivan Jakovčić (ALDE) • Paolo De Castro (S&D)
Addition of a thematic sub-programme for quality schemes for agricultural products and foodstuffs.	<ul style="list-style-type: none"> • Ivan Jakovčić (ALDE) • Paolo De Castro (S&D)

AREPO & OriGIn amendment proposals to the CAP Vs amendments presented by MEPs

GIS & CAP STRATEGIC PLANS – SECTORAL INTERVENTIONS

AREPO & OriGIn amendments	MEPs
Inclusion of control of Union and national quality schemes under the types of intervention for “other sectors”	<ul style="list-style-type: none">• Paolo De Castro (S&D) & Giovanni La Via (PPE)• Ivan Jakovčić (ALDE)
Inclusion of producer groups, as defined in Regulation 1151/12 on quality schemes, as beneficiaries of operational programs under “other sectors” sectoral interventions.	<ul style="list-style-type: none">• Ivan Jakovčić (ALDE)• Paolo De Castro (S&D)

AREPO & OriGIn amendment proposals to the CAP Vs amendments presented by MEPs

QUALITY POLICY – SIMPLIFICATION OF GI SYSTEM

AREPO & OriGIn amendments	MEPs
Cancellation of the separation of the assessment of compliance with IPR from the assessment of compliance of the product specifications	<ul style="list-style-type: none"> • Michel Dantin (PPE) • Eric Andrieu, Karine Gloanec Maurin (S&D) • Miguel Viegas (GUE/NGL) • Esther Herranz García, Gabriel Mato, Ramón Luis Valcárcel Siso, Esteban González Pons (PPE) • Ivan Jakovčić (ALDE)
Assuring a more efficient approval of amendments to product specifications	<ul style="list-style-type: none"> • Clara Eugenia Aguilera García (S&D) • Paolo De Castro (S&D)
Maintenance of the European and common nature of the Geographical Indication system	<ul style="list-style-type: none"> • Clara Eugenia Aguilera García (S&D) • Ivan Jakovčić (ALDE) • Paolo De Castro (S&D)

The current state of play

- AGRI Committee is still working on compromise amendments.
- The vote in COMAGRI is scheduled for the **first week of April**. However, it is very likely a **deferral**.
- Considering the volume of amendments, the concerns arising from the Commission proposal and the tight timescales for finding shared solutions, European Parliament decided to leave the future European Commission and Parliament to relaunch the debate.

Opinion of the ENVI Committee

On February 27th 2019, the ENVI Committee published an Opinion, **as associated committee**, calling on the AGRI Committee to take into account its amendments on the CAP proposal.

On July 5th, the leaders of the EP's political groups decided to activate the **associate committee procedure (Rule 54, Rules of Procedure of the European Parliament)**, granting the Environment Committee **“shared competence”** with the Agriculture Committee in the environmental aspects of the post-2020 CAP.

Opinion of the ENVI Committee

CAP Strategic Plans - Section 4 - THE WINE SECTOR:

Art. 52, par.1, (g) and (h) - Types of intervention in the wine sector

Text proposed by the Commission:

(g) information actions concerning Union wines carried out in Member States encouraging responsible consumption of wine or promoting Union quality schemes covering designations of origin and geographical indications;

(h) promotion carried out in third countries, consisting of one or more of the following:

ENVI amendment 106 and 107:

Deleted

Opinion of the ENVI Committee

CAP Strategic Plans - Section 4 - THE WINE SECTOR:

Art. 53, par.6 - Union financial assistance to the wine sector

Text proposed by the Commission:

The Union financial assistance for information actions and promotion referred to in points (g) and (h) of Article 52(1) shall not exceed **50%** of eligible expenditure.

ENVI amendment 114:

The Union financial assistance for information actions and promotion referred to in points (g) and (h) of Article 52(1) shall not exceed **20%** of eligible expenditure.

Opinion of the ENVI Committee

CAP Strategic Plans - SECTION 7 - OTHER SECTORS

Art. 59 (g) - Objectives in other sectors

Text proposed by the Commission:

(g) promotion and marketing of the products of one or more sectors referred to in point (f) of Article 40; those objectives relate to the specific objectives set out in points (b) and (c) of Article 6(1);

ENVI amendment 123:

Deleted

Opinion of the ENVI Committee

CAP Strategic Plans - SECTION 7 - OTHER SECTORS

Art. 60 (f) – Types of intervention

Text proposed by the Commission:


(f) promotion, communication and marketing including actions and activities aimed in particular at raising consumer awareness about the Union quality schemes and the importance of healthy diets, and at diversification of markets;

ENVI amendment 124:

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PRESENTATION OF THE MAIN RESULTS OF THE CONFERENCE ON GIS
ORGANISED IN CRETE (DECEMBER 2018)
Piteris Charalampos-Nikolaos

A stylized world map in light purple and white, overlaid with several thick, colorful ribbons in shades of green, orange, blue, and red. The ribbons are curved and overlap each other, creating a dynamic, abstract design.

Ms Friedlinde Gurr-Hirsch,
Baden-Württemberg State Secretary

A light purple map of Europe is the background. Overlaid on it are several thick, curved, semi-transparent ribbons in various colors: green, orange, blue, and brown. These ribbons appear to represent data paths or geographical features.

GIS AND SUSTAINABILITY: STRENGTH2FOOD PROJECT,

Konstadinos Mattas,

Professor of Agricultural Policy, Aristotle University of Thessaloniki

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and brown, which curve and cross across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and author information.

EUROPEAN PROJECTS
Anne Clermontelle, AREPO

AGROSMARTcoop

Interreg Sudoe Programme

Abstract

- **AGROSMARTcoop** “Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the Sudoe rural areas” aimed to revitalize the agri-food cooperatives by improving their marketing and innovation strategies.
- **AREPO budget:** 112 500 € co-financed at 75% by the Interreg Sudoe programme 2014-2020 (total budget : 1 295 000 €).
- The project started on July 2016 and **ended on December 31st, 2018.**

Main results

- Collaborative platform with tools and advanced services to improve agri-food cooperatives competitiveness and intercooperation (www.agrosmartcoop.eu);
- Training courses;
- Intercooperation events that generated strategic alliances.

AREPO contributed to the project by bringing its quality policies expertise and dissemination skills.



AGROSMARTglobal

Interreg Sudoe Programme

Abstract

- **AGROSMARTGlobal** “Space for the competitiveness, promotion and intelligent international expansion of agri-food cooperatives in the Sudoe rural areas” aims to improve the visibility and the competitiveness of agri-food cooperatives on the digital market place.
- **AREPO provisional budget:** 141 750 € for a 36 months implementation co-financed at 75% by the Interreg Sudoe programme 2014-2020 (total budget : 1 598 000 €).
- The project was **selected for the 1st phase** and should be submitted before March 29th for the final evaluation.

AREPO would contribute to this project by:

- bringing its expertise for the protection of GIs denominations on the Internet;
- bringing its expertise for the improvement of the visibility of GIs on the Internet;
- bringing its experience on the promotion and dissemination of project's outcomes.

MOVING²

Horizon 2020 Programme

Abstract

- **MOVING²** “Mountain Valorization through Interconnectedness and Green Growth” aims to build capacities and co-develop policy frameworks across Europe for the establishment of new or upgraded value chains that contribute to resilience and sustainability of mountain areas by valorizing local assets and delivering private and public goods.
- **Total budget** : 6 000 000 € for a 48 months implementation financed at 100% for non-profit organizations (70% for the others) by the H2020 Programme. AREPO's budget has not yet been defined.
- The project proposal **was submitted on January 23rd** for the first evaluation phase.

AREPO would contribute to this project by:

- Involving regional/local authorities and producers associations from mountain areas from its member Regions;
- Bringing its expertise on policy assessment and its experience on the promotion and dissemination of project's outcomes.

PROMETRA

PRIMA partnership - Programme Horizon 2020

Abstract

- **PROMETRA** “PROfiling of secondary MEtabolites to ensure authenticity and TRAcability of Mediterranean foods” aims to strengthen and harmonize a technological tool, based on profiling food secondary metabolites, to achieve traceability and ensure authenticity of Mediterranean food products.
- **AREPO provisional budget:** 55 000 € for a 36 months implementation financed at 100% for non-profit organizations (70% for the others) by the PRIMA Partnership (total budget : 1 594 000 €).
- The project proposal **was submitted on February 28th** for the first evaluation phase.

AREPO would contribute to this project by:

- Involving regional/local authorities and producers associations from Mediterranean areas from its member Regions;
- Bringing its expertise on policy assessment and its experience on the promotion and dissemination of project’s outcomes.

ALIMENT-TERRE

ERASMUS+ Programme

Abstract

- **ALIMENT-TERRE** “Network of facilitators in sustainable food and quality products” aims to ensure adequate, safe and nutritious food in sufficient quantities, at an affordable and stable price, for both rural and urban population, by creating open educational resources to create a network of sustainable food and quality products facilitators.
- **Total budget** : 450 000 € for a 36 months implementation co-financed (% variable) by the ERASMUS+ Programme. AREPO's budget has not yet been defined.
- The project proposal **will be submitted** for the 2020 call for proposals session.

AREPO would contribute to this project by:

- Involving regional/local authorities and producers associations for the creation of a network of sustainable food and quality products facilitators within AREPO;
- Bringing its experience on the promotion and dissemination of project's outcomes.

A light purple map of Europe is the background. Overlaid on it are several thick, curved, semi-transparent ribbons in shades of green, orange, and blue, which appear to represent regional boundaries or movement paths.

PRESENTATION OF AREPO STUDY ON REGIONAL BRANDS
Laurent Gomez, Secretary-General of AREPO

Objetivos y usos (1)

- 20 de las 26 marcas creadas desde los años 2000
- Los posibles tipos de marcas :
 - **Sombrilla:** “Una variedad de productos, que se benefician de la **agrupación de dispositivos de comunicación.**”
 - **Producto:** “Una **identidad propia, diferenciadora y altamente comercializable a cada producto que lleva una empresa.**”
 - **Identitaria:** “se registra con fines de marketing territorial con el fin de fortalecer **la identidad de la comunidad a promover**”

Objetivos y usos (2)

- **Estas marcas cumplen uno o más de los siguientes objetivos:**
 - **Desarrollo económico:** empleo, valor agregado en el territorio, encontrar mercados, mejorar la cooperación.
 - **Promoción y valorización:** de los productos regionales e emblemáticos, productos con IG o signo de calidad, radiación del territorio, turismo, gastronomía.
 - **Garantía de calidad de la procedencia:** de la materia prima y / o del producto total
 - **Aspectos sociales y ambientales:** medio ambiente, cultura, patrimonio.
- 1/ El desarrollo económico está presente como el objetivo principal o secundario de todas las marcas.**
- 2/ La mayoría ejerce influencia solo dentro de su región o espacio nacional.**

IG y identidad territorial

- La participación de las IG en una marca es una ventaja particular PERO existen unos **conflictos legales de denominación entre las IG y las marcas** (noción de productos comparables).
- La comunicación de las marcas debe estar basada en **elementos de la realidad**.
- **Las indicaciones geográficas pueden desempeñar el papel de locomotora** y participar en la publicidad de otros productos menos conocidos. **¡Ten cuidado de no decepcionar con los otros productos!**
- **El primer público** en quien se debe enfocarse es por supuesto **el de su propio territorio. Los habitantes son también los primeros prescriptores turísticos** (familias, amigos).
- **La estabilidad de los nombres de las regiones a lo largo de la historia es un elemento importante para establecer una marca** (ejemplo : Normandie vs Nouvelle-Aquitaine)

Conclusión sobre la investigación

- El objetivo de las marcas territoriales consiste en **coexistir e interactuar con las IG para un beneficio mutuo.**
- **Las marcas territoriales pueden tener una ventaja de proximidad y confianza del consumidor si logran transmitir identidad y calidad.**
- La influencia de una marca depende de **los objetivos que ha establecido y de los medios a su disposición**, pero también de la **reputación de los productos que ofrece.**

The background of the slide is a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and brown, which appear to be flowing across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and speaker information.

UPDATE ON THE LISBON AGREEMENT ON GIS
Laurent Gomez, Secretary-General of AREPO

Dominios de Internet de primer nivel

Saben que **los dominios de Internet** están gestionados – comercializados de hecho – por **una empresa americana que se llama ICANN**

Hablamos de los **dominos de primer nivel** que están **de trace del punto** : .es, .eu, .com... La palabra técnica es gTLD

La Regla de adjudicación es la siguiente : **primer llegado, primer servido.**

Hay solamente algunos dominios reservados a las personas legítimas.

No hay duda sobre los nombres de los estados o de las capitales.

Pero **podría ser posible de comprar los nombres de las regiones** o de las provincias o de los departamentos... sin información anterior !

Los procedimientos de defensa serían largos y costosos.

Hay una consulta pública organizada hasta hoy. AREPO defiende un enfoque del tipo « public interest » (interés público) quien sería una información anterior de las colectividades para oposición.

Tenemos a seguir este tema muy importante.

The background of the slide features a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, and blue, which curve across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the title and speaker information.

UPDATE ON PROMOTION POLICY: NEW WORK PROGRAMME FOR 2019

Francesca Alampi, AREPO Policy Officer

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 14.11.2018](#) on the adoption of the work programme for 2019

[Annexes](#)

ANNUAL WORK PROGRAMME

Promotion policy: work programme 2019

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 2019 was adopted on 14 November 2018. A total of **€191.6 million** will be available for **promotion programmes selected for EU co-financing in 2019.**

It gives **priority** on increasing the number of individual campaigns aimed at non-EU countries identified by EC macro-economic analysis for their higher potential for growth.

Within the EU, the plan again puts **emphasis on products under EU quality schemes and labels** but also includes specific elements for sectors hit by **market difficulties**. The focus will be on **promoting sustainably produced rice, and fruit and vegetables.**

The former aims to try **to counter the impact of the booming imports** the European market is experiencing, the latter is selected **to promote healthy eating and increase the consumption of fruits and vegetables within the EU**, besides being a direct response to the difficulties the fruit and vegetable sector still faces

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, RUP	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	25.25
<u>Topic 4</u> - Canada, USA, Mexico, Colombia	22
<u>Topic 5</u> - Other geographical areas	25.25
<u>Topic 6</u> - Table olives	2.5
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	5

Budget repartition and priorities for co-financed programmes

MULTI PROGRAMMES	Million €
INTERNAL MARKET	43.3
<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>	32.8
<u>Topic B</u> - Healthy eating: fruits and vegetables	8
<u>Topic C</u> - Sustainably produced rice	2.5
THIRD COUNTRIES	43.3
<u>Topic D</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>	38.3
<u>Topic E</u> – Beef	5
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	5

The calls for proposals AGRI-SIMPLE-2019 and AGRI-MULTI-2019 have been published on 15 January 2019 with the deadline for submission 16 April 2019, 17:00 CET (Central European time).