

The background 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 dark red rounded rectangle is positioned in the upper center, and a green rounded rectangle is on the right side.

Activity Report – AREPO
September 2013 – October 2014

*AREPO General Assembly,
Bilbao, 21 October 2014*

Plenary meeting agenda

STATUTORY PART

- **Report of the outgoing President** on realized activities and memorandum for the next mandate
- Intermediate annual report
- **Renewal of AREPO Presidency** and of the Vice-presidency of the Board of Producers
- Analysis of **financial account**, membership fees and proposal to modify the investments

THEMATIC PART

- **Rural development:** analysis of implementation of PDR Measures 3.1 and 3.2
- Update on **Quality package**:
 - Delegated regulation 664/14: new rules on sourcing of feed and of raw material for PDO products
 - “Mountain product”: implementation of the optional quality term, cooperation with Euromontana
- Update on the **promotion policy**
- **Organic Farming:** state of art of the review of Regulation 834/2007
- **“Promoting European local food systems”:** presentation of the common initiative proposed by Lombardia Region in preparation for the Expo 2015 in Milan
- **Geographical indications for non-agricultural products**
- **European Projects**
- AREPO **biennial event** in Brussels: choice of the date (Spring 2015), conference theme, degustation and venue

The background features a light purple map of Europe. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, and blue, which are intertwined and flow across the continent. A dark red rounded rectangle is positioned in the upper left quadrant, containing the main title text.

AREPO survey for the assessment of the new regulations on quality

1. Rural Development Programme

Sub-measure 3.1: Support for new participation to quality schemes

Activation of the measure 3.1

9/13 regions chose to activate the measure:

- Aquitaine, Bretagne, Catalunya, Emilia-Romagna, Languedoc-Roussillon, Lombardia, Malopolska, Piemonte, Veneto.

4/13 regions chose not to activate the measure:

- Creta, Extremadura, Midi-Pyrenées, Toscana
- **Main reasons:**
- **Administrative costs overcome benefices** for producers
- Since the measure was implemented during the programming period 2007-2013, **there are no new farmers** that could benefit from these measure (Extremadura)

1. Rural Development Programme

Sub-measure 3.1: Support for new participation to quality schemes

Definition of new participation

Registration **after the date of publication of the public call** for the aid (2/13 regions: Bretagne and Malopolska)

Registration after the following date (5/13)

- Piemonte (1/01/2011)
- Emilia-Romagna, Lombardia, Veneto (01/01/2012)
- Aquitaine (less than 5 years)

Catalunya has not defined it in the RDP

NB. Those regions who chose not to implement the measure (Midi-Pyrenée and Extremadura) interpreted new participation as registration after the date of publication of the Reg. 1305/2013

1. Rural Development Programme

Sub-measure 3.1: Support for new participation to quality schemes

Beneficiaries: Inclusion of collective actors

Yes (8/13):

Bretagne, Catalunya, Emilia-Romagna,
Languedoc-Roussillon, Lombardia,
Malopolska, Piemonte,
Veneto (only collective actors)
(+ Mydi-Pyrenées and Extremadura)

No (1/12): Aquitaine

7/8 introduced a more
detailed and
comprehensive
definition, including
associations and non-
producers actors

6/8 established that
collective beneficiaries
should include subject
of **first participation**

4/8 introduced
procedures to
**document the transfer
of the benefit to the
individual farmer**

1. Rural Development Programme

Sub-measure 3.2: Support for information and promotion activities

Activation

12/13 regions chose to activate the measure

11/12 region consider a scheme eligible for the aid with 3.2 independently of being financed by the sub-measure 3.1

Aquitaine, Bretagne, Catalunya, Emilia-Romagna, Extremadura, Languedoc-Roussillon, Lombardia, Malopolska, Midi-Pyrénées, Piemonte, Toscana, Veneto

Beneficiaries

5/12 the producers associations should include farmers participating for the first time in the subsidized quality scheme

7/12 the producers associations should not include farmers participating for the first time in the subsidized quality scheme

Catalunya, Bretagne, Emilia-Romagna, Lombardia, Piemonte (for integrated projects 3.2.2)

Aquitaine, Extremadura, Languedoc-Roussillon, Malopolska, Midi-Pyrénées, Toscana, Veneto + Piemonte (for promotion projects)

1. Rural Development Programme

Sub-measure 3.2: Support for information and promotion activities

Quality Schemes eligible for aid

	Art.16, par.1.a
Extremadura	Ribera del Guadiana, Aceite Monterrubio, Cereza del Jerte, Dehesa de Extremadura, Aceite Gata-Hurdes, Pimentón de la Vera, Queso Ibores, Queso Serena, Torta del Casar, Cordero de Extremadura, Ternera de Extremadura.

	Art.16, par.1.a	Art.16, par.1.b	Art.16, par.1.c
<i>Aquitaine</i>		Label Rouge	Certification Haute valeur environnementale (HVE)
<i>Malopolska</i>			
<i>Midi-Pyrenées (3.2)</i>			
<i>Piemonte</i>			

	Art.16, par.1.a	Art.16, par.1.b
<i>Catalunya</i>		
<i>Emilia-Romagna</i>		
<i>Lombardia</i>	Reg. UE 1151/2012; Reg. CE 834/2007; Reg. Ce 110/2008; Reg. CEE 1601/1991; Reg. UE 1308/2013	1. National system for integrated production; 2. National system of quality livestock;
<i>Toscana (3.2)</i>		
<i>Veneto</i>		1. National system for integrated production; 2. National system of quality livestock; 3. "Qualità Verificata" scheme
<i>Languedoc-Roussillon</i>		AOC, Label Rouge, Certification de conformité Produit, (Démarche Sud de France only 3.2)

3. Delegated Regulation (UE) No.665/2014

on the optional quality term 'mountain product'

10/12 regions have PDOs with product specifications on feed sourcing contrasting with the EU delegated regulation 664/2014

9/12 regions affirm that this condition could cause problems for the producers of already registered PDOs (*the agro-climatic characteristics of the defined area limit the production of animal feeds; characteristics of the PDO*)

Implementation of the delegated regulation:

- 1/12 From the beginning without changes in product specifications (Midy-Pyrénées)
- 10/12 the rule should not be applied to already existing product specifications (not retroactive Vs to apply only in case the specifications have to be changed)

8/12 regions this condition makes it difficult or impossible to register new PDOs (*especially in mountain and disadvantaged areas*)

The MS have not discussed the issue with the regions.

3. Delegated Regulation (UE) No.665/2014 on the optional quality term 'mountain product'

Member State intervention to limit the derogation:

- 4/11 Yes, it would be appropriate
- 6/11 No, it would not be appropriate

What is the appropriate way for the MS to limit the derogation?

- 1/11 Deciding not to apply the derogation
- 4/11 Deciding not to apply the derogation and delegating to the regions the power to allow specific exemptions
- 1/11 Deciding to apply the derogation but reducing the distance
- 4/11 Other: It's not appropriate to limit the derogation

The MS have not discussed the issue with the regions.

3. Delegated Regulation (UE) No.665/2014 on the optional quality term 'mountain product'

Creation of an official list of producers who use the optional quality term 'mountain product'

8/11 regions are favorable to the creation of the list

- Promotion with other producers and consumers information
- Important to avoid additional costs
- In order to organize official controls

3/11 oppose the creation of the list

- This will create new administrative costs
- The regulation is directly applicable



Update on Promotion Policy

Regulation on information provision and promotion measures for agricultural products on the internal market and in third countries

Adopted in the AGRIFISH Council on 13-14 October.

The new regulation provides for:

- a **gradual increase in the resources** available to 61 million planned for 2014 to 200 million in 2020;
- **the quality systems** as a key **priority** for promotion policy, in order to improve the knowledge of consumers about the characteristics of such products. In this regard, the **opportunity to mention the origin of the products** in the promotion campaigns has been introduced for the first time.
- the inclusion of **producer organizations** as beneficiaries of the promotion policy;
- **increase in community funding** raised to **70%** in the case of simple programs on the domestic market and **80%** for multi programs on the internal market and for all programs in third countries.

The regulation should apply starting from December 1st 2015. As a consequence, the first call should be published in 2016.

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 dark red rounded rectangle is centered over the map, containing white text.

**AREPO position on EC Proposal for a
new Regulation on Organic production and labelling**

Institutional debate

- **On March 2014**
Proposal for a new regulation on organic farming + Action plan

European Commission

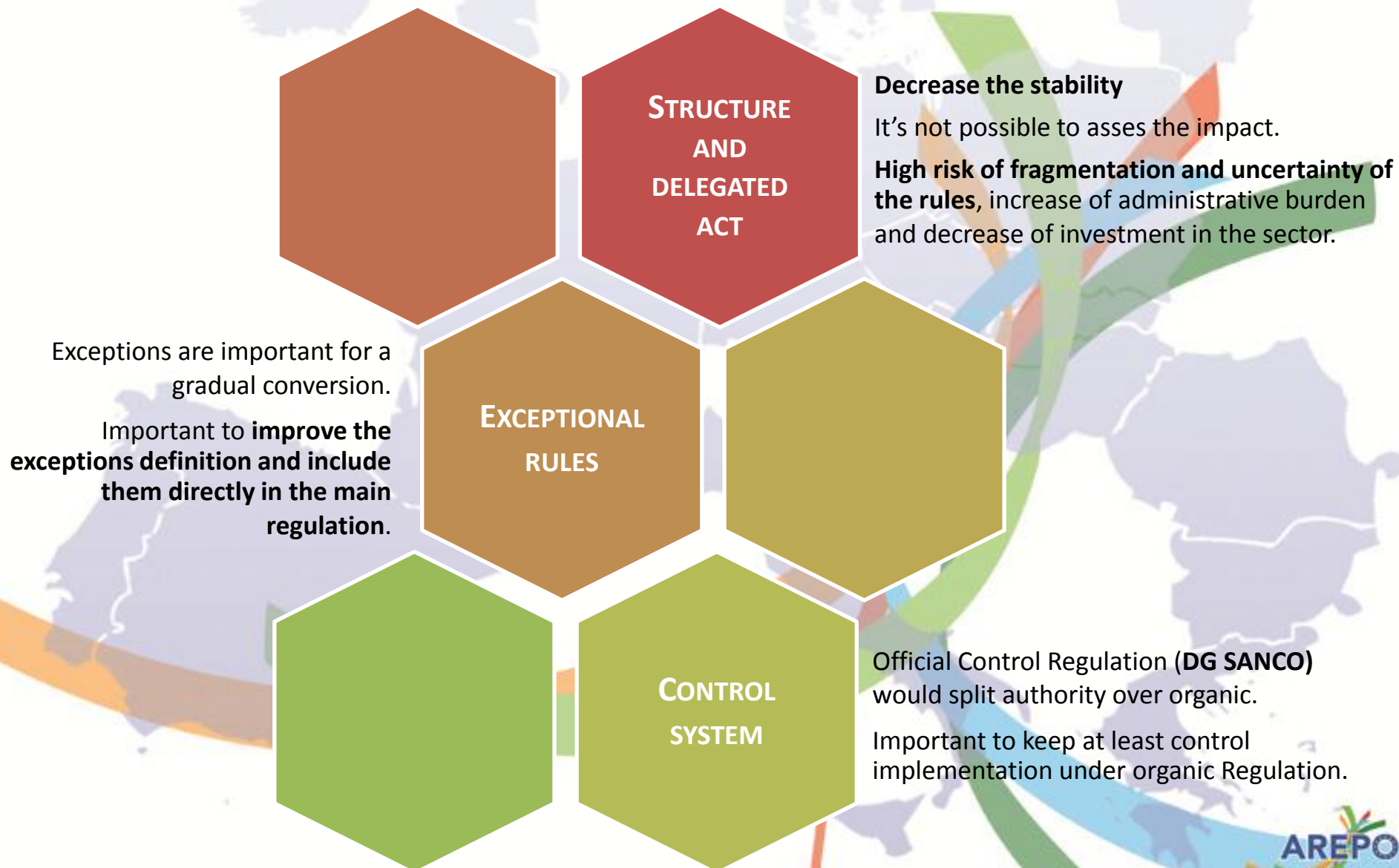
- **Rapporteur COMAGRI:**
Martin Hausling (Greens)
- **Timetable:** In 5 weeks draft report, in **January** final position in COMAGRI and in **February** in the Plenary (2 years process).
- **Greens don't want to reject the proposal.**

European Parliament

COUNCIL

- Italian Presidency objective: complete the first reading and **elaborate a consolidate position**
- **Priority control system and imports**

Main critical points identified in the EC proposal



General production rules

Organic agricultural holdings have to be entirely organic

- **Ideally positive**, simplify the control, less contamination and more guaranties.
- Practical problems:
 - **high risk of losing a large part of organic farms** (great number of mixed farms).
 - **Increase of administrative burden and risk for the transparency** of the production (splitting company).
 - If applied to **seed companies**, risk to undercut the organic seed production.

System to measure environmental performance

- It's not clear how the environmental management system should be put in place
- Definition through an EC delegated act increases uncertainty.
- The criteria for environmental certification **should be included directly in the regulation**.
- It would be appropriate to extend the requirement to **organic processors and importers**.

Regional Feeds : up to 90% for herbivores and 60% for other animals

- In some regions and for some species, this is achievable. However, farms in less developed organic areas and sectors, including those requiring special feedstuffs, would have great difficulty sourcing organic feed in their areas due to the general small size of farms in the region and the low percentage of organic cultivation.
- A **step by step approach** would be preferable.
- A **definition** of the term "**region**" is necessary in order to evaluate in impact of this measure.

Control system

Risk-based approach: removal of mandatory annual control

- Annual inspection is actually very important for consumer confidence and it should be maintained.

All operators along the organic chain submitted to the control system

- Unnecessarily **burdensome** to submit even the **retailers selling prepackaged food** (low risk of commercial fraud) and this provision increases the overall costs and discourages the development of the sector.
- It would be sufficient to regulate the use of exemption detailing its terms in the new regulation.

System of group certification

- Positive, but it would be important to **define the conditions** directly in the regulation.
- **Limit of 5 ha** to define the small-scale farmers is not appropriate, the dimension depends from the type of exploitation (see greenhouse production and horticulture Vs production of cereals) and it would exclude a great number of small producers.
- Necessary to **modify the definition**, using a more appropriate criterion, like the **turnover**, to define the small-scale producers.

Lombardy Region initiative on “Promoting European local food systems”

Position Paper: Promoting European Local Food Systems

LOCAL FOOD SYSTEMS AND
SMART LOCAL INITIATIVE

INTEGRATING LOCAL FOOD
PRODUCTS WITHIN THE EU
QUALITY POLICY

MORE ACTIONS AGAINST
FRAUDS IN THE AGRO-
FOOD SECTOR

16° October – Launch event: «Promoting european local food system»

The position paper will be presented to the European Commission during EXPO 2015 in Milan

Geographical indications for non-agricultural products

Enjeu : international (demande des pays du sud dans les accords) ; régional (fixer les activités économiques)

Discussion lors de l'AG à Bordeaux : pas une priorité pour l'AREPO mais assurer un suivi

Aujourd'hui, la Commission propose un Livre vert : date limite le 31 octobre

Proposition : adresser une réponse pour pouvoir continuer à suivre le travail de la Commission

- Harmoniser au niveau UE
- Informer les consommateurs
- Fixer les activités économiques
- Plus le modèle IGP que le modèle AOP = protéger la réputation
- Protéger les IGP et AOP agroalimentaires (droit d'opposition)
- Protéger les collectivités territoriales (droit d'opposition)

En France : un nouveau dispositif réglementaire pour reconnaître les IGNA

En Aquitaine : Laurent Gomez nommé «Monsieur» IGNA pour les services / résoudre le problème de transversalité

European Projects

Horizon 2020

- Call: **Sustainable food chains through public policies: the cases of the EU quality policy and of public sector food procurement**
- Close call: 24/02/2015
- Type of action: Research and Innovation Action; **Multi-actor projects**
- Funding rate = 100%
- Budget: €7 million
- **General objective:** To assess the impact of the current policies and the impact on sustainability of the “quality food” and the “public food procurement”, and to identify new interesting approaches, in order to make recommendations to the policy makers and the stakeholders in a multi-actors approach, for improving the use of measures as boosters for the sustainable rural development.

European Projects

Erasmus + TRAINING RURAL EUROPE (TRE)

- Submitted on April 20, 2014
- **Key action 2:** Cooperation for innovation and exchange of good practices – Strategic partnership in the field of education, training and youth
- **Budget:** 297.000 € (AREPO 52.942€)
- **Partners:** Municipality of Fringento (applicant- IT); RC&P S.R.L. (management consulting firm - IT); Jlag (UK); ELO (BE).
- **General objective:** to develop **units of work based on learning outcomes that define a training framework supporting the EU Agricultural Quality Policy**. The training path will include units across the following areas: Legislative, Quality, Marketing, Communication, and Management. The training will cover the basic principles of the scheme (what it is, why there is a need, how to apply for it, the main EU and national laws and regulations), how to manage and maintain the EU labels once acquired (i.e. by explaining the Italian experience of 'ConSORZI' as case studies), how to develop and implement related marketing strategies. TRE will provide a formal training path for clients in European label foodstuff producers, chambers of commerce, retailers, SMEs, local communities, and local authorities.

AREPO biennial event

DATE

Spring 2015

CONFERENCE
THEME

DEGUSTATION

VENUE

Practical informations

- **AREPO dinner this evening (19:30)**

Venue: Restaurante la Florinda, Edificio Alhóndiga
Bilbao Plaza Arriquirar

- **TECHNICAL VISITS – October 22°**
- remember that the **meeting point** is the **esplanade of the entrance to the Euskalduna Conference Center** (Abandoibarra, 4 48011 Bilbao) at **8:45 a.m.**
 - **BRING YOUR INSCRIPTION**