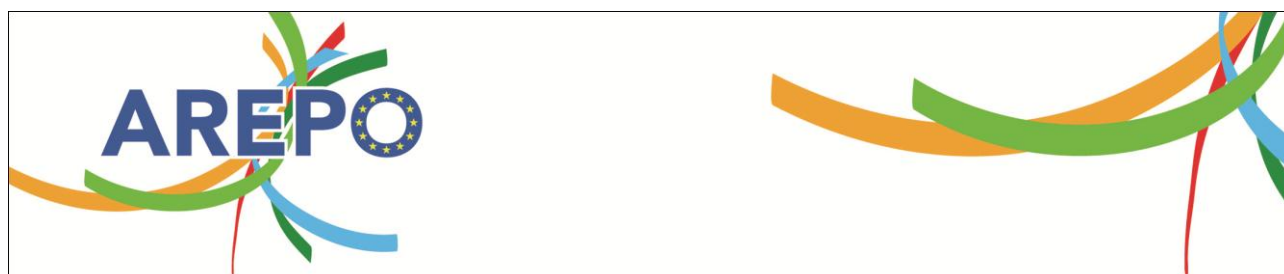


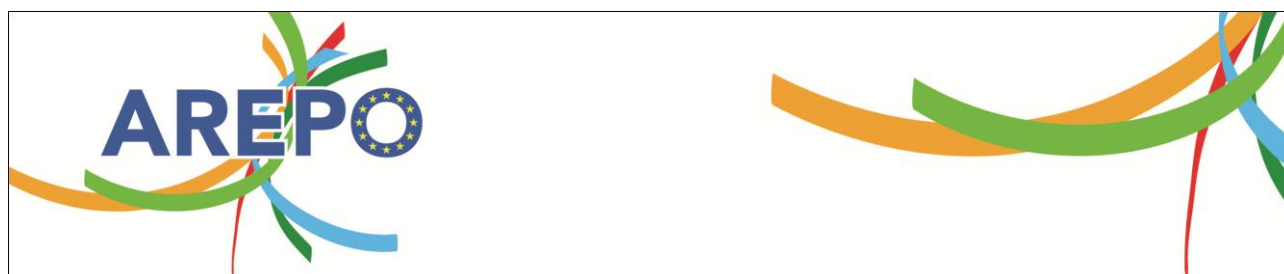
SURVEY ON REGIONAL BRANDS IN AREPO'S REGIONS

Warning: *This document is a technical analysis by the services of AREPO. It does not express a political position of AREPO.*

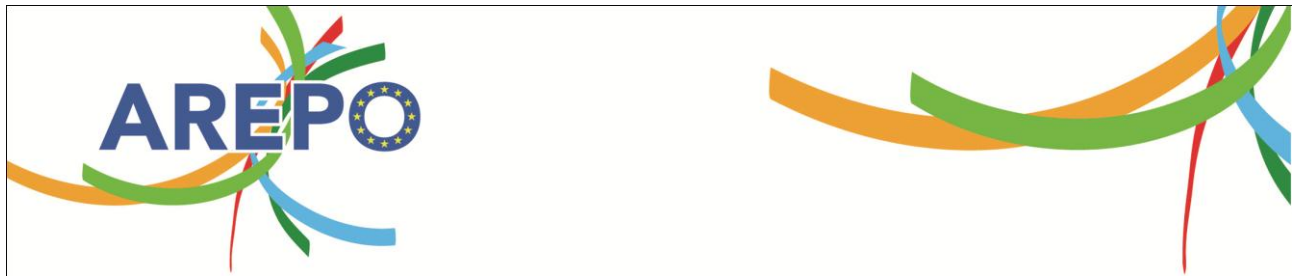


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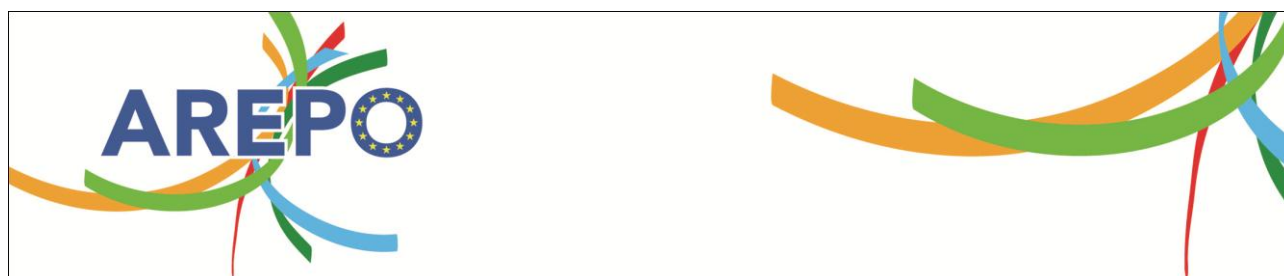
INTRODUCTION

Interest with regards to regional brands is growing all over Europe. This is explained by the need to meet consumer's increasing and complex demands concerning food and everything that relates to it in terms of quality, environmental and health concerns as well as an interest in local products.

In this context, regional brands are multiplying in Europe and European institutions are interested in learning more about them, in order to see whether common guidelines or tools could be developed in order to minimise consumer's confusion. For some of AREPO's regions regional brands are as important as PDO/PGIs on their regional markets and therefore they are interested in maintaining and strengthening them.

This paper therefore aims at making an inventory of regional brands in AREPO's regions, as a first step towards knowing them, comparing them and understanding what AREPO's position could be on this topic.

Nineteen labels were identified so far, covering a variety of quality-related aspects and typologies of certification. They are described hereafter, in alphabetical order (country/region).



FRANCE

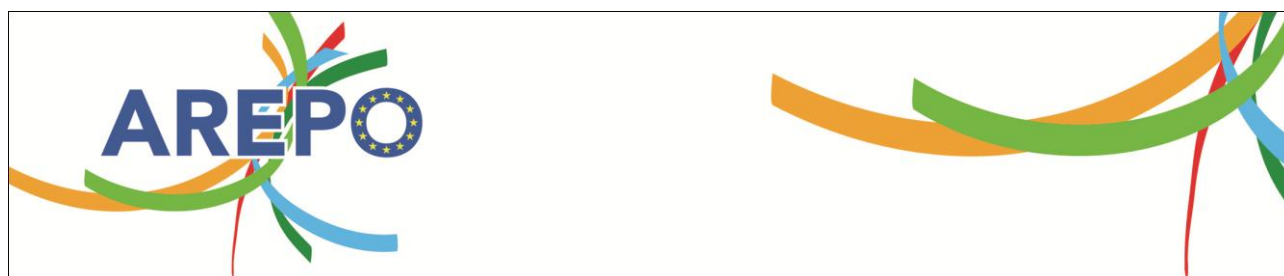
AQUITAINE ET MIDI-PYRÉNÉES

«SUD-OUEST FRANCE»	
Created in	2011
It concerns	Link between origin/quality, organic, short supply chains, direct selling
Products origin	Regional. Unprocessed products must be produced in the involved regions. Processed products must be processed in the involved regions from raw materials produced in the involved regions, unless derogation exists. Products from other regions or making a cultural reference to another regions are forbidden (ex. Choucroute)
Traceability systems	YES. Traceability is ensured, nevertheless there is no specific system for the consumers. Specifications exist for every product family, candidacies are proposed to a selection committee that verifies the origin of raw materials. The traceability system of the company testifies for it.
Certification	Only for organic produce, by the usual certifying bodies. The control is coupled to the annual organic control, in order to cut costs.
Sanctions	In case of non-respect of the specifications, loss of the licence. In case of non-compliance with the origin of the products, measures by the antifraud official service.
Region involvement	The two Regions are co-owners of the brand. Brand management, financial support.
Logo	<ul style="list-style-type: none"> - On the product : YES, for organic products and NO (for all other products, with the exception of those sold in China (Maisons du Sud-Ouest system in China)) - Other uses : collective promotional campaign in Aquitaine and Midi-Pyrénées and promotion documents in Aquitaine if financial support is granted by the region
Collective promotional activities	YES. Promotional campaigns, participation in fairs and export support for China, actions in supermarkets.
Product families	Any
N. of commercial references	About 300, growing number
Legal issues faced	Problem concerning the co-existence of the brand and of two PGI that have the same geographical name (canard à foie gras du Sud Ouest et porc du Sud Ouest). Raises an issue in trademark law (some product classes refused prior to registration). Issues relating to the labeling of products bearing the logo, the legitimacy of PGI with regards to a name the



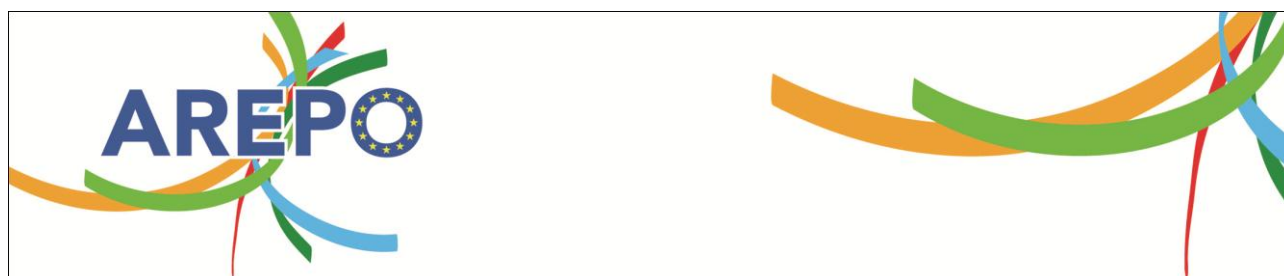
registration of which should be exclusive to them, since this could be debated.

Owner of the brand	The two regions co-own the brand
Manager of the brand	An ad-hoc association with a board (the two regions, the two chambers of agriculture, the two interprofessional organization for organic, the two promotion agencies), a board of directors and an experts committee.
Site	http://sudouestfrance.fr/



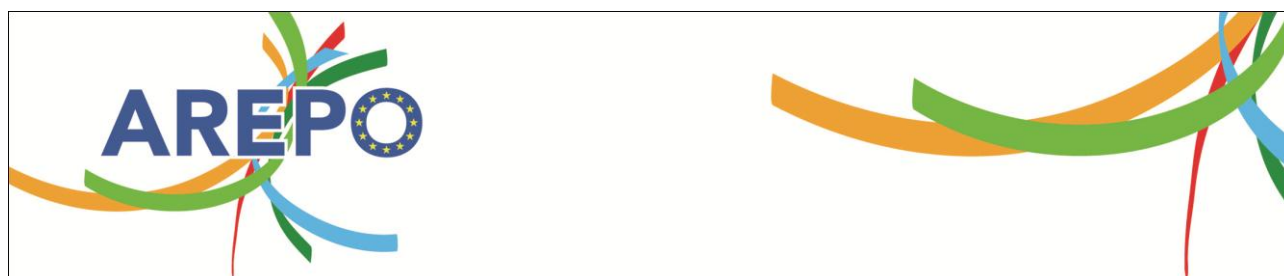
BRETAGNE

«PRODUIT EN BRETAGNE»	
Created in	1993
It concerns	Link between origin and quality, organic, traditional recipes, short circuits and social impact.
Products origin	exclusively from the brand region/ in case of external origin (EU origin) the product must be transformed in the region
Traceability systems	Yes, through an audit on the web site and an approval by products
Certification	Yes, by internal audit on the basis of a reference document, audited annually by <i>Bureau veritas</i>
Sanctions	in case of non-respect of the specifications: possibility of exclusion
Region involvement	external cooperation; the region does not control the brand that's managed by an independent organization (Produit en Bretagne). The region provides a grant to the Association, representing approximately 10% of its budget. The organization has a regular dialogue with the region.
Logo	- <u>On the product</u> : Yes - <u>Other uses</u> : on institutional and corporate communication of enterprises, through all media supports
Collective promotional activities	Yes
Product families	Food, culture, services, industry, distribution
N. of commercial references	4.000 food products
Legal issues faced	No legal issues faced, but there is the need to carefully observe the rules on protected geographical indication (PGI)
Owner of the brand	Association "Produit en Bretagne"
Manager of the brand	Association "Produit en Bretagne"
Site	http://www.produitenbretagne.com/
Remarks	The member companies represent approximately 100.000 employees. The purpose of PEB is the creation of employment in Bretagne, through the promotion of knowledge and know-how of economic and cultural actors.



LANGUEDOC-ROUSSILLON

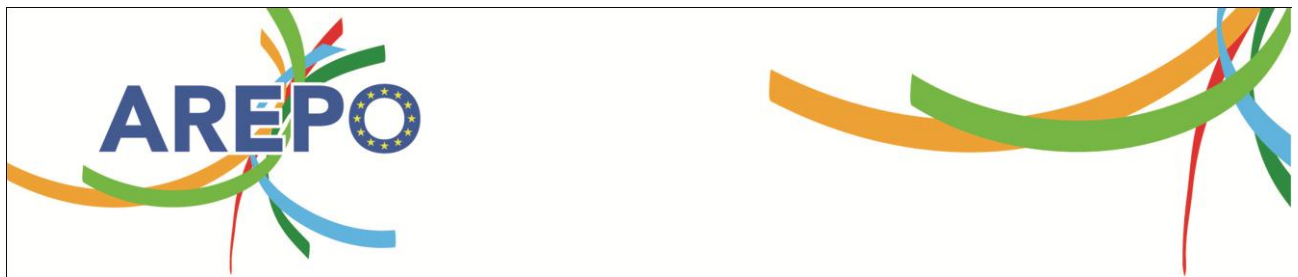
«SUD DE FRANCE»	
Created in	2006
It concerns	Link between origin and quality, organic, taste, traditional recipes, added value compared to a standard product
Products origin	Regional origin, for agricultural products and raw materials. For transformed products, derogation is possible (for some ingredients) for typical products, with relevant added value, subject to approval after a taste test.
Traceability systems	No
Certification	YES, by Bureau Veritas, 20% controls for joining and follow-up.
Sanctions	YES, in case of non-respect of the specifications, proportionate to the seriousness of the non-respect.
Region involvement	Definition of specification, brand management, promotion and communication, legal aspect of the brand.
Logo	YES, subject to legal expertise <u>-On the product</u> : YES <u>-Other uses</u> : individual (communication) and collective communication (displays, collective communication tools, etc.).
Collective promotional activities	YES: a) brand communication campaign conducted by the Region; b) in-store promotion campaign for products, conducted by external agency; c) communication/promotion campaign for specific products, led by groups of operators under “Sud de France” brand.
Product families	Agricultural, processed and wine products.
N. of commercial references	8.500, including 5.000 wines
Legal issues faced	a) Position of France with regards to GIs and regional brands; b) use of the name on olive oils (European regulation n 29/2012).
Owner of the brand	Région Languedoc-Roussillon
Manager of the brand	Région Languedoc-Roussillon
Site	http://www.sud-de-france.com/portail/



GERMANY

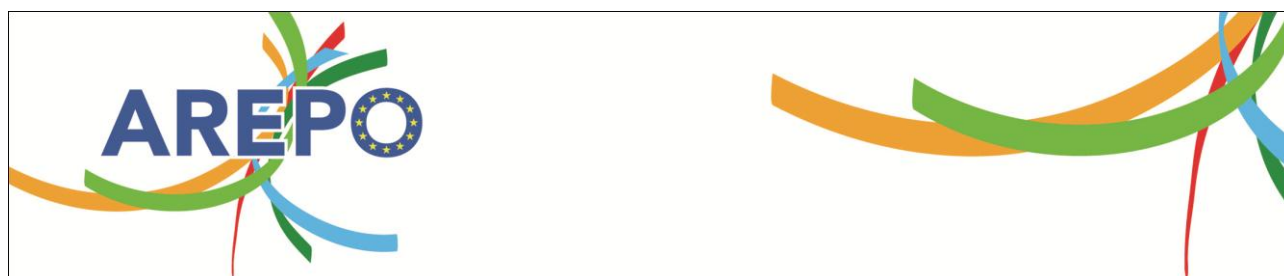
BAVARIA

«GQ- GEPRÜFTE QUALITÄT - BAYERN»	
Created in	2002
It concerns	Integrated production, certified quality (product and process) and consistent (regional) traceability. Specifications exist for each product.
Products origin	exclusively products cultivated, produced and packed in single origin (region) ; exclusively from the brand region (may vary)
Traceability systems	YES, full traceability to the point of origin is part and parcel of the GQ monitoring system (from stable/field to table)
Certification	YES, licence holders in cooperation with certification bodies (http://www.gq-bayern.de/ueber-gq-bayern)
Sanctions	YES, in case of non-respect of the specifications, licence holders in cooperation with system control (government).
Region involvement	All of the product specifications and process quality standards are defined by the region in accordance with the producers or producer organisations and are acknowledged by the EU Commission. Region and producer organisations also work together for promotional activities. 80% subsidy for farmers for first certification, following certifications 60%, 50%, 40%, 30% subsidy
Logo	-On the product : YES -Other uses : Promotion and information (50% subsidy)
Collective promotional activities	YES (http://www.alp-bayern.de/alp-bayern)
Product families	Mainly agricultural products (vegetables, meat, flour...) but also processed food made of "GQ" raw materials (sausages, pasta...) (http://www.gq-bayern.de)
N. of commercial references	N/A
Legal issues faced	NO
Owner of the brand	The Free State of Bavaria represented by the Bavarian state ministry of food, agriculture and forestry
Manager of the brand	The Bavarian state ministry of food, agriculture and forestry and the Bavarian State



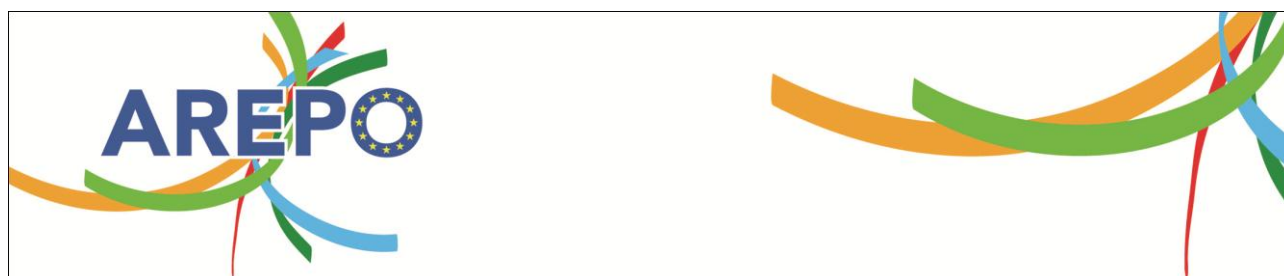
Research Center for Agriculture (institution of supervision)

Site	http://www.gq-bayern.de/
Remarks	<p>Quality security and origin security (exclusively from designated region) are the basis of the brand “GQ”. The three-level control concept (self-monitoring/external audits/supervision of the license holders and certification bodies) makes the system very reliable and transparent (http://www.gq-bayern.de/ueber-gq-bayern/kontrollsystem)</p> <p>« Geprüfte Qualität-Bayern » is the most important regional brand in Bavaria besides PDOs/PGIs. This parallel strategy is mainly focused on domestic markets while PDOs/PGIs are more focused on export markets. At the moment, there are 26 Bavarian products protected under council regulation EU 1151/2012 (former 506/2006). Both the segment of PDO/PGI and the segment of the quality programme GQ count for about 10% of the turnover of the Bavarian food industry (that means a value of two billion € per year for each segment).</p>



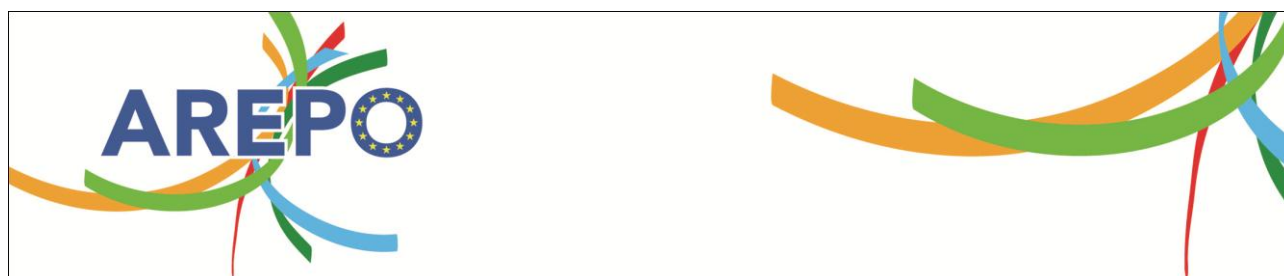
HESSEN

«GQ -GEPRÜFTE QUALITÄT – HESSEN»	
Created in	2003
It concerns	Link between origin/quality, Short distances, traceability and transparency.
Products origin	Exclusively from the brand region.
Traceability systems	YES, farmer, producer and marketer have to be certified according to the guidelines, controlled by control bodies.
Certification	YES, by approved control bodys
Sanctions	YES, in case of non-respect of the specifications, board of control (small cases) / MGH (difficult cases).
Region involvement	The brand was created in cooperation with the region, financial support from the region for the realisation of the sign.
Logo	-On the product : YES -Other uses : NO
Collective promotional activities	Yes, by MGH.
Product families	27
N. of commercial references	More than 1000
Legal issues faced	No. the sign is approved in the EU, food quality scheme of the region Hessen.
Owner of the brand	Marketinggesellschaft GUTES AUS HESSEN e.V.
Manager of the brand	MGH GUTES AUS HESSEN GmbH
Site	http://www.gutes-aus-hessen.de/unsere-zeichen/gepruefte-qualitaet-hessen.html



«BIO SIEGEL – HESSEN»

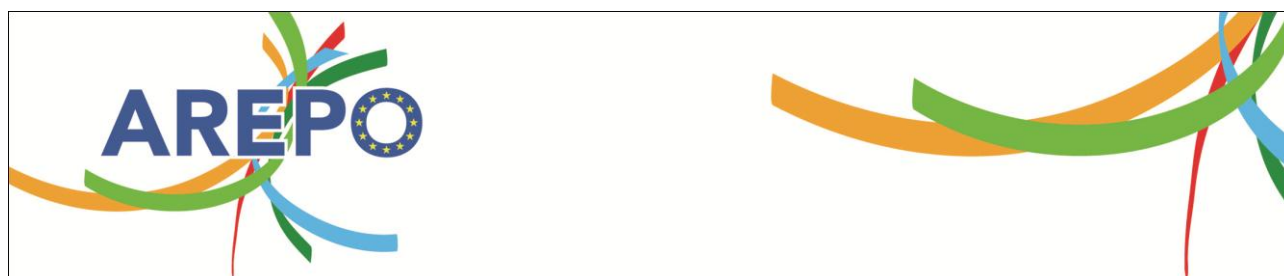
Created in	2006
It concerns	Link between origin/quality, organic, short distances, transparency
Products origin	Exclusively from the brand region
Traceability systems	Yes, control body.
Certification	YES, by approved control bodies.
Sanctions	YES, in case of non-respect of the specifications, board of control (small cases) / MGH (difficult cases).
Region involvement	The brand was created in cooperation with the region, financial support from the region for the realisation of the sign
Logo	-On the product : YES -Other uses : NO
Collective promotional activities	Yes, by MGH
Product families	26
N. of commercial references	More than 250
Legal issues faced	Based on Council Regulation (EC) No. 834/2007 on organic production and labelling of organic products + regional origin.
Owner of the brand	Marketinggesellschaft GUTES AUS HESSEN e.V.
Manager of the brand	MGH GUTES AUS HESSEN GmbH
Site	http://www.gutes-aus-hessen.de/unsere-zeichen/bio-siegel-hessen.html



GREECE

CRETE

«CRETE – LAND OF VALUES»	
Created in	2012
It concerns	Link between origin and quality, integrated production, tradition/recipes. Specifications exist for each product category.
Products origin	Regional, or regional recipe
Traceability systems	YES, by HACCP AND ISO
Certification	YES, by Agronutritional cooperation of the region of Crete
Sanctions	In case of non-respect of the specifications: YES, by Agronutritional cooperation of the region of Crete.
Region involvement	Control of the certification process, responsible for the promotion of the brand
Logo	-On the product : YES -Other uses : N/A
Collective promotional activities	YES
Product families	N/A
N. of commercial references	N/A
Legal issues faced	N/A
Owner of the brand	The Region of Crete
Manager of the brand	The Agronutritional cooperation of the region of Crete



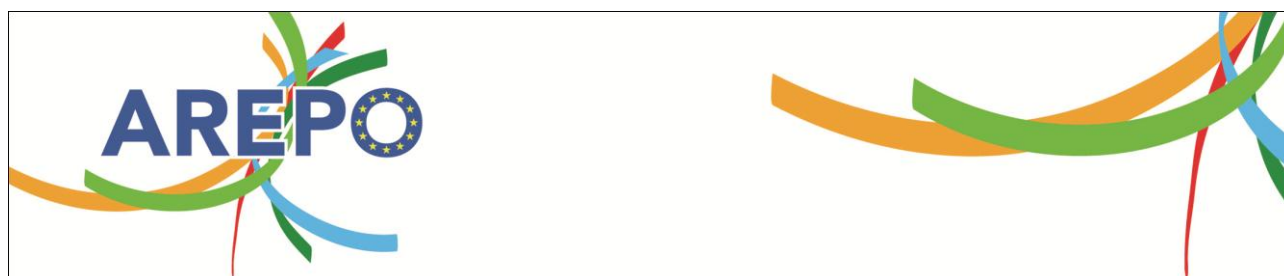
ITALY

EMILIA-ROMAGNA

«QUALITÀ CONTROLLATA - PRODUZIONE INTEGRATA RISPETTOSA DELL'AMBIENTE E DELLA SALUTE»	
Created in	1999 (Legge Regionale dell'Emilia-Romagna 28/99)
It concerns	Integrated production
Products origin	EU origin
Traceability systems	YES, self-control system by the brand licence-holder
Certification	YES, by accredited certification bodies
Sanctions	YES, in case of non-respect of the specifications, progressive sanctions set by the Regional law creating the brand and specified by the Regional Council.
Region involvement	The brand is established and registered by the Region, the Region approves the specifications, grants the use of the label to the applicants, establishes and imposes sanctions. The region may support promotional activities.
Logo	-On the product : YES -Other uses : the logo may be used in various types of product information support (product, packaging) and in advertising, as determined by the Regulation on the use of the brand, always in association with the brand or the name of the license holder.
Collective promotional activities	YES
Product families	Fresh and processed fruit and vegetables, pork, beef, mutton, poultry and rabbit, eggs, cereals and transformed cereals (flour, bread, bread sticks), extra virgin olive oil, fish products.
N. of commercial references	N/A
Legal issues faced	A similar brand was established by the Region in 1992, but it was not compatible with EU law. The current version of the brand did not face any legal issues.
Owner of the brand	Regione Emilia-Romagna
Manager of the brand	The Region manages the rules; the license holders manage the activities.
Site	http://agricoltura.regione.emilia-romagna.it/produzioni-agroalimentari/temi/qualita/marchio-qc
Remarks	The brand faces some difficulties in dealing with mass retailers, usually for three reasons: 1) possible conflicts with private brands, 2) difficulty of ensuring a constant amount of produce, 3) it is hard to cover production costs, higher than those of conventional

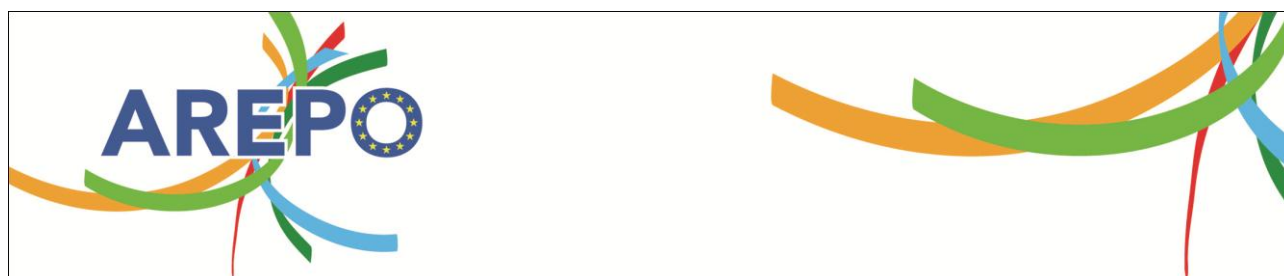


production.



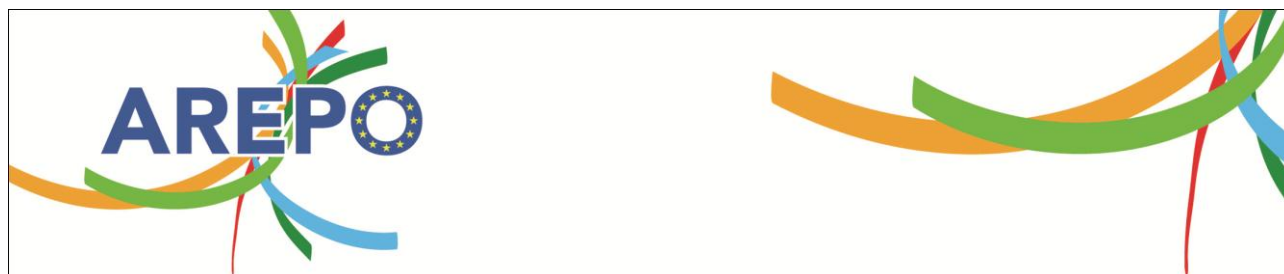
MARCHE

«QM – QUALITÀ GARANTITA DALLE MARCHE»	
Created in	2003
It concerns	Organic, Integrated production, quality and consumer's information.
Products origin	EU origin
Traceability systems	YES, Si.Tra (IT Regional Traceability System)
Certification	YES, by an independent control body.
Sanctions	YES, in case of non-respect of the specifications, depending on the seriousness withdrawal or suspension of the licence.
Region involvement	Institutional and of vigilance through UTV (Territorial Vigilance Unit).
Logo	-On the product : NO -Other uses : N/A
Collective promotional activities	YES
Product families	Agri-food products and services.
N. of commercial references	50 kinds of product.
Legal issues faced	The national Ministry of Agriculture is opposed to the use of the brand for PDOs and PGIs and in the wine sector, despite the fact that it is clearly stated in the text that was notified to the EU.
Owner of the brand	Regione Marche
Manager of the brand	Regione Marche - PF Competitività e Sviluppo dell' Impresa Agricola
Site	http://84.38.50.190/agricoltura/



TOSCANA

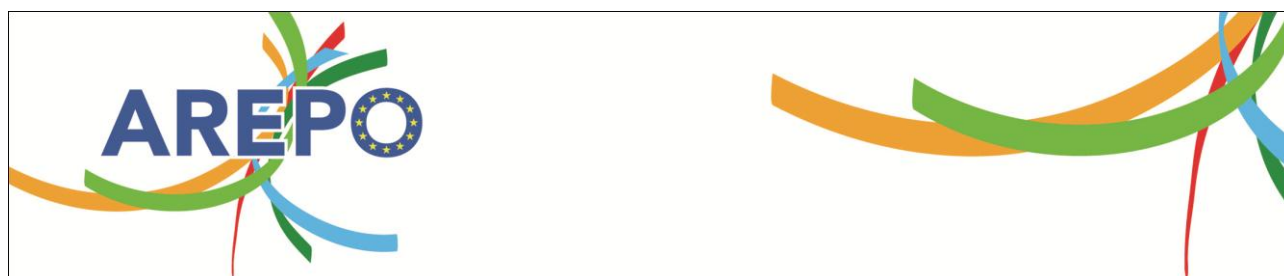
«AGRIQUALITÀ - PRODOTTO DA AGRICOLTURA INTEGRATA»	
Created in	1999
It concerns	Integrated production
Products origin	EU origin
Traceability systems	YES, control of the authorized operators and self-control system by the concessionaires.
Certification	YES, the control body gives the first declaration of conformity and the declaration of conformity of the products following control actions and analytical tests.
Sanctions	YES, in case of non-respect of the specifications, deviations (less severe) and breaches (the most serious split between irregularities and infringements). Infringements may lead to the revocation of the use of the brand and exclusion from the control system.
Region involvement	The region protects the brand, regulates its use and grants its use, approves and updates the specifications and technical data, gives the necessary authorizations to the control bodies, update a list of concessionaires, authorizes derogations, performs supervisory tasks and collective promotional activities.
Logo	-On the product : Yes -Other uses: on the promotional material of the concessionaire and for institutional uses.
Collective promotional activities	Yes, carried out by the Region.
Product families	Crops and related processed products; livestock production and related processed products; aquaculture.
N. of commercial references	16 product groups (e.g. cereal-based products) and 251 companies involved in 2012.
Legal issues faced	None
Owner of the brand	Regione Toscana
Manager of the brand	The concessionaires manage the brand, since they use it based on the rules set by Regione Toscana.
Site	http://agriqualita.arsia.toscana.it/



VALLE D'AOSTA

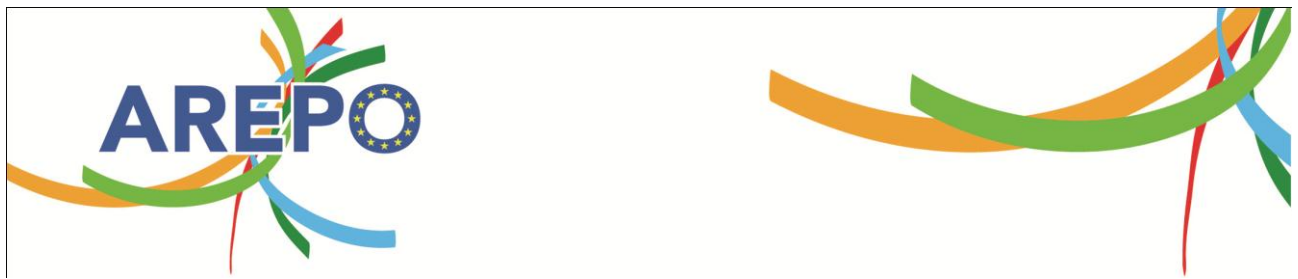
«SAVEURS DU VAL D'AOSTE»

Created in	2004
It concerns	Link between origin and quality; the beneficiaries are the operators of the tourism sector and restaurants.
Products origin	Regional
Traceability systems	YES, Inspections carried out by a body authorised by the region (not accredited).
Certification	No
Sanctions	YES, in case of non-respect of the specifications, from non-conformity to withdrawal of the mark
Region involvement	The Regional Ministries of Tourism and Agriculture grant the mark, organize the training course -the frequency of which is a requirement for obtaining the mark- and carries out controls through authorized regional company.
Logo	- <u>On the product</u> : NO - <u>Other uses</u> : To identify shops, restaurant and hotels where local products can be bought.
Collective promotional activities	YES
Product families	N/A
N. of commercial references	N/A
Legal issues faced	NO
Owner of the brand	Regione Autonoma Valle d'Aosta
Manager of the brand	Regione Autonoma Valle d'Aosta
Site	http://www.lovevda.it/turismo/scopri/enogastronomia/saveurs_f.asp



VENETO

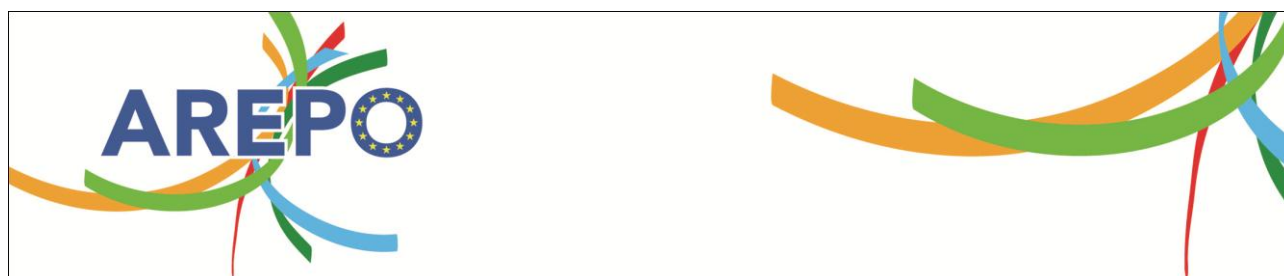
«QUALITÀ VERIFICATA»	
Created in	2001 (2009 with last denomination and revision).
It concerns	Integrated production, traceability, higher standards of quality...
Products origin	EU origin
Traceability systems	YES, external control body.
Certification	YES, voluntary process (issued by third party inspection bodies).
Sanctions	YES, in case of non-respect of the specifications, formal warning, suspension, exclusion from the quality system.
Region involvement	Approval of production rules and procedures, management of administrative procedures for approval of control bodies and license to use the brand, supervision of inspection bodies.
Logo	-On the product : YES -Other uses : YES, on dissemination materials
Collective promotional activities	YES
Product families	Fruit and vegetables, cereals and industrial, flowers, livestock productions (meat and milk).
N. of commercial references	48
Legal issues faced	NO, successfully completed the notification to the European Commission (Directive 98/34/CE).
Owner of the brand	Veneto Region
Manager of the brand	The dealers
Site	http://www.piave.veneto.it/web/temi/qualita-verificata



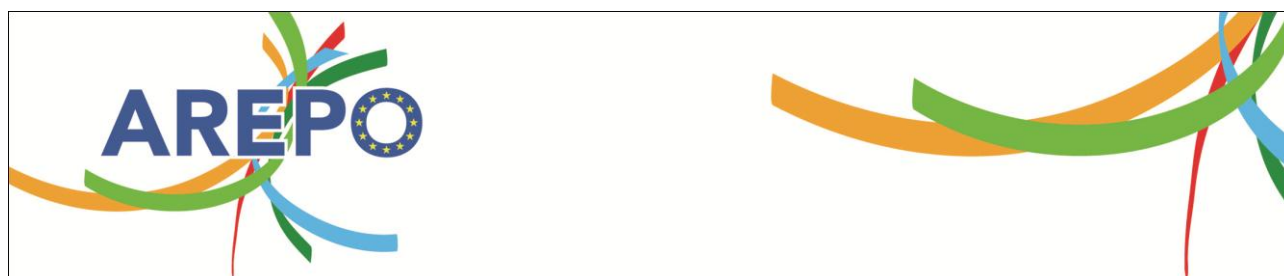
PORTUGAL

AZORES

«LACTÍCIOS DOS AÇORES»	
Created in	1993
It concerns	The region of production of the dairy products; link origin/quality; tradition.
Products origin	Exclusively from the brand region.
Traceability systems	NO
Certification	YES, by: ANIL – Associação Nacional das Industrias de Lacticínios.
Sanctions	YES, by: ANIL – Associação Nacional das Industrias de Lacticínios.
Region involvement	The Regional Government by the member responsible for the agriculture sector is responsible for the legislative rules given the responsibility of the certification by “ANIL – Associação Nacional das Industrias de Lacticínios”.
Logo	-On the product : YES -Other uses : N/A
Collective promotional activities	NO
Product families	Dairy products
N. of commercial references	N/A
Legal issues faced	Portaria n.º 1/92 de 7 de janeiro (Jornal Oficial da RAA Iª série, n.º 1, de 07/01/1993) http://www.azores.gov.pt/JO/Serie+I/1993/Serie+I+Nº+1+de+7+de+Janeiro+de+1993/Portaria+Nº+1+de+1992.htm
Owner of the brand	ANIL – Associação Nacional das Industrias de Lacticínios
Manager of the brand	ANIL – Associação Nacional das Industrias de Lacticínios
Remarks	The using of this brand is nowadays in evaluation if it justifies or not using it instead of using only the commercial brand of the companies.



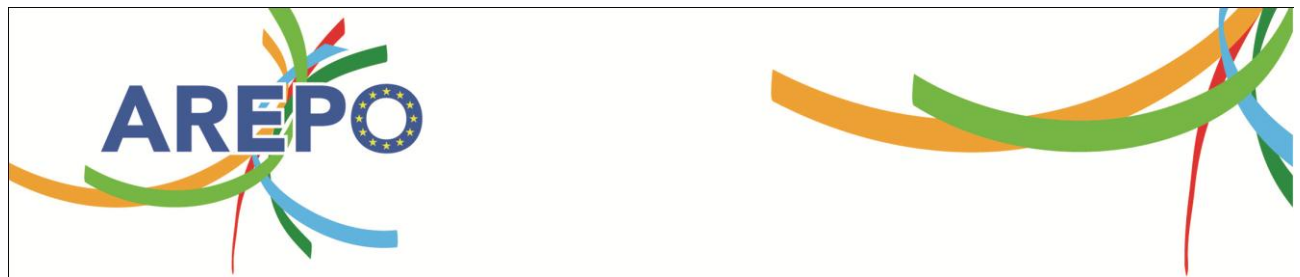
«MARCA AÇORES»	
Created in	2004
It concerns	Link between origin/quality; tradition; environmental sustainability; Umbrella brand for agricultural and non agricultural products.
Products origin	Exclusively from the brand region
Traceability systems	NO
Certification	NO
Sanctions	NO
Region involvement	Promotion and divulgation
Logo	<p>-On the product : YES</p> <p>-Other uses : Promotional material of Azores: printed matter, newspapers, books, magazines, brochures and posters. TV and radio advertising, distribution of prospectuses containing advice and information. Sightseeing (tourism)</p>
Collective promotional activities	YES
Product families	Agricultural products and foodstuffs and non agricultural products
N. of commercial references	N/A
Legal issues faced	NO
Owner of the brand	DIREÇÃO REGIONAL DO TURISMO DOS AÇORES
Manager of the brand	N/A
Remarks	<p>The using of the brand is now in evaluation, and is expected that until the end of the year the government makes a decision defining the rules, the products, and the operators that could use the brand, and if necessary change it.</p> <p>http://www.azores.gov.pt/PortalAzoresgov/external/portal/misc/agenda_emprego.pdf</p>



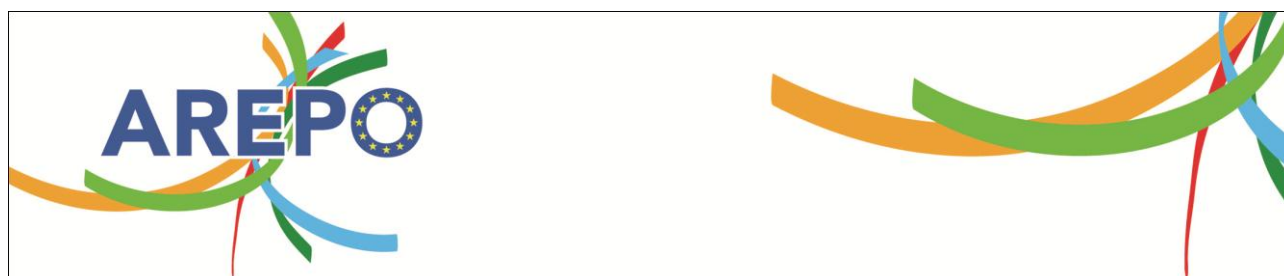
SPAIN

ANDALUCÍA

«CALIDAD CERTIFICADA»	
Created in	2001
It concerns	Link between origin and quality, organic, integrated production
Products origin	Regional and EU origin
Traceability systems	YES, informatics system RPCC (Registro de productos de Calidad Certificada) available to all interested parties in the website of the Ministry of Agriculture
Certification	YES; by external certification body for products covered by protected designation of origin (PDO), protected geographical indication (PGI), traditional speciality guaranteed (TSG), organic agriculture and integrated production.
Sanctions	<p>YES, any change in the requirements has to be communicated to the competent authority to resolve it. Moreover, brand withdrawal can be decided through a motivated resolution by the General Direction competent for the issue of food quality, for one of the following reasons:</p> <ul style="list-style-type: none"> - Unfulfilment of one or more requirements established for granting the authorization. - Alteration of any of the product characteristics, fundamental for granting the authorization. - Fraudulent or not authorized use of the trademark “Calidad Certificada”. - Failure to comply with the rules on food safety. - Withdrawal of certification by certification body.
Region involvement	N/A
Logo	<p>-<u>On the product</u> : YES</p> <p>-<u>Other uses</u> : for the products certified (PDO, PGI and TSG), organic and integrated production.</p>
Collective promotional activities	YES
Product families	Extra virgin olive oil; wines, vinegars and spirits; meat, cured meat, ham; fruits and vegetables; fish products; canned food, jams and sauces; candy and honey; olives, nuts, rice, beans and pasta; aromatic plants; cheese; ready meals, beverages; eggs; other (bread...).
N. of commercial	Currently 2564 products are registered and authorized, corresponding to 504

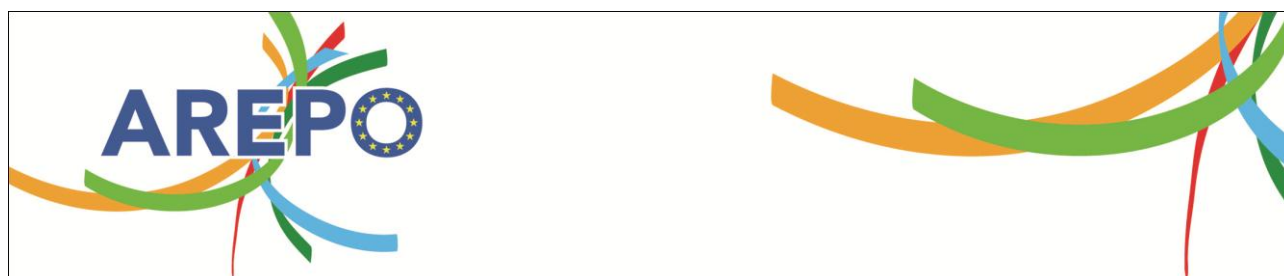


references	companies involved.
Legal issues faced	N/A
Owner of the brand	The brand “Calidad Certificada” is a certification owned by Comunidad Autónoma de Andalucía, in application of the LAW 17/2001, December 7 th , which devotes Chapters II and III of Title VII (Articles 68-78) to certifications.
Manager of the brand	La Dirección General de Calidad, Industrias Agroalimentarias y Producción Ecológica de la Consejería de Agricultura, Pesca y Medio Ambiente de la Junta de Andalucía.
Site	http://www.juntadeandalucia.es/agriculturaypesca/calidadCertificada/servlet/FrontController?ec=default

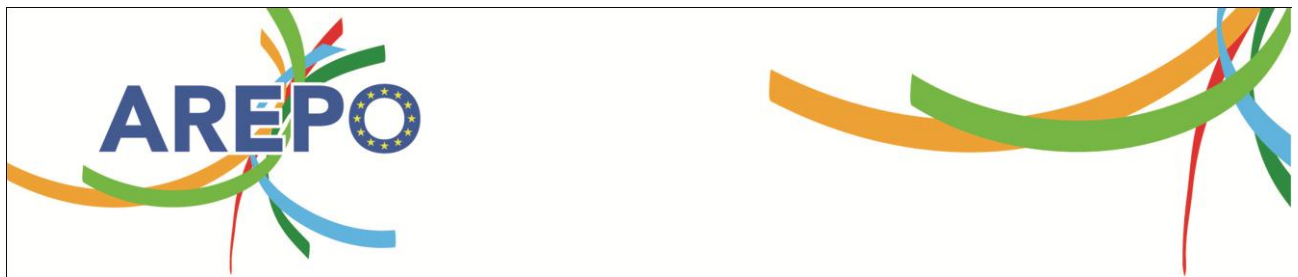


CATALUÑA

«MARCA DE QUALITAT AGROALIMENTARIA» (MARCA Q)	
Created in	1986
It concerns	Quality (compliance with specific regulations that describe higher quality)
Products origin	EU origin
Traceability systems	YES, external certification
Certification	YES, external body in compliance with UNE-EN ISO/IEC 17065:2012.
Sanctions	YES, in case of non-respect of the specifications, brand withdrawal and economic sanctions depending on the seriousness.
Region involvement	Part of the law on quality. It is a brand that certifies quality. It is property of the administration (Generalitat de Catalunya)
Logo	-On the product : YES -Other uses : N/A
Collective promotional activities	NO. Past collective promotional campaigns were carried out and support was granted to associations of Brand Q license holders to carry out collective promotional activities. Nevertheless, the logo of the brand is still present on the institutional stands of the department of agriculture in professional fairs.
Product families	Candy, capon meat, rabbit meat, chicken, pork, beef, lamb, cheese, crackers, blue fish, nougat praline and chocolate truffles.
N. of commercial references	N/A the use of this brand has decreased during the last years. Currently 17 companies are involved. Well-known brands don't want their products to be confused with those of their competitors by the use of the same brand "Q".
Legal issues faced	Usurpation and imitations
Owner of the brand	Generalitat de Catalunya
Manager of the brand	Departamento de Agricultura, Ganadería, Pesca, Alimentación y Medio Natural
Site	http://www20.gencat.cat/portal/site/DAR/menuitem.aeeb7bee2285e53053b88e10b031e1a0/?vgnextoid=e0ac35f14ca34110VgnVCM1000000b0c1e0aRCRD&vgnnextchannel=e0ac35f14ca34110VgnVCM1000000b0c1e0aRCRD



«VENDA DE PROXIMITAT»	
Created in	2013
It concerns	Short supply chains (max 1 intermediary), direct selling (no intermediaries).
Products origin	Regional
Traceability systems	YES, IT system of the region.
Certification	NO
Sanctions	YES, in case of non-respect of specifications, withdrawal of the licence.
Region involvement	Brand created through a regional act
Logo	-On the product : YES/NO -Other uses: For direct sales the logo must be shown in the shop of the retailer/place of selling. For short circuit commercialisation, the logo must appear on the package.
Collective promotional activities	NO, or not yet. The system was created too recently.
Product families	Agricultural products for human consumption and products made from raw materials from the farm. Excludes products collected in the wild.
N. of commercial references	N/A
Legal issues faced	N/A
Owner of the brand	Generalitat de Catalunya.
Manager of the brand	Departamento de Agricultura, Ganadería, Pesca, Alimentación y Medio Natural
Site	http://www20.gencat.cat/portal/site/DAR/menuitem.ed7565466ea15a74eaf88613d8c0e1a0/?vgnextoid=38b7edce5ea8c310VgnVCM1000008d0c1e0aRCRD&vgnnextchannel=38b7edce5ea8c310VgnVCM1000008d0c1e0aRCRD&vgnnextfmt=default
Remarks	New initiative, created in 2013, little data available for the moment being.



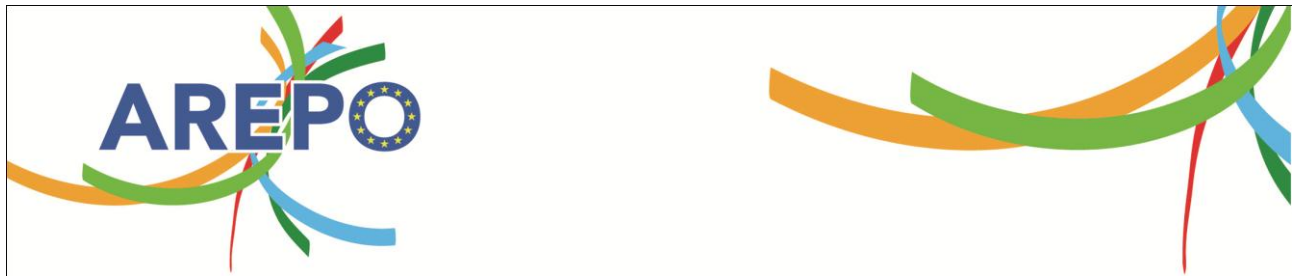
NAVARRA

«REYNO GOURMET»	
Created in	2006
It concerns	Link between origin and quality, organic, integrated production, tradition/recipes, specific quality production rules.
Products origin	Regional (integrated production, PDO, PGI), EU origin (organic).
Traceability systems	YES
Certification	Yes, by INTIA certification
Sanctions	YES, in case of non-respect of the specifications.
Region involvement	The creation of the Brand was supported by the Government of Navarra through our company INTIA, that is a public company focused in agri-food, basically in Navarra but not only. Support for promotional activities.
Logo	-On the product : YES -Other uses : advertisement
Collective promotional activities	YES
Product families	Meat, vegetables, cheese, oil, wine, etc.
N. of commercial references	More than 1200
Legal issues faced	NO
Owner of the brand	INTIA, a company owned by the Government of Navarra
Manager of the brand	INTIA
Site	http://www.reynogourmet.com/



COMUNIDAD AUTÓNOMA DE EUSKADI

«EUSKO LABEL»	
Created in	1989
It concerns	Link between origin/quality, integrated production, tradition
Products origin	Regional
Traceability systems	YES, certification by accredited body.
Certification	YES, by FUNDACIÓN HAZI FUNDAZIOA
Sanctions	YES, in case of non-respect of the specifications, suspension/withdrawal of the licence to use the brand.
Region involvement	The competent Department for Agri-Food Policy ensures the correct certification of the products that are part of the brand, through adequate support and regular monitoring of certification bodies.
Logo	- <u>On the product</u> : YES - <u>Other uses</u> : Promotional materials and advertisement
Collective promotional activities	YES
Product families	Food and fish products
N. of commercial references	331 commercial brands use the logo.
Legal issues faced	Initially, possible infraction of EU law, for considering the brand against art.30 of the Treaty of Rome (Quantitative restrictions on imports and all measures having equivalent effect shall, without prejudice to the following provisions, be prohibited between Member States.)
Owner of the brand	FUNDACIÓN HAZI FUNDAZIOA
Manager of the brand	FUNDACIÓN HAZI FUNDAZIOA
Site	http://www.euskolabel.net/



REGIONS WITH NO REGIONAL BRANDS:

Lombardia, Piemonte, and Pays de la Loire specified that they do not have regional brands. Finally, Auvergne communicates the existence of the private regional brand “Auvergne Nouveau Monde”, which is part of a process of territorial marketing. Anyway it is owned by the “Auvergne Nouveau Monde” association, whereas the region was behind the construction of the concept.



ANNEX

RHÔNE-ALPES

In Rhone-Alpes there are several collective marks at different geographical levels and sectors:

Departmental Brands	Intradepartmental Brands	Brands related to Parks	Regional Brands	Regional Valorisation of national brands
- <u>Savoie</u> : Marque Savoie - <u>Ardèche</u> : « Goutez l'Ardèche » - <u>Isère</u> : « Terre d'ici » (marque de l'ADAYG reprise par la CDA 38)	- <u>Ain</u> : Dombes qualité - <u>Rhône</u> : Le Lyonnais Monts et Coteaux	Parc des Bauges Parc du Pilat Parc du Vercors	-«Agricultures Rhône-Alpes, cultivons nos bons côtés » -Pilotée par le comité de promotion des produits agroalimentaires de RA (R3AP) pour les salons	-Bienvenue à la Ferme -Marché de producteurs de Pays

Moreover the region is currently working for the establishment of an “identification Rhone-Alpes” for agricultural and foods products in 2014. The objective is not to replace other existing local brands, but to coexist with the sub-regional brands. This is done in the broader context of the creation of a territorial marketing in the region and thus covers the institutional action in the culture, education and economy sectors.

The new regional brand will cover all the food chain and all sectors directly related to agricultural and food products, but also to all connected sectors: products, food chain, land, diversity, quality, nutrition/health, education/nutrition education, distribution.

As for the origin, whenever it's possible, the *identification* will cover products preferably from the region, but not only. The region encourages processors to provide themselves, as much as possible, from local producers.



COMPARATIVE ANALYSIS

This study is structured through the analysis of qualitative questionnaires submitted to the AREPO regions. In particular, 18 regions¹ answered to the questionnaire, corresponding to a total of 19 regional brands examined².

Through an analysis of the topics concerning the chosen regional brands ([Table 1](#)), it is evident that the majority (12 of 19 brands) refers to the **link between origin and quality**. Nonetheless, the regional brands not focused on that link are related with **higher quality**; that is the case of Bavaria, Cataluña (1), Emilia-Romagna, Marche, Toscana and Veneto brands that define specific regulations for higher quality, in the majority of cases for **integrated production**, without establishing a link with the regional origin. The integrated production is the second issue for diffusion, 9 of 19 brands.

At the third place, with the same level of diffusion (7 brands), we find **organic production** and **tradition/traditional recipes**. In particular, Hessen (BIO) regional brand is specific about organic production.

Only a minority of regional brands concerns **short supply chains** (5 brands) and **direct selling** (2 brands). Cataluña regional Brand “Venda de proximidad” is the only one specifically focused on this issue. Finally, the **social impact** is an issue overtly considered only by Bretagne regional brand.

The analyzed brands cover a wide range of **product families**. Since the analysis is focused on regional brand for agricultural products and foodstuffs, the majority generically refers to agricultural products and processed products. Nevertheless, there are some brands that include services (Valle d’Aosta and Marche) and non-agricultural products (Azores “Marca Açores”, Bretagne). Finally, only the case of “Lacticinios dos Açores” brand is specifically focused on a single product family, that is, on dairy products.

¹ Azores, Andalusia, Aquitaine/ Midi-Pyrénées, Bavaria, Bretagne, Cataluña, Comunidad Autónoma Euskadi, Creta, Emilia-Romagna, Hessen, Languedoc- Russillon, Marche, Navarra, Rhone Alpes, Toscana, Valle d’Aosta, Veneto.

² Since the Rhone Alpes brand it’s in construction, it has been considered separately in the annex.

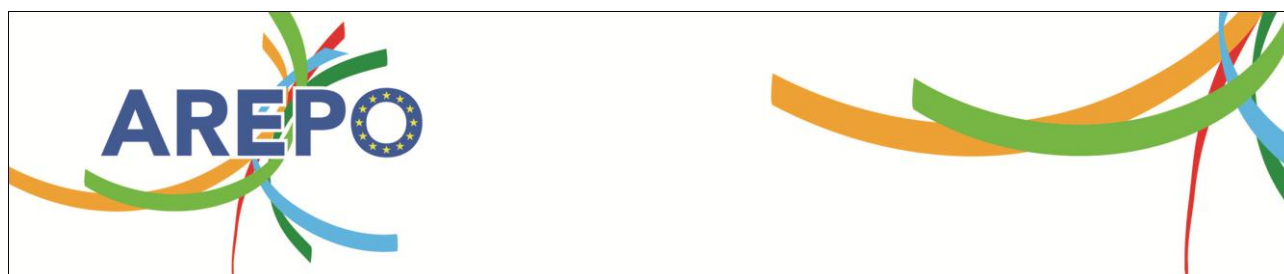
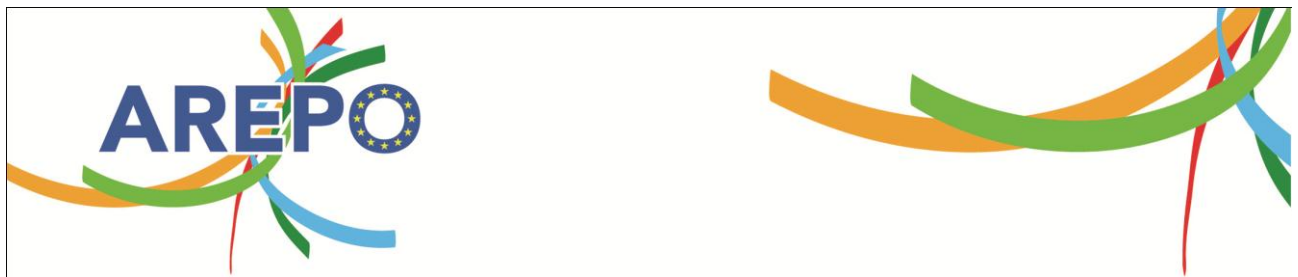


Table 1: Regional brands concerns.

	Origin/ Quality	Organic	Integrated production	Short circuit	Direct selling	Tradition/ recipes	Social impact	Other
Azores (1)	X					X		Environmental sustainability
Azores (2)	X					X		Specific for dairy products
Andalusia	X	X	X					
Aquitaine/ Midi- Pyrénées	X	X		X	X			
Bavaria			X					Certified quality (product and process); consistent (regional) traceability
Bretagne	X	X		X		X	X	
Cataluña(1)								Specific regulations that describe higher quality
Cataluña(2)				X	X			
Euskadi	X		X			X		
Creta	X		X			X		
Emilia- Romagna			X					
Hessen (GQ)	X			X				Traceability and transparency
Hessen (BIO)	X	X		X				Transparency
Languedoc- Russillon	X	X				X		Taste; added value
Marche		X	X					Higher quality; consumers information
Navarra	X	X	X			X		Specific quality production rules
Toscana			X					Higher quality
Valle d'Aosta	X							Tourism and restaurants
Veneto			X					Traceability; higher standards of quality
Total	12	7	9	5	2	7	1	

Note: Cataluña (1) = Marca de qualitat agroalimentaria; (2) = Venda de proximitat.

Azores (1) = Marca Açores; Azores (2) Lactínios dos Açores.



In line with the evaluation of issues concerning the brands, the **origin** of products ([Table 2](#)) in the brands is, in most of the cases, **exclusively regional** (12 brands) and derogation exists only for processed products (see Aquitaine/ Midi-Pyrénées and Languedoc-Russillon). Coherently with the lack of linkage between origin and quality, the origin of products in Emilia–Romagna, Marche, Toscana, Veneto and Cataluña(1) brands is **from the EU**. Even if also Bavarian brand lacks this linkage, regional origin of products is a binding requirement.

Finally, two Spanish regions, Navarra and Andalucía, answered that the origin of products in the brand is both exclusively regional, for integrated production, PDO and PGI included in the brand, and from the EU for the other products.

Table 2: Products origin.

Exclusively Regional	EU origin	Both
Aquitaine/ Midi-Pyrénées; Bretagne Languedoc-Russillon; Bavaria; Hessen (GQ; BIO); Creta; Valle d’Aosta; Azores (1; 2); Cataluña(2); Comunidad Autónoma Euskadi	Emilia–Romagna, Marche, Toscana, Veneto and Cataluña(1)	Navarra; Andalucía

Note: Cataluña (1) = Marca de qualitat agroalimentaria; (2) = Venda de proximitat.
Azores (1) = Marca Açores; Azores (2) Lactínios dos Açores.

The majority of the brands (13 of 19 brands) present both a **traceability system** and a **certification system** ([Table 3](#)). For this reason, the brands can be considered business-to-consumers (B2C), since they provide information for the consumers and generally include a certification by an external certification body. Only three brands have a traceability system but don’t have a certification system; that’s the case of Cataluña (*Marca de Qualitat Agroalimentaria*), Valle d’Aosta and Aquitaine/Midi-Pyrénées (that introduce certification only for organic products). Moreover, two brands introduce a certification but don’t have a traceability system (Languedoc-Russillon and Azores). Finally, only the brand *Marca Açores* has neither traceability nor a certification system.

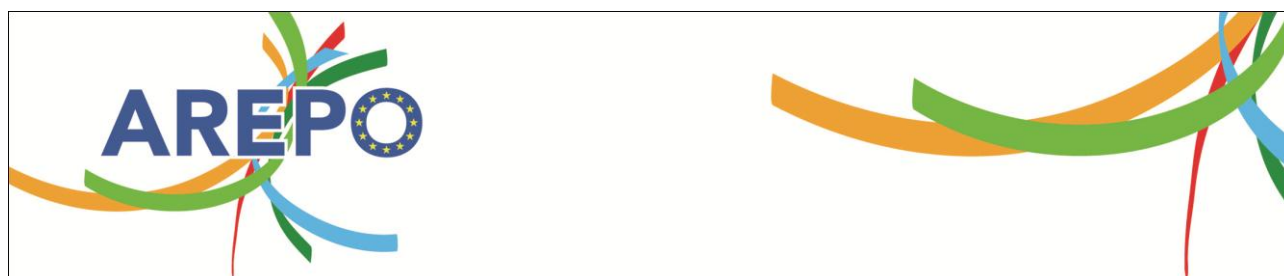


Table 3: Certification and traceability system.

	Certification	No certification
Traceability system	Bretagne; Bavaria; Hessen (GQ and BIO); Creta; Emilia-Romagna; Marche; Toscana; Veneto (voluntary certification); Andalusia; Cataluña(1); Navarra; Comunidad Autónoma Euskadi	Aquitaine/ Midi-Pyrénées (only for organic products); Valle d'Aosta; Cataluña(2)
No traceability system	Languedoc-Russillon; Azores (2)	Azores (1)

Note: Cataluña (1) = Marca de qualitat agroalimentaria; (2) = Venda de proximitat.
Azores (1) = Marca Açores; Azores (2) Lacticínios dos Açores.

With the exception of *Marca Açores*, all the brands introduce the possibility to **sanction** the producer in case of non-respect of the specifications. The possible sanctions can entail up to the loss of license and to the exclusion from the brand; a proportionality principle is generally recognized.

Furthermore, the traceability and certification systems are strictly linked to the **logo** that represents an important element for the visibility and recognition of the products, in particular in order to provide information to consumers. All the brands require the use of the logo on the product with the exception of Valle d'Aosta. That's because its brand concerns not only products, but also services and tourism and it's used to identify shops, restaurants and hotels where local products can be bought. In the case of Cataluña's brand *Venda de proximitat*, the logo must be shown in the shop of the retailer/place of selling for direct sale, whereas it must appear on the product package in the case of short circuit commercialization.

Moreover, the logo it's generally used in various alternative types of product information support as in advertising, in particular, collective promotional campaign, material and promotion documents, institutional and corporate communication of enterprises.

Almost every region has organized **collective promotional activities**; the main categories are 1) brand communication campaign conducted by the Region; 2) in-store promotion campaign for products, conducted by external agency end 3) communication/promotion campaign for specific products, led by groups of operators the brand.

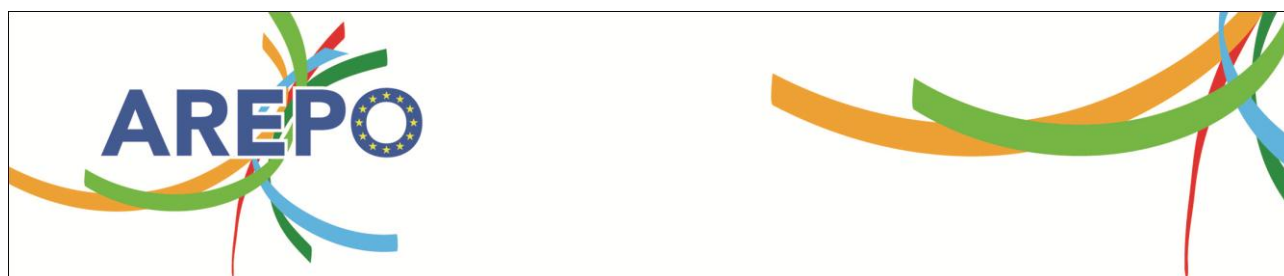


Table 4: Kind of involvement of the region in the brand.

Region	Owner	Management	External cooperation	Region's specific functions
Azores (1)	Direção Regional Turismo Açores	N/A		Promotion and divulgation
Azores (2)	ANIL	ANIL		Legislation
Andalusia	X	X		N/A
Aquitaine/ Midi-Pyrénées	X	X		Financial support
Bavaria	X	X		Definition, promotion, financial support (producers)
Bretagne	Association "Produit en Bretagne"		X	Provides grant to association
Cataluña(1)	X	X		Legislation
Cataluña(2)	X	X		Legislation
Comunidad Autónoma Euskadi	FUNDACIÓN HAZI FUNDAZIOA	FUNDACIÓN HAZI FUNDAZIOA		Supervision and monitoring
Creta	X	Agronutritional cooperation of the region of Crete		Promotion, supervision
Emilia-Romagna	X	X		Definition, supervision, sanctions, promotion
Hessen (GQ)	MGH GUTES AUS	MGH GUTES AUS	X	Financial support (brand)
Hessen (BIO)	MGH GUTES AUS	MGH GUTES AUS	X	Financial support (brand)
Languedoc-Russillon	X	X		Definition, promotion, supervision
Marche	X	X		Supervision
Navarra	INITA	INTIA	X	Support and promotion
Toscana	X	Concessionaires		Definition, promotion, supervision/protection
Valle d'Aosta	X	X		Guaranty, training, supervision
Veneto	X	Dealers		Definition, supervision



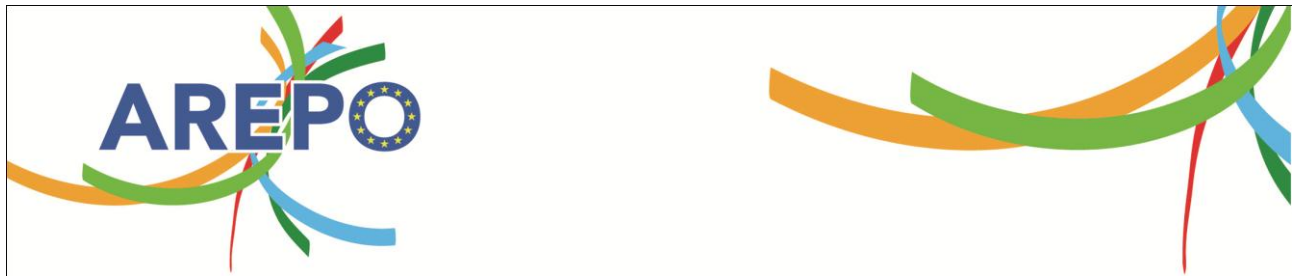
Regarding the **region involvement in the brand** (Table 4), it is observed that in the majority of cases (12 of 19 brands) the region owns the brand; moreover, in 9 cases, the region is also the brand manager. In the other cases, the brand is owned and managed by a third party agency. Furthermore, as owner and manager of the brand the regions develop several functions, from definition, financial support to supervision and promotion.

To conclude the analysis, the **legal issues** faced by the brand will be considered. This is a sensitive issue since regional brands risk to face EU opposition.

In particular, from the EU point of view, the regional brands can be considered a non-tariff trade barrier (TFUE, Article 34). Moreover, the EU already has established system to support quality products related to their origin in a specific region. For this reason, the EU Commission considers that only PGI and PDO have the right to invoke such regional specificity. This concept is emphasized in the guidelines for voluntary certification schemes for agricultural products and foodstuffs (C 341/5), adopted by the EU Commission in 2010. In particular, the article 3.1 of guideline states that the brand cannot be limited to products of a region, but must be open to all products without discrimination.

Considering the analyzed brands, the legal issues faced are in line with these observations. In particular, Emilia-Romagna declares that its previous brand, established in 1992, was not compatible with EU law because of the brand name. Since it referred to a defined a geographic area (“QC – integrated production respecting the environment and health – Emilia-Romagna Italy”), it entered into conflict with the Regulation 2081/92 assuming a certification of origin of products. However, the legal issue was solved replacing geographical indication with the name of regional law that created the brand.

Moreover, Aquitaine/ Midi-Pyrénées brand faces problems concerning the co-existence with two PGI that have the same geographical name (“*Canard à foie gras du Sud Ouest*” and “*Porc du Sud Ouest*”). This raises an issue in trademark law, since some product classes refused prior to registration. Moreover, it raises issues relating to the labeling of products bearing the logo. Finally, it raises the problem of legitimacy of PGI with regards to a name the registration of which should be exclusive to them, since this could be debated and contested. Also Bretagne affirms that there is the need to carefully observe the rules on protected geographical indication (PGI) to avoid facing legal issues.



Finally, the brand of Comunidad Autónoma Euskadi faced a possible infraction of EU law at the moment of its creation, for being considered against the Article 30 of the Treaty of Rome³. That is, the brand was considered as a restriction on imports.

On the other hand, there are some regional brands that face opposition from the national government. That's the case of Marche brand since the national Ministry of Agriculture is opposed to the use of the brand for PDOs and PGIs and in the wine sector, despite the fact that it is clearly stated in the text that was notified to the EU.

Moreover, Cataluña signal a problem of usurpation and imitation for its brand "*Marca de qualitat agroalimentaria*".

In spite of these cases, the majority of the regional brands (12 of 19) seem not to face legal issues. On the contrary, Hessen GB and BIO schemes and Veneto brand have successfully completed the notification and are approved by the European Commission.

CONCLUSION

The analysis has highlighted the existence of a wide range of brands that differ for typology and characteristics. It would be reductive to simplify these realities with a generalization. However, it would be possible and useful to identify some interesting features.

First of all, the analyzed brands can be considered "**business-to-consumer**", that is, they have the common objective to inform the consumer. Therefore, the creation of the brand seems to respond to consumers' needs for more transparency, but also for product of quality, with low environmental impact and/or locally produced.

All the brands certify higher quality. However, they can be distinguished in two categories. On the one hand, there are the brands that concern the **link between origin and quality** that represent the majority of cases. On the other hand, there are the brands attesting **higher quality** that certify agricultural systems like integrated production or organic production.

The first category could face legal issues for the potential superposition of these brands with the EU quality system. However, the regions have not denounced major problems.

³ Treaty of Rome, Art. 30: "*Quantitative restrictions on imports and all measures having equivalent effect shall, without prejudice to the following provisions, be prohibited between Member States*".



Effectively, the objective of the regional brands is not to replace the existing GIs specifications, but to coexist and interact with them. This is specifically true for the French regions whose regional brands have been introduced in broader context of creation of a territorial marketing. In this perspective, the GIs are a fundamental part of regional strategy and enter also in the regional brand.

Similarly, the brand of Bavaria is considered the most important regional brand besides PDOs/PGIs. Both are part of a parallel strategy: the regional brand is mainly focused on domestic market, while the GIs are more focused on export markets.