

REPORT AREPO GENERAL ASSEMBLY

28 April 2022

AREPO's first General Assembly of 2022 was held in presence on 28 April from 09h00 to 17h00 (CET). The meeting was held in Brussels, at the Common House of the Emilia-Romagna, Hessen and Nouvelle Aquitaine regions (Rue Montoyer 21, 1000 Brussels), in the room on the ground floor.

The interpretation was provided in **EL-EN-ES-FR-IT**.

STATUTORY PART

AREPO President, Ms **Begoña García Bernal**, Regional Minister for Agriculture, Rural Development, Population and Territory of Extremadura, welcomed the participants, emphasising how it was important to return to an in-presence GA after the pandemic. **The President thanked the Regions for their trust in AREPO.** Their collaboration and support are essential for the recognition of the Association by the European Institutions and its legitimacy at the EU level.

The President recalled that despite the pandemic, AREPO received 30 membership fees in 2021, thanks to the work carried out by the AREPO team, the outgoing Presidency and the Regions committed to defend and protect Geographical Indications (GIs).

The statutory part was introduced by AREPO Secretary General, Mr Laurent Gomez, presenting the agenda. He thanked the AREPO team for its hard work over the past months and then explained the first item on the agenda.

The statutory part developed as follows:

- President's Report
- Presentation and vote on the financial accounts for 2021 and the provisional budget for 2022
- Quota reminder 2022

Report of the President of AREPO

In her report, the President presented AREPO's activities from October 2021 to April 2022, focusing on the following issues (for more detailed information, please see the activity report):

• Reform of the EU Geographical Indications System

In recent months, the central theme of AREPO's work has been the GI Review. AREPO has contributed throughout the revision process, as well as at each stage of the stakeholders' consultation, and it will continue to bring its position on the issue, working towards a proposal that meets the current needs of GIs.

AREPO's point of view, focused on GIs as tools for rural and territorial development, was shared with various actors and in several occasions: during the meeting of the parliamentary intergroup on wine, spirits and quality foodstuffs; the meeting of the Civil Dialogue Group on Quality and Promotion. Furthermore, AREPO has had a direct dialogue with the EUIPO and its Executive Director and maintained constant relations with the unit of the DG Agri of the European Commission that deals with GIs.

In addition, the President reminded that the Association has already shared a technical report on the proposal with its members and will work on drafting and presenting its position paper in the coming months.



• Front of Pack Nutrition Labelling

AREPO's commitment on front-of-pack nutrition labelling has remained very high. A proposal for mandatory harmonised labelling is expected by the end of 2022. AREPO has taken every opportunity to contribute to the protection of GI products and prevent them from being penalised by simplistic and reductive labelling formulas. AREPO contributed to the public consultation and participated in specific consultations carried out by a consultancy agency that is carrying out a study for DG Sante.

Promotion Policy

The work on this topic aims to find economic support for producers and consolidate their position in the target markets. In addition, work on this policy is crucial to enable European GIs to enter new markets and set an example of quality. The Commission is currently working on the legislative proposal, which should be published in 2022.

Gls in public procurement and in tourism

AREPO has drafted a document that refer to GIs in the field of public food procurement and a report on GIs and tourism.

Non-agricultural geographical indications

AREPO has also monitored the policy development on industrial and artisanal GIs. All GIs need protection precisely because they are a valuable tool for rural and territorial development.

The EC presented its legislative proposal to create a protection system for these products at the European level ahead of schedule. AREPO also collaborated with AFIGIA, an associate member dealing with protection on French territory.

Cooperation with EU institutions

AREPO is formally recognised as a reference actor at the European level in relation to EU quality policy. In the European Parliament, there are very good relations with the members of the AGRI committee with whom AREPO will work in the coming months in the framework of the GI revision. The rapporteur on the proposal, MEP Paolo De Castro, also participated in the AREPO Board of Producers meeting, bringing his views on the subject. Furthermore, AREPO constantly participates in the Parliament's intergroup on Wines, Spirits and Quality Products.

AREPO participates in the Civil Dialogue Groups of DG AGRI of the European Commission on "quality and promotion" (two seats), "organic farming" (two seats) and "rural development" (one seat). In addition, we have a constructive working relationship with the unit of DG AGRI that deals with GIs.

AREPO also collaborates with DG Sante on the issue of nutrition labelling and has strengthened relations with the Committee of the Regions, often contributing to the work of the NAT Committee.

• Studies:

AREPO finalised the study on sustainability issues and the needs of small and medium-sized GIs, thanks to the work carried out by Mr Matteo Ponza who did a 1 year internship at AREPO.

• European projects:

As a result of our recognition as a EU stakeholder, we received several requests to participate in European projects in line with our topics of interest. AREPO is currently part of two EU projects, AGROSMARTglobal (Interreg Sudoe programme) and MOVING (Horizon 2020).

• Cooperation with associated members and partner organisations:

We have intensified relations and shared objectives with other major European networks that, like us, support quality products, such as Euromontana, oriGIn, AREFLH, EFOW, AREV and CopaCogeca. The President welcomed as well the French Federation of Denominations of Origin for Meat - FEVAO, as new associate member.



• Board of Producers and Scientific Council

The President reminded the role of the AREPO Board of Producers, that met on the day before the GA to discuss current challenges for the GI sector and present proposals of actions. (For more information, please consult the report of the meeting of the Board of producers). Ms García Bernal also recalled the role of the AREPO Scientific Council and the importance to strengthen its involvement in the AREPO activities. The AREPO Scientific Council met virtually on the day after the GA. Click here to read the report of the meeting of the AREPO Scientific Council.

To conclude, Ms García Bernal reiterated AREPO's future priorities: the revision of EU GI system, nutrition labelling and promotion policy. Furthermore, she presented some future events on the agenda of the Association: the Forum "Geographical Indications Forum, a hidden value of the territory. Eat your origin", organised in Barcelona by the Department of Climate Action, Food and Rural Agenda of the Catalan Government, with the collaboration of AREPO and the Catalan PDOs and PGIs Federation; the International Conference on GIs organised by the FAO and CIRAD where AREPO will coordinate a session on the governance of GIs and the role of regional actors.

Finally, the President recalled that the next GA will be held from 25 to 27 October in Germany, in the city of Würzburg.

The report was unanimously approved, with 31 votes in favour.

Presentation and vote on the financial accounts for 2021 and the provisional budget for 2022

Ms Patricia Picard, AREPO Treasurer and Regional Councillor of Auvergne-Rhône-Alpes, and the AREPO Secretary General, took the floor to present the accounts.

The Treasurer and Secretary General thanked the regions for their renewed trust in the network activities, shown by the fact that, for the second time in a row, in 2021, **AREPO received 30 membership fees, which is its absolute record since its creation in 2004.**

The Secretary General mentioned the agreement with the Emilia-Romagna region for the AREPO office in Brussels. In fact, Emilia-Romagna region provides the Brussels premises with an occupancy agreement free of charge. In addition, the agreement with Nouvelle-Aquitaine region makes the Secretary General's time available free of charge.

As a reminder, the public contract for the assignment was renewed in 2019.

Due to the COVID 19 pandemic context, travel expenses were limited to around EUR 12,700 compared to over EUR 18,000 in a typical year (reference 2019).

The primary expenditure items concern staff, consultancy services for European projects and interpretation services, as many meetings remained online and the number of languages translated increased.

As far as EU projects are concerned, the Horizon2020 MOVING project started in September 2020 and we received the first payment of EUR 41,400 at the end of 2020. Out of this amount, only EUR 24,000 were allocated to the financial year 2021. Therefore, the financial year 2021 showed a negative result of EUR -6,161.

In this project, personnel and consultancy costs are 100 per cent funded. The MOVING project on sustainable mountains provides funding of EUR 85,600 over four years.

After the financial year 2021, our Association's funds are at an excellent level of EUR 222,986, which is 140% of the planned expenditure in the provisional budget for 2022. Therefore, the 2014 decision concerning the membership fee does not need to be revised and membership fees remain at EUR 4,500.



The provisional budget for 2022 has been, proposed, as usual, in balance.

Concerning the staff, the Secretary General informed the members that Giulia Scaglioni would have returned from her maternity leave on 13 May 2022, while Matteo Ponza's contract would have ended on 31 May 2022.

Expenses will be incurred for the Agrosmart Global project. These will be reimbursed at 75% in 2023.

The year 2022 remains subject to the uncertainties of COVID and the War in Ukraine. **The accounts were unanimously approved.**

Members received a report on the state of <u>AREPO's accounts prepared by an independent accountant (in</u> French) and a summary prepared by the Secretary General.

THEMATIC PART I

Presentation of the conclusions of the meeting of the AREPO Board of producers

AREPO Vice President **Nicola Bertinelli**, President of the Consorzio del Formaggio Parmigiano Reggiano, presented the conclusions of the meeting of the AREPO Board of Producers.

During the producers' meeting, great concern was expressed about the rising energy prices. The causes are mainly the geopolitical crisis, which is having direct effects. In addition, the pandemic crisis and China's policies on food stocks have caused commodity, feed and logistics prices to rise.

According to producers, the EU should implement a more effective production and stock policy. The economy is now globalised, and where crises occur, they inevitably affect the rest of the world economy. Reducing speculation in this area plus a robust stock policy will be vital for agriculture and the GI world.

For GI production, the factor of economic sustainability is essential, and it is necessary to strengthen and promote the consumption of GIs in Europe and third countries.

Sustainability is considered one of the priorities of the new CAP and other European policies. Environmental and budgetary sustainability criteria may be a constraint. Therefore, the vice-president also emphasised the importance of the production side to maintain adequate food security.

Regarding the reform of the GI system, the Vice-President recalled that **GIs are much more than a label or a mark.** GIs are fundamental tools for rural development and bring benefits to their territories. He stated that GIs should also be included in other parallel policies, such as tourism. It is fundamental for enhancing cultural identity and generating profits in the area, educating and informing about the products and their production system.

In conclusion, Mr Bertinelli talked about the future of AREPO's Board of Producers. Future goals will be to strengthen the Board of Producer representatives, and **he also encouraged regions to elect their representatives.** The producers' voice is vital when coupled with regional policy decisions, ensuring a prosperous future for GIs.

For more information, please see the <u>report of the AREPO Board of Producers</u>.

Update on AREPO's main political priorities

AREPO Policy Officer, Ms **Francesca Alampi**, presented an update on the main policy priorities followed by the Association. For more information, please see the detailed <u>PowerPoint presentation</u> and the <u>activity report.</u>



From 2019, when the EC public consultation on the evaluation of the EU quality policy was opened, until today, AREPO has participated in every initiative to express its views on this issue. The legislative proposal was published in March 2022 and intends to introduce some novelties for the system. The most significant changes concern:

- Harmonisation of the GI system at the EU level: the rules for control and strengthening are harmonised for wines, spirits and agrifood sectors.
- Digitisation of bureaucratic procedures.
- Formalisation of EUIPO support as technical assistance for registration, specification amendments and opposition procedures. The EC will delegate competencies through delegated acts.
- Inclusion of sustainability criteria in specifications with the possibility of introducing definitions and criteria through delegated acts.
- Improving the protection of GI products online.
- Clarification of the legal framework for GIs used as ingredients.
- Introduction of recognised producer groups into the system.
- Mandatory introduction of the use of the EU logo for agrifood products while maintaining it voluntary for wines and spirits.

AREPO's next step will be to present a position paper and collaborate in all processes to improve the legislative proposal.

For more information, please see the technical analysis of the legislative proposal.

Update on Front of Pack Nutrition Labelling - FOPNL

AREPO continues to work on the issue by collaborating with different actors. AREPO participated in the public consultation on the revision of food labelling and consumer information also submitting a position paper.

In addition, AREPO took part in an online focus group organised by ICF consulting, under contract with DG Sante to carry out an external evaluation study on the revision of the regulation on information to consumers. Also, on this topic, AREPO participated in a targeted survey on FOPNL and an interview conducted by ICF.

By the end of 2022, the EC will prepare an impact assessment and adopt the legislative proposal.

Update on the Promotion Policy

The EC will adopt the legislative proposal to review the promotion policy in June 2022, and AREPO is ready to contribute to meeting the needs of geographical indications.

Each year, the annual work programme for promotion adapts the basic framework to the sector's needs, setting priorities, including the allocation of resources, and defining the eligibility, exclusion, selection and allocation criteria to be applied.

For information regarding the 2022 promotion policy, <u>please consult the dedicated document elaborated by the AREPO office</u>.

After the policy update, some representatives of the regions took the floor: Mr Alessio Mammi, Minister of Agriculture of Emilia-Romagna Region; Ms Katerina Zografu, Vice-governor of Central Macedonia Region; Mr Jean-Pierre Raynaud, Minister of Agriculture of Nouvelle Aquitaine Region.

Regional Ministers and regional representatives shared the same concerns and commitment for the future of the EU GI sector. They recognised the disruption caused by the health crisis and the war in Ukraine and their impact on the EU agricultural production system. The quality policy is a pillar of the CAP, and it is necessary to protect it in the best possible way, guaranteeing security for producers and consumers, incentivising sustainability from an economic, social and environmental point of view, and valorising EU



cultural products, encouraging collaboration among regions, respect for production and work ethics. GIs are essential development tools and must be strengthened and supported.

Presentation of the results of the DTRaIN Project

Mr **Piteris Charalampos-Nikolaos**, region of Crete, presented the results of the 'DTRaIN' European project. The project Design Thinking for Entrepreneurship in the Agri-Food Sector - DTRaIN aims to revitalise production in the agrifood sector by promoting the acquisition of high-quality skills for the management of personnel and entrepreneurs working in the agrifood sector.

For more information, please visit the project platform.

Update on the state of play of an EU-wide protection system for industrial and craft GIs (ICGI)

Ms Audrey Aubard, Secretary General of the "Association Française des IG Industrielles et Artisanales – AFIGIA" presented the latest developments in the field of non-agricultural GIs.

After a brief description of the Association and its objectives, she presented the main steps of the EU Institutions towards the creation of an EU regulation on the protection of craft and industrial GIs. Furthermore, the EC presented its legislative proposal on 13 April 2022, ahead of schedule. This proposal has some similarities with the agricultural GI quality system and needs clarification on some points concerning management and competencies. In the coming months, AREPO will support AFIGIA in its lobbying activities concerning the creation of a strong GI protection system.

For more information on the topic, please see the shared PowerPoint.

Update on EU Projects

Ms Anne Clermontelle, external consultant for AREPO in charge of European projects and manager of ACL Stratégies, took the floor and presented the European projects in which AREPO is involved as partner:

- MOVING- MOuntain Valorisation through INterconnectedness and Green growth is a four-year project (2020-2024) that is part of the Horizon 2020 programme and brings together 23 partners and is coordinated by the University of Córdoba, Spain. The project's main objective is to jointly develop relevant policy frameworks across Europe to create value chains that contribute to the resilience and sustainability of mountain areas against climate change. AREPO's role is to evaluate the project's policy recommendations and disseminate the project results.
- AGROSMARTglobal is a 3.5-year project (2019 2023) that is part of the Interreg Sudoe 2014-2020 programme and involves ten partners. The project is coordinated by the Union of Agri-food Cooperatives of Galicia (AGACA), Spain. The project's objective is to consolidate the promotion, intercooperation and competitiveness space of agrifood cooperatives by developing advanced support tools to strengthen their positioning and internationalisation through the implementation of digital marketing strategies. AREPO's role in this project is to promote and protect agricultural and agrifood products benefiting from EU quality schemes on the Internet and disseminating the project results.

For more information, please see the power point shared and the projects page on AREPO's new website.

Presentation of the main conclusions of the AREPO study on the sustainability of small and medium GIs

Mr Matteo Ponza, intern at AREPO, presented the study's major findings on the sustainability of small and medium-sized GIs.



The study was conducted to analyse the disparities between GIs among EU regions, understand the regions' views on the difficulties of small and medium-sized GIs and gather the views of some representatives of producers of GI chains with sustainability issues.

The study concludes by formulating policy recommendations to the various actors involved in the GI system.

For more information, please see the <u>study</u>, the executive summary (<u>EL-EN-ES-FR-IT</u>) and the <u>PPT presentation</u>.

Preview presentation of the oriGIn position paper on GIs in the US market

Concluding the first thematic part of the General Assembly, Mr **Riccardo Deserti**, President of oriGln and Director of the Consorzio del Formaggio Parmigiano Reggiano presented a preview of the oriGln's position paper on Gls in the US market.

In recent years, the US policy towards GIs has tightened up, putting the products of other countries in the world, including the EU, at a disadvantage. The US is one of the few countries in the world which does not provide for an independent system to recognise and protect GIs.

In order to meet the demands of producers and better protect their products, but also to protect consumers from trade fraud and unfair trade practices, OriGin proposes to start building a protection system in the US as well. The aim is to establish a dialogue with the relevant authorities to protect GI products, producers and consumers, emphasising the policy as a tool for development and favouring trade policy.

For more information, please consult the shared PowerPoint and the position paper.

THEMATIC PART II

The afternoon session was entirely dedicated to the revision of the EU GI system.

Presentation of the European Commission's legislative proposal

Mr João Onofre, Head of Unit F.3 on Geographical Indications, DG Agri, introduced the afternoon session by presenting some aspects of the GI review.

The work of the last two years has been aimed at consolidating the structure of GIs at European level by speeding up registration times and at encouraging protection abroad. The EU GI system is also intended to be a model for other countries, both for internal development and the GI sector's development in third countries. The Commission is working on this proposal from 2019 to strengthen the system.

The reinforcement concerns the partial harmonisation of procedural rules to speed up time and make the system efficient, guaranteeing the nature of the quality product. The sector's specificities must be maintained, and the strategies in place, such as the Farm to Fork strategy, are the tools needed to give the quality sector the proper support.

Regions are the local instrument to guarantee system and product quality, the first actors who know and deeply understand the territory and its potential.

In addition, Mr Onofre mentioned other aspects that the legislative proposal would change. The EC intends to give more power to producers to facilitate the preservation of GIs and their protection. Furthermore, the provisions concerning online protection are crucial for developing the system in an increasingly digitised world.

The EC has also been cooperating with the EUIPO for years. The EUIPO provides support for intellectual property protection, evaluation in registration procedures, administration of the GIView platform, and



international cooperation in trade. Cooperation between the two institutions has been very successful.. However, it was emphasised that, concerning the preliminary examination of GI dossiers, the political responsibility lies with the CMO and DG Agri.

The head of Unit F.3 concluded by specifying that future input on this proposal will be crucial for its improvement, and negotiation will be fundamental for the proposal implementation.

The geopolitical crisis puts a strain on the system. However, collaboration with the Council, the European Parliament and all stakeholders involved will lead to effective solutions, ensuring that the GI system is at the forefront of policy and that it is able to meet future challenges.

The role of EUIPO in the revision of the EU GI system

Mr Arunas Zelvys from the EUIPO liaison office in Brussels presented the role of the EUIPO in the revision of the EU GI system.

EUIPO is primarily dedicated to the protection of intellectual property and cooperates effectively with the EC based on a Memorandum of Understanding signed in 2019 and available on the Commission's website.

According to the agreement, the EUIPO is involved in pre-examining applications for new GIs and EU amendment requests. The examiners meet every week and, within a month, can produce an assessment of the application. The dossier is then sent to the EC, which takes the decision after an internal review of the summary document.

According to the current legislative proposal, the EUIPO is expected to provide further technical assistance; specifically, the EUIPO will assist in administering the GI register (GIView) and monitor the use of online domains.

The EUIPO representative emphasised that the agency will merely act as technical support and not as a decision-making body. The choice of the agency as a supporting body is due to financial and IP protection reasons, confirming the successful cooperation of recent years.

Presentation of AREPO's preliminary position

AREPO President, Ms **Begoña García Bernal**, Regional Minister of Agriculture, Rural Development, Population and Territory of Extremadura, presented AREPO's preliminary position on the legislative proposal.

Working on this proposal means looking to the future of the system, our producers and our territories. Products of origin are extraordinary tools for rural development that contribute to proper territorial planning. All this is in a context in which agriculture and the agrifood industry are essential pillars of our regional economies because they are rooted in our culture and identity.

AREPO has worked and is currently working to strengthen the EU policy on GIs and quality products through technical reports, working documents, position papers and formal contributions, collaborating with all the actors in the system.

Below is a summary of some of AREPO's preliminary views based on the technical analysis:

Potentially positive aspects

- Creation of a harmonised system for GIs within the limits of respect for sector specificities
- Improving aspects of protection and management of GI names online and when used asingredients
- formalisation of the obligation for the Member States to provide mutual assistance and exchange of information for market controls and their proper implementation, and the establishment and



maintenance of a list of producers of products with geographical indications, as already exists in the alcohol sector.

- Clarification of the TSG system
- Possibilities for local and regional authorities to assist in the registration process

Potentially negative aspects

- Lack of reference to GI systems as a tool for rural and territorial development
- Lack of a reference framework concerning sustainability and its attributes.
- Possible confusion due to the new differentiation between Producer groups and recognised Producer groups
- Transfer of some competencies to the EUIPO and the use of delegated acts to define the type of tasks that EUIPO will have to carry out.

Presentation of the position of AREPO's Board of Producers' Representatives on the revision of the EU GI system

Mr **Nicola Bertinelli**, vice-president of AREPO and president of the Consorzio del Formaggio Parmigiano Reggiano presented the position of AREPO's Board of Producers.

GIs have allowed local territories to grow and develop, bringing in a value of around 70 billion euros among all 3700 recognised GIs. This was possible thanks to the producers and their organisations that invested in the territory to protect a product and a culture. This is why it is good to strengthen and continue to support Producer groups.

Today, producers are concerned about new food drifts that may replace GI products, the effects of both the energy crisis and the geopolitical crisis, and the risk that quality is no longer at the centre of the system. The Vice-President said that what is expected from this proposal is an evolution of the GI system and not mere maintenance.

It is necessary to avoid weakening the GI system with a transfer of competencies that may be reckless, to avoid weakening the protection instruments by removing important concepts such as "evocation" from the legislation, and above all, to enhance the link between product and territory also in terms of transversal policies, such as tourism.

AREPO's Board of Producers hopes that this legislative proposal will be built in a virtuous way so that it will be a true pillar in the CAP and serve as an example for other EU and non-EU systems.

Speech by the rapporteur on the opinion of the European Committee of the Regions on the GI revision

Ms Karine Gloanec Maurin co-president of the Rurality Commission of the Association of French Mayors and President of the "Communauté de communes des collines du Perche" took the opportunity to present the Committee of the Regions' opinion on the legislative proposal.

GIs have a strong influence on their territories in terms of research, development, and value distribution. Especially in a crisis context, the GI system acts as a pillar for local producers by guaranteeing them a good economic return. The proposed regulation should highlight the contribution of quality processes to rural development policy objectives.

The proposal suggests that, in many aspects, the policy is moving in the right direction. For example, the possibility for local authorities to assist in the registration process is crucial to bring the production vision closer to the political one. In addition, the retention of the mountain mention and the clarification of the role



of TSG certification are excellent for strengthening the system and helping certain realities of the rural system.

What worries the CoR are the points related to management. GIs are not mere labels but development tools, which are in accordance with the long-term strategy for rural areas. More clarification is needed on the role of the EUIPO in the system, registration deadlines that should be faster and certain, thus not adding further burdens on producers.

In conclusion, Ms Gloanec Maurin mentioned the new role of recognised producer groups, **underlining concerns for the creation of a two-speed system.** Specifically, referring to protection, she pointed out that all producers should have the same possibility to act to protect their products.

Speech by MEP Irene Tolleret, Committee on Agriculture and Rural Development member and Co-chair of the Intergroup on wine, spirits and quality foodstuffs

Ms Tolleret, couldn't attend the GA in person and sent a video message in which she expressed her initial views on the legislative proposal, as shadow rapporteur for the European Parliament.

Ms Tolleret said she will strive to help promote dialogue between EU institutions and representatives of the GI sector until the regulation is adopted at the end of 2023.

The reform must be implemented by simplifying administrative aspects and making GIs more visible to consumers. **The central reflection must be on sustainability** criteria and ways of implementing it in food systems.

The MEP expressed its confidence in EUIPO and its work but insisted on the need for greater clarity regarding the type of competencies it will have. The aim is to ensure that the introduction of an actor such as EUIPO does not lead to more complexity in the system but makes it more fluid.

CONCLUSIONS

The General Assembly ended with the Secretary General thanking all the interpreters and those who had worked for the smooth running of the Assembly, in particular the AREPO office in Brussels, before handing it over to the President.

The President thanked all AREPO members for the trust placed in the Association. The President also thanked the EU Institutions present at the afternoon debate of the Assembly, the European Commission, the Committee of the Regions and EUIPO.

She renewed her intentions and commitment to work to defend the interests of producers and the interests of the entire GI system.