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MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

AREPO's position and policy recommendations on the EC proposal on the revision of EU GIs

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EU MAP webinar | EU Quality schemes: the added value for mountain value chains



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Outline



- **GIs and sustainability**
- **Existing initiatives**
- **AREPO position on GI review concerning sustainability**



Association of European Regions for Products of Origin



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

- > 60% of GIs of EU
- > 33 Regions
- > 8 Member States

Presidency: Region of Extremadura

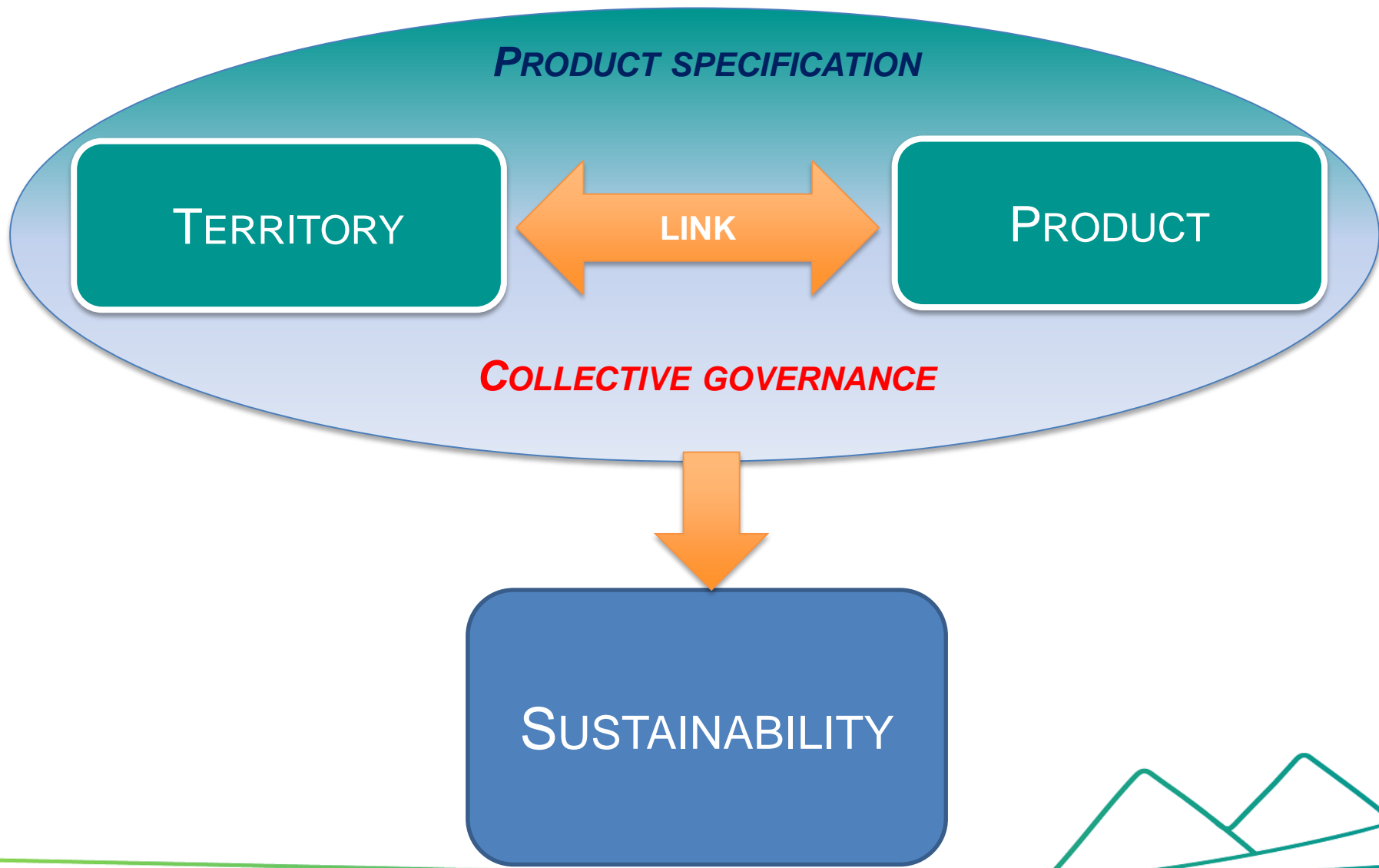
Vice-presidency: Parmigiano Reggiano Consortium



GIs & sustainability



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GIs & sustainability



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- Protection of rural landscape
- Sustainable management of local resources
- Preservation of biodiversity
- Animal welfare

ENVIRONMENTAL

- Improve producers incomes, quality of life and position in value chain
 - Diversification and multifunctionality of rural economy
- Keep local production system alive, preserve the rural fabric
- Contribute to the local economy, notably in disadvantaged areas
- Maintain and develop agricultural employment

ECONOMIC

- Empowerment of producers and local stakeholders (collective governance)
- Valorisation of rural identity and territorial reputation

SOCIOCULTURAL

- Preservation of cultural and gastronomic heritage
- Preservation of traditional diets
- High standards of food safety, traceability and quality (product specifications)

GIs & economic sustainability – some data



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EC Study on the economic value of EU quality schemes: clear economic benefit for producers in terms of marketing and increase of sales thanks to high quality and reputation of these products, and willingness of consumers to pay to get the authentic product.

Significant sales value:

- GIs +TSGs accounted for an estimated **sales value of €77.15 billion** (2017), **7% of EU food and drink sector** estimated at €1,101 billion in 2017;
- **GIs considered alone** represented a sales value of **€74.76 billion**;
- Wines represented more than half of the sale value (€39.4 billion), agricultural products and foodstuffs 35% (€27.34 billion), and spirit drinks 13% (€10.35 billion);

Higher sales premium for protected products:

- The **GIs sales value** was on average **double** than the sales value for similar products without a certification;

Exports of geographical indications:

- Geographical indications represent 15.5% of the total EU agri-food exports.



GIs & economic sustainability – some data



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[Strength2food project](#) (H2020) on the impact of EU quality policy carried a **study on the socio-economic impact of producing GI products** in Italy, France and Spain (60% of total GIs registered at EU level).

The results shown that an increase of the number of GI products generate a **positive socio-economic impact in a short and long run.**

Main messages and policy implications:

- The GIs contribute to **strengthening the rural areas and creating job opportunities** that are consolidated over time.
- **GIs favour employment growth even in firm with low productivity.**
- **The sustainability of these companies is due precisely to the production characteristics that justify a greater consumers willingness to pay and a higher market price.**

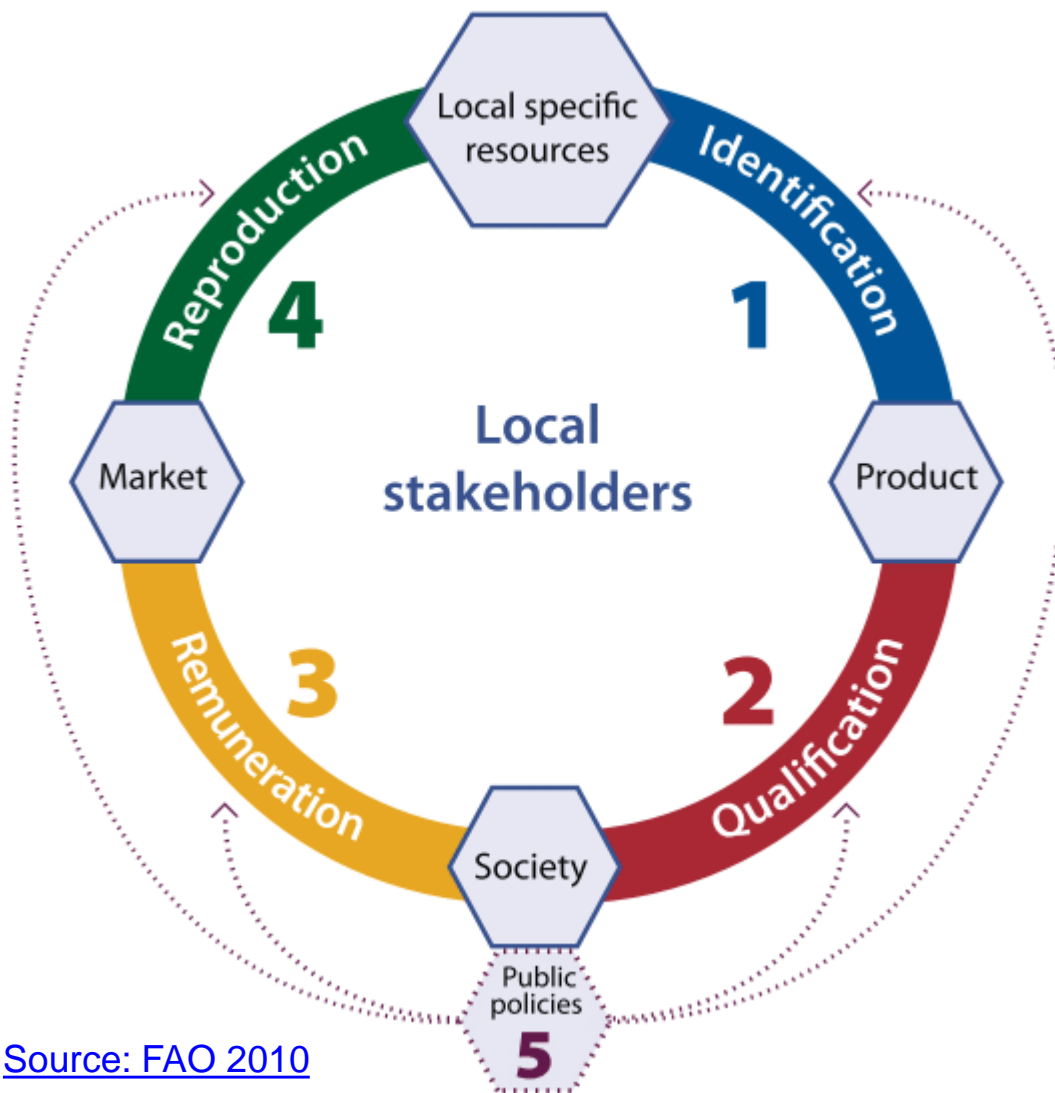
Raimondi V., Curzi D., Arfini F., Olper A., Aghabeygi M., 2018, *Evaluating Socio-Economic Impacts of PDO on Rural Areas*. Complete study available here: <https://ageconsearch.umn.edu/record/275648/?ln=en>



Existing initiatives on GIs and sustainability



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GI are not a magical tool:

Necessary conditions to attain sustainability:

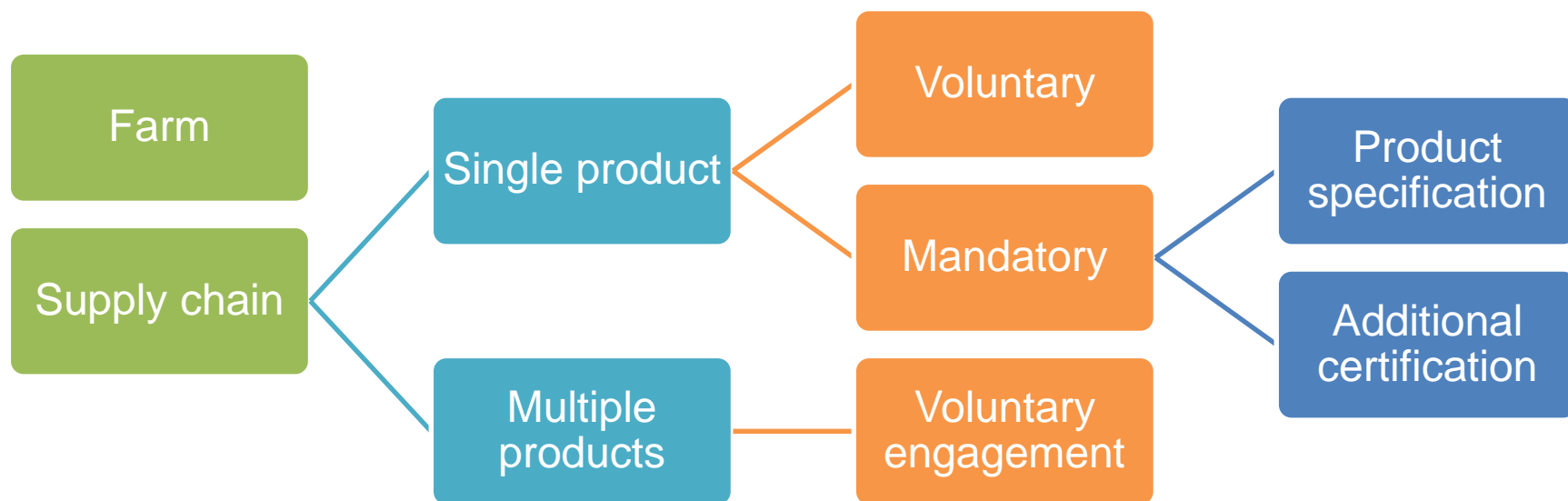
- the **specific quality linked to origin** that is well defined in the specifications
- the **collective action** and **territorial governance**;
- the effective **marketing efforts**; and
- the **legal framework** and role of the public sector

[Source: FAO 2010](#)

Existing initiatives on GIs and sustainability



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Producers led initiatives – Comté PDO



Comté is a French PDO cheese. It is a **raw milk**, cooked and pressed cheese. Its **terroir** is the **Jura Mountains**, ranging from 200 to 1500 m in altitude.

Product specifications define **socio-economic characteristics of production**. **Very special example:** producers association decided to **discourage the intensification of milk production** in the Jura massif by specifying :

- permitted **cow breeds**;
- minimal **grassland** area (1 ha per cow);
- limits on **fertilizers** (max 120 kgN organic and mineral per ha and per year);
- limits on **milk productivity per hectare**;
- limit on the **size of fruitières** in terms of production capacity.



Producers led initiatives – Comté PDO



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Le cahier des charges du Comté s'est construit par couches successives depuis sa reconnaissance en AOC



1958

- Délimitation de la zone AOC Comté

1976

- Description physique des meules
- Affinage de 90 jours minimum à 19°C maximum
- Vaches Montbéliardes ou pie rouge de l'Est nourries sans ensilage
- Emprésurage du lait sous 24 h maximum, sauf exception hivernale à 36 h
- Travail en lait cru
- Mise en place du premier contrôle qualité

1979

- Chauffage du lait à plus de 40°C uniquement avant emprésurage
- Mise en place de la traçabilité (plaque verte)

1986

- Réglementation du préemballage
- Réglementation de l'étiquetage

1994

- Plafonnement de la zone de collecte de l'atelier à un cercle de 25 km de diamètre
- Restriction du délai maximum d'emprésurage qui passe de 36 à 24 h
- Augmentation de la durée minimum d'affinage de 90 à 120 jours

1998

- Restriction de la délimitation de la zone AOC Comté
- Limitation du conditionnement à la zone AOC Comté

2007

- Interdiction des OGM
- Plafonnement du concentré à 1800 kg/an/VL
- Plafonnement de la fertilisation azotée à 120 unités/ha de surface fourragère
- Plafonnement de la productivité laitière à 4600 litres/ha
- Interdiction de la traite en libre-service

2015

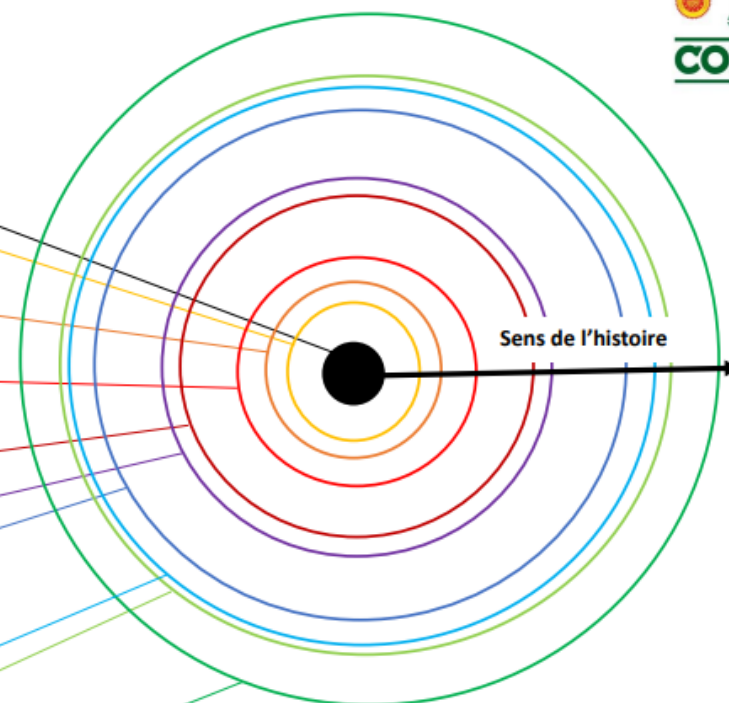
- Mise en place de la productivité individuelle par ha

2018

- Interdiction du robot de traite

2020

- Plafonnement de la production de lait à 1,2 million de L/an/exploitation
- Encadrement de la croissance des ateliers de fabrication
- Environnement et bien-être animal



Source: <https://www.comte.com/documents/documents-officiels/>

Producers led initiatives for supply chain - CNAOL



Cnaol, the National Council of Dairy Denomination of Origin (France), has the role of defending and promoting dairy designations of origin at national and international level. It brings together all the GI producer groups of the 51 French dairy PDOs (46 cheeses, 3 butters and 2 creams).

Sustainable Dairy PDO approach:

- 3 pillars of sustainability
- Six themes
- Divided into 18 objectives → 65 commitments

In 2021, **each GI producer group had to make a minimum of 18 commitments out of the 65 to meet the common objectives.**



Producers led initiatives for supply chain - CNAOL



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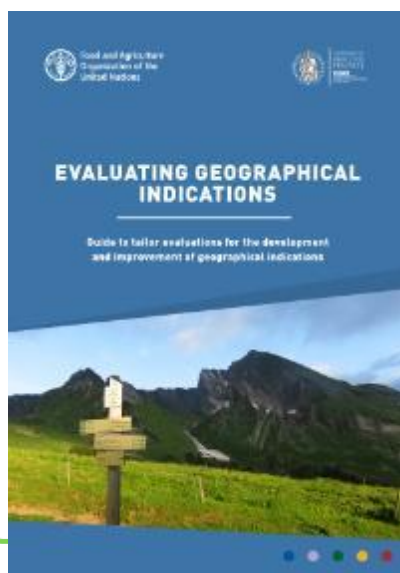
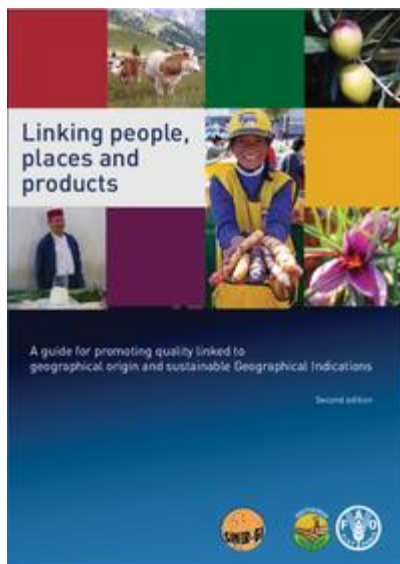
[Roue des AOP laitières durables.](#)

[Source : Cnaol](#)

Other initiatives - FAO



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The Geographical Indication Pathway to Sustainability: A Framework to Assess and Monitor the Contributions of Geographical Indications to Sustainability through a Participatory Process



Other initiatives - Strength2food project



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Strategic Guide on Sustainable Food Quality Schemes

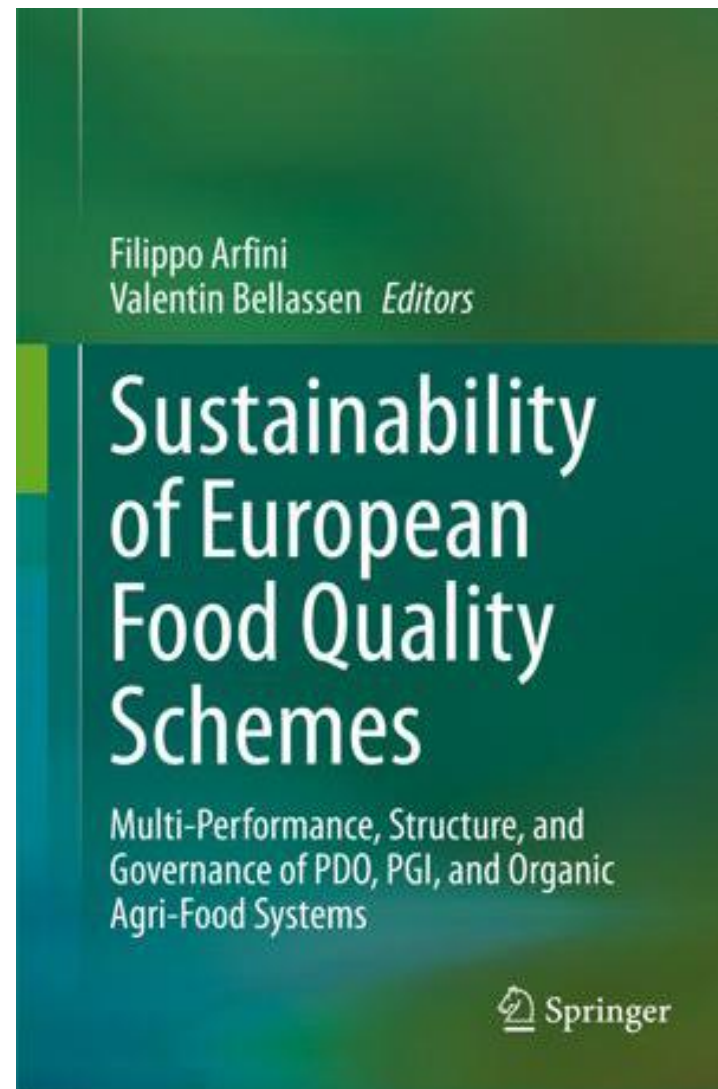


Food Sustainability Indicators

The exhaustive lists of the economic, environmental and social indicators estimated for 54 food products in the H2020 Strength2food project will be made available for download in 2020.

In the meantime, the detailed method for data collection and indicator estimation and the spreadsheet tool to collect data are available here: [Methodological Handbook](#).

More details on these food products and their sustainability assessment in the [publications](#) from the Strength2Food project.



Other initiatives - Qualimentaire



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Etude
2019

OBSERVATOIRE ÉCONOMIQUE



des Signes d'Identification de la Qualité et de l'Origine (SIQO) en Hauts-de-France

Evaluation de la durabilité des filières sous SIQO

Pour compléter le recensement des données économiques relatives aux SIQO, cette seconde publication de l'Observatoire présente les résultats d'une évaluation de la durabilité de 2 filières régionales engagées dans une démarche de production sous signe officiel.



984 tonnes

ENDIVES DE PLEINE TERRE



2 100 tonnes

VOLAILLES DE LICQUES



Les filières étudiées correspondent à des productions emblématiques des Hauts-de-France rassemblant toutes deux un nombre conséquent d'opérateurs. L'étude conjointe d'une filière animale bénéficiant d'une ancienneté dans la production sous Label Rouge et IGP et d'une filière végétale récemment reconnue en Label Rouge permet une diversité d'approche.






Etude
2021

OBSERVATOIRE ÉCONOMIQUE



des Signes d'Identification de la Qualité et de l'Origine (SIQO) en Hauts-de-France

LES 5 SIGNES OFFICIELS DE QUALITÉ ET D'ORIGINE

-  **Le Label Rouge (LR)** est l'unique signe national officiel qui garantit une qualité supérieure à celle d'un produit courant similaire, tant au niveau de sa production, de son élaboration que de sa qualité gustative.
-  **L'Appellation d'Origine Protégée (AOP)** désigne un produit dont toutes les étapes sont réalisées selon un savoir-faire reconnu dans une même aire géographique, qui donne ses caractéristiques au produit. C'est un signe européen qui protège le nom du produit dans toute l'Union européenne.
-  **L'Indication Géographique Protégée (IGP)** identifie un produit dont la qualité, la réputation ou d'autres caractéristiques sont liées à son origine géographique. Au moins une étape est réalisée dans la zone protégée. Comme l'AOP, l'IGP protège le nom du produit dans toute l'Union européenne.
-  **La Spécialité Traditionnelle Garantie (STG)** ne fait pas référence à une origine, mais protège la composition traditionnelle d'un produit ou son mode d'élaboration traditionnel.
-  **L'Agriculture Biologique** garantit un mode de production respectueux de l'environnement et du bien-être animal. Les règles qui encadrent ce mode de production sont les mêmes dans toute l'Union européenne et les produits importés sont soumis aux mêmes exigences.

Evaluation de la durabilité des filières AOP laitières appliquée au Maroilles

Après une première publication dédiée à l'analyse de la durabilité des filières Volailles de Licques (IGP et Label Rouge) et Endives de pleine terre (Label Rouge), cette deuxième étude a pour objectifs de présenter les évolutions apportées pour consolider la méthodologie et l'adapter aux filières AOP laitières avec application à l'AOP Maroilles, filière laitière emblématique des Hauts-de-France.



Revision of the EU GIs system: main novelties



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- ▷ **UNITARY SYSTEM OF EU GIs:** HARMONISATION of procedures and protection provisions for all sectors
- ▷ **Common set of rules for controls and enforcement** for spirit drinks and agricultural products
- ▷ Procedures will increasingly make use of **electronic and digital tools**
- ▷ **Improved protection on the Internet**, also concerning DNS
- ▷ Clarification of the legal framework for **GIs used as ingredients**
- ▷ **Mandatory EU logo for agricultural products and foodstuffs** while voluntary for wine and spirit drinks



- ▷ **SUSTAINABILITY:** Inclusion of sustainability undertakings in product specifications, following the agreement of the producer group
- ▷ **GOVERNANCE:** Producer groups vs. **Recognised** producer groups
- ▷ **GIs MANAGEMENT:** EUIPO's technical assistance in the **registration**, amendment of product specifications and in **opposition procedures**

*European Commission proposal for a **regulation** on Geographical Indications & **impact assessment***

GI review and sustainability: *Sustainability undertaking*



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What about the present legal framework?

*“The product specification may contain a **description of the contribution** of the designation of origin or geographical indication **to sustainable development**”*

[See art.2 \(5\) \(b\) Reg. 2021/2117](#)

EC regulation proposal on GI system review goes further

Producers can adopt **sustainability undertaking (voluntary)**, but once adopted they **have to be included in product specifications**

The proposal does **not define sustainability, sustainability undertakings nor sustainability standard**, this should be made through **delegated acts**

- RISKS:**
- **Lack of holist approach** (focus on health and nutritional aspects)
 - Risk of **standardisation** if approach does not consider territorial dimension and specificities
 - **Legal uncertainty** due to lack of definition in main regulation



GI review and sustainability: *Sustainability undertaking*



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AREPO POLICY RECOMMENDATIONS:



- ▷ Important to **acknowledge** and **promote** existing **GI contribution to sustainability**
- ▷ Sustainability should not be imposed, but encouraged and accompanied: **voluntary approach to be maintained**
- ▷ An **holistic and multidimensional definition** of sustainability undertaking should be included in the **regulation** (not delegated acts)
- ▷ To avoid standardization, **producers should choose the most appropriate strategy for their product and territory**

GI review and sustainability: *Sustainability undertaking*



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AREPO POLICY RECOMMENDATIONS:

Most producers are either **not aware** of GI contribution to sustainability or **lack the capacities to integrate all sustainability elements** into the management of their GI system. **They need public financial support:**



- Carrying out **ex-ante evaluations** of the impact of registering a new GIs;
- **Ex-post evaluation of the impact of a registered GI** in order to update product specifications addressing eventual sustainability issues and taking into account consumers expectations, developments in scientific and technical knowledge, evolution in market and marketing standards, as well as climate change adaptation and risk management;
- **Introduce training for GIs producers and producer groups** in order to accompany them through a sustainability assessment.

GI review and sustainability:

Producer groups



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The EC proposal introduces a **double system of governance**, 2 kinds of actors:

Producer groups & recognized producer groups

This could impact on sustainability on different levels:

RISKS AND OPPORTUNITIES:



- Strengthening the collective governance of GI system is fundamental since **governance is a pillar of GI sustainability**;
- The proposal leaves to the **producer groups** (not recognized) the competence to **adopt sustainability undertaking, without establishing any criteria** to take the decision in terms of producer **representativeness** → **risk of unbalances and exclusion**
- The current wording does not take into account the **diversity of legal situations in the Member States** and risks undermining well-functioning collective governance systems that are already in place in many MS.

GI review and sustainability: *Producer groups*



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AREPO POLICY RECOMMENDATIONS:



- ▷ The legislative proposal needs to **define general rules and principles on the GI groups**, their powers and how a GI group can be recognized by a MS;
- ▷ **Subsidiarity: National specificities need to be considered** in order to take into account differences among MS as well as among different sectors, and to let MS maintain or improve their national system;
- ▷ **General principles: democratic and transparent** decision making to assure a balance **representativeness** between the different members of the producer group and **avoid exclusion**.

GI review and sustainability: *EUIPO & GIs management*



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The EC proposal introduces **EUIPO's technical assistance** in procedures of:

- **registration,**
- **amendment of product specifications,**
- **cancellation and**
- **in opposition.**

While the legal responsibility of these procedures should remain to the EC.



This could have an impact on how sustainability is included in product specifications since EUIPO would be in charge of amendment procedure.



GI review and sustainability: *EUIPO & GIs management*



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AREPO POLICY RECOMMENDATIONS:



- **GIs** are more than IPR, **EC** should maintain the **responsibility and the competences** over registration, amendment, cancellation and opposition procedures;
- **EUIPO expertise** could be useful and enriching on **Intellectual Property Rights** and administrative issues;
- The **division of competences** should be clearly detailed in the main **regulation**;
- The proposal should clarify that the registration of a GI and any other procedures should remain **strictly free of charge**.





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Thank you!



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