

The background of the slide features a light purple map of Europe. Overlaid on this map are several thick, curved, multi-colored lines in shades of green, orange, blue, and red, creating a dynamic, abstract pattern.

AREPO GENERAL ASSEMBLY

28 April 2022

Agenda

STATUTORY PART

Presentation of the agenda for the GA

Report of the President

Presentation and vote on the state of the accounts 2021 and provisional budget for 2022

Reminder Contribution for 2022

Agenda

THEMATIC PART I

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

Update on AREPO position on the Revision of EU GI system

Update on Front of pack Nutrition Labelling

Update on the revision of EU Promotion Policy

Presentation of the results of the DTRaIN Project

Agenda

THEMATIC PART I

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

Update on EU Projects

Presentation of the new AREPO website

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

AOB

Agenda

THEMATIC PART II – THE REVISION OF THE EU GI SYSTEM

Presentation of the European Commission
Legislative Proposal

EUIPO's role in the revision of the EU GI scheme

Presentation of AREPO position

Presentation of the AREPO Board of producers on
the revision of EU GI system

Intervention of the Rapporteur on the opinion of
the European Committee of the Regions

Speech on behalf of the European Parliament

Participation in the debate of the Regional
Minister attending the General Assembly

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REPORT OF THE PRESIDENCY

Begoña García Bernal,

President of AREPO and Regional Minister

for Agriculture, Rural Development, Population and Territory of the Extremadura region

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PRESENTATION AND VOTE ON THE STATE OF THE ACCOUNTS 2021 AND PROVISIONAL BUDGET FOR 2022

Laurent Gomez

Secretary General of AREPO

PRESENTATION OF THE 2021 ACCOUNTS

	Réalisé 2020	Prévu 2021	Réalisé 2021	2021 Différence prévu/réalisé	Prévu 2022	
Dépenses par poste	€ TTC	€ TTC	€ TTC	€ TTC	€ TTC	Remarques 2022
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	73700	78,000	69,994		75,000	Retour Giulia mi-mai / départ Mattéo fin mai
Stage	2900	6,000	0		0	Stage de Mattéo dans ligne au dessus
Consulting	38400	38,500	36,537		38,000	projets européens
Réunions et documents hors interprètes réunions plénières	0	500	0		500	
Avion, train, hôtels, restauration, km pour SG et team Bruxelles	3700	5,000	8,206		5,000	
Avion, train, hôtels, restauration, km pour membres dont présidente	5000	5,000	4,511		6,000	
2 Réunions plénières (printemps et automne) dont interprètes	12600	15,000	31,121		15,000	Interprètes 31 121 €
Tél., internet, fournitures, publicité, publications, locations...	3900	4,000	6,589		4,000	Logiciels traduction et visioconférence
Commissaire aux comptes, comptable, assurances, contrôleurs	6600	6,000	4,207		3,800	
Autres charges de gestion courantes	800	300	5,674		800	
Frais bancaires	100	300	144		150	
Charges exceptionnelles	0	500	120		7,750	Préstataires Agrosmart (aide de 75 % en 2023)
Total	147700	159,100	167,103		156,000	

PRESENTATION OF THE 2021 ACCOUNTS

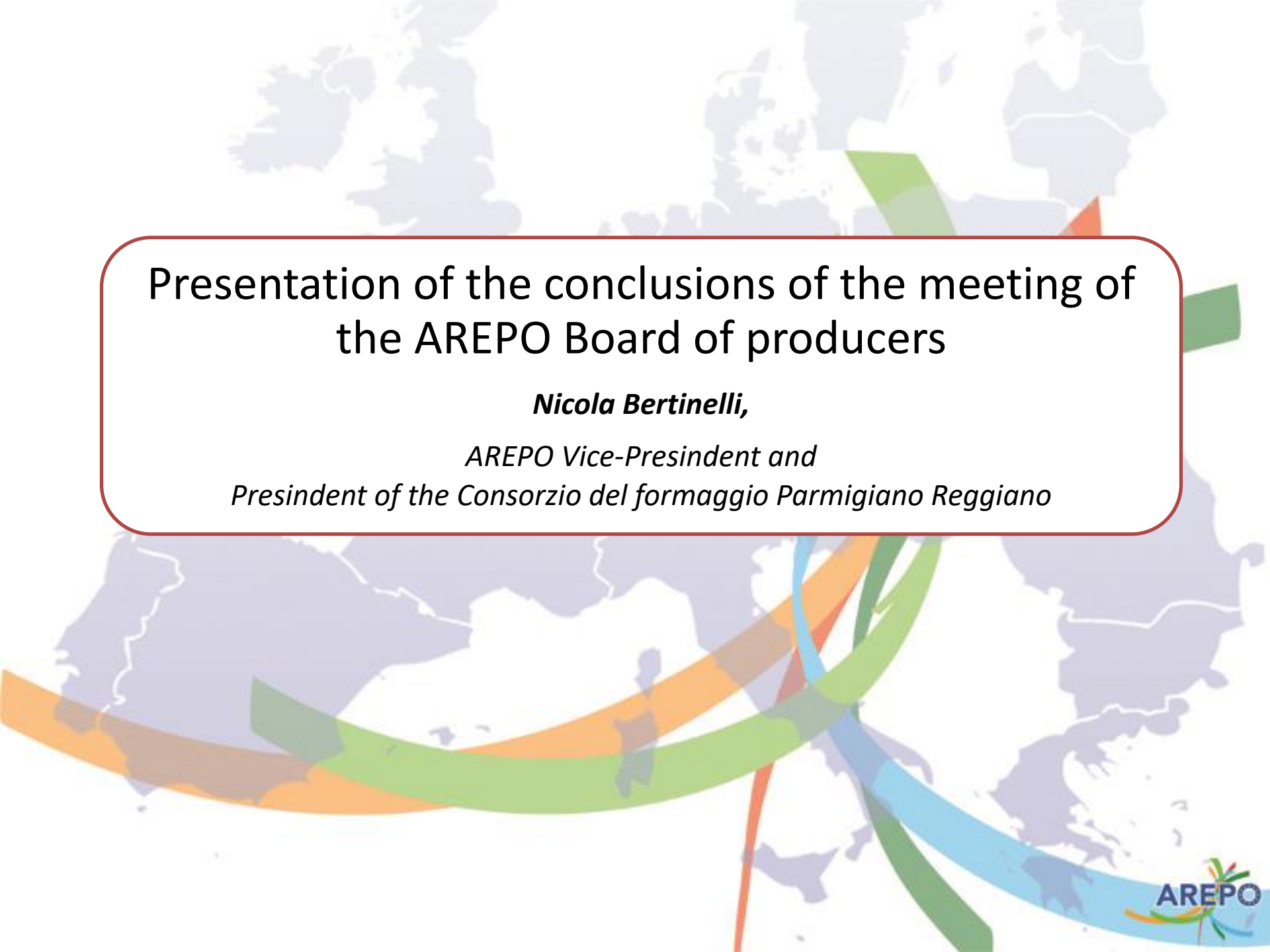
	Réalisé 2020	Prévu 2021	Réalisé 2021	2021 Différence	Prévu 2022	
Ressources		€ TTC	€ TTC	€ TTC	€ TTC	Remarques 2022
Cotisations des Régions membres 4500 €/an	130500	121,500	135,000	4,500	135,000	30 régions / pas d'effet négatif COVID
Revenus des produits financiers	3700	3,400	1,069	-2,631	1,500	
Projet Agrosmart Global et Moving	4440	4,450	24,094	19,654	19,300	
Autres produits de gestion courante (cotisations sociales...)	0	50	687	687	100	
Produits exceptionnels	0	0	93	93	100	
Autres produits dont Com UE et autres remboursements	460	2,500	0	-460	0	
Total	139100	131,900	160,942	21,842		
Résultat			-6,161	-6,161	156,000	
Capital disponible (total fonds propres)	229,212		222,986			

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REMINDER CONTRIBUTION FOR 2022

Laurent Gomez

Secretary General of AREPO

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

Nicola Bertinelli,

*AREPO Vice-President and
President of the Consorzio del formaggio Parmigiano Reggiano*

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UPDATE ON THE REVISION OF EU GI SYSTEM

Francesca Alampi

AREPO Policy Officer

REVISION OF THE EU GIS SYSTEM - EU LEVEL

**Nov. 2019 –
Feb. 2020**

EC public
consultation
on the
**evaluation of
EU Quality
Policy**

25-26 Nov. 2020

High-level
Conference
*"Strengthening
geographical
indications"*

**December
2021**

CAP
Regulations

**Nov.
2020**

Roadmap
for the
**revision
of the EU
GIs
system**

**15 Jan. 2021 –
9 Apr. 2021**

Public
consultation on
the Revision of
EU GIs system

**31 March
2022**

EC Proposal
for a
Regulation

REVISION OF THE EU GIS SYSTEM – AREPO ACTIONS

February 2021

Open letter to
the EU
Institutions on
EUIPO

31 March 2022

Bilateral
Meeting AREPO
President –
EUIPO Executive
Director

April 2022

AREPO as Expert
for the CoR
opinion on the
proposal for a
regulation

18 March 2022

EUIPO – AREPO
Technical group

April 2022

AREPO Analysis

REVISION OF THE EU GIs SYSTEM: MAIN NOVELTIES

- **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**
- **EUIPO's technical assistance in the registration, amendment of product specifications and in opposition procedures -> DELEGATED ACTS**
- Inclusion of **sustainability undertakings in product specifications**, following the agreement of the producer group. **Possible definition of sustainability or sustainability criteria -> DELEGATED ACTS**
- **Improved protection on the Internet**, also concerning DNS
- Clarification of the legal framework for **GIs used as ingredients**
- Producer groups vs. **Recognised producer groups**
- **Mandatory EU logo for agricultural products and foodstuffs while Voluntary for wine and spirit drinks**

AREPO ANALYSIS ON THE GI REVISION

HARMONISATION of procedures

HOWEVER: EUIPO's technical assistance in the registration, amendment of product specifications and in opposition procedures.

EUIPO should intervene in the **initial assessment of applications**, while EC should **continue to register names**.

- The choice of defining which competences to assign to EUIPO by means of **delegated acts** does not currently provide a clear picture of the procedures and their implementation. **Transparency on this sharing of competences is needed;**
- **Competences of the EUIPO team dealing with GIs** -> G-ICE members should not be only trademark lawyers;
- An **organigramme** should be made public -> contact details and domain.

Length of procedures -> The Proposal for a Regulation specifies a time limit of 6 months for EC to examine the application, no obligation to respect it.

REMINDER: Simplification under CAP -> **Union amendments vs. standard amendments.** It will enter into force as of 8 June 2022.

For non-minor and minor change applications, and temporary change notices, **pending** with the EC before 8 June 2022, **the previous rules will continue to apply.**

REVISION OF THE EU GIs SYSTEM

VOLUNTARY* INCLUSION OF SUSTAINABILITY UNDERTAKINGS

HOWEVER:

- Possibility for the EC to define sustainability standards and criteria for the recognition of existing sustainability standards to which producers may adhere through delegated acts. **In line with the Farm to Fork strategy and the Europe Beating Cancer Plan, when it comes to sustainability, the EC also looks at health-related issues and nutrition. The risk is that EC may in the future encourage to reformulate GI products.**

* This represents a preliminary step towards the introduction of a **Sustainable food labelling framework** that will be covering the nutritional, climate, environmental and social aspects of all food products, **including GIs. A legislative proposal should be adopted by 2024.**

REVISION OF THE EU GIs SYSTEM

HARMONISATION of protection provisions for all sectors

- **Improved protection on the Internet**, also concerning DNS
- Clarification of the legal framework for **GIs used as ingredients**

HOWEVER:

Evocation: The definition provided in the proposal does not cover the existing jurisprudence of the European Court of Justice (ECJ).

It should be emphasised that ECJ jurisprudence has evolved in the right way in recent years and may continue to grant further rights to GI producers. It is therefore important to ensure that **this definition does not limit this evolution.**

AREPO position on GIs protections: it should be recalled the need to strengthen the protection against attempts by third parties to abuse and exploit, and to weaken and dilute GIs reputation, **even when MS or public authorities are involved.** This offers the opportunity to address recent situations occurred to Prosecco PDO and Aceto Balsamico di Modena PGI, faced with actions implemented by other MS and public authorities, formally kept within the boundaries of legality that exploited the popularity of these successful GIs.

REVISION OF THE EU GIs SYSTEM

PRODUCER GROUPS:

- sustainability undertakings;
- actions to improve the performance of their GI (development, organisation and conduct of collective marketing and advertising campaigns) + analyses into the economic performance, sustainability of production, nutritional profile, and organoleptic profile, of their GI;
- provide advice and training to current and future producers;
- possibility for MS to allow public officials and other stakeholders (e.g. consumer groups) to participate in the work of producer groups.

RECOGNISED PRODUCER GROUPS:

- Agreement between **2/3 of the producers of the GI, accounting for 2/3 of the production** of that GI;
- **Supply regulation;**
- **to liaise with intellectual property enforcement and anti-counterfeit bodies** and participate in intellectual property enforcement networks as the geographical indication right holder;
- **to take enforcement actions**, including filing applications for actions with custom authorities, to prevent or counter any measures which are, or risk being, detrimental to the image of their products;

PRODUCER GROUPS VS. RECOGNISED PRODUCER GROUPS: doubts

PRODUCER GROUPS:

- possibility for MS to allow public officials and other stakeholders (e.g. consumer groups) to participate in the work of producer groups.

RECOGNISED PRODUCER GROUPS:

- Requirement of the agreement between 2/3 of the producers of the GI, accounting for 2/3 of the production of that GI.
- Different powers concerning measures to ensure the protection of their products
- Further clarification of the powers concerning a GI used as ingredient:
 - a) GI producer groups who authorised the use of a GI as an ingredient **should be able to carry out control and supervision activities in all EU internal market;**
 - b) GI producer groups can decide to **demand a financial contribution or reimbursement to the processor using their GI as ingredient**, in order to address the increase in operating and management costs of their ordinary activities.
- Restoring the power of action against devaluing practices.

REVISION OF THE EU GIS SYSTEM

- Introduction of a **new definition** excluding a product from being subject of a **PDO** or a **PGI**: products **that by their nature cannot be traded within the internal market and can only be consumed in or near their place of manufacture, such as restaurants**, and to products that are contrary to public policy or to accepted principles of morality and may not be placed on the internal market.
- **Issue of the protection of GIs containing, in part or in whole, names of breeds or varieties**: the article, as currently worded, does not give any effective guarantee of protection to those within the product specification, exposing producers to unfair competition (***a name may not be registered as a GI where it conflicts with a denomination of a plant variety or animal breed and is likely to mislead the consumer as to the true identity or origin of the GI product or cause confusion between the GI and the variety or breed in question. These conditions shall be assessed in relation to the actual use of the names in conflict, including the use of the denomination of the plant variety or animal breed outside its area of origin and the use of the denomination of a plant variety protected by Community plant variety rights.***)

REVISION OF THE EU GIs SYSTEM

EUROPEAN PARLIAMENT – Agriculture and Rural Development

Rapporteur: MEP Paolo De Castro (S&D)

Shadow Rapporteurs: MEP Álvaro Amaro (PT - PPE); MEP Irène Tolleret (FR - Renew); MEP Claude Gruffat (FR - Greens); MEP Mazaly Aguilar (ES - ECR); MEP Mara Bizzotto (IT - ID); MEP María Eugenia Rodríguez Palop (ES - GUE).

CALENDAR of EP Work on GI revision

- Exchange of views: mid June;
- Draft report: 11 October;
- Tabling of amendments: 31 October – 11 November;
- ComAgri Vote: beginning of 2023 (february/march). Then vote of the EP Plenary;
- Trilogues: from march 2023 to september 2023.

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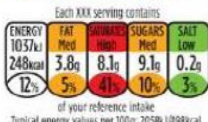


UPDATE ON FRONT OF PACK NUTRITION LABELLING

Francesca Alampi

AREPO Policy Officer

FRONT OF PACK NUTRITION LABELLING: EU CONTEXT

MAIN AIM: empower consumers to make healthy food choices

Nutrient-specific labels - examples		Summary labels - examples	
Numerical (Option 1)	Colour-coded (Option 2)	Endorsement logos (Option 3)	Graded indicators (Option 4)
 			

UPDATE ON FRONT OF PACK NUTRITION LABELLING

- **27 October 2021** - AREPO online public conference *"EU Geographical Indications and Nutrition Labelling: Can a score provide meaningful information to consumers?"*. More than 160 participants. Exchange with DG Sante and EP.
- **13 December 2021 - 07 March 2022** - Public consultation on Food labelling - revision of rules on information provided to consumers -> [AREPO position paper](#)
- **December 2021 - Online focus group** organised by [ICF consulting](#), under contract to DG SANTE to carry out an external evaluation study on the revision of rules on information provided to consumers. The aim of this group was to seek feedback and opinion on the lists of objectives and criteria set for this assessment.
- **March 2022** - participation in a targeted survey and an interview on FOPNL led by ICF.
- The European Commission will prepare an **impact assessment** and plans **to adopt its proposal by the end of 2022**.

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UPDATE ON EU PROMOTION POLICY

Francesca Alampi

AREPO Policy Officer

UPDATE ON EU PROMOTION POLICY

- The legislative proposal on the revision of EU Promotion Policy should be published in **June 2022**.
- The **annual work programme** adapts each year the basic framework to the needs of sector:
 1. **Setting out the priorities, including the allocation of resources;**
 2. **Defining the eligibility, exclusion, selection and award criteria to be applied.**

The annual work programme for 2022 was adopted on 15 December 2021. A total of € **185.9 million** will be available **for promotion programmes selected for EU co-financing in 2022**.

Almost half of the budget (€86 million) will be dedicated to **campaigns more directly in line with the European Green Deal ambitions, and in particular the Farm to Fork strategy and Europe's beating cancer plan**. It gives priority to promotion programmes on **organic products, sustainable agriculture** and the Communication on the European citizens' initiative "**End the cage age**".

As regards campaigns in countries outside the EU, it includes programmes targeting countries with high growth potential such as South Korea, Japan, Mexico and Canada. In addition, **programmes should also inform consumers of the various EU quality schemes** or promote the EU's high safety and quality standards as well as the diversity and authenticity of European products.

UPDATE ON EU PROMOTION POLICY

SIMPLE PROGRAMMES	€ 89 M
INTERNAL MARKET	€ 42.1 M
<u>Topic 1</u> - AGRIP-SIMPLE-2022-IM-EU QS	€ 5 M
<u>Topic 2</u> - AGRIP-SIMPLE-2022-IM-ORGANIC	€ 14 M
<u>Topic 3</u> - AGRIP-SIMPLE-2022-IM-SUSTAINABLE	€ 8 M
<u>Topic 4</u> - AGRIP-SIMPLE-2022-IM-FRESH FRUIT AND VEGETABLES	€ 9.1 M
<u>Topic 5</u> - AGRIP-SIMPLE-2022-IM-CHARACTERISTICS	€ 6 M
THIRD COUNTRIES	€ 41.9 M
<u>Topic 6</u> - AGRIP-SIMPLE-2022-TC-ASIA	€ 16.3 M
<u>Topic 7</u> - AGRIP-SIMPLE-2022-TC-AMERICAS	€ 8.3 M
<u>Topic 8</u> - AGRIP-SIMPLE-2022-TC-OTHERS	€ 12.3 M
<u>Topic 9</u> - AGRIP-SIMPLE-2022-TC-ORGANIC OR SUSTAINABLE	€ 5 M
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M

UPDATE ON EU PROMOTION POLICY

MULTI PROGRAMMES	€ 87.4 M
INTERNAL MARKET	€ 43.2 M
Topic 1 - AGRIP-MULTI-2022-IM	€ 4.2 M
Topic 2 - AGRIP-MULTI-2022-IM-ORGANIC	€ 18 M
Topic 3 - AGRIP-MULTI-2022-IM-SUSTAINABLE	€ 12 M
Topic 4 - AGRIP-MULTI-2022-FRESH FRUIT AND VEGETABLES	€ 10 M
THIRD COUNTRIES	€ 39.2 M
Topic 5 - AGRIP-MULTI-2022-TC-ALL	€ 25.2 M
Topic 6 - AGRIP-MULTI-2022-TC-ORGANIC	€ 13 M
MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M
COMMISSION'S OWN INITIATIVES	€ 9.5 M
TOTAL PROMOTION ACTIONS	€ 185.9 M

The background of the slide features a light purple map of Europe. Overlaid on this map are several thick, curved, semi-transparent lines in various colors: green, orange, blue, and red. These lines sweep across the map, primarily concentrated in the southern and eastern regions.

PRESENTATION OF THE RESULTS OF THE DTRAIN PROJECT

*Piteris Charalampos-Nikolaos,
Region of Crete*

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UPDATE ON THE STATE OF PLAY OF AN EU-WIDE PROTECTION SYSTEM FOR INDUSTRIAL AND CRAFT GIs

Audrey Aubard,
Secretary General of AFIGIA



Geographical Indications for industrial and craft products

GENERAL ASSEMBLY OF AREPO

APRIL 28, 2022



A hand is shown touching a large, colorful, abstract shape that resembles a splash of paint or a large, multi-colored fabric piece. The background is a textile factory with rows of colorful fabric (yellow, orange, red, pink, purple, blue, green) hanging from metal frames. The scene is brightly lit, and the overall atmosphere is one of creativity and industry.

AFIGIA WHO ARE WE?



GEOGRAPHICAL INDICATIONS

Intellectual property rights and quality scheme previously reserved for agricultural and agri-food products

The Consumer Act of 17 March 2014 extended the protection of GIs to industrial and craft products in France





FRENCH ASSOCIATION OF INDUSTRIAL AND CRAFT GIS

- > An informal network that became a non-profit association in 2015
- > Headquarters in Bordeaux
- > National Federation of Industrial and Craft GIs (17 members representing 90% of recognized GIs)

Our missions :

- > Defend a homogeneous and qualitative vision of CI GIs
- > Collective and shared work among members
- > Development of working documents for CI GIs (protection, controls, etc.)
- > Increasing knowledge about CI GIs
- > To be the referent of the institutions in charge of CI GIs





Our achievements

- ✓ Creation of a place for exchange and strong experiences on CI GIs
- ✓ Legislative work: Consumer law (law on IG IA) and implementing texts, Legal framework on Intellectual Property
- ✓ Control of CI GIs
- ✓ Protection of CI GIs at international level and in the EU
- ✓ Promotion of CI GIs (digital, seminars)
- ✓ Support for GI groups
- ✓ WIPO observer status





AFIGIA's position on GI GIs in the EU

- ✓ **Need for specific European GI regulations for craft products.**
- ✓ **Industrial and craft GIs are widely exported**
- ✓ **International GI law makes no difference on the nature of the products**





OUR ACTIONS

- ✓ Regular contacts with DG Grow
- ✓ Collaboration with the Regions (New Aquitaine, Bourgogne-Franche-Comté, Brittany, Occitanie, Grand Est)
- ✓ Feedback to all EC works and consultations
- ✓ Raising awareness among MEPs
- ✓ Contacts established with sectors of other countries (Spain, Italy, Germany, Ireland, Hungary, Portugal, Belgium, Hungary, Czech Rep.etc ...)



**CRAFT & INDUSTRIAL
GIs IN THE EU**

WHERE DO WE STAND?

CRAFT & INDUSTRIAL GIs IN THE EU

- ✓ **No legal mechanism to date protecting CI GIs**
- ✓ **Work/studies of the European Commission for more than ten years**
- ✓ **Competence within the EU: DG GROW (Internal Market, Industry, Entrepreneurship and SMEs) – more specifically Intellectual Property Rights Unit/Intangible Economy**



A wooden workbench with various tools including a hammer, nails, and a knife. The workbench is made of dark wood and has a hammer with a wooden handle and a metal head lying on it. Several nails are scattered around. A knife with a wooden handle and a metal blade is also visible. The background is a plain, light-colored wall.

MAIN STEPS

- ✓ EC study in 2012 published in March 2013: The study pointed out that the existing legal instruments available to producers at national and European level are insufficient.
- ✓ In the light of the results of the study and the results of the public hearing, the Commission decided to continue its analytical work by publishing, on 15 July 2014, for advisory purposes, the Green Paper "Making the most of Europe's traditional know-how: a possible extension of the protection of EU geographical indications to non-agricultural products" + public consultation

MAIN STEPS

- ✓ October 2015: Report by MEP – JURI Committee (Virginie Rozière) on the protection of geographical indications of non-agricultural products in the European Union (adopted by 608 votes in favour)
- ✓ November 2019 - The European Parliament conducted a study "Geographical indications for non-agricultural products – the cost of non-Europe"
- ✓ February 2020: Publication of an impact study by DG Grow on the non-agricultural GI economy: highlighting the positive impacts of CI GIs



MAIN STEPS

November 2020:

EU Council conclusions on intellectual property policy

European Commission Action Plan

The institutions declare: "**Ready to consider a sui generis protection system for non-agricultural products based on a thorough impact assessment of its potential costs and benefits**"

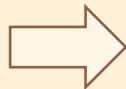
1st public consultation of the European Commission following the roadmap proposed by the EC and closed in January 2021: EU-wide protection of geographical indications for non-agricultural products



MAIN STEPS



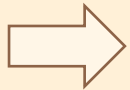
- ✓ 2nd public consultation that ended in July 2021 – **The synthesis highlights the overall support for a European legal framework.**
- ✓ EC study on controls and enforcement of non-agricultural GI duties
- ✓ **EU Committee of the Regions: Report on the protection of AI GIs adopted in October 2021**
- ✓ EC green light end of 2021



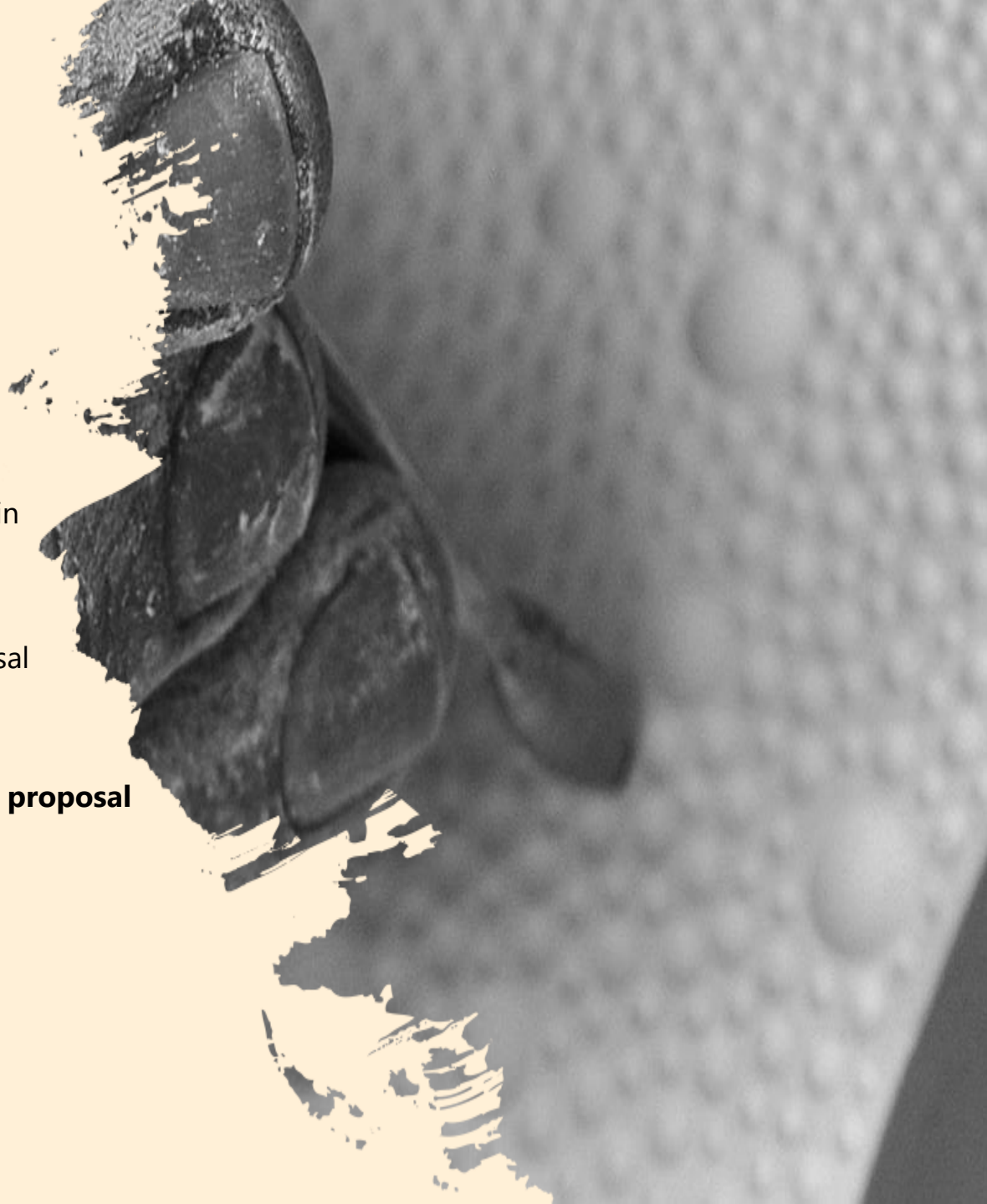
Proposal on the legal framework for CI GIs in Q2 2022

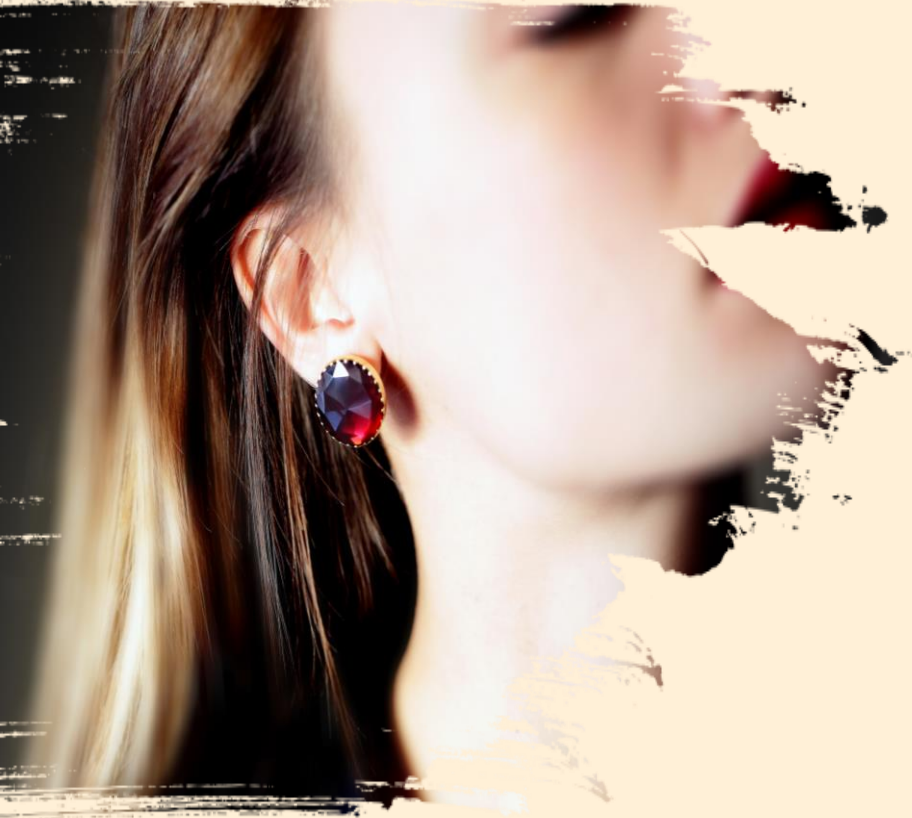
MAIN STEPS

- ✓ PFUE 2022: the CI GIs are included in the roadmap
- ✓ Renew Group seminar on 2 March 2022: official announcement of the publication of the legislative proposal



**Presentation of the legislative proposal
on 13 April 2022**





Food for thought...

1. Principle: similarity with agricultural GIs: yes and no
2. Which GI applicants/managers?
3. Content of the specifications: how far should we go?
4. Type of controls: 2 levels
5. Protection: strong level
6. Management at two levels: national and/or European
7. European competence: EUIPO



How can we contribute to the establishment of a credible and virtuous
CI IG system together?



THANK YOU FOR YOUR ATTENTION!



Email address
afigia.asso@gmail.com

A stylized map of Europe in light purple is the background. Overlaid on it are several thick, curved, semi-transparent lines in green, orange, blue, and red, which appear to represent project paths or geographical divisions.

UPDATE ON EU PROJECTS

Anne CLERMONTTELLE,

External consultant for AREPO in charge of EU projects

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, blue, and red, which appear to represent project paths or connections across the continent.

EU PROJECT AWAITING RESULTS

ISO FOOD TRACK

HORIZON EUROPE PROGRAMME

Call HORIZON-CL6-2022-FARM2FORK-01-04: *"Innovative solutions to prevent adulteration on food bearing quality labels: focus on organic food and geographical indications"*

OBJECTIVES:

- **Prevent food adulteration** on organic and GI products;
- **Contribute to the achievement of the “Farm to Fork” objective** for organic farming and **strengthen the GI scheme.**

ISO FOOD TRACK PROPOSAL: establish a **traceability system** to guarantee the authenticity and origin of agri-food products benefiting from EU quality schemes, using **isotopic analysis** (chemical “signature” of the product).

ROLE OF AREPO : **disseminating** the project and **linking it to its network** for key information gathering.

PROJECT BUDGET: €8 000 000 including €94 906 for AREPO financed at 100% by the programme.

DURATION : 36 months starting in summer 2022



The **evaluation results** are expected to be communicated in **June 2022**

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, curved, multi-colored lines in shades of green, orange, blue, and red, representing various project paths or regions. A white rounded rectangle with a red border is centered on the map.

ONGOING EU PROJECTS



MOVING project presentation

Horizon 2020 programme

Anne CLERMONTTELLE

1st AREPO General Assembly of 2022

April 28, 2022, Brussels



MOVING receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818194. The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with the author(s).

What is MOVING?



- ▷ **MOVING** (MOUNTAIN Valorisation through INterconnectedness and Green growth) is a four-year project (2020-2024) gathering 23 partners and coordinated by University of Córdoba, Spain.
- ▷ **Horizon 2020** programme.
- ▷ The **project main objective** is to co-develop relevant policy frameworks across Europe for the **establishment of value chains that would contribute to the resilience and sustainability of mountain areas to climate change.**



- ▷ **400 value chains** inventory
- ▷ **23 case studies** (23 value chains selected from the inventory for analysis)
- ▷ Policy analysis/audit and roadmap tool
- ▷ Drafting of new/updated policies

To achieve these goals, MOVING has launched a bottom-up participatory process with the value chains actors:



The Community of Practice (CoP)

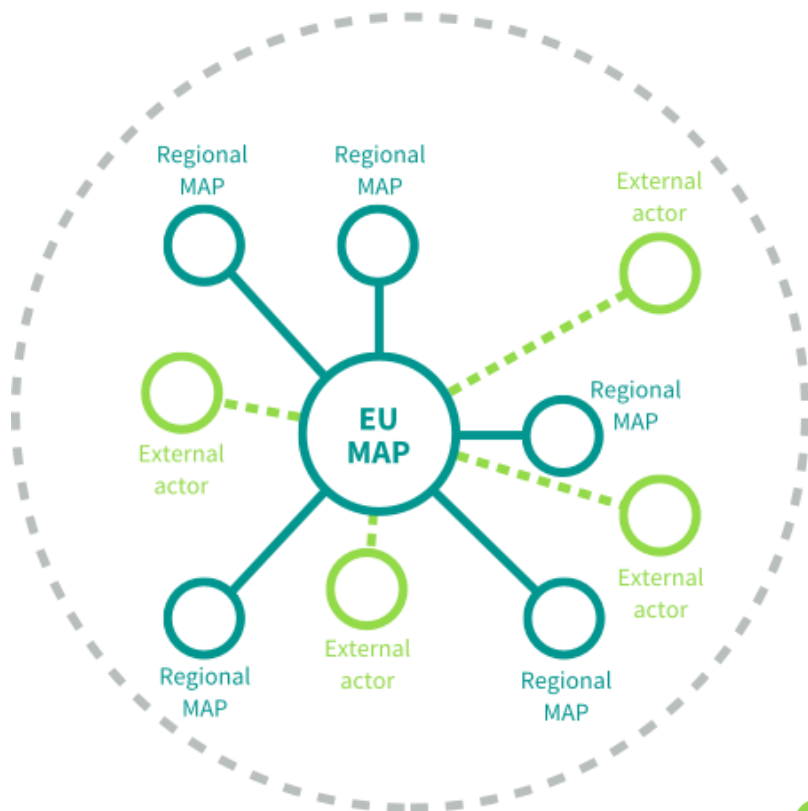


Community of Practice



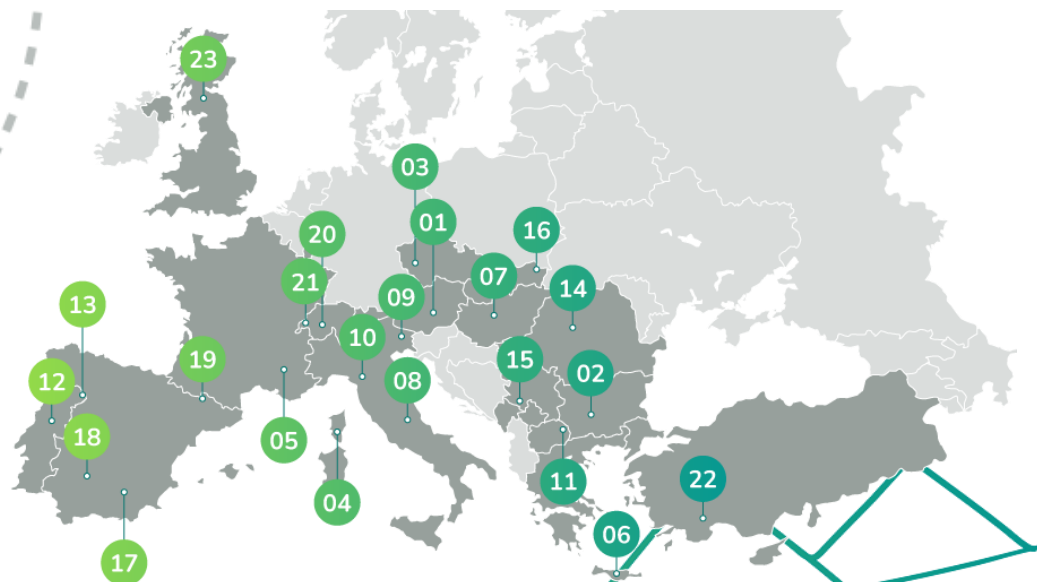
MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

MOVING CoP



The Community of Practice (CoP) is a European-wide **Science-Society-Policy interface** built upon:

- **23 regional MAPs** (Multi-Actor Platforms) established in the 23 Reference Regions
- **1 European-level MAP** (if you want to join the EU MAP, you can find the link in the activity report)



AREPO's contribution



MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Role of AREPO : evaluate the **policy recommendations** issued by the project and disseminated the **project results**.

AREPO's main work will effectively start in 2023, when the project will start developing policy recommendations, but the first activities for promoting the project have already started:



AREPO MOVING WEBINAR

AREPO will organise a **webinar** in autumn 2022 to promote the project and the EU MAP on the following topic:

“EU quality schemes and their added value for mountain value chains”

(More information coming soon)

AREPO budget: €85 600, 100% financed by the programme





MOVING
MOUNTAIN VALORISATION THROUGH
INTERCONNECTEDNESS AND GREEN GROWTH

Thank you for you attention!

For any questions, please, contact me here:

eu-projects@arepoquality.eu

<https://www.moving-h2020.eu/>



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AGROSMARTglobal presentation

Interreg Sudoe 2014-2020 programme

Anne CLERMONTTELLE

1st AREPO General Assembly of 2022

April 28, 2022, Brussels





What is AGROSMARTglobal?



- **AGROSMARTglobal** is a 3.5-year project (2019 - 2023) involving 10 partners and coordinated by the Union of agri-food cooperatives of Galicia (AGACA), Spain.
- **Interreg Sudoe 2014-2020** programme
- **Objective:** consolidate the space for promotion, intercooperation and competitiveness of agri-food cooperatives by developing advanced support tools to strengthen their positioning and internationalisation through the **implementation of digital marketing strategies**.

REFERENCE N°:
SOE3/P2/E0897

CALL:
3rd call 2018 of Interreg
Sudoe Programme
2014 – 2020

PRIORITY AXIS 2:
Promoting the competitiveness
and the internationalisation
of Southwest Europe SMEs



- **Joint strategic plan** for digital internationalisation of agri-food cooperatives
- **Technical consultancy** for digital internationalisation
- **Joint education and training programme** in digital strategies
- **Joint campaign** for the promotion and positioning of cooperatives' products



The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



AREPO's contribution

Role of AREPO : promote and protect agricultural and agri-food products that benefit from EU quality schemes on the Internet and disseminated the project results.

To carry out this activity, AREPO is working on the elaboration of a **"best practice" guide** which would aim to:

- Improve knowledge on **how to promote products that benefit from EU quality schemes on the Internet**;
- Provide with **operational tools to protect GIs on the Internet**.



Please participate in our survey to identify your needs in both these areas!



<https://survey.irradiare.com/index.php/472927> *(link in the activity report)*

AREPO budget: €118,360, 75% co-financed by the ERDF



EU dissemination event

To disseminate the AGROSMARTglobal results, AREPO will organise its major **European event for the promotion of quality and origin products**.



5th European event for the promotion of quality and origin products!

The event will be organised **in early 2023 in Brussels** around the following themes:

- ▷ Protection of EU quality schemes on the Internet and other AGROSMARTglobal results
- ▷ Revision of the EU GI system
- ▷ New EU food labelling initiatives

AREPO will benefit from **€26 820** co-financed at 75% by the ERDF to finance the organisation of this event in the framework of AGROSMARTglobal.

MORE INFORMATION COMING SOON



2009 | 1st AREPO EU event

Main guest: Ms. Fischer Boel, European Commissioner for Agriculture





2011 | 2nd AREPO EU event

Main guest: M. Ciolos, European Commissioner for Agriculture





2018 | 4th AREPO EU event

Main guests: **Ms. Sauze-Vandevyver**, Director “Quality, Research & Innovation”
DG AGRI, European Commission

M. Dorfmann, MEP, Member of COMAGRI, Rapporteur on the
Communication on “The Future of Food and Farming”





Thank you for you attention!

For any questions, please, contact me here:

eu-projects@arepoquality.eu

<https://www.agrosmartglobal.eu/>



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A stylized map of Europe in light purple is the background. Overlaid on it are several thick, curved, semi-transparent lines in green, orange, and blue. A white rounded rectangle with a thin red border is centered on the map.

CONCLUSIONS OF AREPO STUDY ON THE SUSTAINABILITY OF SMALL AND MEDIUM GIS

Matteo Ponza,
AREPO Policy Officer

SUMMARY



The context and the objective of the study



The structure and its construction phases



Developed topics



Suggestions and guidelines

A light blue map of Europe serves as the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, and blue. These lines intersect and curve across the map, primarily concentrated in the southern and eastern regions. The word "OBJECTIVES" is centered in the middle of the map.

OBJECTIVES

CONTEXT & OBJECTIVES

1

Understand the **sustainability dimensions** of GIs of AREPO member regions

2

Investigate the **inhomogeneity of supply chain systems** on several levels

3

Comprehend the **reasons that undermine the sustainability** of small and medium-sized GIs

4

Deepen the reasons why some GIs are in **danger of disappearing**

5

Formulate political and technical suggestions to strengthen small and medium GIs

THE STRUCTURE OF THE STUDY



1. Introduction: The reason for the development of the study and contextualisation



2. Collection and analysis of economic and production data



3. The questionnaire for the regions and analysis of the answers



4. Case study selection and results



5. Policy recommendations and possible strategies

A stylized map of Europe in light blue is the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, and blue, which intersect and sweep across the continent. The text is centered over the map.

INTRODUCTION: THE REASONS FOR THE DEVELOPMENT OF THE STUDY AND CONTEXTUALISATION

WHY?



The study stems from the **request of AREPO member regions**

The starting point for this study is the observation of the **lack of resilience and sustainability of small and medium-sized GIs**

Study on the economic value of EU quality schemes, geographical indications (GI) and traditional specialties guaranteed (TSG)

CONTEXT

SUSTAINABILITY

- *“Development that ensures that the needs of the present generation are met without compromising the ability of future generations to meet their own needs”* - **World Commission on environment and development, 1982**

SUSTAINABILITY

ECONOMIC

SOCIAL

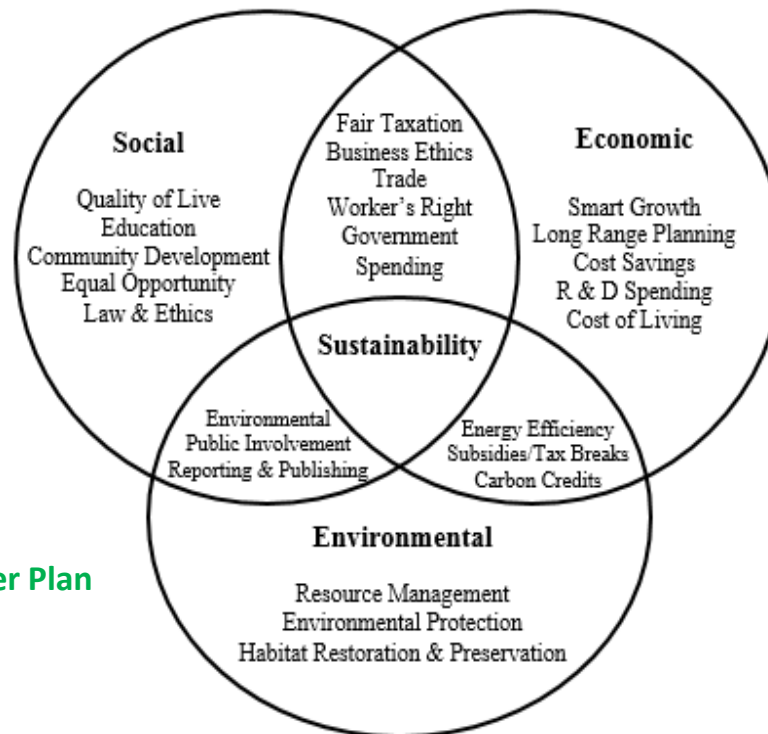
ENVIRONMENTAL

AL

CONTEXT

Social sustainability:
ensuring citizens' quality of
life, security, safety and
services.

Economic sustainability:
guaranteeing economic
efficiency and income for
businesses.



Environmental sustainability: ensuring the availability and quality of natural
resources, respecting the environment in all its forms, and implementing a kind of
renewable resilience to new climate challenges, now exacerbated by human
action.

Intellectual Property Action Plan

Promotion Policy

Organic Agriculture

Food Safety and Beating Cancer Plan

Common Agricultural Policy

Farm to Fork Strategy

Food Labelling Policy

Trade Policy



COLLECTION AND ANALYSIS OF ECONOMIC AND PRODUCTION DATA

CONTEXT

MAIN POSITIVE ASPECTS OUTLINED BY THE STUDY



Study on economic value of EU quality schemes, geographical indications (GIs) and traditional specialties guaranteed (TSGs)

Final Report

Written by AND-International
October 2019



With subcontractors

Positive impact of EU GIs in rural areas: income, employment, production diversification and promotion

Fair competition for farmers and producers involved in GIs/TSGs value chain

Protection is ensured for GIs IPR



INFORMATION HIGHLIGHTING IMBALANCES

**DISPARITIES IN THE ECONOMIC AND
PRODUCTIVE VALUE**

&

DISPARITIES AMONG SECTORS

9 products (0,3%) accounted 27% of the total sales value in 2017

24 agri-food products = 42% sales value
90% of agri-food GIs = 40% sales value

In the agri-food sector the small size GIs/TSGs (< 1 million euros in sales values) accounted for 48% of the total

PGI = 54%, PDO = 38%, TSG = 9% (total sales value)

PGI = 71%, PDO = 20%, TSG = 9% (total sales volume)

Dominant sectors: Cheese, Meat products, Beer

INFORMATION HIGHLIGHTING IMBALANCES

DISPARITIES BETWEEN MEMBER STATES

France, Italy (more
than 10 billion)

Germany, UK, Spain (
between 5 / 10 billion)

19 Member States
< 1 billion

DATA

THE DATASET

Italy, France, Portugal and Spain

22 Regions

489 GIs

EC studies, national datasets, Regions, Research and data connection organisations

COUNTRY	PDO	PGI	TOT
Portugal	5	1	6
Italy	99	87	186
Spain	37	17	54
France	110	134	244
TOT	250	239	489

Table 1 GIs analysed (personal data processing)

DATA

GEOGRAPHICAL AND DESCRIPTIVE DATA

- Country
- Region
- Product
- G.I.
- Category
- Governance
- Area

DATASET STRUCTURE

PRODUCTION DATA

- Area / number of farms
- Production quantity
- Certified production
- Regional quantity
- Export quantity

ECONOMIC DATA

- Local revenue
- Production revenues
- Certified production revenues
- Export revenues
- Origin price
- End price
- Regional value

RESULTS OF DATA COLLECTION

- Economic-productive inequality within the same region;
- Economic production inequality between sectors (both within the same region and between different regions);
- Uneven distribution of GIs between Member States;
- Very low export levels: most GIs only market the product in one area, within the region and at most on the national market;
- Some producers produce according to specifications but do not certify;
- Some GIs have a very low production and economic volumes;
- Some GIs are in decline or have been unproductive for years.

A stylized map of Europe in light blue is the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, blue, and red, which appear to represent regional boundaries or data flow paths. The text is centered over the map.

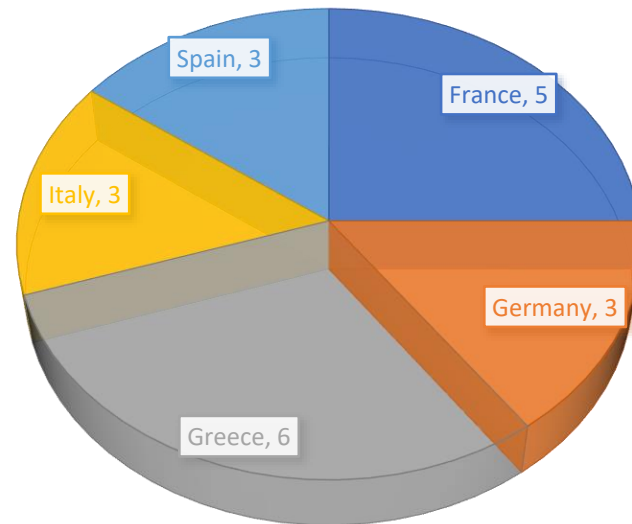
THE QUESTIONNAIRE FOR THE REGIONS AND ANALYSIS OF THE ANSWERS

SURVEY

THE SURVEY

- 39 questions = 10 are closed-ended, 24 structured-response and 5 open-ended questions;
- 20 member regions of AREPO completed the questionnaire in a very comprehensive and detailed manner.

NATIONALITY OF REGIONS THAT SUBMITTED QUESTIONNAIRE RESPONSES



THE REGIONS' PERSPECTIVE

SUGGESTIONS

the representatives of the regions were invited to express their opinions, suggest solutions and provide information on current good practices

RESULTS

ECONOMIC STATUS - SMALL GIS AT RISK OF DISAPPEARANCE

The representatives of the regions were invited to answer questions related to the perception of small GIS

PROTECTION AND STRATEGY

The representatives of the regions were invited to indicate what they consider the priorities in protecting GIS and which are the most relevant fields of intervention

SURVEY RESULTS



Lack of economic sustainability

Lack of promotion strategy

Certification cost too high

Lack of generational change

Lack of infrastructure and logistic

Food fraud and disincentives to product certification

Lack of protection strategy

Polarized bargaining power



SUGGESTIONS FROM REGIONS

- Giving more support to small and medium-sized GIs;
- Accompanying small and medium-sized GIs through sustainable development;
- Investing in education and training;
- Greater investment in communication and promotion; Reducing bureaucracy;
- Collect more data to gain a deeper understanding of GI supply chains;
- Promoting the exchange of good practices.

A light blue map of Europe serves as the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, and blue. These lines intersect and curve across the map, primarily concentrated in the southern and eastern regions. The text 'CASE STUDY SELECTION AND RESULTS' is centered in the middle of the image.

CASE STUDY SELECTION AND RESULTS

METHODOLOGY AND INTERVIEWS

Selection of GIs:

- Micro, small and medium-sized
- PGI and PDO systems
- Homogeneity between regions

Interview:

- Product presentation
- Economic and production data overview
- Size of the GI (number of actors and management structure)
- Questions on economic, social and environmental sustainability
- Questions on governance
- Sustainability

CASE STUDIES

Gata-Hurdes PDO



Marrone di Caprese Michelangelo PDO



Höri Bülle PGI



CASE STUDIES

CASE STUDIES



Patatas de Prades PGI

Pefkothymaromelo Kritis PDO



Valençay PDO

MAIN RESULTS

Lack of **governance sustainability**

Lack of economic sustainability to generate investments in **promotion**

Low level of involvement of producers in the GI chain and system

Difficulties in **generational turnover**

Bureaucratic complexities and associated burdens

Need for **more support** in the **voluntary implementation of environmental sustainability criteria**

A stylized map of Europe in light blue is the background. Overlaid on the map are several thick, curved, semi-transparent lines in green, orange, blue, and red, which appear to represent different policy paths or strategies across the continent.

POLICY RECOMMENDATIONS AND POSSIBLE STRATEGIES



RECOMMENDATIONS

- **Strengthening producers' groups.** TRAINING – SUPPORTING - ENCOURAGING GROUPING
- **Streamlining of bureaucratic procedures.**
- **Implement a definition of sustainability to be referred to in EU legislation.**
- **Increase the availability of administrative and statistical data on the PDO/PGI scheme at the EU and the Member States levels.**
- **Investing in research.**
- **Support the potential of GIs in other sectors** TOURISM – PFP – PROMOTION – BIODIVERSITY
- **Continue to support the promotion policy for GI products** BUDGET – FUNDING SMALL PROJECTS – INCREASE THE EU COFINANCING RATE – SIMPLIFY THE PARTICIPATION



RECOMMENDATIONS

- Create a forum of exchange on GIs
- Adequate support for digitalisation
- More education and raising awareness on the GI system
- Stimulate the publication of tailor-made regional and local guides as supportive material to trainings targeting different actors in the supply chain
- Strengthen the exchange of good practice and information between the different actors in the system
- Active communication campaigns
- Strengthening of governance at all levels
- Support the integration of voluntary measures concerning environmental sustainability



The background of the slide features a light purple map of Europe. Overlaid on this map are several thick, curved, multi-colored lines in shades of green, orange, blue, and red, which sweep across the continent from the bottom left towards the top right.

PREVIEW PRESENTATION OF THE ORIGIN POSITION PAPER ON GIS IN THE US

Riccardo Deserti,

President of OriGIn and Director of Consorzio del Formaggio Parmigiano Reggiano

oriGIn the Global Alliance of GIs



POSITION PAPER IN DISTINCTIVE GEOGRAPHICAL NAMES IN THE US

Riccardo Deserti, President

oriGIn: Unique & United !

- Global alliance of GIs
- Established in 2003 - Based in Geneva (national antennas & a local office in Brussels)
- 600 members (agricultural, non agricultural, wines and spirits GIs) from 40 countries
- Around 100 bln € turnover and 4 mln working people

COMMON NAMES & US

- Recent years have seen an **escalation of the "war" against geographic names**
- The new approach: the attempt to register new trademarks anywhere in the world (Asia, Latin America, ...) containing names considered common (asiago, parmesan, camembert, feta, gorgonzola, ...)
- The actors: CCFN, and main food companies (Kraft foods, Saputo, Fonterra, ...)

THE ROLE OF GI SYSTEM

- GI groups are taking legal action against all these attempts. This is a central issue: adequate tools (and weapons) are needed



- Looking to the future, the answer will be to build a greater and more widespread **awareness of the value of the GI model**. Everywhere in the world.
- Awareness means policies and GI's supply chains (bottom-up growth)

THE NEW oriGIn APPROACH

- Today, we begin to build political and economic interest **in their home as well**
- The United States already has recognized geographic products (wines, spirits and even some foods) but exists great potential for new products

KPI's

- attention of public opinion
- new US products registered (and also protected in the EU)

NEXT STEPS

- Today is the official launch of the Position Paper! From tomorrow



- Institutional lobbying in the US starting from the Position Paper
- Support the registration of new US products
- Development of synergies of US wines and spirits with oriGIn alliance

oriGIn the Global Alliance of GIs



THANK YOU FOR YOUR ATTENTION