



Arepo European Event 2023

TOOLS AND STRATEGIES FOR THE PROTECTION OF QUALITY AND ORIGIN PRODUCTS

THE PARMIGIANO REGGIANO EXPERIENCE

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HOW TO MANAGE GI PROTECTION?

Strategy

1. Market map
2. Channel map



assess the risks
according to
local laws

Tools

- Market surveillance
- Channel surveillance
- Skill network
- Legal network
- Technical tools (i.e. consumers surveys, new technologies)

THE MARKET APPROACH

ITALY

EU

Stronger Rules



Market surveillance



Ex-Oficio

Critical issues:

- Catering / Restaurants
- products with GI as ingredient

**REST of the
WORLD**

Need for FTA



- GI registration as trademark
- Opposition to trademark registration
- Warning / distrusts
- Lawsuits

EXPANDING BOUNDARIES OF PROTECTION

**Retail,
Labels,
Advertising**

**Additional
fields**

**Marketplace
Blog
Social
Siti web
Domini**

KEY FIGURES 2022: 710 actions

Marketplace	542
Blog	82
Social	56
Website	27
Web domain	3

ANNUAL BUDGET FOR GI PROTECTION

More than 1 mln €

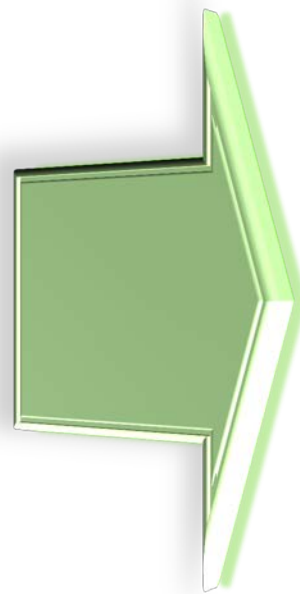
CRITICAL POINTS FOR GI GROUPS

- Manage the relevant markets, without gaps, without forgetting
- Amount of economic resources
- Internal skills and procedure for coordination
- Protection culture open to innovation

THE ROLE OF POLICIES

**To effectively manage
"protection" you need
scale**

- in economic resources**
- in skills and abilities**



**Small GIs risk
being excluded
from this
competitive lever**

THE ROLE OF POLICIES

**Needs for policies to ensure GIs the access to
adequate protection**



It's not just a "small GI" problem.

If an GI loses a lawsuit, a negative jurisprudence is fed



**Legal aid for GI protection, is like a "vaccine" against
usurpations and evocations of IG names**