

# AREPO GENERAL ASSEMBLY

***2 March 2023***

# Agenda

## Statutory part

Presentation of the agenda for the GA

Welcome by AREPO President

Intermediate report of the Presidency

Intervention by AREPO Vice-President

Presentation of the state of the accounts 2022

Reminder on the contribution 2023

# Agenda

## Thematic part I:

Overview of the ongoing and upcoming EC initiatives relevant to GI regions and GI producers

## EU Policy update

Update on the Revision of EU GI system: AREPO position and actions

Update on EU Promotion Policy and 2023 Annual Work Programme

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

# Agenda

**Thematic  
part I:**

**Update  
on EU  
projects**

Project Horizon 2020 Moving



Project Interreg Sudoe  
AGROSMARTglobal



New Horizon Europe project call on  
GI and sustainability

AOB



# WELCOME AND INTERMEDIATE REPORT OF THE PRESIDENCY

*Begoña García Bernal,*

*President of AREPO and Regional Minister*

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

## INTERVENTION BY AREPO VICE-PRESIDENCY

*Guglielmo Garagnani,*

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

# PRESENTATION OF THE STATE OF THE ACCOUNTS 2022 AND REMINDER ON THE CONTRIBUTION 2023

*Laurent Gomez*

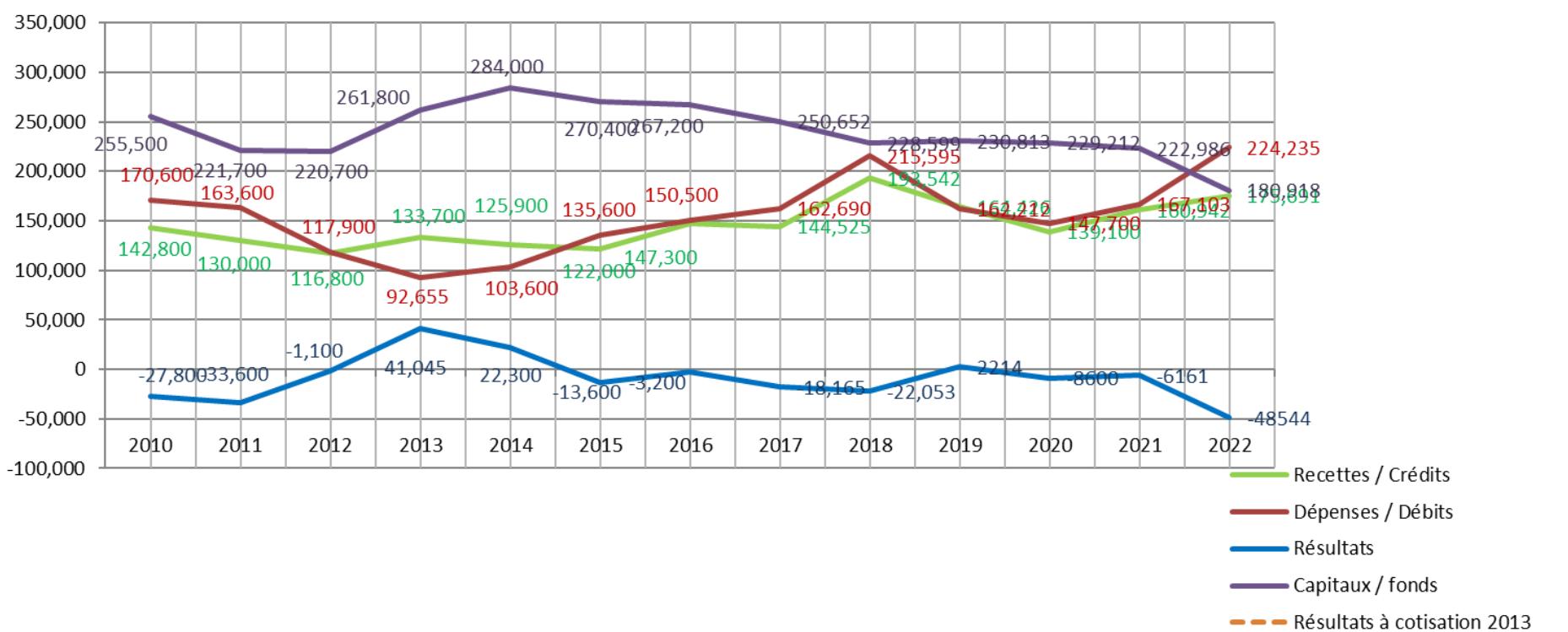
*Secretary General of AREPO*

# PRESENTATION OF THE 2022 ACCOUNTS

	Réalisé	Réalisé	Réalisé	Prévu	Prévu
				2022	2023
<b>Dépenses par poste</b>	<b>€ TTC</b>				
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	73700	69,994	88,824	75,000	96,000
Stage	2900	0	0	0	0
Consulting	38400	36,537	37,514	38,000	36,380
Réunions et documents hors interprètes réunions plénières	0	0	500	500	500
Avion, train, hôtels, restauration, km pour SG et team Bruxelles	3700	8,206	16,074	5,000	7,000
Avion, train, hôtels, restauration, km pour membres	5000	4,511	8,651	6,000	7,000
2 Réunions plénières (printemps et automne) dont interprètes	12600	31,121	32,391	15,000	44,000
Dépenses Assemblées générales dont traiteur, bus			19,830		10,000
Tél., internet, fournitures, publicité, publications, locations...	3900	6,589	5,957	4,000	5,500
Commissaire aux comptes, comptable, assurances, contrôleurs	6600	4,207	5,870	3,800	9,920
Autres charges de gestion courantes	800	5,674	1,185	800	800
Frais bancaires	100	144	161	150	150
Charges exceptionnelles	0	120	7778	7,750	2,880
<b>Total</b>	<b>147700</b>	<b>167,103</b>	<b>224,235</b>	<b>156,000</b>	<b>220,130</b>
<b>Ressources</b>	<b>Réalisé</b>	<b>Réalisé</b>	<b>Réalisé</b>	<b>Prévu</b>	<b>Prévu</b>
	2020	2021	2022	2022	2023
Cotisations des Régions membres 4500 €/an	130500	135,000	135,000	135,000	144,000
Revenus des produits financiers	3700	1,069	1,246	1,500	1,500
Projet Agrosmart Global	4440	24,094	29,937	19,300	46,434
Projet Mooving					28,196
Autres produits de gestion courante (cotisations sociales...)	0	687	0	100	0
Produits exceptionnels	0	93	0	100	0
Autres produits dont Com UE et autres remboursements	460	0	9,508	0	0
<b>Total</b>	<b>139100</b>	<b>160,942</b>	<b>175,691</b>	<b>156,000</b>	<b>220,130</b>
<b>Résultat</b>		<b>-6,161</b>	<b>-48,544</b>		
<b>Capital disponible (total fonds propres)</b>	<b>220,623</b>	<b>214,462</b>	<b>165,918</b>		
<b>Parts sociales Banques Crédit agricole</b>			<b>15,000</b>		

# PRESENTATION OF THE 2022 ACCOUNTS

	Recettes	Dépenses	Résultat	Capitaux
2010	142,800	170,600	-27,800	255,500
2011	130,000	163,600	-33,600	221,700
2012	116,800	117,900	-1,100	220,700
2013	133,700	92,655	41,045	261,800
2014	125,900	103,600	22,300	284,000
2015	122,000	135,600	-13,600	270,400
2016	147,300	150,500	-3,200	267,200
2017	144,525	162,690	-18,165	250,652
2018	193,542	215,595	-22,053	228,599
2019	164,426	162,212	2214	230,813
2020	139,100	147,700	-8600	229,212
2021	160,942	167,103	-6161	222,986
2022	175,691	224,235	-48544	180,918

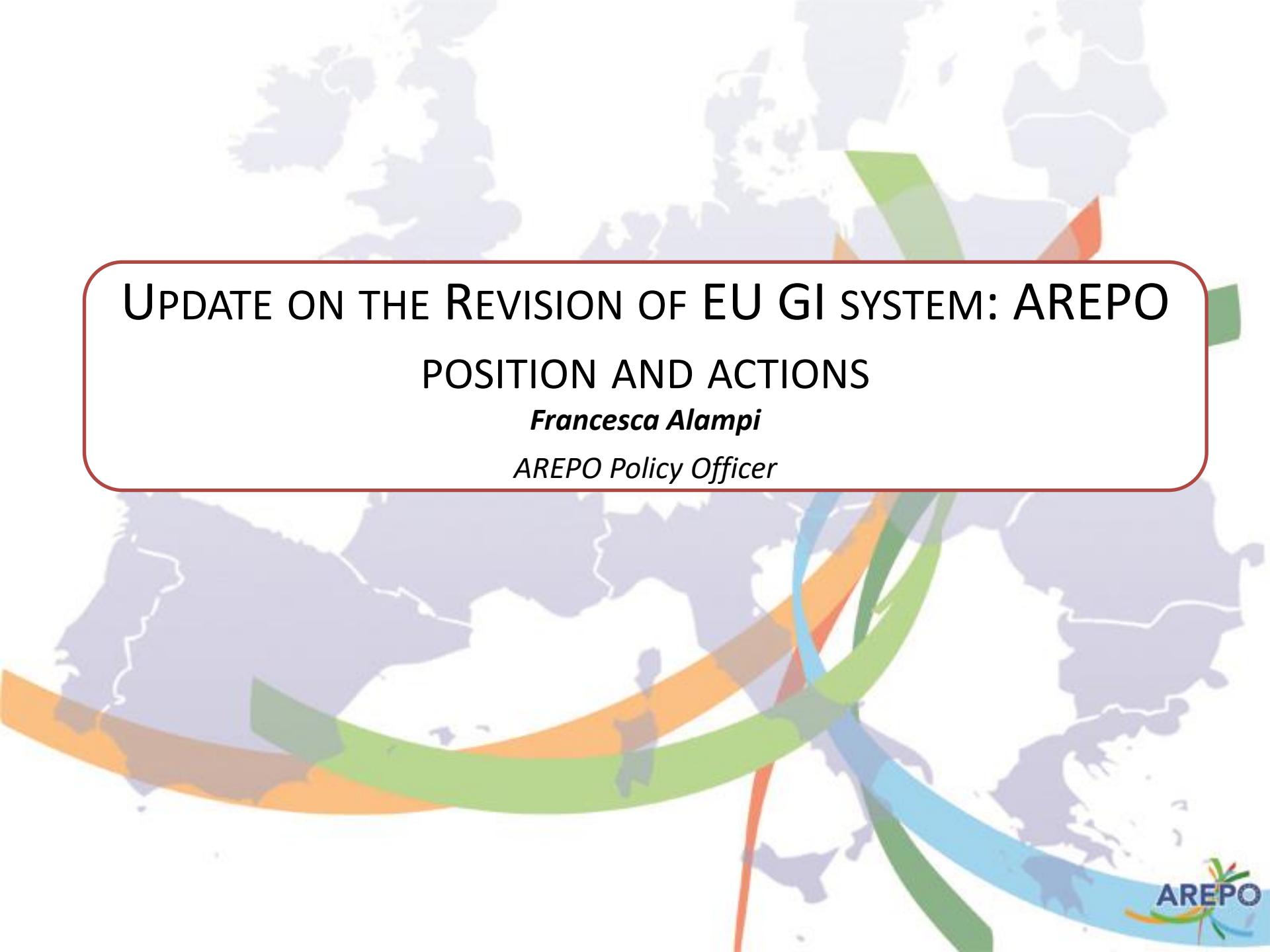


## THEMATIC PART I – EU POLICY UPDATE

# OVERVIEW OF THE ONGOING AND UPCOMING EC INITIATIVES RELEVANT TO GI REGIONS AND GI PRODUCERS

***Roberto Berutti***

*Member of Commissioner Janusz Wojciechowski's cabinet*



# UPDATE ON THE REVISION OF EU GI SYSTEM: AREPO POSITION AND ACTIONS

*Francesca Alampi*

*AREPO Policy Officer*

# REVISION OF THE EU GIs SYSTEM - MAIN STEPS OF AREPO's ACTION

2019-2021

- Roadmap and public consultation on the Evaluation of EU Quality schemes
- EC High-level Conference
- Roadmap and Public consultation on the Revision of the EU GIs system

2022

- Joint open letter to the EU Institutions on EUIPO's role
- 2 Meetings with EUIPO (technical group + bilateral meeting with EUIPO Executive Director)
- Working group on GI review with oriGIN, EFOW, COPA-COGECA and AREV -> Common position shared with De Castro
- AREPO appointed as CoR expert -> Adoption by unanimity of CoR opinion
- **AREPO working group on GI review -> 50 AMENDMENTS -> 24 included in MEP De Castro's report, while 32 of the 122 amendments included in the draft report have been inspired at least in part by our proposals**
- Work within the EP Intergroup on Wine, spirits and quality food stuffs.

2023

- Joint letter to Agricultural Permanent Representatives on EUIPO's role
- Joint letter to AGRI MEPs on EUIPO's role

# REVISION OF THE EU GIs SYSTEM: EUROPEAN PARLIAMENT

**COMAGRI and JURI (shared competences on articles concerning EUIPO)**

**COMAGRI 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 Elena Lizzi (IT - ID); MEP María Eugenia Rodríguez Palop (ES - GUE).

**JURI Rapporteur:** MEP Adrián Vázquez Lázara (Renew)

## AGRI

**8 November 2022:** De Castro's Draft report

**22 November 2022:** Deadline for tabling amendments – (800 AM)

**24 April 2023:** Comagri vote

**8 May 2023:** mandate in plenary for trilogues

## JURI

**20 October 2022:** Vázquez Lázara's draft opinion

**22 November 2022:** Deadline for tabling amendments

**24 January 2023:** Adoption in JURI (21 votes in favour and 1 abstention)

October/November 2023:  
Approval under Spanish rotating  
Presidency of the Council

# REVISION OF THE EU GIs SYSTEM: AREPO'S POSITION

EUIPO

Sustainability

Producer  
groups

Protection

# EUIPO ROLE IN THE MANAGEMENT OF EU GI SYSTEM

AREPO POSITIONS	EUROPEAN PARLIAMENT	COUNCIL
GIs are more than IPR, they are tools for <b>rural and territorial development</b>	<b>AGRI:</b> - NO EUIPO's technical assistance (initial scrutiny) - only administrative tasks (Union register + domain name information and alert system)	<b>Option 1:</b> EUIPO shall not play any role
<b>EC should maintain the responsibility</b> and the competences over registration, amendment, cancellation and opposition procedures		<b>Option 2:</b> - EUIPO is to handle <b>only administrative tasks</b> (Union register + domain name information and alert system) - No scrutiny of GI's product specifications
<b>EUIPO expertise</b> could be useful and enriching on <b>IPRs</b>	<b>JURI:</b> - coherence between the agri GIs system and the proposed system for craft GIs - EUIPO's technical assistance - New GI Union register + establishing and managing an alert system providing information about the availability of a GI as a domain name.	<b>Option 3: current cooperation practice.</b> EUIPO shall assist the Commission concerning applications for registration by providing a "preliminary assessment" while the final decision on applications stays with the Commission.
The <b>division of competences should be clearly detailed</b> in the main regulation		
The proposal should clarify that the registration of a GI and any other procedures should remain strictly <b>free of charge</b>		

# SUSTAINABILITY

- **CAP reform:** “The product specification may contain a **description of the contribution** of the designation of origin or geographical indication **to sustainable development**”, [art.2 \(5\) \(b\) Reg. 2021/2117](#)
- **EC regulation proposal on GI system:** Producers can adopt **sustainability undertaking (voluntary)**

PRINCIPLES OF AREPO POSITION	EUROPEAN PARLIAMENT
Important to <b>acknowledge and promote existing GI contribution to sustainability</b>	<b>Sustainability report:</b> MEP De Castro propose to introduce an <b>obligation by 2026</b> for all producer groups to prepare a sustainability report with a description of the sustainability impact of the GI (environmental, social, economic, animal health and welfare commitments).
Sustainability should not be imposed, but encouraged and accompanied: <b>voluntary</b> approach to be maintained	Amendments introducing a <b>definition of Sustainability undertakings</b>
<b>An holistic and multidimensional definition of sustainability undertaking</b> should be included in the regulation (not delegated acts)	
To <b>avoid standardization</b> , producers should choose the most appropriate strategy for their product and territory	

# SUSTAINABILITY UNDERTAKINGS: DEFINITION

**Sustainability undertakings:** ‘Sustainability undertaking’ means an undertaking which aims to contribute to one or more of the following environmental, economic or sociocultural objectives:

## 1. Environmental objectives, including among others:

- climate change mitigation and adaptation, including energy efficiency and decrease water consumption;
- preservation and sustainable use of soil, landscapes, natural resources and the Natura 2000 network;
- preservation of biocultural diversity and conservation of rare seeds, local breeds and plants varieties;
- management and valorisation of animal health and animal welfare;
- transition to a green and circular economy.

## 2. Economic objectives, including among others:

- to secure viable GI producers’ income and resilience;
- to improve the economic value of GI products and redistribution of added value;
- to contribute to the diversification of the rural economy;
- to contribute preserving the rural fabric and local development, including agricultural employment;

## 3. Sociocultural objectives, including among others:

- to attract and sustain young GI producers and new GI producers and facilitate inter-generational transmission of know-how and culture;
- to contribute to the valorisation of rural identity as well as cultural and gastronomic heritage;
- to promote education on themes concerning the quality system, food safety and balanced and diversified diets;
- to improve coordination between producers through improved efficiency of the governance instruments.

# PRODUCER GROUPS VS. RECOGNISED PRODUCER GROUPS

PRINCIPLES OF AREPO POSITION	EUROPEAN PARLIAMENT
<p>The legislative proposal needs to define <b>general rules and principles</b> on the GI groups, their powers and how a GI group can be recognized by a MS</p>	<ul style="list-style-type: none"> <li>• De Castro's report gives <b>centrality to producer and processors</b> → no other stakeholders</li> </ul>
<p><b>Subsidiarity:</b> National specificities need to be considered to take into account differences among MS and different sectors, and to let MS maintain or improve their national system</p>	<ul style="list-style-type: none"> <li>• <b>power to enhance the value of GI product</b></li> <li>• <b>Introduce subsidiarity</b> leaving to MS to choose among general criteria (minimum number of producers or minimum production volume)</li> <li>• <b>Includes grandfather clause</b></li> <li>• <b>Standard value-sharing clauses</b></li> <li>• To liaise with the EC for negotiations on trade agreements as regards the protection of the GI</li> <li>• <b>contribution erga omnes</b></li> </ul>
<p>General principles: <b>democratic and transparent decision making to assure a balance representativeness</b> between the different members of the producer group and avoid exclusion</p>	<p><b>Only one article concerning producer groups, merging art. 32 and 33 and the powers foreseen:</b> If the group is representative of the GI and the MS has it regulated in its rules, the latter <b>will be recognised by the MS</b> as the representative of all producers of the GI. MS shall verify that it operates in a transparent &amp; democratic manner and that all producers of the GI product enjoy right of membership in the group.</p>
<p>Producer groups should privilege the participation of <b>producers and processors</b> (no other stakeholders)</p>	

# GIs PROTECTION

PRINCIPLES OF AREPO POSITION	EUROPEAN PARLIAMENT
Leave definition of “ <b>genericity</b> ” to courts	
Definition of <b>evocation</b> is not complete nor correct, better to leave it to the jurisprudence	
<b>GIs as ingredients:</b> producer groups may define minimum criteria for the use of their GIs, request a financial contribution and carry out control and supervision. Union symbols cannot be used in processed food to avoid confusion.	

# EU GIs REVISION - MOST DEBATED ISSUES

EUIPO

- Given the total difference in approach, it is difficult to think that AGRI and JURI will be able to find a compromise on this

Recognised  
producer  
groups

- General agreement on the objectives to be achieved but difficult wording of the article

Wine

- Wine sector not included in the new Horizontal Regulation, but it should remain in the Common Market Organisation (CMO) regulation

# 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 was supposed to be published in **June 2022**.
- **HOWEVER** it is still blocked due to internal divergences between Commissioner Wojciechowski (AGRI) and Commissioner Timmermans (EC Executive Vice-President in charge of the European Green Deal).
- **Main disagreement:** exclusion of some categories of products from promotion funds.

## AREPO ACTIONS:

- **Joint letter to Commissioner for Agriculture:**
  - 1) An **inclusive 2023 Annual Work Programme (AWP)** that does not discriminate against any type of EU agricultural product or sector and includes red and processed meat and alcohol drinks in the list of products eligible for funding;
  - 2) The **rapid publication of the proposal for the revision** of Regulation 1144/2014 on the Promotion of EU agricultural products.
- **Joint letter to Mr Frans Timmermans and Mr Janusz Wojciechowski:** AREPO together with other 16 organisations representing the agro-food sector, expressed their concerns over the delay in the publication of the EC proposal on the revision of EU Promotion Policy and urging the Commission for its rapid publication.

# UPDATE ON EU PROMOTION POLICY – AWP 2023

- The **annual work programme (AWP)** 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.

**AWP 2023 was adopted on 16 December 2022, with a total budget of € 185.9 million, equally split between promotion in the EU internal market (€83.3 million) and in third countries (€83.1 million).**

- 2023 campaigns are expected to highlight and favour products complying with objectives such as sustainability of EU agriculture, advancing animal welfare and promoting the consumption of fresh fruit and vegetables, and of healthy as well as sustainable diets -> **Relevance** criteria
- Selected campaigns will inform EU and global consumers of the various **EU quality schemes and labels or organic products**.
- As regards **campaigns in countries outside the EU**, Australia, New Zealand and the UK may also represent new market opportunities.

The calls for proposals 2023 were published on February 2<sup>nd</sup>. The closing deadline for submission of project proposals is April 20<sup>th</sup>, 2023, 17:00 CET (Brussels).

# EU PROMOTION POLICY: 2023 BUDGET

<b>SIMPLE PROGRAMMES</b>	<b>€ 89 M</b>
<b>SIMPLE PROGRAMMES IN THE INTERNAL MARKET</b>	<b>€ 41,1 M</b>
<b>AGRIP-SIMPLE-2023-IM-EU QS Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes</b>	<b>€ 7 M</b>
AGRIP-SIMPLE-2023-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 14 M
<b>AGRIP-SIMPLE-2023-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and animal welfare</b>	<b>€ 6 M</b>
AGRIP-SIMPLE-2023-IM-FRESH FRUITS AND VEGETABLES Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices	€ 9,1 M
<b>AGRIP-SIMPLE-2023-IM-CHARACTERISTICS Information provision and promotion programmes aiming at highlighting the specific features of agricultural methods in the Union and the characteristics of European agricultural and food products, and quality schemes</b>	<b>€ 5 M</b>
<b>SIMPLE PROGRAMMES IN THIRD COUNTRIES</b>	<b>€ 42,9 M</b>
AGRIP-SIMPLE-2023-TC-ASIA Information provision and promotion programmes targeting one or more of the following countries: China (including Hong-Kong and Macao), Japan, South Korea, Taiwan, South-eastern Asia or Southern Asia	€ 16,3 M
<b>AGRIP-SIMPLE-2023-TC-AMERICAS Information provision and promotion programmes targeting one or more of the following countries: Canada, USA or Mexico</b>	<b>€ 9,3 M</b>
AGRIP-SIMPLE-2023-TC-OTHERS Information provision and promotion programmes targeting other geographical areas	€ 12,3 M
AGRIP-SIMPLE-2023-TC-ORGANICS OR SUSTAINABLE Information provision and promotion programmes concerning organic products under Union quality scheme OR information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies	€ 5 M
<b>MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS</b>	<b>€ 5 M</b>

# EU PROMOTION POLICY: 2023 BUDGET

MULTI PROGRAMMES	€ 87,4 M
MULTI PROGRAMMES IN THE INTERNAL MARKET	€ 42,2 M
AGRIP-MULTI-2023-IM Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality schemes OR information provision and promotion programmes highlighting the specific features of agricultural methods in the Union and the characteristics of EU agri-food products, and quality schemes	€ 4,2 M
AGRIP-MULTI-2023-IM-ORGANIC Information provision and promotion programmes aiming at increasing the awareness and recognition of Union quality scheme on organic production	€ 14 M
AGRIP-MULTI-2023-IM- SUSTAINABLE Programmes increasing the awareness of Union sustainable agriculture and animal welfare	€ 14 M
AGRIP-MULTI-2023-IM-FRESH FRUITS AND VEGETABLES Information provision and promotion programmes aiming at increasing the consumption of fresh fruit and vegetables in the internal market in the context of balanced and healthy dietary practices	€ 10 M
MULTI PROGRAMMES IN THIRD COUNTRIES	€ 40,2 M
AGRIP-MULTI-2023-TC-ALL Information provision and promotion programmes targeting any third country(ies)	€ 29,2 M
AGRIP-MULTI-2023-TC-ORGANICS OR SUSTAINABLE Information provision and promotion programmes concerning organic products under Union quality scheme OR information provision and promotion programmes aiming at increasing awareness of Union sustainable agriculture and animal welfare in any third country/ies	€ 11 M
MULTI PROGRAMMES FOR MARKET DISTURBANCE/ADDITIONAL CALL FOR PROPOSALS	€ 5 M
COMMISSION'S OWN INITIATIVES	€ 9.5 M
TOTAL PROMOTION ACTIONS	€ 185.9 M

# EU PROMOTION POLICY – AWP 2024

## CDG Quality & Promotion

- Contribution to AWP 2024 before 31 March 2023
- Preference to maintain the approach of the 2023 annual work programme
- One or more specific sector/s face/s market disturbances, loss of consumer confidence or indeed market opportunities and should therefore require a specific topic-budget, please do not hesitate to identify it/them and provide the necessary justifications.



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

*Francesca Alampi*

*AREPO Policy Officer*

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

- **13 April 2022, EC proposal for a regulation** -> addressing the lack of a common EU legal framework concerning CI GIs, resulted in the heterogeneity of national specific protection systems;
- EC proposal is built on the existing GI scheme for agricultural products but adapted to CI products;
- The EU regulation **covers mainly PGI**.
- **EP rapporteur Ms Walsmann (PPE), JURI Committee**
- **JURI Vote** -> Approved on 28 February 2023.
- **Vote in EP Plenary** -> Spring 2023 (March/ April) -> 2024 approval and 2026 entry into force.

## MANAGEMENT AND FUNCTIONING OF THE SYSTEM

- Independent **two-stage protection system**, involving the national level and **then the EU level through EUIPO**;
- Member States will be allowed to charge **fees for the registration** but they have to be proportionate, while the **EUIPO stage will be free of charge**;
- **“Direct registration” procedure**, if a MS chooses to not designate a competent national authority -> **EUIPO will be directly involved** + possibility to request MS assistance to examine specific aspects of the applications. In this case, **registration fees may apply and be paid to the Office**.

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

## MANAGEMENT AND FUNCTIONING OF THE SYSTEM

- The **producer group of a product will be the applicant**;
- As in the agri-food GIs scheme, **regional or local public entities** may help in the preparation of the application and in the related procedure. ;
- Should producers concerned not be able to form a group, **an authority designated by a MS** may be deemed to be an applicant producer group for the purposes of registration;
- Articles on producer groups entirely **mirror Art. 32** of the proposal for a regulation on the revision of the agri-food GI system, including the possibility for producer groups to agree on **sustainability undertakings**.

## PROTECTION

- A strong set of rules on protection, inspired to the type of protection accorded to agricultural product -> **Definition of evocation**

## EU LOGO

- The **EU logo established for agri-food PGIs** but it will be **voluntary**.

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

## PROTECTION

- A strong set of rules on protection, inspired to the type of protection accorded to agricultural product -> **Definition of evocation**

## CONTROLS AND ENFORCEMENT

1. MS are required to designate the competent authority responsible for the official controls and they also can introduce either a third-party certification procedure operated by competent authorities or delegated product certification bodies to carry out random inspections;
2. A procedure based on the producer's self-declaration followed by the verification by national competent authorities.

# UPDATE ON THE SUSTAINABLE FOOD SYSTEM FRAMEWORK

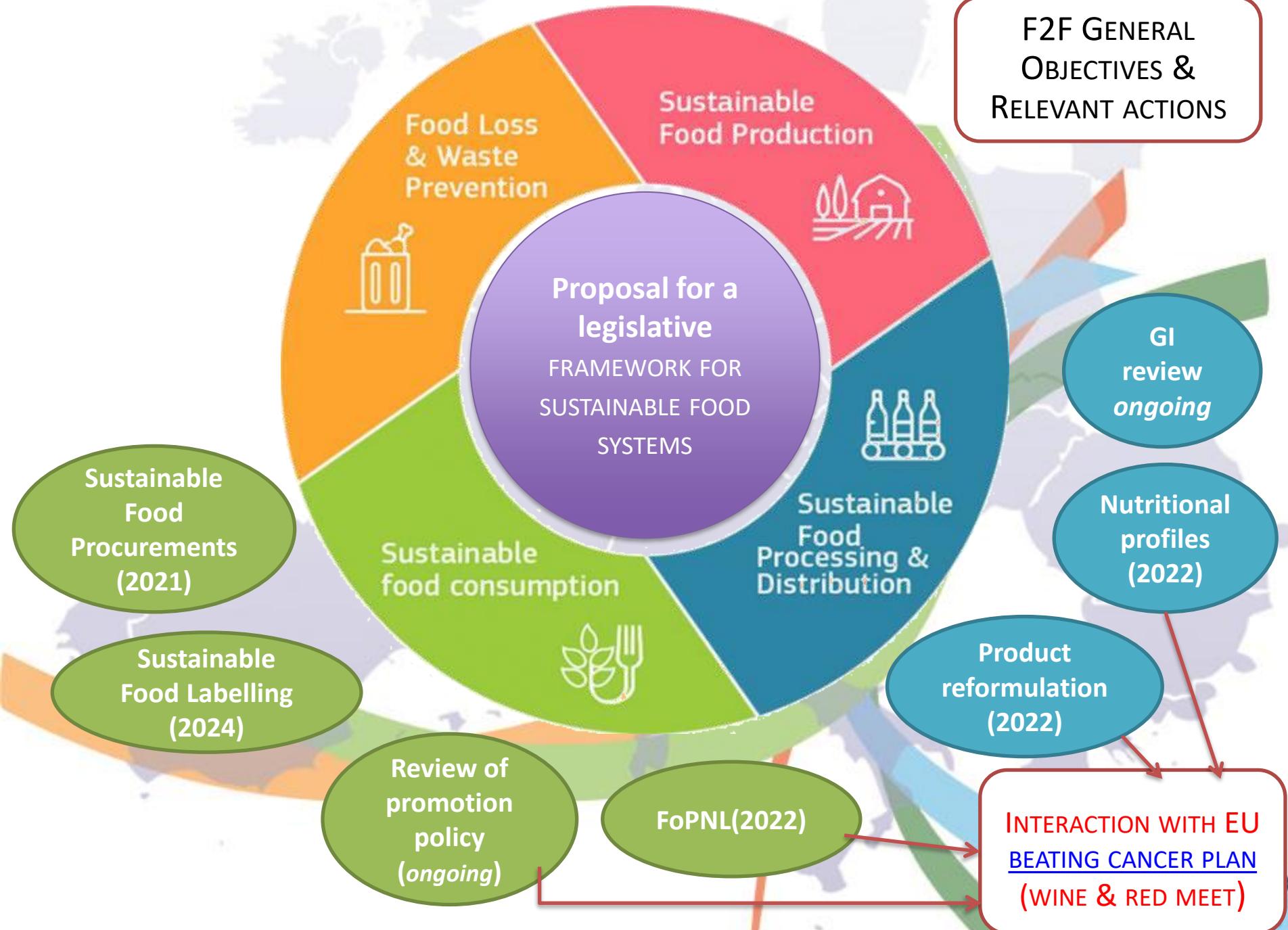
*Francesca Alampi*

*AREPO Policy Officer*

## FARM TO FORK STRATEGY (F2F)



F2F GENERAL  
OBJECTIVES &  
RELEVANT ACTIONS



## TIMELINE – EC LEGISLATIVE PROPOSALS

Revision of EU  
**quality policy**  
**(March 2022)**

**Nutrient profiles +  
FoP nutritional  
labelling Q4 2022**

**Legislative framework  
for sustainable food  
systems & sustainable  
food labelling Q4 2023**

Revision of EU  
**promotion policy**  
**Q3 2022**  
*awaiting EC  
proposal*

**Minimum mandatory  
criteria for sustainable  
food procurements**  
**Q3 2023**

**Elections of EU  
Parliament  
2024**  
**New European  
Commission**

# LEGISLATIVE FRAMEWORK FOR SUSTAINABLE FOOD SYSTEMS (FSFS)

LED BY DG SANTE.

ROADMAP- INCEPTION IMPACT ASSESSMENT EXPLORES SEVERAL OPTIONS (SEPTEMBER 2021):

## Option 1

- Baseline, no particular action at EU level

## Option 2

- Voluntary approaches, only soft law to encourage transition

## Option 3

- Legislative action at EU level, but only by reinforcing existing legislation

## Option 4

- New EU Comprehensive legislative framework on food sustainability that applies to all EU legislations

LEGISLATIVE PROPOSAL TO BE PUBLISHED AT THE END OF 2023.

## LEGISLATIVE FRAMEWORK FOR SUSTAINABLE FOOD SYSTEMS (FSFS)

### MAIN ELEMENTS IN THE ROADMAP:

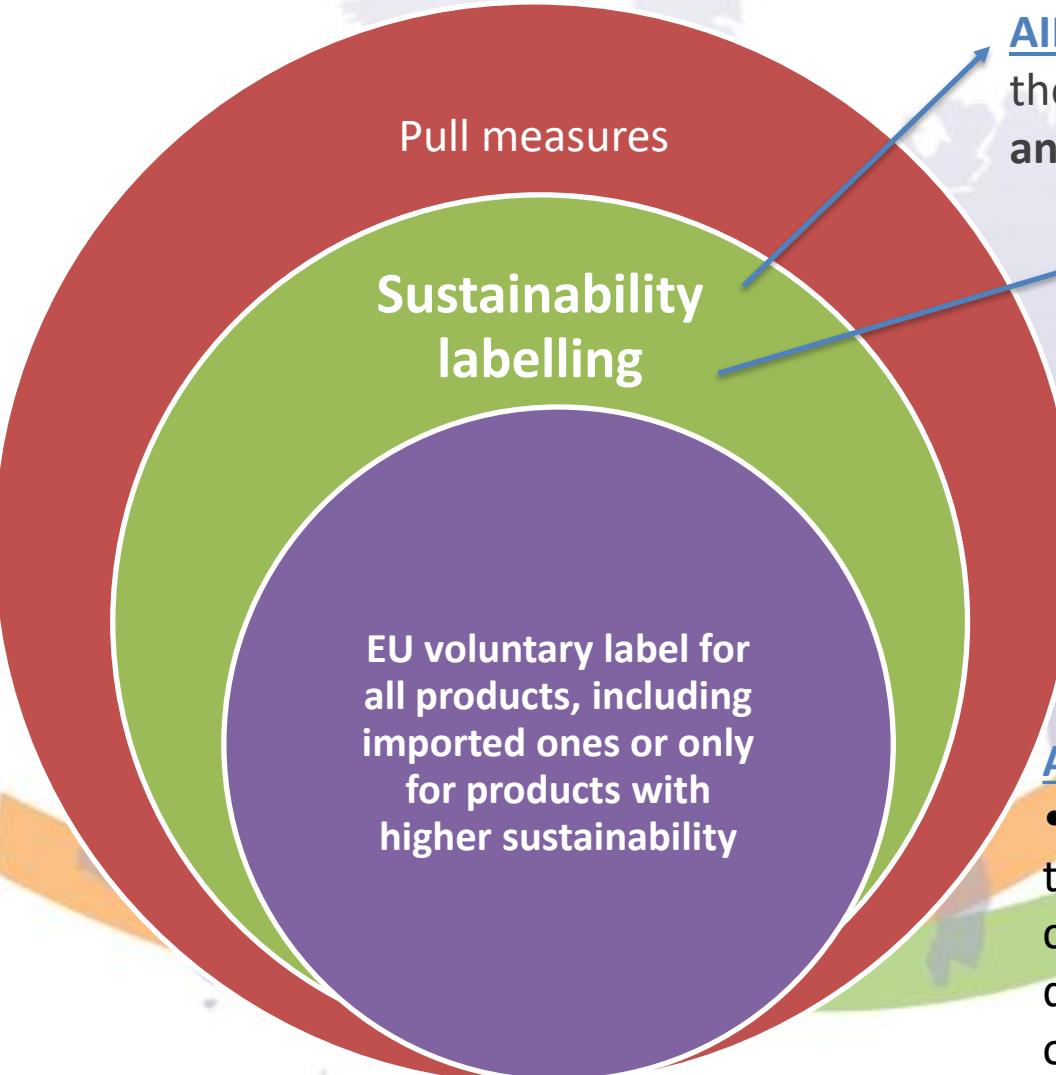
- *Lex generalis*: it will serve as basis when assessing the sustainability elements of other EU legislation
- General objectives, definitions, principles: food system, sustainable food systems, sustainable diet, sustainable agriculture....
- Pull (2) and push (1) measures
- **General minimum mandatory requirements for sustainability**
- **Sustainability analysis complementing the existing 'risk analysis' principle**
- **Sustainability labelling**
- **Minimum mandatory requirements for public procurement**
- Requirements for imported food
- EU wide monitoring framework → general to F2F, JRC working on it, use of key indicators for each pillar of sustainability

## SFSF: AREPO'S POSITION

- GIs contribute to the transition towards a sustainable food system -> the SFSF shall represent the occasion to **acknowledge and emphasise the existing contribution of GIs to sustainable food production;**
- SFSF shall support further efforts of GI producers towards sustainability through a **voluntary approach.** Sustainability is a continuous improvement process, a path, that should be encouraged and accompanied.
- **Coherence and consistency** with other F2F legislative initiatives;
- **Existing power imbalance between the different actors in the food system** -> the EU should impose obligations on large corporate actors, while supporting primary producers, especially the smaller ones trying to make the transition to more sustainable models;
- **Definition of sustainable food system** following a holistic and multidimensional approach, encompassing all three pillars of sustainability (environmental, economic and sociocultural) -> focus on sustainability cannot be limited to health or nutrition;
- Efforts towards **more education and better communication on the importance of a diversified and balanced diet** and how EU GIs and quality products can contribute to it;
- To assure a just transition, costs incurred by producers should be supported by adequate accompanying measures -> **need for financial public support** (ex-ante and ex-post assessments; trainings etc...);
- **Including GIs within the minimum mandatory criteria for sustainable food public procurement.**

# LEGISLATIVE FRAMEWORK FOR SUSTAINABLE FOOD SYSTEMS (FSFS):

## SUSTAINABILITY LABELLING



**AIM:** providing information relating to the **nutritional, climate, environmental and social aspects** of food products.

**SINERGY WITH:** **FOPNL;**  
Animal welfare labelling;  
green claims.

The idea is **not to have an overall score for sustainability**, but to focus on 3 or 4 elements: **environment, nutrition** (integrating FoPNL), **animal welfare, socio-economic**.

### AREPO's position:

- possible risk of information overload on the label -> further obligations and costs for the producers, faced with serious difficulties in entering all the information on the label.
- Risk of confusion on the consumer's side.

## TOWARDS SUSTAINABILITY LABELLING: GREEN CLAIMS

- EU Regulation on Substantiating Green Claims: Expected in March 2023. It aims to help justify ('substantiate') green claims and prevent greenwashing  
It will be based on the **Product Environmental Footprint (PEF) methodology**, which is based on a life cycle analysis (LCA) to assess a product's impact on the environment.

!! It may be relevant for manufactured industrial products, **but it doesn't seem adequate to assess the environmental performance of bio-sourced products**, such as food products and textiles.

**The PEF was not meant to reflect the reality of complex agri-food systems in a holistic way.** While the product-focused PEF serves well to compare manufactured industrial goods, the approach significantly lags when evaluating the environmental performance of complex agricultural systems in a holistic way.

## TOWARDS SUSTAINABILITY LABELLING: PLANET-SCORE LABEL



© L'Itab

- **French Climate Resilience Law (2021):** ecological labelling for food and textiles.

**Planet-score label**, developed by the French Institute for Organic Farming (ITAB) in collaboration with partners Sayari and Very Good Future. It **complements LCA data with a bonus/malus approach** covering pesticide use, impact on biodiversity and climate, as well as an additional indicator for animal breeding methods.

## TOWARDS SUSTAINABILITY LABELLING: ANIMAL WELFARE LABEL

- Currently **no EU harmonised system**;
- Apart from eggs, **most animal welfare claims are voluntary**;
- **March 2022: EC's external study on animal welfare labelling:**
  - There will be EU value added for the EC to consider options for animal welfare labelling to better transmit value through the food chain;
  - There is a clear consumer demand that is currently not being met;
  - There is a clear need for raising awareness and simplifying the existing state of play of labelling schemes with animal welfare claims in the EU.
- In parallel, the Commission has established, **under the EU Platform on Animal Welfare (2017)**, a **sub-group on animal welfare labelling**, assessing several options to be proposed.

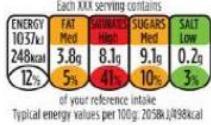
# UPDATE ON FRONT OF PACK NUTRITION LABELLING

*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 <b>(Option 1)</b>	Colour-coded <b>(Option 2)</b>	Endorsement logos <b>(Option 3)</b>	Graded indicators <b>(Option 4)</b>
 	 Each XXX serving contains: ENERGY 719 kJ / 171 kcal FAT 16.3g SATURATED FAT 4.9g SUGARS 10.3g SALT 7.1g 10% 22% 30% 30% 34% of the reference intake Typical energy values per 100g: 2058kJ / 498kcal Per 100g: 1.581 kJ / 381 kcal	  PAREMPI VALINTA BETTER CHOICE	

**!! The European Commission publicly declared that is not going to propose the Nutri-score as the new EU-wide food labelling scheme.**

**BUT:**

It doesn't exclude that the future labelling system is a '**traffic light**' label, **adapted** to the findings and criticisms of recent opinions, e.g. the opinions provided by EFSA (Nutri-score does not ensure correct and complete information to consumers).

**Still waiting for a proposal to be published. I was expected by the end of 2022 but maybe it will be published by the end of 2023.**

# 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.
- **AREPO supported 15 EU Regions in organising a public event on Nutri-score at the EP in November 2022.**

## FRONT OF PACK NUTRITION LABELLING AND GIs: AREPO POSITION

- Any colour-coded system **oversimplifies the nutritional information** of a product, especially with regard to GIs -> Algorithm assesses a product on the content of four nutrients (**fat, saturates, sugars, salt**);
- **Nutriscore provides limited information on nutritional balance** -> nutritional composition per 100 g or 100 ml of the product;
- Nutriscore does not take into account the **level of processing of a product**;
- **Reformulation is seldom possible for GIs** due to their composition or traditional characteristics -> it should be limited to industrial products;

### PROPOSALS TO IMPROVE THE CURRENT NUTRISCORE SYSTEM

To modify the algorithm at the basis of Nutriscore

*De facto* classification for PDO/PGIs, some traditional and single-ingredient products

To assess, where appropriate, the need to apply specific conditions and exemptions

## FRONT OF PACK NUTRITION LABELLING AND GIs: AREPO POSITION

- **FOPNL cannot alone engender such an ambitious long-term change;**
- Fighting off unbalanced nutrition **requires nutrition education** in order to increase consumers understanding and use of information eventually provided with nutrition labelling;
- More education and better communication on the importance of a diversified and balanced diet and how EU Geographical Indications and quality products can contribute to it;
- “*Eating less but better*”: reintroducing the notion of **portion** and **daily intake**, combined with the adoption of a **more active lifestyle**;
- **Dietary diversity**, encompassing different categories of food, tastes, seasonality, freshness, culture and skills;
- **Many GIs are associated with specific diets recognized for their interest in terms of nutrition**, e.g. the Mediterranean diet.

## THEMATIC PART I – UPDATE ON EU PROJECTS

## ONGOING EU PROJECTS



**MOVING**  
MOUNTAIN VALORISATION THROUGH  
INTERCONNECTEDNESS AND GREEN GROWTH

# MOVING project presentation

Horizon 2020 programme

**Giulia SCAGLIONI and Francesca ALAMPI**

2<sup>nd</sup> AREPO General Assembly of 2022

October 26, 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)**

# OQT “mountain product”



- ➡ Regulation 1151/12 on quality schemes introduced the **optional quality term (OQT) “mountain products”** in order to help farmers to market products made in mountainous regions, under difficult natural conditions
- Since 2016, Euromontana has monitored implementation of the OQT “Mountain Product” → periodic report last updated in 2020
- **MOVING EU MAP webinar** “European Quality schemes: the added value for mountain value chains” (8/11/2022)  
→ EUROMONTANA Director delivered a presentation on the OQT and shared some thoughts on the need to deepen analysis of both the **implementation and impact** of the OQT

# Needs



1. Updating the **legislative status** of the OQT at national level and the **figures on farmer uptake**. Where possible this analysis should be completed by collecting **more concrete examples of the use of the OQT**.
2. Analysis of the **actual impact** of the OQT assessing the following aspects:



- ▷ Have the expected advantages of this scheme been realised?
- ▷ Impact on consumer perception
- ▷ Impact on farmers revenues
- ▷ Impact at the territorial level (incentive to relocate or develop value chains in mountain areas?)
- ▷ Interaction with other quality schemes
- ▷ What are the best use cases for the OQT?

# Survey



- AREPO will carry out the analysis of the implementation of the OQT “mountain product” through **desk-based research on national legislation**.
- Information on the implementation and on the impact of the schemes will be collected by a **double survey directed both to regional/local administrations and producers**.
  - **National and regional administrations**: to gather information concerning the implementation of the OQT at national level, to collect good practices concerning the use of the OQT by regional producer and/or producer associations. Regions and local administrations could also help us assessing the impact of the OQT at territorial level.
  - **Producers**: qualitative and quantitative data to collect preliminary feedback on the impact of the OQT for producers.

*The survey will be disseminated mainly through AREPO and Euromontana networks.*

 In addition, the MOVING partners will be requested to **identify and collect good practices** in the use of the OQT in their own country.

# Selected national case studies



To assess the actual impact of the OQT, a **series of more in-depth case studies will be undertaken** in France, Italy and Romania.

**Aim:** The case studies will continue beyond the collection of preliminary feedback from producers survey to explore much more deeply

- how exactly the OQT is being used,
- what product value chains have been developed,
- how these products are performing in the marketplace and
- what is the impact of the OQT for mountain producers and processors.

The methodology for these case studies still needs to be developed.



**MOVING**  
MOUNTAIN VALORISATION THROUGH  
INTERCONNECTEDNESS AND GREEN GROWTH

# Thank you for your attention!



For any questions, please, contact me here:

[eu-projects@arepoquality.eu](mailto:eu-projects@arepoquality.eu)

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



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# Interreg Sudoe



European Regional Development Fund



## AGROSMARTglobal presentation

Interreg Sudoe 2014-2020 programme

Francesca ALAMPI

1<sup>st</sup> AREPO General Assembly of 2023

March 2<sup>nd</sup>, 2023, Cáceres





# EU dissemination event

Save the date!



## 5<sup>th</sup> AREPO European event for the promotion of quality and origin products!

The event will be organised on **March 30, 2023**, in Brussels, at the representation office of Hessen, Emilia-Romagna and Nouvelle-Aquitaine, and will be divided as follows:

- ▷ **A conference in the afternoon**

The theme of the conference will be on the Revision of the EU GIs systems with a focus on the protection of GIs on the Internet and other AGROSMARTglobal results

- ▷ **A sampling in the evening**

A sampling of quality and origin products from our regions and AGROSMARTglobal cooperatives



The Commissioner for Agriculture has already confirmed his participation!

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.



# AREPO practical guide

To better protect GIs on the Internet



## The protection of GIs on the Internet, why a practical guide?

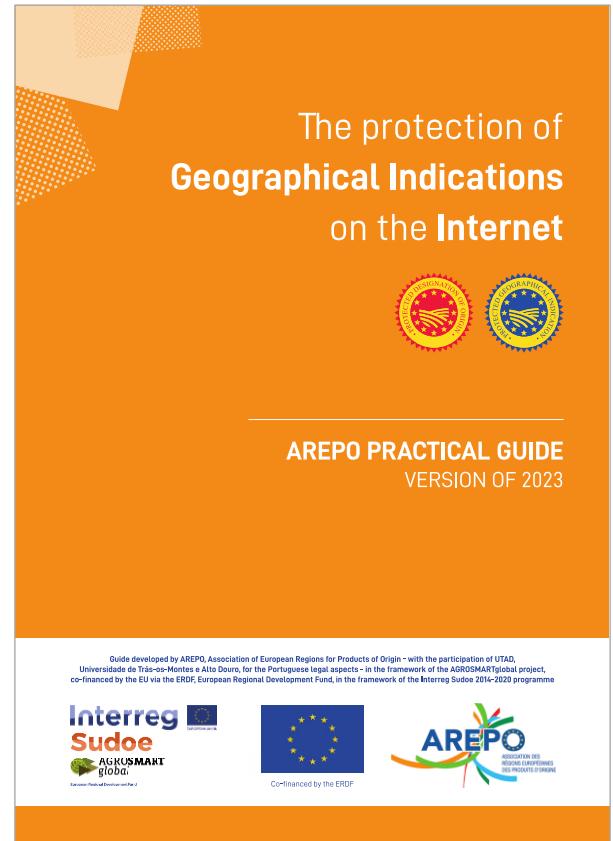
AREPO, the Association of European Regions for Products of Origin, has identified the **need for clear and concrete information on how to protect GIs on the Internet** and has decided to draw up a **practical guide** for **GI producer groups and their members** in the framework of the Interreg Sudoe project **AGROSMARTglobal**, with the aim of :

- ▷ Provide **clarified information** on how the Internet works in terms of intellectual property rights;
- ▷ Provide **operational tools** and concrete steps to be taken to effectively protect a PDO or PGI from infringement on the Internet.

To carry out its work, AREPO called on intellectual property experts, specialised in French, Spanish and Portuguese regulations, the 3 countries covered by the project.



The guide will be officially presented during the AREPO Brussels event



## HORIZON EUROPE - CALL ON GIs AND SUSTAINABILITY

# GIS AND SUSTAINABILITY HORIZON EUROPE PROGRAMME

**Call HORIZON-CL6-2023-COMMUNITIES:** “*Investigating the contribution of geographical indications (GIs) to sustainable development and optimising support for newly established schemes*”

## GENERAL OBJECTIVES:

- Better understanding of the contribution of GIs schemes to sustainable development and in particular to achieve the objectives of the farm to fork strategy.
- Sustainability attributes in GI schemes are widely implemented by the producers and recognized and correctly interpreted and understood by consumers.
- Better design and implementation of GIs policy to foster their delivery of sustainable agriculture and fishery, healthy and sustainable diets and sustainable food systems.

## RESEARCH AND INNOVATION ACTION (RIA)

**PROJECT BUDGET:** €3 000 000 founded at 100%



Deadline for submission: April 12<sup>th</sup> 2023

# GIS AND SUSTAINABILITY

## HORIZON EUROPE PROGRAMME

### SPECIFIC OBJECTIVES:

- Sound analysis of the **state-of the art in research on the impacts of GIs schemes in terms of all aspects of sustainability**;
- **Assess sustainability impacts of all GIs products (>3000) in all three dimensions**, i.e., economic, social and environmental (including use of natural resources, cultural heritage preservation, public health);
- **Comprehensively map the practices in GIs production systems** and identify those that minimise the negative environmental and health impacts and at the same time balance the economic and other social dimensions of sustainability;
- **Investigate how to better valorise the sustainable deliverables of GIs**, including the type and characteristics of public goods generated by the GI production and the benefits for local areas and society at large;
- **Identify synergies among different intervention schemes**;
- Explore **consumers' perception of GIs** and how to better promote GIs that are **aligned with healthy and sustainable diets** to increase demand and willingness to pay for GI products.
- **Explore and benchmark the approaches/policy followed by the different Member States** and Associated Countries when it comes to GIs and sustainability;
- **Formulate best practices, decision tools, recommendations to be used by producers and policy makers to improve sustainability** of the GIs schemes and optimise the support for newly established GI schemes that are aligned with healthy and sustainable diets;

# GIS AND SUSTAINABILITY HORIZON EUROPE PROGRAMME

## CONSORTIUM

- INRAE: coordination
- Several members of our scientific council: Prof. Giovanni Belletti (UNIFI); Prof. Filippo Arfini (UNIPR); Prof. Mattas Kostas (AUTH).
- Several partners of Strength2food project
- AREPO is in charge of relations with other stakeholders of GI sector (we took contact with oriGIn, EFOW, Euromontana and SAFE food advocacy)

## AREPO Role in the project

- Full partner in charge of dissemination, communication and stakeholders engagement
- Contribute to development of practical tools for regions and producer groups, as well as to contribute on policy design and recommendations
- Stakeholder engagement: creation of a multi-actor platform at national and EU level including producers, consumers, control bodies, regional and national authorities  
→ thank to this platform we will be able to engage in the project our member regions

# **AREPO MEETING OF THE BOARD OF PRODUCERS**

***2 March 2023***

## WELCOME AND INTRODUCTION BY AREPO VICE-PRESIDENCY

*Guglielmo Garagnani,*

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

## WELCOME OF THE PRESIDENCY

*Begoña García Bernal,*

*President of AREPO and Regional Minister*

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

# Agenda

## Statutory part

Presentation of the agenda of the meeting

Presentation by Extremadura representative of producers in AREPO Board of producers

The future of GIs in the framework of the new policies related to the consumer, the territory, the environment

AOB



# ACREX

ASOCIACIÓN DE DENOMINACIONES DE  
ORIGEN E INDICACIONES  
GEOGRÁFICAS PROTEGIDAS DE  
EXTREMADURA



► **LOS SELLOS DE CALIDAD  
COMO HERRAMIENTA DE  
DESARROLLO RURAL**

# ► OBJETIVOS COMUNES DE LAS FIGURAS DE CALIDAD DIFERENCIADA

Son fines de los Consejos Reguladores la representación, defensa, garantía, formación, investigación, innovación, desarrollo de mercados y promoción de los productos acogidos a dichas entidades.



# D.O. RIBERA DEL GUADIANA



## Historia

Los viticultores y bodegueros de Extremadura ante las nuevas perspectivas que se presentaron a finales del siglo XX, creyeron que la creación ante las nuevas leyes de una Denominación sería lo mas adecuado para la defensa del sector vitivinícola. La creación de la Denominación de origen “Ribera de Guadiana” ha sido un proceso natural inducido por las circunstancia sociales y de mercado que se han ido sucediendo en el tiempo, primero la comarca Tierra de Barros para después incorporándose el resto de las comarcas hasta cimentar lo que hoy conocemos.

Ante la inquietud de varias entidades del sector vitivinícola extremeño se establece la Comisión Interprofesional "Vino de la Tierra" Extremadura. Para poder llevar a cabo las funciones de defensa y control establecen un Reglamento, que aprueba la Consejería de Agricultura y Comercio en la Orden de 12 de diciembre de 1990.

Y es el 5 de agosto de 1996 cuando se instituye la D.O. Ribera del Guadiana y se nombra su Consejo Regulador.

Tres años después, en **abril de 1999**, es ratificada por el MAPA la Denominación de Origen “Ribera del Guadiana.

## ÁREA GEOGRÁFICA Y VARIEDADES PERMITIDAS

### DELIMITACION GEOGRAFICA



- ▶ El área geográfica que abarca la denominación comprende 121 municipios distribuidos en seis subzonas: Montánchez, Cañamero, Ribera Baja, Ribera Alta, Tierra de Barros y Matanegra.

### VARIEDADES DE VID



- ▶ **VARIEDADES BLANCAS:** Alarije, Borba, **Cayetana Blanca**, Cigüente, **Pardina**, **Viura o Macabeo**, Chardonnay, Chelva o Montúa, Eva o Beba de los Santos, Malvar, Moscatel de Alejandría, Moscatel de Grano, Menudo, Parellada, Perruno, Sauvignon Blanco, Pedro Ximénez, Verdejo Antão Vaz, Arinto, Fernão Pires, Colombard, Xarello.
- ▶ **VARIEDADES TINTAS:** Bobal, **Cabernet Sauvignon**, **Graciano**, Garnacha Tinta, Garnacha Tintorera, Jaen Tinto, Mazuela, **Merlot**, Monastrell, Pinot Noir, Petit Verdot, **Syrah**, **Tempranillo o Cencibel** o **Tinto Fino**, Touriga Nacional, Castelão, Trincadeira, Malbec.

## PRECINTAS DE GARANTÍA. TIPOS DE VINO .



**VINOS JÓVENES:** Vinos del año. Deben tener olores y aromas frutales.



**VINOS TINTOS ROBLES:** Vinos tintos con un envejecimiento de 90 días, de los cuales 60 permanecerán en barrica de roble. Deben tener olores y aromas frutales a maderas y tostados.



**VINOS DE GUARDA:** Vinos tintos con un envejecimiento de 365 días, de los cuales 60 permanecerán en barrica de roble, con una capacidad máxima de 400 litros. Deben tener olores y aromas frutales a maderas y tostados.



**VINOS TINTOS CRIANZAS:** Llevan un período mínimo de envejecimiento de 24 meses, de los cuales al menos 6 habrán permanecido en barrica de roble. Deben aparecer olores y aromas a maderas y tostados.



**VINOS TINTOS GRANDES RESERVAS:** Llevan un período mínimo de envejecimiento de 60 meses, de los cuales al menos 18 habrán permanecido en barrica de roble y en botella el resto de dicho período. Deben aparecer olores y aromas a maderas y tostados.



**VINOS TINTOS RESERVAS:** Llevan un período mínimo de envejecimiento de 36 meses, de los cuales al menos 12 habrán permanecido en barrica de roble y en botella el resto de dicho período. Deben aparecer olores y aromas a maderas y tostados.

# D.O.P. “QUESO IBORES”



El “Queso Ibores” es un queso elaborado exclusivamente con leche cruda de cabras Serrana, Verata y Retinta, que pastan en régimen extensivo, aprovechando la cubierta vegetal que proporciona la dehesa extremeña.

## CARACTERÍSTICAS DEL PRODUCTO



De forma cilíndrica, con caras sensiblemente planas con un peso entre 650-1.200 gramos.

Su corteza es lisa y semidura, cuyo color natural es amarillo céreo a ocre oscuro, pudiendo presentar diversas coloraciones, producto de los distintos mohos, desde el grisáceo en corteza natural, a rojo anaranjado en los pimentonados, hasta ocre amarillo en los quesos untados en aceite.

La pasta es de color blanco marfil, semidura, de textura suave, mantecosa y húmeda, entre friable y elástica, presentando ojos pequeños, poco abundantes y desigualmente repartidos.





El Queso Ibores, en boca es cremoso, mantecoso, de una firmeza y solubilidad media; características que también van disminuyendo con la maduración a medida que el queso va perdiendo humedad.

Al ser un queso elaborado con leche cruda de cabra (no tratada térmicamente), y haber alcanzado su maduración mínima (60 días), se han eliminado sus microorganismos patógenos, mientras que la flora láctica útil es la que resalta.

Tiene un ligero toque picante, moderadamente ácido y un retrogusto persistente que recuerda a frutos secos y aromas florales.

# D.O.P “TORTA DEL CASAR”



Torta  
del  
Casar

Toma su nombre por su forma, más parecida a las tortas de harina que a los quesos tradicionales y por su lugar de origen en el Casar de Cáceres

Elaborado con: leche de oveja cruda ( limpia y sin impurezas), cuajo vegetal procedente del cardo Cynara Cardunculus y sal común

## ZONA GEOGRÁFICA Y CARACTERÍSTICAS

Los quesos Denominación de Origen Protegida (DOP) Torta del Casar se elaboran en 36 municipios de la provincia de Cáceres.

De pasta untable de color blanco a marfil, textura blanda y fundente al paladar, presenta un aroma intenso y sabor desarrollado, apenas salado y ligeramente amargo, característica esta debida al uso del cuajo vegetal.



## IDENTIFICACIÓN

La Torta del Casar resulta muy apreciada y, por supuesto, muy imitada. Es por ello por lo que es fundamental destacar que los quesos certificados por la Denominación de Origen Protegida (DOP) Torta del Casar vienen rodeados por una exclusiva etiqueta de control rojo y oro, y numeradas individualmente, lo que constituye el elemento común que hace que se diferencie de cualquier otro queso de características parecidas.



## **PIMENTON DE LA VERA**

Se entiende por pimentón con Denominación de Origen Protegida “Pimentón de la Vera”, el producto obtenido de la molienda de frutos totalmente rojos, de las variedades del grupo de los “Ocaleas”, (Jaranda, Jariza, Jeromín), y de la variedad Bola, pertenecientes a las especies *Capsicum annum L* y *Capsicum longum L.*, recolectados maduros, sanos, limpios, secados con leña de encina y/o roble, por el sistema tradicional de la Vera



### **Zona Geográfica**

La zona de producción de pimientos para la elaboración de “Pimentón de la Vera” está constituida por los municipios comprendidos en las comarcas naturales de La Vera, Campo Arañuelo, Valle del Ambroz y Valle del Alagón, en el Norte de la provincia de Cáceres (50 municipios)

## Sistema de secado de los pimientos en La Vera

El proceso de secado dura de 10 a 15 días, pasando los frutos de un contenido del 80% de humedad a menos del 15%. Para conseguir uniformidad en el secado de los frutos, regularmente se realiza un volteado de los mismos, que recibe el nombre de “rodeado”.

## Características organolépticas

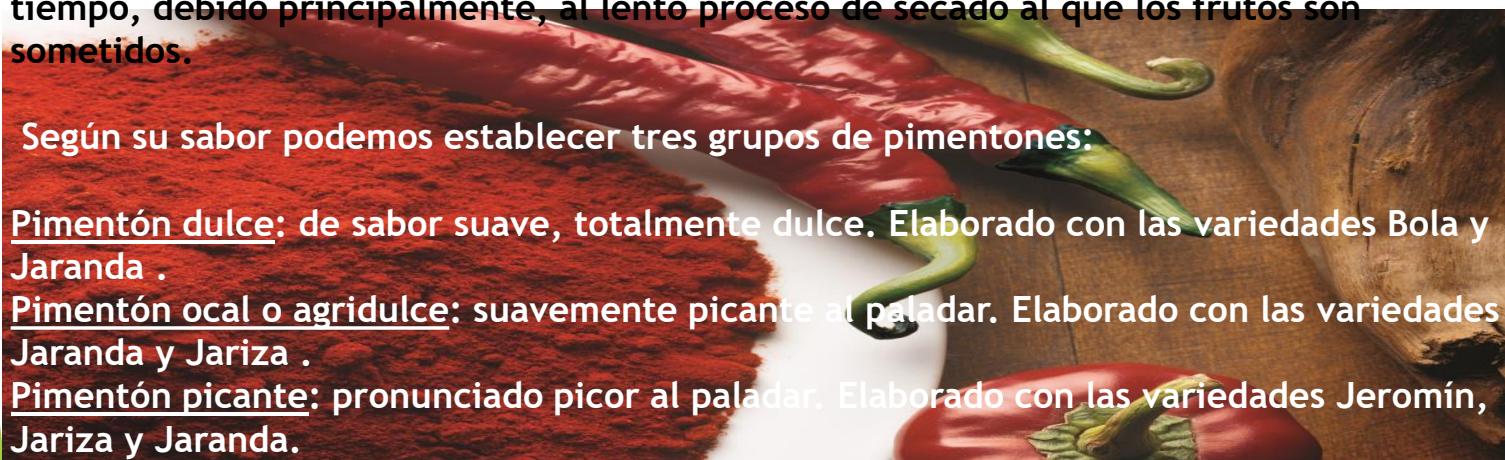
El Pimentón de la Vera es un producto de sabor y aroma ahumados, intensos y penetrantes, debido al proceso de secado al que se somete a los pimientos. Tiene una alto poder colorante. Tanto su sabor, aroma y color son altamente estables a lo largo del tiempo, debido principalmente, al lento proceso de secado al que los frutos son sometidos.

Según su sabor podemos establecer tres grupos de pimentones:

Pimentón dulce: de sabor suave, totalmente dulce. Elaborado con las variedades Bola y Jaranda .

Pimentón ocal o agridulce: suavemente picante al paladar. Elaborado con las variedades Jaranda y Jariza .

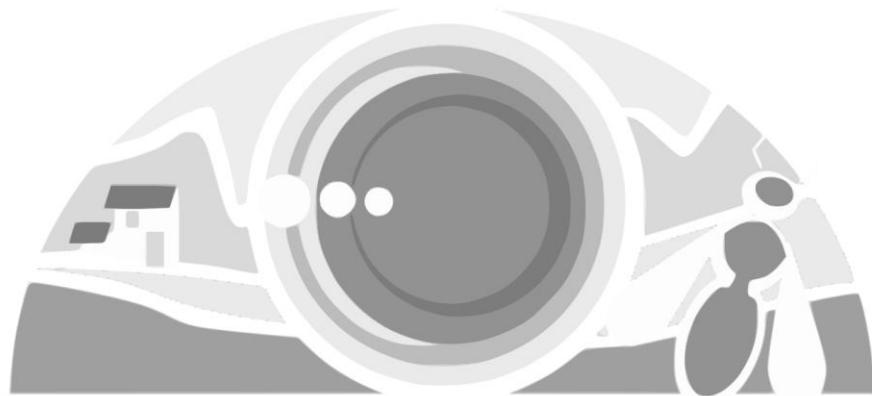
Pimentón picante: pronunciado picor al paladar. Elaborado con las variedades Jeromín, Jariza y Jaranda.



## CEREZA DEL JERTE:

- Única Denominación de Origen Protegida de Cereza en España y que desde 1997 certifica el origen y la calidad de cereza de las 5 variedades protegidas para su consumo en fresco. De las 5 variedades protegidas, 4 de ellas forman el grupo de las Picotas del Jerte.





# MIEL

Villuercas Ibores

**Denominación de Origen Protegida  
Consejo Regulador**

D.O.P. "ACEITE MONTERRUBIO"



ACEITE  
MONTERRUBIO  
DENOMINACIÓN DE ORIGEN  
PROTEGIDA

## ÁMBITO GEOGRÁFICO

El ámbito geográfico de la D.O.P. “Aceite Monterrubio” son 16 términos municipales comprendidos entre las comarcas de “La Serena”, “La Siberia” y “Campiña Sur”

Benquerencia de la Serena

Cabeza del Buey

Capilla

Castuera

Esparragosa de la Serena

Garlitos

Higuera de la Serena

Malpartida de la Serena

Monterrubio de la Serena

Peñalsordo

Quintana de la Serena

Peraleda del Zaucejo

Sancti-Spiritus

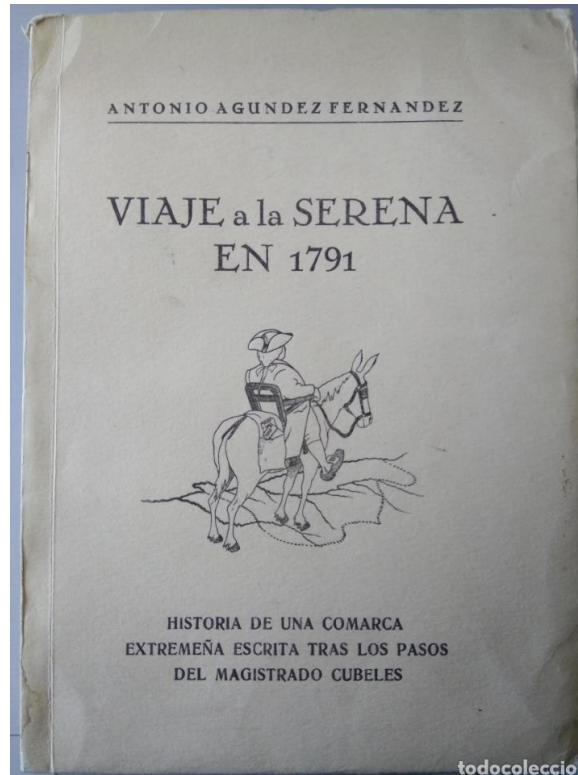
Valle de la Serena

Zarza Capilla

Zalamea de la Serena

## TRADICIÓN E HISTORIA

El olivar tradicional que se cultiva en la zona de la Denominación de Origen Protegida “Aceite Monterrubio”, tiene referentes históricos en 1791, en el libro “Viajes de La Serena” de Antonio Agúndez Fernández.



## Variedades de aceitunas del aceite certificado por DOP Aceite Monterrubio

Los olivos centenarios de la variedad “cornezuelo” y “jabata” o “picual”, producen una aceituna de la cual se extrae el aceite de oliva virgen extra de las siguientes características :

Acidez Máxima de 0,5°

K270 menor de 0,20

Humedad máxima de 0,1%

Sabor afrutado, almendrado, ligeramente amargo y picante.

Color amarillo verdoso.

## D.O.P. “DEHESA DE EXTREMADURA”



## ZONAS DE PRODUCCIÓN Y ELABORACIÓN

*la alimentación animal y la presencia de un arbolado (principalmente de querquineas) más o menos disperso.*

*En este valioso medio —que se ha conservado gracias, en gran medida al cerdo ibérico, que encuentra aquí el hábitat ideal para su desarrollo— se producen los jamones y paletas amparados por la Denominación de Origen "DEHESA DE EXTREMADURA".*

• **Zona de producción:** abarca las dehesas arboladas de encinas y alcornoques situadas en las provincias de Cáceres y Badajoz.

• **Zona de elaboración y maduración:** queda delimitada por las comarcas extremeñas de Sierras del Suroeste de Badajoz, Ibor-Villuercas, Cáceres-Gredos Sur, Sierra de Montánchez y Sierra de San Pedro.



## FACTORES DE CALIDAD

Cerdo de bellota :

con peso de entrada entre 92 y 115 Kg., repone en este régimen hasta alcanzar un peso final de unos 175 kg.

Cerdo de cebo de campo:

Libres en la dehesa, su alimentación se lleva a cabo con piensos naturales y pastos y hierbas naturales.



## CONTROL EN LA ELABORACIÓN DEL PRODUCTO

- Desde que el cerdo se sacrifica hasta que el jamón o paleta sale al mercado pueden pasar entre 2 años ( en el caso de las paletas ) y 3 - 4 años ( en el caso de los jamones )
- Ello se debe a la escasa cantidad de sal y la alimentación de bellota y hierbas



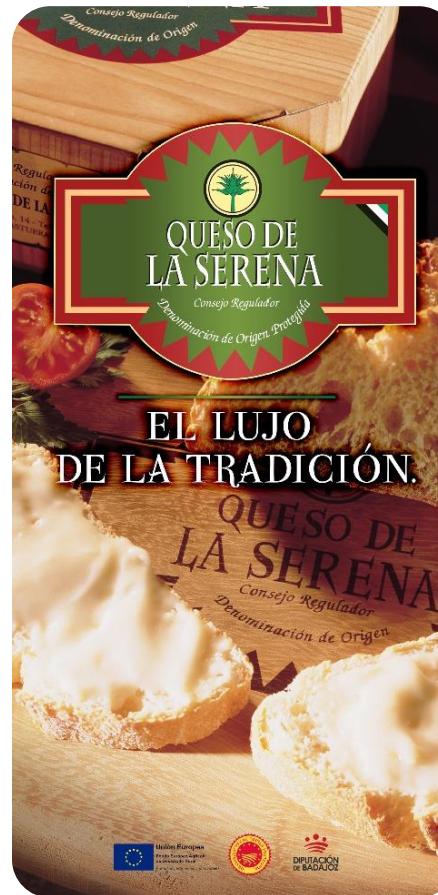
## CONTROL DEL PRODUCTO FINAL

- Verificación “in situ” de calidad de las piezas.
- Examen visual, táctil (curación) y cala (aroma y alteraciones).
- Fijación de etiqueta numerada con marchamo especial. pieza por pieza (verificado por los servicios técnicos )
- Acta de etiquetado (cantidad de piezas y numeración de las mismas, calidad, piezas rechazadas)



## D.O.P. “QUESO DE LA SERENA”

El Consejo Regulador de la DOP Queso de la Serena es el órgano encargado de controlar el proceso de elaboración y maduración de los quesos amparados, otorgando sólo a los quesos que cumplan todos los requisitos definidos en su Reglamento la contra etiqueta numerada de la DOP.



## CARACTERÍSTICAS DEL PRODUCTO

- Los quesos acogidos a la DOP son los únicos de España elaborados exclusivamente con la leche cruda procedente de los rebaños de ovejas Merinas. La oveja Merina es la raza autóctona en la comarca de La Serena, donde se alimentan a base de sus aromáticos pastos.
- El proceso de elaboración del Queso de la Serena está compuesto de las siguientes fases: Ordeño, Cuajado, Desuerado y Maduración. En esta última fase, pasados los 20 días contados a partir del moldeado, se da el fenómeno “atortado” de los quesos, en los que la pasta se hace fluida, siendo el tiempo mínimo de maduración de 60 días. El peso de los quesos certificados bajo DOP Queso de la Serena puede oscilar entre los 750 gramos y los 2 kilos.
- Los quesos de la D.O.P. Queso de la Serena se caracterizan por tener una textura en boca blanda, cremosa, untuosa y fundente al paladar. Su sabor es intenso y persistente. Estas cualidades convierten a estos quesos en un alimento completo y exquisito.



## FASES DEL PROCESO DE ELABORACIÓN DEL QUESO DE LA SERENA

- 1) Ordeño. La leche destinada a la elaboración del Queso de la Serena procede de ganaderías inscritas en la DOP.
- 2) Cuajado. Es una fase primordial en la elaboración del queso. Esta operación se realiza añadiendo a la leche un coagulante totalmente natural obtenido de los pistilos del cardo silvestre (*Cynara Cardunculus*, denominado popularmente como “Yerbacuajo”).
- 3) Desuerado. Esta acción de desuerado hay que completarla con una delicada labor de manipulación, de prensado, volteado, salado... que determinará el aspecto y consistencia del queso resultante.
- 4) Maduración. El queso se deposita sobre unas baldas de madera en una cámara de maduración. Pasados los 20 días contados a partir del moldeado, se suele dar el fenómeno “atortado” de los quesos, en los que la pasta se hace fluida. El tiempo mínimo de maduración es de 60 días.





# CRIGP CARNE DE VACUNO DE EXTREMADURA



Ternera de Extremadura



VACA DE EXTREMADURA

INDICACIÓN GEOGRÁFICA PROTEGIDA

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CRIGP CARNE DE VACUNO DE EXTREMADURA

El nuevo CR de Carne de Vacuno de Extremadura que comprende la IGP Ternera de Extremadura y la IGP Vaca de Extremadura, que actualmente tiene Protección Nacional Transitoria hasta su reconocimiento Europeo,



## FUERTE CRECIMIENTO DE ANIMALES CERTIFICADOS

Ternera de Extremadura, pasando de los 5.390 animales sacrificados y 1.748.518 Kg. de carne certificada y una media de peso 324,4 Kg/canal la campaña del año 2020 a los **6.414 animales sacrificados con una cantidad de carne amparada 2.084.102 Kg (media de peso 325 Kg/canal) en 2021**

Con un incremento de un 16 % en animales sacrificados :1.024 canales certificadas y algo más de 16 % de kg llevados al consumo.



# I.G.P. CORDEREX

➤ CORDEREX es la carne procedente de las canales aptas y certificadas de los corderos que nacen, se crían y se sacrifican en Extremadura.

➤ Esta certificación de calidad es en base a su origen y sus calidades y cualidades organolépticas





## Canales I.G.P. Corderex. Certificación

Origen Animales del Tronco Merino. Criados en extensivo en la Región de Extremadura, en explotaciones Inscritas

Alimentados con leche materna y concentrados autorizados.

Sacrificados en Extremadura.

Edad máxima 100 días.

Aptas: aquellas que cumplen las siguientes características:

- ✓ Peso de la canal:
  - Machos: menor de 16 kg.
  - Hembras: menor de 14 kg.



# Canales I.G.P. Corderex. Certificación

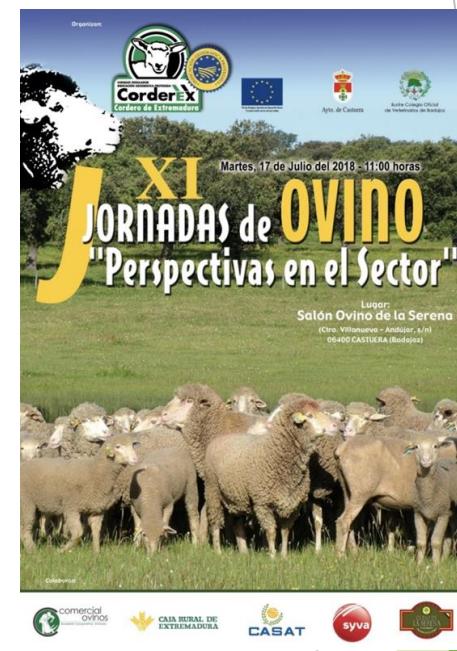


- ▶ Grado de engrasamiento:  
Entre Poco cubierto:  
y Cubierto:
- ▶ Características de la grasa:
  - Externa de color blanco y consistencia firme.
  - Cavitaria de color blanco, cubriendo la mitad del riñón y nunca su totalidad.
- ▶ Conformación de la canal: Incluidas en las letras S, E, U,R y O, según define el Reglamento CE 1249/2008.
- ▶ Calidad primera según Reglamento CEE 2137/92.
- ▶ Sin defectos de faenado y exentas de hematomas.



## ASISTENCIA A EVENTOS

Desde la IGP CORDEREX se participa en multitud de eventos gastronómicos y ganaderos para difundir las calidades y cualidades del “Cordero de Extremadura”.



# CONSEJOS REGULADORES EXTREMEÑOS DE RECIENTE CREACION:

- ▶ DOP QUESO DE ACEBUCHE.
- ▶ IGP VINO DE LA TIERRA DE EXTREMADURA.
- ▶ DOP ACEITE VILLUERCAS-IBORES
- ▶ IGP CABRITO DE EXTREMADURA.





## CONCLUSIONES

- ▶ IMPORTANCIA ECONOMICA Y SOCIAL DE LOS CCRR.
- ▶ VALOR DEL PRODUCTO QUE CERTIFICAMOS EN EXTREMADURA MAS DE 60 M. €
- ▶ VALOR INTANGIBLE ES ENORME.
- ▶ APOYO INSUFICIENTE POR PARTE DE LAS ADMINISTRACIONES. (SOMOS ORGANIZACIONES SIN ANIMO DE LUCRO)
- ▶ PROMOCION DE PRODUCTOS Y DE REGION OBJETIVO 1.
- ▶ UNIDOS TAMBIEN AL TURISMO.

# CONCLUSIONES

- ▶ DEBEMOS DE INTENTAR QUE SE NOS INCLUYA CLARA Y ESPECIFICAMENTE EN LA P.A.C. Y EN LOS PDR Y QUE SE RECONOZCAN A NUESTROS PRODUCTORES, CON SUBVENCIONES DIRECTAS Y TAMBIEN DANDOLES DISCRIMINACIONES POSITIVAS PARA EL ACCESO A CUALQUIER TIPO DE AYUDA EN CONCURRENCIA. MAXIMA PUNTUACION.
- ▶ CLAVES EN EL DESRROLLO SOSTENIBLE DE LAS ZONAS RURALES.
- ▶ CONSERVADORES DEL MEDIO AMBIENTE. ECOESQUEMAS
- ▶ IMPULSORES DEL ASOCIACIONISMO E INTEGRACION ENTRE PRODUCTORES E INDUSTRIA.



## CONCLUSIONES

- ▶ NO PODEMOS ADMITIR QUE NOS IMPONGAN NUTRIESCORE. PARTE DE LA DIETA MEDITERRANEA. TRANSMISION MUY SIMPLISTA AL CONSUMIDOR.
- ▶ EXIGIR QUE NOS SAQUEN DE CUALQUIER EVALUACIÓN MEDIOAMBIENTAL, HUELLA DE CARBONO, GASES EFECTO INVERNADERO, REGLAMENTO DE DEFORESTACION...
- ▶ ASUMIR POR LEY QUE CUALQUIER PRODUCTO DENTRO DE LAS I.G. CUMPLE LOS MAXIMOS ESTANDARES DE CUALQUIER CERTIFICACIÓN QUE SE CREE SOBRE BIENESTAR ANIMAL, SOSTENIBILIDAD...



# MUCHAS GRACIAS



Raúl Muñiz Cimas  
Secretario de ACREX.