



Regional quality schemes: Necessary conditions and success factors Bavarian experiences

AREPO WORKING GROUP ON REGIONAL QUALITY SCHEMES
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1. Current Developments on the Market
2. EU Requirements
3. Quality Schemes in Bavaria – Bayerisches Bio-Siegel
4. Factors for Success



1. Current Development on the Market: origin matters

Information about where a product comes from

Information on production methods (conventional, organic, ...)

92 %

Angaben darüber, woher ein Produkt kommt

85 %

Angaben zu Produktionsbedingungen (ökologisch, konventionell)

73 %

Transportdauer und Transportstrecke

69 %

Angaben über die benötigte Menge an Wasser

62 %

Energieverbrauch

60 %

Angaben zur Menge des ausgestoßenen CO₂



N=1000; annual survey
Source: Forsa survey
commissioned by the BMEL, Berlin,
May 2023



1. Current Development on the (Organic) Market

- Demand for regionally produced in general and demand for organic food is increasing
 - Demand for organic food is significantly faster growing than production development (in Germany)
 - Political goal in Bavaria: 30 % organic farming until 2030
 - Authenticity, identity and regionality are gaining new significance in an increasingly global and multi-level organized food market for conventional and organic products
- *Consequence: increasing flow of goods, at the same time high consumer expectations for traceable origin*



How can consumers identify the desired regional products on the market?



Solution: Regional quality programs (for organic food) with secondary proof of origin

(Regional) Quality Labels (and Schemes) ...

- ... visualize additional information on the product and thus facilitate our purchasing decisions
- ... should fulfill essential characteristics:
 - ▶ Quick to grasp - Recognizable
 - ▶ Informative - relevant information
 - ▶ Transparent and reliable
 - ▶ Confidence-building



2. EU Requirements

- Member States are obliged to notify state aid to the Commission for a compatibility assessment before granting it
- The European Commission has developed regulations (block exemption regulations, framework regulations and guidelines) to examine the compatibility of state aid with the common market

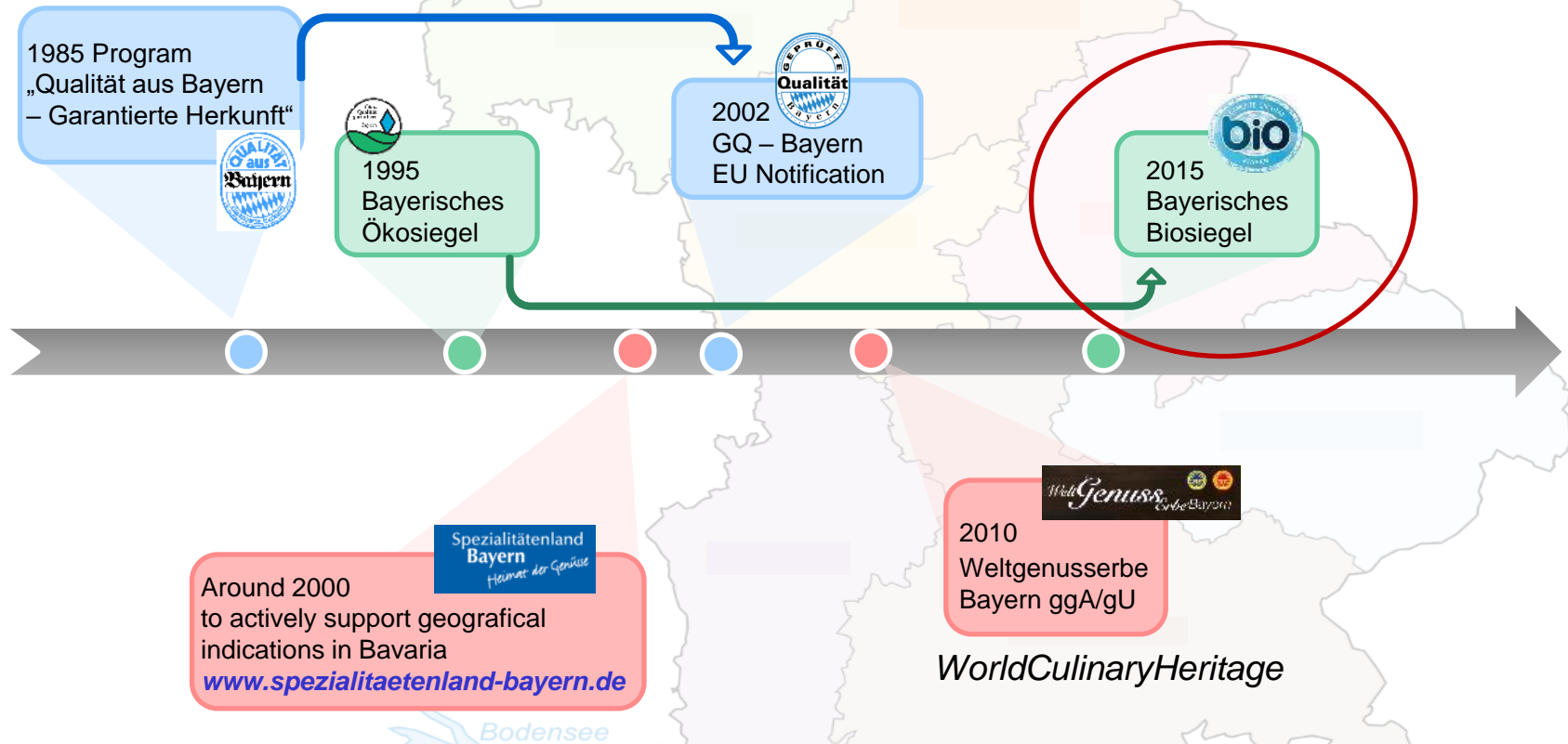


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3. Quality Schemes in Bavaria – Our History



3. Quality Schemes in Bavaria – 2 Strategies

➤ Typical regional specialties: PGI/PDO (EU GI protection)

- e.g. Bavarian Beer, Bavarian Breze, Franconian Wine, ...
- Specificity! (incl. recipe, artisan/handcrafted production)
- Leading products of the region: flagship products, reputation building
- Especially for marketing **outside the region**
- Imitation (from producers outside the region) if higher quality is perceived by customers
- Applies to specific products („originals“)



➤ Quality Schemes: Regional Labels/Heimatprodukte/Local Products

- e.g. Geprüfte Qualität-Bayern, Bayerisches Bio-Siegel
- Based on raw materials (and quality); „specificity“ has no relevance
- Demand/consumption mostly **inside the region** – marketing within short distances
- „Misleading“: especially if raw material or animal feed come from anywhere
- Applies to a variety of products – „Basket“

3. Quality Schemes in Bavaria – Relevance

Geografical Indications



Geprüfte Qualität – Bayern



Bayerisches Biosiegel



Participants

54 Specialties

approx. 14,500 producer
approx. 470 sign users
approx. 2,900 food retail outlets

Examples

Bavarian Beer, Allgäuer
Emmentaler (Cheese), Bavarian
Beef, Bavarian Pretzel,
Nürnberg Sausage, Franconian
Wine, Franconian Plum Brandy

Examples

e.g. 55 % of pigs slaughtered in BY
(2022) (approx. 2 million pigs GQ certified)
e.g. 40 % of cattle slaughtered in
BY (2022) (approx. 315,000 cattle GQ certified)

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Slide

3. Quality Schemes in Bavaria – Bayerisches Bio-Siegel

- introduced in the year 2015
- **Quality- and origin assuring scheme:**
quality criterias overmatch legal requirements in organic food;
100 % Bavarian raw material
- Independent, three-staged, governmental supervised control system
- About ...
 - ... 2,200 organic farmers producing,
 - ... 503 companies in food business
 - ... 2,800 labelled products
 - ... about 50 % of the Bavarian customers know the label



3. Quality Schemes in Bavaria



- Control system for quality and origin across all stages of production (production, manufacturing, packaging, retailing)
- Specific obligatory quality requirement (at least for one criteria beyond statutory requirements – e. g. length of animal transport time)
- Secured origin of the products [from Bavaria or in general 100% raw material from the indicated region]
- Continuous traceability and transparency
- Neutral and independant controls – control system consists of 3 stages
- Conformity to guidelines for voluntary certification systems (e. g. indication of URL in connection with the utilization of the label)

<https://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2010:341:0005:0011:en:PDF>



3. Quality Schemes in Bavaria – Notification Process



May 2014

Label: Selection of the design

September 2014

Discussion with EU Commission and start of informal pre-notification procedure

March 2015

Start of the formal notification procedure

August 2015

EU approval on August 31, 2015 as the first organic quality scheme under the new EU framework



3. Quality Schemes in Bavaria – Bayerisches Bio-Siegel

EU Requirements

- Focus on "non-discrimination"
- Focus on quality; where applicable, origin as a subordinate and interchangeable component
- Presentation of corresponding logo variants for all German federal states and all EU member states and publication on the Internet
- English-language information on the Internet
- Communication of different logo variants as part of more comprehensive communication campaigns

Logo Basic Variants



Logo Variants for all German Federal States



Logo Variants for all EU Member States



4. Factors for Success



- Early involvement of relevant stakeholders
- Steering committee (incl. NGOs) to build trust
- Administrative efficiency: compatibility of the label with sector-specific quality labels and certifications (one-stop control for producers)
- Critical mass in the shopping basket: a wide range of products and corresponding quantities are attractive for retailers
- Consumers have easy access in supermarkets
- Money for promotion: broad-based image campaign
- Adapt to new requirements

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Anne Schmid
bei der Bio-Radieschen-Ernte in Dachau

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