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AREPO GENERAL ASSEMBLY

Larissa, 23 October 2024

Agenda

Statutory part

Welcome by Dimitris Kouretas, Governor of Thessaly

Welcome and Report of the outgoing Presidency and memorandum for the next mandate

Vote on Extremadura's mandate of Presidency

Intervention by AREPO outgoing Vice-Presidency & Treasurer

Agenda

Statutory part

Presentation of candidates for the
new AREPO Executive Board

Renewal of AREPO Executive
Board and vote

Presentation of the state of the
accounts 2024

Vote on the contribution 2025

Agenda

Thematic part I:

Update on AREPO main policy priorities and activities realised in 2024

Activities of the new CAP network

AOB

Thematic part II:

Update on EU Projects

Presentation of project “rEdESIGN”

A stylized map of Greece is shown in light purple. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and red, which curve across the map. A white rounded rectangle with a thin red border is centered on the map, containing the text.

WELCOME SPEECH

Dimitris KOURETAS


Governor of Thessaly

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, and blue that curve across the continent. The ribbons appear to represent agricultural or regional paths.

WELCOME AND REPORT OF THE OUTGOING PRESIDENCY

José Manuel BENÍTEZ MEDINA,

Director General de Agricultura y Ganadería de la Junta de Extremadura

A stylized world map in light purple and white, overlaid with several thick, colorful ribbons in shades of green, orange, blue, and red that curve across the map. The ribbons appear to represent global connections or trade routes.

INTERVENTION BY AREPO OUTGOING VICE-PRESIDENCY & TREASURERY

Guglielmo GARAGNANI, Consorzio del Formaggio Parmigiano Reggiano

Patricia PICARD, Regional Councillor of Auvergne-Rhône-Alpes

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**PRESENTATION OF CANDIDATES FOR THE NEW
AREPO EXECUTIVE BOARD**

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RENEWAL OF AREPO EXECUTIVE BOARD

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PRESENTATION OF THE STATE OF THE ACCOUNTS 2024

Laurent Gomez

Secretary General of AREPO

PRESENTATION OF THE 2024 ACCOUNTS

	<i>Prévu</i> 2024	<i>Estimé</i> 2024	
Dépenses par poste	€ TTC	€ TTC	Remarques 2024
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	105 000	114 000	2024 : année à 1,5 employées à Bruxelles pour la seconde fois
Stage	0	0	
Consulting	30 000	32 000	2023 et 2024 : Factures AC Consulting 2500e/mois vs 3 000e/mois en 2022
Avion, train, hôtels, restauration, km pour SG et team Bruxelles	8 000	8 000	
Avion, train, hôtels, restauration, km pour membres	5 000	8 000	
2 Réunions plénières dont interprètes, traiteur, bus...	47 000	55 000	2023 : 1 AG + Event Brussels. 2024 : 2 AG mais conférence co-organisée avec OriGIn UE
Tél., internet, fournitures, publicité, publications, locations...	6 000	6 000	
Comptable, assurances, contrôleurs	7 000	7 000	
Autres charges de gestion courantes	1 000	1 000	
Frais bancaires	300	300	
Charges exceptionnelles	0	0	
Total	209 300	231 300	231

	<i>Prévu</i> 2024	<i>Estimé</i> 2024	
Ressources	€ TTC	€ TTC	Remarques 2024
Cotisations des Régions membres 4500 €/an	180 000	190 000	Cotisation à 6 000e si aucun défaut
Revenus des produits financiers	1 300	1 300	
Projet Agrosmart Global --> GI Smart	0	34 000	2024 : démarrage du projet GI Smart mais premier versement inconnu 2024 ou 2025
Projet Mooving	28 000	40 000	2ème remontée de dépense : 28 000 reçus / 12 000 attendus en 2024 ou en 2025
Autres produits de gestion courante (cotisations sociales...)	0	0	
Produits exceptionnels	0	0	
Autres produits dont Com UE et autres remboursements	0	0	
Total	209 300	265 300	
Résultat	0	0	
Capital disponible (total fonds propres)	158 680	193 000	Résultat maximum + 34 000
Parts sociales Banques Crédit agricole	15 000	15 000	
		208 000	

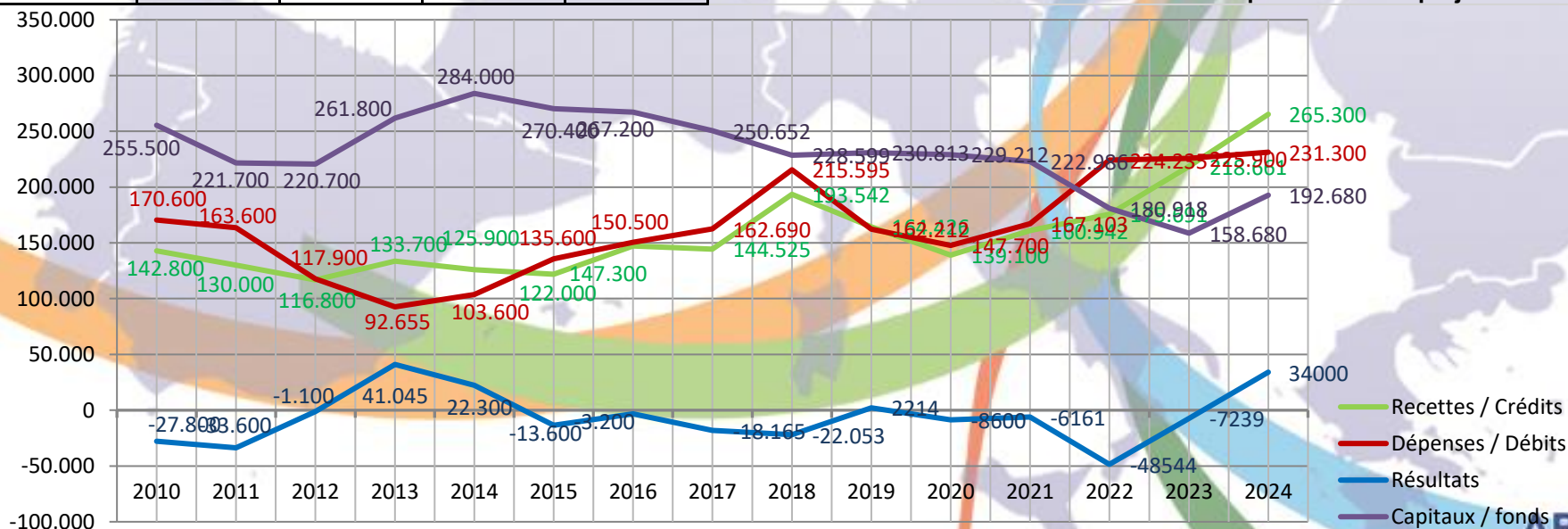
PRESENTATION OF THE 2024 ACCOUNTS

	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	2 214	230 813
2020	139 100	147 700	-8 600	229 212
2021	160 942	167 103	-6 161	222 986
2022	175 691	224 235	-48 544	218 881
2023	218 661	225 900	-7 239	180 038
2024	265 300	231 300	34 000	158 680

Baisse du montant des cotisations : 5 000 € → 4 500 €

Fusion des régions françaises : moins 3 régions

Hausse cotisation à 6 000 € et résultat selon les paiements des projets UE

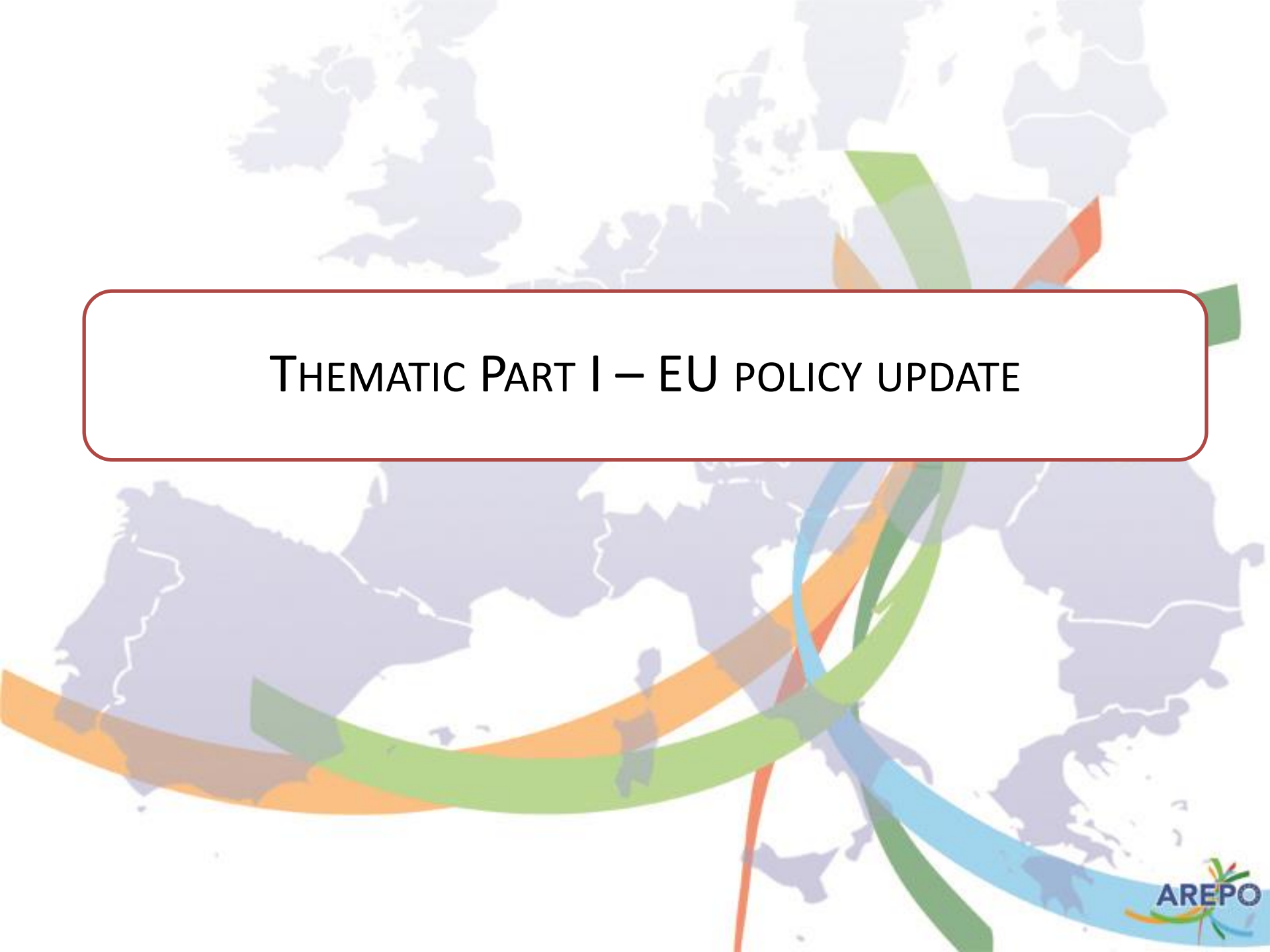


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VOTE ON THE CONTRIBUTION 2025

Laurent Gomez

Secretary General of AREPO

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THEMATIC PART I – EU POLICY UPDATE

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THE NEW EUROPEAN PARLIAMENT AND THE UPCOMING EUROPEAN COMMISSION

Francesca Alampi

Policy officer of AREPO

THE NEW EUROPEAN PARLIAMENT AND THE UPCOMING EUROPEAN COMMISSION

EUROPEAN PARLIAMENT

6-9 June 2024:
European Elections

16 July 2024:
Constituent session of the European Parliament

Re-election of Ms Roberta Metsola as EP President

EP Committees' constitutive sessions and elections of Chairs and Vice-Chairs

EUROPEAN Commission

Re-election of Ms Ursula von der Leyen as EC President

New Commissioners-designate

4-12 November:
Confirmation hearings

New EC should start working in early December

COMMISSIONER-DESIGNATE FOR AGRICULTURE

Christophe Hansen

Luxembourgish nationality



**Vision for
Agriculture
and Food**

**Competitiveness
Resilience and
Sustainability**

**Strategy for
generational
renewal**

**Strategic
Dialogue on
the Future
of
Agriculture
in the EU**

**Food
security and
sovereignty**

**Unfair
trading
practices**

**Fair and
sufficient
income**

Hearing in AGRI
Committee of the
European Parliament:
4 November

A stylized map of Europe in light purple is the background. Overlaid on the map are several thick, curved ribbons in various colors: green, orange, blue, and brown. The ribbons are layered and overlap each other, creating a sense of movement and connection across the continent.

STRATEGIC DIALOGUE ON THE FUTURE OF EU

AGRICULTURE

Francesca Alampi

AREPO Policy officer

STRATEGIC DIALOGUE ON THE FUTURE OF EU AGRICULTURE

- Launched in January 2024, it brought together **29 stakeholders** from the European agri-food sectors, civil society, rural communities and academia **to reach a joint understanding and vision** for the future of EU's farming and food systems.
- 4 September 2024: **Final report of the Strategic Dialogue**
- The final report is addressed to the European institutions, in particular to the European Commission in all its related portfolios, and to the Member States
- It serves as an **orientation for action** to create socially responsible, economically profitable, and environmentally sustainable agrifood systems.
- It outlines a comprehensive set of **guiding political principles and recommendations**

STRATEGIC DIALOGUE: TEN GUIDING POLITICAL PRINCIPLES

1. The time for change is now.
2. Cooperation and dialogue across the food value chain are critical.
3. Policy measures must be coherent and create powerful enabling environments based on fruitful synergies.
4. Food and agricultural production play a strategic role in the new geopolitical context as an essential part of European security.
5. The role of young people in agriculture and rural areas and the diversity of European food and farming systems are an important asset.
6. Economic, environmental, and social sustainability can reinforce each other.
7. Markets should drive sustainability and value creation across the chain and better internalize externalities.
8. The opportunities of technology and innovation should be leveraged to support the transition towards more sustainable agrifood systems.
9. The shift towards balanced diets that are healthier and more sustainable is essential for a successful transition.
10. Attractive rural areas are of crucial importance for food security, the future viability of society, and liberal democracy.

STRATEGIC DIALOGUE: FOURTEEN RECOMMENDATIONS

- 1. Strengthening farmers' position in the food value chain**
- 2. A new approach to sustainability,** through an EU-wide benchmarking system to harmonize methodologies of on-farm sustainability assessments
- 3. A CAP fit for purpose:** to meet current and future challenges and to accelerate the ongoing transition towards long-term sustainability goals. Also, to make the CAP fit for purpose in the context of the EU's enlargement process
- 4. Financing the transition**
- 5. Promoting sustainability and competitiveness in trade policy**
- 6. Encouraging healthy and sustainable choices**
- 7. Enhancing sustainable farming practice**
- 8. Reducing GHG emissions**
- 9. Promoting sustainable animal farming**
- 10. Action to better preserve and manage farmland, promote water-resilient agriculture, and develop innovative plant breeding approaches**
- 11. Promote robust risk and crisis management**
- 12. Generational renewal:** make agriculture attractive
- 13. Better access to and better use of knowledge and innovation**
- 14. Fostering cooperation and governance:** European Board on Agri-food to implement recommendations and streamline administrative procedures

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EUROPEAN ACTION PLAN FOR AGRICULTURAL GIS

Francesca Alampi

Policy officer of AREPO

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs

A comprehensive set of non-legislative measures to keep boosting the GI sector and providing support, especially after the entry into force of the new regulation.

AREAS OF INTERVENTION


- Promotion of the concept and logo
- Support the sale of GIs
- Protection
- Data collection/market monitoring
- Economic developments
- Climate change and promoting biodiversity
- Cooperation
- Research & Education
- Common Agricultural Policy
- Regulatory environment

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs

**Promotion of the concept
and logo**

- Budget for EU promotion policy
- European GI Day + annual awards ceremony
- Identify main events to inform about GIs and EU Quality Scheme

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs



Support the sale of GIs

- Integration of GI products in the minimum mandatory criteria for sustainable food public procurement, and encouraging their use in public canteens

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs

Protection: preventing food fraud and strengthening consumer trust

- Training of control officers in MS and Third countries
- GI fraud prevention policy, through targeted workshops to share lessons learnt and best practices
- Ensure the implementation and respect of the FTA and continued dialogue with third countries
- Strengthen the financial capacity of recognized producer groups to take legal action

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs

**Data collection/market
monitoring**

- Update regularly the study on economic value of EU QS
- Eurobarometer surveys
- Publish regularly reports on GI production in the EU based on Eurostat data

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs



Economic developments

- Promoting tourist initiatives linked to GI producers and "experience marketing" actions
- OOH - out of home channel (catering)
- Inscription of GIs to the UNESCO Intangible Cultural Heritage of Humanity

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIS

**Climate change and
promoting biodiversity**

- Set up cooperation with stakeholders to help them adapt to climate change and reduce environmental footprint

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs



Cooperation

- Exchange of best practices at the EU and national level to help farmers in developing GIs and GI groups
- Boost partnership between GI producer groups at the EU level to allow for exchange of best practices
- Promote the dissemination of best practices and synergies through the EU CAP network
- Help producer groups to better identify the EU funds available to them
- Support to generational renewal
- Commission guidelines on the interpretation and implementation of the EU Regulation on GIs
- Continuous training program for professionals involved in the GIs registration process at the national level
- International conference on geographical indications

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs



Research & Education


- Strengthen farm advisory services (AKIS)
- Include EU GIs in European Commission strategic approach to EU agricultural R&I
- Increase in funding and in specific project calls dedicated to GIs and other EU QS
- GI SMART
- Encourage and support the launch of new research studies on GIs
- Creation of new formative offers through Erasmus
- Develop courses on Geographical Indications and Quality schemes

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIS

**Common Agricultural
Policy**

- Rural development measures should allow for support for producers' groups in carrying out ex-ante and ex-post evaluations

EUROPEAN ACTION PLAN FOR AGRICULTURAL GIs



Regulatory Environment

- Identify and analyse the impact of EU regulations
- Strengthen legislative dialogue between European Union institutions and organisations representing geographical indication products on quality policy

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EU PROMOTION POLICY

Francesca Alampi

Policy officer of AREPO

UPDATE ON EU PROMOTION POLICY

Annual Work Programme 2025 - Main inputs from AREPO:

- To maintain as much as possible a **budget fit to respond to the ongoing challenges;**
- **To allocate the budget available where most demanded to simple programmes;**
- **To restore a sizeable budget dedicated to promotion of EU quality schemes** or at least safeguards the current allocated budget;
- **To avoid any discrimination against specific products or sectors;**
- To specifically include EU Optional Quality Term (OQT) “mountain product” as an eligible scheme for action under EU Promotion policy.

Annual Work Programme 2025

AWP 2025, to be adopted on 20 November 2024, is expecting to have a total budget of €92 million budget (- €93.9 million compared to 2023 and 2024 programmes). This was the total allocated to simple programmes in previous programmes. Budget will be divided as follows:

- **€ 92 million for simple programmes;**
- **€ 0 million for multi programmes;**
- **€ 0 for Commission’s own initiatives.**

UPDATE ON EU PROMOTION POLICY

- The drastic cut is the result of the implementation of the European Council's decision (01/02/2024) on revising the Multiannual Financial Framework (MFF) for 2025-2027, with which €1.1 billion from the CAP and Cohesion policy will be redeployed to support Ukraine.
- AREPO, together with other 18 European agri-food sector organisations, sent a **joint letter to the EU Ministers of Agriculture and to Agricultural Permanent Representatives to the European Union** urging the Commission to support the continuation of an inclusive Promotion policy with a budget of at least €185.9 million as in AWP 2022-2023-2024.
- EP Committee on Budgets – Draft report on the General budget of the European Union for the financial year 2025: Amendments deploring the budget cut for the promotion and calling for maintaining an inclusive and strong promotion policy budget of at least 185,9 million
- **Plenary October vote**

UPDATE ON EU PROMOTION POLICY

Draft of a Delegated Act clarifying and updating the rules on information and promotion measures.

The amendments concern the following:

- **The eligibility criterion for receiving support for the same programme after such support has already been received twice.**

*With the exception of programmes carried out to restore normal market conditions in the event of serious market disturbance, loss of consumer confidence or other specific problems, a proposing **organisation shall not receive support for more than two information and promotion programmes on the same product or scheme, carried out in parallel or consecutively on the territory of the same target country, or part thereof.** After having received support for two information and promotion programmes carried out in parallel or consecutively on the same product or scheme, the proposing organisation **may only receive support** for information and promotion programmes where the following two conditions are fulfilled:*

- (i) the proposing organisation applies **for a new programme after the end of the implementation of the previous programmes;***
- (ii) and (ii) the starting date of the implementation of the new programme **shall be at least 12 months after the end of the implementation of the previous programmes.***

UPDATE ON EU PROMOTION POLICY

- **Stricter conflict of interests rules**

It concerns bodies responsible for implementing simple programmes.

[...] proposing organisations must take all measures, including during the preparation of the proposal, to prevent any situation where the impartial and objective implementation of the programme is compromised [...] and shall inform Member States about the measures taken to ensure best value for money when selecting the bodies and the absence of any conflict of interests, before the conclusion of the contracts for the implementation of simple programmes.

- **Simplified financial management with use of lump sums for funding**

To bring about simplification and decrease the administrative burden in the financial management of the programmes.

The proposing organisation shall establish the amounts in one of the following ways:

- **a fair, equitable and verifiable calculation method** e.g statistical data, other objective information or an expert judgement; verified historical data of individual beneficiaries; or the application of the usual cost accounting practices of individual beneficiaries;
- in accordance with the rules for application of corresponding lump sums applicable in Union policies for similar activities or under schemes for grants funded entirely by the Member State for similar activities.'

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OTHER CURRENT AND FUTURE ACTIVITIES

Francesca Alampi

Policy officer of AREPO

OTHER CURRENT AND FUTURE ACTIVITIES

- **Audition of Commissioner designated for Agriculture;**
- **Intergroup on "Wine, Spirits, and Quality Foodstuffs"**
- **Analysis of the Regional Quality Schemes and Regional Brands existing in AREPO Regions**
- **Next events:**
 - **20 - 22 November 2024**, Parma (Italy): International Conference ["The Role of Origin in the Sustainability of Localised Food Systems, with a focus on the circular economy in Geographical Indications"](#)
 - **28 – 29 January 2025**, Alicante (Spain): Geographical Indications Conference "Safeguarding heritage, cultivating future" -> interest in having stands with products?
 - **18 – 21 February 2025**, Rome (Italy): FAO Conference ["Global Perspectives on Geographical Indications \(GIs\)"](#)
 - **24 – 28 March 2025 / 1 – 4 April**, Brussels: AREPO General Assembly + GI SMART workshop

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ACTIVITIES OF THE NEW CAP NETWORK

Giorgio Trentin

Representative of AREPO in the SOIKE thematic group of the CAP network



AOB

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UPDATE ON EU PROJECTS

Giulia Scaglioni

AREPO Policy officer



MOVING project

Horizon 2020 programme

Giulia SCAGLIONI and Francesca ALAMPI

AREPO General Assembly

October 23rd, 2024, Larissa



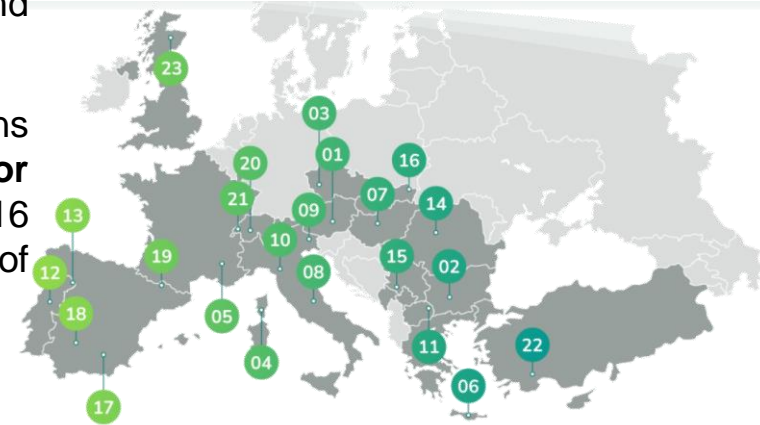
MOVING receives funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 818194. The content of this document does not reflect the official opinion of the European Union. Responsibility for the information and views expressed therein lies entirely with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



- **Project Duration:** August 2020 – August 2024
- **Aim:** To understand and improve the sustainability of mountain value chains in Europe through innovation and socio-ecological resilience.

The project intended to build capacities and co-develop policy frameworks across Europe. It established new or upscaled value chains to contribute to the resilience and sustainability of mountain areas to climate change.

The project has rolled-out its research activities and actions engaging relevant stakeholders through **Multi-Actor Platforms (MAPs)** in 23 mountain regions from 16 countries. These regions represented the wide diversity of mountain areas in Europe and neighbouring countries.



- **Funding:** Horizon 2020
- **Consortium:** coordinated by the **University of Córdoba**, involving a multi-actor and interdisciplinary Consortium of **23 partner organisations** (research centres and institutes, industry representatives, rural developers, and innovation agents), from across Europe, Serbia, North Macedonia and Turkey, representing the diversity of mountain areas within the project.

Key results



▶ Inventory of mountain value chains

A detailed description of over 400 mountain value chains located in EU mountain areas, along with their associated natural resource systems. Additionally, it assesses the innovation level within each value chain.

▶ Conceptual Analytical Framework

Key project concepts and their evolution throughout the project.

▶ Vulnerability Tools

The **Vulnerability Matrix** allows to downscale threats to the local level, offering a detailed view of how drivers of change impact each of the territories.

Since each Region is not equally vulnerable to identical threats, **the Spatial Vulnerability Map** showcases the varied susceptibility across the region, paving the way for more effective, targeted adaptation strategies.

▶ Story Maps

They raise awareness about the key stakeholders involved in the **Community of Practice and Regional MAPs**, and they function as a comprehensive “Science Digest,” addressing topics related to the mapping of vulnerability in mountain areas.



Key results

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



► Comparative cross-case report on Mountain Value Chains

It's the analysis of the contribution of five clusters to sustainability and resilience, their challenges and solutions.

AREPO specifically contributed to the section on Value and quality products in Cluster V, focusing on VCs under quality schemes. We drafted a **Policy Brief summarising the outcomes of Cluster V**, emphasising key challenges and elaborating policy recommendations to enhance VCs contribution to sustainability and resilience of mountain areas.

► Repertoire of Strategic Options

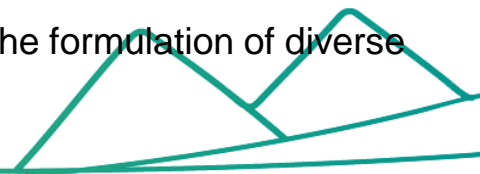
This repertoire informs the development of policy needs aimed at shaping sustainable and resilient mountain value chains.

► Policy Roadmap

It helps **define practical guidance of currently available policy instruments** (2021-2027) and delivers relevant **recommendations for longer-term term improvements in future policies** (to 2050).

► Policy Design Toolkit

It includes a series of techniques, schemes, or devices designed to facilitate the formulation of diverse policies.



AREPO's role



AREPO contributed to this project by involving regional/local authorities and producer associations in the mountain areas of its member Regions, providing its expertise in policy evaluation and its experience in promoting and disseminating the project's results.

- ▶ **Policy Brief summarising the outcomes of Cluster V**, emphasising key challenges and elaborating policy recommendations to enhance VCs contribution to sustainability and resilience of mountain areas ([available here](#)).
- ▶ In collaboration with Euromontana and HCC, **AREPO elaborated, run and analysed a survey on the implementation of the optional quality term (OQT) mountain product**, addressed to regional authorities and producers ([available here](#)).
- ▶ It has been presented during the conference [“The new legal framework for EU Quality Products: opportunities and challenges for mountain and GI products”](#), held at the CoR in April 2024.
- ▶ Translations available: [IT](#); [FR](#); [RO](#)
- ▶ The results of the survey will be used to update and expand Euromontana report on OQT's implementation and impact (2020).



REMINDER

Wednesday, 23 October 2024

1. **Guided tour** of Larissa city centre after the assembly:
 - Visits to the Diachronic Museum and the Ancient Theatre of Larissa.
2. **Formal dinner** hosted by the Region of Thessaly at "Nonna Rossa" restaurant (Skilosofou 9, 41221, Larissa)

Bus transfer organized for the city tour and to the restaurant. The bus will also take back participants to the Greotel Larissa Imperial.

REMINDER

Thursday, 24 October 2024

1. Technical visits from 08:30 to 13:00:

Two technical visits in the Tirnavos area:

- Cheese factory: Hotos Industrial and Commercial S.A.
- Winery: Domaine D. Migas.
- A **pocket lunch** will be provided during the technical visits.

2. Pick-up times:

- 08:20 from Grecotel Larissa Imperial.
- 08:30 from Larissa city centre ("Mayor Sapkas" Square). [Link to map](#)

3. Return to Larissa city centre and departure for Thessaloniki airport **at 13:00**, with an expected arrival at the airport around **15:00**.