

AREPO

Association of European Regions for Products of Origin

AREPO 1st General Assembly of 2025

Wednesday, 25 June 2025

Common House of Emilia-Romagna, Hessen, Nouvelle

Aquitaine and Wielkopolska

Rue Montoyer 21, 1000 Bruxelles



AREPO General Assembly

Agenda



Statutory part | 09:30 - 10:45

- ▶ **Welcome speech by AREPO President** | Alessandro BEDUSCHI
- ▶ **Presentation of the agenda** | Laurent GOMEZ
- ▶ **Annual activity report of the Presidency** | Alessandro BEDUSCHI
- ▶ **Intervention by AREPO Vice-presidency** | César Saldaña
- ▶ **Financial report for 2024 and provisional budget for 2025** | Temanuata GIRARD and Laurent GOMEZ
- ▶ **Reminder on the contribution 2025** | Laurent GOMEZ



AREPO General Assembly

Agenda



Thematic part | 10:45 – 12:00

- ▶ **Update on activities of the new CAP network** | Giorgio TRENTIN & Malone ROLLAND
- ▶ **The role of Region of Epirus in the agrifood sector** | Vicky IGOUMENIDOU
- ▶ **Information on the planning of upcoming AREPO events** | Francesca ALAMPI
- ▶ **Update on the Vision for Agriculture and Food** | Francesca ALAMPI
- ▶ **Update on GI SMART** | Giulia SCAGLIONI



Lunch break | 12:00 – 13:30



STATUTORY PART

09:30 - 10:45



Welcome speech

Alessandro BEDUSCHI | **AREPO President**

Minister for Agriculture, Food Sovereignty and Forestry of Lombardia



Annual activity report of the Presidency

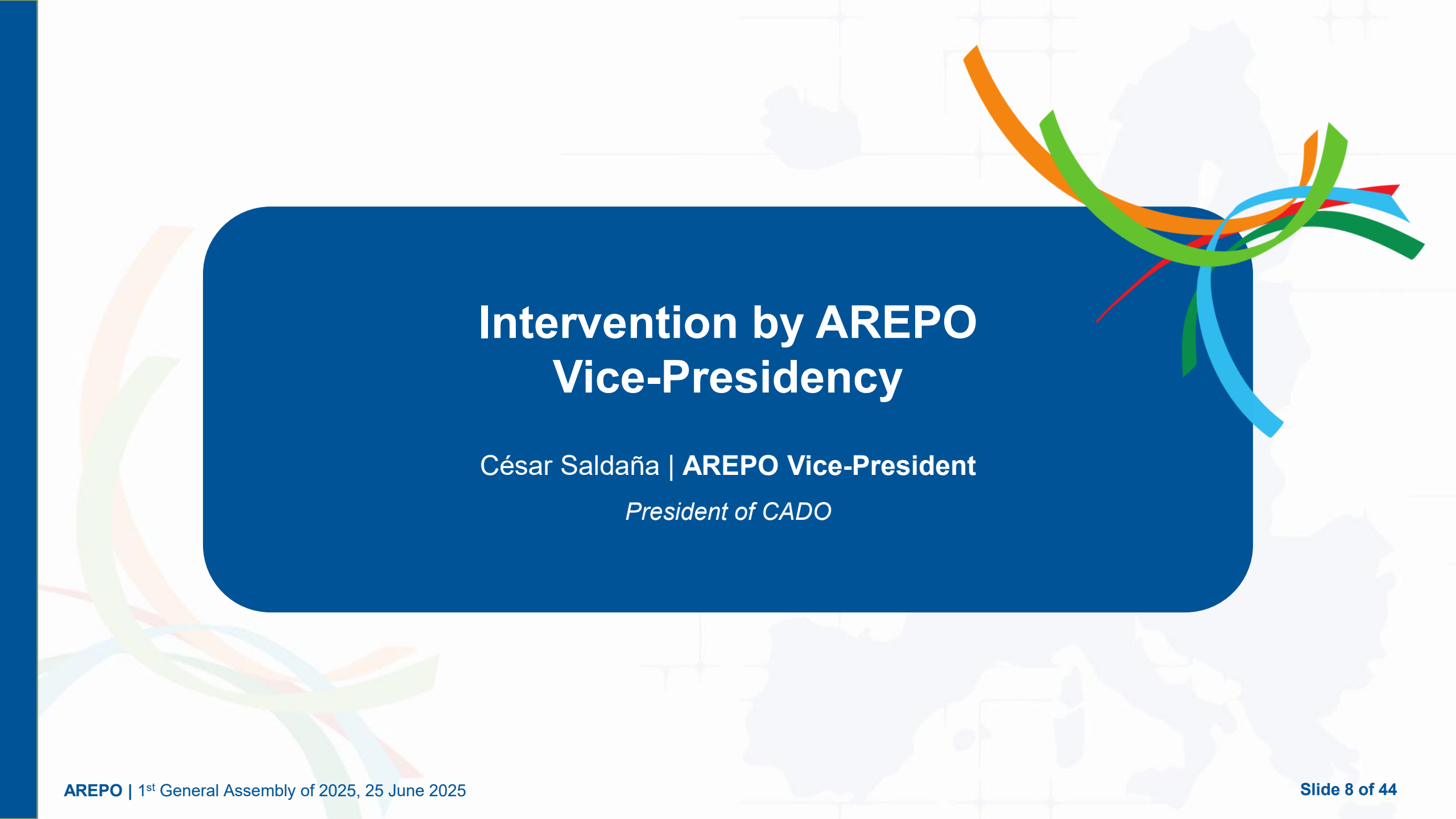
Alessandro BEDUSCHI | **AREPO President**

Minister for Agriculture, Food Sovereignty and Forestry of Lombardia



VOTE

on the activity report of the Presidency



Intervention by AREPO Vice-Presidency

César Saldaña | **AREPO Vice-President**

President of CADO



Financial report for 2024 and provisional budget for 2025

Temanuata GIRARD | **AREPO Treasurer**

Vice-President for Agriculture and Food of Centre-Val de Loire

Laurent GOMEZ | **AREPO Secretary General**

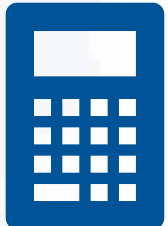
AREPO General Assembly

Financial report for 2024



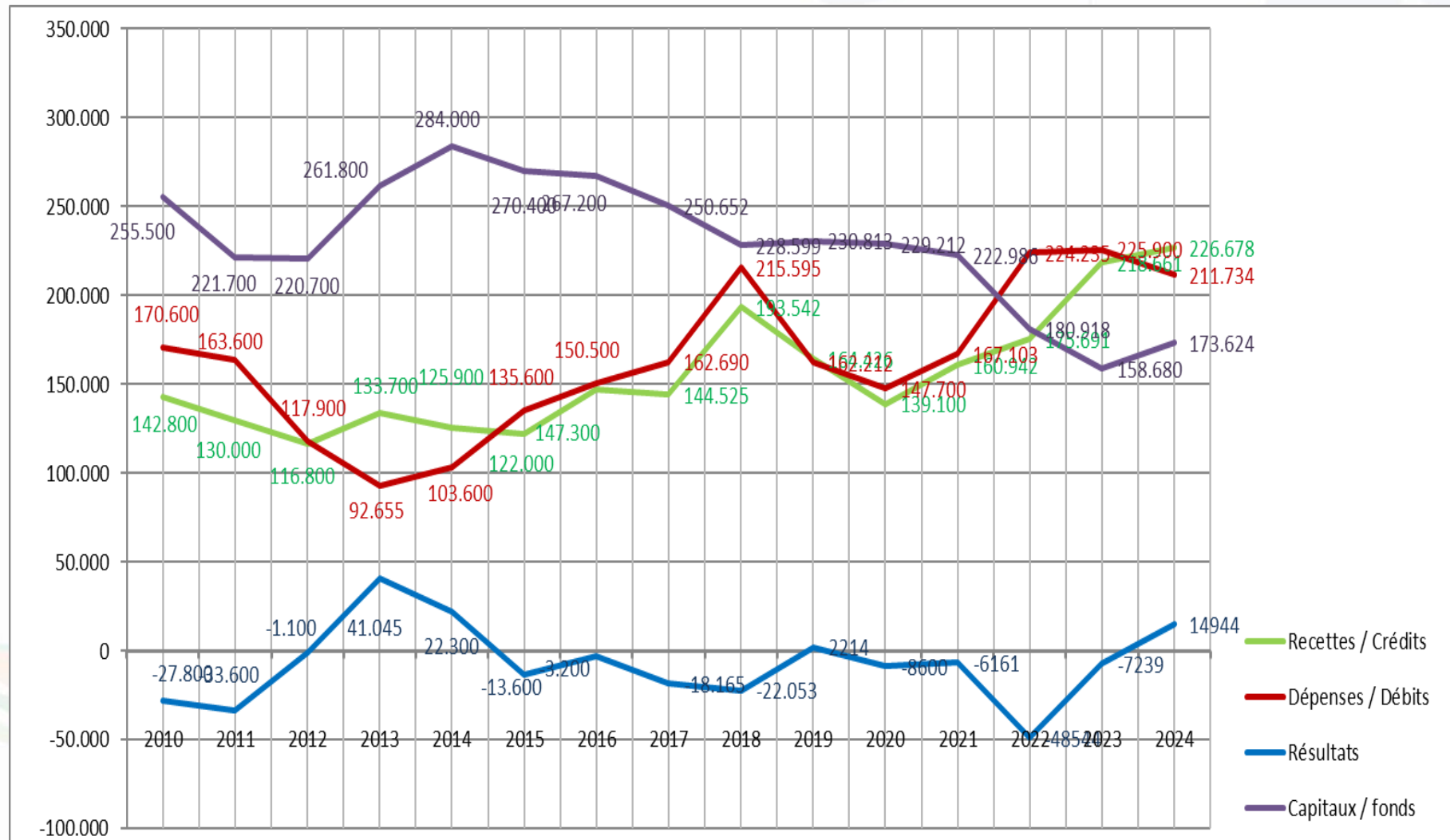
Dépenses par poste	Réalisé 2020 € TTC	Réalisé 2021 € TTC	Réalisé 2022 € TTC	Réalisé 2023 € TTC	Réalisé 2024 € TTC	Prévu 2025 € TTC	Remarques
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	73700	69.994	88.824	104.822	112.293	116.300	2024 : 2ème année à 1,5 ETP à Bruxelles / 2025 augmentations 220€ FA et 70€ GS
Stage	2900	0	0	0	0	0	
Consulting	38400	36.537	37.514	37290	30.797	34.920	Baisse en 2024, remonte en 2025 mais en dessous de 2023
Avion, train, hôtels, restauration, km pour SG et team Bruxelles	3700	8.206	16.074	8.134	9.312	8.000	
Avion, train, hôtels, restauration, km pour membres	5000	4.511	8.651	5.419	4.120	4.000	
2 Réunions plénières dont interprètes, traiteur, bus...	12600	31.121	52.221	51.218	42.174	54.100	2025 : 2 AG (Bruxelles et Barcelone) + lancement GI SMART
Tél., internet, fournitures, publicité, publications, locations...	3900	6.589	5.957	5.704	4.232	6.000	2023 : Solde nouveau site Internet 3 000e
Commissaire aux comptes, comptable, assurances, contrôleurs, Partena	6600	4.207	5.870	12.240	8.431	6.000	2023 et 2024, frais de contrôle des projets UE
Autres charges de gestion courantes	800	5.674	1.185	763	0	1.000	
Frais bancaires	100	144	161	310	375	300	
Charges exceptionnelles	0	120	7778	0	0	0	
Total	*147700	167.103	224.235	225.900	211734	230.620	*COVID

Ressources	Réalisé 2020 € TTC	Réalisé 2021 € TTC	Réalisé 2022 € TTC	Réalisé 2023 € TTC	Réalisé 2024 € TTC	Prévu 2025 € TTC	Remarques
Cotisations des Régions membres 4500 €/an	130500	135.000	135.000	135.000	187.000	180.000	Cotisation à 6 000€
Revenus des produits financiers	3700	1.069	1.246	2.866	2.386	2.400	
Projet Agrosmart Global --> GI Smart	4440	24.094	29.937	69.891	36972	0	Fini
Projet Mooving							Fini
GI SMART						48.220	Subvention déjà reçue mais non prise en compte en 2024 car actions à partir de 2025
Autres produits de gestion courante (cotisations sociales...)	0	687	0	554	320	0	
Produits exceptionnels	0	93	0	10.350		0	
Autres produits dont Com UE et autres remboursements	460	0	9.508			0	
Total	139100	160.942	175.691	218.661	226.678	230.620	
Résultat		-6.161	-48.544	-7.239	14944	0	
Capital disponible (total fonds propres)	220.623	214.462	165.918	158.680	173.624	173.624	
Parts sociales Banques Crédit agricole			15.000	15.000	15.855	15.855	



AREPO General Assembly

Financial report for 2024





VOTE

on the financial report for 2024



VOTE

on the provisional budget for 2025



Reminder on the contribution 2025

Laurent GOMEZ | AREPO Secretary General



The 2025 contribution **was approved** at the last General Assembly



THEMATIC PART

EU Policy update and future AREPO activities

10:45 - 12:30

A stylized map of Europe is visible in the background, rendered in a light blue color. Overlaid on the map are several thick, curved ribbons in orange, green, blue, and red, which appear to be flowing across the continent. The main content of the slide is contained within a dark blue rounded rectangle.

Update on activities of the new CAP network

Giorgio TRENTIN | Veneto Region

Malone ROLLAND | Bretagne Region

AREPO representatives for the CAP network



The role of Region of Epirus in the agrifood sector

Vicky IGOUMENIDOU | Epirus Region



Information on the planning of upcoming AREPO events

Francesca ALAMPI | AREPO policy officer

AREPO General Assembly

Second General Assembly – October 2025



21-23 October 2025, Barcelona, Cataluña (Spain)

- ▷ **21 October:** individual arrival of participants;
- ▷ **22 October (whole day):** AREPO General Assembly in Barcelona and official dinner;
- ▷ **23 October (morning):** technical visits in Reus/Tarragona.

Possible visits at **Avellana de Reus DOP** and at a mill producing **Siurana PDO olive oil**.

The visits will end at midday with a **tasting of Catalan products with 'Pa de Pagès català' PGI** (bread).

We will be at 1h30 from Barcelona and approximately 1h from the airport -> **participants can book their flight back home in the afternoon of 23 October.**



March / April 2026, Brussels

A European gathering to celebrate the excellence of origin products

Every two to three years, AREPO organises a **high-visibility event in Brussels** to promote Geographical Indications through direct, meaningful experiences involving regions, GI producers, and EU institutions.

The Concept: Promotion Through Experience

- Promote GIs through **sensory experience**: tastings, product displays, exchange with producers
- **Institutional visibility** for Regions and their territories
- Encourage interaction with **EU institutions and policy makers**

AREPO General Assembly

AREPO Promotional Event in Brussels



A longstanding tradition:

- ▮ **2009 – 1st edition: Mariann Fischer Boel**, Commissioner for Agriculture
- ▮ **2011 – 2nd edition: Dacian Cioloș**, Commissioner for Agriculture
- ▮ **2015 – 3rd edition: Phil Hogan**, Commissioner for Agriculture & **MEPs Dorfmann and Andrieu**
- ▮ **2018 – 4th edition: Sauze-Vandevyver (DG AGRI) & MEPs Dorfmann and De Castro**
- ▮ **2023 – 5th edition: Janusz Wojciechowski**, Commissioner for Agriculture & **MEP De Castro and Sander**

AREPO General Assembly

AREPO Promotional Event in Brussels



2nd edition: Mr Ciolos, European Commissioner for Agriculture



3rd edition: Mr Hogan, Commissioner for Agriculture



5th edition: Mr Wojciechowski, Commissioner for Agriculture

AREPO General Assembly

AREPO Promotional Event in Brussels

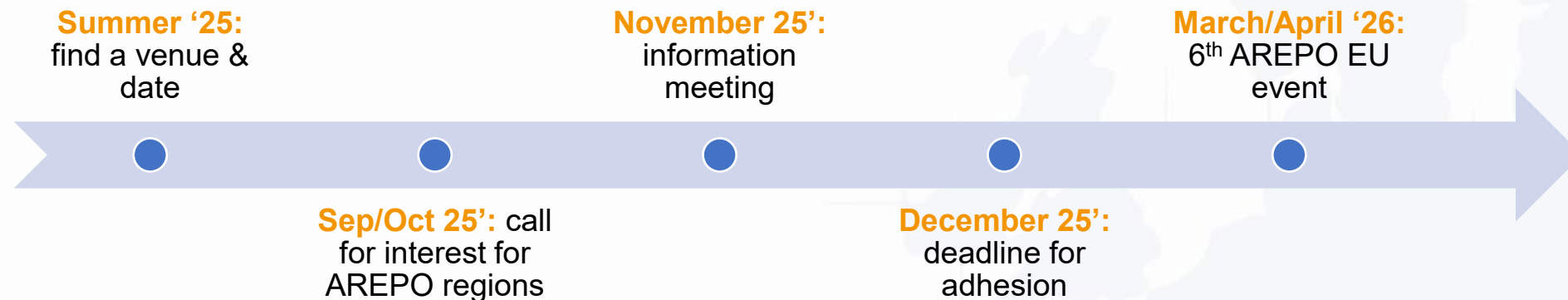


AREPO General Assembly

AREPO Promotional Event in Brussels



Timeline to 2026



Due to the increasing number of participants in the last editions, the premises of the building where AREPO is hosted might not be sufficient to host the event.

In summer we will start looking for further venues just to have multiple options for the organisation.

- **September 2025:** we will start contacting our Member Regions in order to collect the adhesions to the event and coordinate their participation.

Structure of the event

- EU high level conference in the afternoon
- GI sampling in the evening

Specific objectives of the 6th edition

- ▷ Present **preliminary results** of the GI SMART project
- ▷ **Engage stakeholders** through the GI SMART Community Platform
- ▷ **Contribute to the policy reflection** on the GI Action Plan

For Regions wishing to participate in the sampling should:

- ▷ Confirm your participation by replying to the call for interest (September 2025)
- ▷ Designate a contact person responsible for the event
- ▷ Select the products to be presented and organise their shipment
- ▷ Set-up regional table at the event
- ▷ **There is no participation fee, but the cost of GI products and shipment is covered by the participating Regions**

AREPO covers all the remaining costs of the organisation.

In order to set-up their stands the Regions should select:

Three products from the following categories :

- PGI, PDO, TSG (registered or in process of registration);
- and/or organic farming;
- and/or optional quality term "mountain product".

Wines/ciders (optional): each Region wishing to present wines/ciders is invited to provide at most two different wines/ciders:

- 6 bottles in case you choose one wine/cider
- 12 bottles in case you choose two different wines/ciders

Important: for practical reasons, the wines will be served on the wine bars by the catering.

Important: Try not to exceed the 200 portions in order to avoid food waste! Please note that there is no possibility to cook the products.

The catering will be available only for simple operations.



We also recommend:

- 3 different categories of products (processed products with GI as primary ingredient are also eligible)
- including a fruit or vegetable among these three products
- decorating the table with other food products and handicrafts



Update on the Vision for Agriculture and Food

Francesca ALAMPI | AREPO policy officer

- **Priority initiative for the first 100 days** of this Commission's mandate;
- It sets out **a vision for Europe's agri-food system for 2040 and beyond to secure its long-term competitiveness, attractiveness and sustainability**. The document provides for broad guidelines and ambitions without specifying how they will be implemented;
- A new way of working based on **trust and dialogue across the agri-food system**, both in the EU and globally. The Commission aims to deepen engagement with farmers, food chain operators, and civil society at local and regional levels.

Four priority areas:

1. **Attractiveness** - Making farming a viable and appealing career
2. **Competitiveness** - Strengthening the sector's position in global markets
3. **Future-proofing** - Embracing innovation and sustainability for long-term resilience
4. **Connection** - Valuing food and fostering fair living and working conditions in rural areas (right to stay)

Promoting further
the uptake of
Geographical
Indications

Towards a GI Action Plan

Key Questions:

1. Why choose the GI path?
2. How to build a competitive environment for GIs?
3. Uneven distribution of GIs across the EU

Main objectives:

- **Promote the benefits of the GI system** to producers, consumers, and regional authorities, emphasizing its role in rural development, cultural preservation, and environmental sustainability;
- **Facilitate the exchange of best practices among producer groups**, focusing on the governance of GI organizations, strategies for protection and promotion, and the adoption of sustainable production methods;
- **Enhance public awareness of the GI concept**, to encourage more producers to register their designations and to educate consumers about the diversity and uniqueness of EU quality products;
- **Full engagement** of EU institutions, Member States, and stakeholders in developing concrete and effective measures.

Towards a GI Action Plan – talks with EC Commission

- ☛ Publication of the GI Action Plan **likely to happen in 2027.**
- ☛ Eurobarometer highlighted a low level of consumer awareness of European GI logos: only 24% of consumers recognise PDO and PGI logos compared to 56% for the European organic farming logo.

How to improve the recognition and the visibility of GIs?

- **Through distribution channels:** working with supermarkets through **voluntary agreements and also training supermarket employees;**
- **Working with restaurants and catering services;**
- **Focusing on tourism**
- ☛ **Use of public food procurement to enhance GIs;**
- ☛ **Interest in the creation of a European award for the sustainability of GIs.**

Having a specific priority for GIs does not mean that our efforts should be focused solely on that aspect. Geographical Indications can support and be embedded in other core actions of the Vision. At the same time, it is crucial to closely monitor various initiatives proposed by the Vision that may have an impact on the GI sector.

- **EU Promotion Policy will remain a strategic priority** -> Inputs to AWP 2026;
- **The CAP simplification** -> ongoing (feedback on Commission's proposal for a regulation open until 1 August 2025);
- **On-farm Sustainability Compass:** voluntary benchmarking system for on-farm sustainability assessments, developed based on a bottom-up, participatory and 'customer-driven' approach;
- Review the **animal welfare legislation** -> public consultation will be published at the end of 2025;
- **Delivering a Generational Renewal Strategy** -> (A call for evidence open for feedback until July 14th & Commission's adoption foreseen in summer 2025);
- **The revision of the legal framework on public procurement** -> (not only focused on food. Commission's adoption foreseen in summer 2025);



Update on GISMART

Giulia SCAGLIONI | AREPO policy officer



GI SMART is a 4-year Horizon Europe project (2024–2028) on the **sustainability of Geographical Indications (GIs)**.

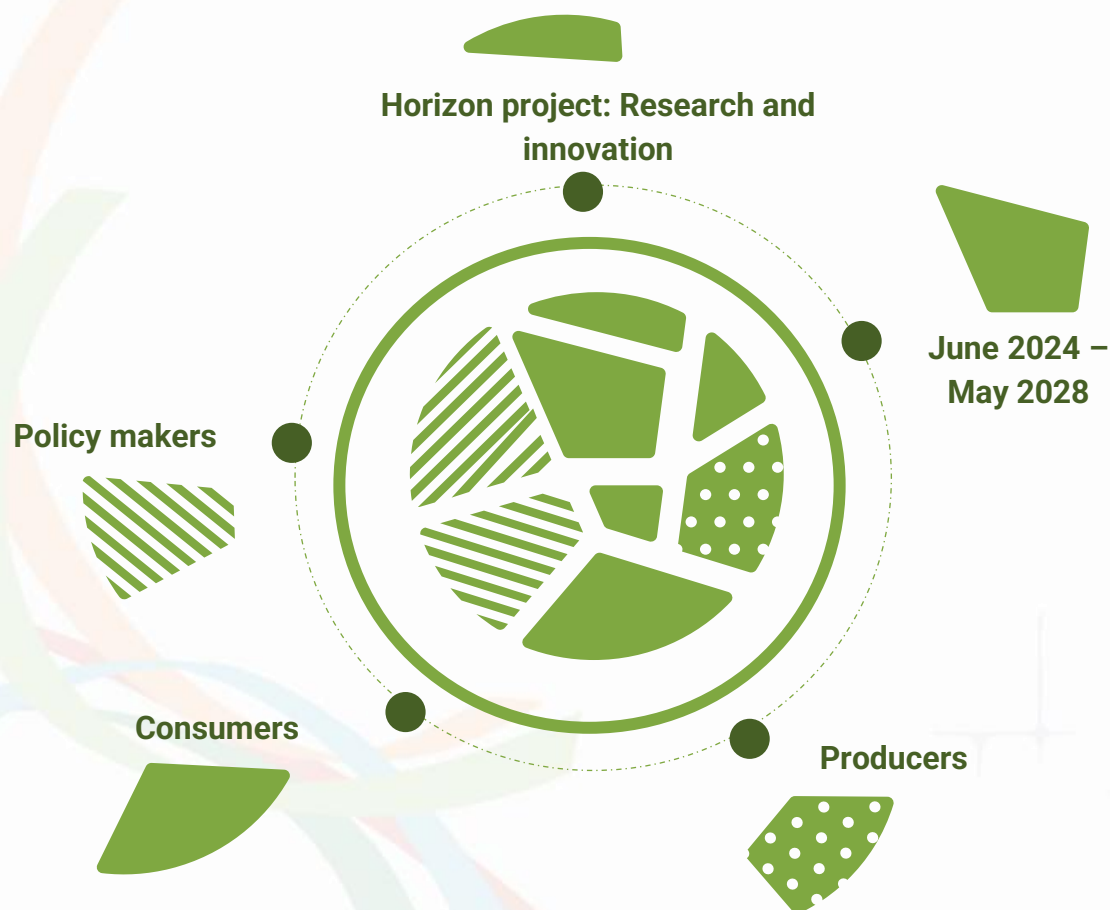
BUDGET:

- ▷ GI SMART has a total budget of **3 430 061€**
- ▷ **AREPO** maximum grant amount for the 4 years is **224 187.50€**
- ▷ **Lump sum approach** gives us flexibility on allocation of budget
- ▷ **Prefinancing: 54 174,91 €** received in October 2024, **remaining 50% in June/July 2025**

AREPO leads communication, dissemination, exploitation and stakeholder engagement

GI SMART Objectives

The main objective is to assess and strengthen the contribution of Geographical Indications to the EU “Farm to Fork” strategy for sustainable food systems in Europe



Objective 01

Better understanding of GI contribution to sustainable development by assessing them in all their dimensions

Objective 02

Identify best practices to improve the implementation of GIs sustainability attributes by producers

Objective 03

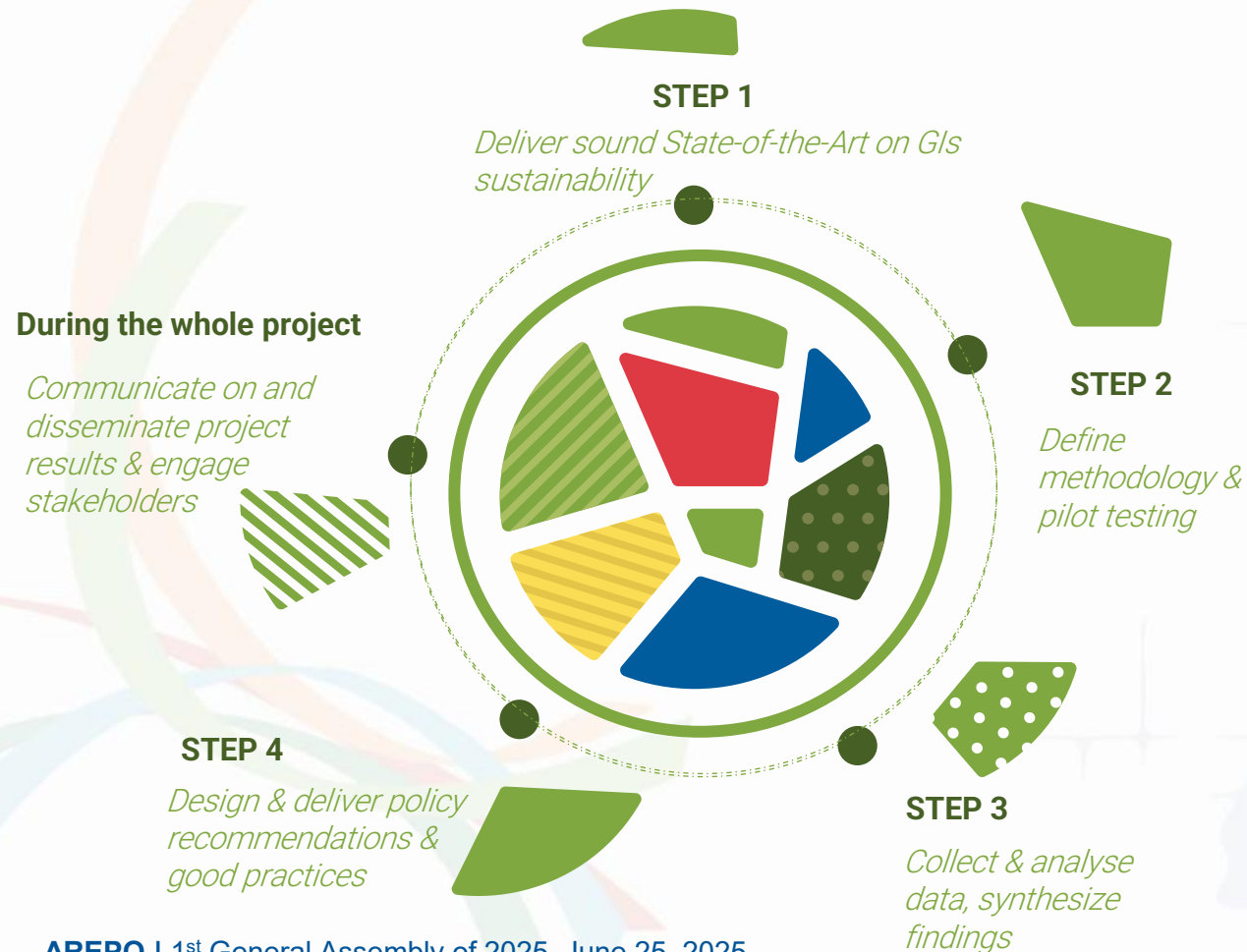
Better and smart design and implementation of GIs policy to foster their delivery of sustainable agriculture and fishery, healthy and sustainable diets and food systems.

Objective 04

Improving the perception of GIs sustainability attributes by consumers, local communities and society at large

GI SMART 4 Research Focus

GI SMART will unroll in 4 phases described below. The work around the 4 Research Focuses will be carried out in the frame of two distinct phases, Step 2 and Step 3, each phase corresponding to a dedicated work package.



Research Focus 01

Assessing the sustainability of all EU GIs in all their dimensions

Research Focus 02

Mapping practices and valorise GIs sustainable outcome

Research Focus 03

Exploring and benchmarking policies for GIs

Research Focus 04

Improving consumer insights to realise sustainable GIs



RF1 – Assessing GI sustainability

Led by UNIPR

- Choosing **indicators** for environmental, social, economic, and governance dimensions
- Drafting a **survey** to collect view and information from 5 different categories of stakeholders
- Connecting GI to their **local impact**



RF2 – Mapping sustainable practices

Led by Origin for Sustainability

- Creating clusters of GIs based on national-level data
- Building a Library of Sustainable Practices from real cases
- Conducting short case studies + in-depth case studies



RF3 – Benchmarking policies

Led by INRAE

- Mapping institutional frameworks at EU, national and regional level
- Analysing policy instruments and their impact on GI sustainability



RF4 – Understanding consumers

Led by UNEW

- Preparing World Café-style dialogues between producers & consumers
- Designing consumer survey with choice experiments for 7 countries
- Preparing eye-tracking and online experiments

AREPO General Assembly

AREPO stakeholder engagement



GISMART



Coordinating the setting-up of the GI SMART Community Platform

📄 Drafted and finalised the **Working Plan** (CDESE Plan, Oct 2024)

🌐 Designed the **GI SMART Platform structure**:

- ▷ 9 National Multi-Actor Platforms (MAPs)
- ▷ 1 EU Multi-Actor Platform (EU MAP)

📁 Mapped **576 stakeholders** across 8 countries + EU level

- ▷ Via survey to AREPO members & partners
- ▷ Developed shared tracker on SharePoint

✅ Launched the **Stakeholder Registration Form** (Feb 2025)

- ▷ Translated in 8 languages
- ▷ Disseminated with support of partners
- ▷ Received **196 registration by June 3rd**



AREPO General Assembly

AREPO stakeholder engagement



GIS SMART



Leading the GI SMART Community Platform

- 👉 Launched the **GI SMART Stakeholder Engagement Team** (Jan 17, 2025)
 - ▷ Includes all MAP coordinators + EU-level stakeholder partners
 - ▷ Coordination of the first national MAP meetings
- 🧩 **Developed tools and resources:**
 - ▷ Standard templates (agenda, presentation, registration, minutes)
 - ▷ Support for participatory methods (Miro, Mentimeter, etc.)
 - ▷ Email templates for stakeholder communication
- 🎧 **Organised internal preparatory webinar** (March 2025)
 - ▷ With RF leaders to align MAP content with research
- 📌 Coordinating the **GI SMART Community Platform launch event in Brussels** (June 25–26, 2025)
 - ▷ In collaboration with EFOW and oriGIn EU



What are MAPs?

MAPs are participatory spaces where stakeholders collaborate to discuss challenges and opportunities related to GIs and sustainability.

National MAPs

- Engage national and regional stakeholders
- Address country-specific challenges and priorities
- Facilitate dialogue among local actors

EU MAP

- Connects national insights to the European level
- Facilitates exchange between countries
- Engages with EU policymakers and institutions

How do they connect?

National MAPs provide **bottom-up input**, while the EU MAP integrates these insights into broader discussions and policy considerations at the European level.



- **Online workshop on GI producer groups (September-October 2025):** Exchange of practices on the national system of recognition of GI producer groups
- **Workshop online with consumer organisations** (in collaboration with SAFE – October 2025)
- **VI Edition of AREPO European Event on quality and origin products (Spring 2026):** EU event for the promotion of GIs that will be especially focus on the preliminary results of GI SMART project



If you are interested in joining the GI SMART Community Platform, but you haven't registered yet, please do so using the following QR code to access to the registration form:



An opportunity to contribute to GI research and policy

- 👥 AREPO members can take part in **National Multi-Actor Platforms (MAPs)**
- 🗣️ A space to **bring the voice of territories** into discussions on sustainability (climate, governance, innovation, etc.)
- 🌐 Potential to influence **European strategies** through participation in the EU-level platform coordinated by AREPO

You can choose to join your country MAP, the EU MAP or both for a wider engagement!



AOB

Thank you for your attention!

AREPO | Association of European Regions for Products of Origin

If you have any questions, please contact

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