



European Federation
of Origin Wines

EFOW



For the courteous attention of the AGRI Committee Coordinators

Brussels, 26 September 2024

Object: A call to make Geographical Indications a priority of the next European Commission

Dear AGRI Committee Coordinators,

The undersigned associations, representing a large majority of European Geographical Indication (GI) stakeholders, wish to draw your attention to the need for the upcoming European Commission to commit to enhanced protection and promotion of GIs.

GIs embody a heritage of authenticity, expertise, quality, and dedication, passed down through generations. Beyond preserving Europe's culinary traditions, they play a crucial role in promoting sustainable agriculture, rural development, social cohesion, and economic growth across the European Union. This policy which is a cornerstone of the Common Agricultural Policy is widely recognized as a European success story.

In the mission letter President von der Leyen addressed to Mr. Hansen, the designated Commissioner for Agriculture and Food, there is no mention of Geographical Indications. This omission is regrettable, particularly given that the EU now protects more than 3,500 GIs under its legal framework. The GI sector significantly contributes to the EU economy, with an estimated sales value exceeding 75 billion euros in 2020 and accounting for approximately 15.5% of the EU's total food and drink exports (see: [Study on economic value of EU quality schemes, geographical indications \(GIs\) and traditional specialities guaranteed \(TSGs\)](#)).

As the new Commission's mandate begins, **it is vital that GIs are given the necessary recognition and support to continue to contribute to the development of many EU regions and to promote Europe's food and drink excellence.**

In view of the hearing of Mr. Hansen, we kindly ask you to raise this with a view to secure the commitment of the EC on the protection and promotion of GIs. It would be particularly interesting to **understand how he plans to support and promote GIs within the broader agricultural and food policy framework.**

We thank you in advance for your attention to this important matter and remain available for any further questions.

Yours faithfully

The secretariat of AREPO, EFOW & oriGIn EU

[AREPO](#), the Association of European Regions for Products of Origin, is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 33 European regions and over 700 associations of producers for over 60% of European GIs.

[EFOW](#), the European Federation of Origin Wines, is the Brussels-based organisation representing PDO and PGI wines towards European institutions. As the voice of origin wines, our mission is to protect and promote the GI concept in all policy areas.

[oriGIn EU](#) is the European branch of the global alliance of GIs. Its mission is to ensure better protection and promotion of GIs. oriGIn EU represents individual European GIs groups as well as national GIs organisations.