English version

AREPO Intermediate activity report 2025

January - June 2025

AREPO
ASSOCIATION DES RÉGIONS EUROPÉENNES DES PRODUITS D'ORIGINE

The Association of European Regions for Products of Origin

The European network of regions and producer associations that deals with products of quality and origin

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تونس
Gibraltar
Malte
Rabat

About AREPO

Part 1 | About AREPO

The Association of European Regions for Products of Origin, AREPO, is a network of **regions and producer associations** that deals with products of origin.

AREPO aims **to promote and defend** the interests of producers and consumers of European regions involved in the valorisation of quality food products.

I. Member Regions

Our member Regions

France

Auvergne-Rhône-Alpes
Bourgogne-Franche-Comté
Bretagne
Centre-Val de Loire
Corse
Grand Est
Nouvelle-Aquitaine
Occitanie
Pays de la Loire
PACA

Italy

Emilia-Romagna
Friuli Venezia Giulia
Lombardia
Piemonte
Puglia
Sardegna
Toscana
Valle d'Aosta
Veneto

Greece

Ditikí Makedonía
Épiros
Kentrikí Makedonía
Kríti
Thessalía

Spain

Andalucía
Catalunya
Castilla y León
Extremadura
Euskadi

Germany

Baden-Württemberg
Bayern
Hessen

Portugal

Açores

Poland

Malopolska (obs.)

Croatia

Istria (obs.)

AREPO currently represents **35 Regions** (33 members and 2 observers) from 8 different Member States.

II. College of Producer Representatives

The College of Producer Representatives ensures that the voices of producers from AREPO member regions are heard. It is currently chaired by the Conferencia Andaluza de Denominaciones de Origen (CADO), which represents producers from the Andalusia region.

This college nominates the candidate for the association's vice-presidency, who is then elected by the General Assembly.

III. Associate members

The College of **associate members** is a consultative body composed of organisations that have signed **a partnership agreement** with AREPO and wish to sit in it: thematic, territorial and scientific organisation, networks, etc.

► New members:

In February 2025, AREPO welcomed Ecovalia (Spanish Professional Association of Organic Production) as a new associate member. As a competent and recognized organization for producers and professionals from the organic sector, Ecovalia plays a crucial role in advancing organic agriculture in the EU and can assist by providing the necessary expertise in this domain to AREPO.

► In 2025, AREPO associate members are the following:

ERG SYAL		European Research Group on Localized Agri-food Systems *Find their website here*
ERPA		European Rural Poultry Association *Find their website here*

Euro Foie Gras		European Federation of Foie Gras *Find their website here*
FedeLIS		Federation of Label Rouge, GIs and TSGs *Find their website here*
FEVAO		French Federation of Designation of Origin Meats *Find their website here*
FFIGIA		French Federation of Industrial and Artisanal Geographical Indications *Visit their website here*
UniPR		Università di Parma *Find their website here*
Ecovalia		Spanish Professional Association of Organic Production *Visit their website here*

To find out more about our associate members and partnership agreements, take a look on our dedicated page on AREPO website!

IV. Scientific council

AREPO is supported in its work by a **Scientific Council**, a collegial consultative body composed of experts from **universities and research centres** of its member regions, aiming to develop cooperation between the research world and AREPO's member regions and producers.

The Scientific Council welcomes academics and researchers from research centres and universities situated in some of our member regions in Germany, Spain, France, Italy, Greece, as well as experts in the field of Geographical Indications and Intellectual property coming from non-member regions or countries not represented within AREPO (Austria, England).

Members of the steering body of the Scientific Council, the **AREPO Scientific Committee**, contributed to the meetings of **the working group on the GI revision**.

Click here to read the detailed description of the structure of AREPO Scientific Council.

V. Partner organisations

Partner organisations are organisations that **share the same interests as AREPO** and with which AREPO collaborates regularly.

This collaboration is not formalised by a partnership agreement as is the case for associate members. However, partner organisations that are interested may be associated as AREPO associate members at a later stage.

► AREPO partner organisations are the following:

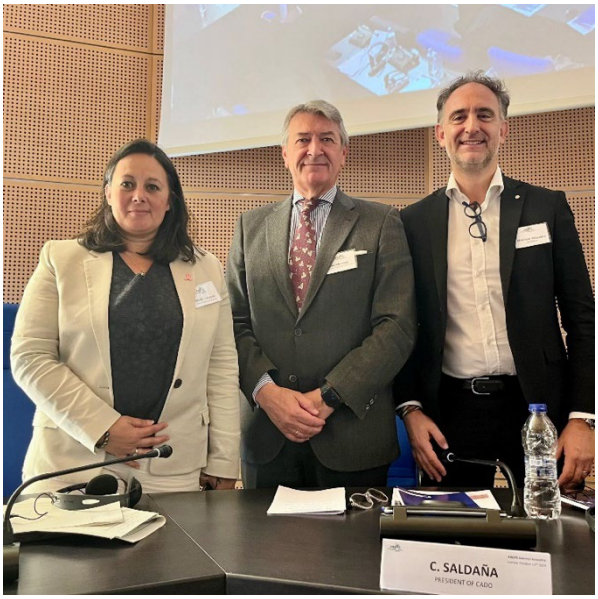
Agriregions		Support to the maintenance of the role of Regions as managing authorities in CAP Strategic Plans and cooperation on the Farm to Fork strategy.
AREFLH	AREFLH	Cooperation on promotion policy and on the Farm to Fork strategy.
AREV	arev	Collaboration on the GI review.
Copa-Cogeca	copa cogeca european farmers european agri-cooperatives	Collaboration on the GI review and on the proposals for the Annual Work Programme and the revision of Promotion Policy

EFOW	Collaboration on sustainability and the GI review, collaboration on the proposals for the Annual Work Programme and the revision of Promotion Policy.
Euromontana	Exchange and collaboration concerning the optional quality term “mountain product”. Collaboration on the response to the EC public consultation on Promotion policy. Collaboration in the framework of two EU projects.
European Countryside Movement	Collaboration and exchange of information on the Intergroup on Rural, Mountainous and Remote Areas (RUMRA).
FAO	Collaboration and exchange on GIs and GIs sustainability, especially with the Food and Nutrition division (ESN). AREPO is often invited at FAO conferences to present the role of local actors in the development and strengthening of GIs.
IFOAM	Cooperation in the field of organic farming.
OriGIn	Collaboration on the development of sustainable strategies and tools for GIs. Collaboration in order to defend together geographical indications at EU level, adopting a common position and lobbying strategy concerning the CAP and cooperating on the GI review. In addition, collaboration on the proposals for the Annual Work Programme and the revision of Promotion Policy.
Qualivita	Cooperation for the promotion of new Geographical Indications.

VI. Executive board

During its General Assembly held in Thessaly on 22 October 2024 (click here to read the report of the GA), AREPO members elected a new Executive Board, that will be in charge for three years, until October 2027:

- **Mr Alessandro Beduschi**, Regional Minister for Agriculture, Food Sovereignty and Forestry of the Lombardy Region, was elected **President**;
- **Mr César Saldaña**, President of the Conferencia Andaluza de Denominaciones de Origen (CADO), was elected **Vice-President;**
- **Ms Temanuata Girard**, Vice-President for Agriculture and Food of the Centre-Val de Loire Region, was elected **Treasurer**.



From left to right:
Ms Temanuata GIRARD | AREPO Treasurer
Mr César SALDAÑA | AREPO Vice-President
Mr Alessandro BEDUSCHI | AREPO President

The new AREPO Executive Board met for the first time in Brussels on 2 April 2025, at the seat of the Emilia-Romagna Region Representation Office.

A key highlight was the strategic dialogue with **Diego Canga Fano,** Acting Deputy Director-General of the European Commission (DG AGRI), focusing on the priorities for EU Geographical Indications (GIs) policy. Discussions covered the need to:

- enhance consumer awareness of GI labels through retail, catering, tourism, and education,
- better support small and medium-sized GIs,
- promote GIs via public procurement, and
- explore the creation of a European GI sustainability award.

The Board also reviewed the 2024 accounts and the 2025 budget forecast. Planning updates were shared for the next General Assemblies (Brussels in June, Barcelona in October), the 2026 European GI promotional event, and the GI SMART Horizon Europe project, including the launch of its Community Platform during the conference in June 2025.

Finally, updates were presented on AREPO's involvement in major international GI events and ongoing technical working groups.

President
Mr Alessandro BEDUSCHI
President of AREPO and Regional Minister for Agriculture, Food Sovereignty and Forestry of the Lombardy Region

Vice president
Mr César SALDAÑA
Vice president of AREPO for the College of Producers' Representatives and President of the Conferencia Andaluza de Denominaciones de Origen (CADO)

Treasurer
Ms Temanuata GIRARD
Treasurer of AREPO and Vice-President for Agriculture and Food of the Centre-Val de Loire Region

VII. Our team

► Office in Bordeaux

Secretary general
Mr Laurent GOMEZ
Secretary general of AREPO and Technical Advisor for Agriculture to the President of the Nouvelle-Aquitaine Region +33 (0)6 10 13 11 89 secgen@arepoquality.eu Spoken languages: FR | EN

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Assistant of AREPO in charge of administrative activities and assistant for the Agriculture Dept. of the Nouvelle-Aquitaine Region +33 (0)5 56 56 01 34 alexandra.duriez@nouvelle-aquitaine.fr Spoken language: FR

► Representation office in Brussels

Policy officer	Policy officer
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Policy officer of AREPO in charge of quality, CAP, organic and Research and Innovation +32 (0)486 60 54 62 policyofficer@arepoquality.eu Spoken languages: IT | EN | FR | ES	Policy officer of AREPO in charge of quality, promotion, trade policy and communication +32 (0)498 73 22 03 info@arepoquality.eu Spoken languages: IT | EN | FR | ES

► External staff

EU projects consultant
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European policies

Part 2 | European policies

I. Vision for Agriculture and Food

On 19 February 2025 the European Commission (EC) published the Vision for Agriculture and Food. It was proposed as a priority initiative for the first 100 days of this Commission's mandate, led by Executive Vice-President Fitto and Commissioner for Agriculture Hansen, under the guidance of President von der Leyen.

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, but listing a series of forthcoming strategic or legislative texts that will clarify this aspect.

AREPO services prepared an analysis of the text to start identifying the role of GIs in the agriculture strategy of the new European Commission for the next five years, as well as to identify potential areas and initiatives where GIs might be relevant and find a place even if not explicitly mentioned in the communication published (Click here to read the analysis).

Under the priority "Connection" aiming to make rural areas more attractive by fostering fair living and working conditions in rural areas and valuing food, EC set **promoting further the uptake of geographical indications as a key action.** Even if no concrete actions or engagement are proposed, explicitly including GIs in the Vision reaffirms firstly their recognition as key tools for rural development as well as guarantees that GIs remain in the EU agenda for the next legislature.

Particularly, this **paves the way for the possibility of developing a EU Action Plan for geographical indications** (consult the following paragraph for further information).

Furthermore, GIs can support and be embedded in other core actions of the Vision, that AREPO started to closely monitor, such as the EU Promotion Policy, the On-farm Sustainability Compass (a voluntary benchmarking system for on-farm sustainability assessments, developed based on a bottom-up, participatory and 'customer-driven' approach), the review of the animal welfare legislation, the Generational Renewal Strategy and the revision of the legal framework on public procurement.

AREPO also participated in the conference on the Vision for Agriculture and Food held in Brussels on 8 May 2025.

II. EU quality policy

► The new GI Regulation and the path to an Action Plan

After **the entry into force of the Regulation (EU) 2024/1143 on 13 May 2024**, AREPO began a reflection process together with its partners EFOW and oriGIn EU, as well as in dialogue with the European Commission, to understand how to keep ensuring support and strategic guidance to the EU GI system.

For this reason, the three organisations started developing some proposals for a European GI Action Plan: a comprehensive set of non-legislative measures aimed at promoting GIs across the Union. Such a plan would serve to consolidate the achievements of the reform and support the development of the sector, to the benefit of both producers and consumers.

► The Brussels conference: a milestone moment

The conference on Geographical Indications held in Brussels on 25–26 June 2025 represented a key moment of collective reflection.

Conference on Geographical Indications, Brussels, June 2025
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Titled *"A Producers' Vision for the EU Action Plan on Geographical Indications & Launch of the GI SMART Community Platform"*, it aimed to contribute to shaping the EU Action Plan for GIs by bringing forward the practical challenges and expectations of GI producers.

Furthermore, the topics addressed were not only timely and relevant for producers, but also fully aligned with the research agenda of the **GI SMART** project.

► Key themes from the five panels

Structured around five thematic panels, the event offered a rich and multifaceted exploration of the current challenges and opportunities linked to GIs in Europe:

- **Panel 1 – "Why choose the GI path?"**

  Broadened the usual narrative surrounding GIs, which often centers on well-known products from Southern Europe, by bringing forward the voices of producers from less represented regions. By showcasing experiences from countries like the Netherlands, Czech Republic,

Romania, Belgium, and Finland, the discussion highlighted the diversity of motivations and impacts associated with GIs and the importance of reinforcing the GI system.

- **Panel 2 – "Challenges arising from the EU Regulations"**

  Shed light on the various challenges that GI producer groups face when implementing EU regulations, extending beyond the specific GI framework and rules. It explored how regulatory processes at the national and EU level could be made more practical and supportive for GI producers.

- **Panel 3 – "Economic challenges – building a competitive environment for GIs"**

  Provided an opportunity to discuss the economic challenges faced by GI producers and the strategies they use to remain competitive in evolving markets. Discussions covered key issues such as market tools, the constraints of EU competition law, the role of promotion, and the rising costs of protecting GIs in the digital age.

- **Panel 4 – "Social challenges – GIs and the rural fabric"**

  Addressed the social challenges faced by GI producers, highlighting how GIs serve not only as quality labels but as vital anchors for rural identity, cohesion, and generational renewal. Through diverse examples, from Jura's Vin Jaune and Tokaj's wine culture to Sardinian lamb and Irish whiskey, speakers underscored the importance of education, strong community governance, fair economic conditions, and cultural heritage in ensuring the long-term sustainability of GI systems across Europe.

- **Panel 5 – "Environmental challenges – promoting biodiversity and natural hab"**

  Explored concrete experiences demonstrating how GIs are evolving from individual farming practices into territorial models of certified sustainability. Discussions highlighted the role of GIs as tools for environmental governance, resilience, and cohesion, emphasizing the dynamic relationship between sustainability, biodiversity, and international competitiveness.

► Institutional voices and political perspectives

The conference also saw the participation of **Commissioner for Agriculture, Christophe Hansen,** and MEPs of the European Parliament Intergroup on Wine, Quality Food and Spirits, especially **MEP Eric Sargiacomo, co-chair, and MEPs Enikő Győri and Carlo Fidanza, vice-chairs**.

> *"We must boost GI uptake, increase visibility, and strengthen consumer trust. Rather than new reforms, the priority is to implement the existing Regulation within a strategic framework that supports producers and raises awareness among consumers."*
>
> *— Commissioner Christophe Hansen*

Commissioner Hansen stressed the need to boost GI uptake, especially in Member States with untapped potential, and noted that consumer recognition remains low. Rather than amending the recently adopted GI Regulation, he advocated for fully implementing it within a strategic framework aimed at increasing visibility, supporting producers, and raising consumer awareness.

The Commissioner's main proposals included:

- targeted promotion campaigns;

- the creation of an annual **EU GI Award**;
- stronger cooperation with supermarkets;
- exploring the use of GIs in **public procurement policies**, inspired by the organic sector;
- reinforcing GI protection through trade agreements;
- using platforms like the **GI SMART Community** to share best practices;
- **leveraging EU-funded innovation projects** to strengthen the credibility and sustainability of the GI system.

He concluded by reaffirming his personal and the Commission's commitment to working with stakeholders to ensure GIs continue to grow as a success story for Europe's agriculture and rural development.

In essence, the event demonstrated the practical relevance of ongoing research and confirmed the urgency of a shared European strategy to accompany the GI system into its next phase.

► AREPO's contribution and next steps

> *"This is the right moment to build a common strategy for the future of GIs. With the input of producers and regions, we can make sure that the Action Plan delivers concrete answers to real challenges."*
>
> *— Alessandro Beduschi, President of AREPO*

In his concluding remarks to the conference, the President of AREPO, **Alessandro Beduschi**, stressed the importance of capitalising on the momentum created by the 2024 reform and the launch of the new Vision for Agriculture and Food.

Looking ahead, he put forward a concrete proposal for **future action**:

- the launch of a **Europe-wide survey** to assess the early stages of implementation of the new GI Regulation.
- The results of this survey would help shape the upcoming European GI Action Plan, ensuring it reflects the real needs and experiences of stakeholders across the Union.

Mr Alessandro BEDUSCHI | AREPO President
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III. Promotion policy

AREPO regularly participates in the Civil Dialogue Group of DG AGRI on promotion, as well as in the **Infoday on the promotion programme** (click here to see the presentations of the 2025 virtual event), in order to update its members.

Moreover, every year AREPO updates and shares with members the descriptive note on promotion policy. Find here the **note on 2025 calls for proposal** presenting priorities and calls from the work programme of promotion policy for 2025.

In April 2025, AREPO presented its inputs for the 2026 Annual work programme, urging the Commission to continue defending this policy in a tangible manner, particularly by safeguarding its budget. In fact, despite including in the Vision for Agriculture and Food the priority of strengthening Promotion Policy, **the budget for the Annual Work Programme 2026 will see again a drastic reduction**: € 81 million will be allocated to SIMPLE programmes and €0 to the multi programmes and the EC own-initiatives, as last year, following the revision of the Multiannual Financial Framework (MFF) for 2025-2027, to support Ukraine.

Following the announce of the budget cuts to promotion, AREPO and other 17 European agri-food sector organisations sent a joint letter to the Agricultural Permanent Representatives to the European Union, to express their concerns and to ask for a sizeable budget allowing promotion policy to function properly.

In addition, AREPO contributed to the simplification of the implementation of promotion programmes. After consulting members actively involved in several promotion projects in the internal market and third countries, AREPO prepared a document with its feedback on the Implementing Regulation (EU) 2015/1831 and submitted it to the Unit in charge of Promotion policy.

IV. Common Agricultural Policy (CAP)

AREPO is a member of the DG AGRI Civil Dialogue Groupe on CAP strategic plans.

Following the **5 technical workshops** to assess needs in agriculture and gather input for the future CAP, organised between December 2023 and April 2024, discussions on CAP post-2027 kept going on within this CDG.

The focus was on the simplification of the CAP and the reduction of the administrative burden for farmers, as well as the first elements and orientations emerging regarding the next legislative framework for the CAP and the possible proposal of a Single Fund, intended to merge several existing funding instruments into one financial tool.

These initial discussions anticipated the official presentation by the European Commission of its legislative proposals for the future CAP and the creation of the Single Fund, which took place on 16 July 2025 (Click here to read the analysis realized by AREPO services).

This marked the beginning of a new phase of institutional negotiations and stakeholder engagement around the post-2027 CAP. AREPO remains fully committed to engaging in this process.

Strategic cooperation with EU institutions

Part 3 | Strategic cooperation with EU institutions

► European Commission

We have maintained good institutional relations with the European Commission, especially with **Mr Diego Canga Fano**, Director of DG AGRI, in charge of Dissemination, Research and Geographical Indications, and acting Deputy Director General. The Director regularly dialogues with our association, consulting us on specific ideas and proposals regarding policies and initiatives for the GI sector. He always welcomes our invitations to participate in meetings and events, as demonstrated by his participation in the meeting of our Executive Board, on 2 April 2025, and the Conference on Geographical Indications on 25-26 June 2025.

Furthermore, AREPO is regularly invited to high-level conferences of DG AGRI.

More importantly, we started building a constructive relationship with the new Commissioner for Agriculture, **Christophe Hansen**, who officially took office in December 2024. We have been developing relations with members of his cabinet and he participated in our conference on Geographical Indications in Brussels, on 25-26 June 2025.

➲ Civil Dialogue Groups of DG AGRI

With the new programming period of the Common Agricultural Policy, the DG AGRI renewed the structure of the Civil Dialogue Groups (CDGs). In the new system, **AREPO seats in the CDGs**:

- Quality and promotion
- Organic farming
- Rural development

In June 2023, we launched an internal call for experts to give AREPO members the possibility to follow these meetings. As a result, we drafted a list of regional experts and producers from 15 AREPO member Regions, setting up an alternating system in order to give everyone the possibility to intervene as experts in the discussion with DG AGRI and other stakeholders. There is also the possibility to follow the meetings as **observers**.

Our membership in the CDG on CAP strategic plans gave us direct access to the technical workshops organised by DG AGRI to discuss about **the future of the CAP**.

➲ CAP network

On October 2022, the European Commission launched the new EU CAP Network, merging the European network for rural development (ENRD) and the agricultural European Innovation Partnership (EIP-AGRI) network, into one single EU-level network.

As a member of the CDG on CAP strategic plans, AREPO is also a member of **the EU CAP network Assembly**. This gave us the possibility to appoint a representative in order to participate in two sub-groups, namely on CAP Strategic Plans implementation and Innovation and knowledge exchange.

Innovation and Knowledge Exchange (SoIKE): AREPO, through Mr. Giorgio Trentin (Veneto Region), actively participates in the SoIKE subgroup, which focuses on developing transnational and cross-border operational groups, fostering innovation in collaboration with universities and agricultural enterprises. The subgroup also serves to identify and indicate events, as well as a platform to set up interregional groups between different Member States. AREPO in this sense is an example of how this could be done. It is an option for the Commission to look favourably on this type of project, which brings together the political side and the producer side.

CAP Strategic Plans Implementation: Mr. Malone Rolland (Bretagne Region) represents AREPO in this subgroup, which focuses on identifying common challenges and opportunities for collaboration in the implementation of CAP National Strategic Plans. Discussions have included strategies to address the current agricultural crisis and opportunities for improving quality in agricultural practices.

➲ Civil Dialogue Groups of DG Trade

AREPO participated in the **Civil Society Dialogue of DG TRADE** to monitor the evolution of bilateral free trade agreements, with particular attention to the protection of GIs.

► European Parliament

The European Parliament reacts **positively** to our demands. AREPO has established solid working relationships with both newly elected and re-elected Members of the European Parliament (MEPs) sitting in the AGRI Committee, particularly with those who have demonstrated a strong interest in issues related to quality policy.

AREPO has also been actively involved in the reconstitution of the European Parliament's **Intergroup on Wine, Quality Food and Spirits** and it has started to participate in its meetings. Furthermore, **MEP**

Eric Sargiacomo, co-chair of the Intergroup, and MEPs Enikő Győri and Carlo Fidanza, vice-chairs, participated in the Conference on Geographical Indications co-organised by AREPO, EFOW and oriGIn EU in Brussels on 25-26 June 2025.

► European Committee of the Regions (CoR)

AREPO regularly contributes to the work of the NAT Commission of the European Committee of the Regions (CoR), offering its technical expertise on issues related to agricultural quality and geographical indications.

This ongoing collaboration reflects AREPO's recognised role as a key stakeholder in EU quality policy. By supporting the drafting of opinions, providing policy input, and facilitating dialogue with regional and sectoral actors, AREPO helps ensure that the voice of its member regions and GI producers is consistently represented in the CoR's institutional work.

► European Union Intellectual Property Office (EUIPO)

Despite defending the importance of maintaining the management of the EU GI system under the DG AGRI of the European Commission, AREPO has actively engaged in an **open dialogue** with EUIPO, with the aim to understand and discuss the competences that EUIPO has developed on GIs as well as its relation with DG AGRI.

AREPO participated in the International Conference on Geographical Indications (GIs) entitled "Safeguarding Heritage, Cultivating Future," held on January 28-29 2025, at the EUIPO headquarters in Alicante, Spain.

European projects

Part 4 | European projects

I. GI SMART | Horizon Europe

GI SMART is a four-year EU-funded research project (2024–2028) with a total budget of around **€3 million**. The project aims to strengthen the contribution of Geographical Indications (GIs) to the sustainable development of rural areas and to the objectives of the *Farm to Fork* strategy. It is coordinated by INRAE and involves 17 partners from 10 countries, including universities, NGOs, and organisations active in the GI sector.

GI SMART kick-off meeting in Paris, October 2024

AREPO has been allocated a budget of **€220,000** over the four years, fully financed under the lump sum scheme (meaning no co-funding is required from members). In October 2024, AREPO already received the first pre-financing instalment of **€54,174.91**, with the second instalment expected at the end of summer 2025. This funding will support AREPO's leadership role in communication, dissemination, exploitation and stakeholder engagement, in collaboration with Euromontana, as well as contributions to policy analysis on GIs at regional level.

► Main activities (January–June 2025)

- **Launch of the GI SMART Community Platform:** In the first semester, AREPO focused on setting up the Community Platform, which brings together stakeholders of the GI sector at both national and European level. The platform is structured on two levels:
  - **National Multi-Actor Platforms (MAPs)** (9 activated: France, Germany, Greece, Italy, Spain, Hungary, Portugal, Switzerland, UK), fostering national collaboration.
  - **EU MAP**, a European hub to address cross-border challenges and contribute to EU policy debates.

By June there were 191 registered members (151 in the EU MAP), showing significant progress towards the project's final target.

- **Creation of the GI SMART Team for Stakeholder Engagement:** AREPO coordinated the creation of a European team bringing together national MAP coordinators and partners such as Euromontana, EFOW and oriGIn. The team already held its first coordination meeting and launched a working group on participatory methods to ensure effective stakeholder involvement.
- **Tools and operational support:** To facilitate the work of national MAPs, AREPO and Euromontana developed and shared a set of operational tools: agenda and reporting templates, communication materials, and participatory resources (Miro, Mentimeter). An internal webinar was also organised to align MAP activities with the project's research lines.

- **First national MAP meetings:** Between May and June, the first national MAP meetings were held in Germany, Italy, the United Kingdom, Greece, and Spain, with AREPO actively participating and presenting the objectives and structure of the Community Platform.
- **European conference in Brussels (25–26 June 2025):** In collaboration with EFOW and oriGIn, AREPO organised the conference "A Producers' Vision for the EU Action Plan on Geographical Indications & Launch of the GI SMART Community Platform". The event gave a voice to European GI producers, contributed to shaping the EU Action Plan on GIs, and marked the official launch of the Community Platform.
- **Project coordination:** As work package leader, AREPO is part of the Executive Committee and participates in bi-monthly monitoring meetings to ensure the smooth progress of activities.

► Next steps

In the second semester of 2025, efforts will focus on consolidating the Community Platform, organising the second round of MAP meetings, and strengthening the project's contribution to the European debate on GI policy.

Budget at a glance

- **Total project budget**: ~€3,000,000
- **AREPO budget** (2024–2028): €220,000
- **EU funding**: 100% (no costs for members)
- **First pre-financing received (Oct 2024):** €54,174.91
- **Second pre-financing expected**: Summer 2025

Interreg
Sudoe
AGROSMART global
AREPO
5th edition of the
European event of
Quality and Origin products
In the framework of AGROSMARTglobal
March 30th, 2023
2.00 PM | 11.00 PM
Brussels
About us

Events

Part 5 | Events

I. AREPO events

➲ AREPO General Assembly in Brussels | Belgium, 25 June 2025

Mr Alessandro BEDUSCHI | President of AREPO introducing the General Assembly

AREPO's first General Assembly of 2025 was held in Brussels on 25 June 2025. This plenary meeting was organised in the premises of the Common House of Emilia-Romagna, Hessen, Nouvelle Aquitaine and Wielkopolska in Brussels.

The Assembly voted on key points, including the President's report, the 2024 financial accounts and the provisional 2025 accounts.

In the thematic part, there were updates on EU policies such as the Vision for Agriculture and Food, on the activities of the CAP network, a presentation from region Epirus and an update on the EU project GI SMART. Click here for the full report.

➲ GI Conference *"A Producers' Vision for the EU Action Plan on Geographical Indications & Launch of the GI SMART Community Platform"* | Brussels, 25-26 June 2025

In the framework of the GI SMART project, AREPO, EFOW, and oriGIn EU organised a conference to officially launch the GI SMART Community Platform and to provide GI producers with a platform to share experiences, challenges, and opportunities, ensuring their voices shape future research and policies.

A key aim of the conference was to contribute to shaping the EU Action Plan for GIs by bringing forward the practical challenges and expectations of GI producers.

The conference saw the participation of Commissioner for Agriculture, **Christophe Hansen**, and MEPs of the European Parliament Intergroup on Wine, Quality Food and Spirits, such as **MEP Eric Sargiacomo**, co-chair, and **MEPs Enikő Győri and Carlo Fidanza**, vice-chairs.

It explored the role of GIs as a successful tool for sustainable rural development and as an attractive, competitive model for farmers and producers. By showcasing the economic, cultural, and societal value of GIs, it emphasised why producers decide to embark on the GI path and the added value they bring to local communities and beyond.

Conference on Geographical Indications, Brussels, June 2025 | Commissioner Christophe Hansen
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II. Other events

- **International Conference on GIs, "Safeguarding Heritage, Cultivating Future"** | Alicante, 28-29 January 2025

AREPO participated in the conference co-organized by EUIPO and the European Commission. It gathered GI professionals, public authorities, journalists, and media from around the EU, providing a platform for networking and collaboration. The conference aimed to discuss the opportunities and challenges resulting from the Regulation on Agri GIs as well as the Regulation on Craft GIs. Read more here.

- **International Conference on GIs, "Worldwide Perspectives on Geographical Indications (GIs)"** | Rome, 18-21 February 2025

Jointly organized by the Italian Ministry of Agriculture, Food Sovereignty and Forestry (MASAF) and FAO, in collaboration with CIRAD, IPI, oriGIn, oriGIn Italia, and the Qualivita Foundation, the event brought together almost 400 participants from all around the world and from diverse sectors, including researchers, policymakers, producers, public actors and development experts.

Discussions centered on how GI systems can foster innovation to enhance sustainability across economic, social, environmental, and governance dimensions, while preserving traditional knowledge and practices.

GI SMART took center stage during the conference, with several project partners contributing to technical sessions by presenting the research progress and initial findings from the first months of the project.

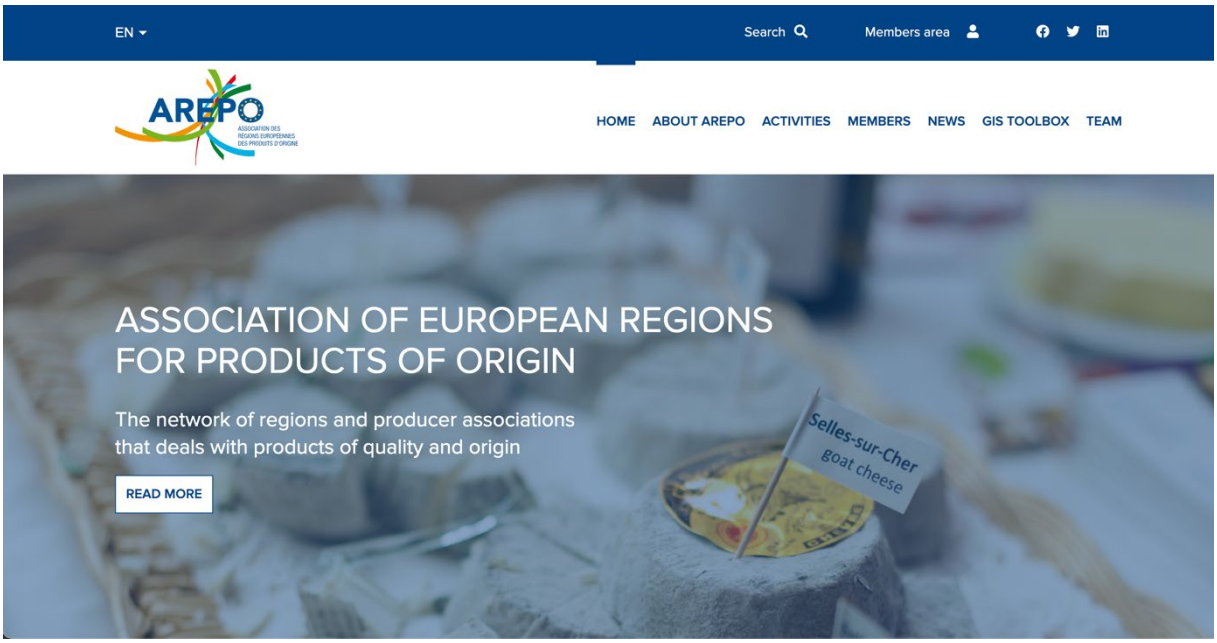
The conference also dedicated space to the role of public actors at local level, with several AREPO member regions (Bavaria, Epirus, and Tuscany) sharing their experiences in supporting producers both before registration and throughout the management of a GI product. Read more here.

Communication strategy

Part 6 | Communication strategy

AREPO constantly work to enhance the visibility and promotion of its initiatives and actions through a communication strategy thought to connect with and engage its members as well as a wider audience belonging to the agri-food sector. This communication effort involves a living **website** and an increased focus on active participation across **social media platforms**.

I. AREPO website



A new website was published in **April 2022**. A more catchy and dynamic graphic design for a more user-friendly site where members could stay up to date and find all the news concerning AREPO activities and the EU policies followed, as well as being able to share it on social networks.

We also created a section dedicated to a series of tools for GIs where you will find:

- AREPO **publications and studies;**
- **Bibliography** on studies on Geographical Indications and related issues;
- **Map on training offers of universities of our member regions**, providing courses entirely dedicated to geographical indications and quality schemes;
- **Existing databases related to GIs** and EU quality schemes.

II. AREPO social networks

AREPO social media promote the activities of the Association among its members and towards external audience. They give **priorities to news on GIs and EU quality policy**, as well as on EU agricultural policy and all related issues. These channels are also used to further **disseminate activities and key results of the EU projects** in which AREPO is involved as partner.

In general, we experience a good engagement rate on social media, considering that AREPO's actions generally target a very specific agri-food audience. Social media interactions typically involve other organizations and institutional accounts, particularly EU Institutions and Members of the European Parliament and the official accounts of our member regions.

Social networks		Find us	Followers
	Facebook	@arepoquality	748 followers and 713 likes
	Linked In	AREPO Quality	802 followers

AREPO Intermediate activity report 2025

January - June 2025

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