

## HIGHLIGHTS EVENT REPORT

6th European event European Event on Quality and Origin Products:

# FROM RESEARCH TO ACTION: GUIDING FUTURE EU POLICIES TO ENHANCE TERRITORIAL IMPACTS OF GEOGRAPHICAL INDICATIONS

BRUSSELS  
23 APRIL 2026



6<sup>th</sup> edition  
European event  
Quality and Origin

In collaboration with



## EXECUTIVE SUMMARY

The AREPO European Event on Quality and Origin Products returned for its sixth edition on 23 April 2026 at the Common House of Hessen, Emilia-Romagna, Nouvelle-Aquitaine and Wielkopolska. Organised by the **Association of European Regions for Products of Origin (AREPO)**, in collaboration with the Horizon Europe project **GI SMART**, the event also marked the third meeting of the GI SMART EU MAP, bringing together more than 300 participants, including EU institutions, regional authorities, GI producers, and EU agri-food stakeholders.

It featured two main moments:

- The high-level conference “*From research to action: guiding future EU policies to enhance territorial impacts of Geographical Indication*” structured around two roundtables moderated by **Ms. Juliane Schäfer** (Key Account Manager, Givaudan & sixth-generation winegrower, Weingut Klosterhof)
- The **tasting of GI products from 24 AREPO member regions.**

GI SMART is a 4-year research project that will provide evidence-based recommendations to strengthen the contribution of Geographical indications (GIs) to sustainable territorial development and the objectives of the EU Farm to Fork strategy.

To achieve this, GI SMART will develop tools and methodologies to foster the implementation of sustainability strategies by GIs producers, ensure their recognition by consumers, and formulate policy recommendations for a better design of GI policies.



## WELCOME ADDRESS

### Mr. Raffaele FITTO

*Executive Vice-president for Cohesion and Reforms, European Commission*



The conference opened with a video message from the Executive Vice-President for Cohesion and Reform of the European Commission, **Mr. Raffaele Fitto**.

[Click here to watch the full video](#)

In his opening remarks, he pointed out that Geographical Indications (GIs) reflect the richness and diversity of the European Union which, far from being a niche sector, constitute a historical and cultural resource deeply rooted in regional territories, traditions and producers' know-how.

Commissioner Fitto also stressed the significant economic value generated by GIs. By creating added value in rural areas, strengthening SMEs' employment, and fostering producers' competitiveness on global markets, they not only contribute to territorial development, but also help to position the EU as a global benchmark for quality, sustainability, and authenticity.

**He further reaffirmed the European Commission's (EC) strong commitment to supporting the GI sector.** Referring to the forthcoming Action Plan on GIs, he noted

that the College of Commissioners is working towards an ambitious vision for the future aimed at consolidating and building upon the positive results achieved so far.

Emphasising the importance of developing an effective strategy to strengthen both sustainability and competitiveness in this sector, he presented the GI SMART project as a brilliant example of the successful integration of policies, research, and innovation-driven instruments.

Mr Fitto concluded by reiterating that **GIs should not be regarded as a marginal component of EU policies. They embody a shared European identity, drive economic growth, and act as a bridge between regions, communities, and global markets.** He reaffirmed the EC's commitment to reinforcing and promoting the GIs' heritage across Europe and worldwide.

### Mr. Alessandro BEDUSCHI

*President of AREPO and Regional Minister for Agriculture, Food Sovereignty and Forestry of Lombardy.*

Mr. Alessandro Beduschi inaugurated the conference by highlighting the indissoluble link between GI products, the territories they come from, and the long-lasting expertise associated with them.

He stressed the need to defend and promote GIs as a territorial development policy, particularly capable of generating economic value, strengthening regional cohesion, preserving cultural heritage, contributing to environmental, social, and governance sustainability.

**President Beduschi presented the conference as a crucial occasion for connecting scientific evidence to policy discussions and further unlocking the untapped territorial potential of GIs.** In this regard, he recalled the pivotal insights provided by the GI SMART project partners, whose findings offer a solid basis for

collective reflection on future policy priorities and possible actions for the sector.

He then focused on **key actions to be taken at EU level** to enhance the role of GIs. He stressed, in particular, the necessity to invest more in knowledge and promotion in order to boost GIs' visibility and ensure better communication with consumers.

In addition, he warned against growing commercial pressures that risk weakening the value and distinctiveness of GIs. On this point, he added that a shared approach aimed at valorising their economic, cultural, and territorial potential at the international level will be crucial.

Moreover, he stressed the need of ensuring coordination between European policies affecting GIs, including the Common Agricultural Policy (CAP), cohesion policy, tourism, trade, and public procurement frameworks.



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**Lastly, he highlighted the importance of research and innovation for the future of GIs. Projects such as GI SMART demonstrate that investing in knowledge generation is key.** In this regard, the ongoing reflection on the EC's priorities in the field of agricultural research and innovation could represent a key opportunity to further integrate GIs into these policies' frameworks.

He concluded by reaffirming AREPO's commitment to supporting both EU institutions and regional authorities throughout the decision-making process related to GIs.

## ROUND TABLE 1:

### From sustainability practices to consumer perceptions

**Dr. Matthew GORTON**

*Professor of Marketing, Newcastle University*

The first roundtable was introduced by a scientific presentation from the GI SMART project, delivered by Dr. Matthew Gorton. He outlined the project's work on identifying sustainable practices and enhancing consumer communication regarding GIs.

**He explained the project's aim to map sustainable practices across GI systems in order to identify potential approaches for addressing common challenges faced by the sector.** As part of this work, GI systems have been clustered according to their scale and territorial context, leading to the identification of seven different sustainability typologies. These typologies highlight that sustainability challenges and communication needs vary considerably among GI systems, confirming that "one size

does not fit all” when addressing sustainability within the sector.

Within this framework, the project has developed a broad library of sustainable practices through consultations with multiple sources. In total, 459 practices were identified and grouped into four dimensions of sustainability: environmental, economic, social, and governance.

Examples include the reduction or elimination of pesticide use, circular energy schemes based on farm waste, initiatives to reduce food miles, and actions aimed at protecting artisanship and traditional craftsmanship. However, Dr. Gorton also stressed the strong fragmentation and diversity that characterise these practices: while some are formally included in product specifications, others remain voluntary initiatives, making it difficult to generalise what constitutes a “sustainable GI”.

He further presented the ongoing consultation process with around 50 GIs across 21 countries, aimed at identifying barriers and solutions encountered by GI producers in their sustainability pathways. In parallel, the project is conducting 16 in-depth case studies, the results of which will contribute to the development of a practical guide for producers.

He also pointed out the **‘World Café’ initiative**, organised by the consortium and aimed at fostering dialogue between producers and consumers, bridging the communication gaps between them. Pilot World Cafés have already been organised in France, the United Kingdom, Italy, and

Hungary, with additional sessions planned in the same countries as well as in Portugal.

As Dr. Gorton illustrated, the findings of these discussions suggest that consumers have limited familiarity with GIs. Even in countries with a long-standing GI tradition, such as France, participants reported feeling lost in a “jungle of labels”. He used the example of the **“curse of knowledge”**<sup>1</sup> to explain how GI stakeholders may overestimate consumers’ understanding of the schemes and of concepts such as short food supply chains or sustainability labels.



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To illustrate this point, Dr. Gorton replicated during his presentation the well-known *tapping test* experiment conducted by Elizabeth Newton (1990). In the experiment, he asked two volunteers selected from the audience to tap the rhythm of a well-known song while the rest of the audience had to guess the melody. The “tappers” were convinced that listeners would easily recognise the song, yet the actual success rate was extremely low. Those who already knew the melody could “hear it in their heads” and struggled to imagine what it was

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<sup>1</sup> The “curse of knowledge” is a cognitive bias whereby individuals who possess specific knowledge or expertise struggle to imagine how people without that knowledge perceive or understand a subject. In the context of GIs, this may lead stakeholders to overestimate

consumers’ familiarity with GI labels and schemes. See: Heath, C., & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*; Newton, E. (1990). *The Rocky Road from Actions to Intentions*, Stanford University.

like not to possess the same mental framework.

In the context of GIs, the risk is therefore to develop communication strategies that are overly technical or institutional, focusing on how the schemes function (PDO vs PGI, product specifications, governance structures, etc.) rather than on the concrete and immediately perceivable benefits for consumers.

In light of this, he stressed that improving communication on the benefits associated with GIs and promoting the GI logo more effectively, without relying excessively on technical explanations, could represent one of the most effective strategies for strengthening consumer awareness and understanding.

Rather than attempting to educate consumers on the institutional complexity of PDO and PGI systems, communication efforts should focus on the practical value and authenticity conveyed by GI products. He also noted the importance of increasing the visibility of GI labels in supermarket environments, where authenticity messages are often overshadowed by price-driven communication. In this context, the project is also experimenting with innovative approaches, including **gamification initiatives** designed to attract consumers' attention to GI logos and labels.

- The first roundtable focused on the **challenges and opportunities related to the promotion of Geographical Indication**, with particular attention to consumer awareness, sustainability communication, and the role of public authorities and producer organisations in strengthening the visibility and credibility of GI schemes. Discussions highlighted the need for more

targeted communication strategies capable of addressing the diversity of consumers and market contexts across Europe.

**Mr. Luigi Tozzi** (Deputy Director of SAFE; GISMART partner) opened the roundtable by pointing out that consumers' awareness varies across markets. While countries such as Italy and France benefit from a long-standing GI culture, consumers in other markets may be less familiar with GI schemes and more exposed to confusion caused by the multiplication of origin-related claims and labels used by retailers and brands.



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In this regard, he stressed that although consumers are increasingly interested in the origin of products, emerging and diverse consumer groups require the development of **more targeted education and communication strategies**. He therefore called for a broader reflection involving distributors and brands in order to improve the visibility and understanding of GIs.

**Ms. Cristina Rueda Catry**, (Head of Unit F.1 External Communication and promotion policy, DG AGRI, European Commission) reaffirmed that the promotion of GIs remains a key element and a prominent objective of EU policies. However, she noted that the Eurobarometer data show a low level of recognition of GI logos among consumers, with only 18% of EU citizens being able to recognise the PDO logo. In her view, these

figures demonstrate the need for more ambitious action and effective promotional efforts.

**She stressed the importance of continuous and demand-driven promotion programmes.**

She also explained that the European Commission has **consistently prioritised GI promotion within its annual work programmes**, including through the pre-allocation of resources for topics such as quality schemes and organic production. Over the past decade, more than 260 GI-related promotion projects have been co-financed, both within the EU and in third-country markets.



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She added that **quality policy should be closely aligned with trade and export policies**, both to protect producers' interests in the international market and to help them unlock new market opportunities. Ms. Rueda Catry also described **simplification** as an overall EC objective, which could particularly benefit producers and farmers in better understanding EU financing opportunities. At the same time, she recalled the strategic role played by regions and sectoral stakeholders in promoting these opportunities and assisting programme beneficiaries throughout the implementation process.

The debate also explored the relationship between GIs and sustainability, particularly

the challenge of communicating sustainability-related benefits to consumers.



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**Ms. Katerina Zografou** (Vice Governor of the Regional Unit of Halkidiki, Region of Central Macedonia) emphasised that sustainability practices are embedded in GIs' production processes, yet remain extremely fragmented and still largely unrecognised by consumers. In her view, this highlights a key challenge for the GI sector: gaining consumers' trust through efficient communication strategies.

**She also presented the regional efforts to connect GIs with tourism, gastronomy, and scientific research, notably through partnerships with chefs, retailers, universities and international promotional events.** These initiatives seek to bring consumers closer to producers and products while reaching audiences beyond traditional agricultural fairs and specialised markets.

Representing producers' perspective, **Mr. Klaus Hoffman** (Bayerisches Bier PGI, Münchener Bier PGI and Oktoberfestbier PGI) underlined that sustainability must be

understood across its three dimensions – environmental, social, and economic. In this regard, he pointed out that the environmental dimension is not always easy to communicate across GIs, while **the social dimension often resonates more directly with consumers, particularly given the function of quality schemes in supporting local employment, family businesses, and export competitiveness.**



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In his view, credibility depends on establishing a clear and coherent link between production methods, origin, reputation, and sustainability practices. He also warned against the risk that excessive complexity in sustainability communication may ultimately weaken consumers' understanding of GIs.

The importance of adapting communication strategies to different consumer groups was further emphasised by **Ms. Julia De Castro** (Project Manager, CNAOL) who presented the experience of CNAOL, the French association representing 51 PDO dairy products. She explained that CNAOL has conducted collective promotional campaigns around PDO dairy products and the European PDO logo for more than twenty years, with the support of both producers and EU promotion programmes. **Their primary target is the 25-40 age group, whose level of trust in GI logos remains comparatively lower than that of older generations.** She explained that CNAOL

relies on communication channels tailored to this target audience, alongside a wider range of methods, including partnerships with chef and influencers, as well as on-the-ground activities.

She also stressed that beyond certification and origin, communication around GI products **must continue to emphasise sensory qualities such as taste**, which remains one of the primary purchasing criteria for consumers.

The discussion also addressed the financial and structural barriers faced by smaller producers in accessing EU promotion programmes. Participants highlighted that, despite the high EU co-financing rates available under promotion schemes, the remaining financial contribution and administrative requirements may still constitute a significant burden for small producers and producer groups. In this regard, speakers emphasised the importance of regional support structures, sectoral organisations, and cooperation among experienced beneficiaries in facilitating access to promotional opportunities and ensuring broader participation in EU programmes.



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## ROUND TABLE 2:

## Public policies supporting territorial development through Geographical Indications: lessons learnt and future strategies

**Dr. Armelle Mazé**

*Senior Researcher in Economics, INRAE, lead partner of GI SMART*

Dr. Armelle Mazé opened the second panel's discussion by setting the policy and research framework of the debate. **She presented the GI SMART's preliminary results demonstrating how existing datasets and analytical tools can inform policy-making and improve consumer information regarding GIs.**

She outlined the project's aim of **developing a standardised, replicable, and evidence-based methodology for measuring the sustainability performance of GIs at the NUTS3<sup>2</sup> territorial level.** The methodology focuses on identifying reliable social, economic, and environmental indicators based on existing comparable European and national data.

For example, the NUTS3 Sustainability MAP for Italy developed within the project was built through the selection of indicators ensuring measurability, sufficient territorial coverage, and policy relevance. Within this framework, farms were grouped into two categories – GI and conventional systems – in order to compare their respective

sustainability performances and better assess the territorial impact of GI production models.

The harmonisation of both the methodology and datasets at European level could ultimately contribute to the establishment of an observatory able to capture territorial variables related to sustainable development and smart specialisation in agriculture and agro-industries, while correlating them with the presence and incidence of GIs. However, Dr. Mazé pointed out that Eurostat currently reports most SDG indicators mainly at NUTS0<sup>3</sup>, while the lack of information at the NUTS3 level significantly restricts the choice of indicators. For this reason, the creation of a comprehensive European observatory on GI sustainability remains a long-term goal rather than an immediate one.

On another level, the project is also **comparing national strategies and institutional frameworks governing GIs across EU Member States with the aim of identifying best practices and supporting the development of a more coherent European approach.**

To better understand the role of public policies in fostering more sustainable GI outcomes, the project is undertaking three main strands of analysis.

First, **the mapping of GI institutional ecosystems across EU countries.** In this regard, Dr. Mazé particularly stressed the centrality of regionalisation in relation to GIs. The analysis examines how administrative structures and governance systems enable regional and local authorities to capitalise on economies of scale through territorial proximity.

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<sup>2</sup> NUTS 3 refers to the third level of the EU's Nomenclature of Territorial Units for Statistics (NUTS), used by Eurostat for regional statistical analysis.

<sup>3</sup> NUTS 0 refers to the national level in the EU's Nomenclature of Territorial Units for Statistics (NUTS), corresponding to individual Member States.

Second, **the identification of current institutional and legal obstacles, as well as possible levers for action to support a stronger integration of sustainability dimensions within GI schemes.** In particular, this work focuses on the regulatory and economic implications linked to the implementation of the Regulation (EU) 2024/1143 and on the role of CAP instruments in supporting GIs and enhancing their visibility.

Third, the project aims **to deepen the understanding of the implementation of EU policy instruments at national and regional level,** notably the first pillar of the CAP, the European Agricultural Fund for Rural Development (EAFRD), the Common Market Organisation (CMO), and the European Maritime, Fisheries and Aquaculture Fund (EMFAF). In this context, particular attention is devoted to the EAFRD and its contribution to supporting GI development through the analysis of national strategic plans.

This comparative analysis has already highlighted significant differences among EU countries regarding the nature of competent authorities, the expertise mobilised throughout the administrative procedures, and the governance systems involved in the GI registration process.

Regarding the dynamics of new GI registration at European level, Dr. Mazé noted that Europe records a relatively stable flow of approximately 30 to 40 new registrations per year. This trend is particularly visible in sectors such as soft drinks, dairy products, vegetables, and fruits. While France, Italy, and Spain remain among the leading countries, notable developments are also emerging in Greece, Portugal, and Sweden.



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In conclusion, **the presentation looked ahead to how these preliminary findings could contribute to reinforcing the link between GI sustainability outcomes and territorial development.** In the context of the CAP post-2027 and its integration into the National and Regional Partnership Plans (NRPPs), Dr. Mazé stressed that the role of regions in defining local priorities will be essential. More broadly, she underlined that regional and local knowledge can support policy implementation, while generational renewal, economies of scale, and more effective communication and information strategies – particularly regarding GI logos and their meaning – will be equally essential to reinforce the long-term sustainability and visibility of GIs.

- The second roundtable focused on **how policies at EU, national, and regional level can effectively support GIs and enhance their**

**territorial impact**, notably in view of the upcoming EU Action Plan on GIs and the CAP post-2027. Discussions underscored the value of GIs in supporting regional development and boosting local economies, while safeguarding cultural and social heritage. Panellists thus agreed on the need to adopt adequate public policies to reinforce GIs' resilience against standardisation, strengthen their protection at international level, and preserve authenticity.

**Mr. João Onofre** (Head of Unit F.3 on Geographical Indications, DG AGRI, European Commission) drew attention to the strong economic value of GIs and confirmed **the Commission's commitment to delivering an Action Plan by 2027**.

However, he made clear that the plan will rely on existing tools, notably the CAP and research and promotion policies, **with no additional budget foreseen for its implementation**. He then shifted the focus to international trade, pointing out the growing success of GIs outside the EU. Given the impact of trade agreements with third countries on GIs, he reaffirmed that the protection of European products must be effectively implemented.



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**Ms. Temanuata Girard** (Treasurer of AREPO, and Vice-President for Agriculture and Food of Centre-Val de Loire) stressed the relevance of **maintaining strong attention on regional attractiveness** as a central strategy for preserving high standards and historical traditions. In her view, the appeal of territories, local expertise, and close cooperation with producers contribute to fostering the geographical link between regions and GIs. She also underlined that the sustainability dimension, although not always recognised by consumers, remain among the regions' main assets, as it contributes to the vitality and resilience of rural territories.



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**Mr. Alessio Mammi** (Regional Minister for Agriculture and Agri-food and Relations with the EU of Emilia-Romagna) underscored that GIs represent a major asset for the EU, as well as an irreplaceable social value, and a significant economic and cultural heritage.

He stressed that GIs are particularly valuable for mountain and rural areas, where they contribute to stabilising local populations, attracting investment, and safeguarding cultural heritage.

In this regard, he emphasised the importance of strengthening the support for rural territories and younger generations through targeted financial measures and incentives designed to facilitate access to investment opportunities and enhance producers' competitiveness.



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In order to protect this heritage, and the capacity of GIs to resist the risk of conformism and concentration, EU regulation is fundamental. For this reason, **he advocated for strong rural development policies, an adequate CAP, and an ambitious Action Plan to preserve food diversity and the cultural heritage associated with GIs.**

support producers, particularly in relation to market access and the retail sector.

**Mr. Charles Deparis** (President of oriGIn EU and raw milk producer for “Pont-l’Évêque” PDO and “Camembert de Normandie” PDO) underlined that, although many GIs still do not fully exploit their potential, economic sustainability remains an insufficiently developed dimension within the sector. In his view, **reforming the current regulatory framework is essential to preserve authenticity, avoid excessive standardisation, and further develop tourism and food traditions linked to GI products.** Moreover, he stressed the importance of strengthening protection in international markets and ensuring that the CAP takes greater account of the environmental impact of its measures on biodiversity.



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**Mr. Francesco Paolicelli** (Regional Minister for Agriculture and Rural Development of Puglia) **stressed the strategic role of tourism in promoting GI products and boosting regional economies.** In this regard, he noted that, in particular, agriculture accounts approximately for 6% of Puglia's GDP and tourism for around 15%, with much of this driven by agri-food, wine, and olive oil tourism. However, he observed that rising prices and increasingly demanding consumers are creating new challenges for producers. To address this, he called for an action plan able to better



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## CONCLUDING REMARKS

### Mr. César SALDAÑA

*Vice-president of AREPO for the College of Producers' Representatives and President of CADO*

Mr. César Saldaña delivered the concluding remarks, highlighting the value of the conference in bridging the gap between scientific research and public policy

frameworks. He stressed that the day's discussion clearly demonstrated how GIs generate concrete and measurable results, particularly through sustainable mechanisms embedded in their production systems. In this regard, he recalled that these mechanisms are deeply rooted in territories, which also explains why GIs are inherently non-relocatable and closely tied to local identities, know-how, and cultural heritage.



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He noted that, despite their strong potential, GIs have developed unevenly across the EU and therefore require more coherent public policies. **Given their relevance across agricultural supply chains, he called for a more innovative, swift, and integrated approach, one capable of simplifying existing instruments and ensuring a more effective inclusion of GIs within EU policy tools.**

In particular, he underlined the importance of ensuring that GIs are properly taken into

account in public procurement procedures and large-scale projects, where their added value can be further recognised and leveraged.

He further called on the EC to remain vigilant, particularly in relation to international trade agreements with third countries. In his view, while such agreements can open important market opportunities, they may also fail to fully safeguard the specific characteristics of GIs and may therefore place increasing pressure on the system.

For this reason, he stressed that international agreements should explicitly recognise the role of regions in the governance and promotion of GIs and contribute to consolidating the EU system of GI protection, rather than weakening it.

He concluded by reaffirming that the experience and results of the GI SMART project clearly illustrate these dynamics and provide valuable evidence to support a more effective integration of GIs into future policy developments at European level.

### Mr. Carlo FIDANZA

*Vice-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament*

Mr. Carlo Fidanza delivered his final remarks via video message.



He stressed the strategic importance of GIs as a competitive asset for Europe in an

increasingly globalised economy. He emphasised the role of GI protection in international trade agreements, highlighting its contribution to strengthening the global position of European quality products and ensuring effective protection of EU denominations in foreign markets. **He also recalled the importance of maintaining strong support for producers and rural communities, which remain essential to preserving the quality and reputation of GI products.** He concluded by presenting GIs as a strategic tool combining economic competitiveness with the promotion of European values and traditions.

### Mr. Benoit CASSART

*Member of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament*



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Mr. Benoit Cassart focused on the broader territorial and societal benefits generated by GIs. **He described them as a form of European soft power capable of fostering cooperation among stakeholders, reinforcing local supply chains and supporting more sustainable production models.** He also highlighted the contribution of GI products to strategic autonomy and the resilience of rural areas, owing to their strong territorial anchoring. Finally, he underlined their growing importance for tourism and regional attractiveness, particularly through gastronomic tourism, which strengthens the visibility and identity of European regions.



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### Mr. Herbert DORFMANN

*Member of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament*

**Mr. Herbert Dorfmann reaffirmed the European Parliament's broad political support for GIs and the relevance of involving regions in their development.** He underlined that GIs play a key role in enabling farmers to participate more actively in the value chain, thereby strengthening their position within the agri-food system, where they often represent the most vulnerable link.

Referring to the ongoing CAP debate, he stressed the need for policies that support active farmers and production-based models, in which GIs play a particularly important role. He also emphasised the challenges faced by many small-scale producers and the need for investment, innovation and generational renewal to

ensure the long-term sustainability of GI systems.

## THE GI SAMPLING

The conference concluded with the tasting of quality products from 24 AREPO member regions.

**The tasting attracted strong participation from institutional representatives and stakeholders, offering a direct moment of exchange with producers and showcasing the diversity of GI products across Europe.**

By bringing together a wide range of regional specialities, it provided a concrete illustration of the themes addressed throughout the conference and further reinforced its core message: that Geographical Indications go beyond a quality label, embodying a living expression of regional diversity, cultural heritage, and sustainable development, and standing as a key pillar of Europe's agri-food future.



# MORE INFORMATION

[www.gismart.eu](http://www.gismart.eu)

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