

AREPO

Association of European Regions for Products of Origin

AREPO 1st Virtual General Assembly of 2026

Tuesday, 24 March 2026

The GA will start at 12:00





EU legislative updates in the wine sector

Daniela Ida ZANDONÀ

European Federation of Origin Wines (EFOW)



BREAK

11:00 - 12:00

AREPO General Assembly Agenda



Statutory part | 12:00 - 13:15

- ▶ **Presentation of the agenda** | Laurent GOMEZ
- ▶ **Welcome speech by AREPO President** | Alessandro BEDUSCHI
- ▶ **Annual activity report of the Presidency** | Alessandro BEDUSCHI
- ▶ **Intervention by AREPO Vice-presidency** | César Saldaña
- ▶ **Financial report for 2025 and provisional budget for 2026** | Temanuata GIRARD and Laurent GOMEZ
- ▶ **Reminder on the contribution 2026** | Laurent GOMEZ



AREPO General Assembly Agenda



Thematic part | 13:15 – 14:00

- ▶ **Update on AREPO main policy priorities and activities** | Francesca ALAMPI
- ▶ **Update on GI SMART** | Giulia SCAGLIONI
- ▶ **Upcoming events** | Francesca ALAMPI and Giulia SCAGLIONI
- ▶ AOB



Conclusion | 14:00



STATUTORY PART

12:00 - 13:15



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 2025 and provisional budget for 2026

Temanuata GIRARD | **AREPO Treasurer**

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

Laurent GOMEZ | **AREPO Secretary General**

AREPO General Assembly

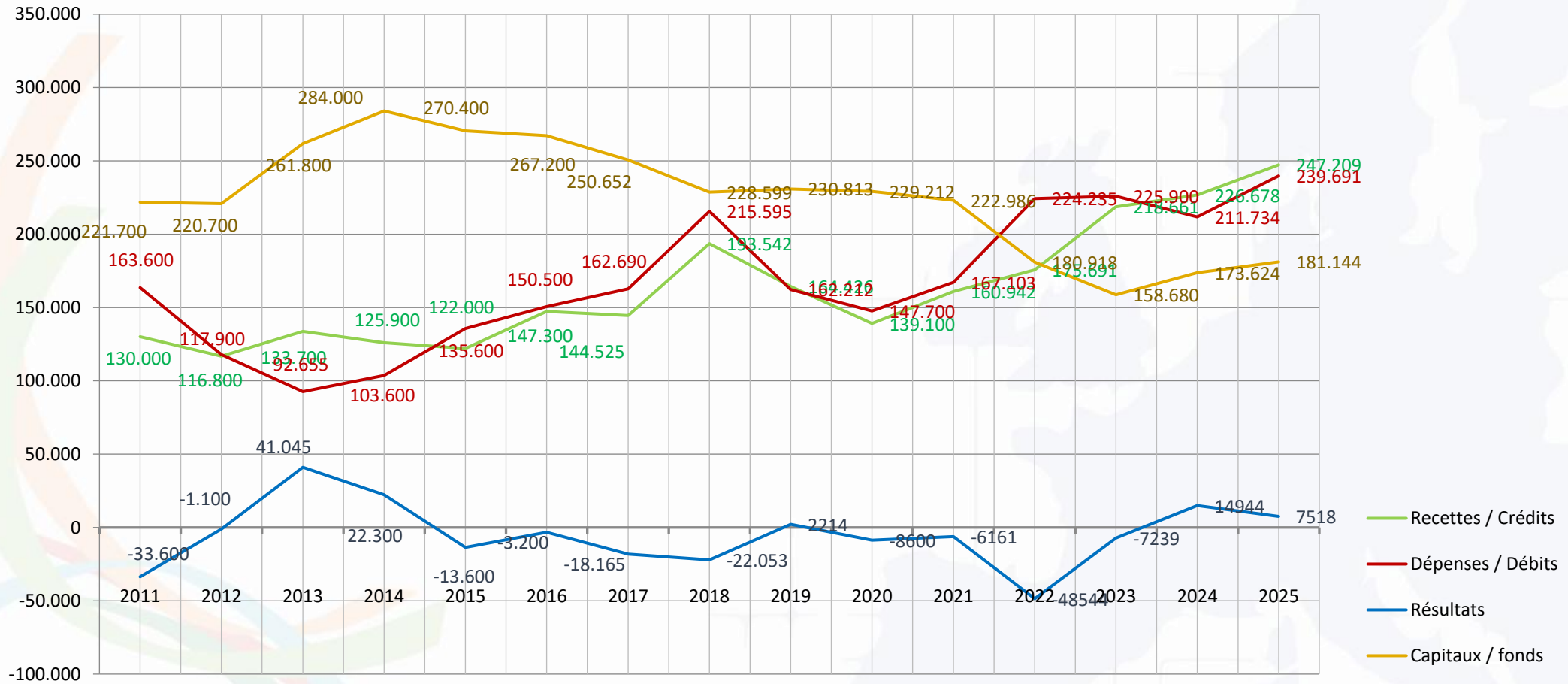
Financial report for 2025



Dépenses par poste	Réalisé 2020 € TTC	Réalisé 2021 € TTC	Réalisé 2022 € TTC	Réalisé 2023 € TTC	Réalisé 2024 € TTC	Réalisé 2025 € TTC	Prévu 2026 € TTC	Remarques 2025-2026
Contrat Giulia et Francesca : salaires, charges, logement, TR, Mutuelle...	73700	69.994	88.824	104.822	112.293	118.629	120.000	2025 augmentation 220e FA et 70e GS
Stage	2900	0	0	0	0	0	0	
Consulting	38400	36.537	37.514	37290	30.797	35.089	35.100	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	13.578	13.500	
Avion, train, hôtels, restauration, km pour membres	5000	4.511	8.651	5.419	4.120	6.983	7.000	
2 Réunions plénières dont interprètes, traiteur, bus...	12600	31.121	52.221	51.218	42.174	44.986	51.000	2026 : 1 AG en Ligne, 1 AG en Lombardie, 1 event avril, 1 réunion mai, 1 workshop juin
Tél., internet, fournitures, publicité, publications, locations...	3900	6.589	5.957	5.704	4.232	6.453	6.500	
Commissaire aux comptes, comptable, assurances, contrôleurs, Partena	6600	4.207	5.870	12.240	8.431	9.104	9.000	
Autres charges de gestion courantes	800	5.674	1.185	763	0	3560	3.000	
Frais bancaires	100	144	161	310	375	490	500	
Charges exceptionnelles	0	120	7778	0	0	819	800	
Total	147700*	167.103	224.235	225.900	211734	239.691	246.400	*COVID
Ressources	Réalisé 2020 TTC	Réalisé 2021 € TTC	Réalisé 2022 € TTC	Réalisé 2023 € TTC	Réalisé 2024 € TTC	Réalisé 2025 € TTC	Prévu 2026 € TTC	Remarques 2025-2026
Cotisations des Régions membres 4500 €/an	130500	135.000	135.000	135.000	187.000	188.000	188.000	Cotisation à 6 000e
Revenus des produits financiers	3700	1.069	1.246	2.866	2.386	2.142	2.400	
Projet Agrosmart Global --> GI SMART	4440	24.094	29.937	69.891	36972	44.092	56.000	24 000e déjà reçus mais non utilisés
Projet Moving						12.747	0	Dernier versement en 2025
Autres produits de gestion courante (cotisations sociales...)	0	687	0	554	320	0	0	
Produits exceptionnels	0	93	0	10.350	0	0	0	
Autres produits dont Com UE et autres remboursements	460	0	9.508	0	0	228	0	
Total	139100	160.942	175.691	218.661	226.678	247.209	246.400	
Résultat		-6.161	-48.544	-7.239	14944	7.518	0	
Capital disponible (total fonds propres)	220.623	214.462	165.918	158.680	173.624	181.144	181.144	
Parts sociales Banques Crédit agricole			15.000	15.000	15.855	16.275	16.775	



AREPO General Assembly Financial report for 2025





VOTE
on the financial report for 2025



VOTE
on the provisional budget for 2026



Reminder on the contribution 2026

Laurent GOMEZ | AREPO Secretary General



The 2026 contribution **was approved** at the last General Assembly



THEMATIC PART

EU Policy update and future AREPO activities

13:15 - 14:00



EU Promotion Policy

Francesca ALAMPI | AREPO Policy Officer

The EU Promotion Policy helps EU agri-food sector's professionals to finance information and promotion campaigns.

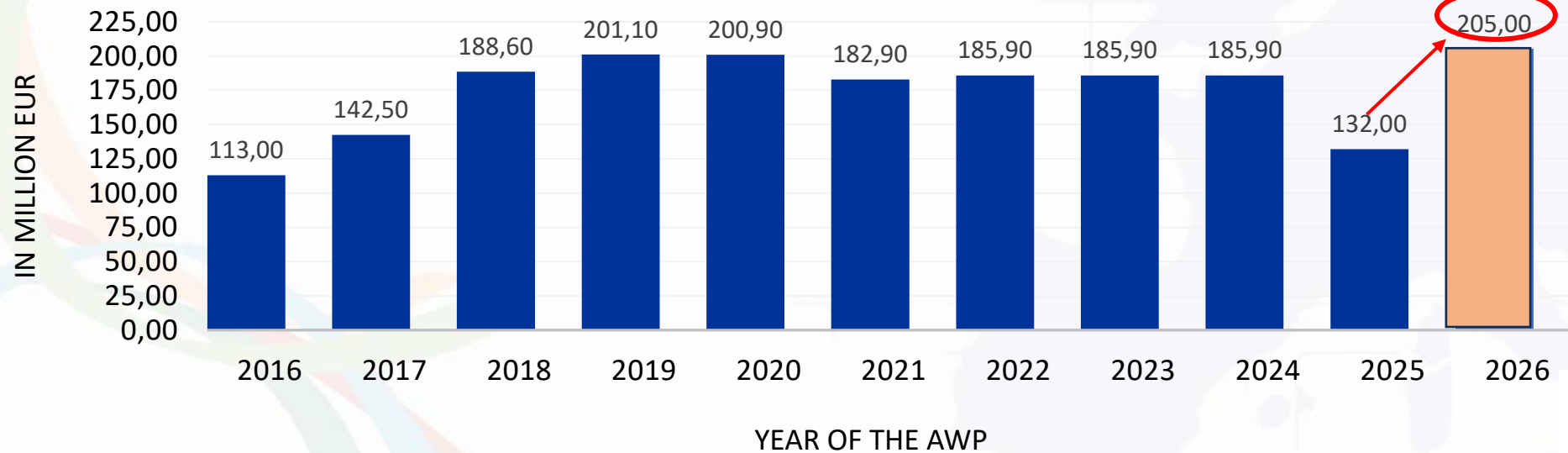
Under the slogan *'Enjoy, it's from Europe'*, it aims to help the sector's professionals break into international markets and make consumers more aware of the efforts made by European farmers to provide quality products.

The **Annual work programme** adapts each year the basic framework to the needs of sector taking into account market opportunities and changing priorities. Defined with the involvement of the stakeholders and Member States:

- It sets out the priorities, including the allocation of resources;
- It defines the eligibility, exclusion, selection and award criteria to be applied.

2026 AWP adopted on 15 December 2025

Total budget of the annual work programmes (AWPs)



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2026 Budget Simple Programmes



SIMPLE PROGRAMMES [million EUR]	AWP 2025	AWP 2026 (draft)	AWP 2026
	92	92	100
Simple programmes in the Internal market	39.1	39.1	42.7
AGRIP-SIMPLE-2026-IM-CHARACTERISTICS	5	5	5.5
AGRIP-SIMPLE-2026-IM-EU-QUALITY SCHEMES	9	12	13.1
AGRIP-SIMPLE-2026-IM-FRESH-FRUIT AND VEGETABLES	9.1	9.1	9.9
AGRIP-SIMPLE-2026-IM-ORGANIC	10	7	7.6
AGRIP-SIMPLE-2026-IM-SUSTAINABLE	6	6	6.6
Simple programmes in Third Countries	47.9	47.9	52.3
AGRIP-SIMPLE-2026-TC-AMERICAS	9.3	42.9	46.8
AGRIP-SIMPLE-2026-TC-ASIA	16.3		
AGRIP-SIMPLE-2026-TC-OTHERS	17.3		
AGRIP-SIMPLE-2026-TC-ORG-SUST	5	5	5.5
Market disturbance/additional call for proposals	5	5	5



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2026 Budget Multi Programmes



MULTI PROGRAMMES [million EUR]	2025 AWP	AWP 2026
	40	60
Multi programmes in the internal market	19.5	37
AGRIP-MULTI-2026-IM	3.1	7
AGRIP-MULTI-2026-IM-FRESH-FRUIT AND VEGETABLES	3.6	5.7
AGRIP-MULTI-2026-IM-ORGANIC	5.4	10.6
AGRIP-MULTI-2026-IM-SUSTAINABLE	7.4	13.7
Multi programmes in third countries	15.5	18
AGRIP-MULTI-2026-TC-ALL	12.5	15
AGRIP-MULTI-2026-TC-ORGANIC OR SUSTAINABLE	3	3
Market disturbance/additional call for proposals	5	5



€45 million for European Commission's own initiatives:

€10 million for high-level missions of Commissioner Hansen with business delegations to third countries, promotion and information campaigns in third countries, EU participation in major international agri-food trade fairs, and the development of market entry handbooks for exporters.

Buy European Food Campaign

€35 million will be dedicated to a new campaign promoting European food and the farmers societies as a key part of our society and social fabric, as announced by President von der Leyen in her [State of the Union address](#).

The campaign is designed to raise awareness and foster a sense of pride among EU consumers in the high quality of domestically produced EU agri-food products, as part of the European way of life. It will run across all 27 EU Member States.



Update on the proposal for the new Multiannual Financial Framework and the CAP

Francesca ALAMPI | AREPO policy officer

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Multiannual Financial Framework



Council: An **agreement before the end of 2026** would allow for the **adoption of legislative acts in 2027**, which is necessary to ensure that EU funding reaches beneficiaries without interruption in January 2028.

European Parliament: joint responsibility of the BUDG, AGRI and REGI committees. The rapporteurs, in charge of leading EP work on the proposal, are Karlo Ressler (EPP, Croatia - BUDG), Andrey Novakov (EPP, Bulgaria - REGI) and Elsi Katainen (Renew, Finland - AGRI).

An interinstitutional agreement on MFF is expected by the end of 2026 to allow the beginning of EU funding as of 1 January 2028.

Own-initiative report (INI)

- ▶ **Rapporteur:** Carmen Crespo Díaz (EPP, Spain)
- ▶ Adopted by the European Parliament during the September 2025 plenary.

Key messages from the report

- ▶ The CAP should remain a distinct EU policy with its own legal and institutional framework;
- ▶ The CAP budget should remain autonomous and increased, indexed to inflation;
- ▶ The Parliament rejects the integration of CAP funds into a single EU fund with other policies;
- ▶ Maintain a strong two-pillar structure, with an independent second pillar for rural development;
- ▶ Strengthen direct income support for all active farmers, regardless of farm size;
- ▶ Increase support for family farms, young farmers, women farmers and farms in areas with natural constraints;
- ▶ Maintain voluntary eco-schemes and simplify CAP implementation.

Committees involved

- **AGRI** – lead committee
- **ENVI** – opinion
- **REGI** – opinion



- Kick-off discussions between political groups: **25 February 2026**
- Work on the report expected to start **May 2026**

Rapporteur (AGRI Committee)

Norbert Lins (EPP)

Shadow rapporteurs

- Dario Nardella (S&D)
- Barry Cowen (Renew)
- Thomas Waitz (Greens/EFA)
- Luke Ming Flanagan (The Left)
- Carlo Fidanza (ECR)
- Raffaele Stancanelli (Pfe)
- Ivan David (ENS)

Key legislative milestones

12 June 2026
Draft report

July 2026
ENVI and
REGI
opinions

**December
2026**
AGRI
Committee
vote

7 July 2026
Deadline for
amendments

**Beginning of
September
2026**
Consideration
of
amendments

**January
2027**
Plenary
vote

Advocacy window: May – September 2026



The Safe Hearts Plan

Francesca ALAMPI | AREPO policy officer

AREPO General Assembly

The Safe Hearts Plan



EC Communication Published on 16 December 2025.

It is a strategic EU response to cardiovascular diseases (CVDs), built around:

◆ **Three pillars**

- **Prevention** (lifestyle, diet, tobacco, alcohol, vaccination, environmental factors)
- **Early detection and screening** (health checks, risk prediction tools, EU protocol on screening)
- **Treatment and care**, including rehabilitation and personalised medicine

◆ **Three cross-cutting themes**

- Digital innovation and AI
- Research and knowledge
- Tackling inequalities

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The Safe Hearts Plan



Strong focus on prevention

The Plan stresses that up to 80% of cardiovascular diseases are preventable, yet prevention accounts for a small share of health expenditure.

Main prevention measures include:

- **Promotion of healthier diets** (fruit and vegetables, reduced sugar, fat, salt)
- **Possible action on “ultra-processed foods” and food reformulation**
- Food taxation (e.g. sugar-sweetened beverages, high fat/salt foods)
- Review of the EU school scheme for fruit, vegetables and milk
- Revision of tobacco legislation and taxation
- Measures on alcohol consumption
- Vaccination as a cardiovascular prevention tool
- A flagship programme (“EU cares for your heart”) will support Member States in developing or strengthening national cardiovascular health plans

Possible action on “ultra-processed foods” and food reformulation

The Commission has launched a **study** on the impact of the consumption of so-called “ultra-processed foods”.

- ✓ **Flagship initiative: empowering consumers through information on food processing in the EU**

The Commission will work towards **a new comprehensive food processing assessment system**, looking into portions, frequency of intake and role in the diet, to empower consumers with transparent, accessible, science-based digital information on food processing, with the aim to ultimately encourage shifts towards healthier diets.

Potential implications for Geographical Indications

No direct mention to GIs in the text, but it reshapes the policy environment for food and health narratives.

Opportunities for GIs:

- **Alignment with healthy dietary patterns:** GI products can position themselves as part of healthy, culturally rooted diets.
- **Public procurement and institutional food:** Opportunity to position GI products as quality, traceable and sustainable options.
- **Link with EU food policy:** References to Vision for Agriculture and Food allows for rural development and health objectives to be aligned + Growing recognition of sustainable food systems and territorial food models.
- **Debate on ultra-processed foods** creates space to promote traditional processing and artisanal production
- **Comprehensive food processing assessment system:** this system could reward minimally processed, origin-based foods if designed appropriately.

Potential implications for Geographical Indications

No direct mention to GIs in the text, but it reshapes the policy environment for food and health narratives.

Risks for GIs:

- **Nutrient-based policy approaches:** sole focus on salt, fat, sugar reduction -> **Risk of simplistic and overly reductionist classification of foods** -> some GI products (cheese, cured meats, traditional processed products) could be negatively framed
- **“Ultra-processed foods” narrative:** possible confusion between **industrial** ultra-processing and **traditional** transformation methods (e.g. curing, fermentation, ageing). **Processed ≠ Unhealthy.**
- **Fiscal measures:** Expansion of **health taxes on food products** (e.g. sugar or fat taxes)
- **Reformulation pressure:** Reformulation may conflict with **PDO/PGI product specifications**

- ✓ Engage early in health–food policy debates;
- ✓ Health policies should focus on dietary patterns, not isolated nutrients;
- ✓ Actions on improving the food environment should take due account of the specificity and value of Geographical Indications, ensuring that measures intended to address unhealthy food environments do not inadvertently undermine products that are rooted in tradition, low levels of processing and responsible consumption patterns -> **HOW? Which messages should we support in the next steps? GIs exemption/exclusion from these measures?**
- ✓ Promote GIs as part of healthy and sustainable diets (many of them are consumed in moderation as part of traditional diets);
- ✓ GIs deliver broader public goods -> These contributions are fully aligned with the EU's objectives on sustainability, social cohesion and resilient food systems;
- ✓ Advocate for differentiation between industrial ultra-processed products and traditional origin-based foods;
- ✓ Traditional GI products cannot be reformulated: it would alter their identity and undermine the GI system.
- ✓ Public procurement and food policies should support origin-based quality products.

- **EP SANT draft own-initiative report** (non-legislative) on an EU strategy for combating cardiovascular diseases, by MEP Romana Jerković (S&D, Croatia).
- It sets out the Parliament's initial political position on prevention, early detection and long-term management of cardiovascular diseases, with a strong focus on the food environment and commercial determinants of health.
- The draft report does not explicitly target GIs, nor specific products categories.
- **Point 15** calls for binding EU measures to improve the food environment, **including mandatory front-of-pack nutrition labelling, legally binding reformulation targets for salt, sugar and saturated fats, and restrictions on the marketing of unhealthy foods.**
- Although non-legislative, this position could set an important political precedent ahead of future EU initiatives.
- **AREPO letter to SANT Members** to highlight the specificity and value of EU GIs and to underline the potential unintended impacts that a uniform approach could have on GI products.



Update on GISMART

Giulia SCAGLIONI | AREPO policy officer



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

Objective: strengthen the contribution of Geographical Indications to sustainable food systems & smart territorial development

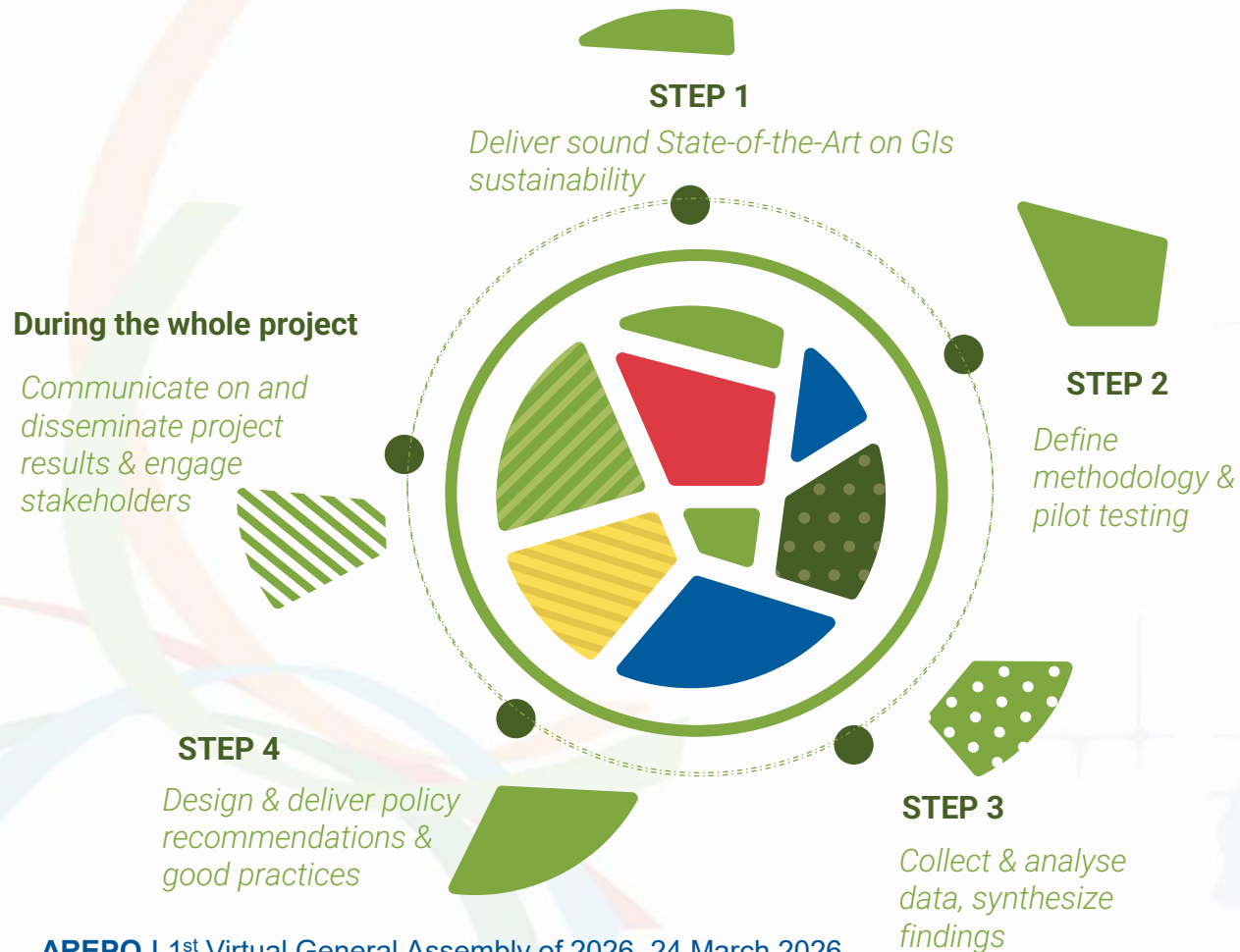
AREPO leads communication, dissemination, exploitation and stakeholder engagement

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 September 2025**
- ▶ **Payment for Period 1** in the second half 2026

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

AREPO General Assembly

AREPO stakeholder engagement



GIS SMART



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
- ▷ **Reached 200 registrations by the end of 2025**

Indicator	Target	Progress at M18	Comment
National MAP launched	7 national MAPs + EU)	<input checked="" type="checkbox"/> 9 national MAPs + EU MAP	Exceeded target
# registered stakeholders national MAPs	≥20	High (>40) : IT, ES, UK Medium (>20) : FR, PT Low (>20) : CH, HU, DE, GR	Outreach reinforcement planned
# registered stakeholders EU MAP	≥200	<input checked="" type="checkbox"/> 271	Target reached
Stakeholder diversity in EU MAP	At least 5 types represented	<input checked="" type="checkbox"/> ≥7 types represented	Broad mix confirmed
Gender balance in EU MAP	At least 25% women	<input checked="" type="checkbox"/> ~48% women	Exceeded target
Age diversity in EU MAP	≥30% under 50	<input checked="" type="checkbox"/> ~46% under 50	Exceeded target

AREPO General Assembly

AREPO stakeholder engagement



GISMART



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

AREPO General Assembly

A very positive first evaluation



GISMART



👉 **Strong recognition of AREPO's work by CE and reviewers**

🤝 AREPO's work was assessed as:

- ✓ **Well-structured and professional**
- ✓ **Broad and diversified C&D and exploitation**
- ✓ Fully aligned with a complex EU project

All planned activities have been:

- ✓ **Successfully implemented**

Key tools highly appreciated:

- **Community Platform**
- project website
- social media presence

AREPO General Assembly

Next EU MAP activities (2026-2027)




GISMART




**April 23rd, 2026 -
Bruxelles**

 **AREPO
European Event** on
origin and quality
products
→ *Focus on GI
SMART's first results*


**June 25th, 2026 -
Bruxelles**

 **Workshop on GI
producer groups**
Exchange on
national recognition
systems


Autumn 2026

 **1st Webinar for
regional actors**
(October 2026)

**First semester
2027**

 **2nd Webinar for
regional actors**
(March 2027)

 **Stakeholder
workshops**
(with oriGIn &
EFOW)

 **Online training**
on communicating
on GI and
sustainability

AREPO General Assembly

Survey on GIs Sustainability Perceptions



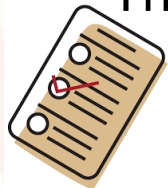
GISMART



Objective: to collect how stakeholders **perceive** the sustainability of the GI (economic, social, environmental, and governance dimensions).

Target stakeholder: **GI producer groups**; **Control body**, **Regional/ National policy officers**, **Consumer and Citizen Association**, **Farmer Unions and Producer Associations**

The questionnaire includes **5 sections**:



- **13 questions** on economic aspects
- **10 questions** on social aspects
- **6 questions** on socio-cultural aspects
- **10 questions** on environmental aspects
- **10 questions** on governance

Technical Specifications:

- 🕒 Estimated time: **~30 minutes**
- ! All questions are **mandatory**
- 📊 Likert scale from 1 to 7
- 🌐 using the EU-Survey platform: [LINK](#)
- 🌍 Base language: English and translated into the national language

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Survey on GIs Sustainability Perceptions



GISMART



GI Producer Groups

→ **1 questionnaire per GI product**
(reflecting the sustainability of each GI system)

Control Bodies

→ Ideally **1 questionnaire per certified GI product**
(if responsible for multiple GIs)

Regional Administrations

→ **1 questionnaire per GI product category**
(e.g. wine, cheese, meat, fruit & vegetables)

👉 *Your support is essential to ensure a representative participation across regions*



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!



Information on the planning of upcoming AREPO events

Francesca ALAMPI | AREPO policy officer

AREPO General Assembly

AREPO Promotional Event in Brussels



23 April 2026, Brussels

Common House of Hessen, Emilia-Romagna, Nouvelle-Aquitaine and Wielkopolska,
Rue Montoyer 21

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, CAP post 2027

AREPO General Assembly

2026 | 6th AREPO EU event: Conference's structure



“From research to action: guiding future EU Policies to enhance territorial impacts of Geographical Indications”

2.00 - 2.30 PM | **REGISTRATION AND WELCOME COFFEE**

2.30 - 2.40 PM | **WELCOME ADDRESS**

Mr. Alessandro BEDUSCHI, President of AREPO and Regional Minister for Agriculture, Food Sovereignty and Forestry of Lombardia

2.40 - 4.10 PM | **1ST ROUND TABLE: “From sustainability practices to consumer perceptions”**

2.40 - 3.05 PM | **OPENING PRESENTATIONS**

Scientific perspective from GI SMART project, **Dr. Matthew GORTON**, Professor of Marketing, Newcastle University

3.05 - 4.10 PM | **ROUND TABLE**

Moderator: Ms. Juliane SCHAFER, Key Account Manager, Givaudan & 6th-generation winegrower, Weingut Klosterhof

Mr. Luigi TOZZI, Deputy Director of SAFE

Ms. Cristina RUEDA CATRY, Head of Unit F.1 External communication and promotion policy, DG AGRI, European Commission

Regional minister from AREPO member regions

GI producer group from AREPO member regions

Ms. Julia DE CASTRO, Project Manager, CNAOL

Question & answers

4.10 - 4.40 PM | **COFFEE BREAK**

“From research to action: guiding future EU Policies to enhance territorial impacts of Geographical Indications”

4.40 - 6.00 PM | **2ND ROUND TABLE:** “Public policies supporting territorial development through Geographical Indications: lessons learnt and future strategies”

4.40 - 4.55 PM | **OPENING PRESENTATION**

Scientific perspective from GI SMART project, **Dr. Armelle MAZÉ**, Senior Researcher in Economics, INRAE

4.55 - 6.00 PM | **ROUND TABLE**

Moderator: Ms. Juliane SCHAFFER, Key Account Manager, Givaudan & 6th-generation winegrower, Weingut Klosterhof

Ms. Carmen CRESPO DÍAZ, MEP and rapporteur on the future of agriculture and the post-2027 CAP, European Parliament(tbc)

Mr. João ONOFRE, Head of Unit F.3 on Geographical Indications, DG AGRI, European Commission

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

Mr. Alessio MAMMI, Regional minister for Agriculture and Agri-Food and Relations with the EU of Emilia-Romagna

Mr. Charles DEPARIS, President of oriGIn EU and raw milk producer for PDO Pont L'Evêque et PDO Camembert de Normandie

Question & answers

AREPO General Assembly

2026 | 6th AREPO EU event: Conference's structure



“From research to action: guiding future EU Policies to enhance territorial impacts of Geographical Indications”

6.00 - 6.30 PM | **CONCLUSIONS & INAUGURATION OF THE GI SAMPLING**

Mr. César SALDAÑA, Vice president of AREPO for the College of Producers' Representatives and President of CADO

Ms. Esther HERRANZ GARCÍA, Co-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament(tbc)

Mr. Carlo FIDANZA, Vice-Chair of the Intergroup on Wine, Quality Foodstuffs and Spirits, MEP, European Parliament(tbc)

Mr. Raffaele FITTO, Executive Vicepresident for Cohesion and Reforms, European Commission(tbc)

7.00 - 10.30 PM | **GI SAMPLING**

24 Regions participating in the tasting

France	Italy	Greece	Spain	Germany
Auvergne-Rhône-Alpes	Emilia-Romagna	Épiros	Andalucía	Baden-Württemberg
Bourgogne-Franche-Comté	Liguria	Kentrikí Makedonía	Castilla y León	Bayern
Bretagne	Lombardia	Kríti	Catalunya	
Centre-Val de Loire	Piemonte	Thessalía		
Corse	Puglia			
Nouvelle-Aquitaine	Toscana			
Occitanie	Valle d'Aosta			
	Veneto			

AREPO:

- has defined the plan with the table setting;
- is preparing the communication material for the tables (one fiche for each Region with map, logo and list of products);
- has prepared the document on Logistic Information **(please, read it carefully. All necessary information are in this document)**
- **Online Logistic Meeting, 7 April at 09:30**
- Will circulate a **document for volunteers helping in the smooth running of several parts** of the event, e.g. with participants registration, distributing headphones, setting up the room at the end of the conference.

Member Regions:

- **To receive the products at your Brussels' office;**
- Bring your products to the event venue according to the specific timeslot assigned;
- **The set-up of the table**, following the instructions sent in **the document on Logistic Information**;
- Assure **the presence of at least one person at the table** to present the products during the whole evening;
- **One or two people participating in the common task force** to help guaranteeing the smooth running of several parts of the event, e.g. with participants registration, distributing headphones, setting up the room at the end of the conference.



11-14 May 2026, Milan

Pilot for the travelling event promoting Geographical Indications launched by President Beduschi during the AREPO General Assembly in Barcelona.

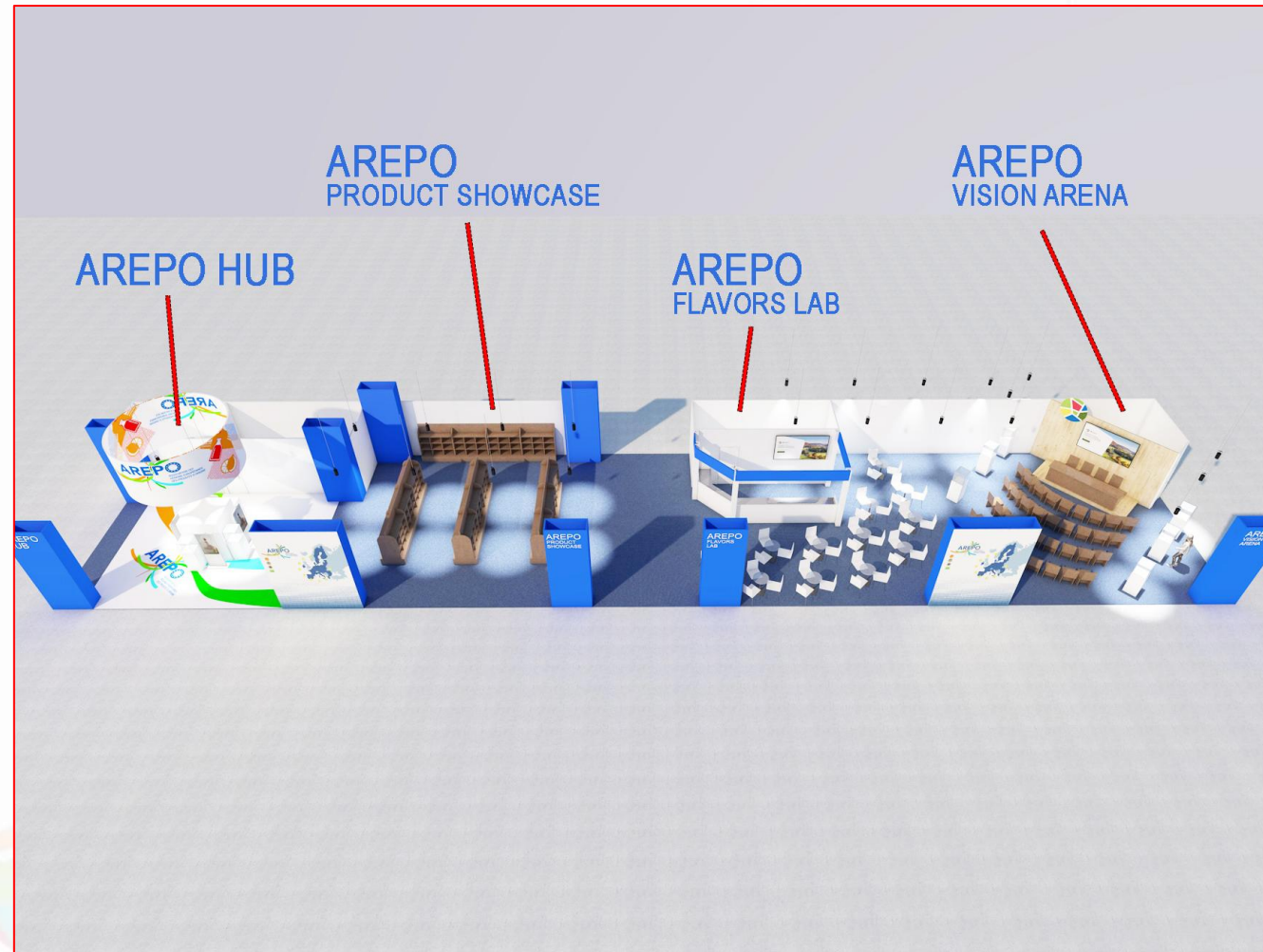
Objectives:

- To raise awareness and provide information about Geographical Indications among buyers, and above all consumers, bringing them closer to these products.
- Create a space of reflections, shared with other partners organizations (e.g. oriGIn), to start discussing about the GI Action Plan

Structure and available space:

- An **exhibition area** where **AREPO regions** are invited to showcase and promote their products, territories and Geographical Indications;
- A **tasting area** featuring show-cooking events aimed at highlighting the products presented;
- **An arena for institutional conferences;**
- The **main costs will be covered by the Lombardy Region**, with a small contribution requested to the regions wishing to have a more structured exhibition space.

AREPO General Assembly TuttoFood Milano



AREPO General Assembly

Meeting on Regional Public Quality Schemes



20-21 May 2026, Bilbao

Objectives:

- To launch a shared reflection on how to ensure a coherent coexistence between GIs and regional public quality schemes, highlighting their complementarities and avoiding potential overlaps.
- To assess the possibility of establishing, within AREPO, a dedicated working group to further explore the topic and identify possible orientations and proposals to support such coexistence.

Organisation:

- **20 May, around lunchtime, technical visits:** to illustrate, through concrete examples, the context surrounding the debate and the different possible pathways for product valorisation.
- **21 May, morning, technical meeting among AREPO members:** a structured exchange of experiences, tools, and perspectives for cooperation.

GI workshop “From Recognition to Value: Strengthening GI Producers Groups Across the EU”



25 June 2026, Brussels

European Committee of the Regions – Room JD 51

Rue Belliard 99–101

Co-organised by AREPO, EFOW, oriGIn EU, in the framework of the Horizon Europe GI SMART project - **4th meeting of the GI SMART EU MAP.**

Morning – Policy and governance framework

- Presentation of the Committee of the Regions study on how local and regional authorities support GI development;
- Exchange with Members of the European Parliament active in the Intergroup “Wine, Spirits and Quality Foodstuff”.

Morning – National recognition systems

- Sharing of experiences with Member State administrations on national systems for recognising GI producer groups.

Afternoon – Producers’ perspectives and practical experience

- Interactive roundtables with GI producer groups from the wine and food sectors;
- Concrete approaches to creating value, regulating production potential and preserving the benefits generated by GIs.



15-16 October 2026, Mantova (Lombardia)

Organisation:

- **14 October:** arrival of participants
- **15 October:** General Assembly + visits + official dinner
- **16 October:** technical visits

The slide features a light blue background with a faint world map. Several thick, colorful ribbons in shades of orange, green, blue, and red are draped across the top and right sides. A large, dark blue rounded rectangle is centered on the slide, containing the text 'AOB' in white.

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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