



Quality Schemes in Bavaria

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Plant Markets

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Agenda

- Introduction
- GI system in Bavaria
- Voluntary quality schemes
- Conclusions

Agriculture in Bavaria

- 13.2 million inhabitants
- 70,542 km²
- Agricultural area: 3.1 million ha
- 81,000 farmers (> 5 ha)
- average size of farms 37.8 ha
- > 1,300 companies crafters in the food sector
- Turnover of the agrifood sector: 168 million €

Consumer demands

Important **aspects** for consumers when buying food:

Taste	93 %
Seasonal vegetables and fruits	79 %
Animal keeping/ welfare	77 %
Regional products	77 %
Discount offers	74 %
Fair trade	71 %
Organic production	70 %

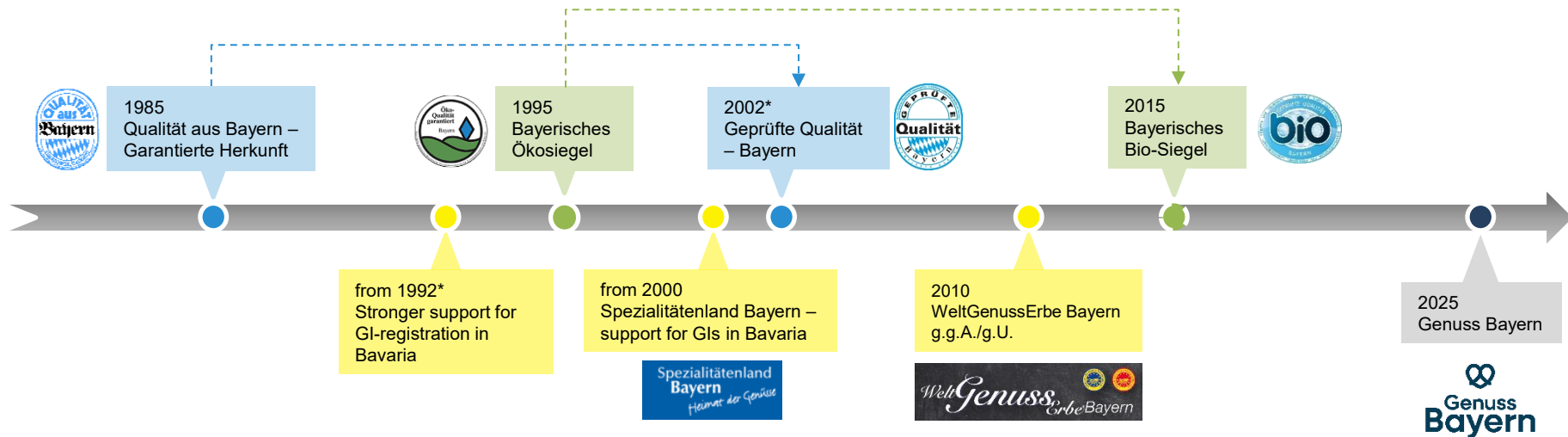


Most **relevant products**:

Vegetables and fruit	83 %
Eggs	83 %
Bread and bakery	80 %
Meat and sausages	71 %
Milk and milk products	64 %

Source: Forsa/BMLEH Ernährungsreport 2025

Quality schemes in Bavaria – history



* new EU-frameworks

Quality schemes in Bavaria – strategies

	GI products, PGI/ PGO  	Quality schemes, regional labels  
Core aspects	specificity (recipe, variety, terroir, typical production)	quality and origin of raw materials and processing
Mainly used for	outside the region	inside the region
Objectives	protection and recognition	creating value chains, market access
Meeting consumer demand for	special products	indication of origin and regional products
Applies to	specific products („originals“)	variety of products („basket“)

Geographical indications in Bavaria



- 54 geographical indications
 - ▶ 34 agricultural products
 - ▶ 12 spirits
 - ▶ 8 wines
- Examples:
 - ▶ Bavarian Beer, Allgäuer Emmentaler (Cheese), Bavarian Pretzel, Nuremberg Sausage, Nuremberg Gingerbread, Franconian Wine, Franconian Plum Brandy
- activities:
 - ▶ Marketing
 - ▶ Supporting producer groups (e.g. registration)
- Further information: www.weltgenusserbe.bayern



Activities in marketing for GIs



Foto: Schacht/ StMELF



Foto: Pia Regnet/ StMELF



A VALUABLE HERITAGE CAN ALSO LOOK LIKE THIS

An important label of culinary heritage worthy of protection: "protected geographical indication" so that the Bayerische Breze remains as it has tasted for around 180 years.

TO THE SPECIALTIES

www.weltgenusserbe.bayern

Gutes aus der Region

Kennst du diese Siegel?

Europaweit sind etwa 3.400 Lebensmittel, Weine und Spirituosen beim EU-Herkunftsschutz registriert. Diese beiden Qualitätssiegel stehen für klare, transparente Qualitäts- und Herkunftsstandards, die von einem staatlich geprüften Kontrollsystem überwacht werden. Dadurch wird aus jedem einzelnen der über 50 bayerischen Produkte eine unverwechselbare Spezialität.

Ausgewählte bayerische Originale findest du in deinem REWE Markt.

Bist du neugierig auf die bayerischen Originale und ihre charakteristischen Besonderheiten geworden? www.weltgenusserbe.bayern

Bedienungstheke Bayerisches Rindfleisch Aktion 1,11 Rinder-Suppenfleisch* mit Knochen, je 100 g	BROT & MEHR Bayerische Breze Aktion 0,29 GÖB Laugenbreze* je St.	 Schwäbische Spätzle Eierspätzle Aktion 1,79 Settelle Eierspätzle versch. Sorten, je 500-g-BTL (1 kg = 3,58)
 Schlitter's Nürnberger Rostbratwurst* versch. Sorten, je 200-g (1 kg = 12,45)	 Schamel Bayerischer Meerrettich Alpenchutney je 135-g-Glas (1 kg = 11,04) oder Bayerischer Meerrettich scharf-würzig je 145-g-Glas (1 kg = 10,28) Aktion 1,49	 Franken Wein Frisch & Fruchtig versch. Sorten, je 0,75-l-Fl.-Kasten (1 l = 3,99) Aktion 2,99
 Nürnberger Rostbratwürste Aktion 2,49	 Oktoberfestbier Hofbrau Oktoberfestbier je 20 x 0,5-l-Fl.-Kasten (1 l = 1,45) zzgl. 3,10 Pfand Aktion 14,49	 Bayerisches Bier Maximator Maxl Helles je 20 x 0,5-l-Fl.-Kasten (1 l = 1,40) zzgl. 3,10 Pfand Aktion 15,99

*Nicht in allen Märkten erhältlich.
*Diese Artikel sind nicht ständig im Sortiment. In fast allen Märkten erhältlich. Abbildung beispielhaft. *Nur in Märkten mit Backstation.

© REWE

Bavarian quality schemes



Geprüfte Qualität – Bayern
Tested quality – Bavaria

since 2002
(previous label: 1985)

www.gq-bayern.de



Bayerisches Bio-Siegel
Bavarian bio-label

since 2015
(previous label: 1995)

www.biosiegel.bayern

Requirements



- Controlled **quality** and **origin** across all stages of production: primary production, processing, manufacturing, packaging, retailing
- Mandatory **quality** requirements in process- and product-quality, e.g. health and hygiene, animal welfare
- Requirements on **origin**:
 - ▶ raw materials: 100% from the labelled origin (region)
 - ▶ Processed mono-products: 100% from the region
 - ▶ Processed composed products: minimum share of ingredients from the region, declared regional ingredients 100 % from the region



Structure

- Owner: Free State of Bavaria
- 28 **product categories** with specific quality requirements, e.g. beef, pork, eggs, potatoes, vegetables, grain/flour/bread
- **Control system** in 3 stages:
 - ▶ Self monitoring
 - ▶ Certification by certification bodies according to ISO 17065
 - ▶ State supervision and accreditation of certification bodies
- **Control interval**: 1 to 3 years on site, additional risk-based controls

Aims of quality schemes



- Improving **market access** for farmers and small producers to the quality systems of retailers
- Strengthening the **position of farmers** in the market
- Improving short **value chains** and support consumption of regional products
- Meeting the **consumers' demand** for quality and regional products
- Improving **transparency** for consumers with secured labelling of origin
- Supporting **food supply** sovereignty





Relevance of Geprüfte Qualität – Bayern

- 12,000 farmers
- 480 processing, manufacturing, packing and retail entities (users of the label)
- 2,900 food retail outlets
- 55 % of cattle slaughtered in Bavaria
and 60 % of pigs slaughtered in Bavaria come from the programme



Marketing activities



Regional statt egal

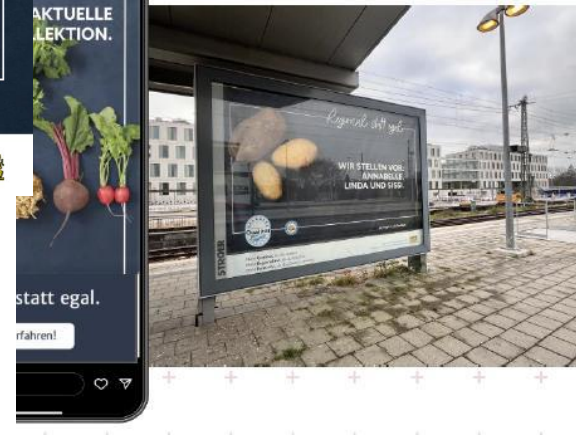
**DAS EINZIGE
BAYERISCHE
PRODUKT, DAS
EINGEFLOGEN
WIRD.**

**GERÜCKT
Qualität
BAYERN**

Mehr **Qualität**, als du denkst.
Mehr **Regionalität**, als du glaubst.
Mehr **Kontrolle**, als das Gesetz verlangt.

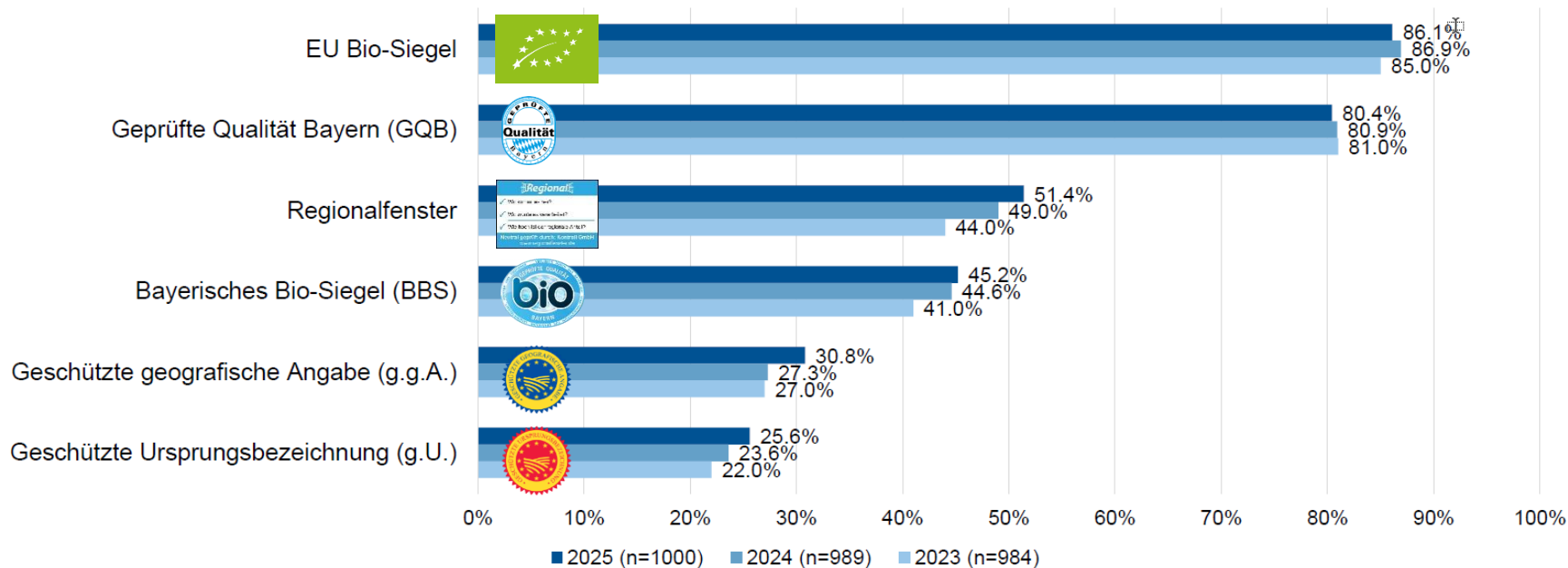
gq-bayern.de/winter

Bayerisches Staatsministerium für
Ernährung, Landwirtschaft, Forsten und Tourismus



Consumer recognition of labels in Bavaria

Share of the consumers asked, who know the labels:



Source: Technische Universität München, Bayernumfrage 2026

Conclusions

- Different strategies and directions of actions:
 - ▶ GI: protection of products and marketing outside the region
 - ▶ Quality schemes: market access, marketing inside the region
- Quality schemes are effective and valuable instruments to improve market access for farmers and small producers.
- Consumers expect clear definitions: definition of the region, definition of manufacturing steps in the region, share of regional ingredients, neutral controls





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