

## PRESS RELEASE

### *From Recognition to Value: Strengthening GI Producers Groups Across the EU*

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The implementation of the Regulation (EU) 2024/1143 on Geographical Indications (GIs) opens a new chapter for GI producer groups across Europe. To discuss the opportunities and challenges arising from this evolving framework, **AREPO, EFOW, INRAE and oriGIn EU** convened policymakers, national authorities, researchers and GI producers in Brussels for a dedicated workshop hosted by the European Committee of the Regions (CoR) and held within the [GI SMART project](#).

The workshop marked **the fourth meeting of the GI SMART Multi-Actor Platform (EU MAP)**, the Europe-wide stakeholder network established to foster dialogue, knowledge exchange and evidence-based policymaking on the contribution of GIs to sustainable territorial development.

Opening the event, **Karine Gloanec Maurin**, CoR Member and former CoR Rapporteur on GIs, highlighted the untapped potential of geographical indications across Europe, stressing that regional authorities have a crucial role to play in helping GI producer groups unlock their full value for producers, consumers and rural territories.

**Timothy Yu-Cheong Yeung**, Research Fellow, CEPS, presented the main findings of the CoR study [“How Local and Regional Authorities Support the Recognition and Development of Geographical Indications in their Territory”](#). He illustrated the crucial role that local and regional authorities can play in supporting GI ecosystems through governance, promotion, capacity-building and territorial development policies.

A dedicated session focused on the **recognition of GI producer groups across EU Member States**. Representatives from the Ministries of Agriculture and Food of France, Germany, Greece, Italy, Portugal and Spain shared national experiences and outlined the measures being introduced to implement the provisions of the Regulation (EU) 2024/1143 on GIs. Discussions underscored the diversity of governance models across Europe, while revealing a common ambition to strengthen collective action, improve producer participation and enhance the effectiveness of GI management systems.

Throughout the afternoon, participants explored **how GI producer groups can contribute to improving the competitiveness and resilience of GIs**. Three thematic roundtables examined key dimensions of value creation and value preservation: the management of production potential, the generation of economic value through collective strategies, and the protection of that value over time.

Representatives from both the food, beer and wine sectors exchanged experiences on the responsibilities entrusted to GI producer groups within different national frameworks and



discussed the opportunities created by the new EU GI legislation, and the wine package. Particular attention was given to the role of producer groups in creating and sharing value through different management tools available under EU regulations, as well as promotional and sustainability initiatives, the protection of intellectual property rights and long-term territorial development.

A clear message emerged from the discussions: legal recognition alone is not sufficient. To fully realise the potential of Geographical Indications, producer groups must be equipped with adequate governance structures, resources and competencies that enable them to act collectively, create value and ensure the long-term sustainability of GI systems.

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## About GI SMART

*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.*

## About the organisers

*AREPO - the Association of European Regions for Products of Origin, is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 35 European regions and over 800 associations of producers for over 60% of European GIs.*

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

*INRAE - l'Institut national de recherche pour l'agriculture, l'alimentation et l'environnement, is France's public research institute dedicated to agriculture, food, and environmental sciences. It is the scientific coordinator of the EU project GI SMART on the contribution of Geographical Indications to sustainability and smart territorial development.*

*oriGIn EU is the European branch of oriGIn (Organisation for a network of Geographical Indications). Its mission is to advocate for the protection and promotion of products whose quality and reputation are linked to their geographical origin, a concept known as a geographical*



EFOW

oriGIIn EU

INRAE

*indication and/or designation of origin. OriGIIn EU represents individual European GIs groups as well as national GIs organisations.*



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