MORE DETAILS ON THE PDO/PGI SYSTEMS

PDO/PGI制度の詳細







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Foundation for the protection and the valorization of quality agri-food products





Abstract 1:

Q1: マーケティングにおけるPDO/PGI標識産品とそうでない産品との違い

PDO/PGI標識

- ・産品保護へのひとつの手段
- ・マーケティングの手段

これらは産品の原産地が地域的・歴史的に価値的財産をもつ場合さらに簡易化する。 例)エクストラヴァージンオリーブオイル(単にPDO/PGIの商標をもつものとそうでないものの違いだけで はなく、それらがもつ地域的価値を上手く利用することができた承認産品とそうでないものの違いもある)。

-現在もなお、消費者側におけるPDO/PGI価値の認識(EUでは8%、イタリアでは16%)が難題。

Question 1:

In your opinion, what are the positive effects of the PDO/PGI designation on the agricultural products or foodstuff? Speaking of marketing, and more in detail of unit prices and volumes, of EU PDO/PGI products, do you believe that there are any gaps between PDO/PGI and similar non-PDO/PGI products? Please, could you kindly include in your answer statistic data and evidence of some cases?

Answer 1:

I would like to underline that an "automatic" mark up of PDO and PGI producers recognised by the market does not exist only because they have achieved a community logo. The PDO/PGI designation has originated as a protection system and can also become a valid marketing tool, if the companies from the certified production chain (agricultural products, food processing firms, etc.) are able to start business strategies (promotions, information, agreements with large-scale distribution etc.) by means of these territorial origin marks. An example of this is the case of the *Mela Val di Non PDO (apple)*. A product which was able to take advantage from the protection brand making it an actual marketing tool. A territorial marketing based on the strong link between product and territory, an unpolluted heritage of environmental and naturalistic beauties that offers the many visitors, sport and mountain lovers, different opportunities of sporty and cultural entertainment. These have been promoted successfully by the production chain in every season of the year. But also innovative marketing, with the launch of new processed products (Melinda Bars, Melinda Mousse, Melinda Vinegar, Melinda Juice) and the involvement of new generations and new communication channels (guided visits, Internet) – for example: on-line shops which have made the product famous all over the world. This is the demonstration of how a range of small companies has built a strong system from a product to protect (for more information and curiosities: www.melinda.it).

Naturally, speaking of a mark, the more it enhances the place of origin and the production area and its values (architectonic and landscape beauties, long-standing reputation and culture of the quality applied, etc.), the more it is easier to explain the consumer these peculiarities by means of food which can be enriched directly by these values. Another example of this increase in value is given by the extra virgin olive oils, of which Italy is one of the leading producers in the world. The following table reveals that the PDO oils reach higher prices, compared with a producer's average price of 2.5 €/kg for the product without designation, but with significant differences depending on the place of origin.









Table - Origin average prices of the Italian extra virgin olive oil: confrontation between PDO and non-PDO products (2009)

Extra virgin oil	2009 - Origin average price (€/kg)
Non-PDO/PGI extra virgin oil	2.5
Veneto PDO	11.6
Garda PDO	11.2
Riviera Ligure PDO	10.2
Umbria PDO	7.4
Dauno PDO	3.0
Terre di Bari PDO	2.7

Source: Ismea data processing.

We can observe that, in addition to the difference between the geographically marked product and the one without designation, the PDO oils show clear gaps as regards the producer's sale prices. In this case, in addition to the business abilities to enrich the value linked to the place of origin from a marketing point of view, we must underline that also the amount produced in the area affects considerably the price. Indeed, speaking of the Terre di Bari PDO, the olive grove area of the PDO product is 2% of the total cultivated land in the region that, as we all know, delivers 33% of national oil production (almost 198,000 tons of oil compared with the Italian total production of 612,680 tons). This means that the PDO product face some difficult in emerging with the recognition of "quality product", due to the huge amounts of local "mass" products which are sold on the market at low prices. On the contrary, the other oils like Veneto, Garda and Riviera Ligure PDO are in small amounts that do not "compete" directly with local non-PDO products.

Finally, another element which further worsens this problem of differentiation is the difficulty of consumers in recognising PDO and PGI logos. Indeed, a research requested by the European Union in 2008 revealed that the logo is recognised – at an European medium level – by only 8% of the consumers interviewed (in Italy the percentage is double, but still too low compared with the challenge that these labels are for producers).

The same valorisation concern of the certified product can be found in the majority of fruit and vegetable products – in particular the ones with a high production volume – whilst we cannot compare cheeses and sausages, since many of these products have also unique features. Therefore a similar competitor without the PDO/PGI certification does not exist (for example, there is not a non-PDO Parmigiano Reggiano or San Daniele ham).











Abstract 2:

Q2: 承認取得後のメリット

保証の目安となる他、国内の地方公共団体などからの融資システムの対象となる。

- -地域活性化
- -国内・他国市場における農産品の情報普及と促進活動 EU規定(CE)3/2008

Question 2:

How do the producers or processing firms of PDO/PGI registered products use their registration? In addition to registered PDO/PGI labels, what is the registration for?

Answer 2:

One of the reasons that bring the companies to apply for the PDO/PGI certification consists of the incentives and helps provided at a community and national level to make the producers join a certified production chain.

In particular, the Rural Development Plans (financing tools at a regional level) includes that:

- 1. there is a "support for the farmers who take part in the food quality systems" with a financial contribute to cover the necessary fixed charges to join the certified quality system and the related activity for a maximum period of five years. This support is dedicated to the agricultural entrepreneurs who join formally the system of protected production at a community level (PDO, PGI/TSG), through the guarantee to respect some production, certification and circuit rules;
- 2. in addition to a "support" for the producer associations and their informative and promotional activity as regards the quality system products" dedicated substantially to the recognised protection Consortia and to the associated producers/organisations supporting actively the quality systems which have been incentivized by the precedent measure. The main goal is to guarantee the implementation of information, promotion and advertising procedures of the agro-food products for the consumers and the most important business players (buyers, restaurant keepers, etc.), with the aim to divulge the information on quality level, health, production details, traceability etc. that regards the PDO/PGI/TSG products.

Besides these national supports (also implemented through the European Community's financing), there is another tool able to support the promotion of PDO/PGI products: the community regulation 3/2008 "which regards information and promotions of the agricultural products on the national market and in other countries". The regulation goal is to complete and widen the operations made by the single member Nations, through which to enhance the image of the European products which can boast a registered geographic designation with the consumers, both on the community market and in non-EU countries. The most important information and promotional operations organised by specific plans have to regard quality, production methods as well as the main nutritional features and the food product's safety, with the aim to improve more information for the final consumer and help to find new market outlets.











Abstract 3:

 $Q3_{\rm A}$: 承認済み産物に類似した産物を指定地域以外で生産することができるか

生産に関わる生産者・環境・地理的要因の間の組み合わせは複雑であるため、生産不可能となる産物もある。 また、その他の産物については製造過程が重要となるため、上記した要因の組み合わせはそれほど重要視されず 生産が容易となる。 例)マントバサラミ

Q3g: PDO承認がPIG承認よりも好まれる理由

- ·主観的理由
- ・地域イメージ向上による理由
- ・ストラテジーによる理由

Question 3:

PDO's definition requires accomplishing with "the quality or characteristics of the product which are **essentially or exclusively due to** a particular geographical environment with its inherent natural and human factors".

In your opinion, are the producers from a geographic area different from the PDO registered one able to make products with the same characteristics? If yes, why?

Albeit the accomplishments required for PGI are less severe than those for PDO designation, the legal effects or the protection level are the same. Then, in your opinion, why do the applicants prefer to apply for the PDO registration?

Answer 3:

a. Obviously, not all the PDO registered products have the same unique character compared with similar types of product: some, due to their group of environmental, human and cultural characteristics, resort to production processes which are very complicated and interconnected with each other; therefore it would be very difficult to reproduce them in an identical manner.

But for other PDO products, these interactions are not so rigorous. Since the community recognition is given depending on the achievement of minimum requirements, maybe the environmental conditions and the human factors – which have allowed this diversification in territorial areas different from the original ones – of different PDO products can be reproduced. For example, if the peculiarity of a PDO product is linked more to the man know-how of the production processes than to the natural environment where the process takes place, it is clear that, moving these skills elsewhere, these peculiarities could be reproduced.

However, it is also true that in the past there were cases of similar products to those obtained in neighbouring areas and already PDO registered, to which the permission to apply for the community recognition was not allowed (national failing). Indeed, they were too similar to those which were already registered, even though presented with different geographical designations (for example, the Mantovano salami - applying for protection - was considered too similar with the Cremona one, which was already certified).

b. As regards the protection level recognised, the PDO or PGI cases are almost identical. The choice of producers and food processing firms to apply for the PDO or PGI certification, albeit very complex, generally









depends on the "PRODUCTION SPECIFICATION". Indeed, this last is more selective and severe for the PDO designation, which requires that both raw material and production chain come from a precise area and that processing is also made in the place of origin. But there are also other reasons to apply for the PDO a/o PGI certification:

- individual since, rightly or wrongly, from a marketing point of view, it is considered more prestigious the PDO label compared with the PGI one;
- of local enhancement since a PDO product can tie the entire chain's producers linking them to the designation area. For example, in case of a PDO cheese;
- the milk producing farms, the dairies, the seasoning farms and the packaging firms from the PDO area are all involved. So, in case of growth of the final product market, the economic advantages regards and are distributed to a larger group of local companies.
- strategic since the entire production/processing chain is linked to a specific area, the future increase in production and the companies' competition is limited "physiologically".











Abstract 4:

 $\mathbf{Q4}_{\mathbf{A}}$: 市場人気はPGI承認につながるか

産品の評価は最低25年のその存在を立証する文書等の資料によって証明されることが必要なためありえない。

 $\mathbf{Q4_{R}}$: 市場人気が承認取得のために助力したケースがあるか

むしろ反対であり、無名だったいくつかの産物に関しては承認取得により、または承認取得ののち市場価値が上がる結果となる。

Question 4:

The main condition required by the PGI definition is the following: "which [the product] possesses a specific quality, reputation or other characteristics attributable to that geographical origin".

Therefore the conditions required can be satisfied through the promotion of a product with specific features. Are there any cases in which promotions have led to a PGI registration?

Answer 4:

This means that the product's reputation has to be recognised (or recognisable) from documents, written certifications and other evidence that attest at least 25 years of existence. In other words, even though a product is "successful", in order to gain a reputation – in any case finding a link with a precise area. A link that must be recognised out of this area – the business cannot achieve the results planned (PGI registration) in a short time.

Speaking of promotion, on the contrary, the opposite has often taken place. In fact, different PGI products – which were widely recognised out of their production area – obtained visibility thanks to promotional investments made by the companies and their respective Protection Consortia, after the achievement of the community registration.











Abstract 5:

Q5: PDO/PGI標識産品の生産規制は、その年の環境変異による産品の変化に対応しているか。そうでない場合、生産者は産品を操作することが可能か

環境変異によっておこる不良産品に対して、生産者は一切操作することができず、登録産品として出荷する ことができない。

Question 5:

To comply with the PDO/PGI regulations, the specification of PDO/PGI products should include "the method of obtaining the agricultural product or foodstuff" and "principle physical, chemical, microbiological or organoleptic characteristics of the agricultural product or foodstuff".

When the production method's details of a product specification are established, this last will be frequently revised to include every year the climate variation. What actually this matter refers to? Can the production method described in the specification be changed in some way?

Albeit the production methods used by producers and processing firms comply with the PDO/PGI regulations of the registered product, sometimes they cannot meet the quality or features required. In this case, what are the non-registered products used for? For example, how is the place of origin written on their labels? Does the product specification confirm the quality standards already existing before the application or do they apply more severe quality standards for the products' selection compared with the precedent ones? Are there any cases in which the detailed specification of the production method reveals the key know-how? It is supposed that some groups wish to refer to their registered PDO/PGI for their products processed from the PDO/PGI registered product? How do they deal with this issue? Do they apply other PDO/PGI to their products processed from existing PDO/PGI product?

Answer 5:

If the specification includes special rules for the packaging of the product to sell (consumption features for the launch on the market) that can be jeopardized by climatic-environmental elements which do not depend on the producer's will (for example, a hailstorm which damages the aesthetic look of a fruit like the apple), the non-respect of these regulations lead inexorably to a "downgrading" of the PDO/PGI product, which cannot be sold with the designation. The same occurs in case of unfavourable conditions that reduce the agricultural material during processing. This can bring to a proportional degrading of the finished PDO or PGI product to sell on the market. Therefore, there are not emergency solutions for the producers to overcome unfavourable conditions (perhaps bad weather or able to jeopardize the production process) if the specification does not include them. Plus, the revision of the specification includes a procedure which is similar to the one of registration (with a very long latency period).

Generally, when the requirements described in the specification which are identified through the check made by the certification body are not in line, the products which do not meet these criteria cannot be sold on the market with the names and logos of the protected designation.

The above considerations (ability to react to the external conditions and risk of product degrading) highlight that the "correct" definition of specification is a fundamental phase for the PDO and PGI recognition procedure. Therefore it must comply with the "FAIR AND CONSTANT LOCAL USES" which are a significant part to achieve the perfect quality and distinctive identity of the product to certify – weighed up by the companies and the authorities aimed at starting this procedure.

Not only the production and structural picture of the production chain comes from the identification of the basic elements of the specification (through the establishment of the production area, the raw material's ori-









gin and the processing methods and techniques), but also the incidence of cost distribution on the different phases and companies of the same production chain.

In fact, we must underline that, in addition to the regulations of the EC law 510/06, the other specification issues are established voluntary by the producers and the other production chain's players who have to actually define and fill in this document. And the amount of costs linked to PDO and PGI (which will be listed below) is closely linked to the higher or lower selectivity of the product specification's content.

If the specification is too detailed, maybe on aspects which do not influence on the product quality, the risk is that direct and indirect certification costs will grow jeopardising the profit achieved and the use made by the designation companies.

In the PDO and PGI national landscape, there are many cases of designations which were not used by companies for a long time, due to the too expensive constraints of the specification. For example, in the case of Pera Mantovana PGI (pear), at the beginning, an expensive packaging was established for a few production chain companies. The result was that no product amounts had been registered for years. And this problem still exists for the Pane coppia Ferrarese PGI (bread), for which the specification established that the bakeries had to use only mother yeast, and this practise was difficult to implement (and above all expensive) for the majority of bakeries in the area.

This is why the specification is usually neither too detailed nor able to reveal particular production know-how keys.











Abstract 6:

 $\mathbf{Q6}_{\mathbf{A}}$: 生産地組合はどのように産品を明確にするか

最低25年の事業経験と生産者等の承認産品の製造姿勢による。

Q6g: 生産品の産地は登録産地より広範囲にわたる場合があるか

多くがそれに値する。例) Parmigiano Reggiano, Mortadella Bologna, Salame Cremona

Question 6:

On the PDO/PGI application, how do applicant groups define their PDO/PGIs' geographical area? In addition, are there any cases that the geographical areas of the GIs are defined in their specification in a manner that the defined geographical areas are much larger than the registered geographical name, while the points of the names are included in the defined area?

Answer 6:

a. The establishment of the production area is a fundamental requirement to meet for the community recognition to achieve the PDO and PGI certifications. In other words – and as above mentioned – we have to demonstrate – through bibliographic sources, historic documents, statistics, photos and favourable evidence – that the companies identified in the production area have been working for at least 25 years as well as the producers and processing firms achieving the PDO and PGI products of the required designations.

b. In the PDO /PGI Italian landscape there are lots of products, of which the protected designation includes larger production areas. In fact, it was demonstrated that in the past these products were made – with the same process and method – also in neighbouring areas, but always adjacent to the geographic designation area.

For example, speaking of Parmigiano Reggiano, the production and processing area covers the entire districts of Parma, Reggio Emilia and Modena, in addition to a part of the Bologna and Mantua districts. All these form a continuous area which does not coincide with the districts' administrative borders.

The same things occurs for the Gorgonzola cheese (Grogonzola is a town), in fact, the area covers a larger territory which extends over ten districts) like the Mortadella Bologna, the Salame Cremona and many others. In other words, almost all Italian PDO and PGI products have larger production areas compared with those which were identified - literally - by the protection geographic designation.

Indeed, we must underline that the business that we must protect by defining a designation is also economic for the producers: therefore, with the definition of the specification (and the production area), we search for protecting the economical affairs of the enterprises. In fact, these last have obtained traditionally a product for which the designation is required, also though this product has a name that identifies an area that does not coincide with their production facility.











Abstract 7:

Q74: 登録出願方法

- 所要期間 2~3年
- 諸費用
 - •書類作成
 - ·検査·認証
 - 製造環境整備
 - ・プロモーション、監査、制裁費用(必要な場合)

Q7₈: 登録出願についての質問先

生産者団体組織・組合等、もしくは地方公共団体

Question 7:

In general, what is the total cost that the PDO/PGI applicants have to face in terms of employees and necessary time to process and manage their application? For example, are there any applicants who employ specialised collaborators to accomplish this task?

Answer 7:

Although we cannot calculate exactly the costs and the time necessary for the registration and the management of protected designation, we can underline that:

- The necessary period of time, from the start of the recognition procedure (from the collection of necessary documents to the preparation of the formal application) to the PDO/PGI registration is of 2/3 years in average;
- As regards costs, it is possible to identify the following difference amongst:
- **Preliminary costs:** the group of costs necessary in the phase before the recognition of PDO/PGI certification that covers all the necessary accomplishments to achieve it. For example, the costs for the advise of specialised Bodies, research institutes, experts in the preparation of the documents for the registration procedure (specification, technical and historic report, etc.), the indispensable charges in terms of time and human resources to achieve an agreement on the specification content. Plus, the organisational and negotiation costs for the territorial animation and the promotion of relations between the companies are also often included.
- **Direct costs:** they are linked to monitoring and certification procedures and are due in part to the control body and in part to the company themselves. The following belong to this category: the costs to verify the observance of the specification (also the tariffs paid to third organisations like, for examples, analysis laboratories or tasting panels), the certification support costs (all the bureaucratic accomplishments like the filling in of Registers or lists, the preparation of certification documents or the implementation of interface information systems for the production chain's operators).
- **Indirect costs:** regarding structural adjustment and reorganisation (production plants, creation of collective supporting systems), operational adjustment costs (production process management, for example, costs for quality raw materials like local milk instead of frozen milk for the production of some cheeses) as well as non-conformity costs (due to a launch on the market which disappoints the product expectations and does









not comply with the specification).

• Additional costs: including the promotional and supervising costs and those linked to possible sanctions.

Speaking of certification costs, we must highlight that there is an inverse proportion between the incidence of this charges on the production's sale price and the certified amount. Indeed, we can estimate that the incidence of the certification costs on the sale price for the designation with a production of over 10,000 tons amounts to less than 1% in average. The reason is that the certification charges for lots of products (and not proportionally with units), in case of small amounts (as with small-size companies), weigh up in a significant manner.

Plus, there are other elements that explain the high or low incidence of these costs. For example, an aspect which can affect this strongly is the organisation of the production chain's phases which undergo the majority of controls. If the phases during which the highest added value of the product is created (bottling for oil or conditioning for fruit and vegetable products) are made by a small number of companies – which are larger in size compared with the ones that make the previous phases – the working and transaction charges linked to the tests, made by regrouping the most strategic inspections, can be reduced. To this purpose, speaking of the Mela della Val di Non, of which conditioning and marketing of more than 150,000 product tons is made by only a company (in this case a consortium), the incidence of the certification costs amounts to only 0.03% of the producer's sale price.

Finally, as regards the presence in Italy of specialised operators and consultants for the preparation a/o monitoring of the documents for the community registration, they only refer to the Organisations/Associations which represent the agricultural farms or the food processing firms, without leaving aside the service and support that the local public authorities (Provinces and Regions) give the production after that the recognition procedure has started.











Abstract 8:

Q8,: 誰がどのように産品監査を行い、その費用はどこが負担するか。違反が認められた場合どうなるか

EU 規定(CE)n.510/2006によると、国家が監査機関を指定する。農林食糧政策省は公的もしくは民間の監査機関を指定することができる。

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規定を満たさない場合は差止請求を受け、監査機関により処罰される。

Q8_B: 産品の偽造行為の頻度とそれが行われた場合の対策法は何か

政府機関または保護団体によって監査が行われる。 農産品海賊行為はEU圏内外で頻繁にみられる現象であり、EU圏外では特に保護法の不在により阻止が困難。

Question 8:

Who implements the inspections to comply with the product specification at the production facilities? Using what means is this task accomplished? Who pays the inspection costs? How are these costs shared? Which are the steps made when the producers or products do not comply with the PDO/PGI specification? Speaking of the supervision of PDO/PGI usurpation made by external producers, do the PDO/PGI registered producers make it personally? If they do, which are the organisations which manage this task? Taking what measures and through what means? Are usurpations frequently made? Are you familiar with any cases? In general, how much does the solution of a case cost?

Answer 8:

a. The CE 510/2006 regulation establishes that for every PDO and PGI designation recognised the member Nations entrust control bodies with the task to guarantee that the agricultural and food products with a protected designation comply with the requirements listed in the related specification. In particular, the regulations provide that this task can be carried on only by public control authorities or private certification organisations which are respectively entrusted and authorised by means of a decree issued by the Ministry of Agriculture. The art. 14 of the law 526/99 establishes that the Ministry of the national authority concerned entrusts the bodies with the monitoring of the results of the technical evaluation's Team consisting of Ministerial and Regional officers. This committee assesses if the monitoring plan established by the certification body is suitable for the control of the specification's respect and if the pricelist is appropriate. Therefore, it allows the checking organisation to inspect all the producers involved in the designation system. Every PDO/PGI designation can have only a control body, whilst an organisation can verify different designations.

The costs for the PDO/PGI product inspections must be paid by all the producers, processing firms and other production chain's operators that use a designation, as established by the regulations. The Protection Consortia pay often a part (or the entire amount) of the registration costs of their members.

If a PDO or PGI product does not comply with the requirements of the related specification, the control authority concerned takes the necessary measures to ensure the respect of this specification. The steps carried on during the monitoring and the decision making are notified both the producers and the national and regional authorities concerned. The product which does not fit the requirements cannot be sold using the designation. For example, in the case of Parmigiano Reggiano PDO, the product which does not fit the specification's









requirements must be sent to appropriate processing facilities that have an arrangement with the Protection Consortia that will sell the cheese on the market without using the designation.

b. Speaking of counterfeiting/imitation of PDO/PGI products, we must underline that in Italy there are different authorities on the national area committed in fighting counterfeiting and, more in general, in the supervision and control of food products. Amongst them, we mention:

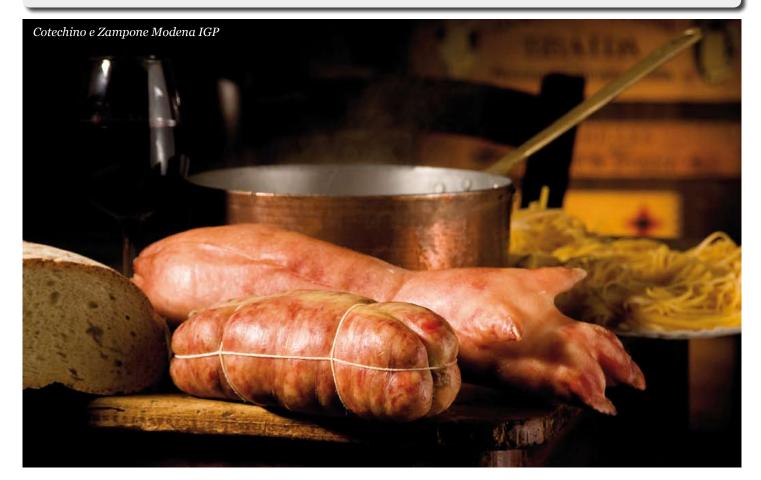
- Anti-sophistication and health department of the Carabinieri Corps
- Central Inspectorate for the control of the quality agro-food products (ICQ)
- Command of the Caribinieri Corps for Agricultural and Food Politics
- National Corps of Forest Rangers
- Financial Police and Customs Authorities

Besides these authorities, we must mention the operators of the Protection Consortia who supervise according to the directives issued by the Ministry of Agriculture (MIPAAF).

Unfortunately, the counterfeiting/usurpation of protected designations is usual also in the community area where there is the compulsory protection (amongst these, the most famous case was the Parmesan produced and sold in Germany).

And the case of designation limitations out of the community area is even more complicated. Indeed, in these countries there is no protection, since the international law on brands and patents is provided by the authorities who are the first to register the trademark in chronological order. A survey made some years ago revealed that in the United States the sales of imitation products of Italian PDO and PGI designations on the retail segment of large-scale distribution was practically equal to the value of the sale of actual Italian PDO and PGI products.

The Consortia have to fight almost alone against counterfeiting. The costs are high, above all from a legal point of view. But, in some cases, the Consortia – like the one of Pecorino Romano PDO that, in order to eliminate a competitor on the US market who sold a product with a similar designation, had to acquire the brand to remove it from the market.











Abstract 9:

Qg: PDO、PGI保護機関の設立はヨーロッパにおいて可能か。可能な場合、その時期と役割は何か

設立は未定だが、良質な産品に関する明白で一貫性のある政策のためPDO,PGI制度(510/06)の見直しが 2010年前期に予定されている。

Question 9:

As we know, the Qualivita Foundation invited to Siena the EU PDO/PGI protection agency which will provide a revision of the EU PDO/PGI system. What do you expect from this revision? And when do you expect it? Moreover, what is the role that the EU PDO/PGI agency should play?

Answer 9:

The establishment of a European body for the PDO/PGI products is not expected. Within the first six moths of 2010 – during the semester with a Spanish president – a proposal should be presented to change the regulation 510/06 which regards the PDO/PGI product system.

In May 2009, the European Commission choose a communication where some intervention fields have been identified, with the aim to reach a higher consistency in the whole as regards the quality policy of agricultural products. The proposal to change the regulation will take into account the following aspects:

- extending labelling that identifies the place where an agricultural product was achieved;
- assessing the opportunity to add specific optional names for "mountain product" and "traditional product".

This last should replace the present "traditional guaranteed specialities".

- introducing only a register including the entire geographic information (for wines, alcoholic drinks and agro-food products) preserving the specificity of every category.
- improving a unique market for the products with labelling systems, in particular biologic products.
- enhancing level the protection of geographic indications at an international level and helping the development of international prescripts regarding the sale regulations of biologic products.



The GIs Numbers

	Food	Wine&Spirits	Total
EU	909	5200	6109
USA	80	740	910
Switzerland	22	660	682
New Zeland	50	550	600
Australia	-	427	427
Other Countries	1239	423	1662
Total GIs	2300	8000	10300

ECONOMIC VALUE OF GIS			
	Italy	12b	
	France	19b	
EU	Spain	3,5b	39,7b
	Other 7 EU		
	Countries	5,2b	
The rest			
of the			
world		10,03b	10,03b
Total		50b	50b

GIs Economic Value

	Country	Value	Total
EU	Italy	12b	
	France	19b	39,7b
	Spain	3,5b	
	Other 7 EU Countries	5,2b	
Rest of the World		10,3b	10,3b
Total		50b	50b

ECONOMIC VALUE OF GIS			
	Italy	12b	
	France	19b	
EU	Spain	3,5b	39,7b
	Other 7 EU		
	Countries	5,2b	
The rest			
of the			
world		10,03b	10,03b
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