

Overview of control of GI and its importance in the EU

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EU Treaty



Article 3

- **1.** The Union's aim is to promote peace, its values and the well-being of its peoples.
- **2.** The Union shall offer its citizens an area of freedom, security and justice without internal frontiers, in which the free movement of persons is ensured in conjunction with appropriate measures with respect to external border controls, asylum, immigration and the prevention and combating of crime.
- **3.** The Union shall establish an internal market. It shall work for the sustainable development of Europe based on balanced economic growth and price stability; a highly competitive social market economy, aiming at full employment and social progress, and a high level of protection and improvement of the quality of the environment. It shall promote scientific and technological advance. It shall combat social exclusion and discrimination, and shall promote social justice and protection, equality between women and men, solidarity between generations and protection of the rights of the child. It shall promote economic, social and territorial cohesion, and solidarity among Member States.
- **IT SHALL RESPECT ITS RICH CULTURAL AND LINGUISTIC DIVERSITY AND SHALL ENSURE THAT EUROPE'S CULTURAL HERITAGE IS SAFEGUARDED AND ENHANCED.**
- **4.** The Union shall establish an economic and monetary union whose currency is the euro.
- **5.** In its relations with the wider world, the Union shall uphold and promote its values and interests and contribute to the protection of its citizens. It shall contribute to peace, security, the sustainable development of the Earth, solidarity and mutual respect among peoples, free and fair trade, eradication of poverty and the protection of human rights, in particular the rights of the child, as well as to the strict observance and the development of international law, including respect for the principles of the United Nations Charter.
- **6.** The Union shall pursue its objectives by appropriate means commensurate with the competences which are conferred upon it in the Treaties.

WHAT IS A GEOGRAPHICAL INDICATION (GI)

What's the common link?



INTELLECTUAL PROPERTY RIGHTS

WHAT IS A GEOGRAPHICAL INDICATION (GI)

	Sui generis GI	Certification trademark	Collective trademark
Right holder	Private right often with strong involvement of public authorities (definition, implementation, enforcement). There is often no definition of the owner of the right, as the public definition of the legitimate users makes it unnecessary. The recognition is provided by the State and the administration generally corresponds to the GI organization.	Private right. The intellectual property and administration belong to a firm or an association which cannot directly use the certification mark.	Private right. The intellectual property and administration belong to an association of manufacturers or producers.
Definition	General definition applying to all GIs at the national level (e.g. PDOs and PGIs defined under European Regulation 1151/2012).	Rules and requirements defined and controlled by the owner of the certification mark	Rules defined by the owner, either through specific requirements or restrictions on the range of authorized users (for example membership of an association).
Purpose	To protect the authentic designation of origin of a given product and the link between the origin of a product, its quality and reputation.	To certify quality, characteristics, geographical origin and/or a method of production, etc	To indicate membership to an association or a group sharing product quality, characteristics, place of origin, and/or materials, etc.
Duration of protection	In principle, protected from the date of registration until the conditions of registration ceases to exist. Generally no need to renew the registration. Registration is often free of administrative charge for applicants	Must be renewed after a certain period of time. There are fees for the application of a TM and for each renewal of registration.	
Basis of protection	Based on the actions of national authorities (if provided by law) as well as private actions.	Primarily based on private actions.	
Scope of protection	Exclusivity of denomination use (at least prohibition of use) and often based on associated characteristics (shape, packaging, etc.)	Generally protection is associated with a combined trademark (verbal and graphic elements). Exclusivity of a geographical denomination may be granted only as an exception to the general rules (public domain, distinctiveness, descriptive nature).	
Use	Close link between the GI and a specific product; in some cases, different types of the same product may also be labelled with the GI according to the CP.	May cover several kinds of products or be limited to one specific product, depending on the trademark registration and marketing strategy.	
	Open to any producer who can meet the requirements for use of the GI or the certification mark	Membership in the association with entitlement to use the collective mark may be restricted upon a decision by members.	

WHAT IS A GEOGRAPHICAL INDICATION (GI)

Highlights

1883

Paris Convention
174 Countries

1891

Madrid Agreement
36 Countries

1958

Lisbon Agreement
28 Countries

1994

TRIPs Agreement
164 Countries

2015

Geneva Act (of the Lisbon Agreement)
28 Countries

IMPORTANT BUT



The international protection of Geographical Indications is not an easy issue because of the significant differences between the regulations in the various legal systems. **The difficulty in defining a shared worldwide regulation and protection framework**, lies in the conflict of interest between countries that have strong traditions in local quality products and those that don't, which tend to favour generic products. Over time,

with a series of international agreements, these differences have been partly overcome with certain elements of protection for Geographical Indications provided by the 1994 TRIPs Agreement on the Trade-Related Aspects of Intellectual Property Rights, and the Lisbon Agreement, the most important Convention in the sector (drawn up in 1958 and modified in 2015).

THE LISBON AGREEMENT

The Lisbon Agreement provides a legal infrastructure to facilitate the worldwide protection of designations of origin, i.e. an international registration mechanism for products whose **characteristics are closely linked to the geographical area of origin**, which are protected against usurpation and imitation, even if the true origin of the product is translated or accompanied by terms such as "kind", "type", "method", "imitation" or the like. In 2015, there was a Diplomatic Conference in Geneva to **review the original agreement** (applicable only to designations of origin with a very close link

between the product and geographical area), which led to the adoption of a "less restrictive" text that allows producer Consortia to directly submit their application for international registration. Finally, it increased the flexibility of the Agreement, permitting countries that do not have specific national regulations for the protection of Geographical Indications to also become members. (e.g. the USA), on the condition that protection is guaranteed through a different system (for example, national trade mark legislation) with the aim of encouraging new memberships.

WHY WE NEED TO PROTECT THEM

EU Member States through the enactment of a specific legislation protect GIs not only because for preserving their cultural heritage but also for economic reasons

One of the main reasons for protecting GIs is economic

IG Europe

3311

75 billion€
 Total value of GI EU-
 28 products

IG Italy

867

21 %
 Italian IG weight in
 Europe, 1st country

PDO PGI

16,2 billion€

182.705
 Italian PDO IGP
 supply chain
 producers



EU regulations and in particular for agro-food products Reg. 1151/2012 protect geographical indication products against:

Asset
I

ANY DIRECT OR INDIRECT COMMERCIAL USE
 of a registered designation by generic products

Asset
II

ANY USURPATION, IMITATION OR EVOCATION
 OF A PROTECTED DESIGNATION
 even if accompanied by terms such as "style", "type",
 "method", "imitation" or the like

Asset
III

ANY FALSE OR MISLEADING INDICATION AS
 TO THE PROVENANCE AND ORIGIN OF THE PRODUCT
 that could convey a false impression to the consumer

Asset
IV

ANY FALSE OR MISLEADING INDICATION AS TO THE
 NATURE OR ESSENTIAL QUALITIES OF THE PRODUCT
 that could convey a false impression to the consumer

Other
Protection

ANY OTHER FALSE OR MISLEADING INDICATION
 that could convey a false impression as to the product's
 origin or characteristics

EU REGULATIONS and PROTECTION of GIs



GEOGRAPHICAL INDICATIONS



FOOD

EC Reg. 2081 and 2082 of 1992 – Revoked;
 EC Reg. 510/2006 – Revoked;
 EC Reg. 509/2006 – Revoked;
 EU Reg. 1151/2012 – Quality Package – in force.



WINE

Presidential Decree 930/1963 superseded by Legislative Decree 164 of 1992, repealed and replaced by Legislative Decree 61/2010, now repealed and replaced by Law No. 238 of 12 December 2016.
 EC Reg. 479/2008, now repealed;
 EU Reg. 1308/2013.



SPIRITS

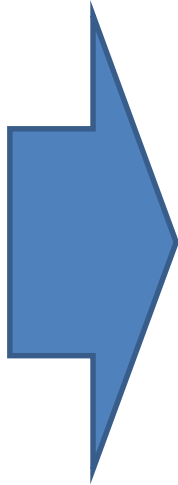
Regulation (EU) No 2019/787 of the European Parliament and of the Council

**However in this session we will more focused about the issues of agro-food
 GIs**

EU REGULATIONS EU PROTECTION

THE NEW REG. (EU) 625/2017

CONTROL SYSTEM GENERAL RULES



- ✓ Reg. (EC) 178/2002: the so-called FOOD LAW
- ✓ Reg. (EC) 882/2004 which has been replaced by the new regulation:
- ✓ Reg. (EU) 625/2017

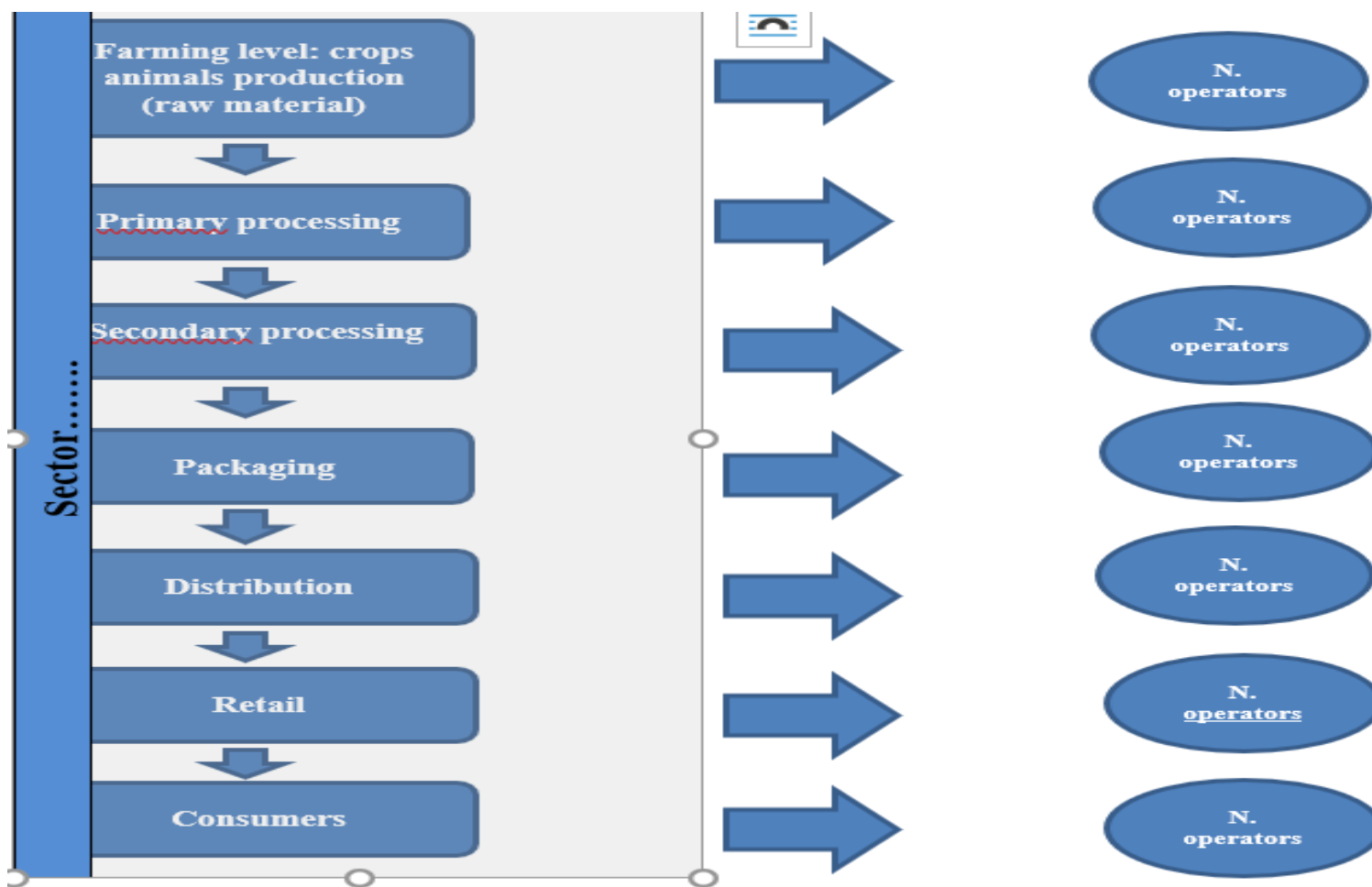
Reg. (EU) 625/2017 introduced several novelties:

- ✓ Organics and plant protection products are within the scope.
- ✓ CAs to take into account the likelihood of fraudulent and deceptive behaviours when deciding the appropriate frequency of controls.
- ✓ CAs in performing controls and adjusting their frequencies should take account of the likelihood that consumers might be misled about the properties, quality, composition or country of provenance of the food they buy.

EU REGULATIONS EU PROTECTION THE NEW REG. (EU) 625/2017

Other novelties introduced by Reg. (EU) 625/2017 :

- ✓ The new regulation, compared to the previous one, clarifies further that CAs must: *Carry out official controls on all operators at all stages of production, processing, distribution and use of animals, goods, substances, materials or objects that are governed by agro-food chain rules*



**EU REGULATIONS
EU PROTECTION
THE NEW REG. (EU) 625/2017**

Other novelties introduced by Reg. (EU) 625/2017 :

- ✓ Set up and keep and keep an up-to-date register of operators subject to official controls



The so-called Unique Controls Agricultural Enterprises Register.



 *Ministero delle politiche agricole alimentari e forestali*

 **RUCI - Registro Unico Controlli Imprese Agricole** CONSULTAZIONE

Utente: bballatore

SERVIZIO DI RICERCA DELLE IMPRESE AGRICOLE ? HELP

IMPRESA AGRICOLA ENTE ESECUTORE DEL CONTROLLO REGIONE



Ai sensi dell'articolo 63 della legge 238 del 2016, nel RUCI sono riportati i dati relativi ai controlli sulle imprese del settore vitivinicolo

EU REGULATIONS EU PROTECTION THE NEW REG. (EU) 625/2017

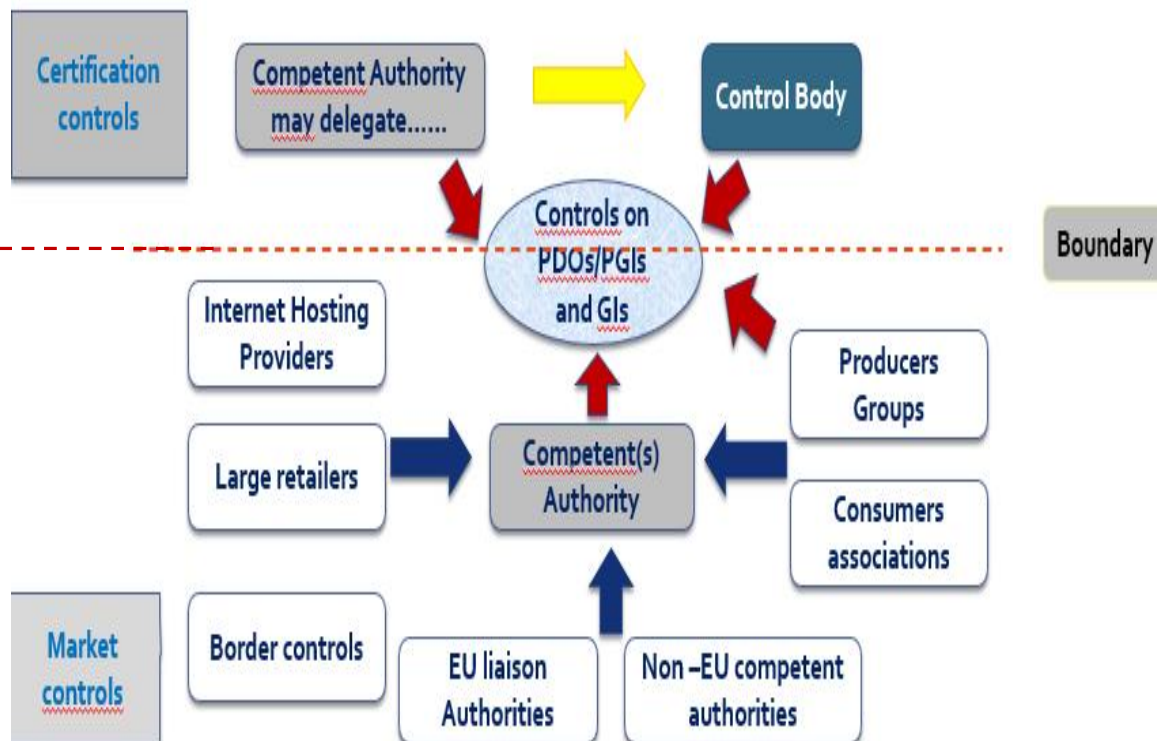
Art. 28. Delegation by the competent authorities of certain official control tasks

1. CAs may delegate certain official control tasks to one or more delegated bodies or natural persons in accordance with the conditions provided for in Articles 29 and 30 respectively. The CA shall ensure that the delegated body or natural person, to which such tasks have been delegated, have the powers needed to effectively perform these tasks.
2. Where a CA or a MS decides to delegate certain official control tasks for the verification of compliance with the rules referred to in point (i) of Article 1(2) to one or more delegated bodies, CA is responsible of the supervision of CB or natural person.



Article 4 to 6: Competent authorities

1. MS shall designate competent authorities who are responsible to organize or perform official controls.
2. MS shall designate a single authority, responsible for coordinating the cooperation and the contacts with the Commission and with other Member States.
3. The competent authorities shall carry out internal audits or have audits carried out on themselves.



**EU REGULATIONS
EU PROTECTION
THE NEW REG. (EU) 625/2017**

IMPORTANT:

The conditions to be met for delegating certain official control tasks include:

- ✓ The delegation needs to be in writing and must contain an accurate description of the tasks that the CB must perform;
- ✓ The CB must have the necessary expertise, equipment, suitably qualified and experienced staff to perform the control;
- ✓ The CB must be impartial, free from conflict of interest and accredited in accordance with standards relevant to the controls tasks to perform;
- ✓ Effective coordination between the delegating CAs and the CB must be ensured.

FURTHERMORE



- ✓ **CAs** must organise audits or inspections of the delegated body or natural person (**this activity during the BTSF training course will be named as Supervision of the CBs**).
- ✓ If the **CA** finds that the **CB** or natural person is not meeting the necessary conditions, the delegation (**authorization and accreditation**) must be withdrawn fully or partly.
- ✓ A Very important aspect is that: **Responsibility for taking actions in case of established non-compliance (i.e. enforcement measures) cannot be delegated. Such actions may only be taken by the relevant CA.**

EU REGULATIONS EU PROTECTION

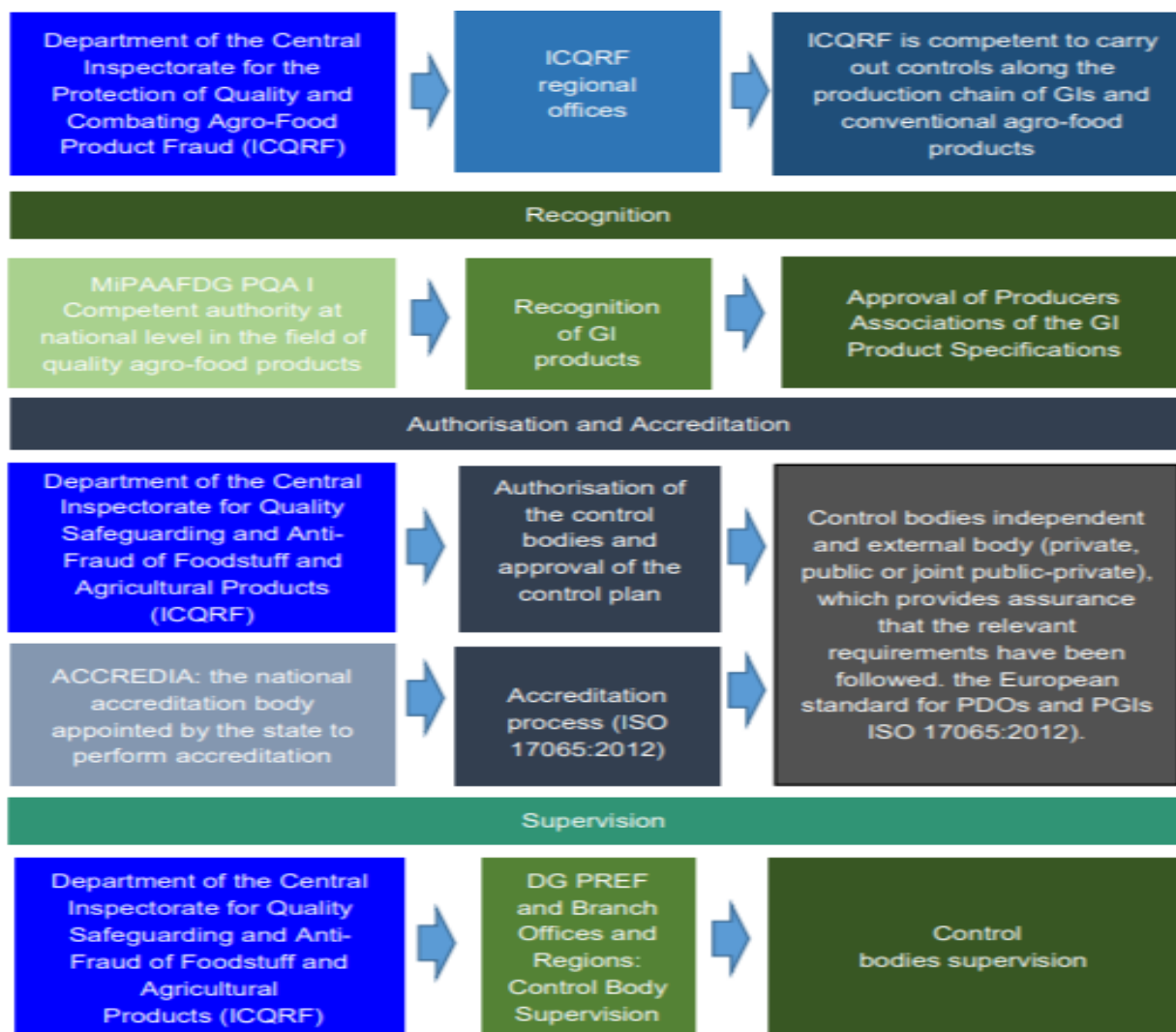
Italian GIs control system organizational framework designed according to Reg. (EU) 625/2017 provisions

Italy's controls' organizational framework represents an interesting case study for understanding how EU control system for protecting GIs is organized:

1. Field controls for both GI and conventional products are implemented through the network of ICQRF regional offices and laboratories. These play a relevant role within the ICQRF control organisation, providing evidence of inspection/sampling activities carried out by ICQRF inspectors through chemical analyses.

2. Public and private CBs are delegated by the central authority to carry out controls on GIs, in order to check whether operators that wish to certify their products as a GI follow the requirements set forth in the relevant product specification

3. In particular, the organisation of the national control system implemented in Italy to protect GIs is organised at different levels, as shown in the following chart



Practical aspects of the control activity

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Regulation 1151/2012 reads as follows:

“Registered names shall be protected against:

- (a) any direct or indirect commercial use of a registered name in respect of products not covered by the registration where those products are comparable to the products registered under that name or where using the name exploits the reputation of the protected name, including when those products are used as an ingredient;*
- (b) any misuse, imitation or evocation, even if the true origin of the products or services is indicated or if the protected name is translated or accompanied by an expression such as ‘style’, ‘type’, ‘method’, ‘as produced in’, ‘imitation’ or similar, including*
- (c) any other false or misleading indication as to the provenance, origin, nature or essential qualities of the product that is used on the inner or outer packaging, advertising material or documents relating to the product concerned, and the packing of the product in a container liable to convey a false impression as to its origin;*
- (d) any other practice liable to mislead the consumer as to the true origin of the product. Where a protected designation of origin or a protected geographical indication contains within it the name of a product which is considered to be generic, the use of that generic name shall not be considered to be contrary to points (a) or (b) of the first subparagraph*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Furthermore, Regulation 1151/2012 provides that:

Protected designations of origin and protected geographical indications shall not become generic.

PGIs/PDO are therefore protected against four levels of threat:

a) The risk of confusion: it is prohibited to directly or indirectly make a commercial use of a PGI/PDo on a comparable product that does not meet the requirements enshrined in the specification sheet of the protected name. This protects consumers from being misled into believing that a product is a product covered by a PGI/PDo while this is actually not the case.

b) The actual association (evocation/imitation): it is also prohibited to make a commercial use of a name which exploits the reputation of the PGI/PDo by evoking or imitating the protected name, even when (i) the true origin of the product is indicated, (ii) the protected name is translated or (iii) the protected name is used with expressions such as 'style', 'type', 'method', 'as produced in', 'imitation' or similar. The product taking advantage of such association (evocation) does not even have to be comparable to the product with the protected name.

c) Any other misleading indications or practices: even in the absence of any risk of confusion or of any association with (evocation of) the PGI/PDO, it is prohibited to use on the packaging or in advertising, a false or a misleading indication as to the true origin of the product.

d) The risk of becoming generic: last but not least, once registered as a PGI/PDo, a name can not become generic. 93 This is not the case for trade marks that - when they consist exclusively of signs or indications which have become customary in the current language or in the bona fide and established practices of the trade - are subject to invalidation

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

In this regard however, it must be said also that currently

FOOD FRAUD – A definition:

Food fraud is about “any suspected intentional action by businesses or individuals for the purpose of deceiving purchasers and gaining undue advantage therefrom, in violation of the rules referred to in Article 1(2) of Regulation (EU) 2017/625 (the agri-food chain legislation)”.

OR

- ✓ **Food fraud** is about deliberate adulteration of food to deceive consumers (food fraud may not have food safety implications although most cases of adulteration invariably involve addition of illegal substances to Foods).

IMPORTANT



Within the concept of food frauds we must include also the issues reported in Reg. (EU) 1151/2012: evocation, usurpation, imitation, misuse, consumers' misleading.

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Governance of the control activity for protecting agro-food GIs: practical issues

Technical aspects:

- ✓ **One National CAs in charge of carrying out control activities to detect food frauds in the field of GIs and conventional agro-foods.**



**National
CA**

Carrying out Official Controls according to Reg. (EU) No. 625/2012 (by means of Inspections, Chemical Analysis and, if the case, working as Police under the coordination of a Public Prosecutor).

Imposing monetary or other sanctions as result of inspection or analysis findings

Authorizing private or public control bodies for certifying foodstuffs as PDO, PGI and Organic.

Supervising the activities of the afore-mentioned private or public control bodies.

**PRACTICAL ASPECTS OF CONTROL ACTIVITY
FOR PROTECTING AGRO-FOOD GIs****Few words about main duties of a Control National Authority**

The Official Controls carried out by CA (by means of Inspections, Chemical Analyses and, if the case, working as Police under the coordination of a Public Prosecutor) are divided into two main groups:

a) Controls on requirements on the nature and/or the composition of agri-foodstuffs and farm supply products, mainly intended against

.....adulteration, counterfeiting and any frauds related to them.

b) Controls on requirements regarding regulated quality productions such as PDOs, PGIs, Organic, mainly intended against:

- *any direct or indirect commercial use of that protected name in so far as such use exploits the reputation of a designation of origin or a geographical indication.*
- *also any misuse, imitation or evocation, and so on.*

**PRACTICAL ASPECTS OF CONTROL ACTIVITY
FOR PROTECTING AGRO-FOOD GIs****Few words about main duties of a Control National Authority****Inspection modalities adopted for the protection of
GIs and conventional products**

What can be done by a CA

What we do:

- Controls along the food chain (production, packaging/conditioning and market stages)
- Controls of technical agricultural tools (fertilizers, seeds, animal feed and pesticides)
- Sanction activity for infringements of the European and national legislation

Sampling
activity
and
analysis



**Key role played
by
Laboratories all of
them accredited
to EN 17025**

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Market

Controls

Sophistication/Counterfeit of fresh products - some examples:

- ✓ *Preparation of cheese by adding milk powder or casein;*
 - ✓ *Use of milk different from the one reported in the label (e.g. cow milk instead of buffalo milk or sheep milk);*
 - ✓ *Use of expired cheeses to make “pasta filata cheeses”;*
 - ✓ *Use of casein and butter to obtain “pasta filata cheeses”;*
 - ✓ *Use of milk different from the one reported in the Specification: very common in the GIs sector*
- ➡
- ✓ *Production of butter from the “buffalo serum” which is sold as cow butter (which means obtained from the cow cream).*




PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Of course olive oil cannot be considered a fresh product but is becoming a trendy agro-food products in many Asian country (China above all):

Market

Controls

- ✓ *Olive oil bottled and labelled as “extra virgin olive oil” that, after sampling activity and chemical analysis (analyses on the parameters of acidity, peroxides and alkyl esters) is downgraded to “virgin oil”: potential deception of consumers, who paid about 30-40 percent more for a bottle of extra virgin olive oil when it turned out to not be the case;*
- ✓ *Import of olive oil from Third Countries, which is mixed with Italian, Spanish or Greek olive oil, and then labelled as «extra-virgin olive oil 100% Italian, Spanish or Greek olive oil». In this case it is important to detect and analyse the flow of olive oil imported from other countries (Third Countries);*
- ✓ *Extra virgin olive oil labelled as PDO or PGI   which use olive oil coming from different areas than those reported in the specification*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Sophistication/Counterfeit - some examples:

- ✓ Packaging of ham produced outside the production area (very often abroad) reported in the Specification using counterfeit labels bearing the ham brand name, the EU-protected designation of origin
- ✓ During production and processing, the producers can use a mix of meats (originating from the production area reported in the Specification and from a geographical area outside the boundaries reported in the Specification);
- ✓ The producer to feed the animals does not employ feeds reported in the Specification (use feeds coming from outside the production area reported in the Specification, which very often are cheaper than those required by the Specification)

Market

Controls

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Sophistication/Counterfeit - some examples:

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Market

Controls

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

National Control Authorities operative tasks, following the legal principles reported in the Regulation (EC) No 178/2002 and Regulation (EU) No 625/2017, include:

- *Controls along the food chain*



- *The consequent sanction activity for the infringements of the European and national legislation in the field of food production and labelling, national trade etc.*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

National Control Authorities organization of the inspection activity along the food production chain (from the primary production to the retailers, supermarkets, etc.) means:

Risk analysis connected with frauds perpetration
+
economic relevance and performance of the different agro-food sector



Effective fraud risk analysis set up by each territorial offices for the different agro-food sector operators. Risk analysis is preparatory for the planning of the inspection activities along the food production chain.



Evaluation of human and instrumental resources



Pinpoint specific objectives



Pinpoint specific control actions

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Production Chain's Controls

(e.g. Dairy sector - Parmigiano Reggiano PDO factory's administrative controls)

- *Check of production boards with the features of raw materials used during the production process;*
- *Review of invoices and shipping documents for conventional products and certified products sold to third parties during a given period (e.g. the last 6 months);*
- *Examination of activities proceeding's record scheduled in the Control Body's control plan (control activity specific for the Parmigiano Reggiano /GI's products)*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Production Chain's Controls

(e.g. Olive Oil sector – Valli Trapanesi PDO and or conventional olive oil factory's administrative controls)

- *Check of production boards with the features of raw materials used during the production process;*
- *Review of invoices and shipping documents for conventional products and certified products sold to third parties during a given period (e.g. the last 6 months);*
- *Examination of activities proceeding's records scheduled in the Control Body's control plan (control activity specific for the Valli Trapanesi PDO/GI's products)*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

TRADE CONTROLS

Are carried out on “goods on sale” in different places e.g. large scale retail trade, retail sales, wholesales, e-commerce, etc.)

- *Verification of the “information materials” regarding registered products (leaflets, brochures, etc.);*
- *Checks on foods’ labels as well as on presentation of the following products:*

✓ ***Registered foods***

✓ ***Conventional foods.***



Traceability principles
reported in the

***Regulation (EC) No
178/2002***

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

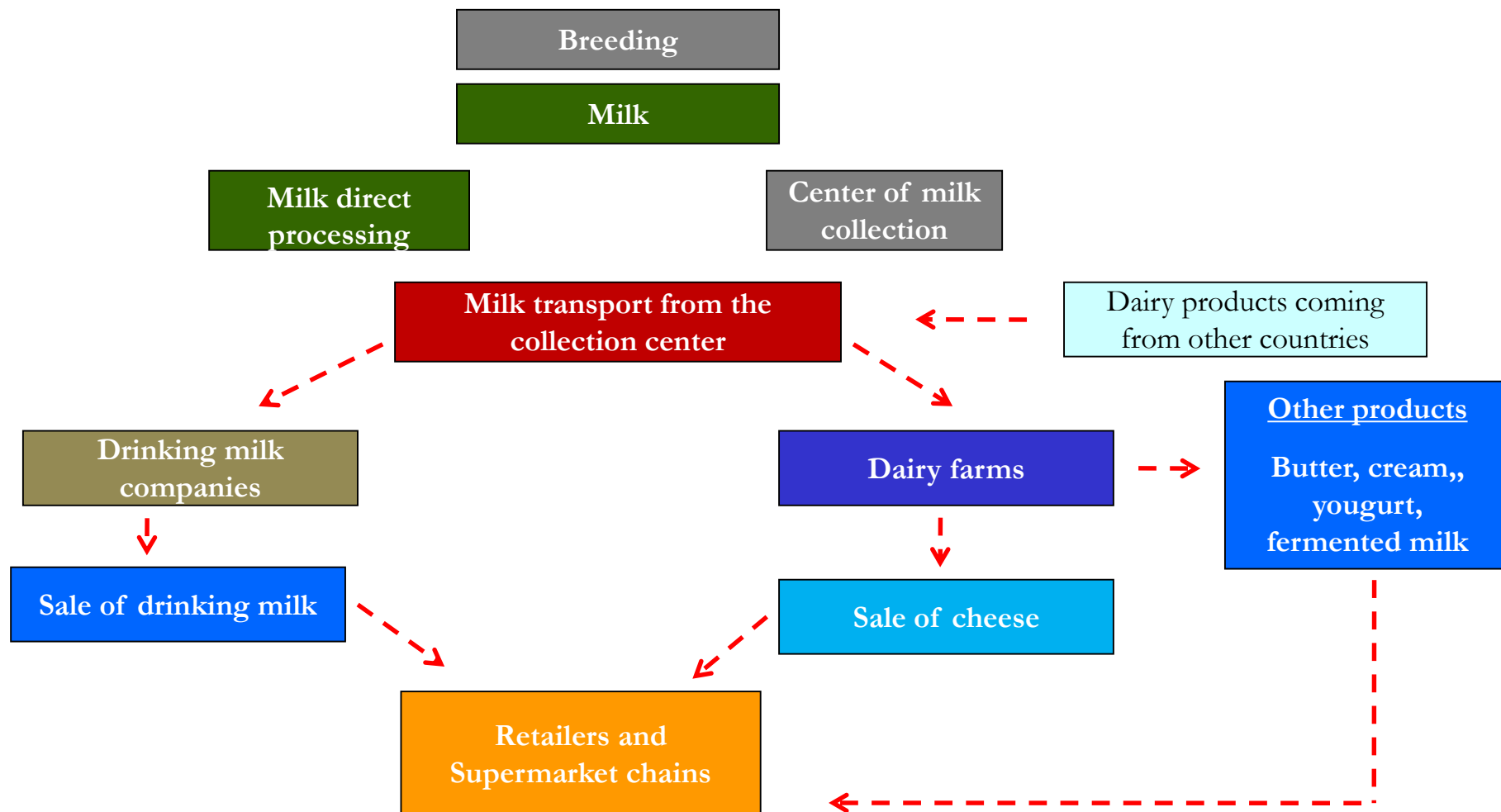
Inspectors shall control all the plant areas (*Therefore if the plant size is significantly big the inspection must be performed by at least four officers*), aiming to:

- ✓ *Check the presence of raw materials that can be used to make sophisticated cheese (powdered milk, casein.....)*
- ✓ *Perform a documental control, so as to understand if forbidden “materials” are received in the plant.*
- ✓ *Control documents to check the compatibility from the legal point of view as concerns substances introduced into the dairy plant with cheese products:*
 - a) *introduction of prohibited products in dairy plant;*
 - b) *purchase of milk of animal origin;*
 - c) *geographical areas of origin different from the ones allowed;*
 - d) *milk from not recorded animals.*

For GIs cheeses, it is necessary to check the equipment employed, because it is not always compatible with what permitted in the specification.

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Dairy chain critical points

Inspection modalities

Lack of traceability documents



Documents control to check milk traceability (production controls)

Using milk from other sources (not registered) as part of the milk quota regime



Documents control to check compliance of the milk quota system (production controls)

Processing treatments not allowed



Analytical tests to verify the compliance with current regulations regarding the treatment allowed (production or marketing controls)

Sale of milk or cheese with irregular labeling or misleading information for the consumers



Compliance of the labeling to the EU and national legislations (marketing controls)

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Dairy Chain critical points

Misleading information and
evocation of the GI product on
the label

Use of raw materials not
allowed in the specification

Processes which do not comply to
the specifications (ripening time)

Misleading labeling and omissions
of the compulsory information

Sale of unpackaged fresh and
pasta filata cheeses

Inspection modalities

*Verification of the correct
application of the rules for GI's
cheeses (controls the
production and marketing)*

*Verification of compliance to the
labeling and packaging
legislation*

**PRACTICAL ASPECTS OF CONTROL ACTIVITY
FOR PROTECTING AGRO-FOOD GIs****Market controls for protecting agro-food GIs****Dairy chain critical points****Inspection modalities**

Lack of documents' traceability



Documents control to check olive oil traceability (production controls)

The use of raw material from other sources (not registered)



Documents control

Processing treatments not allowed



Sampling and analytical tests to verify the compliance with current regulations regarding the treatment allowed (production or marketing controls)

Sale of olive oil with irregular labeling or misleading information for the consumers



Compliance of the labeling to the EU and national legislations (marketing controls)

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs

Honey Critical points

Different analytical parameters and botanical origin from the information declared in the label

Presence in the domestic market of low quality overseas honey

Presence of residues of pesticides and / or pollutants

Addition of external sugars

Marketing of products with non-conforming or misleading labels

Modalities of control

Documental and analytic control in different stages of the chain

Documental controls to the market stage

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: Fruits and vegetables sector on the spot controls

Critical points

Marketing of products with misleading or incomplete labels

Marketing of fruit and vegetables from third countries as a UE products

Illegal use of additives not permitted for citrus fresh fruit, also for imported products

Modalities of control

Controls to check the compliance of labels of fruit and vegetables products (marketing controls)

Control of commercial documents, in all the stages: conditioning, transport and sale to the consumer

Checks to packers and wholesalers taking samples to check which products are used for the surface treatment of fruit

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: Fruits and vegetables sector on the spot controls

Example of Inspection modalities that can be adopted to check the origin of raw materials



Market Controls:

- *Check the product's label;*
 - *Take the sample;*
 - *Make chemical analysis to detect the origin of the curd and chemical elements.*
- It could be useful to detect fake GI Italian cheeses*

Mozzarella di
Bufala Campana
PDO



Milk powder, used for the production of
mozzarella and other cheese PDO.

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: Fruits and vegetables sector on the spot controls

GI's Dry fruit: Pistacchio di Bronte PDO



Pistacchio di
Bronte PDO



Commercial fraud concerning the package label where was reported “Pistacchio di Bronte PDO”: documental control to check the origin of the product.

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: Fruits and vegetables sector on the spot controls

Retailers imported pistachios from Iran. Inspectors adopting a risk analysis approach and in collaboration with the Customer Agency knew that a huge commercial cargo have already arrived in the port.



*Risk analysis
approach*

*Control of the accompanying
documents and fiscal invoices held
by the captain of the ship*



Traceability approach

Wholesalers and retailers



*Inspection activity and sampling
activity and chemical analysis:
presence of Aflatoxins*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: GI's olive oil sector on the spot controls

A very critical sector

Consumers have the right to know the zone of harvesting and production.

Therefore, the inspector at the market stage should check the country/regional area in which the olives were harvested, grown and milled.

The inspector can decide to carry out a sampling activity, which allows through the support of chemical analysis to know the origin of the products: isotope spectrometer analysis

Olive Oil PDO



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: on the spot controls

Production Chain's Controls

(e.g. Olive Oil sector – *Valli Trapanesi PDO* and or conventional olive oil factory's administrative controls)

- *Check of production boards with the features of raw materials used during the production process;*
- *Review of invoices and shipping documents for conventional products and certified products sold to third parties during a given period (e.g. the last 6 months);*
- *Examination of activities proceeding's records scheduled in the Control Body's control plan (control activity specific for the Valli Trapanesi PDO/GI's products)*

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Typology of Controls: on the spot controls

TRADE CONTROLS

Are carried out on “goods on sale” in different places e.g. large scale retail trade, retail sales, wholesales, e-commerce, etc.)

- *Verification of the “information materials” regarding registered products (leaflets, brochures, etc.);*
- *Checks on foods’ labels as well as on presentation of the following products:*

✓ ***Registered foods***

✓ ***Conventional foods.***



Traceability principles
reported in the

***Regulation (EC) No
178/2002***

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs in the Italian territory

FRUIT AND

VEGETABLE ZANCLEA” Operation

During March, inspectors of ICQRF Sicilia Office, together with officers of the regional Forestry Corp, carried out several inspections within the Messina fruit and vegetable market. This activity has been finalized to verify fruit and vegetables products' traceability as well as their lawful commercialization, with particular reference to the origin of products. In this regard, the main goals of this inspection were the agro-food products' safety and the protection of Made in Italy.

The operation led to the seizing of **3 tons of fruits and vegetables**, lacking in traceability and origin information on the label. Administrative penalties, for a total value of 11,000 euro were issued.

FRUIT AND VEGETABLE

PINEROLO Operation

In November, officers of the ICQRF Italia Meridionale Office detected the selling of “*Pomodorino del Piennolo del Vesuvio PDO*”, whose geographical origin was unknown. This crime was perpetrated by a company, which was out from the PDO certification scheme since 2019. However, the company management used authorized packages, with labels and batch numbers referring to the year 2018 (year in which the company was still in the above-mentioned certification scheme).

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs in the Italian territory

Contrast to
the
nationalization
of foreign kiwis

Italy, despite being the main European kiwis' producer country, imports significant product's quantities in particular from Greece. In order to counteract the possible fraudulent nationalization of the kiwis introduced in the Italian market, an intense control activity was organized; this investigative activity has been concentrated, in particular, towards the main ports of product's entry, and it has been characterized by in-depth traceability controls over the lots entered in the Italian territory.

This focused control activity allowed to highlight a fraudulent system (in particular at the retail stage) related to the issue of commercial documents having the same numbering system but reporting different origins; furthermore, deficiencies in the traceability and labelling system have been detected.

During 2019, various administrative violations were contested by the ICQRF offices and no. 3 crime reports were forwarded to the Judicial Authority.

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Market controls for protecting agro-food GIs in the Italian territory

CANNED FRUITS

MARKETED

AS

ITALIAN
PRODUCT

The controls revealed a vast phenomenon of fraud, aimed at the marketing of Greek syrup peaches labelled as “*Frutta Italiana*” (Italian Fruit).

The investigations have shown that Greek syrup peaches, bought in 5 kg cans, were repackaged by a company from Ravenna in smaller glass jars, suitable for retail sale by unlawfully attributing to the product the false Italian origin.

The activity led to the seizure of **157,000 jars of syrup peaches**, ready to be sent to distribution platforms.

The investigative activities have shown that also the previous order of the mass distribution circuit has been satisfied with fruit from Greece, always bearing on the label the indication “*Frutta Italiana*”. In this case, the operator has immediately recalled the products from the market, before the seizures took place on a national scale.

The owner of the factory is investigated for aggravated commercial fraud.

**PRACTICAL ASPECTS OF CONTROL ACTIVITY
FOR PROTECTING AGRO-FOOD GIs**

Market controls for protecting agro-food GIs in the Italian territory

**AGNELLO
(LAMB)**

**DI
SARDEGNA**

**PDO
INVESTIGATION**

After several months of investigations, surveillance activities of the territory and port, intensified near the Easter holidays, when the price of lamb meat and in particular of that of the “Agnello di Sardegna” PGI is rapidly increasing, several trucks were intercepted at the port of Olbia. Those trucks were coming from Romania and carrying live lambs to be slaughtered in Sardinia.

The inspection activity continued at the slaughterhouses of the island and the distribution platforms of Northern Italy, leading to the withdrawal from market of about 12,000 lambs of uncertain origin, for a total economical value of 1,200,000 euros. Of these, 3,169 lambs of French and Romanian origin passed off as Italians and 1,156 lambs marketed as “Agnello di Sardegna” PGI but in fact of Rumanian origin were seized in the major Italian retail chains.

During the operation, administrative penalties were imposed due to the violation of the rules on PDO / PGI products and the owner of a slaughtering company was reported to the Judicial Authorities for commercial fraud.

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS

WHAT AN EFFICIENT COMPETENT AUTHORITY SHALL DO IN EU AND IN THE WORLD TO PROTECT NATIONAL EXCELLENCES:

I. PROTECTING OF NATIONAL PDOs AND PGIs IN THE NATIONAL TERRITORY AND IN THE EU BY MEANS OF SO-CALLED "EX OFFICIO PROTECTION";

II. ESTABLISHING A CONTINUOUS AND EFFECTIVE COLLABORATION WITH EBAY AND GOOGLE, TO PROMOTE AND TO PROTECT OUR PDOs AND PGIs IN THE CONTEXT OF E-COMMERCE;

III. PROPOSING SPECIFIC DISCLAIMERS ON E-COMMERCE SELLING ON EXTRA UE OPERATORS.

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS

**Market
 controls**

**Mechanisms of EU
 cooperation and
 protection for PDOs,
 PGIs and GIs**



*Ex Officio and
 Liaison Authorities*

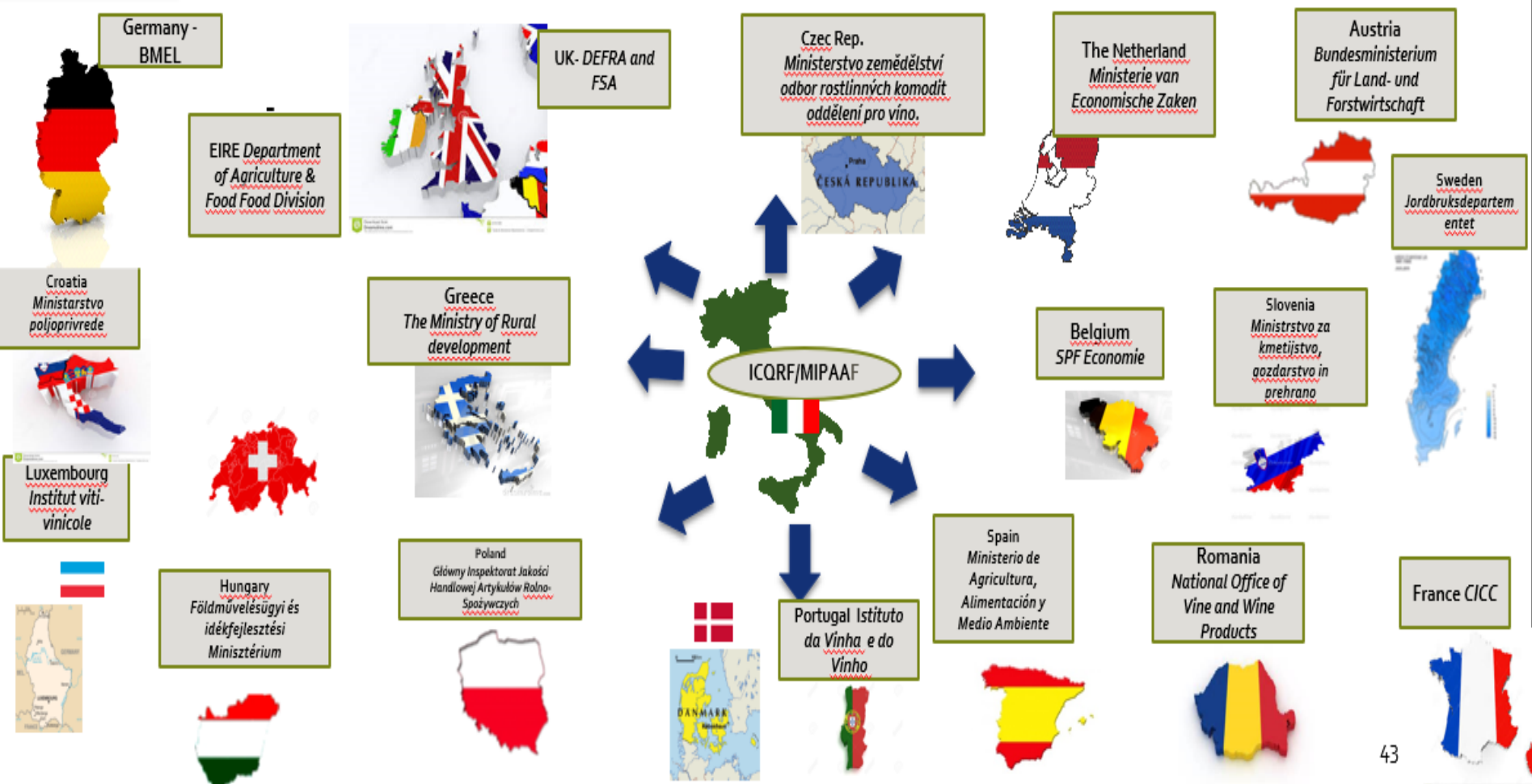
The ICQRF forwards to MS(s) concerned and to the EU Commission reports of infringements of EU legislation (for instance, misuse, evocation or imitation of a PDO or a PGI)

The ICQRF receives reports of infringements of EU wine laws sent by MSs and/or EU Commission



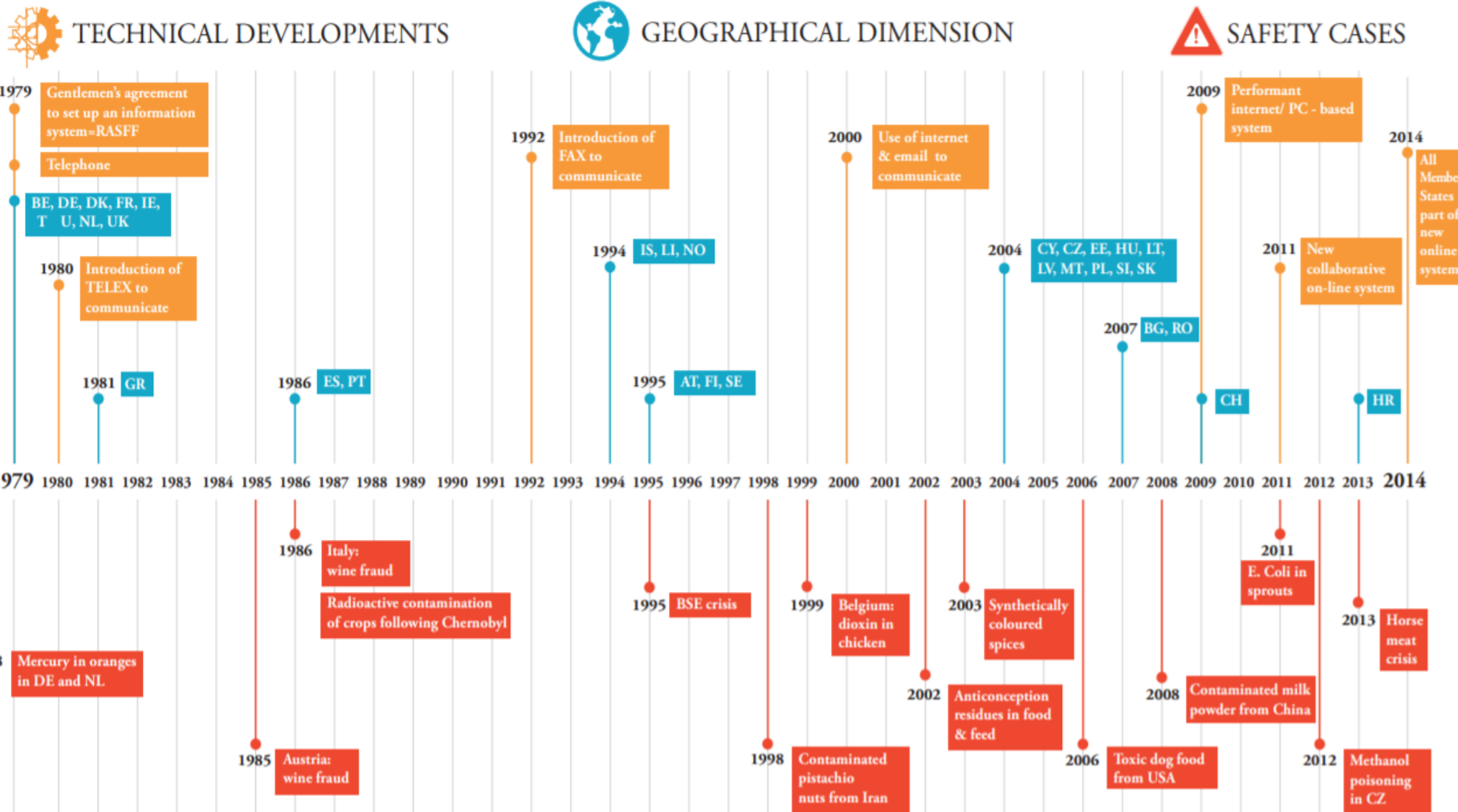
PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS



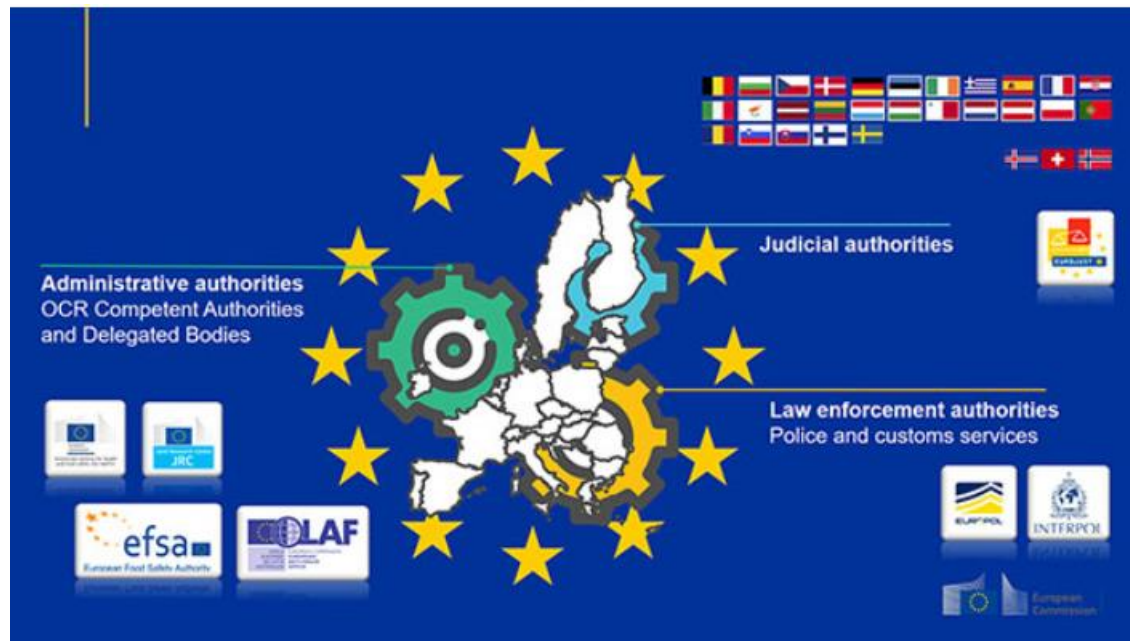
PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS

FOR THE PURPOSE OF THIS PRESENTATION



THE EU FOOD FRAUD NETWORK



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS

THE AAC IS AN IT SYSTEM
DEVELOPED AND MANAGED BY
THE EUROPEAN COMMISSION.



MEMBERS OF THE EU FOOD FRAUD NETWORK



Exchange information within the Administrative Assistance and Cooperation System (AAC).

*This happens since 2015. Thus EU country can contact the CAs of another EU MS and share information in a secure manner, which can lead to administrative actions, administrative sanctions or judicial proceedings. **This exchange of information is an essential element for effective cross border investigation and for strategic assessment of the threat of fraud***

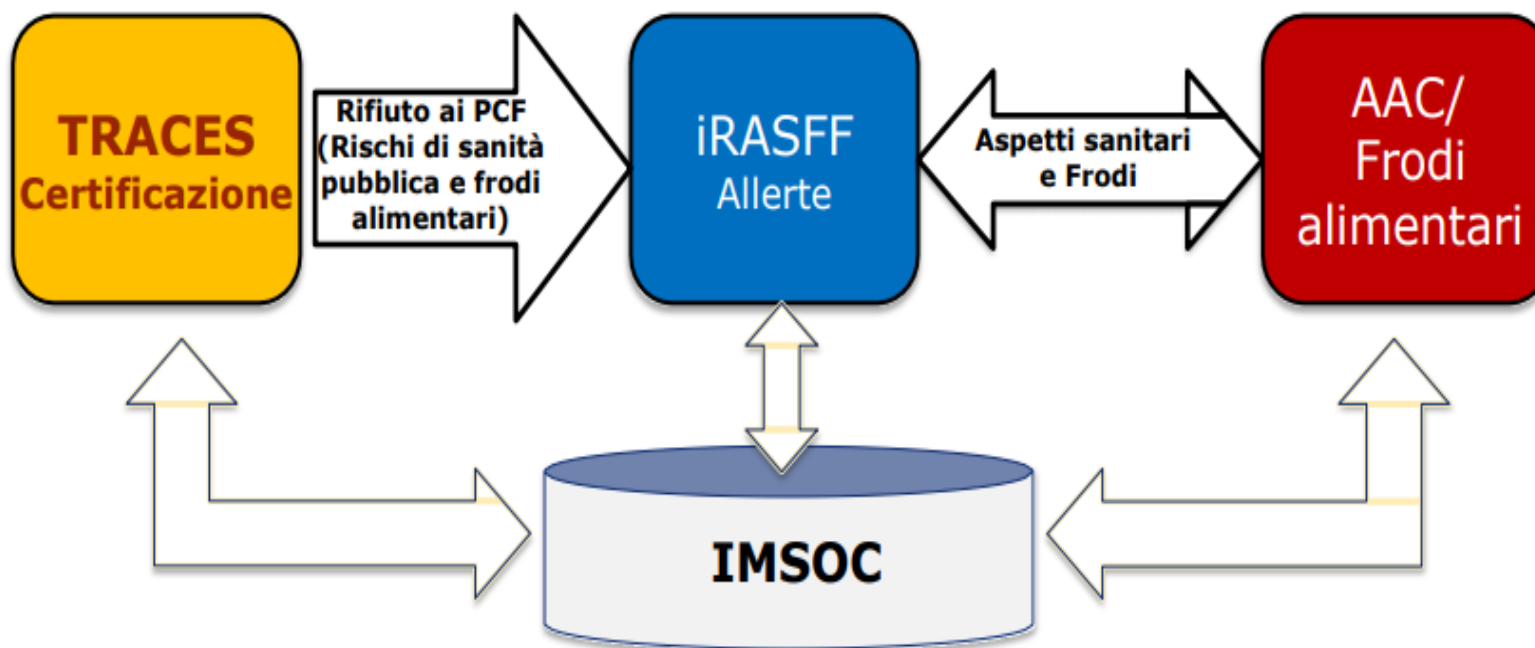
IMPORTANT



Commission Implementing Regulation (EU) 2019/1715 details the new rules for the functioning of the AAC system within the general information management system for official controls (IMSOC).

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS



Methods of operation of IMSOC (art. 131 - 136 of Regulation (EU) 625/2017).
Source: Philippe Loopuyt, DG SANTE (2018).

**PRACTICAL ASPECTS OF CONTROL ACTIVITY
FOR PROTECTING AGRO-FOOD GIs**

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS

**EXAMPLES OF FOOD FRAUDS (EVOCATION, USURPATION, CONSUMERS'
MISLEADING, ETC) ON THE WEB AND ON THE FIELD**

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

COOPERATION: BEST APPROACH TO DETECT FOOD FRAUDS

WEB MARKET: THE NEW FRONTIER OF COMMERCIAL FRAUD



- Internet in an «ordinary market place»: It's **NOT MORE** a «**new market**»
- Different approach on food fraud contrast on internet: more agreements for a better repression of criminal behavior
- A good european cooperation is the key of success por protection of «**EU cultural heritage**»
- Agreements ICQRF/ALIBABA and ICQRF/Ebay have given brilliant and concrete results
- Web markets change faster than laws....
- The goods travel faster and consumers decide faster...Public administrations?
- Protection of consumers on web needs new tools ad new administrative approach

Cooperating with ebay and google



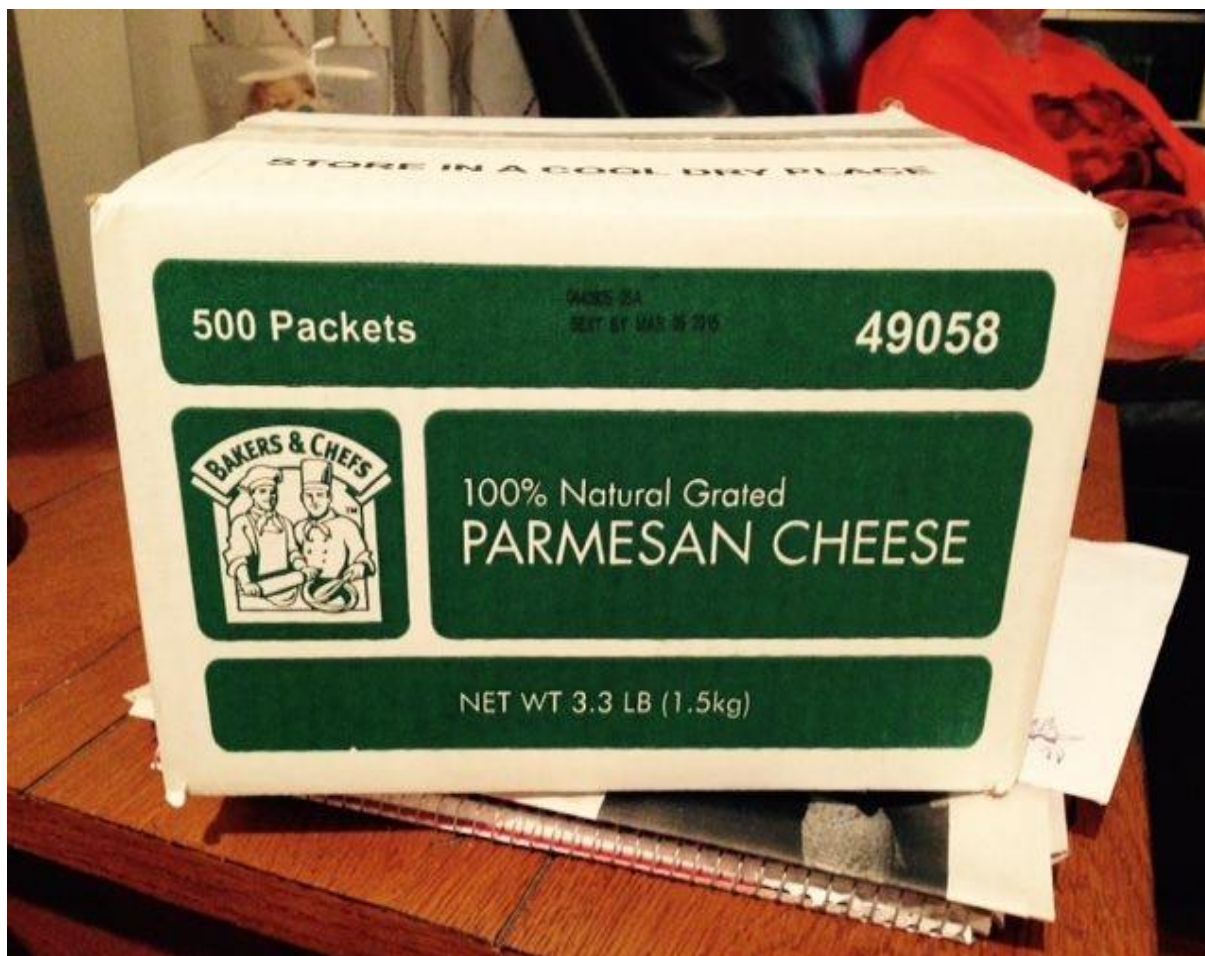
- ICQRF and EBAY signed a Memorandum for the protection of GIs on the web through the Program Verified Rights Owner (VeRO) to enable owners of intellectual property rights (such as copyright, trademarks or patents) to report the listings to the whose are encroaching on intellectual property rights;

- Visit MIPAAF-ICQRF personal page on ebay:
<http://vero.ebay.com/vero/Ministero%20delle%20politiche%20agricole%20%E2%80%93%20ICQRF>

2. "CHEESE MAKING KIT – "CHEDDAR" COTTAGE RICOTTA "GOUDA" "PARMESAN" "FETA" COLBY & JACK" Shipping worldwide



3. “500 Packets”: 100% “*PARMESAN*” CHEESE shipping worldwide



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

- Mama Francesca Premium Grated Cheese:
“Parmesan” with ***“Asiago”*** & ***“Romano”***
shipping worldwide



**PRACTICAL ASPECTS OF CONTROL ACTIVITY
FOR PROTECTING AGRO-FOOD GIs**
“Aceto Balsamico di Modena “Bianco” , 1 l”



6. «prosecco» in cans



Parmigiano Reggiano Italian Parmesan Cheese - Buy Italian Cheese Proc

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Parmigiano Reggiano Italian Parmesan cheese

FOB Price: [Get Latest Price](#)
 Min.Order Quantity: 26 Ton/Tons
 Supply Ability: 5000 Ton/Tons per Month
 Port: Turkey
 Payment Terms: T/T

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Product Details

Company Profile

[Report Suspicious](#)

Quick Details

Product Type: Cheese
 Processing Type: Raw
 Shape: Block
 Weight (kg): 30

Type: Hard Cheese
 Origin: Cattle
 Fat Content (%): 28.4
 Place of Origin: Italy

Cheese Type: Parmigiano Reggiano
 Packaging: Box, Bulk, Sachet
 Shelf Life: 2years


after...»cheese powder»

Cheese Powder - Buy Dried Cheese Powder, Cheese Flavor Powder, Halal

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Home > Products > Food & Beverage > Dairy > Cheese (4380)



Cheese powder

FOB Price	Get Latest Price
Min Order Quantity	26 Ton/Tons
Supply Ability	5000 Ton/Tons per Month
Port	Turkey
Payment Terms	T/T

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Handwritten notes: "Dopo" with an arrow pointing to "Cheese powder" and "Dopo" written vertically.

17/6/2015

Before: «Balsamic Vinegar Modena»

Balsamic Vinegar Modena - Buy Halal Balsamic Vinegar Modena Product on Alibaba.com

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Home > Products > Food & Beverage > Seasonings & Condiments > Vinegar (5971)

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balsamic vinegar modena

FOB Price: US \$17.4 / Carton | [Get Latest Price](#)

Min.Order Quantity: 400 Carton/Cartons

Supply Ability: 100 Carton/Cartons per Week

Port: Shanghai/Nantong

Payment Terms: L/C,D/A,D/P,T/T,Western Union,MoneyGram

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- On-time shipment and pre-shipment product quality safeguards
- Refund up to the covered amount agreed with your supplier
- Supplier's Trade Assurance Limit: **US \$47,000**

Verified Supplier - Nantong
 Chitsuru Foods Co., Ltd.

China (Mainland) | Manufacturer,
 Trading Company | [Contact Details](#)

Experience:
 Established 2001 , 10 years OEM

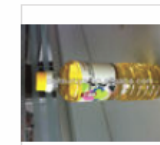
Performance:
 84.0% Response Rate

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bulk balsamic
 sorghum vinegar
 US \$44.5 - 45.5 /
 Carton
 750
 Carton/Cartons



bulk balsamic
 vinegar
 US \$17.4 /
 Carton
 400
 Carton/Cartons

After...Rice Vinegar

200ml Chitsuruya Rice Vinegar - Buy 200ml Vinegar,Chitsuruya Vinegar,Rice Vinegar Product on Alibaba.com

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200ML chitsuruya rice vinegar

FOB Price: US \$17.4 / Carton | [Get Latest Price](#)

Min.Order Quantity: 400 Carton/Cartons

Supply Ability: 100 Carton/Cartons per Week

Port: Shanghai/Nantong

Payment Terms: L/C,D/A,D/P,T/T,Western Union,MoneyGram

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China (Mainland) | Manufacturer,
 Trading Company | [Contact Details](#)

Experience:
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Performance:
 90.9% Response Rate

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1L 3.5 degree
 sushi vinegar
 US \$17.4 /
 Carton
 400
 Carton/Cartons



recipes ,drinks
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 pressure,Sushi
 US \$12 / Carton
 750
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Grand Rose Prosecco - Buy Sparking Wine, Prosecco, Italian Wine Brands Products on Alibaba.com

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Grand Rose Prosecco

FOB Price: [Get Latest Price](#)

Min.Order Quantity: 1 Pallet/Pallets

Port: Southampton, Dover

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Italian White
Wine Trebbiano
1 Pallet/Pallets



Prosecco
Sparkling wine
1 Pallet/Pallets

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Grand Rose Spumante Sparkling Wine - Buy Sparkling Wine,Rose,Italian Wine Brands Product on Alibaba.com

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Grand Rose Spumante Sparkling wine

FOB Price: [Get Latest Price](#)

Min.Order Quantity: 1 Pallet/Pallets

Port: Southampton, Dover

Quantity

Pallet/Pallets

Please write your requirement here.

☐ Recommend matching suppliers if this supplier doesn't contact me on Message Center within 24 hours.

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Sauvignon Red
Wine
1 Pallet/Pallets



Prosecco DOC
Sparkling wine
from Italy
1 Pallet/Pallets

Prosecco in cans

listing removed



FETA (Correct label)



How to deal with a label evocating a GI's product

Controls at the retail level.

During the control's activity, the inspectors found in the supermarket's shelf this product



**FETIKOS creamy
cheese**



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Parmigiano Reggiano (Correct label)



4 MADONNE
 Caseificio dell'Emilia
 strada Lesignana, 130
 41123 Lesignana (MO)

Stabilimento di produzione:
 Via Pescarola, 544
 41028 VARANA
 di SERRAMAZZONI (MO)
 Tel. 059 849468 (sede)

info@caseificio4madonne.it
 www.caseificio4madonne.it
<http://shopcaseificio4madonne.it>

Formaggio Parmigiano Reggiano DOP
 Biologico di Montagna

ORGANISMO DI CONTROLLO
 AUTORIZZATO DAL MIPAAF
 IT-PAC-006
 AGRICOLTURA ITALIA
 OPERATORE CONTROLLATO
 N. 5721

Informazioni nutrizionali per 100 g

Energia	1633 kJ 392 kcal
Grassi di cui	28 g
acidi grassi saturi	19 g
Carboidrati di cui	0 g
zuccheri	0 g
Proteine	33 g
Sale	1,6 g

Ingredienti:
 Latte biologico di montagna,
 sale, caglio

PARMIGIANO REGGIANO

AUTORIZZAZIONE CONSORZIO
 PARMIGIANO REGGIANO
 n. 156/2012

CERTIFICATO DA ORGANISMO DI CONTROLLO AUTORIZZATO DAL MIPAAF

PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

Parmigiano Reggiano (Correct label)



How to deal with a label evocating a GI's product

Controls at the retail level.

If you are carrying out an inspection activity in the supermarket and you find this kind of product



PARMESER Cheese

- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?



PRACTICAL ASPECTS OF CONTROL ACTIVITY FOR PROTECTING AGRO-FOOD GIs

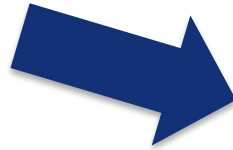
Prosciutto di Parma (Correct label)



How to deal with a label evocating a GI's product

Controls at the retail level.

If you are carrying out an inspection activity in the supermarket and you find this kind of product



- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?



Olio Toscano (Correct label)



How to deal with a label evocating a GI's product

Controls at the retail level.

If you are carrying out an inspection activity in the supermarket and you find this kind of product



- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?



Prosecco's misuse cases (Correct label)



Indication of the Sugar
content

Indication of the PDO and
of the permitted subarea
"Treviso"

Indication of the
Producer (on whose
behalf.....)

Indication of the
Provenance

Indication of the
Producer by.. on
behalf of



Prosecco's misuse cases

- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?

It has been producing in Moldova
Is it a real one?



Prosecco's misuse cases



- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?

**They were packed in cans in
Germany.
Were they real ones?**



Prosecco's misuse cases



- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?

**It was labelled as
Prosecco
Was it a real one?**



Prosecco's misuse cases

- What is the irregularity here?
- What kind of fraud is this? (how it should be qualified; what is the legal basis)
- What are the misleading practices?
- What should be done by a producer?
- What should be done by a control authority?



**Is this label unlawful?
If so, is this
infringement a
misuse?**



HOW TO RECOGNIZE THE MOZZARELLA DI BUFALA CAMPANA PDO?

PACKAGING

According to law D.l.vo 109/92, art. 23, the PDO Mozzarella di Bufala Campana cheese must be sold only if pre-packaged at the origin (heat-sealed bags, trays, glass, etc.).



MARKS

Each package must bear the following indications:

- the trademarks of the Protection Consortium;
- PDO trademarks;
- Mozzarella di Bufala Campana denomination;
- references to the national (D.P.C.M. 10/5/93) and community law (Reg. CE n.1107/96);
- authorization number of the dairy (AUT. CONSORZIO TUTELA N. 000/00/0000).

LABELLING

All the mozzarellas on the market with packaging bearing the denomination "Mozzarella di Bufala", "Mozzarella bufalina", etc., are NOT PDO certified and these denominations are NOT allowed by law.

WARRANTY

If the packaging is a knotted envelope, there must be a warranty seal over the knot, affixed by the manufacturer. The mozzarella packaged without a seal could easily be replaced with a non-PDO mozzarella.

ITALIAN SOUNDING!!!!

