

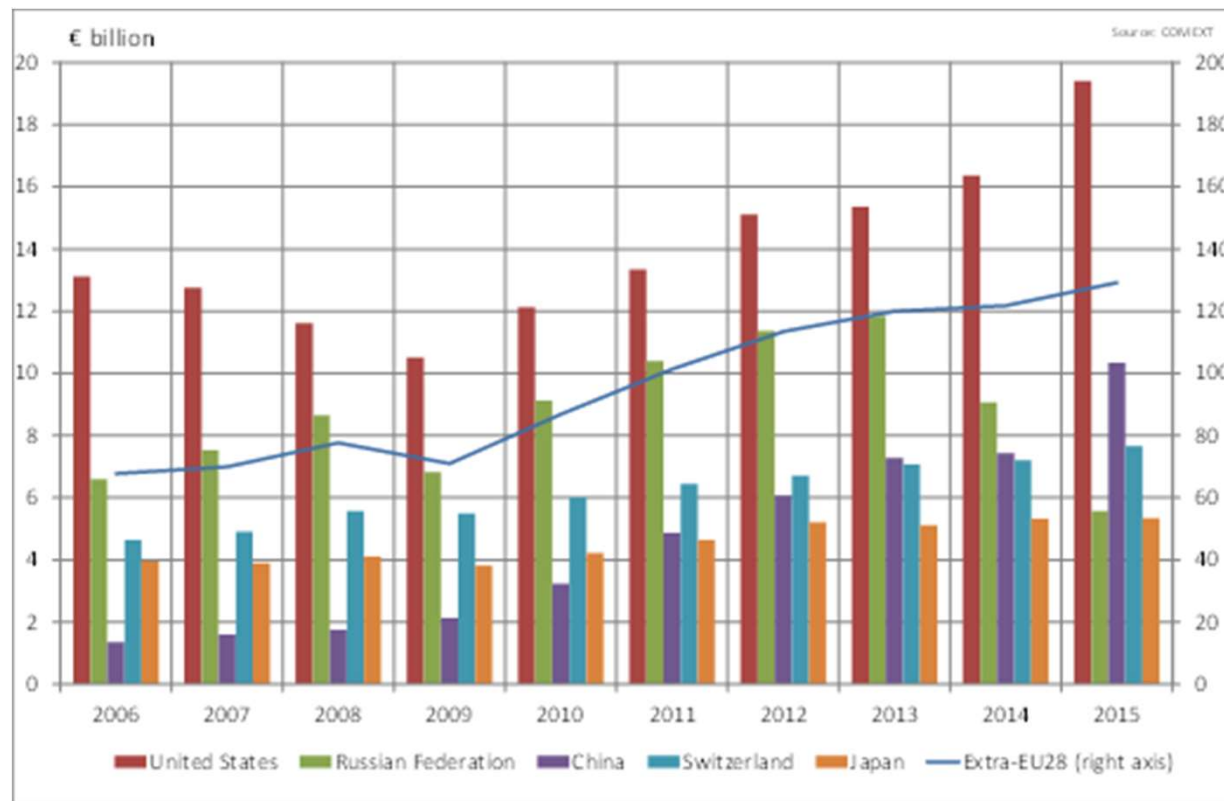


The Geographical Indications system in the European Union

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Agriculture in the EU and agri-food trade



EU agriculture at a glance

**175 million ha
land**

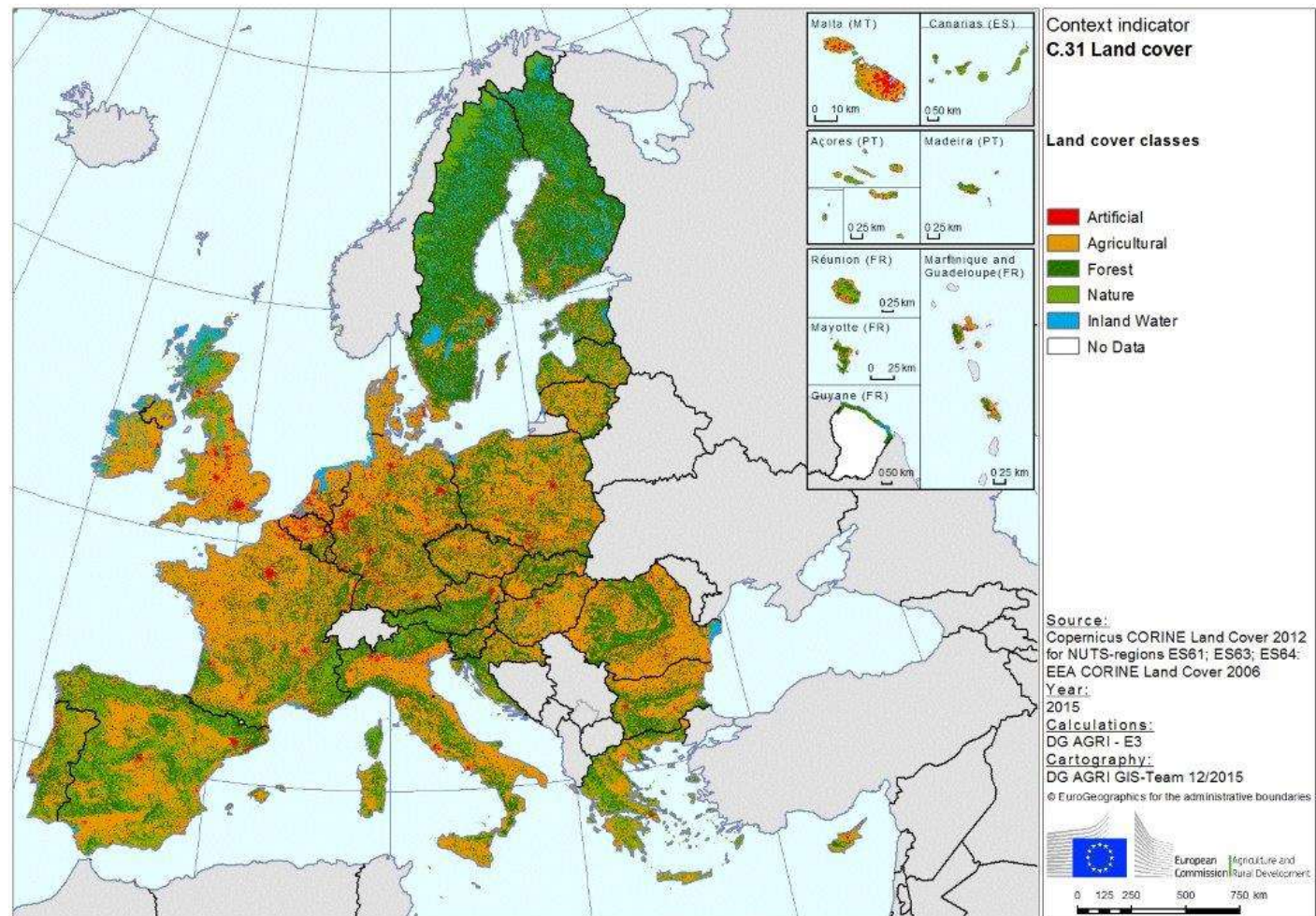
**=> roughly 40%
of EU land cover**

11 million farms

=> 16 ha per farm

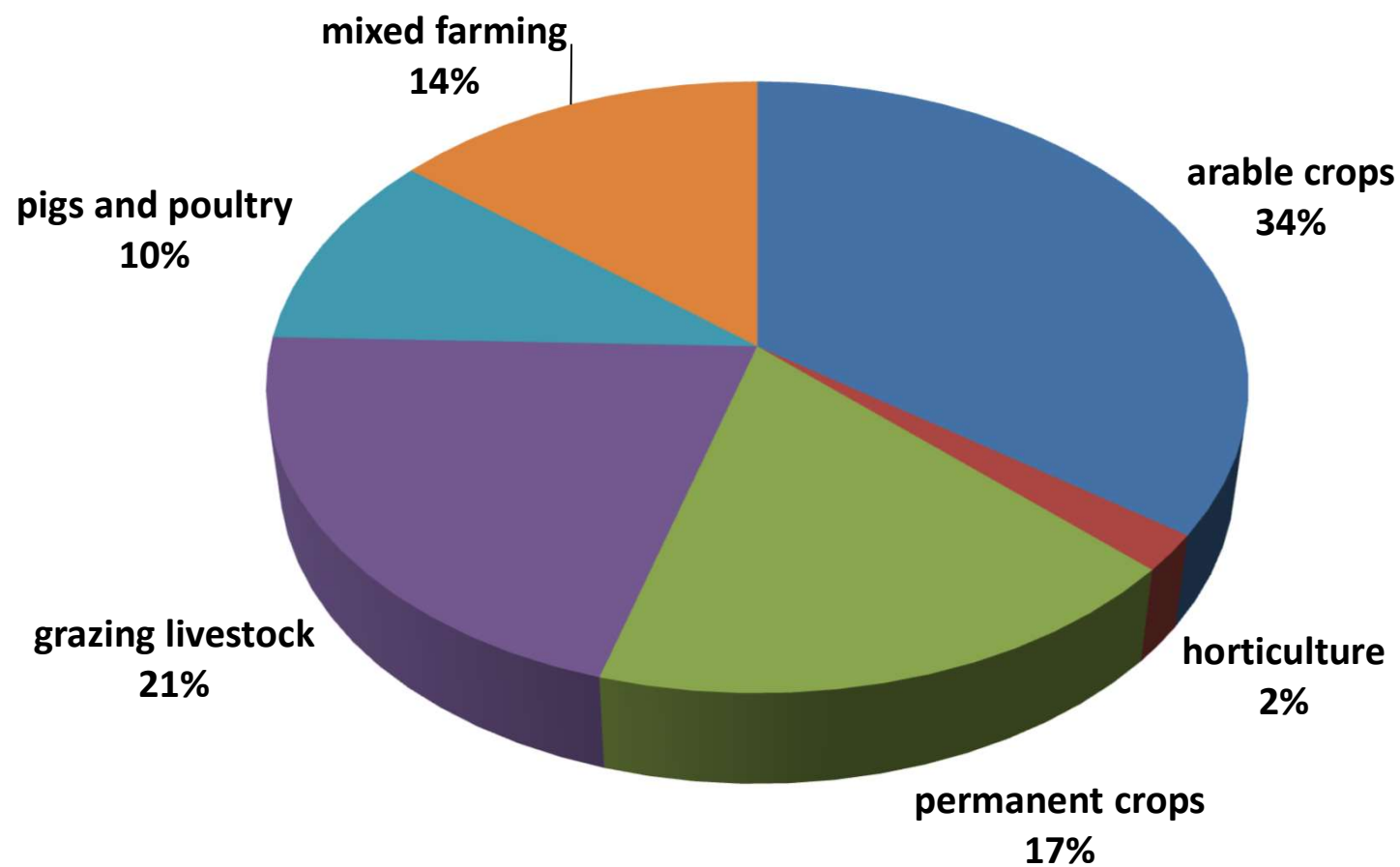
22 million people
(around 9 million
full-time equivalent
jobs)

**=> 4.4% of total
employment**

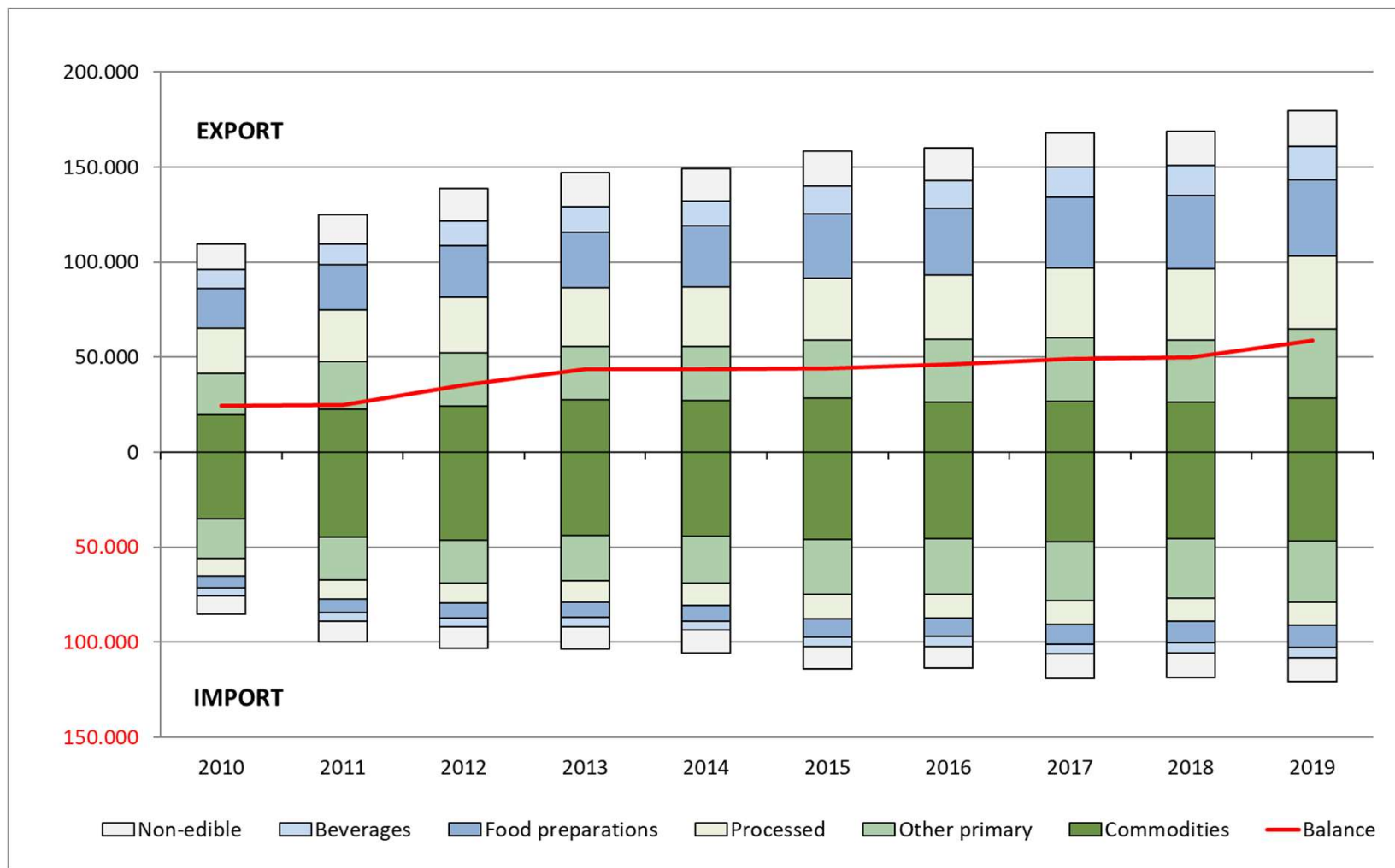


Main activities of EU farms

EU-28, 2013



EU27 structure of agri-food trade with extra-EU27, 2010-2019 (in million Euro)



Export Success

- CAP reforms;
- Global growth in demand;
- Consumer preference for European quality;
- Trade policy, trade agreements and promotion



European
Commission

The EU Geographical Indications system

RIOJA

Denominación de Origen Calificada





What is the definition of a Geographical Indication?

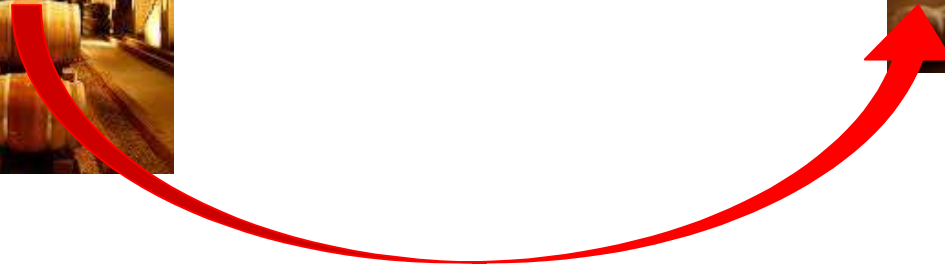
1. Defined geographical area

+

2. Specific product

+

3. Link between 1 and 2.





Legal Framework

WTO: TRIPS agreement as framework - Articles 22-24
(no register, legal basis for bilateral agreements)

WIPO: Geneva Act of the Lisbon agreement
(multilateral register)

EU: Four sets of rules for food, wine, spirit drinks & aromatised wines (EU register). Exclusive EU systems as regards the 4 sectors

- ❖ Agricultural products and foodstuffs - Regulation (EU) No 1151/2012
- ❖ Wines – Regulation (EC) No 1308/2013
- ❖ Spirits – Regulation (EU) No 2019/787
- ❖ Aromatised wines - Regulation (EU) No 251/2014



EU quality designations

PDO: Protected
Designation of Origin
(Food & Wine)

PGI: Protected
Geographical Indication
(Food & Wine)

GI: Geographical Indication
(Spirits & aromatised wines)





Benefits for producers

- **Protection of product names** from misuse and imitation
- **Name is reserved** to products respecting the specification, it is not reserved to one single producer, but can be used by **all producers respecting the specification – Collective Right**
- **Protection unlimited in time** (possibility of cancellation if compliance with the product specification is no longer ensured)
- **Administrative protection** by public authorities
- Better market opportunities and allows often a **better price** (on average, the price of a GI product is about **2.5 times** the price of a comparable non-GI product)



Economic Data

- Estimated total **sales value** of EU GIs: **€ 75 billion in 2017**

= 6.8% of the total EU food and drink sector

- Estimate of **EU GI exports value to non-EU countries: € 17 billion in 2017**

= 15% of EU food and drink exports; wines & spirits:
89% of total GI exports

- **Sales destinations:**

= **58%** of sales take place on the national MS market,
20% on the EU market and **22%** in third countries



Benefits for consumers

- Give to consumers the **information** on the characteristics and benefits of the GI products
- It provides a guarantee on:
 - **Origin** of the product (tradition and heritage)
 - **Quality** of the product (specification)
 - **Authenticity** of the product (no imitation)
 - **Safety** of the product (specification and controls)
- **Assured by controls** on production site and on the market by public authorities
- Quality designations prevent the standardization of food products and offer a **wider choice to consumers**



Benefits for society

GIs maintain **jobs** and **economic activities** in rural areas

GIs encourage the preservation of

- **Biodiversity and Sustainable agriculture**
- **Local savoir-faire and traditional methods**
- **Landscapes** → tourism



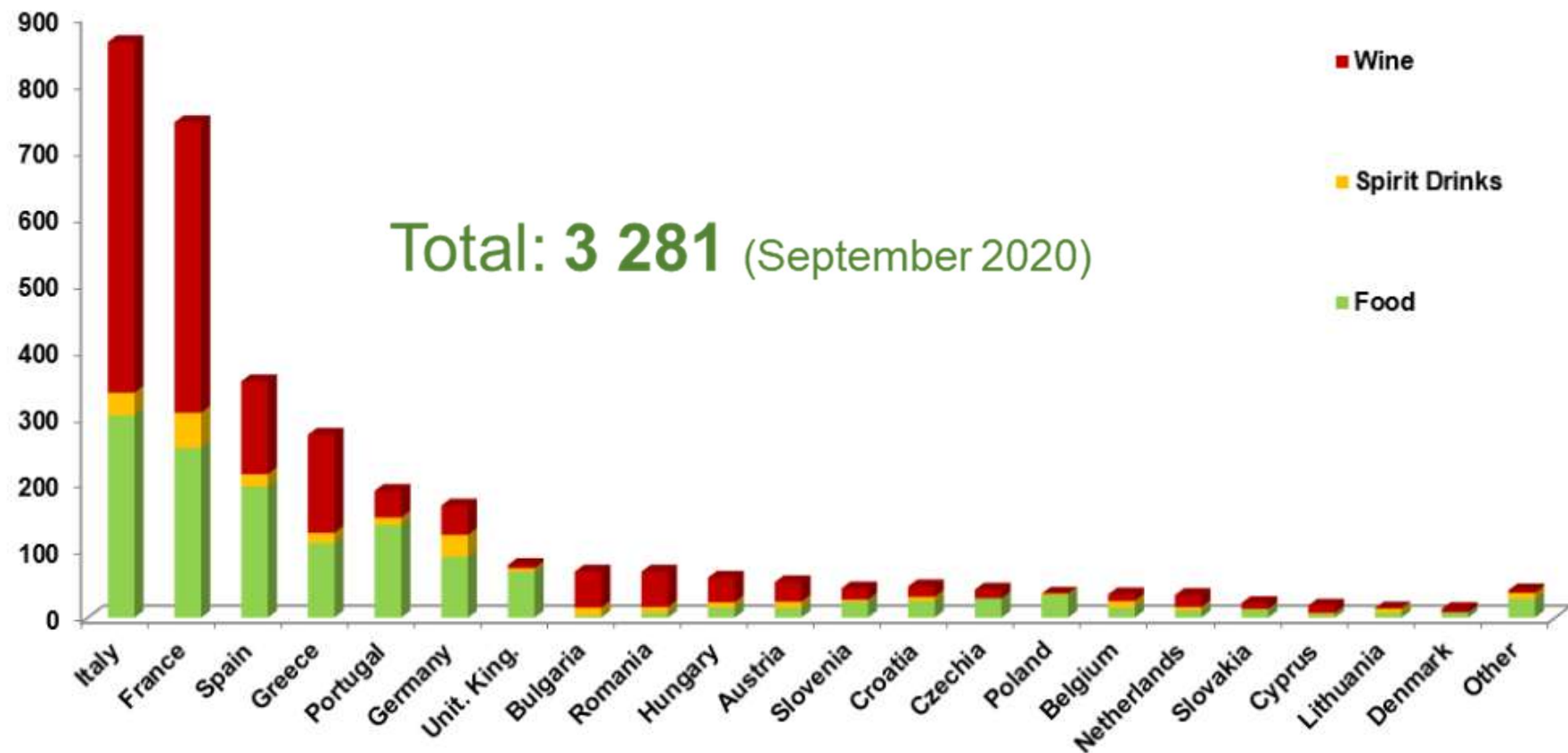


GIs specific attributes in comparison to TMs

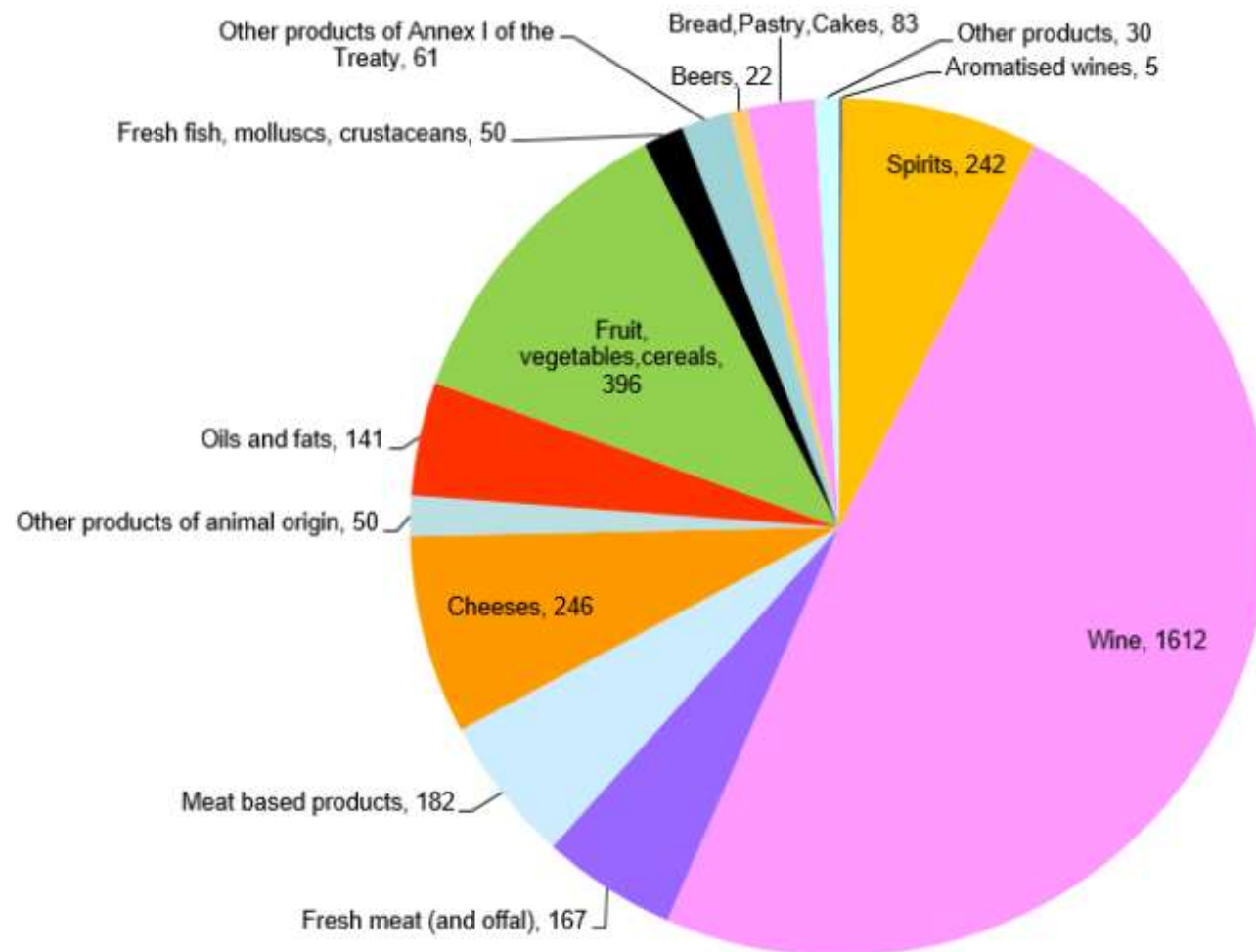
- Linked to territory (limited and specific area)
- Must certify the origin
- Quality related (specifications to be respected)
- Reputation of the product (collective ownership)
- Right cannot be sold and is unlimited in time
- Full protection of the name, also for any other types of products
- Collective control of the producers + public authorities



Registered GIs by EU MS and by sector (September 2020)



Registered GIs by class of products (September 2020)





Transparency of information

The EU applies full transparency on Geographical Indications protected in the European Union originating in Member States and Third Countries
(Direct Applications)

e-ambrosia (EU geographical indications register)

<https://data.europa.eu/euodp/en/data/dataset/eambrosia-eu-geographical-indications-register>



Non-EU countries (**Food**, **Wine**, **Spirit drinks**)

- *34 TC names registered through direct registrations*

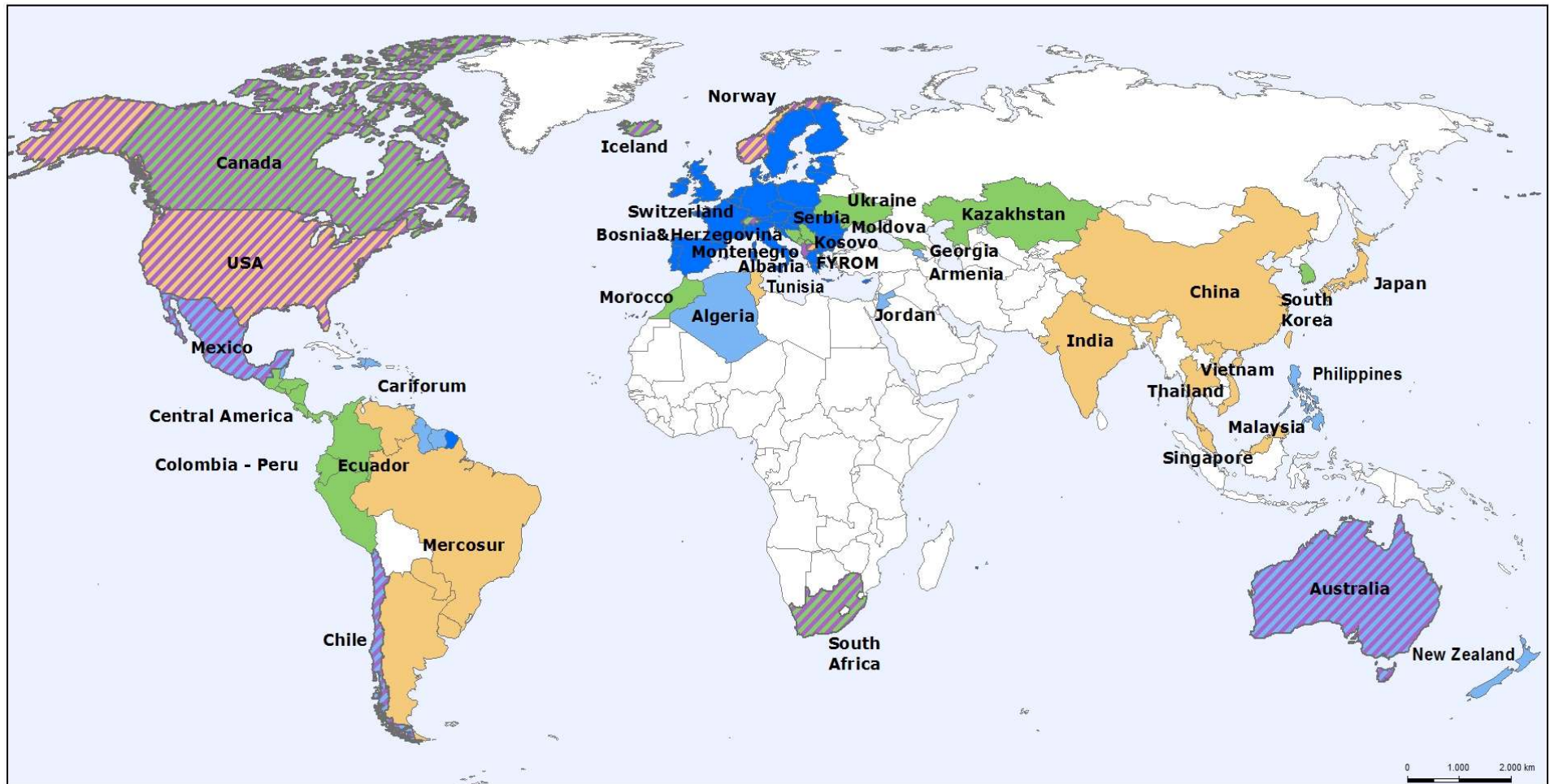
- **China (10)**
- **Thailand (4)**
- **Turkey (3)**
- **Cambodia (2)**
- **Norway (2)**
- **Andorra (1)**
- **Colombia (1)**
- **Dominican Republic (1)**
- **India (1)**
- **Indonesia (1)**
- **Vietnam (1)**

USA (1)
Brazil (1)

Norway (2)
Peru (1)
Mexico (1)
Guatemala (1)



GIs and international agreements



- GIs Agreements**
- Wine and/or Spirit GIs Agreement concluded
 - GIs Agreement concluded
 - Ongoing GIs Negotiations
 - Future GIs Negotiations

Source: EU Commission

Map Projection World: Eckert III - Map Scale 1:110.000.000

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Note : The borders of the map does not necessarily represent the official position of the EU. The map has only a statistical value.



Protection of EU GIs in Third Countries through international trade agreements

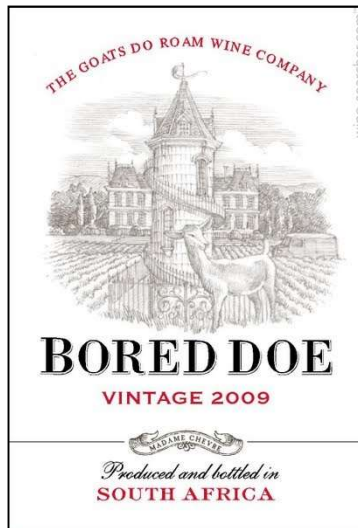
In Bilateral Agreements (FTAs, wines & spirits or only GIs) the EU aims at:

- ✓ “High level” of Protection of GIs beyond TRIPS
- ✓ Reciprocal protection (GIs protected directly and indefinitely)
- ✓ Co-existence of GIs with prior TM registered in good faith
- ✓ Ensuring administrative enforcement

Currently there are:

- **36 agreements** in **force** or **concluded** with GI chapters (e.g. **Vietnam, China, Japan, South Korea, Singapore, Mercosur, Mexico, Canada**)
- 13 negotiations ongoing (e.g. Indonesia, Thailand, Australia...)

Examples of usurpation/evocation



Evocation of "Bordeaux"



Evocation of "Côte-Rôtie"



Prosciutto Parma style



Evocation of Feta



CONCLUSIONS: a true success story!

- **A collective IPR, which offers extensive protection**
- **A strong marketing tool for farmers and rural areas (distinctive signs, brand recognition, etc...)**
- **Higher sales premium for protected products**
- **A market worth almost EUR 75 billion; over 20% of it comes from the sales outside the EU**
- **A truly European policy under which national products are protected and serve as flagships for the traditional culinary heritage of regions and economic drivers for the national agri-food sector**

Thank you!

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Geneva Act of the Lisbon Agreement

- **Multilateral** system of Registration
- 1958: Lisbon Agreement
(only Appellations of Origin 'AO')
- 20 May 2015: modernized Agreement
- **"Geneva Act of the Lisbon Agreement"**
 - expands the scope beyond AOs to all GIs
 - Open to intergovernmental organizations
- EU deposited the act of accession on 26/11/2019. Since the EU was the fifth acceding contracting party, the **Geneva act entered into force on 26/2/2020**

