



Geographical Indications and the Economic Value to the European Union

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F3 Geographical indications

Legal framework for GIs

- **GIs – a truly global concept**, defined and protected internationally
 - WTO/TRIPs Agreement
 - WIPO Geneva Act of the Lisbon Agreement
- **The EU – a major driver for GIs**
 - Sui generis system:
 - ❖ Agricultural products and foodstuffs - Regulation (EU) No 1151/2012
 - ❖ Wines – Regulation (EC) No 1308/2013
 - ❖ Spirits – Regulation (EU) No 2019/787
 - GIs protected via bilateral Agreements EU / third country



EU Geographical Indications system

- identifies products having qualities, characteristics or reputation due to natural and human factors linked to their place of origin
- confers **intellectual property rights (IPR)**



Protected
designation of
origin (PDO)

Food and wine



Protected
geographical
indication (PGI)



Geographical
indication (GI)

Spirit drinks

Registered and protected GIs

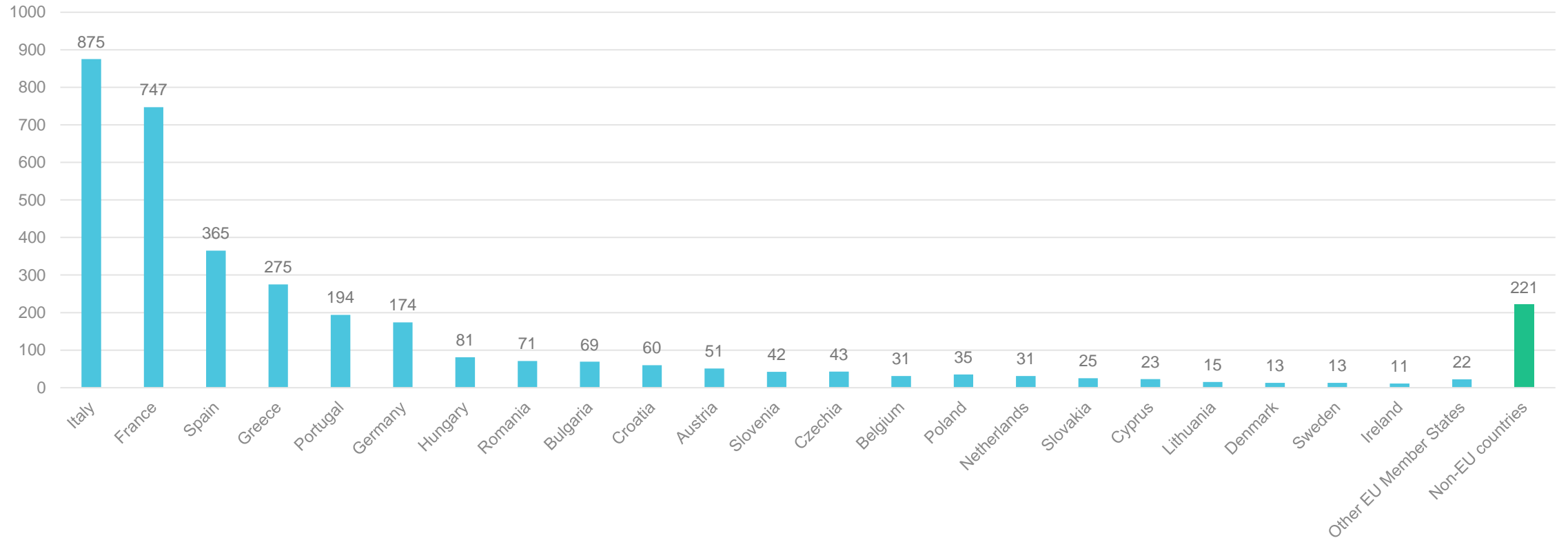
Almost 3500 names in the EU registers (November 2022)

- Food: 1601
- Wines: 1627
- Spirits: 259

+ 1669 non-EU GIs protected under bilateral agreements



GIs registered in the EU



Total: 3487. In the total number, the multi-country GIs are counted only once.

Why are GIs important for the EU?

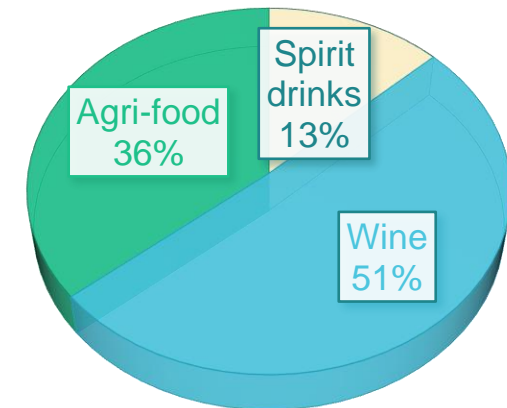
‘GIs are a key part of maintaining high food **quality** and standards and ensuring that our cultural, gastronomic and local **heritage** is preserved and certified as **authentic** across the world’.



Economic value of GIs

- Estimated total **sales value** of EU GIs: **€ 75 billion** (2017 data)= 6.8% of the total EU food and drink sales
 - ❑ **Wines** : € 39,4 billion
 - ❑ **Agricultural products** : € 27,34 billion
 - ❑ **Spirits drinks** : € 10,35 billion
- The total sales value covered by GIs has grown by 37% since 2010

Sales of GIs by category in EU28 (2017)



Economic value of GIs

➤ Sales destinations:

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

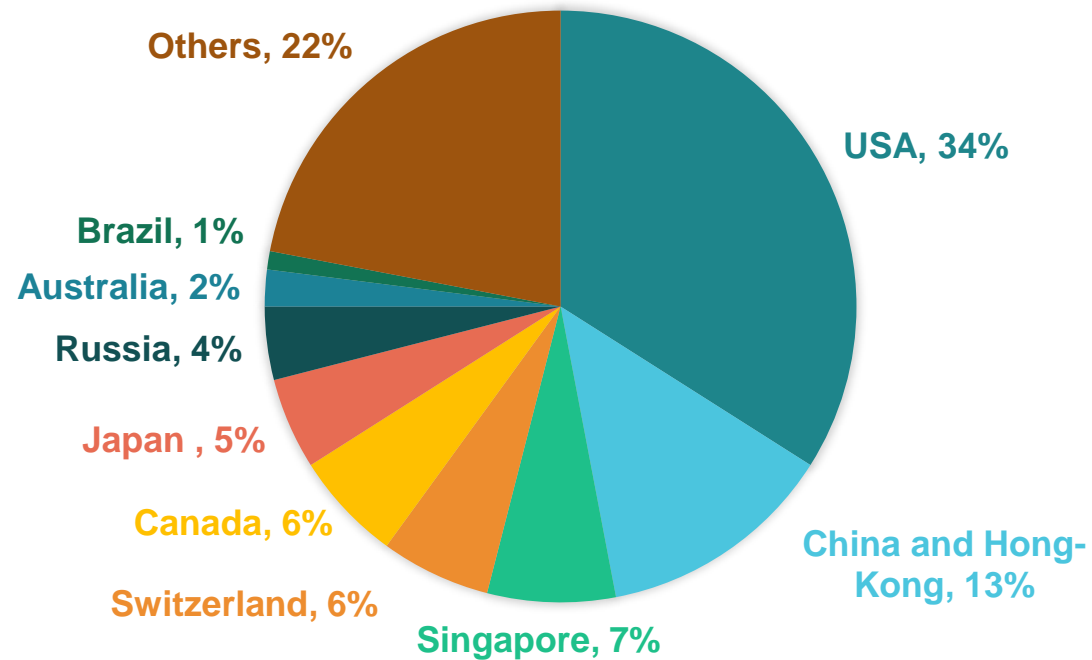
➤ Estimate of **EU GI exports value to non-EU countries: € 17 billion in 2017**

= 15% of EU food and drink exports;

- ❑ Wines: 50% of extra-EU trade (EUR 8 557 million in 2017)
- ❑ Agricultural products and foodstuffs: 10% of extra-EU trade (EUR 1 767 million in 2017)
- ❑ Spirit drinks: 39% of extra-EU trade (EUR 6 706 million in 2017)

Economic value of GIs

Share of main export destinations of European GIs in 2017 (%)



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 times** the price of a comparable non-GI product)
- **Marketing** tool: GIs are distinctive signs

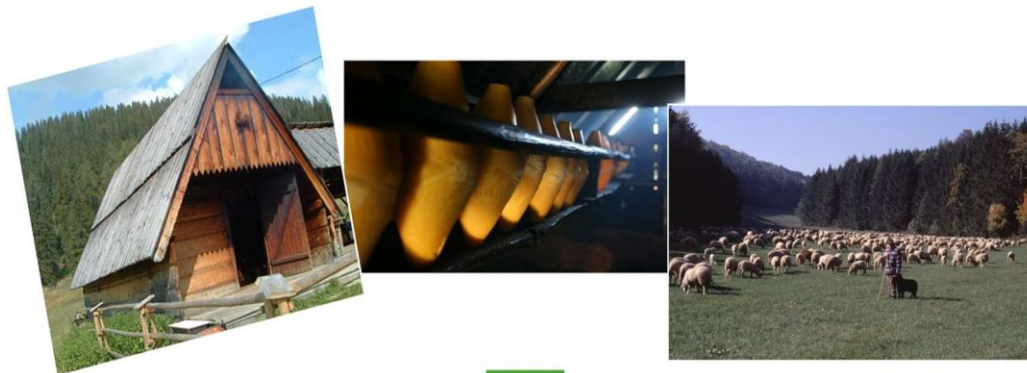
Benefits for consumers

- 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 encourage the preservation of:
 - **Biodiversity and sustainable agriculture**
 - **Local know-how and traditional methods**
 - **Landscapes** → tourism
- GIs maintain **jobs** and **economic activities** in rural areas
- GIs create **spillover effects** into adjacent economic activities



Review of GI legislation

- President von der Leyen: *“Look at ways to strengthen the system of geographical indications...”*
- Link to Commission initiatives:
 - **Farm-to-Fork strategy:**
 - to strengthen the legislative framework on GIs
 - **Intellectual Property Action Plan :**
 - to improve the protection system **for agricultural GIs** to make it more effective and to fight IPR infringements
- **Legislative proposal adopted** by the European Commission on **31st March 2022**
- **Main objective:** to strengthen **protection** and **enforcement** of GIs and to increase the uptake of GIs

Proposed novelties

- Strengthened **protection** of GIs, in particular on the internet
- **Scope** of the Regulation extended to all agricultural products according to WTO definition
- Common provisions on the **procedures** for all sectors
- Common provisions on the **controls** for spirit drinks and agricultural products
- **Recognised producer groups** granted with more powers
- Encouraging producers to adopt or enhance their **sustainable** practices
- **Technical assistance** of EUIPO with the scrutiny of the applications

Thank you

- https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels_en
- EU GI register: eAmbrosia, <https://ec.europa.eu/geographical-indications-register>
- EU legislation on GIs:
 - Agricultural products and foodstuffs: Regulation (EU) No 1151/2012
 - Wines: Regulation (EU) No 1308/2013
 - Spirit drinks: Regulation (EU) 2019/787



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