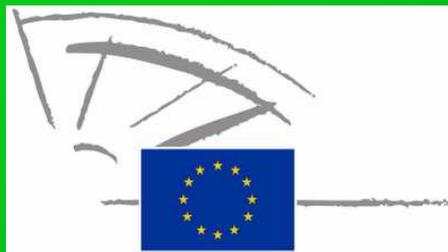
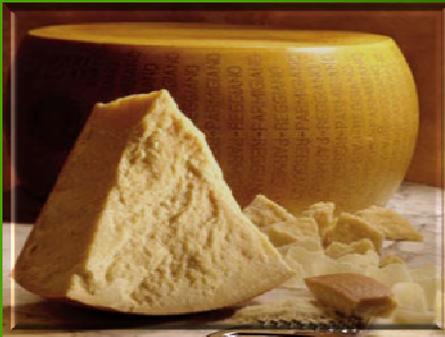


# Quality Products

*Brussels, 5 May 2010*



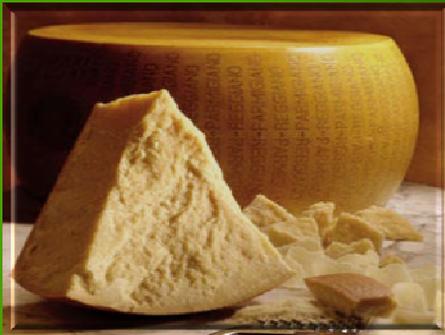
*Hon. Giancarlo Scottà*



## A good product quality policy in the EU

*To increase competitiveness*

*To be an added value to the economies of the European states*



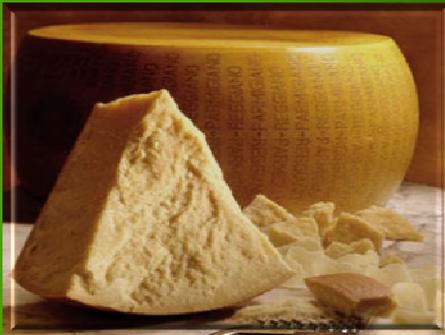
Job creation

Connecting people  
with the land

*Supporting  
niche  
agriculture  
in  
disadvantaged  
zones*

Respect for the  
environment

Tourism and food  
and wine economy

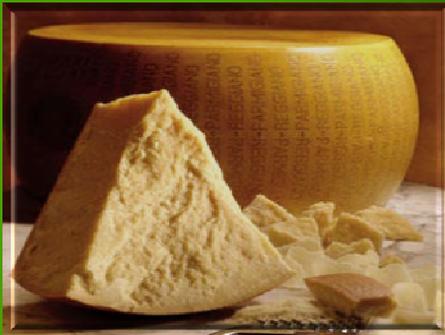


**In the post-2013 CAP reforms the EU should provide adequate financial support for the production of high quality food and agriculture**



*The modernization of agricultural enterprises*

*The creation and development of micro-industries in rural areas*



*A good product quality policy through:*

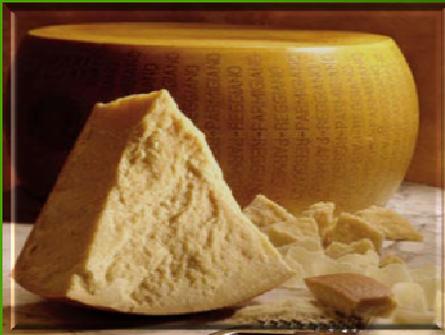
- *Discretionary labelling*
- *Country of origin indication for fresh agricultural products*
- *Place of provenance indication for the raw agricultural material used in "single-ingredient" processed products*

• *Increased Transparency*

• *Increased traceability*

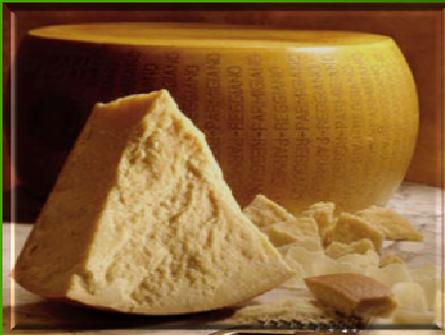
• *Help consumers to make well informed purchases*

• *Make a strong contribution towards the fight against counterfeit goods*

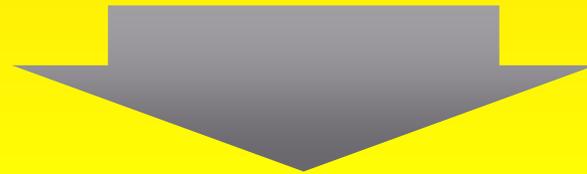


### **Agricultural product quality policies::**

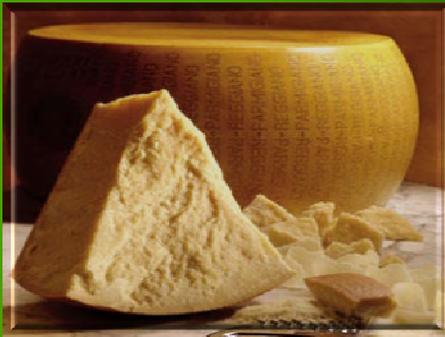
- **to give full product information to the purchaser and consumer**
- **to guarantee the purchase of high quality goods in the EU**
- **to stimulate and educate consumers towards making well informed choices**



**Compulsory place of provenance labelling  
for processed products which  
contain "characteristic" or  
"distinctive ingredients"**



**To ensure the consumer is fully aware of the quality  
of the product being purchased**

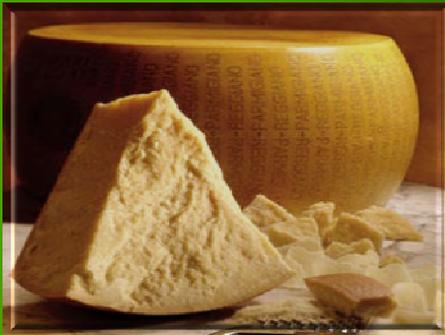


## *Maintaining the geographic indications:*

*Protected Designation of Origin (PDO)  
Protected Geographical Indication (PGI)  
Traditional Speciality Guaranteed (TSG)*

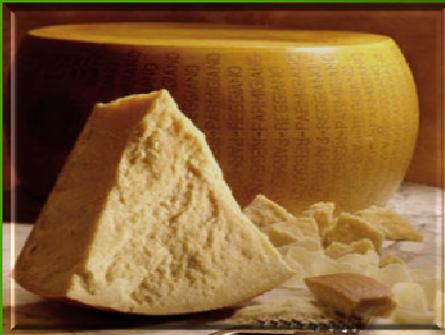


*They represent the bonds products have with  
specific European regional realities;  
they represent the traditions, the history, the taste  
and the  
unique knowledge that has been handed down  
through time*



### To strengthen the food quality policy:

- it is necessary to amend the EU's legislation in such a way to enable member states to recognize and enhance the role played by organizations that protect and promote GIs
- a precise Community ruling on the role and definition of consortia is needed
- the protection of recognized products by way of the insertion of compulsory ex officio safeguarding of protected designations
- the economic valorisation of procedures and products with controlled origin
  - a clear definition and recognition of the holders of GI intellectual property rights
  - the development of guidelines regarding the use of GI products as ingredients on the labels of processed goods



*A good product quality policy through:*

*• an intensive consumer awareness campaign on behalf of the European Union*

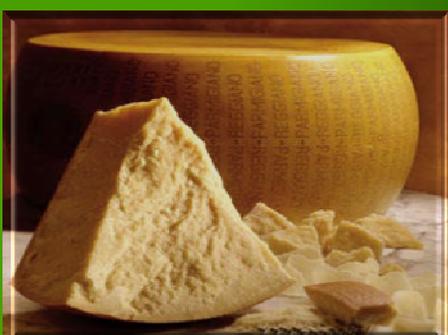


*• dealing with the different European labels and the guarantee each one of them makes*

*• the inclusion in international registries and the international recognition of geographical indications through the WTO system*



*• to protect our high quality products from counterfeiting*



**THANK YOU**