



Copa-Cogeca: Redesigning EU Quality Schemes

Permanent Representation of the Czech Republic to the EU,
5th May 2010

Introduction

Quality is of the utmost importance to European farmers

- Farmers need to respond to:
 - Consumer demand
 - Globalisation

- European Farmers are subject to the highest farming requirements covering:
 - Safety and Hygiene
 - Environmental care
 - Animal health and welfare [...]

Introduction

EU quality policy must be used as a tool that will help farmers to respond to New Challenges

- The quality policy must be **part of the** discussions on the **reform of the CAP post 2013**
- Product quality policy is “**one**” **instrument** that contributes towards **achieving better competitiveness** of the agriculture sector and entire food chain
- Copa-Cogeca call for a **comprehensive definition of “quality”**

Introduction

Follow-up of the Communication on “quality” (28.05.2009)

- EU farming requirements and marketing standards

- Existing **EU quality schemes**

- Geographical indications PDO/PGI/

- Organic farming

- Traditional specialities

- Developing **new EU schemes**

(Animal welfare, Ecolabel, Carbon footprint labelling,...)

- Guidelines for private and national food certification schemes



Copa-Cogeca views on the EC proposals for reforming the GIs legislation

Strategic orientations for reforming the European Geographical Indications system

Copa-Cogeca views on the EC proposals for reforming the GIs legislation

Preliminary considerations:

- **Economic importance of GIs** as an intellectual property right (IPR): these instruments shall be effectively protected, both within the single market and in non-EU countries.

- The GIs system is “**one**” **tool** that can contribute to the **preservation and development of rural areas** (GIs).

Copa-Cogeca views on the EC proposals for reforming the GIs legislation

Preliminary considerations:

« While the existing EU legislation **does need to be modernised and simplified ...**

...this must not serve as a pretext to call into question the system as a whole”.

Copa-Cogeca views on the EC proposals for reforming the GIs legislation

Methods for recasting the existing system

- Copa-Cogeca **strongly opposed to the proposal to merge PDOs and PGIs** into a single definition.
- ❖ This may lead to the abolition of the PDO scheme
- ❖ It would run counter to the goal of making a clearer difference between PDOs and PGIs schemes

Copa-Cogeca views on the EC proposals for reforming the GIs legislation

Methods for recasting the existing system

- Setting up two levels of protection for GIs is not acceptable

- ❖ Equal EU protection should be accorded to all GIs
- ❖ Any limitation based on economic criteria are not justifiable, as GIs rights are intellectual property rights.

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Methods for recasting the existing system

- **The specificities** of the of wine, spirits and agricultural schemes **should be preserved.**

❖ Bringing together the 3 systems may be premature

❖ The question of the “method” shall be answered (creation of a single register, harmonization of the three pieces of legislation, if yes, along which lines...)

❖ The advantages and drawbacks of the different possible options should be assessed carefully.

Copa-Cogeca views on the EC proposals for reforming the GIs legislation

Other aspects to be considered :

- **Simplification** of the procedure for registration.
- **Clarification** of intellectual property rights and of the use of generic terms.
- Enhanced **protection** at international level :
 - ❖ Through WTO law protection (extension of article 23 of the TRIPs agreement to all products, multilateral system for GIs registration...)
 - ❖ Through bilateral agreements with trading partners
 - ❖ Inclusion of GIs within the Anti Counterfeiting Trade Agreement

Copa-Cogeca views on the EC proposals for reforming the GIs legislation

The creation of EU guidelines:

- Guidelines on the use of **PDO/PGI ingredients as advertised ingredients in processed products** will ensure that “the reputation of GIs is not tarnished and that consumers are not misled”
- Need for **guidelines on the use of sustainability criteria** in the GIs products specifications?
 - ❖ The initiative should be left entirely to the discretion of the producer
 - ❖ All stakeholders from the food chain shall be associated

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Reforming the EU scheme for “traditional specialities”

The TSG scheme should **be maintained** but ... some **amendments are needed**

- ❖ The profile of the TSG scheme must be better communicated and promoted
- ❖ The protection mechanism and the registration must be simplified

Copa-Cogeca position regarding on the introduction of new EU schemes

Other EU instruments for promoting the high value of EU agriculture production

Copa-Cogeca position regarding on the introduction of new EU schemes

a. Need for creating new EU quality labelling systems?

- An insufficiently thought-out **multiplication of schemes** and logo **does not bring any added value** to producers.



- The multiplication of reforms **may create risks of confusion** amongst consumers

Copa-Cogeca position regarding on the introduction of new EU schemes

b. other alternatives...

- **information and promotion activities** on the efforts made by EU producers (e.g. *in the field of sustainability, water, carbon footprint, animal welfare,*) **should be enhanced**

- Taking **national experiences as examples** (e.g.: *harmonising the different legislations the area of “integrated farming”*)

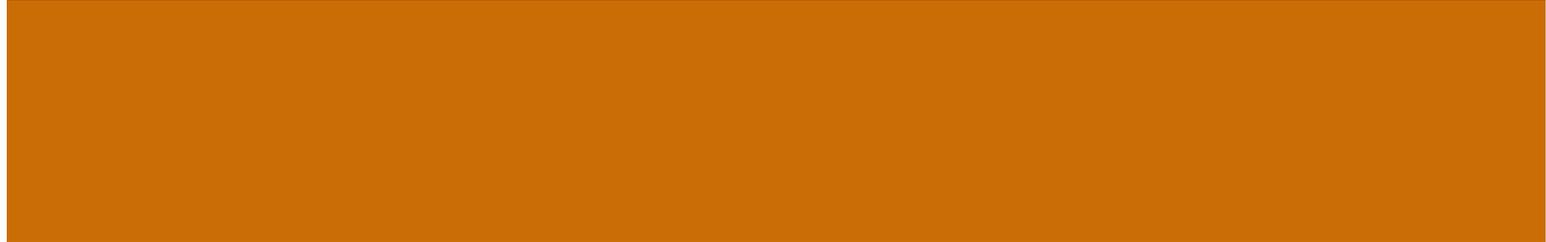
**Copa-Cogeca views on the creation of EU
guidelines for national and private QAS**

Guidelines for private and national food certification schemes

Copa-Cogeca views on the creation of EU guidelines for national and private QAS

Copa- Cogeca **welcome the development European Guidelines**, in so far as :

- ❖ Guarantees of transparency and adequate balance of the sectors in the definition of the standards are included.
- ❖ It should facilitate benchmarking, harmonization and mutual recognition.
- ❖ The existing QAS should be recognised as tools in official controls.



Thank you!

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