



EU Quality Schemes PDO/PGI, TSG, Certification Schemes

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Principles to be considered to build a Q policy

- signs identifying the origin and quality provide **guarantees for the consumer** and are **essential economic tools** for the producers
- quality policy provides essential leverage for ensuring the **development and long-term sustainability** of many rural areas within our countries  justifies the large involvement of the public authorities in the quality regulation
- **A higher added-value for the producers**
 - **Encourage diverse agricultural productions**
 - **Maintain the population in less favoured or remote areas**
 - **Employment and vitality**






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Principles to be considered to build a Q policy


- importance of simplification and consistency of EU Q policy, but in a balanced way  take into account the different needs
- importance to inform and educate the consumers : consumers are essential actors



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I. Essential leverage for ensuring the development and long-term sustainability of many rural areas

 Reinforcement of the link between quality policy and regions/areas development

How ? Which tools?



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A/ For PGIs, the indication of the origin of raw material if it differs from the geographical indication

- for a greatest transparency (reassure the consumer)

But also give greater flexibility with regard to the conditions governing the location of raw materials for products under PGIs (in specifications)



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B/ To consider the variety of the existing situations in the various regions and the territories of the EU, via the preservation of some current instruments (provide appropriate response as individual cases require):

-The preservation of 3 systems of registration of the geographical indications (wines, spirits and agricultural products and foodstuffs) (recommended by the European Parliament)



- Keeping PDO and PGI (recommended by the EU Parliament):

• **Efforts by MStates and producers(communication) in favour of consumers (France: AOC known since 1935; about 500 AOC)**

• **answer to the needs of our different areas : PDO/ PGI can provide an appropriate response as individual cases require.**



• **the preservation of the PDO designation in favour of the development for specific rural areas (less favoured/remote areas (ex: mountains : cheeses). A merging of PDO-PGI, negativ**

impact of the rural development policy





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- **not against a clarification of the difference between both signs...**

- **Keeping PDO and PGI**

but **clarify** the definition of PDO : to define within the geographic area, zones in which specific operations should be undertaken to take into account the concrete cases

- **To maintain the current level of protection for all the GIs**

(recommended by EU P) (a single level approach -against a two level approach based on the quantity of production – GIs with small production against GIs with high production):

- **The need of protection is not linked to the volume of production**

- **This volume can be modified as a product wins in fame**



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C/ The capacity for a degree of regulation of market supply : to allow management of market volume
(recommended by the EU Parliament)

Essential for the sustainability of our territories

➡ guarantees the price of the raw material

➡ guarantees the added value of the products

And

➡ guarantees for the consumer a high quality level of the products



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D/ To clarify the rules for PDO/PGI (TSG) ingredients used in processed products (recommended by the EU Parliament)

- **Way to give adding value to these ingredients and to insure additional economic value to the PDO / PGI**
- **to warn risks of frauds and to protect the reputation**

Suggestion of EU guidelines



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E/ The preservation of the traditional specialities guaranteed TSG (recommended by EP)

... Even if now a few registration;

A new tool adapted to various situations : tradition is not always linked with origin

We need to let time to its development

Does not exclude to improve the system, to clarify it and to let make it better known



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F/ To consider the introduction on a voluntary basis of environmental criterias in the specifications
consumer expectations are increasingly strong where protection of the environment is concerned.

In order to encourage the organisations managing the various quality signs to do so if they wish to do so,

the conditions for inclusion of environmental criteria in the product specifications should be made more flexible while at the same time ensuring the maintenance of satisfactory clarification for the consumer.



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II. Simplify and consistency of the EU Q policy, in a balanced way

A/ To avoid any scheme that could bring confusion for the consumers



Ex : No specific EU logo to mention the EU origin to add to the logos PDO and PGI



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**B/ Reserve the term of “product of mountain farming“
at EU level** (recommended by EP – proposed by the EU Commission)

- adapted to the waits of the producers - sustainable
development – added value for the consumers;

- still exists in several Member States

C/ Certification scheme guidelines (proposed by the EU
Commission) – consistency for the benefit of consumers. But also avoiding
any complexity for the producers

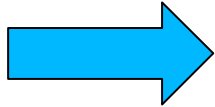


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III. Importance to inform and educate the consumers

- the recognition by the consumers of product under signs of identification and quality essential to their development



continuous promotion

- Clarify the definitions of "place of farming", "origin" avoiding any confusion for the consumer



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Thank you for your attention