



ACCADEMIA DEI GEORGOFILII

The position of the Accademia dei Georgofili on the initiative to revise the regulations regarding the geographical indications for agro-food products, wines and spirits.

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The Accademia dei Georgofili supports the initiative to revise and improve the regulations on geographical indications (GI) and traditional specialties guaranteed (TSG), which provides, among other things, harmonization and simplification by creating a single legal basis for all agro-food products of the European Union.

1. In this context, it is necessary to reiterate and reinforce the tenet that agricultural producers must receive fair remuneration for their role and activity within quality agro-food systems. Fostering quality agricultural supply chains, also in environmental and social terms, should contribute to the sustainable development of rural areas and to the promotion and protection of geographical indications understood as collective goods. Furthermore, the contribution to sustainable development within the regulations should be made more explicit so that producers can benefit from agro-environmental and animal welfare subsidies.

2. Within these quality supply chains, the link, now partially existing between rural development measures for agricultural producers and their organizations, must be strengthened, providing for a regime that not only supports the creation and registration of geographical indications, but also makes it possible to manage the producers' agricultural productions based on the same.

For this purpose, with the new specific regulation, it would be opportune to create a horizontal priority for quality products, within Rural Development, in order to enhance not only the current measures 3.1 and 3.2 of reg. 1305/13, but also provide a coherent and articulated set of measures, which exist within this policy separately and with insufficient spending ceilings. Among these measures, aimed at improving the production system with the qualification and protection of the territory, are included, but not limited to, the following: training courses, technical and socio-economic consultancy services, investment aid, aids for start-up and for increasing the production base, cooperation and innovation transfer, creation of producer organizations and their consortia, aid for specific agro-environmental measures, strategies for the promotion and protection of geographical indications and support for the improvement of animal welfare and to enhance the cultural and natural heritage linked to quality products.

3. The new regulation should provide for an adequate increase in the role and powers of the consortia holding the geographical indications, with the support of



ACCADEMIA DEI GEORGOFILII

the certifying and control bodies, in the defense and promotion of quality productions by providing a rapid and direct course of action, in case of usurpation or abusive evocation of the geographical indications, particularly today with increasing sales through electronic channels and the growing number of cases of the incorrect use of distinctive marks (logos) of quality in this area. This situation also amplifies the difficulties encountered thus far, in terms of time and cost in the protection of quality productions in trans-national cases within the E.U. Hence, there is a need for European procedures to be simplified and accelerated to combat fraud and abuse to the detriment of GI and TSG products.

4. It is necessary to bolster the promotion of quality products for consumers at the European and international level; this is particularly important for those geographical indications that are not yet widespread both in terms of reputation and in terms of volume and economic results (those that are commonly referred to as small and medium geographical indications). In fact, more widespread information, availability and choice of quality products certainly benefit conscious consumption decisions by end consumers. For this purpose, it is hoped that, starting now, a European information and communication campaign be activated for the enhancement and promotion of GI products and their distinctive marks.

5. It is hoped that the system for registering geographical indications and subsequent amendments to the specifications be simplified. This should take place through a harmonized and computerized national procedure, exclusively at the European level and on a single platform, which must then be verified and validated without duplication by the European Commission. To ensure sufficient specificity of the products, an accurate characterization of quality productions must be ensured through a precise definition of the various specifications of the chemical-physical, sensory and presentation properties that would be extremely useful also in terms of protection of GI and TSG products. The procedure for amending the specifications can be simplified, especially in the case of adapting to technological innovations of the market and of an administrative and bureaucratic nature, also allowing the creation of sub-categories for products with specific territorial, qualitative or process requirements.

6. The quality supply chains linked to geographical indications are often managed by consortia, which mostly include agricultural producers and processors. Today, for some sectors, but for the most part in the new regulatory framework 2021-2027, they also have the ability to regulate the supply of products in the supply chain according to market conditions. In this case, agricultural producers should be ensured, through a specific provision in the



ACCADEMIA DEI GEORGOFILI

specifications of quality products and in the statutes of the promoting bodies, of a just remuneration, based on an equitable distribution of added value along the value chain, even in the case of possible market crises, obviating a possible disparity in the balance of power between the various components of the quality chain.