



DUNICOP

Deepening UNiversity Cooperation Osijek-Pécs

**PROTECTION OF GEOGRAPHICAL INDICATIONS (PGI) AND
DESIGNATIONS OF ORIGIN (PDO) FOR AGRICULTURAL
PRODUCTS AND FOODSTUFFS,
AS THE IMPORTANT ELEMENT OF REGIONAL
DEVELOPMENT**

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Content



1. Legal background
2. Meaning and benefits of **PDO/PGIs**
3. **EU** - state of play – **facts & numbers**
*Who are the PDO/PGIs **leaders** on EU market?*
4. Case study: **CROATIA**



Legal background



- Before EU legislated on quality schemes for agricultural products and foodstuffs, certain member states had already introduced national legislation relating to the creation of PDO and PGI (Italy, France, Spain, Portugal and Greece)
- **Regulation EC 2081/92** - define the conditions, procedures and the extent of the protection of the designation of origin and the geographical indications
- **Regulation (EC) 510/2006,**
- **Regulation (EC) 1151/2012** *on quality schemes for agricultural products and foodstuffs*

!clarify and simplify some rules and streamline the procedures





The following EU schemes (**PDO** and **PGI**):

! playing the important part of *EU Agricultural Product Quality Policy*:


- ☑ encourage diverse agricultural production,
- ☑ protect product names from misuse and imitation and
- ☑ help consumers by giving them information concerning the specific character of the products



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What does PDO and PGI mean?



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- **Protected Designation of Origin:** *covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognized know-how*



- **Protected Geographical Indication:** *covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area*



PDO



PGI

PDO and PGI classes



- ✓ Fresh meat (and offal)
- ✓ Meat products (cooked, salted, smoked, etc.)
- ✓ Cheeses
- ✓ Other products of animal origin (eggs, honey, various dairy products except butter, etc.)
- ✓ Oils and fats (butter, margarine, oil, etc.)
- ✓ Fruit, vegetables and cereals fresh or processed
- ✓ Fresh fish, molluscs, crustaceans and products derived therefrom
- ✓ Beers
- ✓ Natural mineral waters and spring waters
- ✓ Beverages made from plant extracts
- ✓ Bread, pastry, cakes, confectionery, biscuits and other baker's wares
- ✓ Natural gums and resins
- ✓ Mustard paste
- ✓ Pasta
- ✓ Hay
- ✓ Essential oils
- ✓ Cork
- ✓ Cochineal (raw product of animal origin)
- ✓ Flowers and ornamental plants
- ✓ Wool
- ✓ Wicker
- ✓ Scutched flax



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What are the benefits?



For The Producers:

- ☑ gives protection to registered name
- ☑ gives premium price privilege
- ☑ EU symbol: identifies products as traditional and authentic

!Stand out from the crowd!



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For The Consumers:

☑ The Proof of:

regionality, **heritage**, place of origin

tradition, skill-base, *know-how*,






Specialty, tastes, flavours.....



Facts and numbers



Cumulative number of PDO/PGI (applied, published and/or registered) in observed countries:

COUNTRY	PDO	PGI
EU 28 	687	703
ITALY 	183	115
FRANCE 	125	128
SPAIN 	112	95
CROATIA 	2	/

Source: DOOR database, EC Commission, 2013, July 1



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“History and tradition depend upon the protection and development of the great Italian heritage of food and agriculture”



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Croatia: Case Study



Preconditions:

- ✓ geographical position
- ✓ various natural and climate conditions
- ✓ culture
- ✓ tradition
- ✓ high quality of raw materials and products (including the large number of autochthonous products)



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At least
but hope not ***the last...***



Istrian prosciutto



“It’s the quality, rather than quantity that matters.” (Seneca)



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Should be on the top of the list...

...of Croatian agriculture policy:

- ✓ Informing
- ✓ Communicating
- ✓ Encouraging
- ✓ Simplifying

Institutional support : **CRUCIAL!!!**



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“Globalization and localization are not opposite, but rather part of the same development!”



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