

Regional Marketing: Branding products and regions



The protection of geographical indications

Dr. Alexander Wirsig
terra fusca - Ingenieure, Stuttgart
September 23-24th 2009

Objectives of terra fusca



Terra fusca: Terra fusca is a private company in the legal form of a registered associate company according to the German Partnerschaftsgesellschaftsgesetz.

Objective: Consulting services in the field of agribusiness, regional marketing and environmental consulting.

References: The company has long standing experience in the field of the EU schemes for PDO, PGIs and their practical implementation. The major part of services provided by terra fusca refers to numerous consulting activities to producer associations with respect to PDO/ PGIs since 2003.

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Branding products

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Specifications for EU applications according to regulation (EC) N° 510/2006 and N° 509/2006 for agricultural products and foodstuffs



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Branding products

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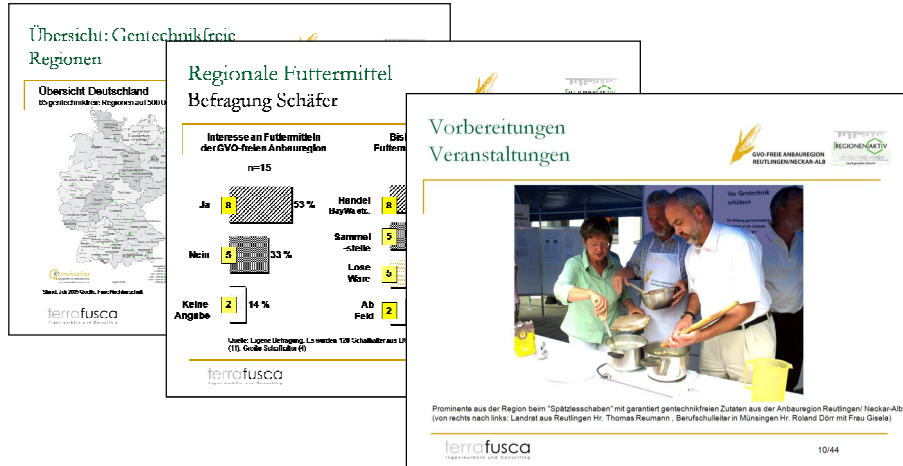
Workshop on applications for EU registrations according to regulation (EC) N° 510/2006 and N° 509/2006 for products from Croatia



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Branding regions

Branding of the GMO free region Neckar-Alb in the state of Baden-Württemberg



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Agenda

- Part I: Introduction to geographical indications
- Part II: Clarification of Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI)

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Regional Marketing: Branding products and Regions

Introduction to geographical indications: Different views on the GI's

Part I

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Geographical indication

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What is a geographical indication?

Different views on the GI's

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GI Westphalian Pumpernickel

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Marketing claim

address



Real westphalian = type

Source: Thiedig (2007)

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The marketing view

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Retailers in the past

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Source: Thiedig (2007)

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Retailers today

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Source: Thiedig (2007)

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1950 and 2005 in the EU markets

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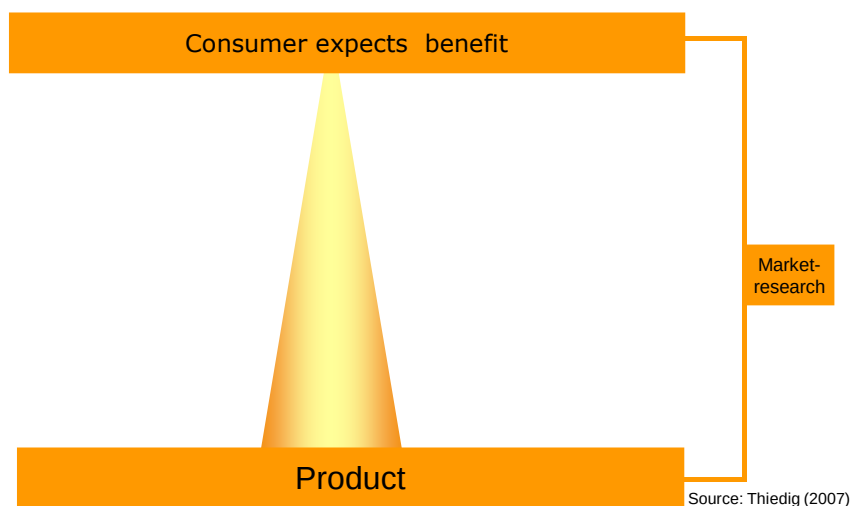


Source: Thiedig (2007)

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Consumers choice

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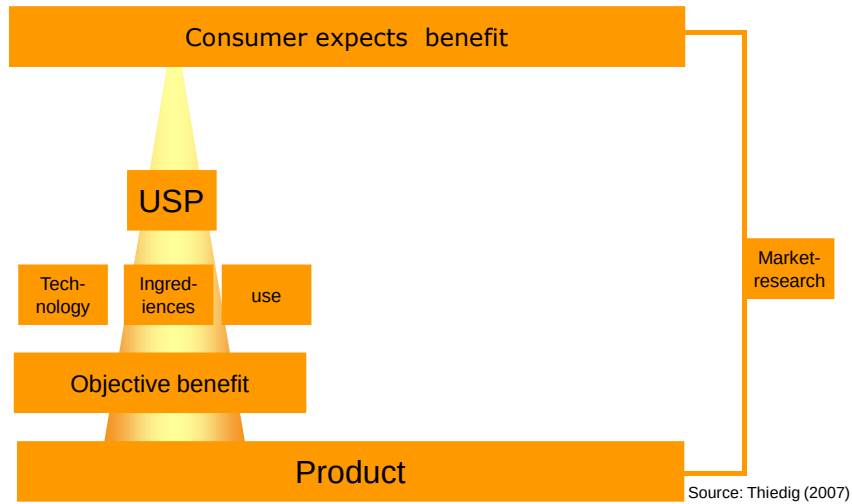


Source: Thiedig (2007)

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The USP

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USP?

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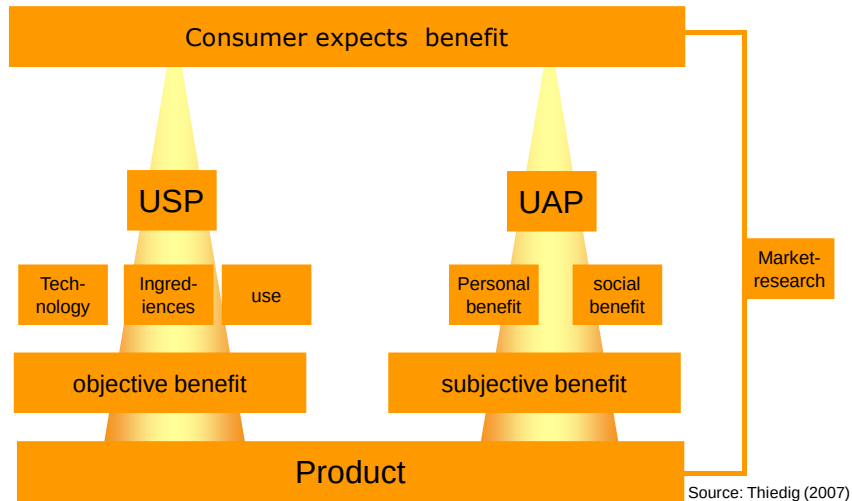


Source: Thiedig (2007)

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The UAP

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UAP?

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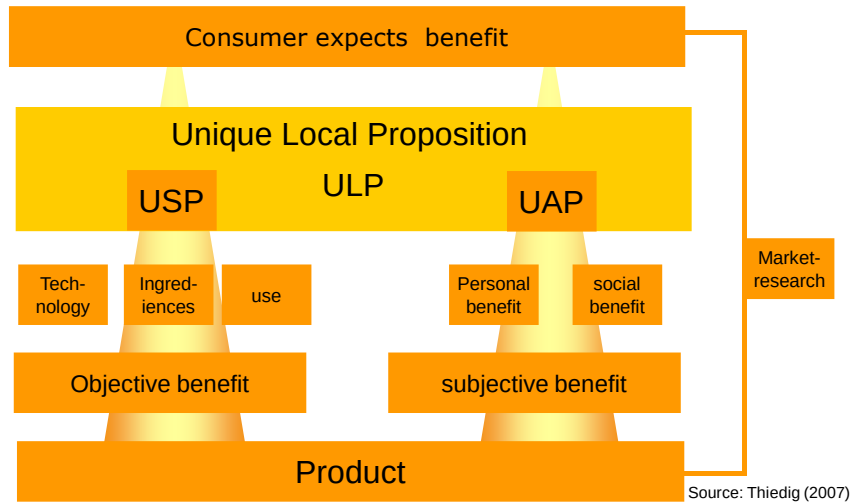


Source: Thiedig (2007)

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The ULP

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Exercise 1 Definition of Regions

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Source: König, W. (1994): dtv-Atlas Deutsche Sprache

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Branding of Regions & Products



Source: BBM Brandenburg + Berlin GmbH, 2009

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Branding of Regions & Products

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Qualitätszeichen des Landes Rheinland-Pfalz
„Gesicherte Qualität mit Herkunftsangabe“



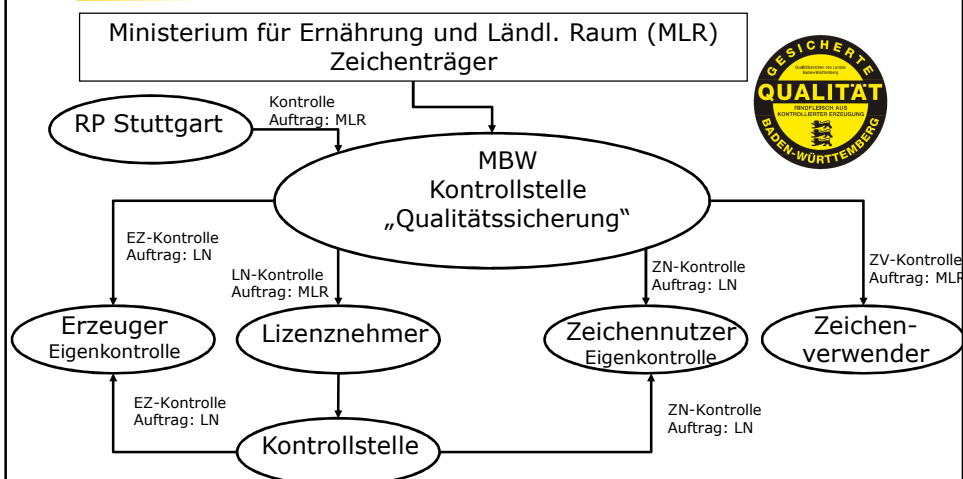
- Staatliches Qualitätszeichen für Agrarprodukte mit Herkunftsangabe
 - Orientiert sich an dem von der EU notifizierten (17.9.2003) Vorgaben des Qualitätszeichen Baden-Württemberg (QZ-BW)
 - Herkunft zu 100% aus Rheinland-Pfalz
 - Zeichenträger und Lizenzgeber: Das Land, vertreten durch das LW-Ministerium
 - 3-stufige Kontrolle:
 - Eigenkontrolle in den Betrieben
 - neutrale Kontrollen durch akkreditierte und zertifizierte Unternehmen (DIN EN 45011)
 - „Kontrolle der Kontrolle“ durch eine vom Ministerium beauftragte Institution

Source: Terra fusca – Ingenieure, 2009

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Branding of Regions & Products

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Source: AFC Consultants International, 2002

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The view of the agricultural policy (CAP)

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Definition of Quality

- Specific product characteristics, often linked to geographical origin or production zone (e. g. mountain areas), animal breed or production method (e. g. organic farming)
- Special ingredients
- Particular production methods often resulting from local expertise and traditions
- Observation of high environmental or animal welfare Standards
- Processing, preparation, presentation and labelling in ways that enhance the attractiveness of the product for consumers.

Source: EC (2007)

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European Quality policy

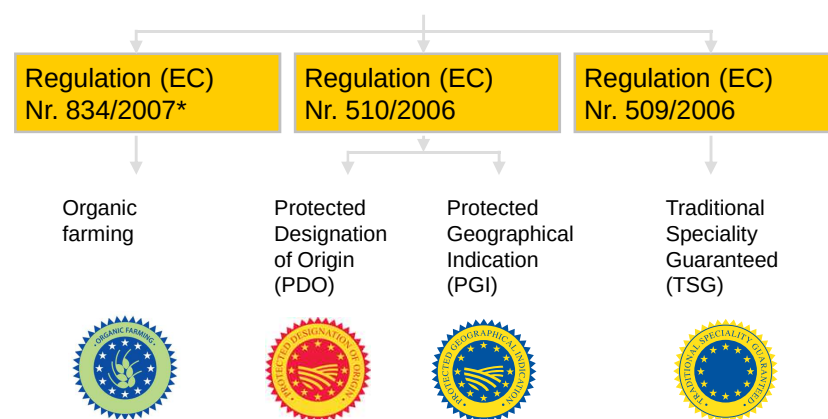
Aims of the EU-Scheme on PDOs/PGIs/TSGs

- to encourage diverse agricultural production
- to improving the incomes of farmers and retaining the rural population in these areas
- to protect names from misuse and imitation
- to help consumers to understand the specific character of the products

Source: EC (2007)

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European quality policy

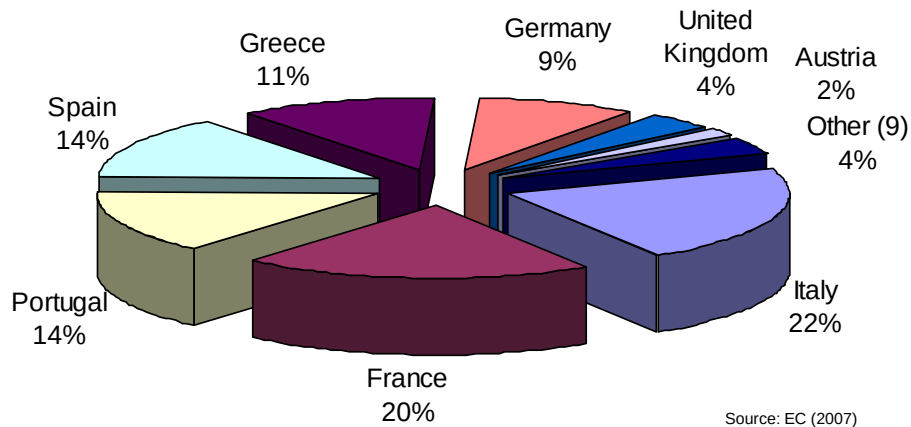


Source: modified after Rieke, J. (2007)

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PDO, PGI by country

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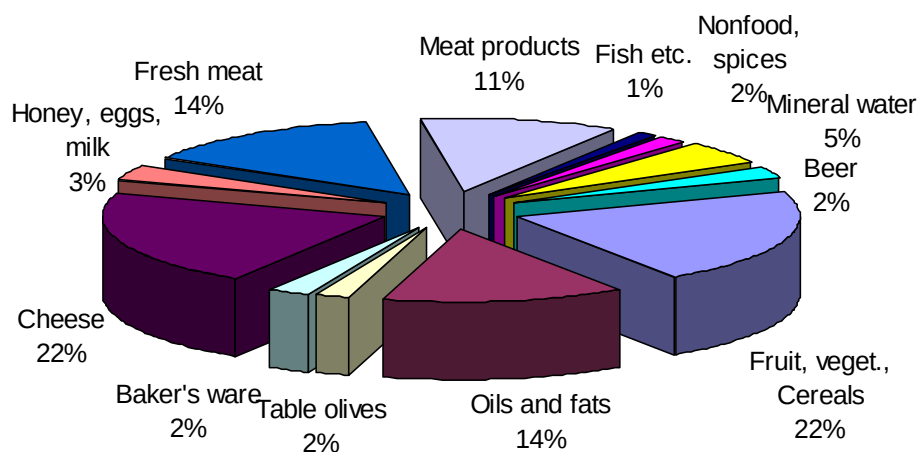
Source: EC (2007)

Update 01.06.07, n=737

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PDO, PGI by category

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Source: EC (2007)

Update 01.06.07, n=737

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Geographical indications

The consumers view

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The consumers view

A constantly increasing number of consumers attach greater importance to the quality of foodstuffs in their diet rather than to quantity. This quest for specific products generates a demand for agricultural products or foodstuffs with an identifiable geographical origin.

In view of the wide variety of products marketed and the abundance of product information provided, the consumer should, in order to be able to make the best choices, be given clear and succinct information regarding the product origin.

Source: EC (2007)

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Exercise 2 Consumer expectation

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„Pesto Basilico“, Buitoni®



„Çiftlik“ Combi Weiss, EFEFIRAT®

Source: Verbraucherzentrale Hamburg, 2009

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Feta/ Φέτα

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Feta/ Φέτα (PDO)

A white table cheese which is stored in brine and produced, using traditional methods, exclusively from sheep's milk, or from a mixture of sheep's milk and goat's milk with the latter not exceeding 30% of the milk net weight

- **Geographical area:** Macedonia, Thrace, Thessaly, Central Mainland Greece, the Péloponnèse, Lesbos prefecture
- **Link:** milk from sheep and goat breeds reared traditionally in the defined geographical areas.
- **Method of production:** coagulation, placing of the cheese curd in special vessels (moulds) for draining, dry salting....



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The consumers view

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„Pesto Basilico“, Buitoni®
Producer: Maggi GmbH, Singen, Germany
Affiliate of Nestlé Deutschland AG,
Frankfurt

-> **Consumer expectation:**
Original Pesto

- ✗ 100% pesto (pesto alla genovese)
- ✗ pine nuts (max 2%)
- ✗ olive oil (max 2%)
- ✗ parmesan or pecorino (max 2%)
- ♦ sunflower oil
- ♦ cashew nut powder
- ♦ low-quality cheese
- ♦ dextrose

„Çiftlik“ Combi Weiss, EFEFIRAT®
Producer: EfeFirat Feinkost GmbH, Achim,
Germany

-> **Consumer expectation:**
Sheep's milk cheese e.g. Feta

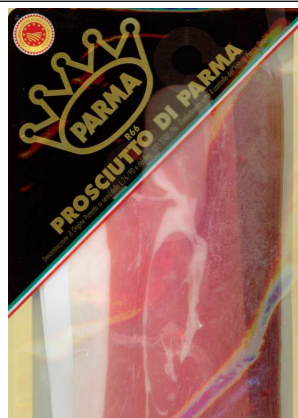
- ✗ cheese made from sheep's milk
- ♦ cheese analogue
- ♦ vegetable oil
- ♦ skimmed cow milk

Source: Verbraucherzentrale Hamburg, 2009

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The consumers view

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„Prosciutto Di Parma“, Casa Modena®



„Feta“, Patros®

Source: own census

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What is Quality?



Source: Thiedig (2007)

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Trust characteristics

"Trust characteristics pose an information problem which can only be solved, in principle, by the legal definition of the trust characteristic by a so-called standards guide" (cf. BENNER 2003).

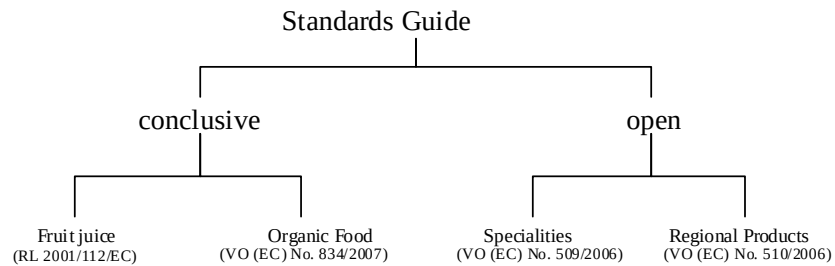
A standards guide is a normative term, serving the labelling of products. Standards guides can define products as well as processes. There are legally two ways of establishing a standards guide:

- "conclusive"
- "open"

Source: Benner et al. (2008)

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Standard guides



Source: Benner et al. (2008)

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Schwarzwälder Schinken

Definition

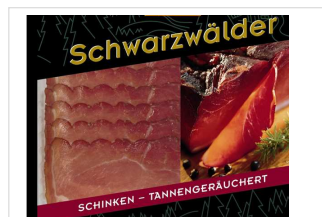
A cut of raw smoked boneless hindquarter ham with or without topside muscle, produced by a special dry curing using specific recipes and cold-smoked using Black Forest wood, with spices added, giving it a dark colour on the outside.

Geographical area

Black Forest

Method of production

Hindquarter hams from pigs, which are salted, heavily spiced and laid in large tube to mature. The matured hams are smoked over fir logs for two to three weeks in bricked-up chimneys at a temperature of 20°C- to 25°C.

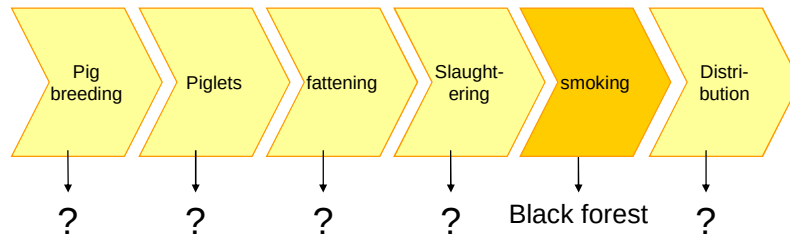


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Schwarzwälder Schinken

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Black Forest ham (P.G.I)



Source: modified after Thiedig (2007)

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Sources of Consumers Benefits

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Name Component Part	Source	Benefit
Origin Components	• Primary product supply	Information on the origin (PDO)
	• Geographical designation	Option to identify and select products from a specific region
Quality components	• Product characteristic	Guarantee of the specified product characteristics
	• Process characteristic	Confidence that the product has been produced in line with the specification

Source: own composition

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Sources for Consumers Being Misled terrafusca Ingenieurbüro und Consulting

Name Component Part	Source of Misleading	Reason
Origin Components	• Primary product supply	not a part at all or not 100%
	• Geographical designation	larger or smaller than consumers' expectations
Quality components	• Product characteristic	different from consumers' expectations
	• Process characteristic	different or varying process characteristics

Source: Benner et al. (2008)

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Geographical indication

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The view of the entrepreneurs / enterprises

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Advantages

- Collective sign monopoly of a group within a specific geographical area
- Central contact point to EC, consumers and trade
- CAP-subsidies are focusing increasingly on protected products (2nd pillar)
- Quality improvement for the whole chain possible
- Image for product, producer and region
- Opportunity to create new jobs in production, processing and other related services

Source: modified after Thiedig (2007)

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Disadvantages

- Registration costs
- Control (costs)
- Fixes the recipe
- Higher production costs
- Registration needs perseverance

Source: modified after Thiedig (2007)

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Way of protection

- Temporally unlimited protection within the EU
- Product name cannot become generic
- protection against
 - imitation or evocation ('style', 'type', etc.)
 - misleading indication (origin, qualities, etc.)
 - illegal direct or indirect commercial use
- verification of misuse by competent authority

Source: EC (2007)

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Brand vs. geographical origin

	brand	GI
	Company origin	Geographical origin
Place of production	Not fixed	fixed
Risk of enterprise	Risk is carried by the owner of the brand	Risk is carried by the whole group
Decision-making process	Can be very simple	Might be complex
Acquisitional potential	Image of the brand needs high investment:	Positive Image of a region or country reduces investment
Experience	A lot of experts	Few experts, so far

Source: Thiedig (2007)

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Geographical indication

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The view of the government

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Culinary heritage of Germany

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Published at ars vivendi ,
Cadolzburg

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Rangplatz	Produkt	Absolute Nennungshäufigkeit
1	Spreewaldgurken	33
2	Eberswalder Wurst	27
3	Obst aus Werder	15
4	Milch	14
5	Säfte	11
6	Joghurt	10
7	Butter	9
8	Gemüse	9
9	Ketchup aus Werder	7
10	Milchprodukte	6
11	Fleischwaren	5
12	Beelitzer Spargel	5
13	Quark	5
14	Spreewälder Sauerkraut	4
15	Kartoffeln	4
.		
.		
20	Potsdamer Rex-Pils	2
.		
.		
27	Teltower Rübchen	1

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Home

Startseite

Vorwissen

Wein

Neuzeitliche Anbauverfahren

Beiden Auflagen

Vergleichen Seiten

Traditionelle Spezialitäten aus Brandenburg

Suchen nach:

Deutsch Seite 10

Anmeldung

Benutzer:

Passwort:

Anmeldung

>> [Kurzbeschreibung der Spezialitätsdatenbank](#)

>>> [Regionale Spezialitäten](#)

>> [Geografische Angaben nach der Spirituosenverordnung](#)

>> [Geografische Angaben nach der Weinverordnung](#)

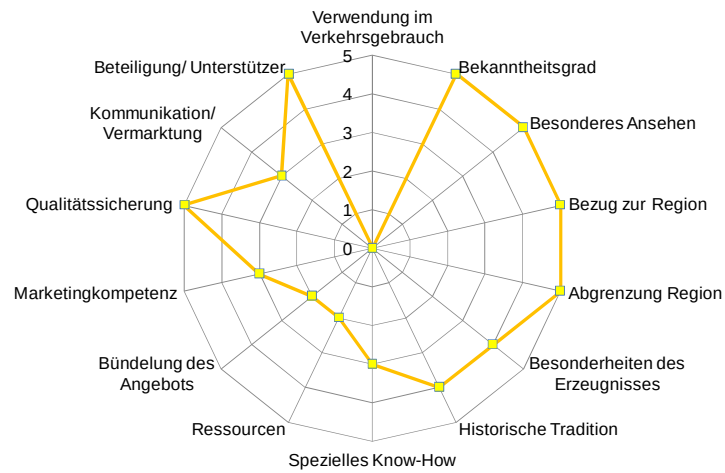
Potentielle geografische Angaben (g.g.A.) & Ursprungsbezeichnungen (g.U.)

- 1.1 Fleisch (und Schlachtnebenerzeugnisse), frisch
 - Prämiertes Wildbret
 - Uchermärker Rind
- 1.2 Fleischzerzeugnisse (erhitzt, gepökelt, geräuchert usw.)
 - Uchermärker Würstl
 - Spreewälder Gurkenmilch: *anerkannter* im Anmeldeverfahren
 - Uchermärker Lammewurst
- 1.3 Fette (Butter, Margarine, Öle usw.)
 - Lausitzer Speise ä.ä.
 - Spreewälder Lebküch
- 1.6 Obst, Gemüse und Getreide, unverarbeitet und verarbeitet
 - Brandenburger Äpfel
 - Realisierter Speiseäpfel: *anerkannter* im Anmeldeverfahren
 - Idowitzer Rüben: *anerkannter* im Anmeldeverfahren
 - Wendischer Apfel
 - Wendischer Kürbis
 - Spreewälder Gurken ä.ä.
 - Spreewälder Meerrettich ä.ä.
 - Spreewälder Sauerkraut
- 1.7 Fisch, Meeres- und Schalentiere, frisch und Erzeugnisse daraus
 - Havel-Zander
 - Pillnauer Aalstock
 - Lausitzer Karaffa
- 2.1 Bier
 - Barnauer Bier
 - Brandenburger Bier
 - Frankfurter Bier

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Pre-feasibility of potential PDO/PGI products

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Source: Terra fusca – Ingenieure, 2009

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"Taste the South"

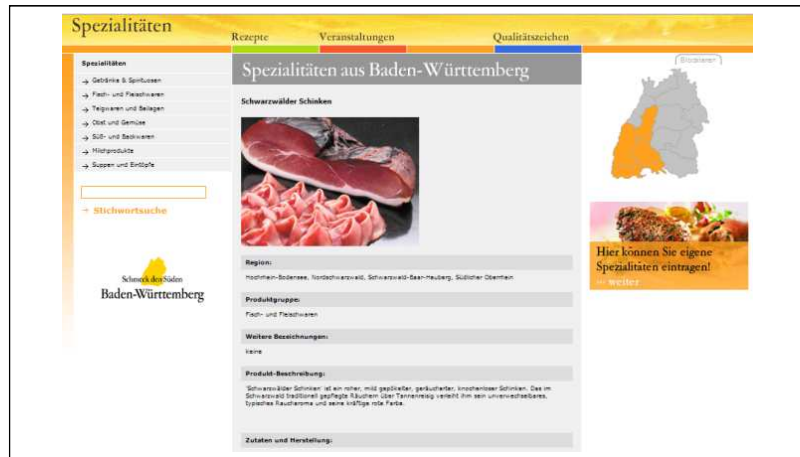
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"Taste the South"

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"Food from Bavaria"

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Exercise 3 Culinary heritage of regions

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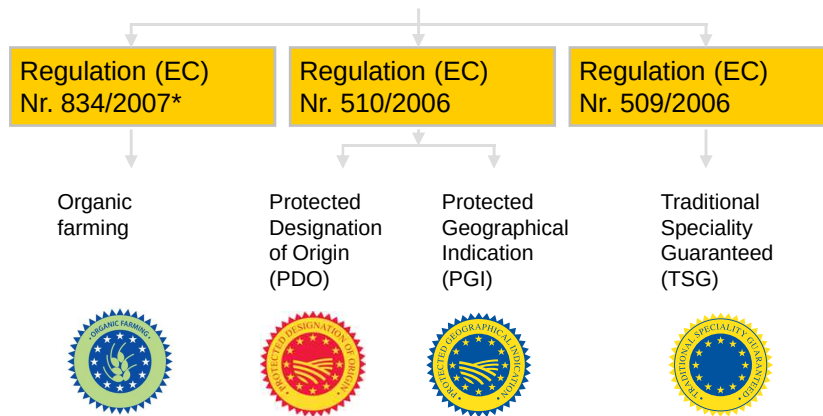
Regional Marketing: Branding products and Regions

Clarification of Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI)

Part II

Alexander Wirsig
Terra fusca engineering and consulting, Stuttgart
September 23th 2008

European quality policy



Source: modified after Rieke, J. (2007)

Dr. Alexander Wirsig

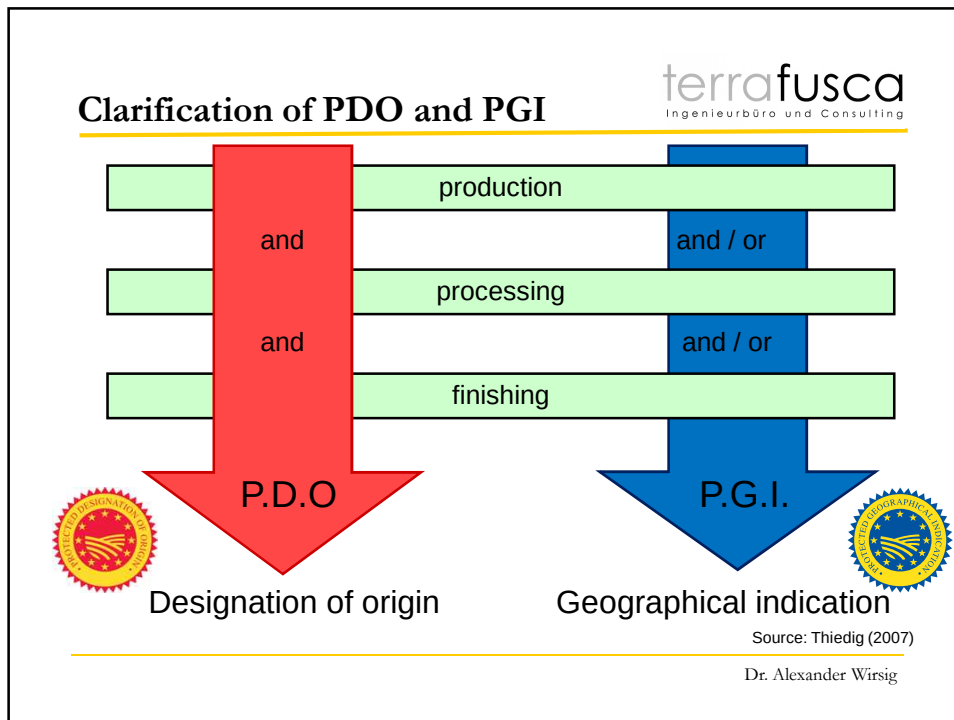
Clarification of PDO and PGI

Name for an agricultural product or a foodstuff:

PDO	▪ originating in that region, specific place or country, and ▪ Which possesses qualities or characteristics which are essentially or exclusively due to a particular geographical environment (natural and human factors), ▪ and for which the production, processing and preparation takes place in the defined geographical area
PGI	▪ originating in that region, specific place or country, and ▪ which possesses a specific quality, reputation or other characteristics attributable to that geographical origin, ▪ And the production and/or processing and/or preparation of which take place in the defined geographical area

Source: EC (2007)

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Clarification of PDO and PGI

PDO

- Does production, processing and preparation take place in the defined geographical area?
- Does the consumer expect that the agricultural product and the raw materials originates in the defined geographical area?
- Is there a link between the quality or characteristics of the agricultural product or foodstuff and the geographical environment referred to?

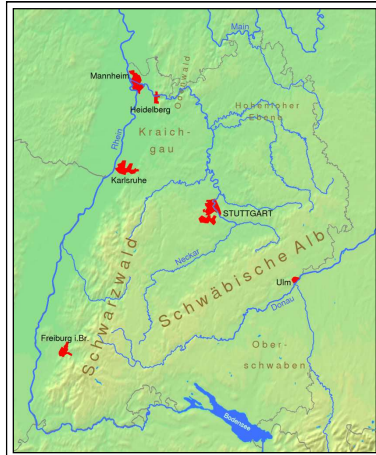
PGI

- Does one of the above processes take place in the defined geographical area?
- Is there a link between a specific quality, the reputation or other characteristic of the agricultural product or foodstuff and the geographical origin referred to?

Source: EC (2007)
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Geographical indications

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Clarification of PDO and PGI

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Feta/ Φέτα (P.D.O.)



Macedonia, Thrace, Epiras,
Thessaly, central Greece, the
Peloponnese and Nomo's
Lesbos

“

“

“

“

“

Source: modified after Thiedig (2007)

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Clarification of PDO and PGI

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Prosciutto di Parma (P.D.O.)



Emilia-Romagna, Venetien
Lombardiei, Piemont, Molise,
Umbrien, Toscana, Marken,
Abruzzen, Latium

Parma

Parma

Parma

Parma

Parma

Source: modified after Thiedig (2007)

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Clarification of PDO and PGI

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Prosciutto di Parma (P.D.O.)



Emilia-Romagna, Venetien
Lombardiei, Piemont, Molise,
Umbrien, Toscana, Marken,
Abruzzen, Latium

Parma

Parma

Parma

Parma

Parma

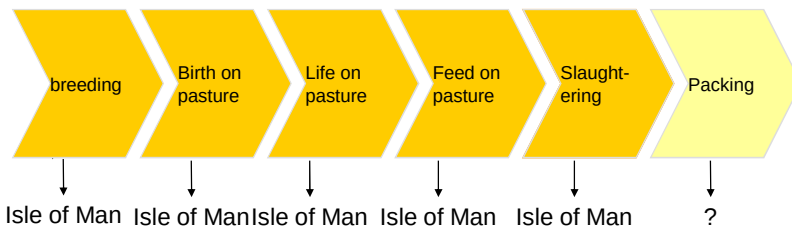
Source: modified after Thiedig (2007)

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Clarification of PDO and PGI

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Isle of Man Loaghtan Lamb (P.D.O.)

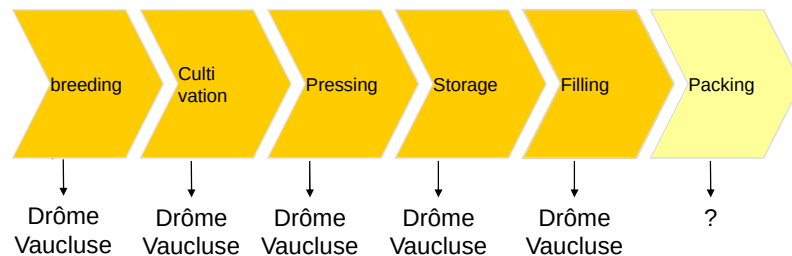


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Clarification of PDO and PGI

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Huile d'olive de Nyons (P.D.O.)



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Production risks (PDO)

Cereza del Jerte (P.D.O.)



Definition

Cherries from the Jerte-valley of the variety *Prunus avium* L. of the local cultivars Navalinda, Ambrunés, Pico Limón Negro, Pico Negro und Pico Colorado

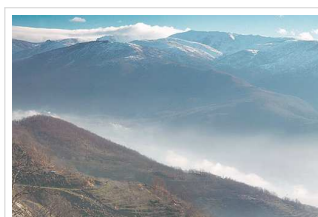


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Production risk (PDO)

Geographical area:

- Valle del Jerte:
All farms
- Comarca de La Vera:
Farms above 500 m a.s.l.
- Valle del Ambroz:
Farms above 600 m a.s.l.

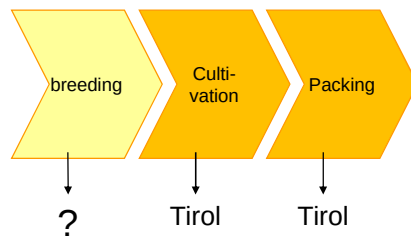


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Clarification of PDO and PGI

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Südtiroler Apfel (P.G.I)

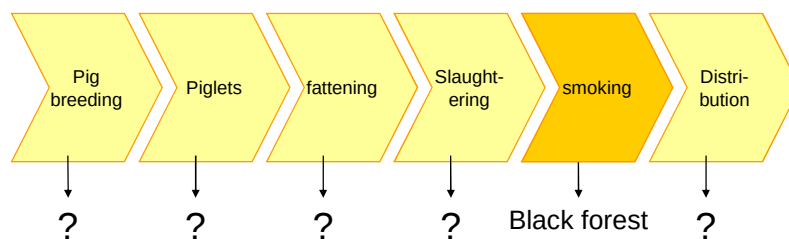


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Clarification of PDO and PGI

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Black Forest ham (P.G.I)

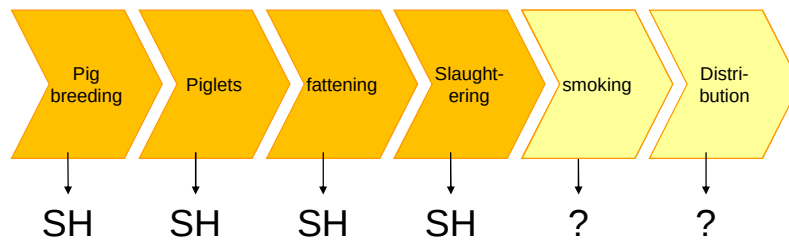


Source: modified after Thiedig (2007)

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Clarification of PDO and PGI

Schwäbisch-Hällisches
quality pigmeat (P.G.I)



Source: modified after Thiedig (2007)

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Clarification of TSG

TSG

Traditional Speciality Guaranteed' (TSG) means a traditional agricultural product or foodstuff which

- possesses features that distinguish it from other products these may include: the use of traditional raw materials in production of a foodstuff, or the traditional composition, or the mode of production and/or processing reflecting traditional methods.
- is 'traditional' in the sense that there must be proven usage on the Community market for a time period showing transmission between generations; this time period should be the one generally ascribed to one human generation, at least 25 years;

Source: EC (2007)

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Essentials

- GIs are important marketing tools for farmers which focus on quality production and which want to “market” their regional specialties. GIs can also be used in connection with fair trade labels, thus providing guarantee on production methods, fair trade, origin and quality
- They are crucial for Europe, whose comparative advantage in agriculture lies in highquality regional produce
- They ensure that the revenues coming out of that added value are retained by the people of the region.

Source: Balling (2007)

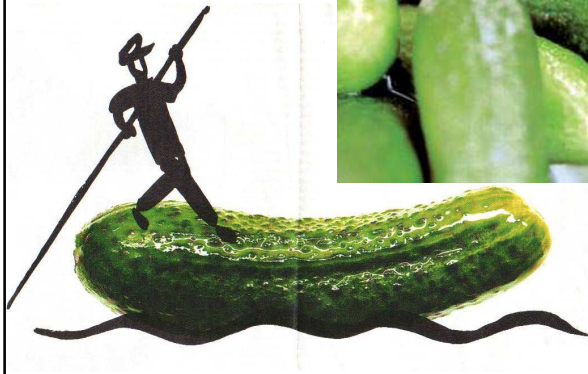
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Exercise 4 Nürnberger Sausages



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Exercise 5 Spreewald gherkins terrafusca Ingenieurbüro und Consulting



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Regional Marketing: Branding products and Regions

Application of products

Part III

Dr. Alexander Wirsig
terra fusca - Ingenieure, Stuttgart
September 23-24th 2009

Significance of PDOs and PGIs in SEE

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Name	PDO	PGI	Total
Austria	8	4	12
Belgium	2	3	5
Cyprus	0	1	1
Czech Republic	3	9	12
Denmark	3	0	3
Finland	1	3	4
France	76	81	157
Germany	6	36	42
Greece	62	23	85
Hungary	1	0	1
Ireland	1	3	4
Italy	111	57	168
Luxemburg	2	2	4
Poland	2	0	2
Portugal	57	48	105
Slovakia	0	1	1
Slovenia	1	0	1
Spain	64	48	112
Sweden	2	2	4
The Netherlands	5	1	6
United Kingdom	15	15	30
21	422	338	759

Source: EC (2007)

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Applications of PDOs and PGIs in SEE - Slovenia

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Name	Type	Class	Date	Status	Date of publication*	Date of registration
Kranjska klobasa	PGI	Class 1.2 Meat	10.03.2009	Applied	-	-
Kraški Med	PDO	Class 1.4 Other Products	24.03.2006	Applied	-	-
Prleška tunka	PGI	Class 1.2 Meat	24.03.2006	Applied	-	-
Belokranjska pogača	TSG	Class 2.4 Pasta	29.10.2004	Applied	-	-
Bovški sir	PDO	Class 1.3 Cheese	29.10.2004	Applied	-	-
Ekstra deviško oljčno olje Slovenske Istre	PDO	Class 1.5 Oils	29.10.2004	Registered	31.05.2006	16.02.2007
Idrijski žlikrofi	TSG	Class 2.4 Pasta	29.10.2004	Applied	-	-
Kočevski gozdni med	PDO	Class 1.4 Other Products	29.10.2004	Applied	-	-
Kraški pršut	PGI	Class 1.2 Meat	29.10.2004	Applied	-	-
Mohant	PDO	Class 1.3 Cheese	29.10.2004	Applied	-	-
Nanoški sir	PDO	Class 1.4 Other Products	29.10.2004	Applied	-	-
Prekmurska gibanica	TSG	Class 2.4 Pasta	29.10.2004	Applied	-	-
Prekmurska šunka	PDO	Class 1.2 Meat	29.10.2004	Applied	-	-
Šebreljski želodec	PGI	Class 1.2 Meat	29.10.2004	Applied	-	-
Sir Tolmenc	PDO	Class 1.3 Cheese	29.10.2004	Applied	-	-
Štajersko Prekmursko bučno olje	PGI	Class 1.5 Oils	29.10.2004	Applied	26.03.2009	-
Zgornjesavinjski želodec	PGI	Class 1.2 Meat	29.10.2004	Applied	-	-

Source: European Commission, 2009

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Requirements for registration

- Names that have become generic may not be registered
- Shall not be applied to wine-sector products
- Shall comply with a product specification
- Only a group shall be entitled to apply for, whereby 'group' means any association, irrespective of its legal form or composition, of producers or processors
- Other interested parties may participate in the group

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Elements of a specification

- Name (incl. a region or traditional name)
- Description (contents, species, shape, taste, etc.)
- Geographical area (map, administrative borders)
- Proof of origin (traceability, control system)
- Method of production
- Link (soil, climate, indigenous knowledge, historical documents etc.)
- Inspection body (name, adress etc.)
- Labelling (PDO, PGI or TSG)

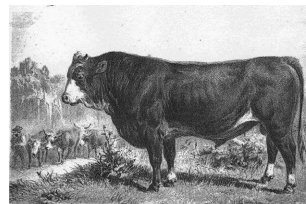
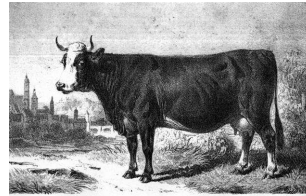
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Proof of origin (historical)

Boeuf de Hohenlohe
Designation for cattles from
the race Limpurger Rind

Geographical area

- Aalen,
- Schwäbisch Gmünd
- Welzheim
- Gaildorf



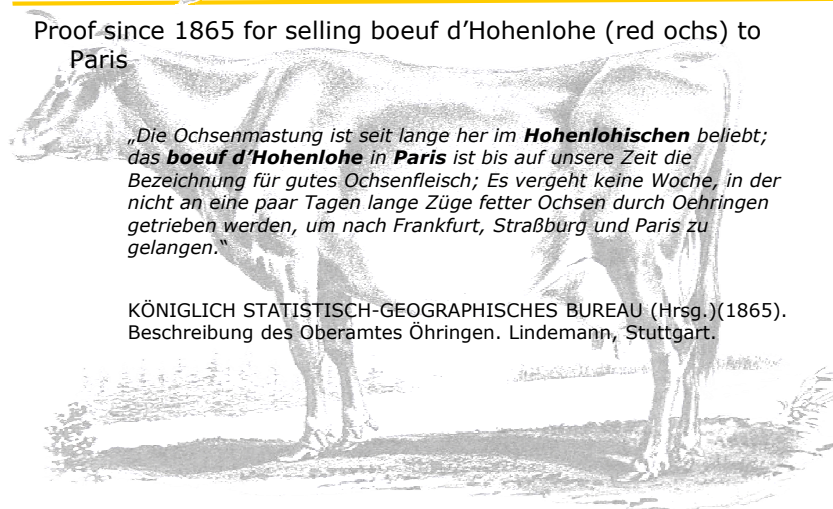
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Proof of origin (historical)

Proof since 1865 for selling boeuf d'Hohenlohe (red ochs) to
Paris

*„Die Ochsenmastung ist seit lange her im **Hohenlohischen** beliebt; das **boeuf d'Hohenlohe** in **Paris** ist bis auf unsere Zeit die Bezeichnung für gutes Ochsenfleisch; Es vergeht keine Woche, in der nicht an eine paar Tagen lange Züge fetter Ochsen durch Oehringen getrieben werden, um nach Frankfurt, Straßburg und Paris zu gelangen.“*

KÖNIGLICH STATISTISCH-GEOGRAPHISCHES BUREAU (Hrsg.)(1865).
Beschreibung des Oberamtes Öhringen. Lindemann, Stuttgart.



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The way to protection (moderator view)

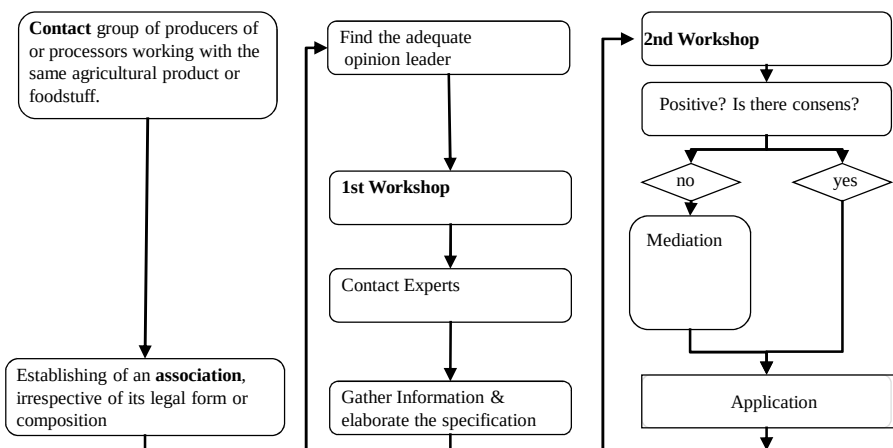
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- Gather the information for the group
- If positive: Coordination of the process
- Find the adequate opinion leader
- Organise a workshop
- Decide whether an application should be done or not
- Follow up
- Caution: Do not register yourself, legal aspects, compensation...

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The way to protection (moderator view)

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Source: modified after Thiedig & Profeta (2006)

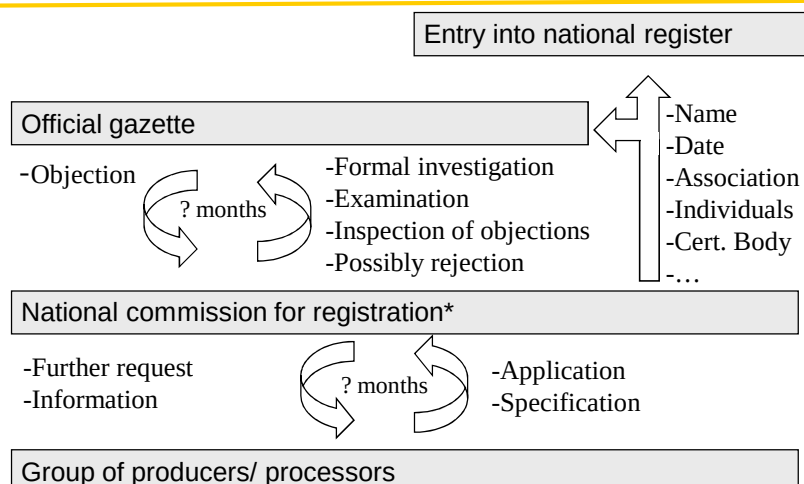
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Registration process

- A group of producers must define the product according to precise specifications
- The application, including the specification, must be sent to the relevant national authority
- The national authorities study the application, decide whether to accept the registration application and then transmit their decision to the Commission
- The application undergoes a number of control procedures at EU level
- If it meets the requirements, publication in the European Union's Official Journal will inform those who are interested
- The European Commission publish the product names which have been submitted for registration, together with specification information about them

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National registration procedure

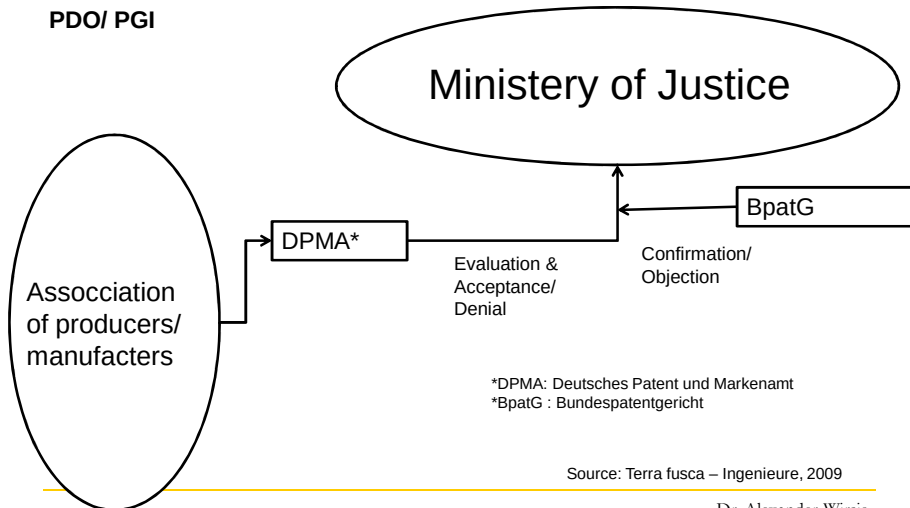


Source: Terra fusca – Ingenieure, 2009

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registration procedure: Germany

PDO/ PGI



Source: Terra fusca – Ingenieure, 2009

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Quelle: Eigene Darstellung

national application: Germany

DE Markenblatt Heft 12 vom 24.03.2005
Teil 7

Teil 7: Anträge auf Eintragung einer geographischen Angabe oder einer Ursprungsbezeichnung nach der VO (EWG) Nr. 2081/92

Innerhalb von vier Monaten ab Veröffentlichung eines Antrags kann von jeder Person beim Patent- und Markenamt eine Stellungnahme zur Schutzfähigkeit der geographischen Angabe (g. g. A.) oder der Ursprungsbezeichnung (g. U.), die Gegenstand des Antrags ist, eingereicht werden.

Schutzkategorie: g.g.A.
Aktenzeichen: 30499901.6

"Schwäbische Maultaschen",
"Schwäbische Suppenmaultaschen"

Antragstellende Vereinigung/Antragsteller:
Schutzgemeinschaft "Schwäbische Maultaschen", c/o
Bürger GmbH, z.Hd. Herrn Martin Bihlmaier
Zeiss-Strasse 12, 71254 Ditzingen, DE
Zusammensetzung: Erzeuger/Verarbeiter

Vertreter:

Keine

Art des Erzeugnisses:
Klasse 2.7, Teigwaren

Beschreibung der Spezifikation

(Zusammenfassung der Bedingungen gemäß Art. 4 Abs 2)

a) Name: "Schwäbische Maultaschen", "Schwäbische Suppenmaultaschen"

b) Beschreibung:
Eine Teigtasche mit einer Füllung aus Fleischbrät, bzw. Gemüsebrät. Viereckige oder gerollte Form der Teigtasche, als Frischware oder in der Verpackung, wird zum Verzehr gebrüht oder geröstet. Stückgewicht 40-150g (bzw.

1914 mit der Ergänzung "meist mit Spinat gefüllt" im schwäbischen Wörterbuch von Hermann Fischer. Historische Rezepte für die Maultasche sind in Schwaben aus den Jahren 1844 sowie 1905 überliefert. Legenden: Der wohl populärsten Herkunftslegende zufolge ist die Maultasche eine Erfindung der Zisterziensermönche des Klosters Maulbronn: Im 17. Jahrhundert, während des Dreißigjährigen Krieges, hätten die Zisterzienser zur Fastenzeit ein großes Stück Fleisch erhalten. Um den Eindruck eines fleischlosen Mahles zu erwecken, hätten sie es klein gehackt und mit Kräutern und Spinat gemischt. Zur besseren Tamung sei die brennende Mischung schließlich in einem Nudelteig versteckt worden, der in kleine Portionen geteilt wurde. Der Name Maultasche hätte sich demnach ursprünglich aus der Bezeichnung "Maulbronner Nudeltaschen" abgeleitet. Später soll dann der Begriff "Herzogtumscheilerte" für die Fastenspeise geprägt worden sein. Maultaschen werden heute in Schwaben von nahezu allen Metzgereien, Fleischwarenhändlern und bürgerlichen Restaurants im Sortiment geführt.

e) Herstellungsverfahren:
Mehl, Hartweizengrieß, Ei und Wasser werden gemischt und zu Teig geknetet. Der Teig wird extrudiert oder durch Auswellen zu einer Teigbahn gewalzt. Anschließend wird das Brät hergestellt und mit Brot, Spinat, Zwiebeln und Gewürzen vermischt.

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registration procedure: third countries

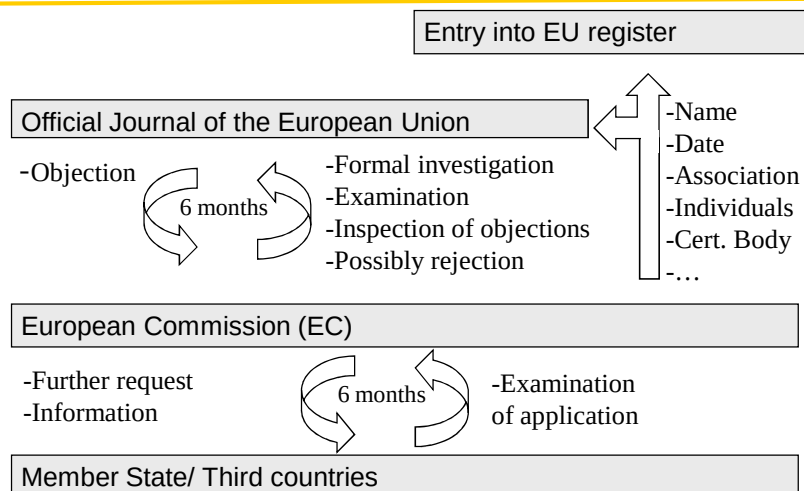
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- The protection afforded by this Regulation, subject to registration, should be open to the geographical indications of third countries where these are protected in their country of origin.
- Where the registration application concerns a geographical area situated in a third country, it shall [...] proof that the name in question is protected in its country of origin.
- The application shall be sent to the Commission, either directly or via the authorities of the third country concerned.
- verification of compliance with the specifications, before placing the product on the market, shall be ensured by:
 - one or more public authorities designated by the third country and/or
 - one or more product certification bodies.

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Registration at community level

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Source: Terra fusca – Ingenieure, 2009

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EU application

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19.2.2009

EN

Official Journal of the European Union

C 41/35

OTHER ACTS

COMMISSION

Publication of an application pursuant to Article 6(2) of Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs

(2009/C 41/13)

This publication confers the right to object to the application pursuant to Article 7 of Regulation (EC) No 510/2006 (*). Statements of objection must reach the Commission within six months of the date of this publication.

SUMMARY

COUNCIL REGULATION (EC) No 510/2006

‘SCHWÄBISCHE MAULTASCHEN’/‘SCHWÄBISCHE SUPPENMAULTASCHEN’

EC No: DE-PGI-0005-0521-18.01.2006

PDO () PGI (X)

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Particulars of inspection structures

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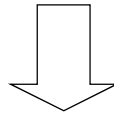
Name of inspection body	Adress	Status	Product type	Name of the controlled product
The States of Jersey Department of Agriculture and Fisheries	States of Jersey Cyril Le Marquand House PO Box 140 Jersey, Channel Islands ...	PS	1.6	Jersey Royal potatoes
Scottish Food Quality Certification Ltd	Royal Highland Centre 10th Avenue Ingliston, Edinburgh EH28 8NF ..	AB	1.3	Teviotdale cheese Bonchester cheese

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Quality control system

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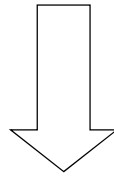
Accreditation bodies (public)



EN 45011

Certification bodies (public /private)

May be combined with
other standards e.g.:



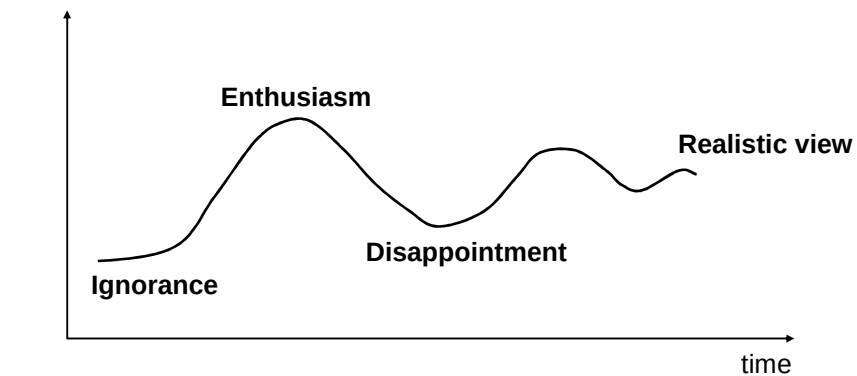
Producers/ processors

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Evaluation of new possibilities (chances)

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Self-evaluation



Source: Becker 1998 cited in Thiedig, 2007

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Further Informationen

EC - European Commision (General direction Agri)

- General information:
<http://ec.europa.eu/agriculture/quality/>
- DOOR - Database of Origin and Registration PDO, PGI and TSG:
http://ec.europa.eu/agriculture/quality/database/index_en.htm
- Application procedure on PDOs/PGIs/TSGs :
 - EU – members (List of national authorities)
<http://ec.europa.eu/agriculture/quality/schemes/authorities.pdf>
 - Non EU member (online application)
http://ec.europa.eu/agriculture/quality/database/index_en.htm

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Thank you

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