



Opportunities for producers from the candidate and potential candidate countries for registration of products with PDO, PGI and TSG directly in the EU

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Protection “quality logos”

The EU protects by legislation particular product names which are linked

- ❖ to territory
- ❖ or to a production method.

Purchasing an EU quality labelled product guarantees not only its quality but its authenticity (buyers can be sure that they are not buying an imitation product).

Consumers and the food trade are increasingly interested in the geographical origin of food and other characteristics.

The EU recognises this and has developed three “quality logos”.

- ❖ Two of these have a strong geographical element;
- ❖ the third relates to traditional production methods.

Each logo varies in the strictness of specifications that products must meet, but all share the common goal of furthering **authenticity and sustainability**.

THREE EU SCHEMES PROMOTE AND PROTECT NAMES OF QUALITY AGRICULTURAL PRODUCTS AND FOODSTUFFS:



PDO

Protected Designation of Origin



PGI

Protected Geographical Indication



„ TSG (traditional speciality guaranteed“

**According new regulation
third countries can also
protect names in EU**

The EU system is open to non-EU countries

By adopting its new regulations on quality policy in March 2006, the EU has made the registration procedure for PDOs and PGIs **more efficient and fully WTO-compatible**.

Producers in third countries are able to download from the European Commission's website a straight forward guide to submitting applications for registration of geographical indications and designations of origin, together with the necessary forms.

In addition, individuals and groups in third countries can sent objections to proposed registrations directly to the Commission.

http://europa.eu.int/comm/agriculture/foodqual/protec/logo_en.htm

http://europa.eu.int/comm/agriculture/foodqual/protec/thirdcountries/index_en.htm



EU agricultural product quality policy

PDO, PGI, TSG logos for download

On this page you can download high definition files containing the Community symbols that may be used on the label or packaging of products whose names have been registered as PDO, PGI or TSG. This service is provided for your convenience, and the Commission accepts no responsibility or liability whatsoever with regard to the use made of these files.

PDO available (pdf) in:

bg	cs	da	de	et	el	en	es	fr	ga	it
lv	lt	hu	mt	nl	pl	pt	ro	sk	sl	fi
sv										

PDO available (eps) in:

bg	cs	da	de	et	el	en	es	fr	ga	it
lv	lt	hu	mt	nl	pl	pt	ro	sk	sl	fi
sv										

PGI available (pdf) in:

bg	cs	da	de	et	el	en	es	fr	ga	it
lv	lt	hu	mt	nl	pl	pt	ro	sk	sl	fi
sv										

For details see [Commission Regulation \(EC\) No 628/2008](#) of 2 July 2008 amending Regulation (EC) No 1898/2006 laying down detailed rules of implementation of Council Regulation (EC) No 510/2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs

TSG available (pdf) in:

bg	cs	da	de	et	el	en	es	fr	ga	it
lv	lt	hu	mt	nl	pl	pt	ro	sk	sl	fi
sv										

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EU agricultural product quality policy

Geographical indications and traditional specialities

Three EU schemes known as **PDO (protected designation of origin)**, **PGI (protected geographical indication)** and **TSG (traditional speciality guaranteed)** promote and protect names of quality agricultural products and foodstuffs.

The following EU schemes 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:

- **PDO** - covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how.
- **PGI** – 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.
- **TSG** - highlights traditional character, either in the composition or means of production

How can I find out which product names are registered or have been applied for?

- Consult the [DOOR database](#) of PDO, PGI and TSG.

How can I register a product name?

- First a group of producers in the EU must define the product according to precise specifications.
- If you are a producer in the EU, you should then send an application to your national authority.
 - List of EU national authorities [[pdf](#)]
- If you are a producer outside the EU, you can [fill in an online application using DOOR](#) or send it to the Commission via your national authority.

How can I object to a name proposed for registration?

- If you are a private individual or organisation in the EU, send your objection to your national authority.
 - List of EU national authorities [[pdf](#)]
- If you are an individual or organisation outside the EU, you can [lodge an objection on-line using DOOR](#) or send it to the Commission via your national authority.

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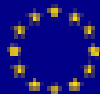
Database of origin and registration: DOOR

Full data

Date of submission

Links to summaries
and specifications

Legislation (FAQ) Search Contact Login 30/6/09

 **DOOR** English (en)

European Commission > Agriculture and Rural Development > Agriculture and Food > DOOR > Dissemination information

Name:	Brynolte Podkoleńska	Application Type:	PGD
Countries of Origin:	PL	Date of Submission:	18.02.2005
Design Number:	PLPGD0005/0450	Type of Product:	Class 1.3. Cheeses
Status:	Registered		

Authority/Control Body

Name: Główny Inspektorat Jakości Handlowej Artykułów Rolno-Spożywczych
ul. Wspólna 30, 01-930 Warszawa
Tel: 48 22 623 29 00
Address: Fax: 48 22 623 28 85
zakordamie@hau.gov.pl
URL: [Authority/Control Body](#)

Official Journal Publications

[Official Journal L150/13.06.2007](#)
[Official Journal C200/20.09.2005](#)

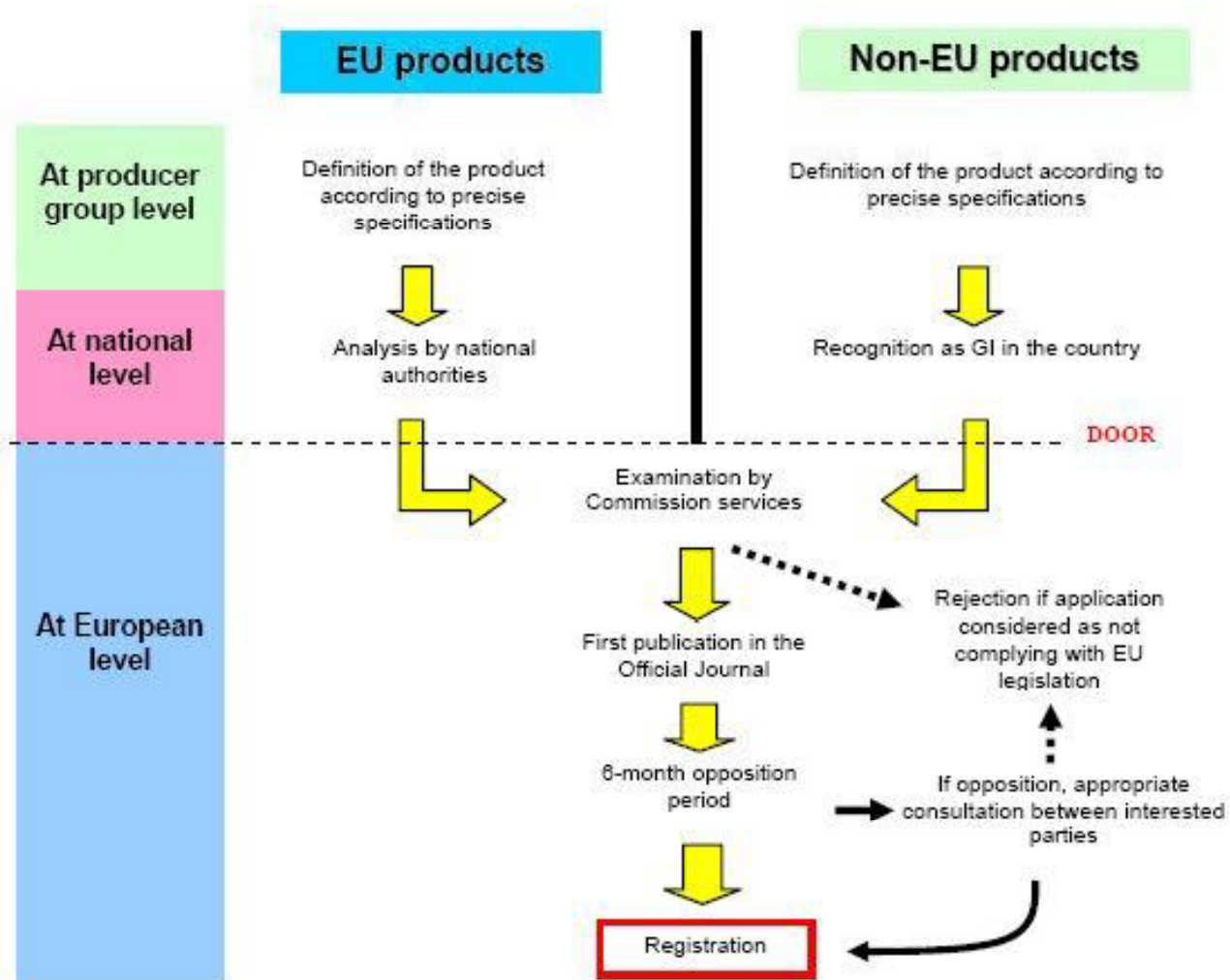
Other Documents

[PL_0005_0450_SPE_PL_O.pdf](#) ([PL_0005_0450_SPE_PL_O.pdf](#))

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Protected Designation of Origin (PDO)

A protected designation of origin means the **name of the region, specific place or, in exceptional cases, the name of a country** that is used to describe agricultural product or foodstuff.

The product's quality or characteristic features should be **mainly or exclusively related to the specific geographical environment**, as well as the natural and human factors appropriate to it. The whole of the technological process, meaning: **production, processing and preparation, takes place in this specific geographical area.**



This designation is attributed to identify a product whose production, transformation and manufacturing process take place in a very delimited geographical area based on a recognized and established experience and following a stated productive process (regulations governing the production).

Quality and characteristics are due to the geographical environment meant as natural factors and as human experience achieved.

Protected Geographical Indication (PGI)

A protected geographical indication means **the name of the region, specific place or, in exceptional cases, the name of a country** that is used to describe agricultural product or foodstuff originating from that region, place or country. This product possesses a specific quality, reputation or other characteristics attributable to that geographical **place of origin**. **At least one of the three processes: production or processing or preparation of the product must take place in the defined area.**



This definition is given to those products whose ties with a specific geographical area is represented at least by one of the phases of its preparation;

In practice if a product is prepared using the basic elements of a specific area, or is transformed or manufactured in a particular area, its qualities or characteristics can be assigned to that area.

(Therefore if compared to PDO, PGI has a less direct tie to the area of origin)

Traditional Speciality Guaranteed (TSG)

Speciality means a feature or set of features that clearly distinguish agricultural product or foodstuff from products similar to them or from products belonging to the same category. The features may be the **taste, flavour or specific raw materials used for production**. However, the method of presentation or packaging the product cannot denote a speciality. The product can be called “traditional”, when it has been on the common market for the period of time equal to one generation i.e. at least 25 years.



This definition is not referred to the origin, but to the exploitation either of a traditional composition or of a traditional production method.

Therefore, a TSG product **can be manufactured in any place provided that the manufacturing method imposed by the regulations of production is respected.**

PRODUCT NAMES COVERED BY EU QUALITY DESIGNATIONS



- What kind of products can benefit from a PDO/PGI/TSG?



Consumers can take a “virtual tour” of Europe and find product names from every region that have attained the PDO, PGI or TSG quality mark. Virtually **all agricultural products are covered**. The regulations also cover some foodstuffs produced from **agricultural commodities**.



Some agricultural products not intended for human consumption can also benefit from the quality designation system, for example **ornamental plants, flowers, cork, hay, cochineal, wool, wicker and essential oils, salt, cotton**.



❏ The full list of products can be found at: http://europa.eu.int/comm/agriculture/foodqual/quali1_en.htm

Registration procedure by 3rd countries...

Initiating an application/becoming an applicant

- Registration is voluntary – it is producers themselves who decide whether to take the initiative. The initial step is to apply for registration of a product name - producers decide whether to apply for a PDO or PGI or TSG on the basis of the characteristics of their product.
- Generally, groups of producers make an application as an association. The EU's rules have always precluded any product specification being drawn up in a way that would give one producer a *de jure* monopoly on production of the foodstuff.

Registration procedure by 3rd countries...

Producer groups submit demand to Commission directly or via national authorities (any official language)

Application consists of :

- Single document with the main elements of the specifications (published on web-side)
- Product specifications which contains: product's name, description, area of production, traceability to ensure origin, production methods, link between product and origin, control body, labelling elements.
- Proof that the name is protected in the third country

Registration procedure by 3rd countries...

Application should be sent to the State on whose territory the geographical area is situated.

The State examines it and initiates a national objection procedure, ensuring that the application is sufficiently publicised and allowing a reasonable period within which any natural or legal person having a legitimate interest and established or resident on its territory may lodge an objection. The national authorities ensure appropriate publicity of the request made, and that any interested party in the State can object if it wishes.

Where the State deems the application to be acceptable, it forwards the single document to the Commission together with a declaration stating that all the necessary conditions have been met.

Where an application for registration concerns a geographical area in a third country, it has to be sent to the Commission either directly or through the authorities of that country.

What the third countries have to do?

- Designated competent authority
- Establish procedure for application
- Establish procedure for publishing

The national authorities should ensure appropriate publicity of the request made, and provide transparency /that any interested party in the State can object if it wishes.

- Establish procedures for protection in a country
- Nominate Control Body operating as Certification body

The part played by the European Commission

The Commission examines requests sent by States or directly, including the main elements of the specification gathered in each case in a “single document”, and assesses whether they meet the requirements under the relevant regulation.

If an application satisfies the rules then the single document referring to that application for registration is published in the Official Journal. The Commission also assesses any objections to the registration of a designation submitted by third parties. It can call on independent scientific advice.

Registration procedure by 3rd countries...

Commission scrutinizes application (up to 12 months)

EU Commission decision to register or reject

**If decision to register : publication of Single document in JO
and public access to specification**

Opposition procedure starts with the publication (6 months)

Process

**Publication for objection (Official Journal & DOOR)
(or rejection)**

Consultations to resolve objections

Final decision (Official Journal)

followed by registration...

- Legal act published in OJ (regulation)
- No fees
- Unlimited duration
- all operators located in the geographical area which following specifications and controlled may use the registered name
- EC symbols are facultative for products originating in 3rd countries

which leads to protection of names....

Against any direct or indirect use of the name for comparable products - if using the name exploits the reputation of the protected name

Against any misuse, indication or evocation even when the true origin is indicated

Against any other false or misleading indications

Can others join in?

Any producer or group of producers in a geographical area relating to a PDO/PGI designation or TSG is entitled to use the registered name to market the product concerned, as long as the conditions of production set out in the product specification are respected.

This is one reason that applications are generally made by producer groups, which normally represent all the interested producers in a locality.

Groups could also include consumers or other interested parties.

Product specification

The product specification is the key element in the designation of a product name .

A product specification has to contain **all the technical information** necessary to describe the product. It must be sufficiently detailed so as to allow any new producer in the field concerned to start production of the specific product if desired.

The specification is the main evidence in support of an application. Once they have been formulated, the conditions in a specification **are binding on producers** intending to use the registered name and are the **reference point for any inspections by the authorities**.

Only products that comply with the specification can be marketed under the PDO or PGI registered name.

Specifications can be altered (for example to take into account a scientific or technical development, or if a geographical area is re-defined). In this case producers apply for authorisation to their national authorities who then send the main elements to the European Commission for approval. In the case of third countries registration and amendments may be sent directly to the Commission.

The product specification is therefore the **determining factor in obtaining registration**, and also in maintaining confidence in the system.

Production Regulations: The “Identity card” of a product or “Code of Practice”

- ☐ Name of the product
- ☐ Description of the product
- ☐ Delimitation of the geographical area of origin
- ☐ Proofs of the ties between the characteristics of the product and the characteristics of the geographical area
- ☐ Description of the production method
- ☐ Organoleptic, chemical and physical characteristics of the product
- ☐ Information about the agencies controlling and attributing the certification and guaranteeing the respect of the regulations of the production
- ☐ Specific rules for labelling

What's in a name?

The product name itself should include of the following:

- the name of a region, specific place or country
- or
- a traditional name that need not necessarily indicate the region but is unambiguously associated to a certain region, specific place or country

Excluded are:

- Names that conflict with any plant variety or livestock breed in a way that might mislead consumers
- Names that in the light of a trademark's reputation and renown and the length of time it has been used, registration is liable to mislead the consumer as to the true identity of the product
- Names that have become generic and are commonly used to describe a product, whatever its origin.

What is covered by the “Description of the product”?

The product description should cover:

- ☐ Physical attributes (shape, colour, weight etc)
- ☐ Chemical features (minimum fat content, maximum water content etc)
- ☐ Microbiological information (e.g. any bacteria present)
- ☐ Biological details (race, variety etc)
- ☐ Organoleptic characteristics (taste, flavour, colour, odour etc)

The description essentially establishes the ways in which a product is specific, and details how it is to be differentiated from other products in the same category.

Specification of processing, packaging and presentation may also be important, because methods of cutting, slicing, grating or packaging may be essential in maintaining the characteristics and value of the product.

How geographic areas should be described?

- Generally the limits of a production/processing area are **defined by natural or human factors**, and sometimes by administrative boundaries. The product specification has to set out precisely the limits of the geographic area, using supporting documents including maps.
- A country can be named in exceptional circumstances where the area of the country concerned presents homogenous characteristics relevant to an application for a quality designation.

Evidence that the product originates in the area

The main requirement here is for applicants to show full **traceability of their product**. A clear path must be identified between the area of production and the final product on the market. The specification must demonstrate what measures have been put in place to ensure traceability (for example, by keeping a register), i.e. that the product and its raw material, where appropriate, originate from the area.

Methods of production

The description of the method of production must be sufficiently informative to allow any producer within the region to produce the foodstuff concerned if desired. The main requirements are for information on:

- ❖ The method of obtaining the agricultural product or foodstuff
- ❖ The authentic local method of production
- ❖ Packaging (where relevant)

The vital link in the specification

Explanation of the link between the product and the geographical area is the most important element of the product specification in the case of PDOs and PGIs as it must demonstrate **why a product is associated** with one particular area and not another. In other words, the **specification must show how the characteristics of a particular region affect a product in a way that other regions cannot.**

For PDOs and PGIs, simply showing that certain areas specialise in producing a particular foodstuff is insufficient justification for a specification. Applicants **must demonstrate a causal link between an area and the characteristics and reputation of the product** (e.g. particular environmental or other conditions), including any inherent natural or human factors at play.

For example,

- o soil type, topography, climate/microclimate, vegetation etc could all influence the final product.
- o Local know-how and special production skills are also relevant. The two tend to interact.
- o For instance, grassland and air quality could work in connection with breed selection to allow cheese producers in a locality to develop a viable business in otherwise unviable circumstances.
- o In other cases, terraces, irrigation or milling systems have been allied to the production of particular products, with human skills helping to adapt to geographical constraints.

The protection offered to producers via PDO and PGI

Registration under PDO and PGI gives exclusive rights to producers to use the registered name for their products. This is a **valuable intellectual property right**.

Exclusive rights

The right to use a product name is granted to the producers who made the original application for registration of the product name, plus any other producers who can meet the requirements of the specification.

Under the PDO and PGI systems producers outside the geographical area are explicitly excluded from using the registered name.

Enforcement

Enforcement of EU quality systems is carried out by Member State authorities, acting within rules laid down at EU level.

Member States are obliged to set up the necessary control bodies to ensure compliance with EU rules. The costs of this are covered by the producers involved, not by the state.

Homonymous names

Use of homonymous names (i.e. products having the same name) is not excluded outright under the EU's quality policy rules.

The benchmark is whether consumers might be misled or not. In cases where the same name is being used, a distinction must be made, bearing in mind the need to treat producers in an equitable manner and not to mislead consumers.

Withdrawal of non-complying products from the market

Where a product is being marketed in competition with a registered EU quality product without fulfilling the requirements of the product specification, it must be removed from the market.

In the case of products that have been on the market for five years or more prior to a name being registered, the product may remain on the market for a further limited period only.

Can a registration be refused or cancelled?

Applications can be refused if the Member State and/or the Commission finds that the product **does not meet the regulatory requirements**.

Registration of a name can also be cancelled at the request of any individual having a legitimate interest and a **good reason for requesting such cancellation**, or

if the Commission takes the view that **compliance with the specification can no longer be ensured**.

Specific measures to encourage high quality products

How it starts?

- Efforts to improve food quality have been part of EU agricultural policy, from the development of wine quality labelling in the 1980.
- In 1992 the EU introduced a system to protect and promote traditional and regional food products inspired by existing national systems
- To capitalise value of certain products, the EU decided to protect their names, and to establish the conditions under which they could be used so that their specific and traditional character could be preserved. The EU's quality policy for agricultural products and foods aims to:
 - Encourage diverse agricultural production
 - Protect names from misuse and imitation
 - Help consumers to understand the specific character of the products

Structure of EU rural development policy

The essential rules governing rural development policy for the period 2007 to 2013, as well as the policy measures available to Member States and regions, are set out in [Council Regulation \(EC\) No. 1698/2005](#).

Under this Regulation, rural development policy for 2007 to 2013 is focused on three themes (known as "thematic axes"). These are:

- **improving the competitiveness of the agricultural and forestry sector;**
- **improving the environment and the countryside;**
- **improving the quality of life in rural areas and encouraging diversification of the rural economy.**

To help ensure a balanced approach to policy, Member States and regions are obliged to spread their rural development funding between all three of these thematic axes.

BALKAN COUNTRIES

The region has a combined area of 550,000 km² (212,000 sq mi) and a population of 55 million people

"*Balkan*" comes from a Turkish word meaning "a chain of wooded mountains"

Most of the area is covered by mountain ranges running from north-west to south-east.



- Most of the population in Balkan region living in rural areas, which is more than 90 % of the territory and this area is home for a lot of people.
- Rural development is a vitally important policy. Farming and forestry remain crucial for land use and the management of natural resources in the Balkan's rural areas. There for it should be a platform for economic diversification in rural communities.
- The strengthening of rural development policy is, therefore, an overall priority.

BALKAN COUNTRIES – Third countries

- Our countries need an active rural development policy because this will help us to achieve valuable goals for rural areas and for the people who live and work there.
- Many of our rural areas have significant challenges. Our farming and forestry businesses need to build their competitiveness.
- We have a wonderful landscape which is valuable production specific products but also for rest and recreation and tourism development.
- Balkan countries give us essential raw materials and a lot of traditional specific products

GI as a tool for development

Geographical indications bring many benefits not only to producers, but also to consumers and local communities. They

- Created added value
- Improve market access
- Protection of traditional production and local know-how and
- Protect national resources



GIs as a tool to promote rural development

- ☀ Increase production, create local jobs and prevent rural exodus
- ☀ Help producers to obtain a premium price for their products in exchange for guarantees offered to consumers on production methods and quality
- ☀ Bring value to the land of origin
- ☀ Have other indirect positive effects, such as on tourism.



Allow a better redistribution of the added value in the production chain



Different advertising tools



Advertising materials



Develop other service



Organize a group excursion, degustation

GIs: a market assess tool



- Geographical Indications encourage variety and diversity of production.
- They allow producers to market differentiated products with specific characteristics that are clearly identifiable.
- In the context of globalised markets, consumers are increasingly looking for unique quality products with a specific origin.;



If we want to preserve our traditional food, our culinary habits, identity and tradition, and in same time provide equal market competition we should pay attention to our production and work on protection of our agricultural products.

What is quality?

“ Quality” is a subjective matter in any walk of life, and especially where food is concerned. Quality attributes normally taken into account in an agricultural policy context, apart from the basic prerequisites of health and safety, and taste, relate to:

- **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**

Definition for food quality

Organic
GIs

Added value

Differences
in quality

Real quality (appearance,
Taste, aroma)

Optional

Nutritional value

Optional

Food safety
Environment protection
Health and animal welfare

Obligatory

What is necessary to be done?

In addition to registration

- it is important to establish an efficient system for the enforcement of GIs in practice.
- *The national institutional framework will greatly influence the effectiveness of the GI system in this regard.*

What is necessary to be done?

- **Capacity building - infrastructure for implementing food quality system**
- **Sound legal framework – clear, simple procedure for food protection**
- **Accurate control procedure – QCS**
- **Designation control body**
- **Promotion through leaflets, brochures, media, training in aim to:**
 - ☐ **Increase farmers interest**
 - ☐ **Increase consumers awareness**
 - ☐ **Increase local community awareness**

We should know

- Informing buyers and consumers about product characteristics and farming attributes —the input from farmers and producers
- Only with accurate, useful and reliable information, may buyers and consumers be expected to pay a fair price
- Only with clear rules and instruments may farmers produce the added valued products that consumers want

THE ROLES OF PUBLIC ACTORS ALONG THE QUALITY CIRCLE

Identification:

- ❖ information and sensitization of stakeholders on the nature of GI products and their potential for rural development;
- ❖ support for the identification of this potential;
- ❖ providing legal tools and an institutional framework to protect the reputation of these products.

Qualification:

- ❖ support for conducting necessary studies,
- ❖ support for establishing a participatory process and for a sustainable approach in elaborating rules and codes of practice;
- ❖ information on the national procedure for the recognition/protection of GIs.

THE ROLES OF PUBLIC ACTORS ALONG THE QUALITY CIRCLE

Remuneration:

- ❖ enforcement of legal protection, nationally and worldwide;
- ❖ information to consumers on the nature of GIs, improve communication tools

Reproduction:

- ❖ support for assessing the impacts for ensuring the sustainable evolution rules and codes of practice for GIs.

MAIN ROLES OF LOCAL PUBLIC ACTORS

Public stakeholders at the national level should guarantee a sound regulatory framework from both a legal and economic standpoint. However, regional and local public stakeholders should also play a very important role in the design and management of these policies, promoting GI initiatives, and supporting them in the field.

MAIN ROLES OF LOCAL PUBLIC ACTORS

Local stakeholders should play the following main roles:

- ☐ Ensuring a balanced representation of stakeholders in the GI system and ensuring that smaller players are given an equal voice;
- ☐ Regulating the definition process of the GI, mediating potential conflicts in the light of general aims, and orientating collective choices if needed;
- ☐ Encouraging stakeholders to take into account local specific resources and the environment; and
- ☐ Supporting the operation of the GI system through capacity-building measures to encourage GI product market development.

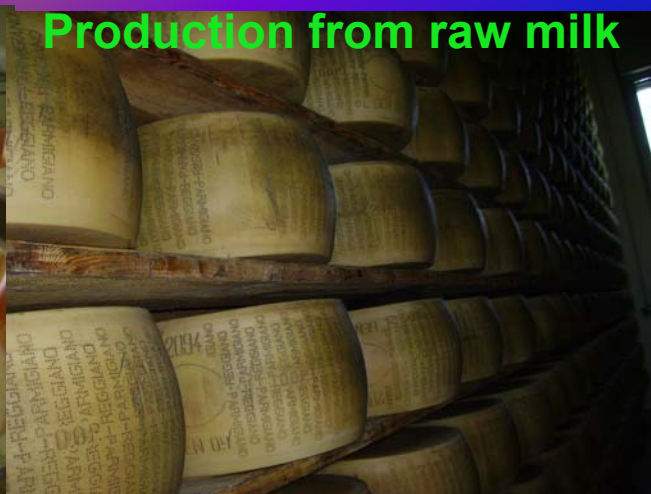
What else authority can done?

In most of our countries, typicity is threatened by general hygienic national or international norms that may ban some traditional products, mainly cheeses and other raw milk products, or dried or smoked meat products¹.

The traditional methods for preservation may not strictly comply with new requirements based on modern hygienic standards (pasteurization, use of preservatives, use wooden tools...). The identification of these products during GI inventories and registration process may help to obtain technical assistance or flexibility and eventually exemptions for maintaining the traditional know-how and culinary patrimony.



Production in cooper vats



Production from raw milk



Use wooden baskets for curd boiling

Pay attention on?

The recognition of the GI as intellectual property right also requires the establishment of “rules of the game”.

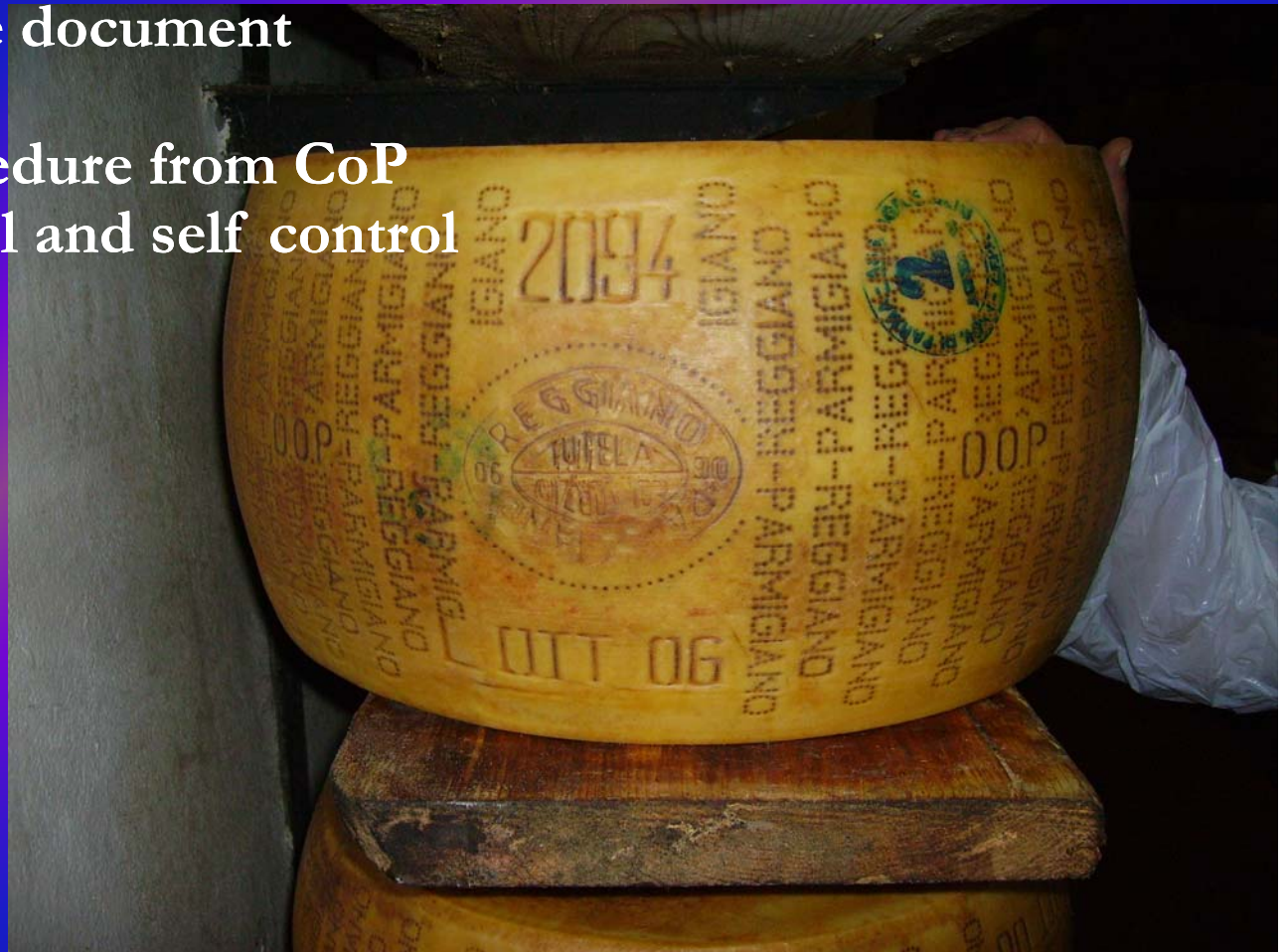
These rules needed to ensure the participation of all relevant stakeholders in the development and management of a GI system, to avoid the exclusion of local, traditional producers, and to ensure that both social and economic issues are addressed.

A transparent registration procedure is necessary to balance the development of meaningful designation criteria and the need for simplicity in application process.

Small-scale producers are likely to be discouraged from using the GI system if it involves highly technical, bureaucratic or complex registration procedures. In these circumstances, large producers, who may have more resources to devote to the process are likely to gain an unfair advantage in the GI market.

Producers responsibilities?

- First initiate the idea
- Define the group of producers willing to produce specific product
- Prepare the Single document
- Send request
- Respect the procedure from CoP
- Implement control and self control



Problems

Marketing is the main problem

For marketing to work, a good traceability and good quality control system is needed.

Several limiting factors have potential contribution of traditional products to rural development:

- a weak legislative framework for regulating the production aspects
- difficulties to establish collaborative work arrangements such as association
- limited know how which could help in improving quality and productivity
- limited knowledge on food safety
- a wide quality information gap between producers and consumers

alternative to classic forms of organisation

Most of these collective organisations are driven with the help of a hired facilitator, with various tasks: coordination of meetings, marketing research, technical assistance, social cohesion of the group.

An inter-professional association

Gathers members from various levels in the supply chain, for example milk producers, cheese processors, ripeners and even retailers.

It has no commercial activity: it does not sell or buy goods. Its mission is to co-ordinate the members' action in order to ensure that the common objectives are reached.

One of its main missions is the issue of quality , generally in collaboration with an independent certification body.

The association is piloted by an assembly of delegates and a board which hires a facilitator, whose task is to help operators work together. Decisions are made collectively.

professional association

A professional association is composed of operators from one level of the supply chain, very often processors of a PGI product. It is piloted by an assembly of delegates and a board.

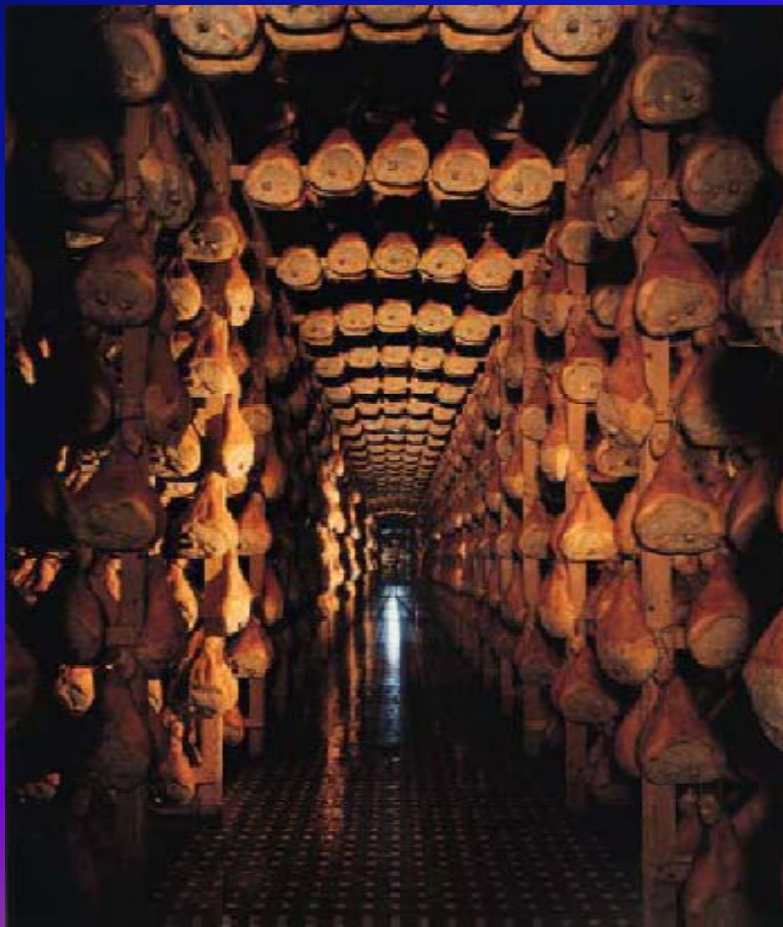
Parma Ham in Italy is a one-level association. This model is very common when the link between producers and processors is weak or inexistent.

In some cases, a professional association becomes an inter-professional association in order to integrate suppliers and/or buyers in the alliance (when there is a multi-level code of practices).

Such was the case with the Parmigiano Reggiano cheese consortium in Italy, which began as a cheese first-processor association and later decided to associate cheese ripeners.

an example

THE ROLE OF THE CONSORZIO



The Parma Ham Consortium is essential for the promotion and protection of the product because it carries out all those activities that small producers would not be able to do separately

MARKETING ACTIVITIES

- Opening new market and launching the product
- Information and Promotional Programs
- Advertising on TV (Italy) and magazines
- P.R. and Communication activities
- International Fairs (N.Y.-Tokyo- etc.)
- Support to the producers

LEGAL PROTECTION ACTIVITIES

- Registration of the name around the world
- Defense against abuses of the name



Balkan region - take in consideration

Specific traditional food in the Balkan region

tufahije, baklava, kadaif . Žito, pinca melomacarona, kourabiethes. Vasiljica or badnjaèa, proja, and polenta (kaèamak). kajmak; èimbur,. Turšija, prosciutto, pastrma), mayiritsa, Alaska èorba), khakhavia. èevapèièi, pleskavica, vešalica, šaši kebasi, muèkalica, krzatmas. èufte), kreftaidakiya, burek, guveè, sarma, jalanci dolmasi, moussaka, Sjenicki sir, njeguski, travnicki, pirorotski, malesevski, bieni sir, kackavalj, pareni sir, bjeli sir, feta, mariovsko bieno, urda, vurma, etc.

Possibilities of overlapping/misleading

- **Lot of similar products – same technology**
- **Lot of similar names for foodstuffs – different technology**

similar products in the region - Example





Shkembe corba



Shopska salata



Beli sir

Same name /different technology



Sharplanisko bieno sirenje

There for

The existence of a sound legal framework for the protection of GI-related intellectual property rights, both inside the country and at the international level, is an important condition for the economic sustainability of a GI system.

This requires the integration of many different policy aspects at the local, national, regional and international level to ensure the system is transparent, enforceable and efficient.

This requires close cooperation between authorities

- agreement for bilateral application/cross border registration
- Discussion about some mutual interest



We should know that:

Remarkable interest from consumers for certain products originating from well defined areas and commanding premium prices will increased scope for fraud



How to ensure the actual origin of a good ?

An example of connotation/usurpation – in Balkan region



Serbian?

Macedonian

Produced in China

White bean Tetovac

How to ensure the actual origin of a good ?

An example of connotation/usurpation all over the world

Italian Ham ?



Spanish Ham ?

Mexican Ham !!

How to ensure the actual origin of a good ?

An example of connotation/usurpation all over the world



Made in Brazil



Made in Mexico

The Costs of Frauds

- **Financial Costs**
- **lost of market share**
- **Damages to the reputation and**
- **public image**





R. Of Macedonia?

- Government is interested for rural development and protection agricultural products
- Low for rural development (2010)
- Protection is still according the Low for IP (2009), GIs
- New Low (in a procedure)
- By-laws should be prepared
- Institutional building – still weak





R. of Macedonia?

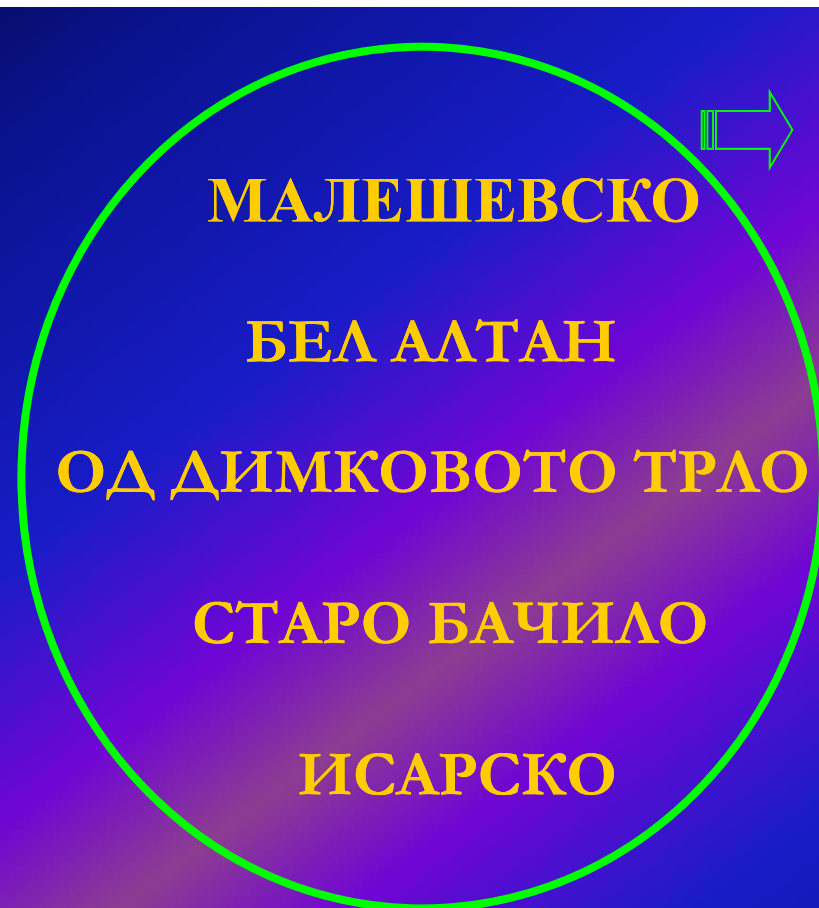
This year Government provide subsidies for protected products

☐ Still not realised

One Certification body “Biotechnicom” has a representative in RM.

At the moment the activities of the body are:

- Raising the awareness – ministries, rural regions, local authorities
- Consultation services



They are no recognised in a market



New brochure



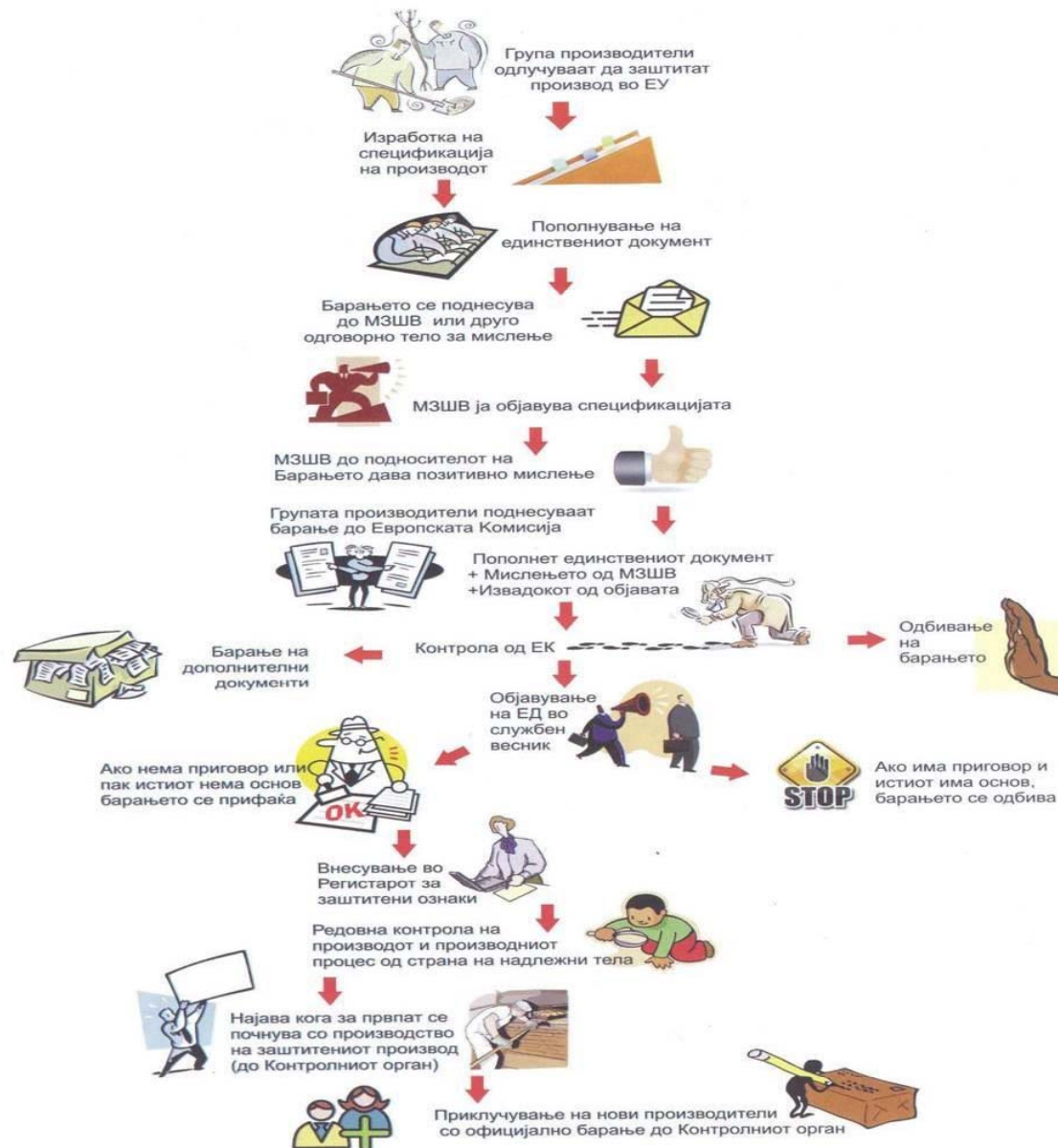
**ЗЕМЈОДЕЛСКИ
ПРОИЗВОДИ И
ХРАНА СО
ЗАШТИТЕНА
ГЕОГРАФСКА
ОЗНАКА,
ЗАШТИТЕНА
ОЗНАКА ЗА
ПОТЕКЛО И
ТРАДИЦИОНАЛНО
СПЕЦИФИЧЕН
КАРАКТЕР**



gtz

Partner for the Future.
Worldwide.

Jahorina 16-17 June 2010



Procedures?

Single Document

Ако поднесувате барање за ЗГО и ЗОП го пополнувате следниот формулар – единствен документ:

ЕДИНСТВЕН ДОКУМЕНТ

(Кога ќе се пополни овој формулар, текстот во заградите се изостави)

Регулативата на Советот (ЕС) бр. 510/2006 за заштитени географски ознаки и заштитени ознаки за потекло

[Внесете име, како што е посочено во точка 1:] * *

ЕС бр.: [за користење само во ЕС]

(Изберете едно "X") ☐ ЗГО ☐ ЗОП

1. НАЗИВ (на ЗГО или ЗОП)

(Се впишува називот, кој се предлага за регистрација или во случај на барање на потврда за измена на производната спецификација или за објавениот според член 19, став 2 од дадената регулатива, регистриран назив)

2. ДРЖАВА - ЧЛЕНКА ИЛИ ДРЖАВА КОЈА НЕ Е ЧЛЕНКА НА ЕУ

3. ОПИС НА ЗЕМЈОДЕЛСКИОТ ОДНОСНО ПРЕХРАНБЕН ПРОИЗВОД

3.1. Вид на производ (согласно прилг II на Регулативата на Советот бр. 510/2006)

3.2. Опис на производот за кој се приложува називот, посочен во точка 1

(Основните елементи, посочени во член 4, став 2, буква б) од Регулативата на Советот бр. 510/2006. Технички опис на крајниот производ, за кој се приложува називот, посочен во точка 1, вклучувајќи секакви барања за искористување на определени видови животни или сорти растенија.)

3.3. Сировини (само за преработени производи)

- Recently, last year **ajvar** was protected with GI (Low for Intellectual Property)
- *But only one producer is registered*



We have a great potential!



Jahorina 16-17 June 2010



Thank you for attention_1