



Control, Certification and Promotion of products with PDO, PGI, TSG

Prof. Sonja Srbinovska, PhD,
Faculty of Agricultural Sciences and Food,
University St."Cyril and Methodius", Skopje,
Macedonia



Official controls

Controls on the requirements set out in Regulations for PDO and PGI are carried out under Regulation (EC) No 882/2004.

Verification of compliance of a product with its product specification may be ensured by one or more public authorities set up for this purpose or by one or more product certification bodies.

For EU designations, the costs of such verification are to be borne by the operators subject to those controls.



Article 10 (Reg 510) Article 14 (Reg 509) **Official controls**

1. Member States shall designate the competent authority or authorities responsible for controls in respect of the obligations established by this Regulation in conformity with Regulation (EC) No 882/2004.
2. Member States shall ensure that any operator complying with this Regulation is entitled to be covered by a system of official controls.
3. The Commission shall make public the name and address of the authorities and bodies referred to in paragraph 1 or in Article 11 and update it periodically.



Article 11 (Reg 510) Article 15 (Reg 509) **Verification of compliance with specifications**

1. In respect of geographical indications and designations of origin relating to a geographical area within the Community, verification of compliance with the specifications, before placing the product on the market, shall be ensured by:

- one or more competent authorities referred to in Article 10 and/or
- one or more control bodies within the meaning of Article 2 of Regulation (EC) No 882/2004 operating as a product certification body.

The costs of such verification of compliance with the specifications shall be borne by the operators subject to those controls.

Article 11 (Reg CE 510) Article 15 (Reg CE 509)
Verification of compliance with specifications

3. The product certification bodies referred to in paragraphs 1 and 2 shall comply with and, from 1 May 2010 be accredited in accordance with European standard EN 45011 or ISO/IEC Guide 65 (General requirements for bodies operating product certification systems).

Article 11 (Reg CE 510) Article 15 (Reg CE 509)
Verification of compliance with specifications

4. Where, the authorities referred to in paragraphs 1 and 2, have chosen to verify compliance with the specifications, they shall offer adequate guarantees of objectivity and impartiality, and have at their disposal the qualified staff and resources necessary to carry out their functions.



Food Quality Certification Schemes

Jahorina 16-17 June 2010



Food Quality Certification Schemes (FQCS)

Food Quality Certification Schemes (FQCS) provide assurance (through a certification mechanism) that certain aspects of the product or its production method, as laid down in a specification, have been observed.

FQCS cover a wide range of different initiatives, both public and private, that function at different stages of the food supply chain (pre- or post-farm gate).

They can operate at

- the business-to-business (B2B) level or
- The business-to-consumer (B2C) level.

They can make use of logos but, especially at the B2B-level, many do not.



Certification schemes can bring benefits

- to consumers by providing information on product and process attributes and increasing choice;
- to producers by increasing market access, market share and product margins for certified products; potentially also by increasing efficiency and reducing transaction costs; and
- to intermediate actors in the food supply chain by protecting liability and reputation.



Certification schemes can bring benefits

Farmers and producers can use quality certification to improve their marketing position and distinguish their products from others.

The food industry and retailers may rely on quality certification for extra assurance and legal security.

Consumers want to know what they are buying; it is labelling, backed up by the guarantee from the scheme that gives them the possibility to make an informed choice.



Policy complexity

Marketing standards and EU quality schemes have developed over the years

Piecemeal changes —instrument by instrument, sector by sector

Private and national schemes have grown exponentially in recent years

□ □ The result?



DIFFERENTIATION

BASE

Guidelines + EU schemes criteria

CERTIFICATION

PRIVATE OR NATIONAL

Biodiversity
Organic (private scheme)
Organoleptic quality
Traditional
Mountain certificate
Animal welfare
Carbon print
Fair trade
Integrated production

EU STANDARDS



Farm assured
Certified good agricultural
practices

Development of marketing standards (one CMO)

LABELLING

MARKETING STANDARDS

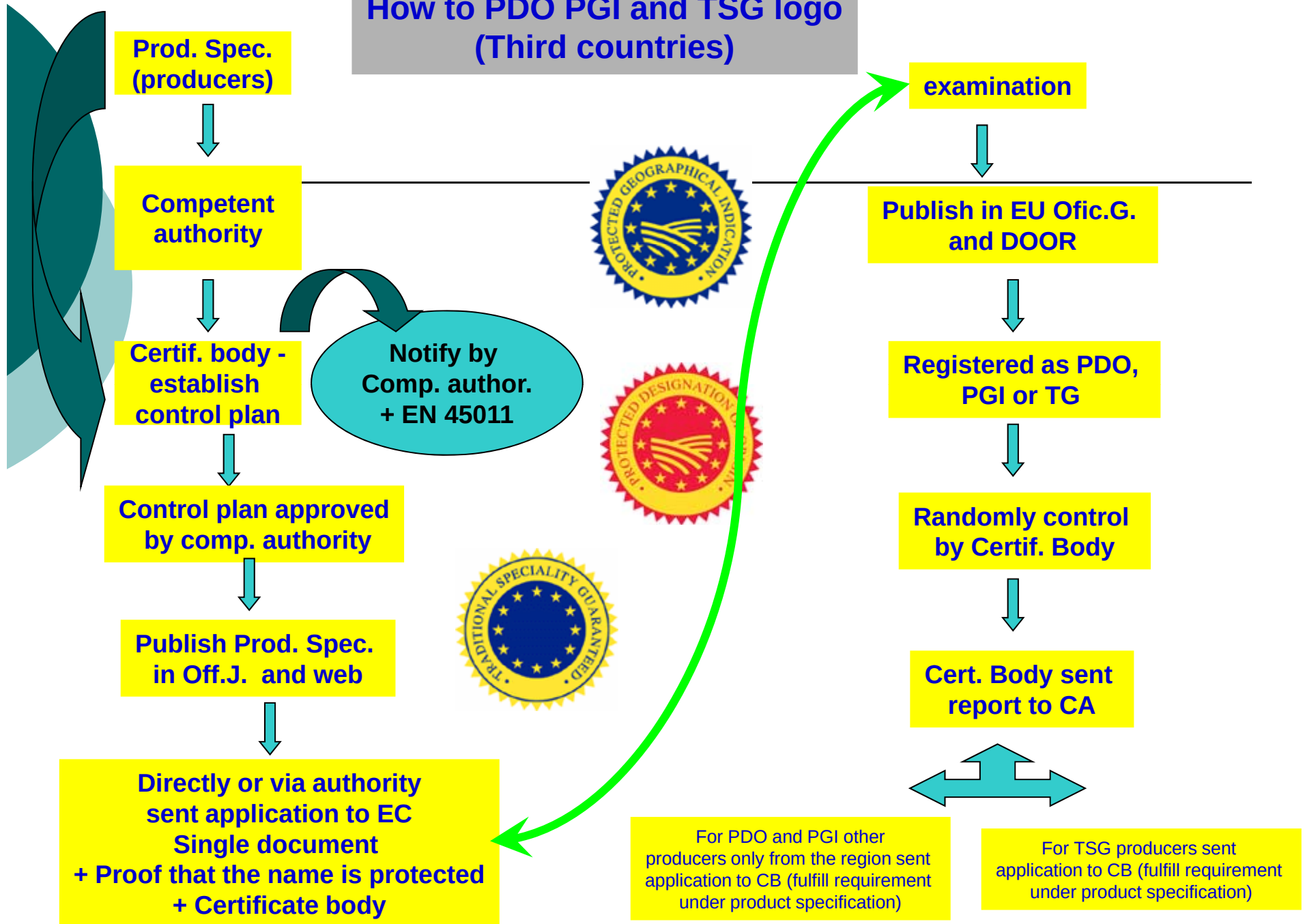
TERMS USED (added value)
From the farm
Traditional method

CLASSIFICATION
extra, class 1, class 2
tall, medium, small

PRODUCT IDENTITY:
Butter, fruit juice, chocolate, wine

**ORIGIN/ LABELLING OF THE PLACE
OF FARMING:**
Cow, wine, fruit and vegetables,
honey, olive oil, organic products

How to PDO PGI and TSG logo (Third countries)



Different FQCS (other than PDO, PGI, TSG)

Stack holders
establish own FSQS

Private
(producers, processors
retailers etc)

Public, national
(authorities)

with or
without logo

Schemes criteria
(product and process control)

Certification body



Different stack
holders apply

Fulfill requirements under
Specific schemes criteria

Get Certificate

Randomly are
controlled by CB

Economic evidence on FQCS performance indicates that they can:

- ❑ give farmers access to key markets;
- ❑ inform consumers effectively about food quality, origin, environmental care and animal welfare;
- ❑ increase efficiency of the farm operation;
- ❑ have positive impacts on rural development (tourism, infrastructure, etc.), on maintaining local culture and traditions and on enhancing social cohesion in rural areas based on initial research;
- ❑ reduce costs within the supply chain through vertical integration;
- ❑ add value for producers, although this effect varies from scheme to scheme;
- ❑ lead to price increases in all parts of the chain, but not in all cases enough to cover additional costs;
- ❑ be most successful when adequate marketing management capabilities are present.

identified a number of concerns about the ways in which some schemes have developed, leading to:

- ☐ heavy and duplicative administrative costs and burdens;
- ☐ competition issues and potential barriers to the functioning of the single market;
- ☐ difficulties for exporters from developing countries (especially small-scale producers; and
- ☐ stakeholder concerns about transparency of schemes.



Characteristics B2B / B2C

Communicated B2B

- Applied globally (all products – all countries)
- Pre-competitive between retailers
- Not visible to consumers

Communicated B2C

- National or regional or local and/or vertical/segment application
- Competitive : product and retailer/store differentiation
- Visible to consumers (diversification of Consumer needs/expectations)



B2B

- B2B schemes have reduced in number in the last 10 years
(before each retailer: individual specifications/
standards and audits –
now : BRC, IFS, GlobalGap)



B2C

- B2C schemes have increased in number this reflects the market segmentation, product differentiation, new/growing consumer expectations in Europe
- A high number of B2C certification schemes is *per se* more good than bad !

But:

- overlaps, redundancies for one producer/manufacturer/product or product family ?
- real consumer expectation/demand ? clear added value for consumer ?
- competence and independence of certification ? etc.



Controls and accreditation

A certification scheme is based on a specification which the farmer or other operator concerned must follow. In order to ensure this is the case, compliance is inspected and controlled by a private and independent certifier. In order to have full confidence in the system, the certifier should in turn be accredited.

At Community level, a regulation dealing with accreditation has recently been adopted by Council and Parliament.⁶ The regulation, for the first time at EU level, lays down a framework for the appointment and functioning of accreditation authorities.

The regulation underlines the public authority nature of accreditation in order that it serves as the last level of control. The accreditation authorities will be largely self-regulating by a rigorous process of peer-evaluation within a Europe-wide body, the 'EA' (European Co-operation for Accreditation).

The EA meanwhile is preparing to set up effective and harmonised guidance on the operation of 'conformity assessment bodies' (i.e. certifiers) for when they are notified by the public authorities.

Regulation (EC) No 765/2008 of the European Parliament and of the Council of 9 July 2008 setting out the requirements for accreditation and market surveillance relating to the marketing of products and repealing Regulation (EEC) No 339/93, OJ L 218, 13.08.2008, p. 30.



Communication on agricultural product quality policy – May 2009

- **Simplifying** the marketing standards and the European quality schemes
- Ensure **the coherence** between the various quality schemes
- mutual recognition of private and national schemes, avoiding introducing new certification schemes for foodstuffs at EU level
- Guidelines for private and national food certification schemes – *to reduce consumers confusion and red-tape on farmer*



Promotion



Promotion Measures

Promotion measures can consist of public relations work, information campaigns on the EU system of protected designations of origin (PDO), protected geographical indication (PGI) and traditional specialty guaranteed (TSG), information campaigns on organic farming and other EU quality and labeling schemes, information measures for quality wines produced in specific regions and impact assessments of promotion campaigns.



Promotion Measures

Promotion messages should highlight the intrinsic qualities and characteristics of EU agricultural products, especially in terms of quality and food safety, specific production methods, nutritional and health aspects, labeling, animal welfare and environment-friendliness. Any reference to the origin of products must be secondary to the central message of a campaign, except in the case of quality schemes such as GI's.



Third Country Market Programs

In third countries, the promotion measures may also take the following form: information measures on the EU system for table wines, participation in events, fairs and exhibitions of international importance, studies of new markets and high-level trade visits. The following products may be covered by promotional measures: fresh/chilled/frozen beef, veal and pig meat and food preparations based on these products, quality poultry meat, milk products, olive oil and table olives, table wines with a GI, quality wines, spirit drinks with a GI or reserved traditional indication, fresh and processed fruit and vegetables, products processed from cereals and rice, fiber flax, live plants and ornamental horticulture products, PDO/PGI/TSG, organic farming products. Promotional measures may be carried out in the following third countries: ... Former Yugoslav Republic of Macedonia, ... Bosnia & Herzegovina, ..., Croatia, ... Kosovo, Montenegro, ... Serbia, ...



Goals

- achieve market development
- boost product image in the eyes of consumers
- supplement and reinforce Member States schemes (multiplier effect on national and private initiatives)



Objectives

Direct

- ❑ A better information
- ❑ Increase of consumption/sales
- ❑ Increase of awareness of certain logos/production methods
- ❑ Adhesion to new production methods

Indirect

- ❑ On human health
- ❑ Dialogue between various producers organisations
- ❑ Learning curve for professional organisations



Thank you for attention