



SWG working meeting
**Networking between the green and wholesale markets
from the Western Balkan countries”**
March 28th & 29th 2011, Sarajevo,
Bosnia and Herzegovina



**AGRICULTURE AND FOOD PRODUCTS WITH PROTECTED
DESIGNATION OF ORIGIN (PDO), PROTECTED GEOGRAPHICAL
INDICATION (PGI) AND TRADITIONAL SPECIALITIES
GUARANTEED (TSG) - GOOD PRACTICES RELATED TO
MARKETING OF AGRICULTURE AND FOOD PRODUCTS WITH
PDO, PGI AND TSG ON GREEN AND WHOLESALE MARKETS**

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CONTENT OF PRESENTATION

- **EUROPEAN QUALITY POLICY**
 - **DEFINITION OF INDICATIONS**
 - **PROCEDURE OF REGISTRATION AND PROTECTION IN CROATIA**
 - **PROTECTION OF REGISTERED NAME**
 - **CERTIFICATION**
 - **OFFICIAL CONTROLS**
 - **REGISTRATION OF NAME AT THE EU LEVEL**
 - **REGISTERED PRODUCTS AND PRODUCTS IN REGISTRATION PROCEDURE IN REPUBLIC OF CROATIA**
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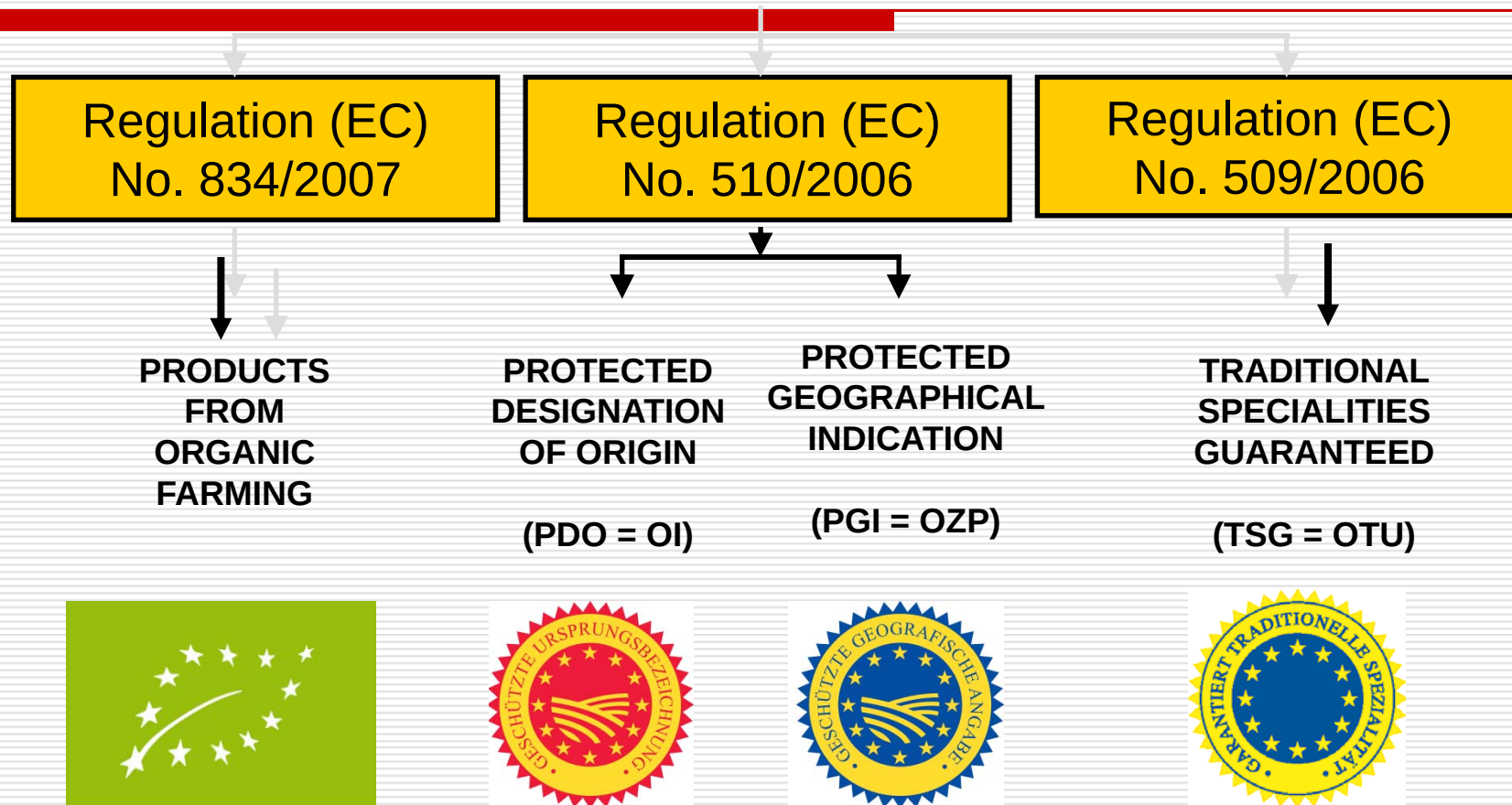
EUROPEAN QUALITY POLICY

➤ **FOOD MARKET**

➤ **AIMS OF EUROPEAN QUALITY POLICY**

Source: EC 2007.

EUROPEAN QUALITY POLICY

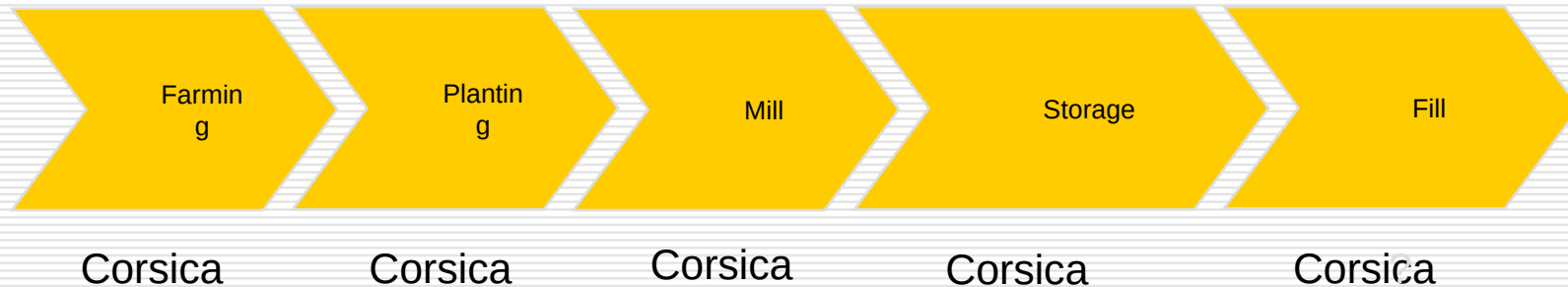


SOURCE: Rieke, J. (2007.)

DESIGNATION OF ORIGIN - DEFINITION

APPLIES TO ALL AGRICULTURAL PRODUCTS AND FOODSTUFFS EXCEPT TO WINE,
VINEGAR AND SPIRITS

“Corsica Olive oil”



SOURCE: Thiedig, F. (2007): „Abschlussvortrag –Erfahrungen im Umgang mit den VO (EG) 510/06 und 509/06“

GEOGRAPHICAL INDICATION – DEFINITION

APPLIES TO ALL AGRICULTURAL PRODUCTS AND FOODSTUFFS EXCEPT WINE,
VINEGAR AND SPIRITS

“Schwarzwälder Schinken”



SOURCE: Thiedig, F. (2007): „Abschlussvortrag –Erfahrungen im Umgang mit den VO (EG) 510/06 und 509/06“

TRADITIONAL SPECIALITIES GUARANTEED - DEFINITION

**APPLIES TO AGRICULTURAL PRODUCTS AND FOODSTUFFS INTENDED
FOR HUMAN CONSUMPTION**

assigned to the agricultural products and foodstuffs

- **which have specific characteristics that distinguishes clearly from other similar products**
- **with special characteristics (not resulting from the impact of geographical area) but are the result of using traditional materials traditional manufacturing, or traditional composition...**
- **which is traditionally produced, and placed on the market at least 25 years**

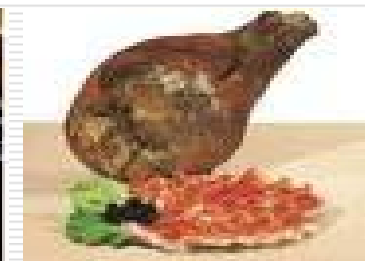
(Mozzarella, Pizza Napoletana, Prekmurska gibanica, Tradicionalno svježe pureće meso i sl.)

PROCEDURE OF REGISTRATION AND PROTECTION IN REPUBLIC OF CROATIA

WHY REGISTERED PRODUCTS

- **Particularity of the geographical area**
 - **Favorable natural and climate conditions**
 - **The richness of culture and tradition**
 - **Good quality product**
 - **A large number of local products as part of our gastronomy**
-

AUTOCHTHONOUS PRODUCTS



ASPECTS OF PROTECTION

- **Economic**
 - **Legal**
 - **Consumer**
 - **Cultural**
 - **Social**
-

➤ **MARKETING OF AGRICULTURE AND FOOD**

PRODUCTS WITH PDO, PGI AND TSG ON GREEN

AND WHOLESALE MARKETS

NATIONAL LEGISLATION

Act on designations of origin, geographical indications and the traditional specialities guaranteed for agricultural products and foodstuffs (OG No. 84/08, 75/09, 107/09, 20/10)

- ✓ **Ordinance on designations of origin and geographical indication for agricultural products and foodstuffs
(OG No. 88/09, 53/10)**
- ✓ **Ordinance on the traditional specialities guaranteed for agricultural products and foodstuffs
(OG No. 82/09, 53/10)**

➤ *Harmonized with EU Regulations 510/2006 and 509/2006
and other implementing Regulations*

NATIONAL INDICATIONS

- Ordinance of appearance and mode of using symbols protected designation of origin, protected geographical indication and traditional specialties guaranteed agricultural products and foodstuffs (OG No. 23/10) – national legislation



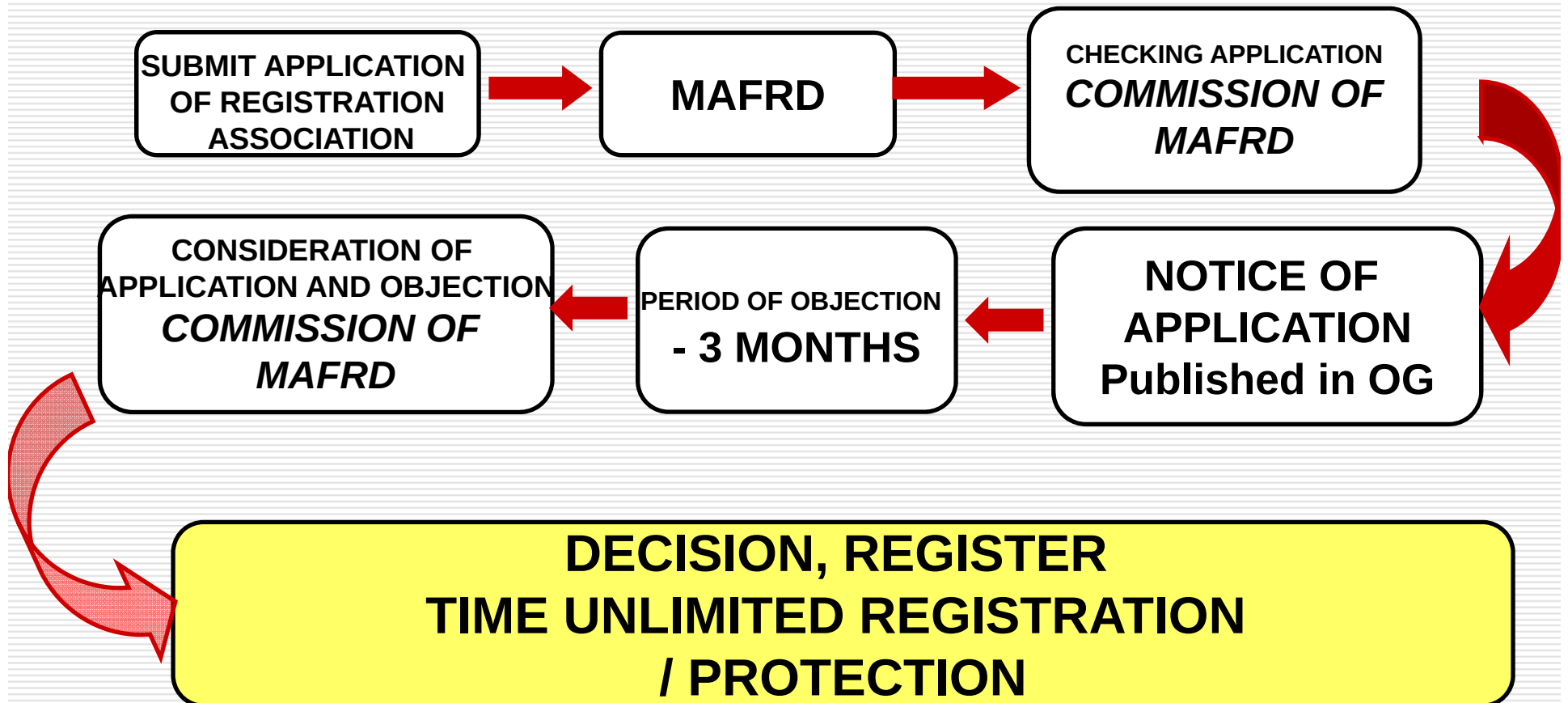
PRE REGISTRATION ACTIVITIES

- Association of producers
 - Analyses of potential justification for registration, choice of the indication
 - Making product of specification
 - Preparation of applications for registration – collection of other documents
-

REGISTRATION PROCEDURE

- **AUTHORITIES: MAFRD** – Directorate for Food Safety and Quality - Commission
 - Application for registration submit only ASSOCIATION OF PRODUCER (in extreme cases legal or natural person)
 - preparing the Product specification
-

REGISTRATION PROCEDURE



PROTECTION OF REGISTERED NAMES

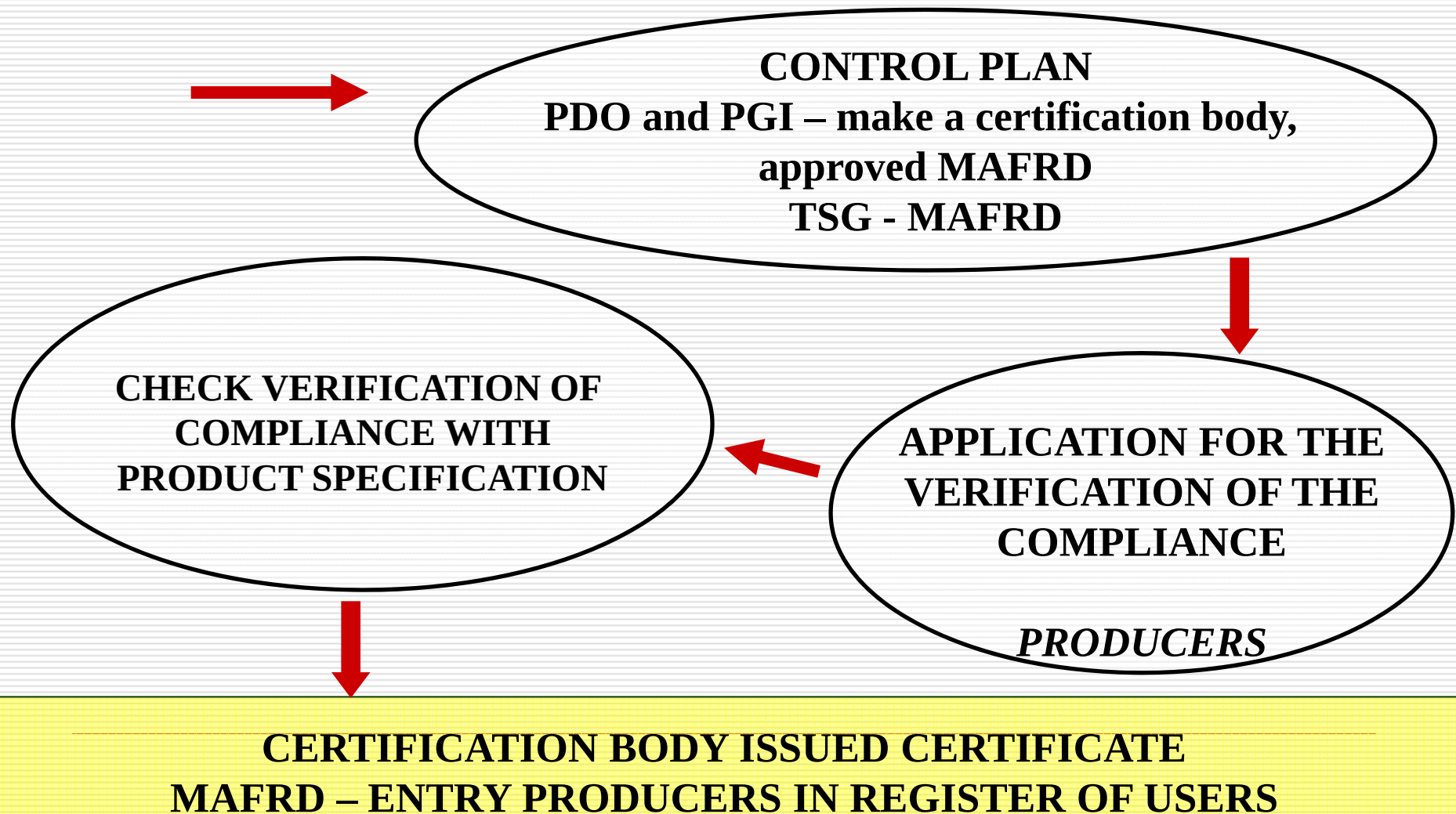
Registration of agricultural products and foodstuffs as PDO, PGI and TSG:

- **one of the aspect of intellectual property rights**
 - **protect the registered NAME from misuse and unauthorized use**
-

CERTIFICATION

- **verification of compliance with product specification**
 - **carried out according to control plan**
 - **conducted by certification body which is authorized by MAFRD**
 - **certification body must be accredited according to standard HRN EN 45011**
 - **MAFRD performs supervision of certification bodies**
-

PROCEDURE OF CERTIFICATION



RIGHT TO USE REGISTERED NAMES AS PDO, PGI AND TSG

Belongs to all producers

PDO and PGI

- **Which are located in a geographical area defined in specification**
- **Complained with specification**
- **Were entered in appropriate Register of users in MAFRD**

TSG

- **Complained with specification (RESERVED NAME)**
 - **Non - complied with specification, but can not put INDICATION (REGISTERED NAME)**
 - **Were entered in appropriate Register of users in MAFRD**
-

OFFICIAL CONTROLS

Official controls

- ✓ Production level
 - **part of the verification of compliance with product specification**
- ✓ Retail level
 - **examination the rights of use the registered name**

Official control of food safety and hygiene

- ✓ carried out according to Food Act (OG No. 46/07)
-

REGISTRATION OF NAMES ON EU LEVEL

ACCORDING TO:

- Council Regulation (EC) No 510/2006, No 509/2006 and implementing regulations

AFTER REGISTRATION ON NATIONAL LEVEL

- application can be submit by third countries; for member states is obligation
 - national protection has transitional character
 - if is application rejected on EU level, registration and protection shall be canceled on national level
 - for possible consequence in case of national protection, country is responsible itself
-

Registered products in Croatia

- Paška sol – PDO

Registered in 2008



- Istarski pršut – PDO

Registered in 2011



Products in process of registration

- Istarsko ekstra djevičansko maslinovo ulje - PGI
 - Ekstra djevičansko maslinovo ulje Olea Tar - PGI
 - Djevičansko maslinovo ulje Valalta - PGI
 - Vodnjansko ekstra djevičansko maslinovo ulje - PDO
 - Ekstra djevičansko maslinovo ulje Cres - PDO
 - Dalmatinsko maslinovo ulje - PDO
 - Slavonski domaći kulen/kulin - PDO
 - Baranjski kulen - PGI
 - Dalmatinski pršut - PGI
 - Krčki pršut - PGI
 - Drniški pršut - PGI
-

Products in process of registration

- Ogulinski kiseli kupus - PGI
 - Dalmatinska maraska - PDO
 - Poljički soparnik - PGI
 - Zagorski puran - PGI
 - Lički krumpir - PGI
 - Paški sir - PDO
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Thank You for Your attention!

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