GIs in the EU: value, legal framework and enforcement

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EU Quality schemes

- **PDO**: Protected Designation of Origin (foodstuffs and wines)
- **PGI**: Protected Geographical Indication (foodstuffs and wines)
- **GI**: Geographical Indication (spirits)
- **TSG**: Traditional Specialty Guaranteed (foodstuffs)
GI Value premium

The premium a GI can expect from the market, compared to non-GI products

➔ on average, the price of a GI product is 2.23 times the price of a comparable non-GI products

\[
\begin{align*}
\text{Wine} & : 2.75 \\
\text{Spirits} & : 2.57 \\
\text{Agr prod. and food.} & : 1.55
\end{align*}
\]

(...does not reflect value added and profitability of the GI schemes as it does not take into account the additional cost of compliance with GI specifications...
GI sales and export value (2010)

- Estimate of EU GI sales value: €54.3 billion at wholesale stage in the region of production
  - 5.7% of the total EU food and drink sector

- Estimate of EU GI exports value: €11.5 billion
  - 15% of EU food and drink industry exports
## EU GI legislation – main regulations

<table>
<thead>
<tr>
<th>Category</th>
<th>Regulation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural products and foodstuffs</td>
<td>Regulation (EU) 1151/2012 on quality schemes for agricultural products and foodstuffs</td>
</tr>
<tr>
<td>Wine</td>
<td>Regulation (EU) No 1308/2013 establishing a common organisation of the markets in agricultural products</td>
</tr>
</tbody>
</table>
| Spirit drinks                    | Regulation (EC) No 110/2008 on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks  
                                 | (this Regulation is in the process of replacement) |
| Aromatised wine products         | Regulation (EU) No 251/2014 on the definition, description, presentation, labelling and the protection of geographical indications of aromatized wine products |
## EU GI legislation – some related regulations

<table>
<thead>
<tr>
<th>Manufacturer</th>
<th>Description</th>
</tr>
</thead>
</table>
Control & enforcement: Proposals for improvement

- **Cooperation** of national authorities in EU is crucial
- Make **control bodies and authorities contactable** by official channels
- Make **producer groups easily contactable** by official channels
- "**Risk based**" systematic market control system should be improved.
- Proposal for **EU-wide market control campaign** on GIs with focus on product type (e.g. "olive oil") or product (e.g. "Mortadella Bologna")
Overview of EU online GI databases & resources

- DOOR: for agricultural products and foodstuffs

- E-Bacchus: for wine GIs names
  - http://ec.europa.eu/agriculture/markets/wine/e-bacchus/

- E-Spirit-Drinks: for spirits GI names
  - http://ec.europa.eu/agriculture/spirits

These tools will soon be replaced by:

- E-Ambrosia: for all GI names
Application of GI registration: the process
GIs in EU-SADC Economic Partnership Agreement

- Agreement in force since 10 October 2016
- GI protection outlined in Protocol 3 of SADC EPA
- Protocol 3 bilateral between EU and SA (for now)
- EU protects 105 South African GIs
- SA protects 251 EU GIs
- Special Committee on GIs and Trade in Wines and spirits - monitoring body of Protocol 3
GI Agreements of the European Union
EU: Registered GIs by Sector - October 2017 (Total: 3,356)

- Wine: 1,755
- Aromatised wines: 5
- Food: 1,349
- Spirit Drinks: 247
Registered GIs by EU Member State
Cooperation of EU and AU on GIs

- Objective = Develop a sound GI protection and promotion strategy
- 2 dimensions of the Strategy = legal tools and support policies
- Several approaches existing in Africa (OAPI and ARIPO)
- Outcome of a consultative process
- Deliverable of the AU EU Summit 29-30 November
EU GI legislation – full list (WIPO Lex)

Thank you for your attention!