Outline

• What does traditional food mean?
• What are Geographical Indications?
• The European GI: PDO and PGI
• Overview of GI food and wine market
• Italian sounding and International GI protection
• Q&A
What does traditional food mean?

- Strong relation with the gastronomy and culinary traditions
- Cooperation of individuals operating in one territory
- Development and sustainability of rural areas
- Food as cultural construction

The European Parliament defines TFPs as products with “proven usage on the domestic market for a period that allows transmission between generations; this period is to be at least 30 years

Sculpture of loaf of bread, Laterza (IT)
Local food, locally grown (USA)

- Focus on a short distribution channel
- Direct contact with the producer
- Product freshness
- Supports local economy
From traditional food to geographical indications (GIs):

- Traditional products with geographical names
- Products bearing a geographical name

Traditional products

Traditional products

From traditional food to geographical indications (GIs):
What are the Geographical Indications?

- Geographical Indications (GI) are a form of Intellectual Property
- "Indication which identifies a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin" Art.22.1 TRIPS Agreement, WTO
- GIs are different from the indication of source, like “made in Italy” or “Product of the USA”
- ORIGIN - Organization for an International Geographical Indications Network

The Beer Purity Law in 1516
The European GI: PDO & PGI

The EU agricultural product quality policy aims to highlight individual product qualities resulting from a particular origin and/or production method. Depending on the degree and type of association with a specific region, it distinguishes between:

- **PDO (Protected Designation of Origin)**
- **PGI (Protected Geographical Indication)**

调节 (EU) No 1151/2012 of the European Parliament on quality schemes for agricultural products and foodstuffs (PDO, PGI, TSG)

<table>
<thead>
<tr>
<th>Year</th>
<th>Regulation</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Reg. CEE 2082/1992 (TSG)</td>
<td>Mortadella di Bologna IGP</td>
</tr>
<tr>
<td>2006</td>
<td>Reg. CE 510/2006 (PDO, PGI)</td>
<td>Roquefort PDO</td>
</tr>
<tr>
<td></td>
<td>Reg. CE 509/2006 (TSG)</td>
<td>Feta PGI</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Aceto Balsamico di Modena PGI</td>
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<tr>
<td></td>
<td></td>
<td>Queso Manchego PDO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jamon Ibérico de Bellota PDO</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Blue Stilton Cheese PDO</td>
</tr>
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</table>

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GIs & Consumers

- PDO and PGI products are very common in the supermarkets (Italy, Spain and France), less in EU Northern countries
- Search & credence attributes
- Price premium over the corresponding “generic” product
- Variability based on the degree of processing
- GIs labels have been conceived as tools for facilitating consumer choices (trust)

Drivers for choosing GIs
- Sensory appeals
- Natural character
- Healthiness
- Origin and local character
- Ethical concerns
- Familiarity
- Environmental friendliness
- Nostalgia
- Festive character

Caputo et al. (2017)
### GIs per EU country

**Food**

<table>
<thead>
<tr>
<th>Country</th>
<th>PDO</th>
<th>PGI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>167</td>
<td>125</td>
</tr>
<tr>
<td>France</td>
<td>102</td>
<td>142</td>
</tr>
<tr>
<td>Spain</td>
<td>102</td>
<td>90</td>
</tr>
<tr>
<td>Total EU-28</td>
<td>621</td>
<td>706</td>
</tr>
</tbody>
</table>

**Wine**

<table>
<thead>
<tr>
<th>Country</th>
<th>PDO</th>
<th>PGI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>474</td>
<td>129</td>
</tr>
<tr>
<td>France</td>
<td>377</td>
<td>75</td>
</tr>
<tr>
<td>Total EU-28</td>
<td>1294</td>
<td>459</td>
</tr>
</tbody>
</table>

Source: [DOOR](#) e [E-Bacchus](#), December 2017
**Sales value of the EU GIs (2010)**

<table>
<thead>
<tr>
<th>SECTOR</th>
<th>Sales value (bln €)</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agricultural products</td>
<td>15.8</td>
<td>29%</td>
</tr>
</tbody>
</table>
| and foodstuffs
| WINE                          | 30.4                | 56%|
| SPIRITS                       | 8.1                 | 15%|
| **TOTALE**                    | **54.3**            | **100%**|

Export sales value of GIs in the extra european countries: 11.5 bln€

Source: European Commision (2012), "Value of production of agricultural products and foodstuffs, wines, aromatised wines and spirits protected by a geographical indication (GI)"
Geographical Indications in the US

• Also in the US, some local produce sources became more prominently associated with a particular place and have trademark protection for their brand names

• Idaho potatoes, Vidalia onions, Florida oranges, and Maine blueberries, Washington apples, Georgia peaches, Jersey tomatoes…
Geographical Indications in the EU wine sector

The European Union is the world leading producer of wine:
45% of world wine-growing areas, 65% of production, 57% of global consumption
(https://ec.europa.eu/agriculture/wine_it)


## Classification of GI in Europe

<table>
<thead>
<tr>
<th>PDO wine</th>
<th>PGI wine</th>
</tr>
</thead>
<tbody>
<tr>
<td>(i) it possesses a specific quality, reputation or other characteristics attributable to a stated geographical origin;</td>
<td>(i) it possesses a specific quality, reputation or other characteristics attributable to a stated geographical origin;</td>
</tr>
<tr>
<td>(ii) grapes for its production come exclusively from stated areas</td>
<td>(ii) at least 85 % of the grapes used for its production come exclusively from this geographical area;</td>
</tr>
<tr>
<td>(iii) its production takes place in this geographical area;</td>
<td>(iii) its production takes place in this geographical area;</td>
</tr>
</tbody>
</table>
**Italian/French/German wine hierarchy**

- **DOCG/AOC/QMP** wine
- **DOC/VDQS/QBA** wine
- **IGT/Vin de Pay/Landwein** wine
- Table wines

**New European wine hierarchy**

- PDO wine (Protected Denomination of Origin)
- PGI wine (Protected Geographical Indication)
- Wine/varietal and/or vintage wine

**DOCG:** Denominazione di origine controllata e garantita  
**AOC:** Appellation d’Origine Contrôlée  
**QMP:** Qualitätswein mit Prädikat  
**DOC:** Denominazione di Origine Controllata  
**VDQS:** Vin de Qualité Superieure  
**QBA:** Qualitätswein bestimmter Anbaugebiet
Tuscany PGI / Chianti PDO / Chianti classic PDO

Source: https://italianwinecentral.com/topic/u1-t6-eu-wine-law/

Source: https://italianwinecentral.com/courses/iwp-preview/
Prosecco wine

Prosecco PDO
- Conegliano
- Valdobbiadone PDO
  - DOCG
  - 1 district

Prosecco PDO
- DOC
  - 556 districts

Prosecco PDO
- Cartizze PDO
  - DOCG
  - 15 districts

Prosecco PDO
- (DOC)
  - FRIULI
  - VENETO
  - Conegliano
  - Valdobbiadene

Prosecco PDO
- (DOCG)
  - Conegliano
  - Valdobbiadene

Legend:
- Area di produzione del Prosecco DOC
- Area di produzione del Conegliano Valdobbiadene DOCG

Note:
- Prosecco is a type of sparkling wine from Italy.
- Cartizze is a special area within the Prosecco PDO.
- Conegliano and Valdobbiadene are important regions for Prosecco production.
- There are 556 districts within the Prosecco PDO area.
- Cartizze PDO is within the Conegliano Valdobbiadene DOCG area.

Map:
- Italy
- Prosecco PDO area
- Cartizze PDO area
- Conegliano Valdobbiadene DOCG area

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European Union: Wine with a protected designation of origin (PDO)

Austria: 26
Belgium: 7
Bulgaria: 52
Croatia: 16
Cyprus: 7
Czech Republic: 12
France: 377
Germany: 14
Greece: 33
Hungary: 54
Italy: 474
Luxembourg: 1
Malta: 3
Portugal: 46
Romania: 38
Slovakia: 17
Slovenia: 14
Spain: 100
United Kingdom: 3

Source: http://ec.europa.eu/agriculture/markets/wine/e-bacchus/
European Union:
Wine with a protected geographical indication (PGI)

Austria: 3
Belgium: 2
Bulgaria: 2
Cyprus: 4
Czech Republic: 2
Denmark: 4
France: 75
Germany: 26
Greece: 116
Hungary: 8
Italy: 129
Malta: 1
Netherlands: 12
Portugal: 10
Romania: 13
Slovakia: 3
Slovenia: 3
Spain: 44
United Kingdom: 2

Source: http://ec.europa.eu/agriculture/markets/wine/e-bacchus/
GIs typically include place names (or words associated with a place) and identify products as having a particular quality, reputation, or other characteristic essentially attributable to the geographic origin of the product.

The EU has identified hundreds of terms that it argues only certain EU producers should be able to use. For example, the EU asks trading partners to prevent all producers other than those EU producers in certain EU regions, from using certain product names, such as parmesan, gorgonzola, asiago, or feta, even though they are the common names for products, and the products are produced in countries around the world.

International Protection: the case of the Parmigiano Reggiano cheese

- In the **European Union** Parmigiano Reggiano designation is protected from usurpation, imitation and evocation, i.e. those terms that not only mimic blindly, but also recall, evoke, or call to the consumers' mind the protected designation (such as Parmesan, Parmetta, Parmeso, etc.), even if used in expressions like "Parmesan style", "Parmesan-type", "Parmesan-like".
- The case of markets outside the European Union is completely different (bilateral agreement or nothing).
- In the **US:**
The Italian Sounding Phenomenon

*Italian Sounding*: literally means “suonare italiano”; it is a foreign phenomenon in which there is a product with a name that reminds us to a real Italian product, even if it is not.

*How can the consumer be deceived by companies?*

- ITALIAN food names, places, images, slogans, colors

Survey by Consorzio Parmigiano Reggiano on the perception of the product in the USA market (December 2015)
Italian Sounding case studies
Italian Sounding case studies
Italian Sounding case studies
Italian Sounding case studies
Italian Sounding case studies
European Sounding

EU proposal:

(1) to establish a register of GI's that would give protection to products across international boundaries;

(2) to extend the protections that are enjoyed by wines and spirits to food products

(Partial) EU list for products requesting international protection

Asiago
Azafrán de la Mancha
Comté
Feta
Fontina
Gorgonzola
Grana Padano
Jijona y Turrón de Alicante
Manchego
Mortadella Bologna
Mozzarella di Bufala Campana
Parmigiano Reggiano
Pecorino Romano
Prosciutto di Parma
Prosciutto di San Daniele
Prosciutto Toscano
Queijo São Jorge
Reblochon
Roquefort

Source: Babcock, 2015
To sum up

• Opportunities and controversies of Geographical Indications
• Increased attention for traditional products (GI as an added value)
• Debate at international level on GI role and protection
Protection of PDO and PGI
Parmigiano Reggiano PDO

• Parmigiano-Reggiano is one of the **oldest and richest cheeses** in the world.

• ** Entirely natural production**, without the use of additives.

• **Handcrafted production** (the technological process is carried out by the cheese masters who process milk into cheese using their hands, expertise and sensitivity).

• The milk production, the cheese production, the maturation for a minimum of 12 months, the packaging and the grating can only take place **in the area of origin**.
Parmigiano Reggiano based products
Parmigiano Reggiano in Figures (2016)

- **3,007** farms delivering milk to dairies (**3,272** in 2015)
- **251,000** cows dedicated to the production of milk for Parmigiano Reggiano cheese
- **15,8%** approximately of the national milk production
- **339** production dairies (**353** in 2015)
- **3,469,865** wheels produced (**3,302,653** in 2015, increase 5,06% ) equal **139,680** tons
- **1,117** million Euro turnover of the sector from dairies to traders (production 2015 sold in year 2016)
- **2,010** million Euro turnover of the sector to consumers (production 2014 sold in year 2016)
- **50,000** people involved in the production system
- **49,400** tonns esported (**46,700** tons in 2015, +5,8%) equal **37%** export quota in percentage
Press campaign in the US
PGI (Protected Geographical Indication)

“Geographical Indication” means the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff:

• 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 the product take place in the defined geographical area.

Production: over 95mln liters
Aceto Balsamico di Modena PGI
PDO (Protected Designation of Origin)

“Designation of Origin” means the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff:

- Originating in that region, specific place or country,
- The quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and
- The production, processing and preparation of the product take place in the defined geographical area

**Aceto Balsamico Tradizionale di Modena PDO**
Production: 90,000 bottles = 9,000 liters
PDO / PGI food database

- Fresh meat;
- Meat products;
- Cheese;
- Other animal products;
- Oils and fats;
- Cereals and vegetables, fresh or processed;
- Fish, mollusc and shellfish;
- Other annexed I to the treaty products (vinegars, spices, hydromel..);
- Beers;
- Mineral natural water;
- Bakery, confectionery, biscuit products;
- Natural gums and resins;
- Pasta;
- Hay;
- Essential Oils.
Basic elements of the GI

Application for registration

Product specification

Control system

Consortium logo

Producers Association (Consortium)
Product specification

SINGLE DOCUMENT
COUNCIL REGULATION (EC) No 538/2006
"PARMIGIANO REGGIANO"
EC No IT/PDO-0317-0010-26.7.2007
PGI ( ) PDO ( X )

1. Name:
Parmigiano Reggiano

2. Member State or Third Country:
Italy

3. Description of the agricultural product or foodstuff:
3.1. Type of product (Annex I)
Class 1.3. Cheeses

3.2. Description of the product to which the name in (1) applies
Parmigiano Reggiano is a hard cheese made from raw cow's milk, partially skimmed by natural surface
skimming. The milk must not undergo any heat treatment and must come from cows fed primarily on
fodder obtained in the area of origin. It must be matured for at least 12 months. Parmigiano Reggiano
can be sold on the market as a whole cheese, portions or grated.

Parmigiano Reggiano shall have the following characteristics:
- cylindrical in form with a slightly convex or virtually straight head, with flat faces with a slightly
  raised edge.
- dimensions: diameter of the flat faces 35 to 45 cm, heel height 20 to 24 cm.
- minimum weight of each wheel of cheese: 30 kg.

3.3. Raw materials (for processed products only)
Cow's milk, salt, calf rennet.
The milk comes from cows raised in the defined geographical area.
The use of additives is not permitted.

3.4. Feed (for products of animal origin only)
The cows are fed primarily on fodder from the defined geographical area, specified by quantity and
quality.
At least 75% of the dry matter of the fodder must be produced within the geographical area.
Feeding stuffs may make up at most 50% by weight of the dry matter of the animal feed.
The use of sludge of any kind is prohibited.

3.5. Specific steps in production that must take place in the identified geographical area
The farms raising the dairy cows whose milk is to be processed into Parmigiano Reggiano are located
within the defined geographical area.
The milk must be produced and processed within the defined geographical area. The milk obtained
from the evening milking and the morning milking is delivered in whole raw state to the dairy, in line
with production specifications. The milk from the morning milking is placed in copper vats and mixed
with that from the evening milking initially heated to ensure stricter hydration ratios.

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16.4.2009
EN
Official Journal of the European Union
C 87/17

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- characteristic aroma and taste: fragrant, delicate, flowery but not pungent,
- texture of the body of the cheese: fine-grained, fibrous,
- fat content per dry matter: 32 % minimum.
Suggested readings

- FAO Edible insects Future prospects for food and feed security
- FAO Guide “Linking people, places and products”:
  [http://www.fao.org/docrep/012/i1057e/i1057e00.htm](http://www.fao.org/docrep/012/i1057e/i1057e00.htm)
- Bruce A. Babcock (2015) Geographical Indications, Property Rights, and Value-Added Agriculture
- Caputo et al. (2017) Traditional Food Products and Consumer Choices: A Review in CASE STUDIES IN THE TRADITIONAL FOOD SECTOR. A volume in the Consumer Science and Strategic Marketing Series edited by Cavicchi and Santini

Web site

- [http://ec.europa.eu/agriculture/quality/index_en.htm](http://ec.europa.eu/agriculture/quality/index_en.htm)
- EU regulation PDO and PGI N. 1151/2012 European Parlament
- [www.dop-igp.eu](http://www.dop-igp.eu)
Thank you
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