

## Geographical indications of foodstuff

**PDO - protected designation of origin**

**PGI - protected geographical indication**



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Strong Partners-Powerful Regions NetWorkShop

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landwirtschaftskammer  
steiermark

# strong partners - powerful regions: farmers – AUT- Styria –Europe

Austria: about 187 000 farmers and forest owners (9 Austrian departments)

**Department Styria/Aut: 42 400 farmers and forest owners**

Role of the **chamber of agriculture**: advising farmers in different aspects of farming, law etc; subsidy management; defending farmers' interests.

LK Stmk [www.lk-stmk.at](http://www.lk-stmk.at) \* LK Österreich [www.lk-oe.at](http://www.lk-oe.at) \* COPA (EU) [www.copa-cogeca.eu](http://www.copa-cogeca.eu)

EU: 15 million people full- and part time on farms - 40000 agricultural cooperatives ...

**AGRICULTURE is a STRONG PARTNER who is vital in order to have  
POWERFUL REGIONS!**

# regional dimension in the food sector - quality, diversity, authentic taste...

General context : Austrian/European agriculture : need and strength in diversity – quality production — consumer demands - international markets – visibility of regionalism- pressure and challenge...

## 4 European quality schemes with a legal basis:

- Bio (organic farming)
- Geschützte geografische Angabe (g.g.A)/Protected geographical indication  
g.g.A. (DE) , **PGI (EN)**, IGP (F),
- Geschützte Ursprungsbezeichnung (g.U)/Protected designation of origin  
g.U. (DE), **PDO (EN)** , AOC (F)
- Garantiert traditionelle Spezialität (g.t.S)/Traditional speciality guaranteed (TSG)

# PDO, PGI : „the WHO is WHO of regional products“

**PDO, PGI = special protection regime for traditional foodstuff with a strong geographical link. (reg (EC)510/2006)**

A ***PDO (Protected Designation of Origin)*** covers the term used to describe foodstuffs which are produced, processed and prepared in a given geographical area using recognized know-how.

In the case of the ***PGI (Protected Geographical Indication)*** the geographical link must occur in at least one of the stages of production, processing or preparation. Furthermore, the product can benefit from a good reputation.

NB: Each PGI or PDO product is specified in a compulsory product specification for every product laying down details (geographical area, production method etc.). A PDO or PGI is being controlled externally.

# European Logos for PDO, PGI

[http://ec.europa.eu/agriculture/quality/schemes/index\\_en.htm](http://ec.europa.eu/agriculture/quality/schemes/index_en.htm)



# PDO, PGI –system for EU and 3rd country products

More than 900 registered products in Europe

It: >150; France >150; Pt >90; Esp > 90 ;new member states strong.

Austria: 13 (Styria 2)

Legal basis PDO, PGI regulation(EU) 510/2006

Application procedure : A group of producers must define the product according to precise specifications

*EU member states:* 1) national level and 2) European Level.

*Third countries:* 1) If GI is recognised in third country 2) application to European Commission is possible (since 2006)

Registered PDO, PGI and TSG have to have an external control ensuring the product specification especially the geographical origin and traditional production methods.

[http://ec.europa.eu/agriculture/quality/schemes/index\\_en.htm](http://ec.europa.eu/agriculture/quality/schemes/index_en.htm)

# Austrian PDO 's and PGI's (13)

**Steirisches Kürbiskernöl (pumpkin seed oil)**

**Steirischer Kren (horseradish)**

Gailtaler Almkäse (cheese)

Tiroler Almkäse / Tiroler Alpkäse (cheese)

Tiroler Bergkäse (cheese)

Tiroler Graukäse (cheese)

Vorarlberger Alpkäse (cheese)

Vorarlberger Bergkäse (cheese)

Gailtaler Speck (meat, ham)

Tiroler Speck (meat, ham)

Marchfeldspargel (vegetable)

Wachauer Marille (fruit)

Waldviertler Graumohn (seed)



# Steirisches Kürbiskernöl g.g.A./PGI and brand



Steirisches Kürbiskernöl g.g.A.  
PGI since 1996

(Styrian pumpkin seed oil)

About 1900 farmers participating in the  
PGI control scheme and about 27 oil  
mills.

- pumpkin seed from specified region in  
Austria, mainly Styria
- pressed in oil mills of this region
- only pure oil, first pressing
- PGI external control body

[www.steirisches-kuerbiskernoel-gga.at](http://www.steirisches-kuerbiskernoel-gga.at)



# Steirischer Kren g.g.A. /PGI and brand



**Steirischer Kren g.g.A.**  
**About 300ha horseradish in Styria**  
**About 60-80 Styrian farmers**  
**Fresh and processed vegetable**  
**typical for Styria**  
**PGI since December 2008**  
**PGI- external control body**

[www.steirergemuese.at](http://www.steirergemuese.at)



# chance and challenge

## Chances:

- \*Quality and regional production in line with consumer´s wishes
- \*PDO+PGI provides intellectual property rights and a protection scheme
- \*External control ensures transparency – protection of producers and ensuring consumers trust
- \* Support through subsidies
- \*added value
- \*more than advertisement – ensuring local production of the protected name in a sustainable way for generations

## Challenges:

- Application procedure for a PDO/PGI is work- and time consuming and has to be approved by authorities at national and EU level
- Costs for control
- Costs (but only once on national level) for the application fee (ca 580 Euro)

# « EAT »- European Authentic Taste

**« *My taste is very simple – I always take the best.* »**

*Oscar Wilde*

Thank you for your attention!

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