



EU quality policy for the benefit of farmers and consumers



POLICY INSIGHTS

EU quality policy uses 'geographical indication' (GI) certification to protect the names of products that have a specific geographical origin and possess qualities and reputation due to that origin, while the 'traditional specialty guaranteed' (TSG) label highlights aspects such as the way the product is made or its composition, without being linked to a specific geographical area.

If food and drink producers seek the protection of their product's name under these quality schemes, specific types of GI and TSG logos are used to guarantee the authenticity of such products for consumers and help distinguish them on the market.

This EU approach to quality policy brings several benefits for both producers and consumers. In particular, the GI logos may serve to provide a competitive advantage for food producers as their products often command higher prices, bringing economic benefits. In addition, environmental gains may result from sustaining traditional production systems. GI products provide authenticity for consumers and may also generate social benefits by strengthening the social fabric and cultural identity of rural territories via the registration of local product names.

What's more, geographical indications are integral to the EU's policy on [intellectual property](#) and they may be used in support of [international trade negotiations](#). They can [protect local value at a global level](#), prevent fraudulent use of protected product names, and preserve the reputation of quality EU agri-food and drink products.

Quantifying quality

A [2020 study on GIs](#) found that the sales value of an agri-food or drink product with a protected name was on average double than for similar products without a certification. Products with names protected by GIs were assessed to represent an overall annual sales value of €74.76 billion. [More than 3 500 products](#) are now protected by the GI system. Together, their [diversity](#) succeeds in improving consumer choices as well as providing positive impacts on profits along their quality-checked value-chains.

[CAP funding](#) can be used by farmers and food enterprises to support the development, marketing, and promotion of **products under the quality schemes**, demonstrated by examples in the EU CAP Network's [Projects and Practices](#) database. Information on the products is [listed online by the European Commission](#) on its website and the [GI data portal](#), while certified names can be found in the EU geographical indications register ([e-Ambrosia](#)).

An EU process to review the GI system was launched in 2022. [The new regulation](#)¹ aims at bolstering the potential of GIs by also strengthening their protection as ingredients in processed products and in online sales, while setting up simplified and one-stop registration procedures for all GIs, recognising sustainable practices, and empowering producer groups.



ITALY Pomodoro di Pachino - PGI



GREECE Elia Kalamatas - PDO



AUSTRIA Tiroler Speck - PGI



FRANCE Crème d'Isigny - PDO



¹ Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024



FRANCE Roquefort - PDO



PORTUGAL Alentejo - PGI



GREECE Fava Santorinis - PDO



ITALY Arancia Rossa di Sicilia - PGI

Quality communication

Visibility campaigns for quality products can build on positive experiences from prominent promotional strategies for GIs such as [recipes for GIs](#) and ['sensational' GI cook books](#) that offer "a new twist on European food and drink carrying quality labels". Getting closer to consumers using social media channels helps raise awareness of GI products and improve recognition of the logos. It helps make the public aware of quality products from their place of origin and from all over Europe. For instance, the Instagram campaign #TasteOfEurope telling the story of one GI per EU country reached almost 1 million profiles while the campaign announcing the 3 500 registered GIs reached 4 655 profiles.

[Videos](#) have also been used to [showcase GIs](#) as well as podcasts that raise awareness about the GI policy and its developments. For example, DG AGRI's [Food for Europe podcast series](#) has showcased [GIs' value throughout the EU food system](#) and [GIs' seasonal relevance](#). These audio tools can achieve wide reach (including when assisted by AI translation tools) and help present [perspectives on GI beneficiaries](#) as well as to clarify important points about intellectual property. In addition, a new web toolkit to help producers to register a GI will be made available by the end of 2024.



CYPRUS Loukumi Geroskipou - PGI



PORTUGAL Péra Rocha do Oeste - PDO



CZECH Budweiser - PGI



FRANCE Crottin de Chavignol - PDO

