



# *Workshop on « Labelling Products of Island Farming and Food Industries »*

## **Geographical Indications in Islands: an EU wide overview**

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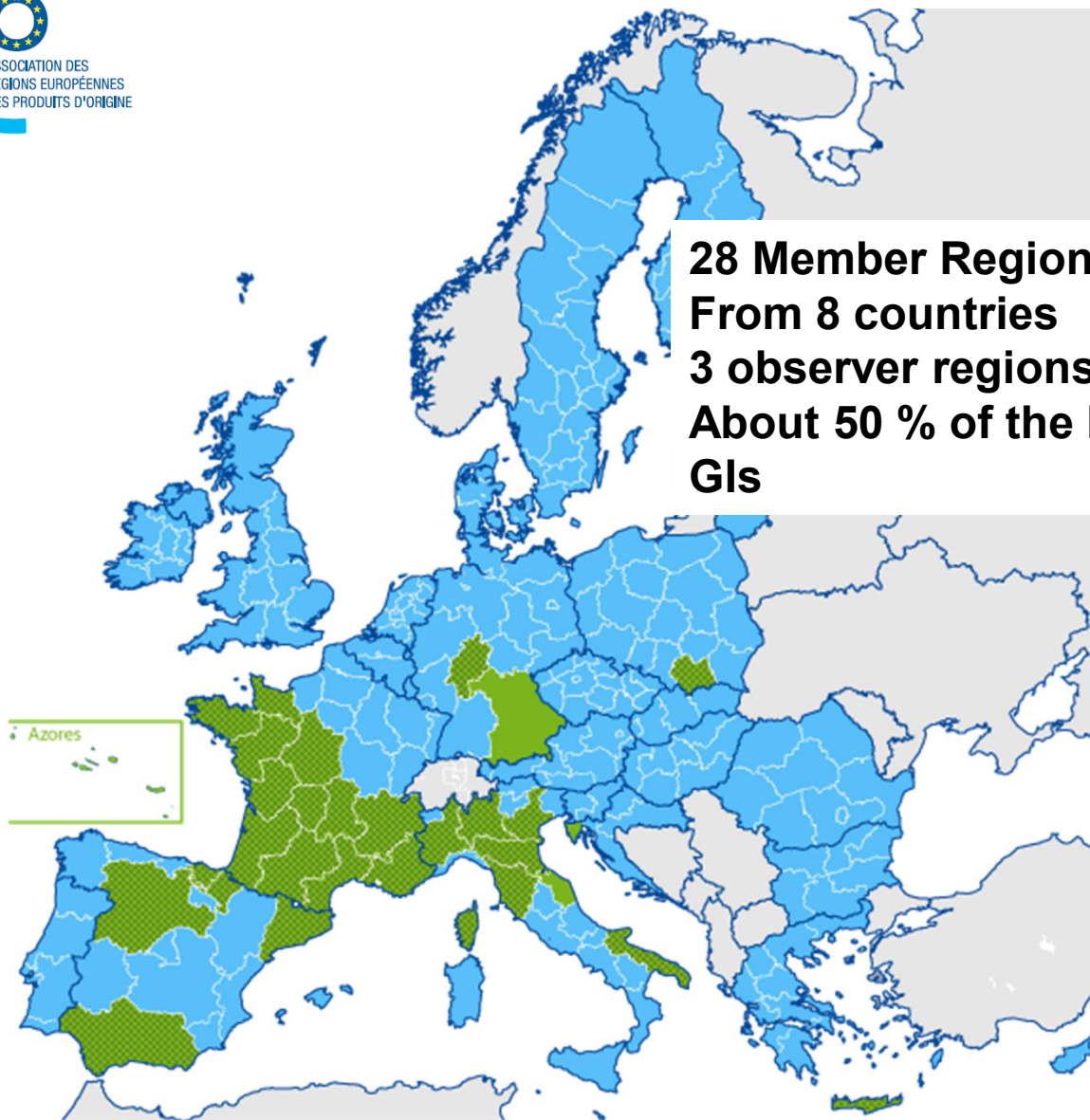
***AREPO, Association of European Regions for Products  
of Origin:  
A tool to valorize European territories***

**AREPO is the network of European regions and of producers associations for the defence and promotion of quality and origin products .**

The association is currently chaired by Mr. Tiberio Rabboni, Minister for Agriculture of the Region of Emilia-Romagna.

It was created in 2003 with 16 member regions.

**Today, it brings together 28 regions from 8 European countries and around 50% of European GIs.**



**28 Member Regions**  
**From 8 countries**  
**3 observer regions**  
**About 50 % of the European**  
**GIs**



# European quality Schemes

**-PDO** : production, transformation and elaboration in a determined geographical area. The product is specific to the territory where it was produced.

**-PGI** : agricultural and food products linked to a geographical area (quality, reputation). At least one step of the production process in the chosen geographical area.

**-TSG**: *traditional assembling of a product or traditional production methods.*

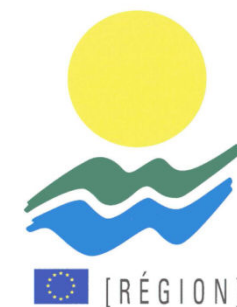
**- Organic farming** : production method that respects the environment

**- UPR Label**: quality products from the ultra-peripheral regions of the European Union.



# European quality Schemes : points in common

- *Specifications drafted by the producers and the concerned actors (except for organic farming, where a specific regulation covers those aspects)*
- *Controls carried out by independent bodies*
- **Specific and traditional know how.**
- **the origin of the raw materials for the PGI, PDO and the UPR Label is guaranteed**
- **Common graphic signs**





## European quality schemes : optional quality terms

- *This is an innovation of the new Regulation (1151/2012) on European quality schemes*
- « Mountain product » : strong initial lobbying from the relevant actors; the delegated act is being prepared by the European Commission and Member States.
- « Product from my farm » : strong interest by the consumers and producers. A working group to define the concept has been set up to define the concepts (proximity, short circuits, choice of the name...)
- « island products » : the object of this seminar; a preliminary study is being carried out.
- General remarks : a « term », not an official quality scheme = no certification (no extra-costs), no graphic sign (to avoid confusion with quality schemes)



## European quality schemes : optional quality term “island product”

### - Questions already faced in the discussions on the other quality terms:

- **Economic** : what is its impact on the agricultural economy of the EU? And in the agricultural economy of the areas involved?

- **Environmental** : what is the environmental impact on the EU level? And in the areas involved?

- **Social** : what is the impact on employment in the concerned areas? And on the keeping on rural services?

- **Commercial** : how to strike a balance? How to decide who is going to be eligible or not in the area? Who uses this term under different criteria today? What is the expected impact? What do consumers expect? What is the risk of confusion? What is the room for and the potential impact of fraud? How much added value could slip out of the legitimate areas/companies?



## Island GIs: State of the art

**-I am not a researcher, nor an analyst, therefore this is more of a state of the art, rather than a statistical analysis**

**-Sources are incomplete, besides usual difficulties of statistical economics:**

**-The territorial entities studied are specific: island = country or region or part of a region;**

**-GIs do not correspond to an administrative territory (e.g. Feta)**

**-Availability of the work by the JRC and by Aubard Consulting (with Anne Clairmontelle)**

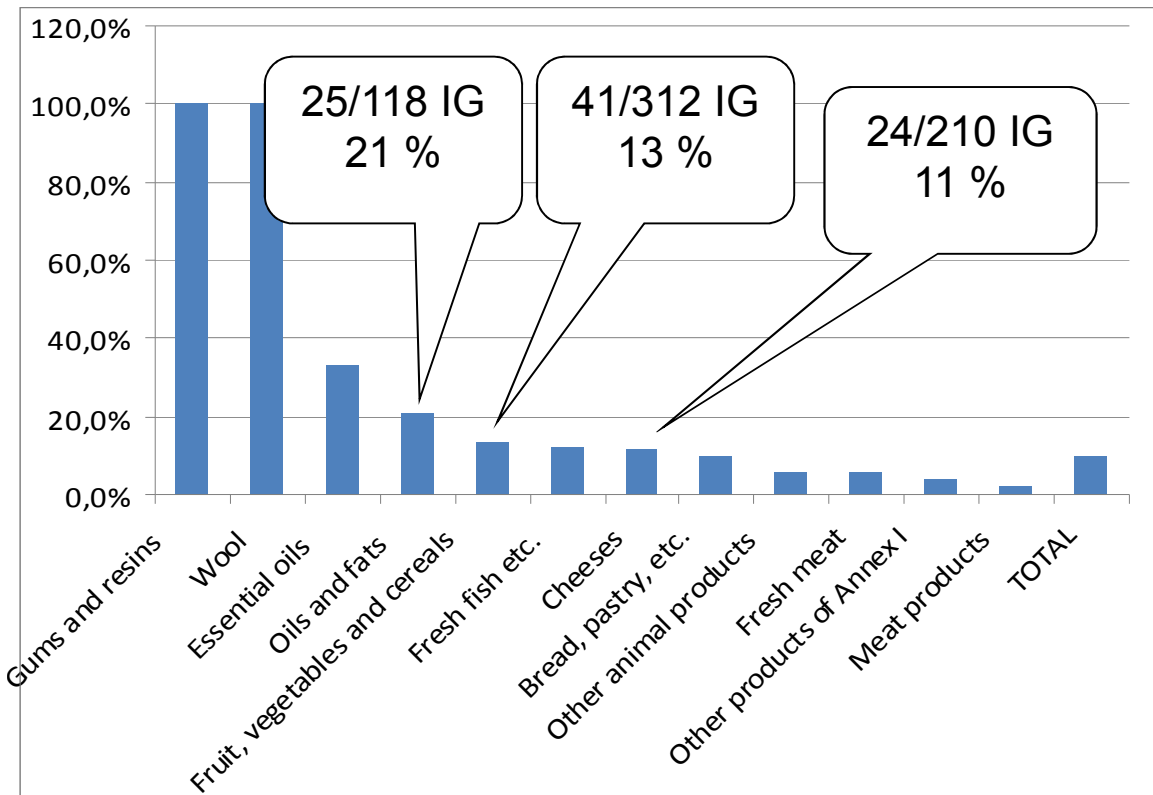


## Insular GIs: 10 % of European GIs

- 10 % of European registered GIs (excluding wine): 118 GIs produced in islands out of the 1158 GIs registered; 50 wine GIs.

- 510 Million € turnover (excluding Feta and wine), corresponding to less than 5 % of the islands agri-food turnover, which exceeds 12 Million €)

*NB: 21 % of olive oil GIs are from islands, = 25 out of the 118 registered in Brussels*





# Insular GIs: distribution by countries, distribution by quality scheme.

-Data includes: published, registered and wine GIs

-Cyprus and Malta: (almost) only wine

- Greece : 14 olive oils

- 114 PDO (107 registered)

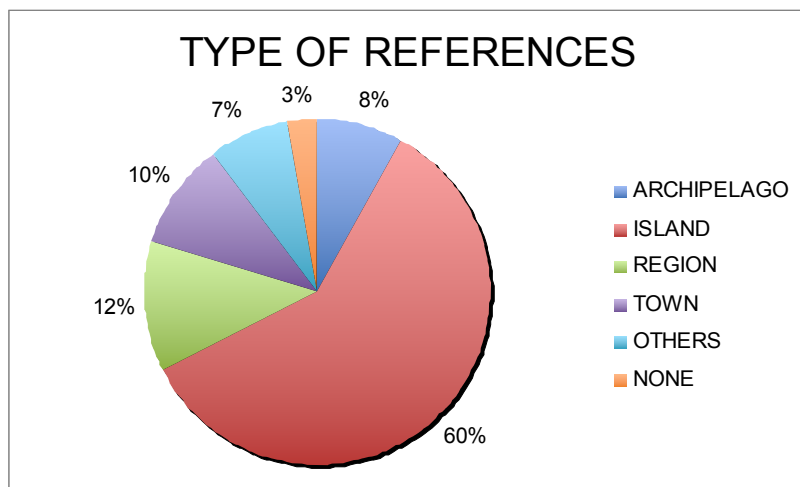
- 73 PGI (62 registered)

- 9 UPR (found)

	TOTAL %	Wine (Number of GI)
GREECE	31	13
ITALY	22	5
SPAIN	11	8
France	11	4
CYPRUS	7	<b>11/13 (85 %)</b>
PORTUGAL	6	4
UK	5	0
GERMANY	2	0
MALTA	2	<b>4/4 (100 %)</b>
DENMARK	2	1
IRELAND	1	0
SWEDEN	1	0
<b>TOTAL</b>	<b>100 %</b>	50 Wine GI

# Insular GIs: which geographical term is brought forward?

- the island (60 %) but there is not always an archipelago
- the archipelago (8 %)
- The region 12 % but it often coincides with the name of the island or the archipelago
- the name of a geographical place (city, area...) (17 %)
- But it mostly depends on the geographical configuration of the territory
  - Corse in France → 75 % island
  - Azores in Portugal → 64 % archipelago
  - Big islands in Italy (Sicily, Sardinia): more complex distribution



%	ISLAND	REGION	TOWN	OTHERS	TOTAL
ITALY	24	22	24	30	100



# Insular GIs: Commercial data

***NB : This is the most sensitive data-set and should be handled with care. Some of it doesn't appear to be coherent.***

- Approximately, more than 500 Million € turnover
- Some very important GIs are produced both on the islands and in the continent: Feta, Pecorino Romano... therefore the turnover should be redistributed.

**Some « stars » would have more than 10M€ annual turnover**

Masticha Chiou	Class 2.5. Natural gums and resins
Pecorino Sardo	Class 1.3. Cheeses
Sobrasada de Mallorca	Class 1.2. Meat products
Clémentine de Corse	Class 1.6. Fruits
Sitia Lasithiou Kritis	Class 1.5. Oils and fats
Clare Island Salmon	Class 1.7. Fresh fish
Graviera Kritis	Class 1.3. Cheeses
Mahón-Menorca	Class 1.3. Cheeses
Kasseri	Class 1.3. Cheeses
Pecorino Romano	Class 1.3. Cheeses
Jersey Royal potatoes	Class 1.6. Vegetables
Feta	Class 1.3. Cheeses

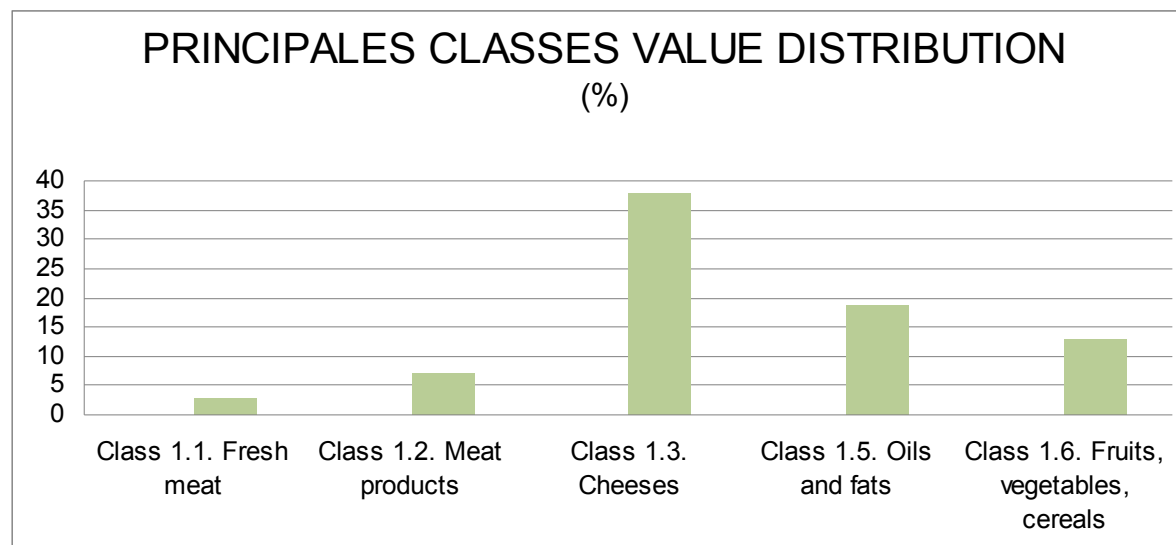


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- Cheese would constitute 40 % of the value (relevance of the Feta)
- Olive oils 19 %, Fruits and vegetables 13 %, meat products and fresh meat 10 %

***Excluding wine***

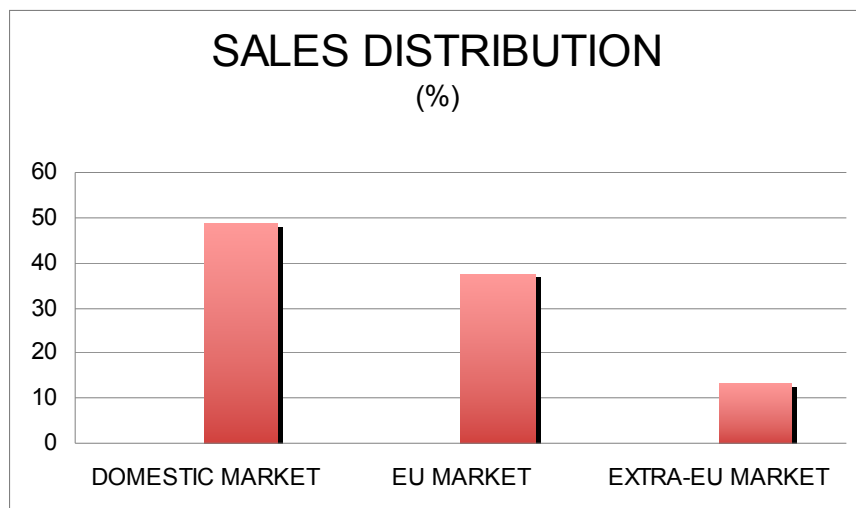
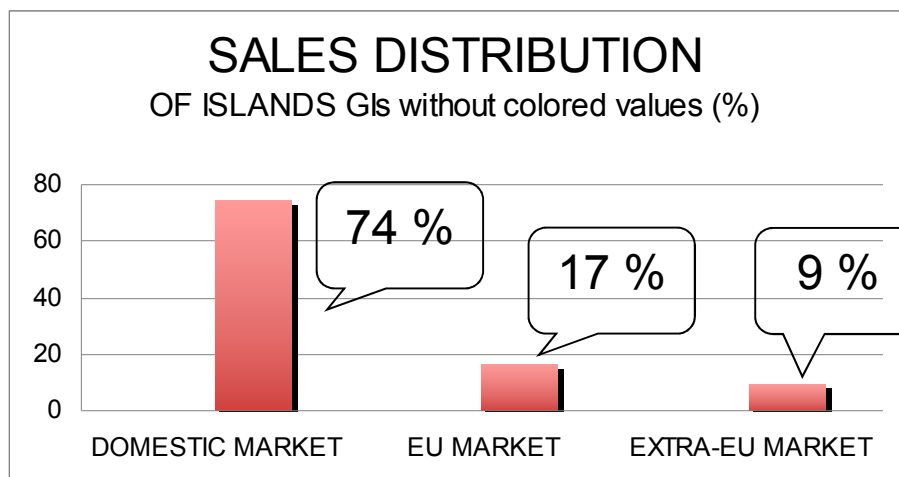




# Insular GIs: markets

**3/4 of the produce is sold on the national market**

*Excluding wine and Feta*



**Notable exception of the olive oils, which export:**

- 38 % of the value on the single market
- et 13 % of the value on external markets



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**Thank you for your attention**

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