



# The management of Geographical Indications in Italy

**collective action** between **private initiative**  
and **public support**

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Associazione Italiana Consorzi Indicazioni Geografiche

# PDO PGI TSG

2018



EU 1432

635

739

58

Italy 296

167

127

2

1996

EU 322

Italy 61

# The evolution in the protection of Italian GIs and the Consorzi di tutela (Producers Groups)

*1934 – Consorzio Parmigiano Reggiano*

**1951 – Stresa Convention** International Convention on the Use of Appellations of Origin and Denominations of Cheeses of 1 June 1951

Ratified by: Austria, Denmark, France, Italy, The Netherlands, Norway, Sweden, Switzerland

*1954 – The Italian law on the denominations of cheeses*

**1958 - Lisbon Agreement** for the Protection of Appellations of Origin of Cheeses and their International Registration. Geneva Act 2015

**1992: EEC Protection Reg. (EEC) n. 2081/92;**

1996 -first list of protected products Reg (EC) n.1107/96

*1999- Italian Law 526 → legal framework*

Reg. (EC) n. 510/06

**Reg (EU) 1151/2012** ... *ex officio, Groups of Producers...*

# THE GI SYSTEM IN ITALY

## Competent Authority (CA) :

*Ministry of Agriculture, Food, Forestry and Tourism Policies (MiPAAFT)* - Central Inspectorate for the Protection of Quality and Combating Agri-food Product Fraud (ICQRF) / Directorate-General for preventing fraud in the agri-food sector

## Control Body

-Private CB



-Public CB

Accreditation: Accredia

## Producer Group

- ***Consorzio di tutela***



Representations

- AICIG (Agri Food)

- Federdoc (Wines)



# The GI system in Italy – The Group of Producers

National Competent Authority : *Ministry of agriculture (MiPAAFT)*

The « Group » : *Consorzio di tutela (law n° 526 of 21.12. 1999 - Art.14)*

- **Voluntary organisation** representing at least 66% of the production of a PDO/PGI. It detains the designation and has the responsibility of the product specification
- **Functions** : protection, promotion, valorisation, information of consumers
- **Actions** : to present the proposition for **amendments to product specification** ; define programs to **increase the quality of the product** (security, safety, characteristics); cooperate with the Competent Authority for the **surveillance on the market; protection against misuse, imitation or evocation** of the product along all phases . The Consortiums may employ for these activities subjects with the qualification of public surveillance agents.
- **The costs are paid by the producers of the GI.**
- **Term of authorization by the CA: 3 years**



## Italian Associations PDO PGI

AICIG  
(*Food*)

*FEDERDOC*  
(*Wines*)

oriGIn Europe

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oriGIn

Organization for an International  
Geographical Indications Network

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# The Parmigiano Reggiano production chain

## Cheese plants

(335;147.125 tons, 3.650.563 cheeses; 2.893 milk producers; 265.000 cows; 16% Italian cow's milk )  
Production and ageing minimum 12 months



## Maturing companies-wholesalers

Ageing between 12 - 24 months and more  
Whole cheese – Portions - Grated



## Market

(61% national 39% export)



Common name

Imitations

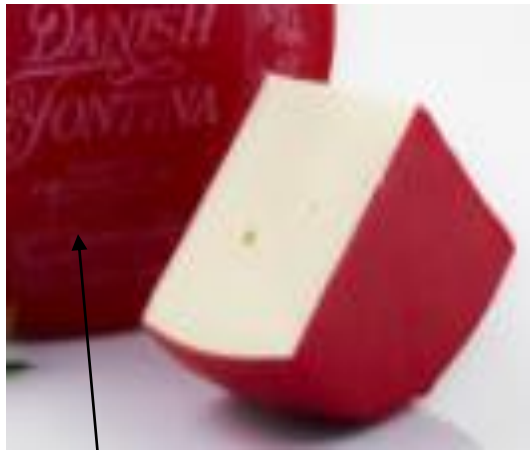
Evocations

Frauds



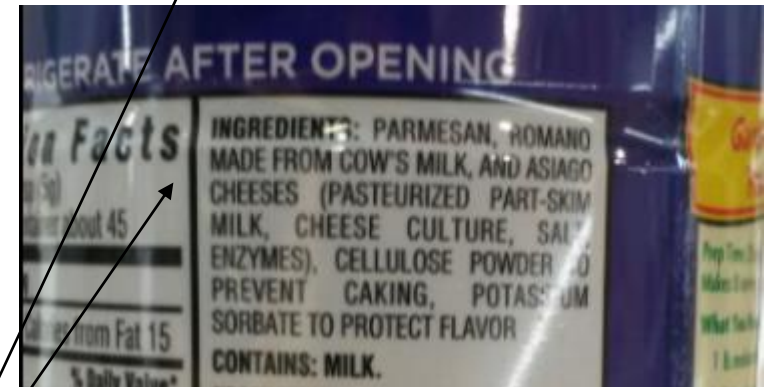


# SURVEILLANCE AT FOOD EXHIBITIONS



Seen at ANUGA 2017!

*“Danish Fontina  
Fontina is an Italian type of cheese”*



Parmesan, Romano & Asiago

**Asiago, Fontina, Parmesan, Pecorino Romano  
Are Italian PDO**



multi...  
**Exquisa**

**ARISTIDES**

FORMAGGIO DEL PASTORE

*Classico*

Saporito  
e fresco

FORMAGGIO DA LATTE VACCINO STAGIONATO  
IN SALAMOIA 45% m.g.s.s.

Ingredienti: latte pastorizzato, sale, caglio,  
fermenti lattici.

Conservare in frigorifero a +4°C.

Dopo l'apertura consumare in breve tempo.

Da consumarsi preferibilmente entro il:

11.12.2018 11.12.3



4

019300

Exquisa Italia S.p.A., Via degli Artigiani 11, I-20130 Milano.

Prodotto in  
Germania.

DE  
N° 057  
EG

150ge

DICHIARAZIONE NUTRIZIONALE VALORI MEDI PER	100 g	PORZIONE 50g
Energia	1063 kJ / 256 kcal	532 kJ / 128 kcal
Grassi	20,0 g	10,0 g
di cui acidi grassi saturi	14,4 g	7,2 g
Carboidrati	1,0 g	0,5 g
di cui zuccheri	1,0 g	0,5 g
Proteine	18,0 g	9,0 g
Sale	2,00 g	1,00 g

Contiene 3 ingredienti.

The opinion of the US

# Consortium for Common Food Names



*The EU is aggressively working to restrict your ability to use common food names... The EU is really just looking for a way to eliminate competition.....*

The oppositions to the EU Free Trade Agreements: i.e. CETA, Japan, Mexico, Mercosur, Australia, New Zealand...

# Some conclusions



## Geographic Indications:

An instrument to protect traditional products  $\Rightarrow\Rightarrow$  producers & consumer tool  
and to preserve and maintain local knowledge and culture

Mean of economic competition; Reference for cooperation

- Significant protection granted in the EU
- Global growing interest / strong oppositions

## Producer Group: The key of the system

GIs imply a long term commitment by stakeholders to identify, maintain, and develop the typical factors which determine their distinctive qualities and which justify their protection

Websites:

[www.aicig.it](http://www.aicig.it) [www.origin-gi.com](http://www.origin-gi.com) [www.qualivita.com](http://www.qualivita.com) [www.clal.it](http://www.clal.it)

Grazie!

*Leo Bertozzi*

