

oriGIn *Flash*

***Management of the GI scheme and its effectiveness:
oriGIn welcomes the conclusions of the European Court of Auditors***

Geneva – 16.11.11

The European Court of Auditors published yesterday a special report on whether the design and management of the geographical indications (GIs) scheme allow it to be effective (Report available at: <http://eca.europa.eu/portal/pls/portal/docs/1/9944808.PDF>; summary available at: <http://eca.europa.eu/portal/pls/portal/docs/1/9940768.PDF>). The Report concludes that the control's systems at the Member States level need to be improved. It also points out that the registration procedures are time-consuming and that a coherent strategy on the promotion of the GI scheme towards producers and consumers is missing at the EU level.

oriGIn thinks that the European Court of Auditors raises important issues concerning the management of the GI scheme. Over the last few years, oriGIn has been working on the improvement of the GI system, within the framework of the reform of the EU quality system for agricultural products. In this respect, oriGIn has been advocating for the improvement of control's systems all along the food chain - in particular the controls carried out by the Member States - as well as for streamlining the registration procedures. oriGIn hopes that, in the framework of the Quality Package, the European institutions and the Member States will take into account the remarks of the European Court of Auditors.

Likewise, oriGIn agrees with the conclusion of the European Court of Auditors on the lack of awareness on the GI scheme by producers and consumers. In several occasions, oriGIn raised this issue with the European Commission. The European Commission should set-up an ambitious promotion campaign in the internal market on the GI concept and PDO-PGI logos. oriGIn hopes that the Commission will take the opportunity offered by the Green Paper on promotion measures and information provision for agricultural products to strengthen the promotion campaigns related to GIs.