

GI Groups and the Management of Production Volumes: the Point of View of oriGIn

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Summary

- I. Background
- II. Why GIs producers ask for the possibility to manage production volumes
- III. How the system would work in practice
- IV. What's next

I. Background

- Green Paper on agricultural quality policy (2008)
- The Commission Communication (2009)
- “Quality Package” & “Milk Package” (2010)
- “Garcia Perez Reports”, EP Agr. Comm. (2011)
- Ongoing “Trilogue” discussion (2011)

*oriGIn has been consistently advocating
for the management of production volumes*



II. Why GIs producers ask
for the possibility
to manage production volumes

i. Global Context

- Liberalization of the agro-food sector
- “Appeal” of the PDO-PGI sector
- Offer’s fluctuations & uncertainty
- Risks of the destabilization & crisis

ii. Specific features of the GI sector

- Crisis are not an opportunity (“no creative destruction ”)
- Crisis rather lead to:
 - a. Quality issues
 - b. Loss of traditional flavours (negative for consumers and worldwide heritage)
 - c. Closing down of businesses (in particular the most traditional ones)
 - d. Migration of production from difficult sites (less favored areas)
 - e. Negative effect on cultural sites & tourism
 - f. State intervention & public money

iii. Objectives of the management of production

- Prevent crisis of underproduction/overproduction
- Certainty/predictability: better planning and capacity to respond to market needs
- Budget neutrality
- Enhanced bargaining power for GI producers
- Better distribution of added-value along the supply chain

III. How the system would work in practice



i. The system proposed by GI groups

- Voluntary
- The group in charge of the GI:
 - i. has to be representative of the sector
 - ii. decides whether to request this opportunity
 - iii. prepares the management plan
- Authorization of the Member State
- Overall supervision by the Commission
- Safeguards:
 - i. System open to “new comers”
 - ii. No fixation of price

ii. “Garcia Perez Reports”

*oriGIn fully supports
the European Parliament position!*

IV. What's next



i. “Institutional landscape”

- Lisbon Treaty
- Key role played by the European Parliament on agricultural issues
- Crucial to avoid any “democratic gap”

ii. Global economic scenario

- Emerging economies
- “Explosion” of middle classes with related food habits
- “Era of shortage” (including agricultural products)
- Food security / food safety
- Speculation

iii. New “paradigms”

- EU believes quality is a strategic asset to compete in global markets
- If so: need to provide adequate instruments, in particular for PDOs/PGIs
- If not: risks that more flexible schemes are adopted instead of GIs
- Negative effects on quality

Many thanks for your attention!

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