



ORIGEN
ESPAÑA

ORIGEN ESPAÑA

European Food Quality Forum
V Forum Qualivita

Aitor Pomares Caballero

ORIGEN ESPAÑA's external counsel

Brussels

November 28 and 29, 2011

ORIGEN ESPAÑA

- SET UP IN 2008
- BASED IN ALICANTE
- NONPROFIT ORGANIZATION
- SCOPE OF ACTION: SPAIN WITH EXTENSION OF ITS ACTIVITIES TO A EUROPEAN AND AN INTERNATIONAL LEVEL



¿WHY ORIGEN ESPAÑA?

- **Spanish PDOs and PGIs for agricultural products and foodstuffs**
- **PDOs and PGIs = sustainable development of a high number of Spanish regions**
- **Common concerns and interests:**
 - **Exchange of knowledge and experiences between producers**
 - **Vector for communication and promotion**
 - **Speaker before the actors related to PDOs and PGIs at a regional, national, European and international level**

ORIGEN ESPAÑA represents

CHEESE

OLIVE OIL

HAM

FRUIT

BREAD AND PASTRY

MEAT

FISH AND MOLLUSCS

VEGETABLES

OTHERS

NOT COVERED BY ORIGEN ESPAÑA:

- Wines and spirits
- Ecological agriculture
- Other IP rights

MEMBERS of ORIGEN ESPAÑA

CRDOP JAMÓN DE TERUEL

FCRDOP QUESO MANCHEGO

**CRIGPs JIJONA Y TURRÓN DE
ALICANTE**

CRDOP TORTA DEL CASAR

CRIGP TERNERA GALLEGA

CRDOP ARZÚA-ULLOA

CRDOP QUEIXO TETILLA

CRDOP QUESO ZAMORANO

CRDOP MAHÓN-MENORCA

CRDOP QUESO MAJORERO

CRIGP TERNASCO DE ARAGÓN

CRIGP CARNE DE ÁVILA

CRIGP TERNERA DE EXTREMADURA

CRIGP QUESO DE VALDEÓN

CRDOP MELOCOTÓN DE CALANDA

CRDOP ACEITE DEL BAJO ARAGÓN

CRDOP IDIAZABAL

CRIGP LENTEJA DE LA ARMUÑA

CRDOP DEHESA DE EXTREMADURA

CRIGP CORDERO DE EXTREMADURA

CRDOP PIMENTÓN DE LA VERA

CRIGP SOBRASADA DE MALLORCA

CRDOP JAMÓN DE HUELVA

MEMBERS of ORIGEN ESPAÑA

CRDOP BAENA

CRDOP MANZANA REINETA DEL BIERZO

CRDOP CABRALES

CRDOP CEREZA DEL JERTE

CRDOP ESTEPA

CRDOP KAKI RIBERA DEL XÚQUER

CRIGP CÍTRICOS VALENCIANOS

CRDOP PRIEGO DE CÓRDOBA

CRDOP LOS PEDROCHES

CRIGP PAN DE CEA

**CRDOP UVA DE MESA EMBOLSADA DEL
VINALOPÓ**

**CRDOP NÍSPEROS CALLOSA D'EN
SARRIÁ**

IGP CARNE DE VACUNO DEL PAÍS

VASCO EUSKAL OKELA

CRDOP LES GARRIGUES

CRDOP PERA DE JUMILLA

CRDOP PERAS DE RINCÓN DE SOTO



ORIGEN ESPAÑA's main goals

- **Recognition and promotion of Spanish PDOs and PGIs**
- **Better and more efficient protection of Spanish PDOs and PGIs in all levels**

ORIGEN ESPAÑA's main goals

- To promote the recognition of the important role of PDOs and PGIs in the sustainable development
- To promote the concept of PDO and PGI before the Authorities, consumers and general public
- To fight against infringements of PDOs and PGIs and unfair competition
- Definition of common strategies
- International cooperation with group of producers of developing countries
- Etc.

The management of production volumes for PDOs and PGIs

Important tool for Consejos Reguladores (groups in charge of management of the PDOs and PGIs in Spain) to maintain quality of the products, prevent crisis scenarios and meet offer and demand.

Action undertaken

October 2011: communication to the Ministerio de Medio Ambiente y Medio Rural y Marino (Ministry of Agriculture)

The management of production volumes for PDOs and PGIs

Increase of the production volumes

DOP / IGP	Producción en 1998	Producción en 2008
Manchego	1.681.645 piezas	3.078.115 piezas
Jamón de Teruel	170.629 piezas	743.738 piezas
Jamón de Huelva	20.000 piezas	107.841 piezas
Cordero de Extremadura	70.000 kg	350.000 kg.
Ternera Gallega	8.857 toneladas	16.913 toneladas

The management of production volumes for PDOs and PGIs

Management of the offer's growth
allows
Sustainable development of the sector

The management of production volumes for PDOs and PGIs

Spanish Legal framework

Collusive conduct under Art. 1(1)(b) Ley 15/2007, de 3 de julio, de Defensa de la Competencia [= 81(1)(b) TUE]

Exemption of Art. 4: prohibitions of Art. 1 do not apply to conducts resulting from the application of the Law.

The management of production volumes for PDOs and PGIs

Exemption of Art. 1.3 (= 81.3 TUE): contributes to improving the production or distribution of goods or to promoting technical or economic progress, provided that:

- (a) Allows the consumers a fair share of the resulting benefit;
- (b) Does not impose on the undertakings concerned restrictions which are not indispensable to the attainment of these objectives;
- (c) Does not afford such undertakings the possibility of eliminating competition in respect of a substantial part of the products in question.

The management of production volumes for PDOs and PGIs

Some Spanish regional Laws envisage the possibility of limiting production within the framework of the PDO or PGI's internal regulation and on the basis of quality.

- Ley 2/2005, de 18 de febrero, de promoción y defensa de la calidad alimentaria gallega.
- Ley 2/2011, de 25 de marzo, de la Calidad Agroalimentaria y Pesquera de Andalucía

Duties of the Consejo Regulador:

To set, for each season, on grounds of defense and improvement of quality, within the limits laid down by the internal Regulation of each geographical indication or the corresponding quality guide, the maximum limits of production or transformation or any other aspect of the annual situation which may affect those processes.

The management of production volumes for PDOs and PGIs

Spanish draft bill on agricultural and foodstuff quality

Duties of the Consejo Regulador:

To propose to the Ministry of Agriculture, within the framework of the product specifications and further rules applicable to the corresponding PDO or PGI, according to defense and improvement of quality criteria, for each season, the maximum limits of production or transformation (...) or any other aspect of the annual situation which may affect those processes.

The management of production volumes for PDOs and PGIs

According to European Regulation, the product specification of DO or GI for **wine** shall contain the **maximum yields per hectare** (art. 118 quarter Regulation 1234/2007, art. 35 Regulation 479/2008)

PDO Melocotón de Calanda



	A	B	C	D	E
1					
2	COMPANY	2008	2009	2010	2011
3					
4	A. A.	39,00%	68,13%	49,77%	49,71%
5	C.	8,72%	18,52%	12,89%	0% (100% piedra)
6	COOP. S. I.	22,63%	29,51%	56,57%	40,50%
7	COOP. S. L.	34,67%	44,14%	32,69%	23,84%
8	CF.	51,46%	49,59%	43,45%	18,70%
9	FD.	76,22%	91,00%	59,10%	93,01%
10	F. D. M.	22,30%	25,94%	21,58%	8,36%
11	F. T.	63,26%	99,88%	100,00%	75,18%
12	F. B.	15,40%	22,94%	23,98%	43,07%
13	F. M.	34,30%	78,53%	98,06%	33,68%
14	H. S., C.B.	54,65%	88,86%	44,85%	0 (100% piedra)
15	L. C.	15,35%	33,62%	15,52%	20,68%
16	L. H.	31,81%	57,41%	87,64%	53,15%
17	A. V. C.	55,87%	96,83%	79,84%	0%(100% piedra)

Maximum production: 15.000 Kg / Ha.

PDO Melocotón de Calanda



Ongoing independent research on the maximum possible production per hectare of peach tree plantation meeting the quality parameters laid down by the PDO's product specification.

It will take 4-5 seasons.

Grounds for non compliance: damaged fruits, underweight, unripe, overripe...

ORIGEN ESPAÑA

THANK YOU FOR YOUR ATTENTION

