



Members' Voice:

Interview with Pietro Bonato, Director of CSQA Certificazioni

By Ms. Martina Girolmetto, CSQA Certificazioni



'CSQA Certificazioni' (hereinafter CSQA) is the leader company in Italy in agri-food quality control and certification. It was the first Italian certification body to be authorised to carry out controls on PDO, PGI and TSG. CSQA controls today 52 PDO and PGI products and is the only Italian certification body performing inspection on these products abroad. As it fully supports the objectives of the Organization, CSQA joined oriGIn in 2012 as associate member. This month, CSQA shares its views with oriGIn through an interview with its Director Mr. Pietro Bonato.

Q: Which were the reasons for CSQA to join oriGIn?

A: According to recent estimates, the turnover of Italian PDO and PGI products at consumer level is nearly €10 billion. These products have a high quality and environmental value, as well as a growing export potential estimated at €30 billion. This is an extraordinary result, which control and certification contributed to achieve and help to sustain. That's why we joined oriGIn, an international network of GI producers and specialists that share our vision and work for the protection and value enhancement of products which are the result of unique and inimitable techniques, traditions and territories.

Q: When was CSQA established and how did it grow?

A: CSQA was founded in 1990. It is above all a story of passion, specific skills and vocation to local issues. This allowed CSQA to rank first in Europe in terms of denominations certified and to become a leader in agri-food sector controls. Thanks to its recognized expertise and professionalism, CSQA progressively extended its certification activity to different sectors such as tourism, professional trainings, services and ICT. Likewise, together with FEDERDOC, CSQA created VALORITALIA, a body which certifies 70% of Italian wines with PDO-PGI.

Q: On which aspects of innovation are you investing today to improve your services to producers and associations?

A: First of all, on the best use of information systems for the management of data flows and registration. Meanwhile, on the ability to integrate sensory analysis services aimed at making objective the aspects characterizing the quality products under scrutiny. These are the two areas in which CSQA is investing considerably.

Q: Which are the current challenges for the agri-food sector and how do you face them?

A: The sustainability of the food production systems represents today a global challenge: producing food in enough quantity, taking into account quality as well as food security issues, while reducing waste and fighting environmental degradation. All this without losing sight of profitability. These are the main expectations of citizens and consumers. The development of quality sustainability of companies and territories has always been at the centre of the CSQA mission.

For further information, please contact m.girolmetto@csqa.it or visit <http://www.csqa.it>

International Affairs

At the Global Level

oriGIn: Launching of its latest practical manual for producers' groups

On 18 September, oriGIn published its latest handbook: *'Protecting the Geographical Indications in Emerging Economies (Brazil, Russia, India and China – BRICs Countries)'*. The handbook describes in a pragmatic way the legal instruments available to protect geographical Indications (GIs) in some of the most dynamic markets in the world. It is a comprehensive response to these issues concerning effective instruments to fight the increasing risks of product's imitation and counterfeiting and represents a practical instrument for producers' groups willing to protect and commercialize the GIs they represent in Brazil, Russia, India and China.

The handbook will be presented in Geneva on 4 October, at a side-event jointly organised by oriGIn and the Mission of Italy to the United Nations within the framework of the World Intellectual Property Organisation (WIPO) General Assemblies.

The manual is available on the members' area of our website. More information at:

http://www.origin-gi.com/index.php?option=com_content&view=article&id=2289:origin-latest-handbook-gis-brics&catid=33:regular-update-on-gis&lang=en

WTO Public Forum 2012: is the multilateralism in crisis?

On 24-26 September, the World Trade Organization (WTO) Public Forum took place in Geneva. This event has been an opportunity to discuss different topics related to international trade policies in the 21st century.

The Public Forum looked in particular at multilateralism, taking into account both the Doha Round deadlock and the elements of the WTO

system, such as the dispute resolution mechanism, which continue to work well. The Forum also explored new approaches to multilateral trade, such as 'plurilateral' agreements (in other words deals concluded on specific topics within the WTO framework exclusively by those Member States agreeing on such topics). **As a large majority of WTO Members support GI extension and the establishment of a multilateral register, 'plurilateral' agreements could represent an opportunity for GIs.**

More information available at:

http://www.wto.org/english/forums_e/public_forum12_e/public_forum12_e.htm

India: Case concerning a request of GI cancellation

In India geographical indications are regulated by the Geographical Indications of Goods (Registration & Protection) Act, 1999 and the Geographical Indication of Goods (Regulation and Protection) Rules, 2002. The case concerns 'Tirupati Laddu', a sweet made by Tirumala Tirupati Devasthanams (TTD), a trust which manages the Tirumala Venkateswara Temple at Tirumala, in the State of Andhra Pradesh. 'Tirupati Laddu' is registered as a GI in India since 2009.

In 2011, R. S. Praveen Raj, a scientist at the National Institute for Interdisciplinary Science and Technology, asked for the cancellation of 'Tirupati Laddu' from the Indian GI Registry in Chennai. Mr. Raj argued that 'laddu' does not fit the description of 'goods' as it is a sacred offering and not an 'industrial good', that the GI grants a production monopoly to TTD, which is the single producer, and that it represents a private appropriation of a religious symbol.

In September 2012, the Chennai GI Registry rejected the plea on the grounds that Mr. Raj does not have 'locus standi' (locus standi means whether the person has the right to be heard in court or not) and failed to prove his interest with the registered good.

Brazil: Registration of a new GI

On 28 August, the Brazilian National Institute of Industrial Property (INPI) recognised 'mármore de Cachoeiro' as 'Indicação de Procedência' for a marble from the region of Cachoeiro de Itapemirim, in the State of Espírito Santo.

Further information (only in Portuguese) at: http://www.inpi.gov.br/index.php?option=com_content&view=article&id=1557:inpi-entrega-ig-aos-produtores-de-marmore-de-cachoeiro-do-itapemirim&catid=50:slideshow&Itemid=146

Colombia: a new strategy for the Colombian Coffee Growers Federation

On 5 September, the Colombian Coffee Growers Federation (the Federation) presented the results of the work done in recent months with Foodpairing, a Belgian company which has developed a sophisticated tool which allows baristas, chefs and sommeliers to find inspiration for their preparations and provide suggestions to pair the Café de Colombia with various ingredients.

The information will help optimise the customer experience and open a wide range of possibilities to enjoy Colombian coffees. This new positioning strategy of the Federation was developed in order to make the Café de Colombia a relevant product in all consumption occasions. Café de Colombia and six regional coffees (Cauca, Huila, Nariño, Santander, Sierra Nevada and Coffee Cultural Landscape) were inserted in this innovative tool.

Foodpairing is a method based on the principle that food which share major flavour components combine well with each other. The process begins with an analysis of the taste of the product to be combined. The results of this process are presented graphically as a pairing tree: the original product is positioned in the centre surrounded by its possible combinations. This tree serves as a visual guide for chefs, telling them which foods are best combined.

More information is available at:

http://www.federaciondecafeteros.org/particulares/en/sala_de_prensa/detalle/Gastronomy_professionals_will_be_able_to_make_the_perfect_combinations_for/

Chile: New GI application

On 11 September, the producers of 'Cordero Chilote' submitted to the Instituto Nacional de Propiedad Industrial (INAPI) a registration request concerning a lamb produced in the South of Chile. This was done in the framework of the program called 'Sello de Origen' (Seal of Origin) launched by the Chilean Ministry of Finance and the INAPI to protect and promote typical Chilean product names.

Further information (only in Spanish): <http://www.inapi.cl/portal/prensa/607/w3-article-2802.html>

Tequila – Cognac: Signature of a partnership agreement

On 18 September, the 'Consejo Regulador del Tequila' (CRT) and the 'Bureau National Interprofessionnel du Cognac' (BNIC) signed a partnership agreement aiming at strengthening the protection of the GIs they represent against counterfeiting. This partnership agreement covers the exchange of good practices and the support of the authorities of the two countries.

As Mexico exports 66% of its production of Tequila (France is the third importer in Europe with 3.7 million litres in 2011, behind Germany and Spain), the CRT expects the agreement to provide an exchange of good practices, of technical and trade advices on the European market, as well as a help on the search of fraudsters. For the BNIC, which 97% of the production is exported, this step should allow for the protection of the French and Mexican geographical indication.

For more information (only in French): <http://www.lefigaro.fr/flash-eco/2012/09/18/97002-20120918FILWWW00653-alliance-tequila-cognac-contre-la-fraude.php>

France: New 'Saint-Emilion' Classification

In France, the producers of Saint-Emilion PDO wine revise the classification of the wines every 10 years.

In 2006, when the Institut national de l'origine et de la qualité (INAO) presented the new classification, some properties were not anymore in the geographical area where the wine could be produced. They challenged the classification, which was annulled by the courts, but eventually partially applied.

In order to avoid the same problem in 2012, the procedure of revision of the classification was modified. The INAO outsourced the tastings and inspections to independent groups. The seven-person commission doing the classification is composed of persons from Burgundy, the Rhône Valley, Champagne, the Loire Valley and Provence. The 'Conseil des Vins de Saint-Emilion' (Wine Syndicate) and the 'Conseil Interprofessionnel du Vin de Bordeaux' are no longer involved in the procedure. Estates are graded on a scale of 20 on four criteria: tasting, reputation, characteristics of the vineyard and infrastructure, viticulture and winemaking. The number of wines which can be classified is not longer limited.

The 2012 classification was approved on 16 June and can be found (only in French) at: <http://www.vins-saint-emilion.com/sites/default/files/vins-de-saint-emilion-classement-2012.pdf>

France: General Assembly of the CNAOL and creation of 'ORIGINE France'

On 20 and 21 September, the General Assembly of the 'Conseil National des Appellations d'Origine Laitières' (CNAOL) took place at the invitation of the PDO cheese 'Chaource' in Troyes.

The main theme of the Assembly was the Milk Package and its provision on the management of the production volumes for PDO-PGI cheese.

The Milk Package entered in force on 2 April, but the provisions on the management will enter in force only on 3rd October. For information, each production plan will be last 3 years, renewable until 2020. Currently, only two PDO (Comté and Beaufort) have production plan, which will have to be notified to Brussels.

Furthermore, the CNAOL announced the forthcoming creation of 'ORIGINE France', which will be part of oriGIn.

EU Affairs

GI Policy

Quality Package: Adoption by the European Parliament

On 13 September, the European Parliament adopted a legislative resolution on the proposal for a regulation of the European Parliament and of the Council on agricultural product quality schemes.

oriGIn welcomed the resolution (in particular the fact that the new regulation will reinforce the protection through the enhanced role of public authorities in monitoring and ensuring the respect of such rights, formally recognizes the role of producers' groups, streamlines registration procedures and tackles the issue of the protection of PDO-PGI when used as ingredients) but deplored the absence of a provision allowing PDO and PGI groups to manage the growth of production's volumes.

oriGIn thanked Mr. Paolo de Castro, Ms. Iratxe García Pérez and all the members of the Committee on Agriculture and Rural Development of the European Parliament, as well as the representatives Italy, France and Spain for their work during the complex process which led to the adoption of the resolution. Building on the work carried out so far, oriGIn will continue its efforts in the following months and stand optimistic that the management of production volumes for PDO-PGI will be addressed within the reform of the Common Agricultural Policy (CAP).

The legislative resolution can be found at: <http://www.europarl.europa.eu/sides/getDoc.do?type=TA&language=EN&reference=P7-TA-2012-344>

Eurobarometer Survey: Low knowledge of the PDO-PGI logos among consumers

The results of the Eurobarometer survey 'Europeans' Attitudes Towards Food Security, Food Quality And The Countryside' were made public in September. This survey was requested by DG Agriculture of the European Commission. One of the survey's questions concerned the knowledge of the EU logos for Protected Designations of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG). The results show that only a small minority are aware of these logos. On average for the EU, 15% know the TSG logo, and 14% recognise the PDO and PGI logos. More specifically, the PDO is best known in Italy (36%), France (25%) and Austria (19%) and the least known in Denmark (3%). The PGI is best known in Italy (32%), France (17%) and Austria & Slovenia (16%), but the least known in Finland (5%). Finally the TSG is best known in Spain (25%), Italy & Greece (22%) and Lithuania (21%), and the least known in Denmark and the Netherlands (5%).

The results of the survey confirm oriGIn concerns highlighted in its answer to the consultation of the Commission on promotion of agricultural products, with respect to the need to promote the concepts and the logo in the EU.

For further information: http://ec.europa.eu/agriculture/survey/2012/389_en.pdf

CAP Reform: Analysis of the amendments tabled to the report on the Single CMO

On 12 October 2011, the European Commission had published legislative proposals on the Single Common Market Organisation (CMO) within the framework of the CAP reform. Following this, the

Committee for Agriculture of the European Parliament appointed Mr Dantin (PPE, FR) as 'rapporteur' on the subject. His report, published on 5 June, provided for the possibility for the group in charge of products with PDO and PGI to manage the growth of the production volumes (art. 109 ter, see oriGIn report of June).

Amendments to the Dantin's report were tabled by MPs in September. Below is a summary of the ones touching upon GIs.

Several amendments provide for the possibility of a private supply management by associations of producers organisations (PO) (Amendments 846, 884, 1692 and 1693).

Amendments 1513 to 1577 reintroduce milk quotas until at least 2020. Amendments 1849 to 1853 provide for the extension of the contractual relations provided for the milk sector in the Milk package to all sectors.

Several amendments were tabled to modify article 104 on contractual relations in the milk and milk products sector of the proposition of the Commission. The topics covered are:

- The obligation (and not the possibility) for Member States to have written contracts (amendment 1579)
- The price of the milk (amendment 1580, 1581 and 1583)
- The duration of the contract (amendment 1584)
- The scope of the contract: only cow milk (amendment 1588)

Several amendments were tabled to modify article 106 on producer organisations and article 107 on associations of producer organisations of the proposition of the Commission. The topics covered are:

- The modification of article 106 in order to indicate that Member States can recognise PO or associations of PO but do not have the obligation to do so

- (Amendment 1592 to 1600 & amendments 1680 to 1684).
- The members of the OP should be the farmers of a specific sector (amendment 1602, 1605 & 1606), not the processors.
 - The PO should be controlled by the producers (amendments 1603 & 1604).
 - The objectives of the PO should be all the items which follow in the article (amendment 1607), or at least the first three items for all PO (amendment 1611). Amendments to the Objectives concerning PDO and PGI are the following:
 - “Ensuring that production is planned and adjusted to demand, particularly in terms of quality and quantity” (article 106.1.c.i already existing) should be deleted (amendment 1612) or reinforced (amendment 1613).
 - More specifically, a new aim is introduced: “(va) promoting and providing technical assistance for the use of production standards, improving product quality and developing products with a protected designation of origin, a protected geographical indication or covered by a national quality label” (amendment 1628 to 1630).
 - Amendments to the other missions of the PO were tabled (amendment 1614 to 1665).
 - The prohibition to hold a dominant position on the market is deleted by amendments 1653 to 1656 and transformed into a prohibition to exclude competition (amendment 1657 & 1658). However, amendment 1659 calls for the recognition that there is a dominant position in case the PO holds more than 33% of a national market or 3.5% of the EU production.
 - The limitation of the amount of products producers can sell outside the PO (amendment 1671).
 - Amendment 1674 concerns the procedure of recognition of PO.
 - A distinction is made between producers associations and producers organisations under amendment 1675. The competences of the former are very limited.
 - The possibility of the PO and associations of PO to outsource their activities (amendment 1687)
 - Associations of PO can carry out the same activities that PO (amendment 1689 to 1690 & 1694)
- Several amendments were tabled to modify article 108 on interbranch organisations of the proposition of the Commission. The topics covered are:
- The modification of article 108 in order to indicate that Member States can recognise interbranch organisations but do not have the obligation to do so (Amendment 1696 to 1702).
 - The interbranch organisations should cover at least one of the following stages of the supply chain: processing or trade, including distribution (amendments 1703 to 1705)
 - They should cover one or more EU regions and represent a significant share of the economic activities in the sector (amendments 1706 & 1707)
 - Their aims are covered by amendments 1709 to 1759, promotion programs for PDO and PGI are notably added under amendment 1743.
 - Amendment 1764 & 1774 defines the procedure of recognition and the timeframe (4 months).
 - Amendment 1778 sets up more detailed provisions on the recognition of PO associations of PO and interbranch

organisations notably the number of members.

Several amendments cover competition rules (amendments 2000 and following).

oriGIn welcomes in particular amendment 1779 on the supply management for PDO – PGI, which corresponds to article 109 ter of the Dantin report.

The ‘rapporteur’ and the shadow ‘rapporteurs’ of the Comagri will now work on compromise amendments.

The Dantin report can be found at:

<http://www.europarl.europa.eu/sides/getDoc.do?pubRef=-%2F%2FEP%2F%2FNONSGML%2bCOMPARL%2bPE-485.843%2b02%2bDOC%2bPDF%2bV0%2F%2FEN>

The amendments can be found at:

<http://www.europarl.europa.eu/committees/en/agri/dfaft-reports.html?urefProcYear=&ufolderId=07522&ufolderComCode=AGRI&linkedDocument=true&ufolderLegId=7&urefProcNum=&urefProcCode=>

Other Policies

CAP:

€215 million of CAP expenditure to be recovered from Member States

On 7 September, the European Commission announced that it asked the Member States to pay back €215 million of EU agricultural policy funds unduly spent. Part of the sum was already recovered and only €94 million is going to return to the EU budget.

More information on the Member States concerned and the amount of the financial corrections at:

<http://europa.eu/rapid/pressReleasesAction.do?reference=IP/12/944&format=HTML&aged=0&language=EN&guiLanguage=en>

News on GI Registrations

Modification requests

- “Schwarzwälder Schinken” (PGI) Germany – 11/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:274:0002:0006:EN:PDF>
- “Arroz del Delta del Ebro” / “Arròs del Delta de l’Ebre” (PDO) Spain – 14/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:278:0007:0012:EN:PDF>

Registration requests

- “Pražská Šunka” (TSG) Czech Republic – 19/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:283:0011:0017:EN:PDF>
- “Bamberger Hörnla” / “Bamberger Hörnle” / “Bamberger Hörnchen” (PGI) Germany – 19/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:283:0018:0020:EN:PDF>
- “East Kent Goldings” (PDO) UK – 21/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:285:0014:0017:EN:PDF>
- “Saucisse de Montbéliard” (PGI) France– 21/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:285:0018:0024:EN:PDF>
- “Walbecker Spargel” (PGI) Germany– 25/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:288:0013:0015:EN:PDF>
- “Holsteiner Tilsiter” (PGI) Germany– 25/09
<http://eur-lex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:C:2012:288:0009:0012:EN:PDF>