



An oriGIn Success Story: the Management of Production Volumes for PDO/PGI in the Milk Sector

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A lengthy process

- 2005** Question of how to justify and preserve supply management plans, such as the ones that exist in certain sectors
- 2007** Start of proceedings aimed at putting in place measures of supply management for GIs.
- 2008** Green Paper on the quality of agricultural products → debates about the « **Quality Package** »
- 2009** High Level Group on the milk sector → debates about the « **Milk Package** »

→ **2 opportunities to open the debate on supply management for products with GIs**

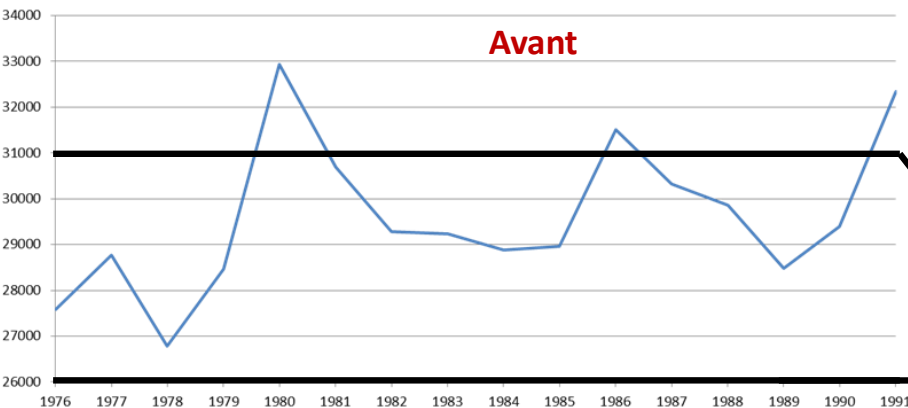


Supply management

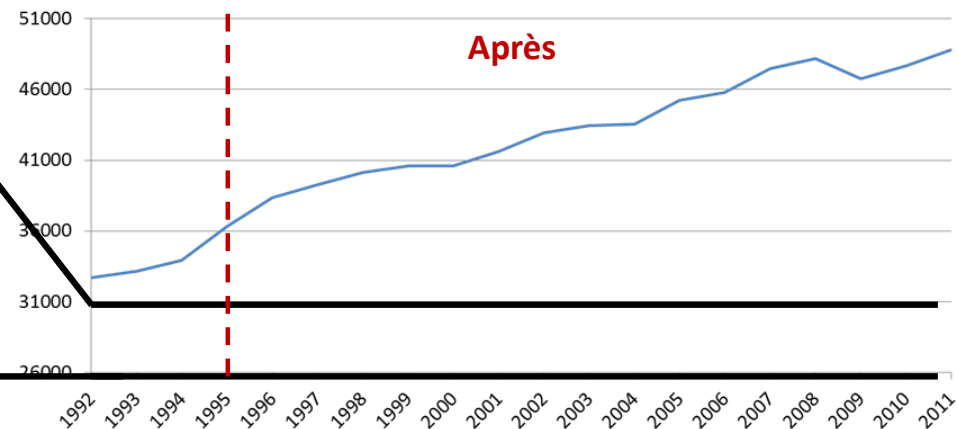
Why attach so much importance to it?

- Smooth development enabling crises to be limited,
- Improvement in the quality of products,
- Distribution of added value between the sector's various operators.

EVOLUTION DES VENTES DE COMTE (T)
Période 1976-1991



EVOLUTION DES VENTES DE COMTE (T)
Période 1992-2011

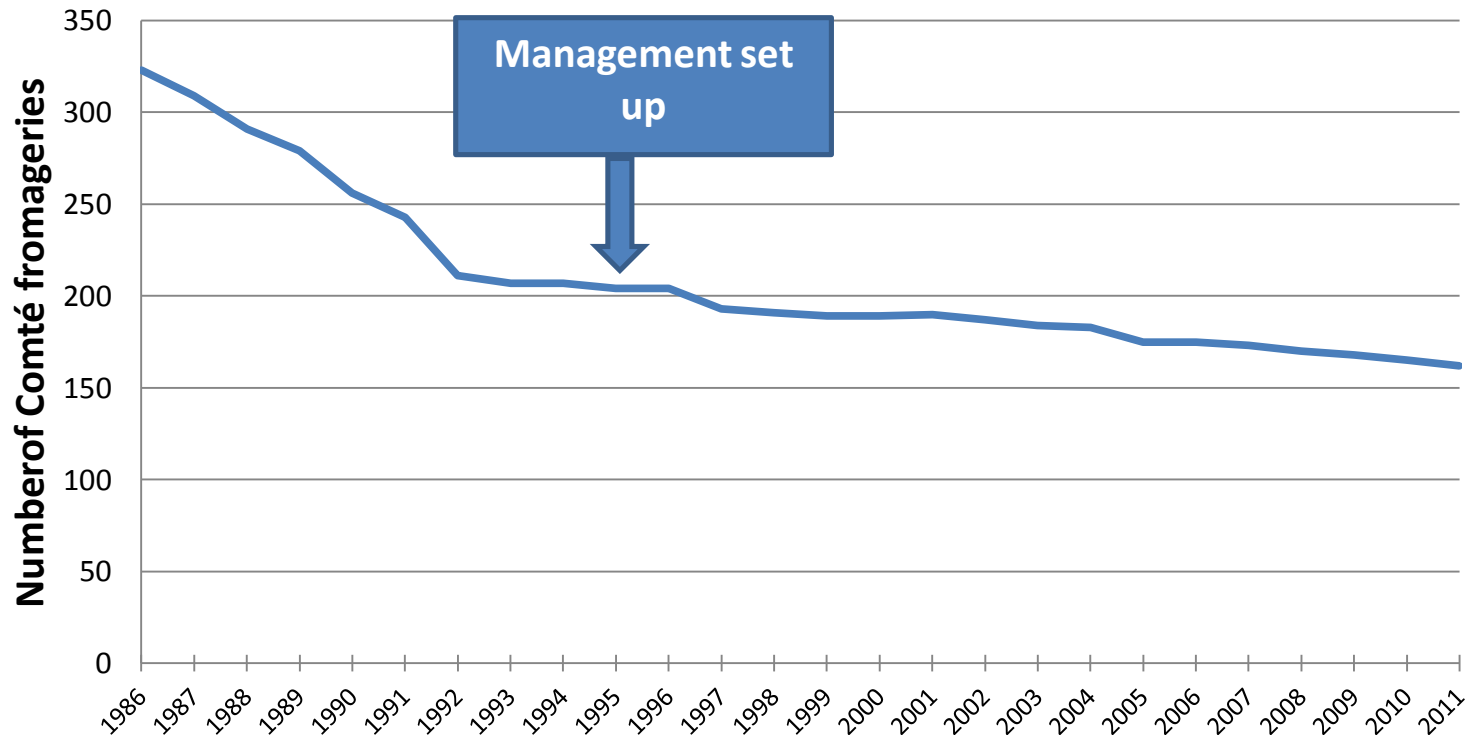




Supply management

Why attach so much importance to it?

- Maintenance of dynamic sectors and jobs





A great deal of persuasion required

- **Necessary to convince:**
 - Member states,
 - MEPs,
 - European Commission
- **And to show the following issues:**
 - Economic and social for the sectors,
 - Quality for the products,
 - Price for consumers.





The network around oriGIn

This lobbying work has been made possible thanks to oriGIn's coordination of the motivation and efforts present in each sector and in producer associations :

- Prosciutto di Parma PDO,
- Pruneaux d'Agen PGI,
- French and Italian PDO cheeses: Comté, Parmigiano Reggiano, Roquefort...
- Aicig, Qualifica, CNAOL...





Present in debates

oriGIn has proved to be an effective network for focusing efforts with the organisation of several meetings and conferences :

- 29 Sept. 2009 : **1st round table at the European Parliament** which led to the adoption of the Scotta report (23 Feb. 2010)
- 28 Sept. 2010 : **2nd round table at the European Parliament**
- 18 June 2010 : **meeting of Commissioner Ciolos in Roquefort**
- 6 Oct. 2011 : **meeting of Commissioner Barroso's Cabinet**
- 14 Nov. 2011 :





“Converting the try”

6 December 2012 : Obtained supply management for cheeses with GIs under the « Milk Package »

For other food products under GI, the supply management measure has been held back from « Quality Package » discussions in **the debate about the CAP**



And questions remain...

An important step that created a move within the sectors to set up supply management tools

But,

Applying them is not a simple task, many questions and practical problems still remain in terms of their implementation.

And this measure is limited solely to the dairy sector...



Thank you for attention