



# PDOs and PGI system

**Sustainability & Growth**  
**Certification & Safety**  
**Transparency**

# Sustainability & Growth

The European GI system generates benefits for both producers and consumers

The development of the entire GI sector in the last 10 years demonstrates benefits for agriculture



# Sustainability & Growth

## Italian Pdo & Pgi - 269

	<b>2004</b>	<b>2013</b>	<b>Increase 2004-2013</b>
Certified production (tons)	741.466	1.272.230	71,58%
Turnover (ex factory) (million euro)	4.578,70	6.555,70	43,18%
Consumer sales (million euro)	6.420,20	8.858,00	37,97%
Export turnover (million euro)	849	2.385,12	180,93%
Export volumes (tons)	141.654	456.359	222,16%



# Sustainability & Growth

Producers	54.193	75.156	38,68%
Processors	5.745	7.090	23,41%
Farmers	28.559	41.955	46,91%
Area (hectares)	113.410	162.154	42,98%



# Certification & Safety

## controls and certifications year 2013

Total of inspections	60441
- meat products	42172
- cheeses	9171
- fruit and vegetables	3969
- other products	2951
- fresh meat	2178



# Certification & Safety

Total of analytical controls  
(laboratory analysis)

75887

- meat products

33787

- cheeses

7237

- fruits and vegetables

3485

- other products

30980

- fresh meat

1377



# Transparency

Respect of the specifications

Clear geographical origin

Correct information for consumer



# Google Cultural Institute

## Pilot Project Worldwide on Italian Pdo & Pgi

<https://www.google.com/culturalinstitute/project/made-in-italy?hl=en>

*“Discover the hidden treasures, passions and traditions of "Made in Italy". Be fascinated by the most interesting information about **typical Italian products**. Explore the map to begin your journey. For those inspired to make more of the web in their own business, follow the ["Case histories"](#) link for useful resources”.*





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October 9, 2013, Rome

**Eric Schmidt, CEO of Google (on made in Italy project):**

*“Google will invest in Italy to promote and support the excellence of the Country”.*



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