



Food and Agriculture
Organization of the
United Nations

oriGIn

Organization for an International
Geographical Indications Network

Third Regional Consultation on Geographical Indications in Europe and Central Asia - Virtual



GI study - Hungary

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Regulatory framework

- The **Hungarian law** for GI regulations **aligns with the EU GI regulations** (national GI regulations only exist for **spirit drinks**)
- **77 Hungarian products** are registered by the European Commission → 38 wines (49%), 27 agricultural products and foods (35%), 12 spirit drinks (16%)
- The most important Hungarian GI sector is the **wine sector** (22 wine region, 38 GI wines)
- The **attitude** of the Hungarian government is **very supportive**, and **top-down approach** is typical for GI registrations
- The **GI registration** procedure has **several steps** ([1] application - **Ministry of Agriculture**; [2] the evaluation of product description - **Hungarian Council of Origin Protection**; [3] forwarding the application to the EU - **minister of agriculture**; [4] control – **National Food Chain Safety Office**)

Sector potential and obstacles

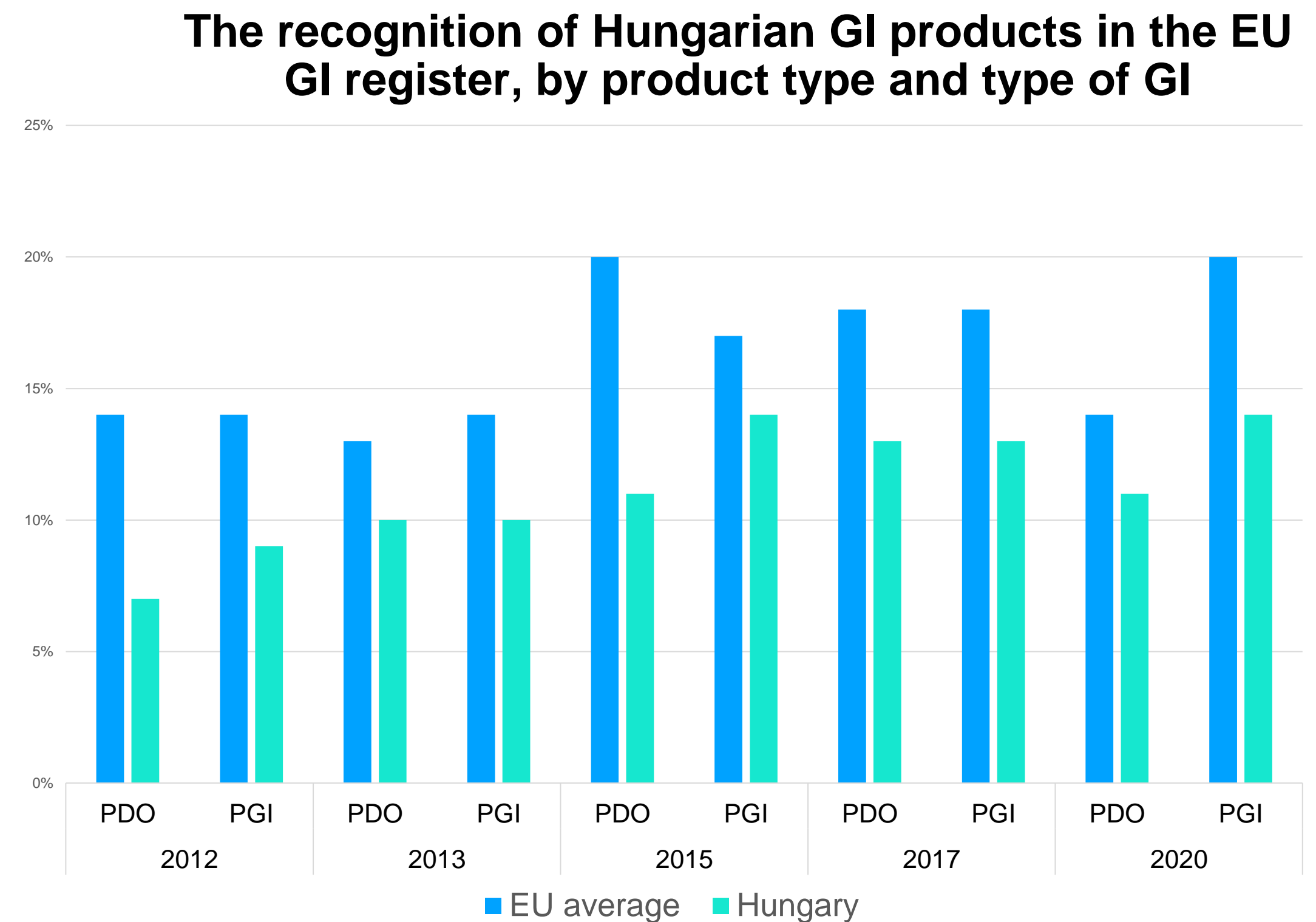
- The **environment** for the GI system is **very supportive** from the government's side
- **National food quality systems** (e.g., Traditions-Tastes-Regions programme) serve as a national ante-room for the EU GI system
- From 2015: **Geographical Indication Programme** (aim: increase the number of products and improve the market situation)
- But **the low recognition of the EU GI system** is still the highest obstacle for both the producers and the consumers!
 - **Nascent Hungarian GIs** try to **actively use the opportunities** (e.g., distinguish their products from others) **of GI protection and labels**
 - There is **no apparent and high demand** from the consumers' side **for GI labelled Hungarian products**

Market situation

- 2017: Hungarian GI sector had a **397 EUR million sales value**, representing **20% of the total national agro-food products** (AND-International, 2019)
- Hungarian GI food products and spirits are mainly **sold on the domestic market**, in the **neighbouring countries** (e.g., Romania), **Germany** and the **United Kingdom**
- Hungarian **GI wines** are primarily **exported to European countries**; however, **overseas export** is also **observable** (via long supply chains)
- GI products are often sold **without the GI name and logo** (**only the brand of the producer/processor**)
- The **recognition of the EU GI labels** (PDO and PGI) is **very low**, below 15% for both labels and was always below the EU average (Eurobarometer, 2020; Török et al., 2019)

Role of the FAO

- The **main obstacle** of the Hungarian GI sector is the **low level of recognition**, both on the producers' and consumers' side
- Solutions: **more incentives** for the producers and/or **marketing campaigns** targeting consumers' awareness
- EU GI system is managed on the **community level**, there is **not much place** where the **FAO can directly contribute**



Source: Own composition based on Eurobarometer (European Commission, 2012, 2014, 2016, 2018, 2020)