

How can sustainability be integrated into GI strategies?



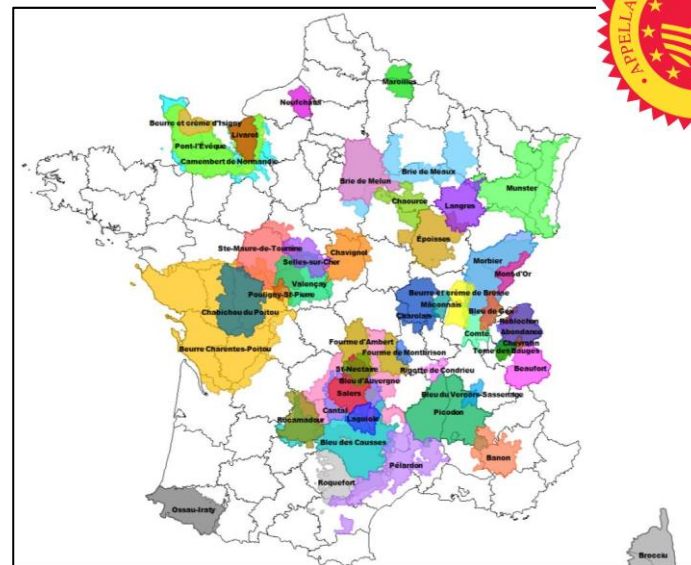
Example of French dairy PDOs



CNAOL is the umbrella association for all French dairy PDOs.

There are 51 dairy PDOs :

- 46 cheeses, 3 butters, 2 creams
- Each PDO is an active member,



And collaboration with dairy PGIs on common issues



A host of issues surrounding animal-based PDOs

Genesis of the cnaol approach

- A multiplicity of expectations: political, regulatory, societal



- In France, more and more "scoring" and "labeling" initiatives are being implemented.



⇒ **Between 2020 and 2023: collective discussions into the CNAOL, with the consortiums (lots of meeting : visio and face to face)**



- 1. Integrate sustainability elements into the regulatory framework**
- 2. Propose a common commitment framework that can be adapted by each PDO**
- 3. Enhance the value of PDOs (communication)**



1. Introducing the notion of sustainability into specifications - CAP 2022



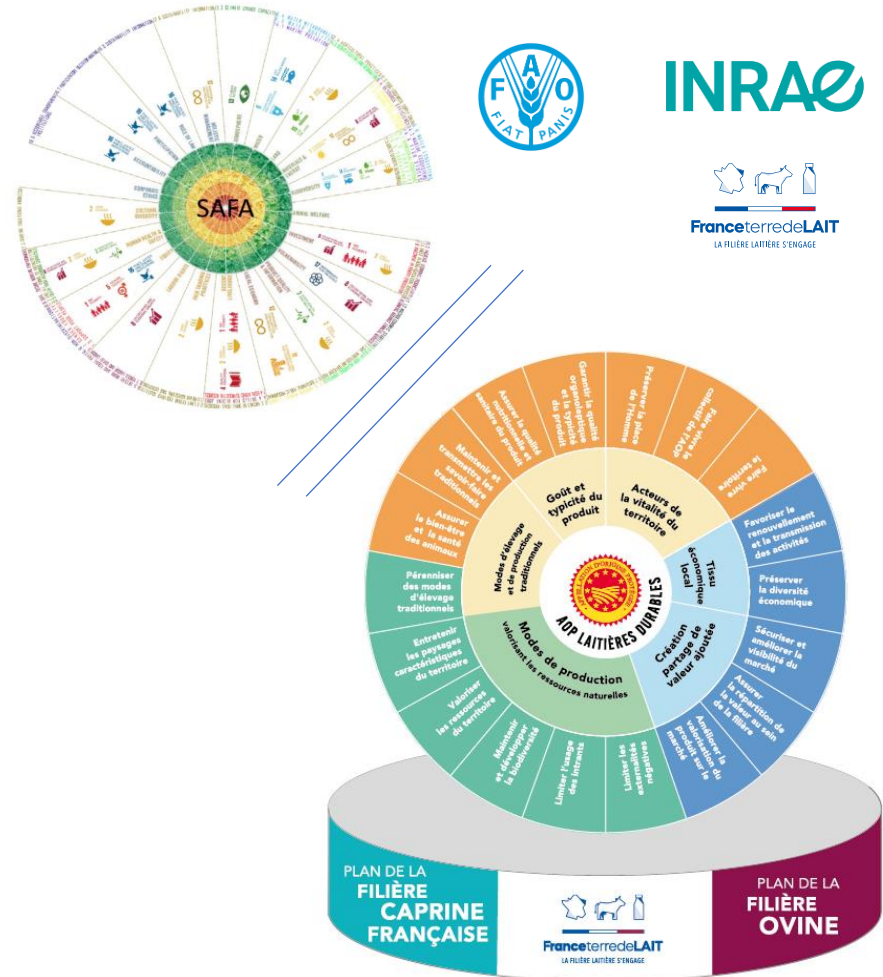
2. Definition and implementation of sustainability and GI into the revision of EU GI system



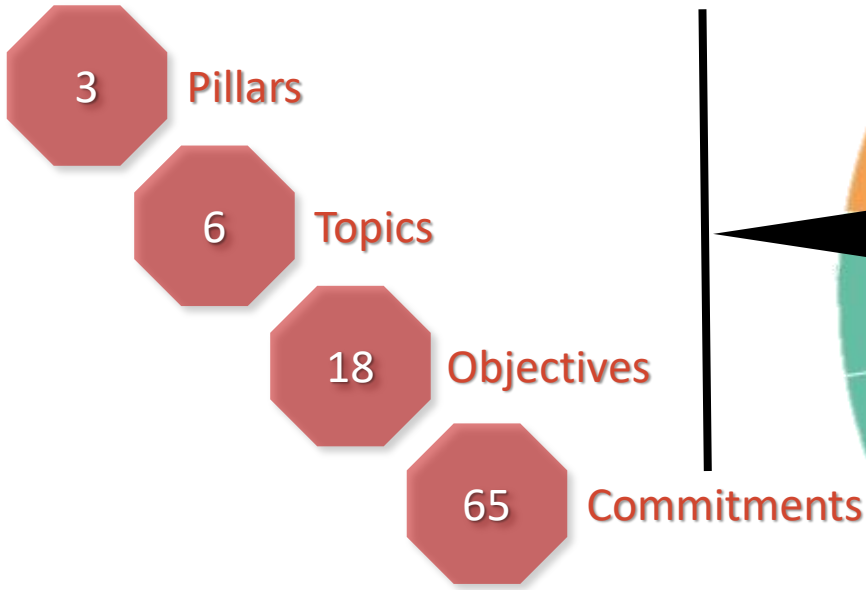
3. Improve the French GI management system for more sustainability on the specifications and more flexibility on the PDO's management,



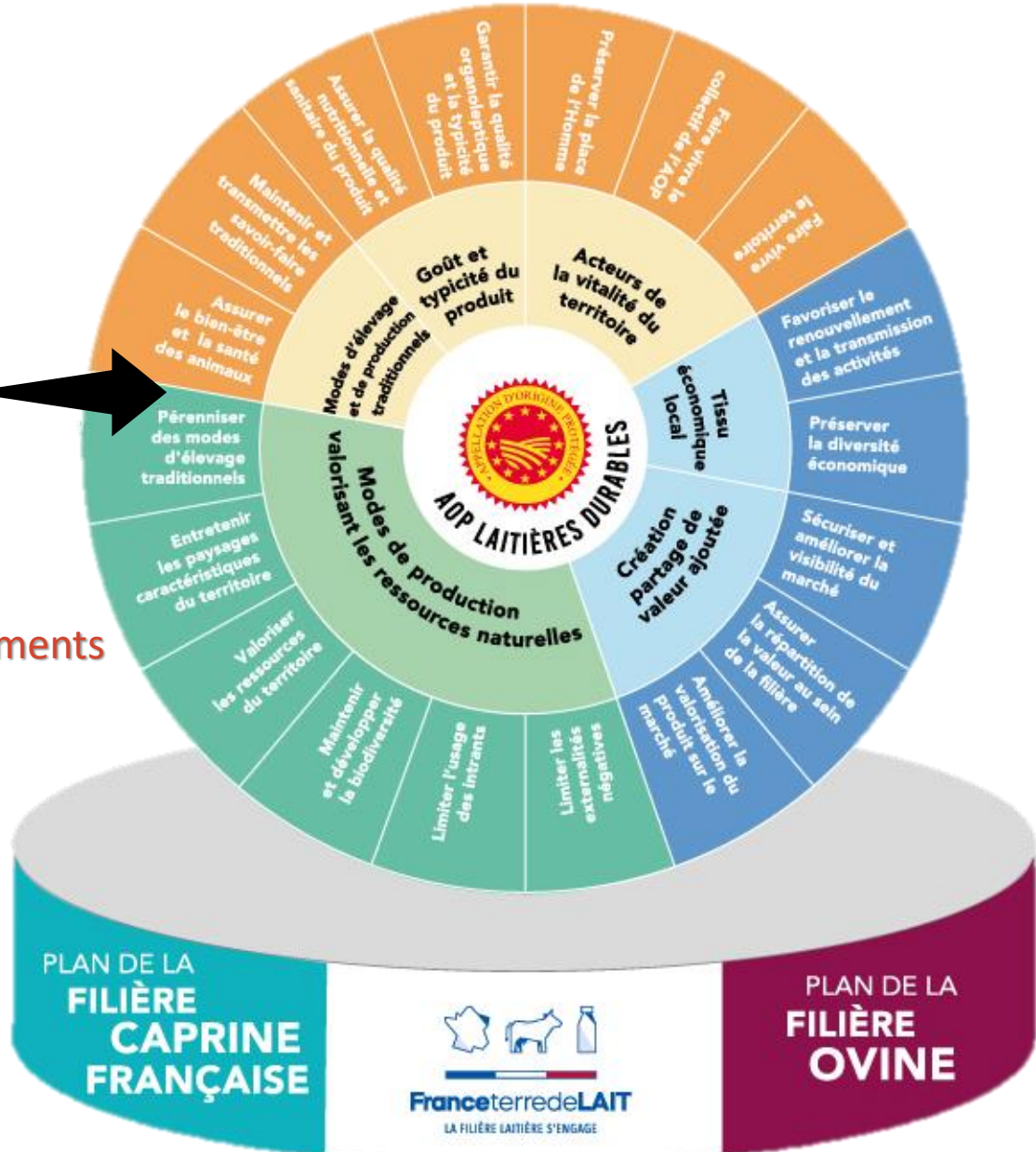
- Enhancing the work undertaken in this area by representative of sectors, research and the FAO, to build on a shared structure of sustainability (environmental, social, economic),
- Internal work by ODGs and inter-consortiums: inventory of current situation, enhancement of specifications,
- Definition of objectives applied to each sector, translated into commitments => operational evaluation grid,



A common commitment framework so PDO rhymes with sustainability



18 Minimum number of commitments per PDO



Localised filières, valorising the territory and the men and women from the territory

6 TOPICS	Specific to dairy PDO, linked to the 3 pillars of sustainability	SOCIAL		ENVIRONMENTAL	ECONOMIC		
		Actors of the territory vitality	Taste and tipicity of the product	Traditional breeding and production methods	Production methods valorising natural resources and adapted to the territory	Creation and repartition of added value	Economic and local framework
18 OBJECTIVES	Common to all dairy PDOs . Topics to which PDOs need to give an answer	Supporting activity in the territory	Guaranteeing taste and tipicity	Maintaining and sharing traditional know-how	Maintaining the characteristic landscapes of the territory	Improving product valorisation	Preserving the economic diversity
		Supporting the PDO collective	Ensuring nutritional quality and safety of the product	Ensuring animal welfare	Valorisi resources of the territory	Ensuring a fair répartition of the value through the filiere	Favouring generation renewal and transmission
		Preserving the place of Humans		Perpetuate traditional breeding methods	Maintaining and developing biodiversity	Limiting inputs use	Secure and improve market visibility
				Limiting negative externalities			

View ideas for transcribing sustainable commitments with GIs



- 1. Introduce measures to preserve the resources, specific know-how (animal welfare) in the specifications (INAO offers some sheets to integrate these elements).**
- 2. Introduce systemic measures to qualify the agro-system's coherence,**
- 3. Recognition of charter or internal rules that they qualify commitments on the social or economy,**



An example of SOCIAL SUSTAINABILITY in PDO cheese



In French PDO cheese :

- Guarantee specific know-how
- Maintain employment in disadvantaged areas
- Preserve the model of family farming

Example of Comté cheese :

- *Defining the status of the Comté PDO farmer who is at the head of his farm.*
- *Limiting the number of dairy cows per unit of labour on the farm (50 dairy cows for a farm manager, 40 for the partners)*
- *Imposing a minimum number of training for farmers*
- *Preserve employment in the filière and the Comté diversity by limiting the size of Comté processing-plants in the event of a merger*

