

**FOR IMMEDIATE RELEASE**

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Contact: Amandine Legros

eu.office@origin-gi.com

oriGIn EU welcomes the revision of the EU geographical indications policy

The European Parliament (EP) and the Council have completed the revision of the European policy on geographical indications (GIs). Following the support of the Agriculture Committee of the EP to the compromise reached by the “trilogue” at the end of 2023, the Plenary has given today its final endorsement to the reform.

*“oriGIn EU would like to thank, at the EP, the reform’s rapporteur M De Castro, shadow rapporteurs Mme Sander, Mme Tolleret, M Gruffat, Mme Aguilar, Mme Lizzi and Mme Rodriguez Palop as well as former shadow rapporteur M Amaro, together with the Spanish Presidency of the Council during the second semester of 2023 and the Member States, for agreeing on a text that will strengthen the European GI policy. **The co-legislators have answered to several calls from oriGIn EU to improve the initial proposal tabled by the European Commission and delivered on a number of issues for the future of GIs**”, stated Charles Deparis, oriGIn EU President.*

The new regulation will provide for a **more robust protection of GIs**, in particular on the Internet. GIs are in fact recognized as a right that can be invoked to solve disputes concerning domain names. Meanwhile, Member States are given the possibility to block domain names that contravene GIs. Likewise, oriGIn EU welcomes the **definition of sustainability** included in the text, recalling it is based on three pillars, social, environmental and economic, and the possibility for GI producer groups to agree upon sustainability practices through the product specification. The regulation will also establish a **clear legal framework with regard to producers’ groups and recognized producers’ groups, together with the indication of tasks they will be able to perform.** We consider that the newly assigned tasks granted to recognized producer groups should act as a good incentive to reinforce the GI system in many Member States. The role that **association of producer groups** - such as oriGIn EU - has also been acknowledged in the text. It offers some interesting perspective as to the role they can play in contributing to the promotion and protection of GIs. Finally, when it comes to the management of the EU GI system, oriGIn EU members welcome the commitment made in a joint declaration stating that **the Commission will remain responsible for the procedures concerning geographical indications, while it might be assisted with regards to the execution of administrative tasks.** This is a positive signal addressed to GI producers, who consider that the GI policy is an integral part of the agricultural and rural development policy and helps to protect cultural food traditions. Likewise, oriGIn EU will actively collaborate with the Commission to ensure a smooth functioning of the system.

*“oriGIn EU and its members are looking forward to working closely with DG Agriculture of the European Commission and the Member States on the implementation of the new policy. We are convinced that the future regulation will allow for the strengthening of the European GI system. Our main objective is to ensure that GIs continue to deliver for consumers, producers and **that they remain the ambassadors of the European food and drink culture around the world and key contributors to the sustainable development of many regions across the EU**”, concluded Charles Deparis, oriGIn EU President.*

*oriGIn EU is the **European branch of the Geographical Indications (GIs) global alliance** (<https://www.origin-gi.com>). Its mission is to advocate for solid protection as well as promotion of products whose quality and reputation are linked to their geographical origin, a concept known as a geographical indication and/or designation of origin.*