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## Press release

### oriGIn EU launches an action plan to ensure the continuity of the GIs success story

[oriGIn EU](#) – the European branch of oriGIn, the global alliance of Geographical Indications products, held on 11 April in Brussels its annual General Assembly, with participants representing more than 250 producer groups.



A few weeks away from the European elections, oriGIn EU members reflected on the EU policy environment towards GIs over the last five years. They lamented the fact that the EC decided to sideline GI products after decades of investments in favour of these unique products which have become the Ambassadors of the EU food and drink culture. They stressed that GI producers fared rather better than other agricultural and food producers in the last months as GI protection allow them to create and share value, while providing guarantees to consumers on the origin and quality of the product.

Over the past two years, **oriGIn EU took a leading role in the debate on the revision of the GI regulation** which was officially signed a few hours after the conclusion of our General Assembly. OriGIn EU provided important contributions to EU decision-makers at the EU level but also at the national level through the activities of its members.



Looking ahead, in particular in view of the next EU institutional cycle, oriGIn EU agreed today on a set of priorities and action plan that it will promote in the coming months and years towards the next European Parliament and European Commission as well as towards Member States.

1. Call for a **strong institutional support** for GIs through a refocus on GIs as strategic products for the EU
2. Lobby for the **specificities of GIs** to be taken into account in horizontal regulations
3. Ensure the support of the EU and Member States for an ambitious implementation and uptake of the **new EU GI regulation and coherence with Craft and Industrial GI regulation**
4. Call for an **increase of the promotion** of the GI concept and logos across the EU and in third countries, notably with a strong involvement of oriGIn EU
5. Continue to lobby for better protection of and market access for GIs in **trade negotiations**

Furthermore, OriGIn EU endorsed an action plan aiming at **promoting further the GI concept** towards producers notably in EU countries where the GI approach is less known, consumers and EU decision-makers. OriGIn EU will invest in communication to share lights on the positive impact of GIs, support its members in defending GI rules and continue to lobby for better protection and promotion of GIs in both the EU and third countries. The Assembly also recalled the importance for oriGIn EU to be the voice of GIs in Brussels.

In addition to these strategic discussions, the General Assembly renewed the mandate of Charles Deparis, a PDO raw milk producer for "Pont-l'Évêque" and "Camembert de Normandie" PDOs, as President of oriGIn EU. The mandates of several board members were also renewed, including Sebastien Breton (oriGIn France), Federico Moncunill Gallo (Origen España), Robert Scholz (Bavaria Brewers Association, Germany), Ana Soeiro (Qualifica/oriGIn Portugal), and a new representative for oriGIn Italy, Falvio Innocenzi was appointed. Leo Bertozzi's work over the last few years to represent the Italian voice in oriGIn EU has been applauded by the Assembly.

“Bringing together Geographical Indications at European level means sharing our specificities. European Geographical Indications represent economic value as well as cultural gastronomic heritages. Strengthening our cooperation at the EU level is instrumental to continue defend our principles and make our voice heard by the European institutions.” Charles Deparis, President oriGIn EU.