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oriGIn EU takes note of the European Commission's Vision for Agriculture and Food. *A first assessment of the value added of Geographical Indications*

oriGIn EU takes note of the publication of the European Commission's Vision on Agriculture and Food for 2040 and note the Commission's commitment to promoting Geographical Indications (GIs).

We acknowledge the intervention of Mr Fitto, who reaffirmed the Commission's determination to support GIs. He rightly highlighted that **GIs are powerful tools for European producers, enabling them to valorise their food and drink products while contributing to job creation and the preservation of cultural heritage in the regions where they are produced.**

oriGIn EU considers this recognition a first step in demonstrating the Commission's commitment to Geographical Indications. GIs are a proven success story, but ensuring their continued impact requires more than only recognition.

In consequence, **we call on the European Commission to translate its vision into concrete action, namely through concrete measures and sustained support.**

As highlighted in the vision, the **promotion policy is a strategic pillar**. It must be inclusive, sufficiently funded, and adequately distributed where the demand is. Furthermore, the **strengthening of the public procurement** directive presents a significant opportunity for the Commission to deliver its ambitions. In consequence, GIs should be included as priority products in public procurement as they meet the Commission's requirements: they are renowned for their high quality, are locally produced, sustainable, and have short supply chains.

*“This vision is only a first step towards supporting Geographical Indications. **GI producers across Europe eagerly anticipate the upcoming European Geographical Indication Action Plan, which will be key to developing and strengthening GIs throughout the Union. We are looking forward to seeing a well-defined and well-funded action plan that transforms this vision into meaningful progress for EU agricultural GIs. It is important for the Commission to allocate strategic investment and attention to strengthening GIs and supporting the development of producer groups across the Union. This will help ensure that GIs continue to benefit consumers***

***It is crucial to ensure that GIs continue to deliver for consumers and producers, remain the ambassadors of European food and drink culture worldwide, and contribute significantly to the sustainable and rural 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 the protection and 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. OriGIn EU represents individual European GI groups as well as national GI organisations.