



Revision of the GI system

Maria IUSCO
DG Agriculture and Rural Development
European Commission

spiritsEUROPE
Brussels, 28 Mai 2021

Outline

Overview of the process

Consultation activities

Lessons learnt and objectives

Next steps

GView



Context



President von der Leyen:

*Look at ways to **strengthen the system of geographical** indications...*

*our **cultural, gastronomic and local heritage** is preserved and **certified as authentic across the world.***

2019 mission letter to Commissioner Wojciechowski

Link to relevant Commission' initiatives

Farm-to-Fork strategy

(p. 12) ... strengthen the legislative framework on **geographical indications (GIs)** and, where appropriate, include **specific sustainability criteria**

(p. 10) ... improve agricultural rules that **strengthen the position of farmers** (e.g. producers of products with **geographical indications**), their cooperatives and producer organisations in the food supply chain

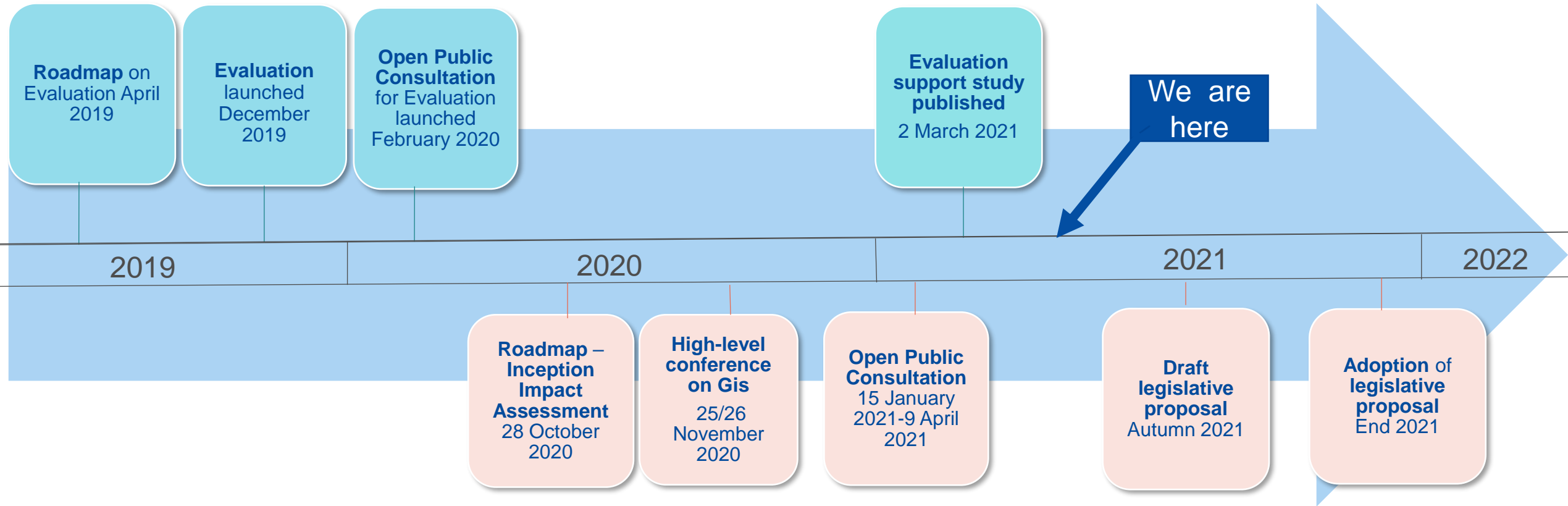
IP Action Plan

(p.7) ...the Commission will look at ways to **strengthen, modernise, streamline and better enforce GIs** for **agricultural products**, food, wines and spirits

IP Action Plan also committed to work on:
“EU-wide protection of geographical indications for **non-agricultural products**”

Overview of the process

Evaluation



Impact assessment process

Evaluation report: Lessons learnt - Challenges

- Challenges in enforcement, notably on internet
- **Sustainability concerns not sufficiently reflected in GI schemes**
- GI producer groups lack powers to manage their GIs
- Low consumer recognition/understanding of GI schemes and GI logos
- Complex administration of application files
- Low number of registered TSGs

Link to evaluation report:

https://ec.europa.eu/info/food-farming-fisheries/key-policies/common-agricultural-policy/cmef/products-and-markets/gis-and-tsg-protected-eu_en

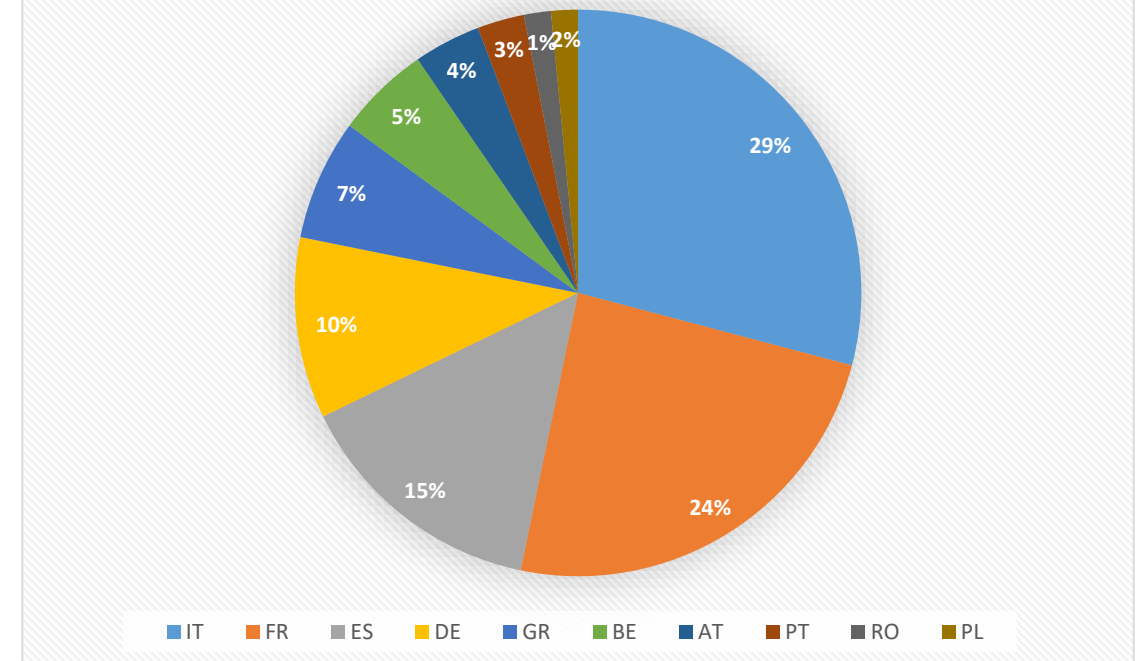
Open public consultation

Feedback period: 15 January 2021 - 9 April 2021

302 replies received

EU citizen	73
Business association	59
Company/business organisation	41
Other	40
Public authority	40
Non-governmental organisation (NGO)	22
Trade union	16
Academic/research institution	5
Non-EU citizen	3
Consumer organisation	2
Environmental organisation	1

Number of replies per MS (top 10)



Link to open public consultation:

<https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12664-Revision-of-the-EU-geographical-indications-GI-systems-in-agricultural-products-and-foodstuffs-wines-and-spirit-drinks/public-consultation>

Open public consultation – Challenges

- Preventing fraud and counterfeit (97% of respondents)
- Awareness of the logo (96% of respondents)
- Giving GI producer groups greater powers and responsibilities to manage, promote and enforce their GI (89% of respondents)
- **Maintaining and increasing sustainability (environmental, social and economic aspects) of GI products (87% of respondents)**

Questionnaire MS - GIs and Sustainability

- Sustainability should **not be imposed, but encouraged and accompanied** (motivate, prepare and support the producers).
- **Graduated and flexible approach**
- **Information tools** to raise awareness about the sustainability concept (e.g. workshops to exchange best practices, specific training courses, guides, methodological tools) and **marketing strategies** about its benefits
- Establishment of **voluntary sustainability criteria** and development of **guidelines** on how to implement them
- **Easy amendment procedure** to introduce elements of sustainability
- **Separate – voluntary – certification system for sustainability** considered by some MS.
- **Tools:** e.g. Glview database; Compliance checks of sustainability requirements set out in specifications; FAO's SAFA (Sustainability Assessment of Food and Agriculture Systems), link with specific types of interventions, catalogue of agri-environment-climate measures etc.

Impact Assessment (1)

Overarching objective: *‘Strengthen the GI system to increase take-up of GIs across the EU and replace the TSG scheme’*

Specific objectives:

1. Improve protection and enforcement of GIs, incl. on the internet
- 2. Encourage GI producers to incorporate sustainability aspects**
3. Empower GI producer groups for better management of GIs
4. Consumers to make better informed choices
5. Increase efficiency of GI registrations
6. Preserve traditional products and production methods

Impact Assessment – sustainability (2)

Situation

GIs already take sustainability into account on the 3 aspects

GI products are by definition linked to the natural factors and know-how of producers in a specific geographical area.

However, they often seem under-exploited or not given prominence..... and/or not visible to consumers.

Impact Assessment - sustainability (3)

Challenges

- Delicate balance of introducing sustainability aspects into traditional production methods
- Low level of awareness, reluctance of producers; additional costs; capacity to adapt technology; risk of absence of level playing field
- Sustainable techniques and tools are not easily accessible

Impact Assessment - sustainability (4)

Options

- Align to horizontal sustainability standards and labels
- Encourage producers to highlight existing 'higher-sustainability'
- Encourage producer groups to define a higher standards, in a form of sustainability commitment/statement
- Oblige producers to define GI sustainability standard in the product specification

What is GIview?



Search for Geographical Indications across the
European Union and beyond

Country ▼

Geographical Indication / File number

Search

<https://www.tmdn.org/giview/>

Latest GI updates

Lucques du Languedoc
PDO-FR-01375

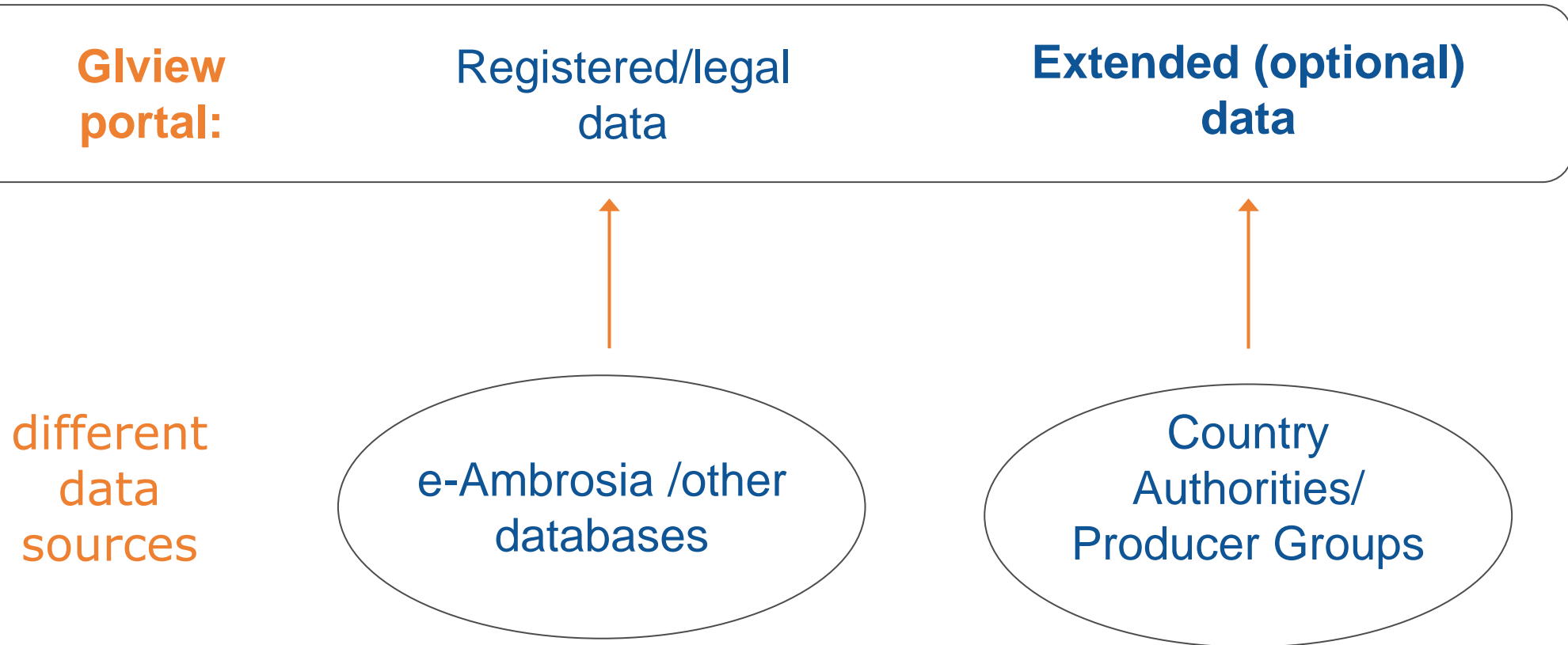
Bianco di Castelfranco Emilia
PGI-IT-A0508

Balaton / Balatoni
PDO-HU-A1507

GIs data in Glview

- GIs *applied for registration, published and registered in the EU* (from eAmbrosia) and
- Non-EU GIs *protected* in the EU and EU GIs protected outside the EU by **international agreements** (from internal databases of DG AGRI)

GI ID Card – What kind of data are included?



GIs data in Glview

- As registered data, Glview already includes all the available information held by DG AGRI (*e.g. GI type, product type and category, status, reference to OJ series*).
- Extended data: product details, pictures of the GI products, maps of the GA, contact data of control authorities/bodies and producer groups, **sustainability**, etc. as soon as country authorities or producer groups provide these information via the Glview Private area.

10 results found

Results per page 20 ▾



Country ▾

vodka



List

Map

Filters

Product type

- ☐ Wine
- ☐ Food
- ☒ Spirit drink
- ☐ Aromatised wine

Filter by categories

Priority date ⓘ

from

to

GI type ⓘ

- ☐ PDO
- ☐ PGI
- ☒ GI

Status ⓘ

- ☐ Applied
- ☐ Published
- ☒ Registered
- ☐ Protected under agreement

Basis of protection ⓘ

- ☐ EU registers

Product name ↕	Product type ↕		Country ↕	Priority date / Status ↕
Polska Wódka / Polish Vodka PGI-PL-01967	Spirit drink		Poland	23/09/2003 Registered
Svensk Vodka / Swedish Vodka PGI-SE-01926	Spirit drink 15. Vodka		Sweden	12/06/1989 Registered
Suomalainen Vodka / Finsk Vodka / Vodka of Finland PGI-FI-02040	Spirit drink 15. Vodka		Finland	29/08/1994 Registered
Estonian vodka PGI-EE-01971	Spirit drink 15. Vodka		Estonia	13/02/2008 Registered
Originali lietuviška degtinė / Original Lithuanian vodka PGI-LT-01871	Spirit drink		Lithuania	23/09/2003 Registered
Herbal vodka from the North Podlasie Lowland aromatised with an extract of bison grass / Wódka ziołowa z Niziny Północnopodlaskiej aromatyzowana ekstraktem z trawy żubrowej PGI-PL-01966	Spirit drink 31. Flavoured vodka		Poland	23/09/2003 Registered
Norsk Vodka / Norwegian Vodka PGI-NO-02240	Spirit drink 15. Vodka		Norway	25/11/2016 Registered
Vodka chileno	Spirit drink Other		Chile	01/02/2003 Protected under agreement
Russian Vodka / Русская водка PGI-RU-01833	Spirit drink 15. Vodka		Russia	26/11/2010 Applied
Ștefan Vodă	Wine Other		Moldova	30/08/2014 Protected under agreement

Displaying results << < 1 - 10 / 10 > >>



Svensk Vodka / Swedish Vodka



Country/ies of origin

Sweden

Type

Geographical Indication (GI)

Priority date

12/06/1989

File number

PGI-SE-01926

Product type

Spirit drink

Basis of protection

EU register

Status

Registered

Product category

15. Vodka


Legal instrument of protection at EU level

[Article 37 of Regulation 2019/787](#)

Single document/Summary/Technical file

[Ares\(2018\)217651](#)

Protections under international agreements

 Albania

 Armenia

 Bosnia and Herzegovina

 Canada

 Chile

 China


 Colombia

 Costa Rica

 Ecuador


 El Salvador

 Georgia

 Guatemala

 Honduras

 Iceland

 Japan

 Kosovo


 Liechtenstein

 Mexico

 Moldova

 Montenegro

 Nicaragua

 Norway

 Panama

 Peru

 Serbia

 Singapore

 South Africa


 South Korea

 Switzerland

 Ukraine

 Vietnam

Country authorities

 **Livsmedelsverket (Swedish Food Agency)**

Box 622

751 26 Uppsala

Sweden

www.livsmedelsverket.se



Country/ies of origin	Type		
Finland	Geographical Indication (GI)		
Priority date	File number	Product type	Basis of protection
29/08/1994	PGI-FI-02040	Spirit drink	EU register
Status	Product category		
Registered	15. Vodka		

Legal instrument of protection at EU level
[Article 37 of Regulation 2019/787](#)

Single document/Summary/Technical file
[Ares\(2018\)236740](#)

Protections under international agreements

Albania	Armenia	Bosnia and Herzegovina	Canada	Chile	China
Colombia	Ecuador	Georgia	Iceland	Japan	Kosovo
Liechtenstein	Mexico	Moldova	Montenegro	Norway	Peru
Serbia	Singapore	South Africa	South Korea	Switzerland	Ukraine
Vietnam					

China

Agreement

[Agreement between the European Union and the Government of the People's Republic of China on cooperation on, and protection of, geographical indications, OJ L 408I, 4.12.2020](#)

Name in agreement

Suomalainen Vodka, Finsk Vodka, Vodka of Finland, 芬兰 伏特加

Status

Protected under agreement

Type of GI in agreement

Entry into force date

Country authorities

Ruokavirasto / Finnish Food Authority

PL 100 / PO BOX 100
FI- 00027 Seinäjoki
Finland

<https://www.ruokavirasto.fi/en/>

Producer groups

SAJK Suomen Alkoholikauppa ry SAJK - the Association of Alcoholic Beverage Suppliers in Finland

P.O.Box 148
00251 Helsinki, Finland
Finland

+358 40 588 1067
<https://www.sajk.fi>

Control bodies

National Supervisory Authority for Welfare and Health

P.O. Box 43, FI-00521 Helsinki
<https://www.valvira.fi/web/en>

Map of the geographical area



NUTS code

F11 - Manner-Suomi

F12 - Åland

Product class

CLASSIFICATION SYSTEM

Nice classification

DESCRIPTION

330018 - Spirits [beverages]

Available in:

Suomi ▼

Product description

Suomalainen vodka on tislattu Suomessa joko suomalaisesta viljasta tai perunasta. Tyypillisesti suomalainen vodka on ohrapohjaista (yli 95 % valmistettu ohraa). Suomalaisen Vodkan alkoholipitoisuus on vähintään 37,5 % ja enintään 60 %. Sen metanolipitoisuus on alle 2 g/hl.

Suomalainen Vodka (luokka 15) on kirkas ja väritön sekä läpinäkyvä, ja siinä on erittäin kevyt ja hento tuoksu, kun se on tuotettu viljasta. Vodkan jälkimaussa on hyvin pieni lämmön tunne ilman epämiellyttävää poltetta ja suutuntuma on kevyt ilman öljyisyyttä. Tuotetta ei saa värjätä ja maustaminen on mahdollista ainoastaan luonnollisilla mausteaineksilla, jotka saadaan raaka-aineiden käymisestä. Lisäksi tuotteelle voidaan antaa tiettyjä aistivaraisia ominaisuuksia, muita kuin vallitseva maku.

(pictures aitojamakuja.fi, photographer Julia Kivelä)

Definition of the geographical area

Suomi

Causal link between the product and its origin

Suomalaisella Vodka on pitkä historia. Sen tuotanto mainitaan historiallisessa aineistossa jo 1500-luvulla. Ensimmäinen tislaustehdas perustettiin vuonna 1842.

Suomalainen Vodka määritetty kuluttajille väkevänä alkoholijuomana, joka on laadukas, hyvämaineinen, ja jonka erityisominaisuudet kirkkaus, puhtaus ja alhainen metanolipitoisuus syntyvät tuotteesta käytettävistä raaka-aineista, käytetystä tislauksen menetelmästä ja laimennuksessa käytettävästä pohja- tai lähdevedestä.

Suomi sijaitsee 60–70 pohjoisen leveyspiirin välillä, ja kolmasosa Suomea on pohjoisen napapiirin (66,50) pohjoispuolella – samoilla leveyspiireillä sijaitsevat mm. Etelä-Grönlanti, Alaska ja Pohjois-Siperia. Suomen ilmastossa näkyy sekä merellisyys että mantereisuus. Suomi on maailman pohjoisin maatalousmaa, jossa kylmä talvi auttaa pitämään maaperää puhtaana.

Suomalaisen Vodkan ominaispiirteet johtuvat raaka-aineiden pohjoisista kasvuolosuhteista (lyhyt ja intensiivinen kasvukausi, puhdas ilmasto), kirkkaasta lähde- tai pohjavedestä (joka ei vaadi kemiallista käsittelyä), sukupolvien yli ulottuvista valmistusperinteistä (paikallisten toimijoiden tieto/taito) ja tislauksen menetelmästä.

Valmistuksessa käytetty vesi on kirkasta, väritöntä ja hajutonta sekä maultaan raikasta. Nämä edellä mainitut erityispiirteet erottavat sen muusta EU-vaatimusten mukaisesta vedestä. Vesi täyttää kansallisen talousvesiasetuksen (1352/2015) laatuvaatimukset, joten se soveltuu juomavedeksi ja elintarvikkeiden valmistamiseen.

Sustainability statement

Suomen pohjoinen ilmasto ja talven pakkaset vaikuttavat siihen, että maa säilyy puhtaana. Torjunta-aineiden käyttö on Suomessa tutkitusti vähäisempää kuin muissa Euroopan maissa (EFSA).

Examples of translations

Finsk Vodka (sv)

Vodka of Finland (en)

Suomalainen Vodka (fi)



European
Commission



Thank you!

