



MOTION:

PRESENTED BY STUDICENTRO ITALY
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“Protected Designation of Origin – A Useful Protection Tool in Need of Adjustments”

1 New legislation regarding agrarian regulations was introduced by the European Economic
2 Community in 1992:

3 The Council established a set of laws aiming to ensure judicial protection to quality foodstuffs:
4 namely the Council Regulation (EEC) N0 2081/92 of 14 July 1992 on the Protection of
5 Geographical Indications and Designations of Origin for Agricultural Products and Foodstuffs,
6 and the Council Regulation (EEC) No 2082/92 of 14 July 1992 on Certificates of Specific
7 Character for Agricultural Products and Foodstuffs. These laws were established after both pieces
8 of legislation had been substituted by the EC 510/2006 and the EC 509/2006.

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10 The purpose of this legislation was to guarantee equal competition conditions to the producers,
11 replace the existing heterogeneity of the regulations of each EU Member State, and, in view of
12 the necessity of a better consumer safeguard, ensure clear and synthetic information about the
13 product's origin, which must be displayed on the label.

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15 The Council thus instituted the PDO and the PGI, two different trademarks of territorial origin.
16 With these labels, the EU intended to guarantee the quality of certain food products on a
17 geographical basis, with the aim of promoting the development of regional production and

18 specialties, and supporting business initiatives by introducing measures designed to protect them
19 from abuses.

20 The PDO (Protected Designation of Origin) imposes a strict link between a product and its
21 place of origin. It also requires that the producer to only uses raw materials that come from a
22 designated geographical area.

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24 By contrast, the PGI (Protected Geographical Indication) does not impose such a strict link
25 between the product and its place of origin: the only requirement is that the manufacturing of the
26 product is in compliance with the regulation (that is, the raw material does not necessarily need to
27 come from a specific area).

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29 The initiative for registration procedure (Reg. EEC 510/2006) can come exclusively from
30 associations, cooperatives and consortia.

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32 The application, in which the procedural guideline must be included, is delivered to the Member
33 State where the production of the PDO takes place. Once the requirements are fulfilled, the
34 application is transferred to the European Commission.

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36 Once the trademark has been acknowledged, the labeled products are considered EU cultural
37 products, and are thus protected in each member State.

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39 These protections appear to be effective and beyond criticism: however, despite the good results
40 thus far achieved, current agrarian regulations are not sufficient to address the problems that will
41 inevitably rise as new globalised international markets develop. New responses must be found to
42 overcome these challenges.

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44 The main areas of uncertainty can be summarised in two points:

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- 46 • Online trade: there currently exists virtually no protection against frauds and forgeries,
47 especially on minor search engines and e-commerce (For example, the issue of "Italian
48 sounding" products is well attested: that is, products are sold as Italian but are actually
49 counterfeit. Recent research (in the years 2015-16) conducted by the Italian Ministry of
50 Agricultural and Food Policies suggests that in Italy alone it led to a loss of €60 billion in
51 12 months, double the sum made by exports of official products).

- 52 • The need for diversification between companies that conduct only domestic trade,
53 companies that trade inside the European borders and companies that engage in global
54 trade. This is crucial for the avoidance of unnecessary costs for the EU, and will help to
55 better promote companies within their commercial borders. Those companies who can
56 reach markets abroad need a different form of protection to those who are only trading
57 domestically. It is important to reward those firms who are trading abroad, but equally
58 small businesses must be protected within their own commercial areas.

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60 **We, the European Democrat Students, the official student organization of the European**
61 **People's Party, call upon the European Commission to:**

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- 63 • reinforce controls over e-commerce websites by setting new proper authorities in order to
64 fully protect producers and supply consumers with correct information.
- 65 • set a diversification mechanism in order to effectively protect companies producing quality
66 agrarian products.