The background features a light purple map of Europe. Overlaid on the map are several thick, curved ribbons in various colors: green, orange, blue, and red. These ribbons appear to be flowing across the map, possibly representing trade routes or regional connections.

**AREPO BOARD**  
*January 29<sup>th</sup> 2021*

# Agenda

Virtual GA in Spring and Elective GA in September

Update on the state of the 2020 accounts

2020 budget surplus: European event on the education of the public, communication, promotion

Update on AREPO activities and actions

# UPDATE ON THE ACCOUNTS

- As expected a positive result of + € 68,000.
- It can be explained by:
  - fall in travel costs due to COVID,
  - historic record for the number of association contributions received (30 paying members),
  - advance of the Horizon2020 Mooving project (+ € 40,000; personnel and consulting costs paid for at 100%).
- The main financial charges:
  - € 12,000 for interpretation with the online GA and meetings per country;
  - integration of Francesca into the staff of AREPO (salaries + social contributions: + € 30,000).

Out of prudence, given the continuing COVID crisis, I therefore propose to release only € 40,000 from this positive result to decide on a strong action by AREPO in favor of quality products.

The background features a light purple map of the Americas, including North and South America. Overlaid on the map are several thick, colorful ribbons in shades of green, orange, blue, and red, which curve across the continent. A white rounded rectangle with a thin red border is centered on the map, containing the text 'AREPO NATIONAL MEETINGS'.

# AREPO NATIONAL MEETINGS



# AREPO NATIONAL MEETINGS

- **October 2020 – AREPO National Meetings:** the thematic part of AREPO GA has been held virtually, through Zoom meetings with groups of member Regions and producers’ representatives from the same Member State
- **Activities to be carried out in 2021:**
  - Organise **more frequent meetings**, also through an online format;
  - Organise **national meetings** with AREPO member regions and producers **at least once a year**;
  - Draft a **common position of AREPO on the front-of-pack nutrition label**;
  - Organise a **meeting of the AREPO Board of producers** to discuss AREPO position on the **front-of-pack nutrition label**;
  - Set-up specific **working groups on the “types of measures”** allowed under Art.71 of Regulation on CAP Strategic Plans dedicated to “cooperation”;
  - Organise a **meeting with AREPO German members on National Quality Schemes**
  - **Dissemination of the two studies** carried out in the second part of 2020;
  - Organise a **meeting to present the results of the FAO guide** concerning GI ex-ante and ex-post evaluation.



# PUBLIC CONSULTATIONS

# PUBLIC CONSULTATIONS

- Public consultation on the evaluation of EU Quality schemes (January - February 2020);
- Roadmap on the Farm to Fork Strategy (February - March 2020);
- Requests for inputs for the drafting of the Promotion Policy Annual Work Programme 2021, as stakeholder participating in the Civil Dialogue Group on “Quality & Promotion” (April - May 2020);
- Public consultation on Promotion Policy (May – September 2020);
- Public consultation on Trade Policy (June - September 2020);
- Public consultation on the Digital Services Act (June – September 2020);
- Roadmap for the adoption of a Communication on the Long-Term Vision for Rural Areas (July – September 2020);
- Public consultation on a Long-Term Vision for Rural Areas (September – November 2020);
- Public consultation on Organic farming - action plan for the development of EU organic production (September – November 2020);
- Roadmap on the revision of EU quality schemes (October - November 2020)
- Roadmap on the EU-wide protection system for non-agricultural GIs

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, blue, and red. The ribbons are arranged in a complex, overlapping pattern across the map. A white rounded rectangle with a red border is centered on the map, containing the text 'EU QUALITY POLICY'.

# EU QUALITY POLICY



## REVISION OF EU QUALITY POLICY

- **November 2019 - February 2020 – EC public consultation on the evaluation of EU Quality Policy:** AREPO replied to the consultation joining a [position paper](#).
- **November 2020 - Roadmap for the revision of the EU GIs system:** AREPO presented its [position](#)
- **25-26 November 2020 - High-level Conference “Strengthening geographical indications”**
- **15 January 2021 – 9 April 2021 - Public consultation on the Revision of EU geographical indications scheme:** AREPO has prepared a working document to consult its members in order to submit a position addressing the proposals and objectives of the consultation
- **End of 2021 - Commission proposal for a revision of EU quality policy:** accompanied by an **Impact Assessment**, based on the results of the consultation

## SPECIFIC OBJECTIVES OF POLICY REVISION

1. improve **protection and enforcement** of GIs in the MS States, notably on the **internet**;
2. **clarify legal framework**, while maintaining specificities, and **increase efficiency of GI registration** procedures;
3. encourage GI producers to place on the market **environmentally and socially sustainable GI product** to meet societal demands and consumer expectations;
4. make the GI instrument **more attractive to producer groups** across the EU by empowering them to better manage their GI asset, including in enforcement, and so help them improving economic sustainability;
5. enable consumers to make informed choices on GIs by **giving clear information on GIs through the logo and labelling information**;
6. **review TSG scheme** to better valorise traditional products and traditional production methods.

## REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (1)

### 1. IMPROVE PROTECTION AND ENFORCEMENT OF GIS IN THE MEMBER STATES:

- Assure credibility of GI system and consumer trust **improving enforcement and harmonise controls in Member States;**
- **Strengthen protection against abuse of GIs reputation** (exploitation, weakening and dilution of reputation);
- Strengthen protection to cover Internet **domain names** registrations;
- **Promote awareness campaigns** to facilitate the understanding and harmonized implementation of the protection against GIs evocations, in accordance with the EU regulations and case law;
- Ensure a **better protection of EU GIs in third countries**



## REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (2)

### 2. CLARIFY THE LEGAL FRAMEWORK AND INCREASE EFFICIENCY OF GI REGISTRATION PROCEDURE:

- Implement the simplification of amendment procedure, while ensuring a level playing field through the adoption of **common guidelines** for the competent national authorities;
- Provide for **trainings addressed to the national authorities** involved in the process of GIs registration P
- **Publish EC guidelines** on the interpretation of GIs regulation concerning internal evaluation criteria for GIs registration and amendments;
- **Periodically collect and publish consolidated data on the GIs sector.**
- Provide GI products with **specific Combined Nomenclature (CN) codes** to facilitate the understanding of the trade flux for these products and, hence, allow for more efficient promotional campaigns to be implemented;
- **Clarify labelling rules for processed products using a GI as an ingredient.**



## REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (3)

### 3. IMPROVE GI CONTRIBUTION TO SUSTAINABLE PRODUCTION:

- Allow **economic, social and environmental sustainability aspects** to be included in GIs products' specification;
- **Include EU quality schemes in EC strategic approach to EU agricultural R&I** (specific priorities and increased funding);
- **Financially support the creation of new formative offers to train GIs experts and professionals;**
- **Financially support** producers groups in carrying out **ex-ante evaluations** of the impact of registering a new GIs, as well as **strategic diagnostics** concerning the application process and GI products characterisation;
- **Financially support ex-post evaluation of the impact of a registered GI** in order to **update product specifications** addressing eventual sustainability issues;
- **Introduce training for GIs producers and producer groups** in order to accompany them through a sustainability assessment.

## REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (4)

### 4. EMPOWER PRODUCER GROUPS:

- **Extend** supply regulation to all PDO/PGI products;
- Entrust GI producer groups with providing **specific trainings to young generation** of producers and elaborating **valorisation strategies** encompassing also related activities, such as tourism;
- **Introduce preliminary training and information session** for potential producers before the formal submission of a specification;
- **Ensure that future CAP strategic plans provide the right support for GIs producer groups**, including:
  - Financial aid for **certification and promotion activities**;
  - **Operating costs** of producers groups;
  - Activities related to the **surveillance of the enforcement of the protection of the registered**;
  - **Coordinated and collective activities** in order to strengthen the supply chain.
- **Analyse the way GI producer groups are structured in different Member States.**

## REMINDER ON THE MAIN POINTS OF AREPO POSITION PAPER (5)

### 5. IMPROVE CONSUMER INFORMATION AND AWARENESS:

- **Improve consumer awareness of GI logos** also by maintaining a sizable budget covering promotion of EU quality schemes;
- **Improve EU quality policy transparency and information for consumer**, creating an online tool with easier access to readable information concerning product specifications and characteristics. The information contained in eAmbrosia should be mainstreamed to increase the knowledge and awareness of consumers.



# FARM TO FORK STRATEGY



## FARM TO FORK STRATEGY – FRONT OF PACKAGE NUTRITION LABELLING INITIATIVE (FOPNL)

Following up on the Farm to Fork strategy, the European Commission has recently published two roadmaps concerning some actions in the field of information to consumers in order to **empower them making healthy food choices**:

1) [Roadmap on Food labelling - revision of rules on information provided to consumers](#), which includes the following proposals:

- to introduce standardised **mandatory front-of-pack nutrition labelling**
- to extend mandatory origin or provenance information for certain products
- to revise the rules on date marking ('use by' and 'best before' dates).

2) [Roadmap on Facilitating healthier food choices – establishing nutrient profiles](#)

Nutrient profiles are threshold of nutrients (such as fats, sugars and/or salt) above which nutrition and health claims are restricted, thus preventing a positive health message on foods with a non-healthy profile.



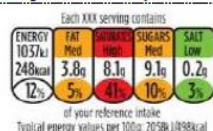


**A public consultation will follow.** The European Commission will prepare an **impact assessment** in 2021 and plans **to adopt its proposal by the end of 2022.**

# FARM TO FORK STRATEGY – FRONT OF PACKAGE NUTRITION LABELLING INITIATIVE (FOPNL)

**INCEPTION IMPACT ASSESSMENT:** To identify a **preferred option** or a **policy mix**

- **Option 0: Baseline ('business as usual')**
  - Either FOPNL schemes will remain **voluntary** and nutrient profiles are not set.
  - Or, **FOPNL is not harmonised**, but the Commission establishes nutrient profiles
- **Option 1: Nutrient-specific labels – numerical**
- **Option 2: Nutrient-specific labels – colour-coded**
- **Option 3: Summary labels – endorsement logos**
- **Option 4: Summary labels – graded indicators**

Table a. Summary of the policy options to be assessed

Nutrient-specific labels - examples		Summary labels - examples	
<p><i>Numerical (Option 1)</i></p>  	<p><i>Colour-coded (Option 2)</i></p> 	<p><i>Endorsement logos (Option 3)</i></p> 	<p><i>Graded indicators (Option 4)</i></p> 

## FOPNL – AREPO POSITION

AREPO welcomes the commitment of the Commission to analyse different policy options in order to assess which one is the best, since it would be highly risky to concentrate only on Nutriscore.

- Any colour-coded system **oversimplifies the nutritional information** of a product, especially with regard to GIs;
- With the exception of fruit and vegetables, some traditional products (charcuterie, cheese, olive oil) **may be disadvantaged by an oversimplified nutritional presentation**;
- The Nutriscore does not take into account **dietary intake**, nor the **daily balanced diet**, nor **pleasure food**, nor even the **low frequency and low quantity of consumption** of certain foodstuffs, particularly festive products.
- Nutriscore does not take into account the **level of processing of a product**;
- These products **cannot be easily reformulated** due to their composition or traditional characteristics.
- **Product reformulation** (Action 15) and the **set up of nutrient profiles** to restrict the promotion (via nutrition or health claims) of foods high in fat, sugars and salt (Action 16) could represent a **serious threat for GIs if they are not considered as an exception to this process**. These actions should be limited to industrial products.



## FOPNL – AREPO POSITION

- AREPO supports EU Commission intention to empower EU citizens and consumers to adopt more sustainable and healthier behaviours. However, **FOPNL cannot alone engender such an ambitious long-term change.**
- Fighting off unbalanced nutrition **requires nutrition education** in order to increase consumers understanding and use of information eventually provided with nutrition labelling.
- **More education and better communication on the importance of a diversified and balanced diet and how EU Geographical Indications and quality products can contribute to it.**
- **Dietary diversity**, encompassing different categories of food, tastes, seasonality, freshness, culture and skills.
- *“Eating less but better”*: reintroducing the notion of **portion** and **daily intake**, combined with the adoption of a **more active lifestyle**.



## FOPNL – AREPO POSITION

- Conclusions of the German Presidency on FOPNL: REQUESTS the Commission [...] to explore where relevant **the necessity to apply specific conditions to and exemptions for certain food categories or foodstuffs such as those covered by PDO, PGI, TSG, as well as and single ingredient products.**

### **IF NUTRISCORE WILL BE MADE MANDATORY AND APPLICABLE TO EU GIs**

**AREPO calls upon the Commission to establish alternative ways of communicating the high quality of these products to consumers, eventually considering how to engage producers and consortia in this process:**

- To keep allocating a **sizeable budget to Promotion of EU Quality Schemes.;**
- **To increase scientific research on GI and nutrition profile, encouraging the publication of data and results;**
- **To better involve producers, encouraging them to provide comprehensive information on their products and how they are linked to the origin.**

### **AREPO INTERNAL ACTIVITY:**

Organise a **meeting of the AREPO Board of producers** to discuss AREPO position on the FOPNL.

A stylized map of Europe in light purple, overlaid with several thick, colorful ribbons in shades of green, orange, blue, and red. The ribbons are curved and overlap each other, creating a dynamic, abstract design. A white rounded rectangle with a thin red border is centered on the map, containing the text 'UPDATE ON CAP POST 2020'.

## UPDATE ON CAP POST 2020

## UPDATE ON CAP POST 2020

- **Ongoing Trilogues** between EC, Council and EP.

### AREPO INTERNAL ACTIVITY:

Set-up specific working groups on the “types of measures” allowed under Article 71 of Regulation on CAP Strategic Plans dedicated to “cooperation”, in order to identify which types of interventions should be included and propose a common draft of these interventions.

## AREPO- ORIGIN AMENDMENTS INCLUDED IN THE TEXT ADOPTED BY EP

### 1. Strategic plans – Type of measure “cooperation”

- **Promotion, setting-up of quality schemes and support for certification costs;**
- **GI producer groups should be beneficiaries** of measures to promote quality schemes as well as other forms of support for cooperation/collective organization;

### 2. Inclusion of a sub-thematic program for quality schemes for agricultural products



**3. New opportunities for quality schemes in CMO regulation:  
Proposal to extend the instrument of supply regulation to all  
PDO and PGI**

#### **4. Simplification of GIs system**

- **Extending the scope of protection for all GI products** (against the abuse of their reputation and protection of domain name);
- **Simplification of amendment procedure: EC should adopt guidelines** to assure European and common nature of the Geographical Indication system;
- **Defend human factor (PDO) and evidence of the product origin (PDO and PGI) as a mandatory features.**



# BREXIT

# BREXIT

- **23 December 2020:** agreement in principle at negotiators' level on the **EU-UK Trade and Cooperation Agreement**. It is **provisionally entered into force** on 1 January 2021;
- **NO provisions on protection of GIs.** The final text of the agreement simply mentions a possible future **review in relation to geographical indications**, leaving room for the two sides to agree at a later date on rules concerning the protection and enforcement of their GIs



**The Withdrawal Agreement remains in place**

## WITHDRAWAL AGREEMENT & GEOGRAPHICAL INDICATIONS

- ***Unless and until*** a new agreement is concluded, the **existing stocks of EU GIs and those registered in the EU by the 31 December 2020 will remain protected in the UK** without a need to introduce an application in the UK or to undertake any particular administrative procedures to ensure such protection. **They will be converted into United Kingdom rights.**
- **IE/NI Protocol:** existing and future EU GIs will continue to be protected in Northern Ireland through the EU GI scheme.
- As concerns the **future EU GIs, registered after the end of the transition period** (as of 1 January 2021), **they will have to be registered under UK GIs schemes**, managed by the Department for Environment, Food & Rural Affairs ([DEFRA](#)).

# UK GIs scheme



- **Existing EU GIs** will be granted an equivalent UK right - producers will have until 1 January 2024 to incorporate the UK logo to their packaging.
- **EU GIs registered as of 1 January 2021** - application to DEFRA for a UK GI. Producers should incorporate the relevant logo onto their packaging as soon as their registration for a UK GI is granted.
- **Outstanding applications for EU GIs at the end of the transition period** - once the registration granted, it will apply to EU member states and Northern Ireland. The applicant will be required to apply separately to DEFRA for protection in UK.



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# EU PROJECTS

**Strength2Food** is a five-year EU-funded project that started in March 2016. It aims to provide the EU and its Member States with evidence-based recommendations on the implementation of quality policy.

- AREPO is a member of the Stakeholder Advisory Board

**"GIS AND PUBLIC GOODS: EXPERIENCES AND RECOMMENDATIONS"**

**16 November 2020** - Virtual conference organised in collaboration with Strength2food to discuss with AREPO members and other GI stakeholders and policy makers the results and recommendations delivered by the Strength2food project.

**Strategic moment:** simultaneously with the conclusion of the Commission evaluation process on quality policy. The main aim of the discussion was to elaborate policy recommendations on EU quality policy with AREPO members and scientific committee.



# SCIENTIFIC COMMITTEE

## SCIENTIFIC COUNCIL- EXPANSION

Definition of a **three-level governance structure**:

- **Scientific council**: a **collegial body** open to all universities and research centres in our member regions (traditional field of activity of AREPO);
- **Scientific committee**: a coordinating or **steering** body composed of experts identified and invited by the AREPO secretariat;
- A **coordinator** who leads the work of the steering body: **Giovanni Belletti, University of Florence.**

### EXPANSION IMPROVING GEOGRAPHIC COVERAGE:

- **At least one member from each of AREPO member regions**, without excluding competent experts from other European regions.
- We asked the Scientific Committee to identify, among their contacts, experts that could join AREPO Scientific Council.
- We will discuss with the members of the Scientific Committee the potential candidates that should be invited to the first meeting of the Scientific Council.





# AREPO STUDIES

# AREPO Studies

## 1. GIs AS INGREDIENT IN PROCESSED FOOD

The report is about to be finalised.

Following the translation in the four AREPO working languages, we should be able to publish it **by the first semester of 2021**.

## 2. PROBLEMS AND NEEDS OF SMALL GIS

The study is still ongoing.

- **Database** including all GIs represented in AREPO + setting **criteria** to define small & medium GIs
- A **survey** should be submitted to AREPO Regions and producers in order to collect information for the study and to elaborate **recommendations**.