



**MINISTRY OF RURAL DEVELOPMENT & FOOD
GENERAL DIRECTORATE FOR SUSTAINABLE
RURAL DEVELOPMENT
DIRECTORATE OF QUALITY SYSTEMS,
ORGANIC FARMING & GIS**

GREECE'S EXPERIENCE FOR GIS SCHEME



***SEKKAS FILIPPOS
AGRONOMIST***

LEGAL BASIS FOR GIs (PDO/PGI/TSG) PRODUCTS



1. *EU LEGISLATION*

- Parliament & Council Reg. (EU) No 1151/2012 on quality schemes for agricultural products and foodstuffs.
- Commission Delegated Reg. (EU) No 664/2014 Supplementing Reg. (EU) No 1151/2012 of the E.P. and of the Council with regard to the establishment of the Union symbols for PDO /PGI /TSG, certain rules on sourcing, certain procedural rules and certain additional transitional rules.
- Commission Implementing Reg.(EU) No 668/2014 Laying down rules for the application of the Reg. (EU) No 1151/2012 of the E.P. and of the Council on quality schemes for agricultural products and foodstuffs.

QUALITY SCHEMES

Within the frame of Reg.(EU)1151/2012 the following Quality Schemes are included:

- ✓ **Protected Designation of Origin (PDO)**
- ✓ **Protected Geographical Indication(PGI)**
- ✓ **Traditional Specialities Guarantees(TSG)**
- ✓ **Optional Quality Terms such as :
"Mountain Product"**

II. NATIONAL LEGISLATION



➤ Joint Ministerial Decision (JMD) No 261611/2007

that provides:

The legal framework for the implementation of EU legislation in the area of Geographical Indications, including the allocation of responsibilities and legal powers for the performance of official controls, registration of operators and enforcement measures.

➤ Ministerial Decisions for PDO/PGI products

Laying down details on product`s specifications and labelling requirements



“Designation of origin” (PDO)
is a name which identifies a product:



- ✓ **originating** in a specific place, region, or in exceptional cases, a country.
- ✓ whose quality or characteristics are essentially or exclusively due to a **particular geographical environment** with its inherent natural and human factors.
- ✓ **the production steps** of which ,all take place in the defined geographical area.

**“Geographical indication” (PGI)
is a name which identifies a product:**



- ✓ **Originating in a specific place, region or country.**
- ✓ **Whose given quality, reputation, or other characteristic ,*is essentially attributable* to its geographical origin.**
- ✓ **Of which *at least one* of the production steps, (*production or processing or preparation*) takes place in the defined geographical area.**

Similarities & Differences between PDO & PGI

Similarities

- ✓ **Types of products covered**
- ✓ **Domain name**
- ✓ **Origin from that region**
- ✓ **Registration process**
- ✓ **Level of protection**

Differences

- ✓ **Type of link**
PDO → essential or exclusive
PGI → can be attributed in the geographical region
- ✓ **PGI → can only be based on reputation**
- ✓ **PDO → Production steps carried out within the geographical area**

PROTECTION

{article 13 Reg.(EU) 1151/2012}

Registered names should be protected against:

- ✓ Any direct or indirect commercial use in respect of comparable products not covered by the registration.★
- ✓ Any misuse, imitation or evocation, even if the true origin of the products is indicated ,or if the protected name is translated ,or accompanied, by an expression such as "style", " type", " method", "as produced in ", " imitation " or "similar"★
- ✓ Any other false or misleading indication as to the provenance , the origin, or the nature of the product.
- ✓ Any other practice liable to mislead the consumer as to the true origin of the product.

★including when those products are used as an ingredient.

Registration procedures in national level

Submission of application and accompanying dossier containing all appropriate documentation, to PDO/PGI unit of the CCA



Detailed examination/evaluation of the PDO/PGI unit of the CCA



Communication with the applicant group if corrective actions are required



Publication of the application (two months deadline) for submission of complaints



no complaints submission

rejection of complaints

acceptance of complaints



Transmission of application in EU Services

Registration procedures in EU level

In case of observations from EU Services ,the applicant group should sent clarifications, additional information, and/or corrections satisfying the EU Services requests,



Publication of the Single Document in EU official Journal for opposition



In case of complaints submission



no complaints submission



**Registration of PDO/PGI
in EU register**



Agreement



acceptable complaints



**Consultation of the
interested parties**



No agreement



**Final decision taken by EU
Quality Systems Committee**

What an application dossier for a product registration should content?

- ✓ **The form of application** for registration which is compiled according to the form of Annex 1 of JMD No 261611/2007, as it is applied.
- ✓ **The Single Document** which is compiled according to the form referred to Annex I of Reg.(EU) No 668/2014.
- ✓ **The product specification**
- ✓ **A statement of the applicant**, that all terms referred to in Article 49 of Reg.(EU) No 1151/2012 are met, in case that the applicant is a single natural or legal person and not a group.

Single Document

{art 8(1)(c) of Reg(EU) No 1151/2012}

- ✓ **Is the key document that, if an application is successful, will be published by the EU Commission**

- ✓ **Should be concise and not exceed 2500 words, realistic and meet the product specifications.**

- ✓ **Includes the following requested information:**
 - 1. Name of the product**
 - 2. Member State/Third Country where the product is produced**
 - 3. Description of the agricultural product or foodstuff**
 - 4. Concise definition of the geographical area**
 - 5. Link with the geographical area**

THE PDO/PGI NAME

- ✓ The name has to characterize the product and not generally describe it.
- ✓ Fanciful and made-up names are not accepted.
- ✓ Names that contain words with a specific descriptive meaning such as, "original", "traditional", "farm products", "natural" **should be avoided**.
- ✓ The name should already be used in the market.
- ✓ A justification must be provided in case of a name that:
 - refers to or includes the name of a country,
 - it is a traditional or a non geographical name,
 - contains partly or wholly the name of a variety or a breed.

Description of the product

In order to describe the product the following questions should be answered:

→ What makes the product special?

→ What differentiates it from other similar products?

The description must give:

- ✓ Scientific & technical data.
- ✓ Include physical, microbiological, chemical and organoleptic data.
- ✓ Include all elements of the description of the product, including features that are not particularly due to production in the defined area.

Description of the product raw materials-feed

- applicable only to processed products
- regarding PGI products restrictions on the sourcing should be described and justified (e.g. by qualitative criteria).
Restrictions on the supply of raw material outside the geographical area of the PGI, can be more easily justified.
- Raw materials for PDOs must be sourced from the geographical area.
- Feed for PDOs should be briefly described (quality type, origin)

It is necessary to maximize the use of feed from within the geographical area .

Description of the product

Specific steps in production that must take place in the identified geographical area.

→ All steps must be listed, from sourcing raw materials through to the final product.

→ steps such as slicing, grating or packaging are not considered as part of the process and must be described separately.

→ In PDOs case all production steps should take place inside the identified geographical area.

→ in PGIs case at least one of the production steps should take place inside the identified geographical area.

(production or processing or preparation)

Description of the product

Specific rules concerning slicing, grating, packaging etc

Any rule referred to the abovementioned activities and/or restriction should be described.

key point: any geographical restriction needs a very strong product-specific justification, since it is a restriction against the freedoms of the Single EU Market.

Specific packaging Rules

- ✓ Any prohibition of packing outside of the identified area should be an exception, as it places restrictions on the freedoms guaranteed by the EU Single Market.
(Fair Competition – Principle of Free Transport of Goods)
- ✓ Any justification for applying such a prohibition should be based on documented evidence concerning Control, Traceability, Authenticity & Sensitivity of the product, reasons in respect of transport that may affect important characteristics such as the quality of the product.

conclusion:

Any restriction must be fully justified with documented argument, focused on the product

Description of the product

Specific rules on Labelling

- ✓ They are optional
- ✓ Horizontal provisions enforced by the National and/or EU Legislation ,are not required to be mentioned
- ✓ Specific labeling requirement is possible to be mentioned, for example, a logo of the product which appears on the label.

Definition of the geographical area

The description of the geographical area should be as extensive as possible with natural boundaries (rivers ,roads etc) and/or administrative boundaries.

key point: the geographical area must be delimited with regard to the link between the place and the product

- ✓ Make up exclusions for neighboring areas where similar agricultural practices are used ,resulting the production of the same products, **should be avoided and/or rejected** during the evaluation process of the recognition dossier of PDO/PGI.
- ✓ The proposed geographical area is preferably to be continual and homogenous regarding the particular characteristics of the environment.

Link with the geographical area

Key point: The link with the geographical area is the essential part of the Single Document. It should demonstrate in what way the product's characteristics are due to the geographical area and what the natural, human and other elements are which give its specificity to the product.

PGI application: should be stated clearly whether the application is based on a specific quality or reputation or other characteristics attributable to its geographical origin.

Link- Specificity of the geographical area

Key points :

1. the characteristics of the defined geographical area relevant to the link should be identified and described. These may include the pedo-climatic features topography, climate, soil, rainfall, sun exposure, altitude, etc.
2. features of the geographical area that have no influence on the specificity of the product and/or general or fanciful terminology, e.g. “beautiful landscape” *must be avoided* .

Link- Specificity of the product

- Key points :
- 1. The product must be specific, it cannot be a generic !!!**
 - 2. Whatever makes the product special compared to similar products must be identified and described.
The particular characteristics of the product that are caused by the pedo-climatic features etc, must be stated.**
 - 3. Features of the product that have no relation to the geographical area or have no bearing on the reputation of the product, **should not be included****

Casual link

Casual link between the geographical area and the quality of characteristics of the product in the case of PDO or a specific quality, the reputation or other characteristics of the product in the case of PGI.

- Key points
1. Applicant team must show how the feature of the product are produced by present in the area.
 2. An objective reasoning that links the statements mentioned in specificity of the geographical area and specificity of the product, must be given.
 3. Information already mentioned under these point should not be repeated.

Product Specifications

a PDO/PGI specification should include at least:

- ✓ The name
- ✓ A description of the product
- ✓ **Evidence** that the product originates in the defined geographical area
- ✓ A description of the method of obtaining the product
(plus information concerning packaging)
- ✓ Details establishing the link :
 - PDO between the quality or characteristics of the product and the geographical environment
 - PGI between a given quality ,the reputation or other characteristics of the product and the geographical origin
- ✓ The names & address of the Control Authorities/bodies
- ✓ Labeling rules
- ✓ Specific provisions of national and/or EU legislation

Evidence of Origin

Is based on:

- ✓ **The description of the applied process by the applicant group for itself –control
(controls carried out by the Competent Authorities based on current Legislation should not be described)**

- ✓ **An effective product traceability system ,as well as the necessary documentation**

- ★**All above mentioned should not be described in the Single Document of Annex I of Reg(Eu)668/2014**

Method of obtaining the product

- ✓ The description of the production method should be done on the ground that all references will be *binding requirements* for the future.
- ✓ It should refer to *all steps* from the supply of the raw materials to the produce of the final product.

NOTE: Data relating to the packaging should not be mentioned in the Single Document ,as they are not part of the production process.

Labeling and packaging references are mentioned in product specification.

CONTROL SYSTEM ON PDOs/PGIs

COMPETENT AUTHORITIES

- ❖ Hellenic Greek Agricultural Organization “DEMETER” (ELGO-DEMETER) has the competence of carrying out controls.
- ❖ Rural Development and Veterinary Directorates of Regional (= PRE&VDs) Units participate with relevant personnel in controls performed by ELGO.
- ❖ The Directorate of Quality Systems, Organic Production and Geographical Indications (DQSOPGI) of the Ministry of Rural Development & Food (MRDF) is the central competent authority.

CONTROL SYSTEM ON PDOs/PGIs

ELGO controls on the GIs scheme, aim to:

- **verify compliance of a PDO or PGI product with its specification**
- **Before placing the product in the market.**
- **It's compulsory for certification of each operator (producer, packaging firms, firms producing private label products) and**
- **they are performed on the basis of risk assessment.**

CONTROL SYSTEM ON PDOs/PGIs

- ❖ *ELGO controls on the GIs scheme, aim to:*
 - ❖ to detect instances of disallowed use of a protected name, after the product has been placed to the market.
 - ❖ These checks are performed on a regular basis. Moreover, checks are carried out in case of examination of denunciations.
 - ❖ If non conformities are detected both before and after the placement of the product on the market, measures have to be taken as corrective actions. If infringements occur, ELGO notify the MRDF, in order penalties to be fined.

CONTROL SYSTEM ON PDOs/PGIs

Methods and techniques of control

ELGO conducts regular or extraordinary inspections

Regular checks are carried out based on :

- **the case of relapse,**
- **the size of the enterprise and turnover of the company,**
- **the production of other products than PDO and PGI etc,**
- **the results of controls of the previous years.**

CONTROL SYSTEM ON PDOs/PGIs

Methods and techniques of control

Extraordinary inspections are carried out:

- **following complaints,**
- **based on the results of official controls of other control authorities.**

Sanctions

The actions to be taken by CAs to enforce non-compliance.

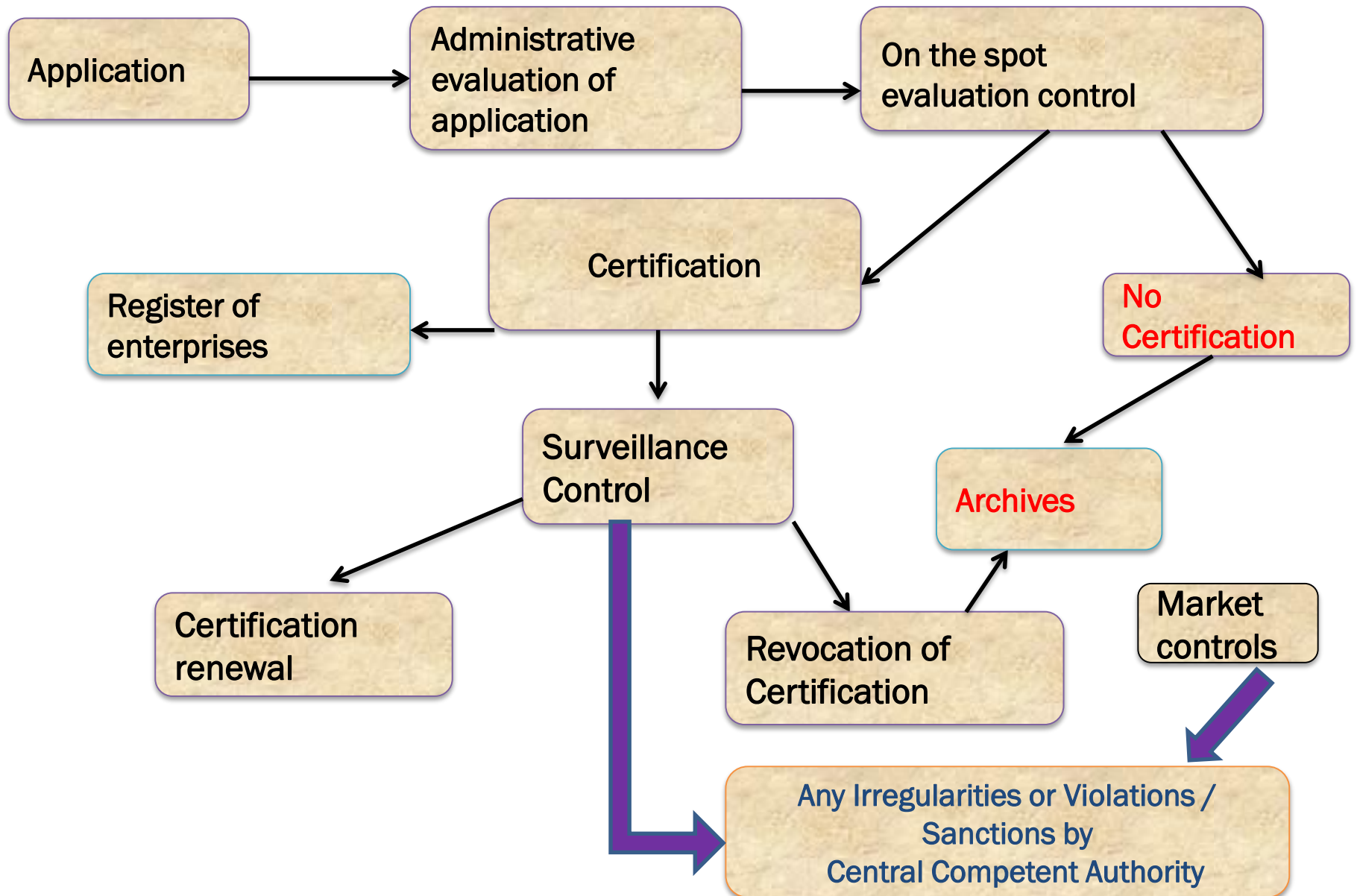
- ❖ This includes measures such as suspending operations or closing an establishment; suspension or withdrawal of food business authorisation; seizure, destruction or withdrawal of unsafe food; and imposition of criminal and administrative sanctions in cases of infringements of national and EU law.**
- ❖ JMD 261611/2007 provides the legal framework for the sanction system for infringements as regards GI's products. The MRDF may apply administrative fines up to 300,000€.**

ENTERPRISES JOINT ELGO'S PDO/PGI SYSTEM

✓ Olive Mils	393 enterprises – 416 products
✓ Olive Oil Packaging	148 enterprises – 256 products
✓ Table Olives (Processing-packaging)	56 enterprises – 99 products
✓ Trading Olives- Olive Oil	136 enterprises – 204 products
✓ Trading other products	34 enterprises – 43 products
✓ Fruits-Vegetables-Nuts- Other P.D.O. & P.G.I. (Production-packaging)	69 enterprises – 71 products
✓ Dairy - Cheeses	297 enterprises – 449 products
TOTAL :	<u>1062</u> enterprises – <u>1558</u>



FLOWCHART OF CONTROLS



GREECE AT A GLANCE

PROTECTED DENOMINATION OF ORIGIN (PDO)
PROTECTED GEOGRAPHICAL INDICATION (PGI)

Registered Names

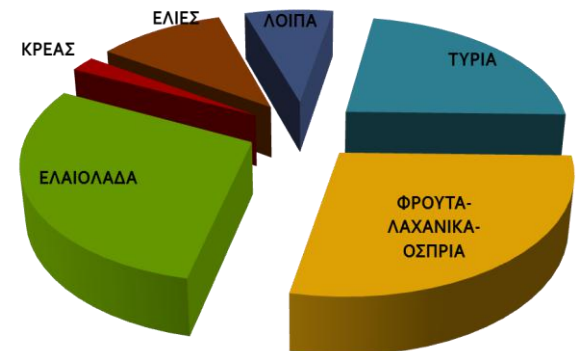
Greece possesses the 5th place in Europe in terms of number of registrations in agricultural products & foodstuffs

75 PDOs - 29 PGIs (Sum 104 names *without wines*)

- ✓ 30 olive oils (**19** PDO & **11** PGI)
- ✓ 21 cheeses (PDO)
- ✓ 33 fruits & vegetables-dry fruits (**17** PDO & **16** PGI)
- ✓ 11 olives (**10** PDO & **1**PGI)
- ✓ 2 meat (PDO)
- ✓ 7 all the rest (**6** PDO & **1** PGI)

Wines & spirits

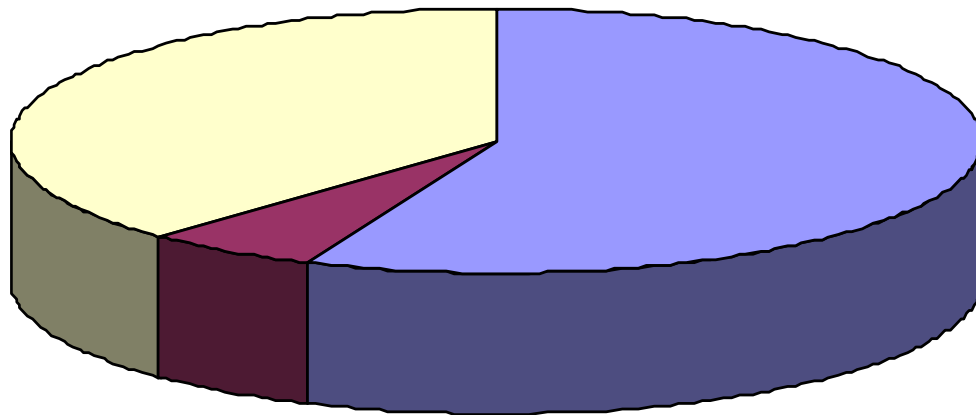
- ✓ 33 PDO wines
- ✓ 118 PGI wines
- ✓ 16 Spirit drinks



GREECE AT A GLANCE

Number of GIs

Greek GIs

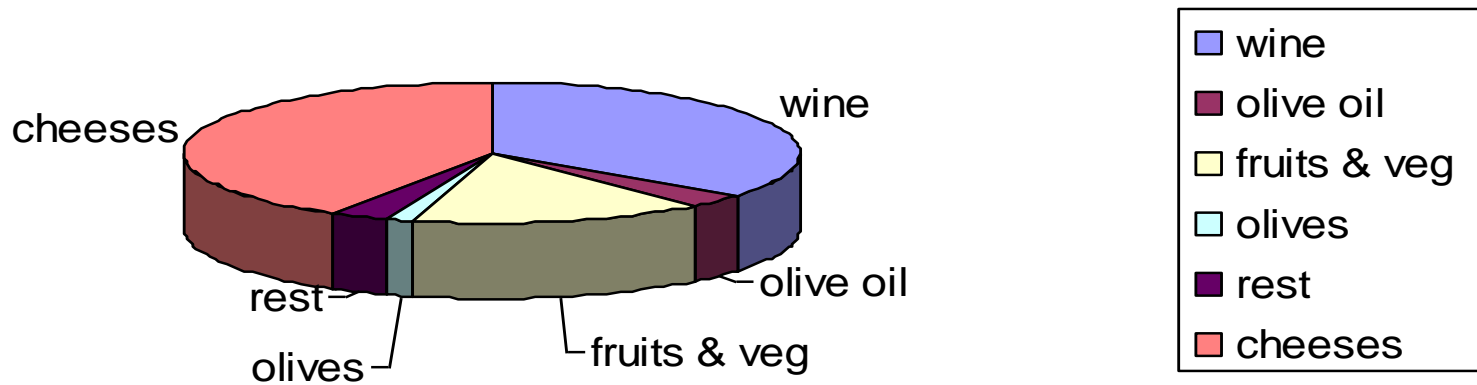


- wines
- spirit drinks
- food - agri products

GREECE AT A GLANCE

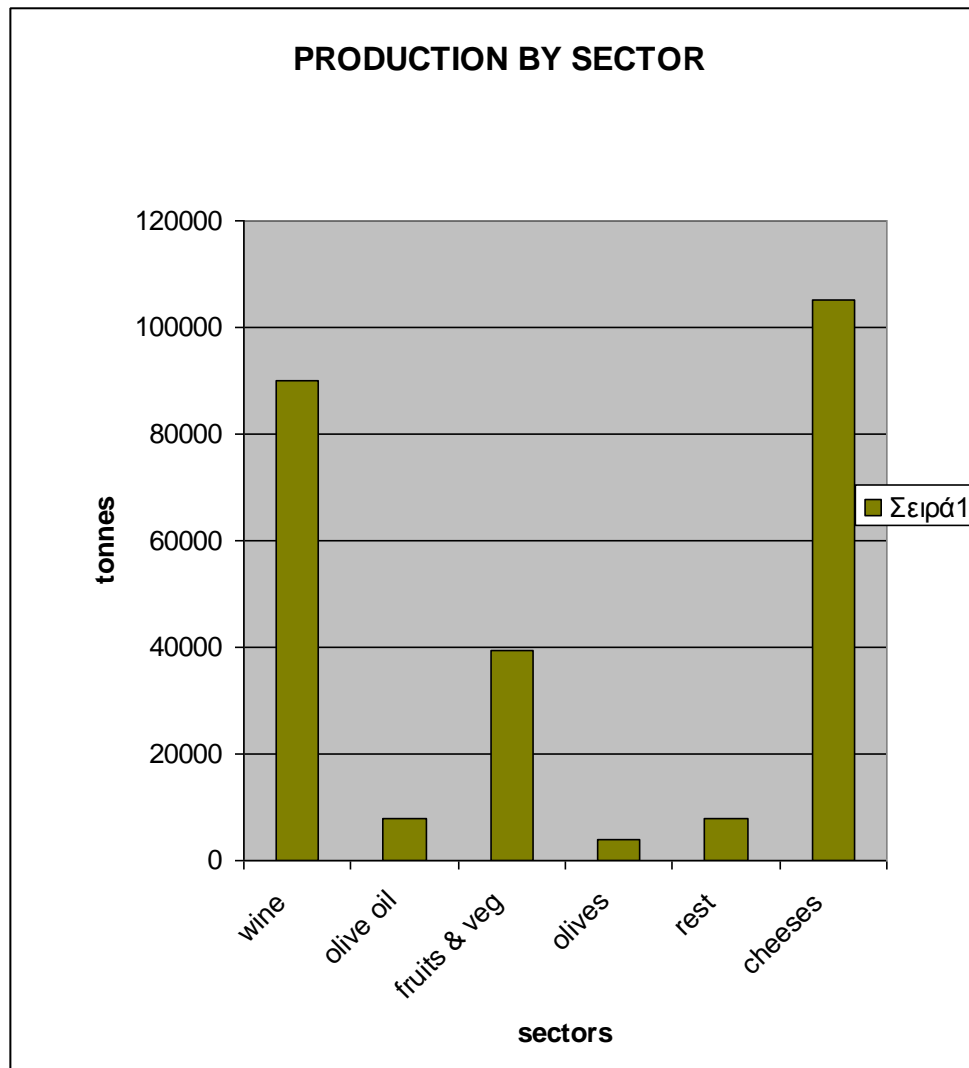
PDOs & PGI's PRODUCTION

Proportion on Production



GREECE AT A GLANCE

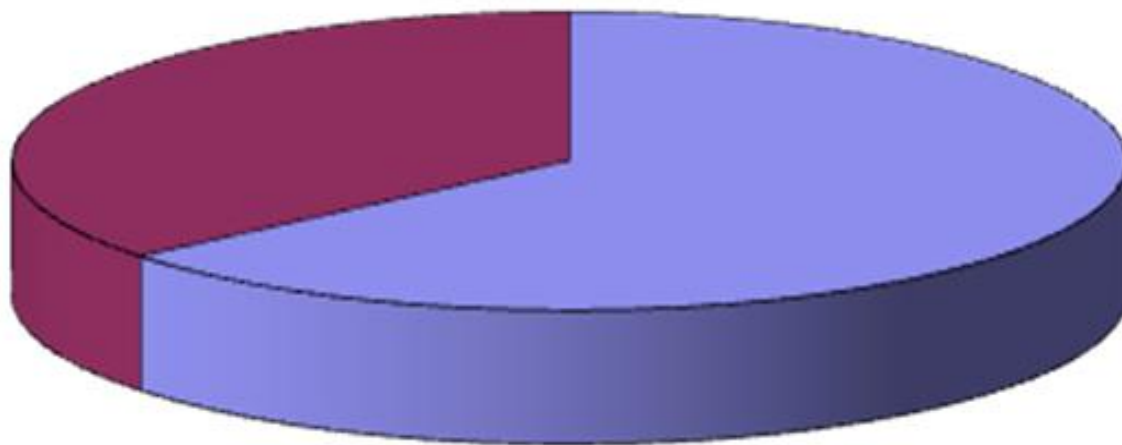
PDOs & PGI's PRODUCTION



GREECE AT A GLANCE

PDOs & PGI's PRODUCTION (without wines & spirits)

PROPORTION OF RAW MATERIAL

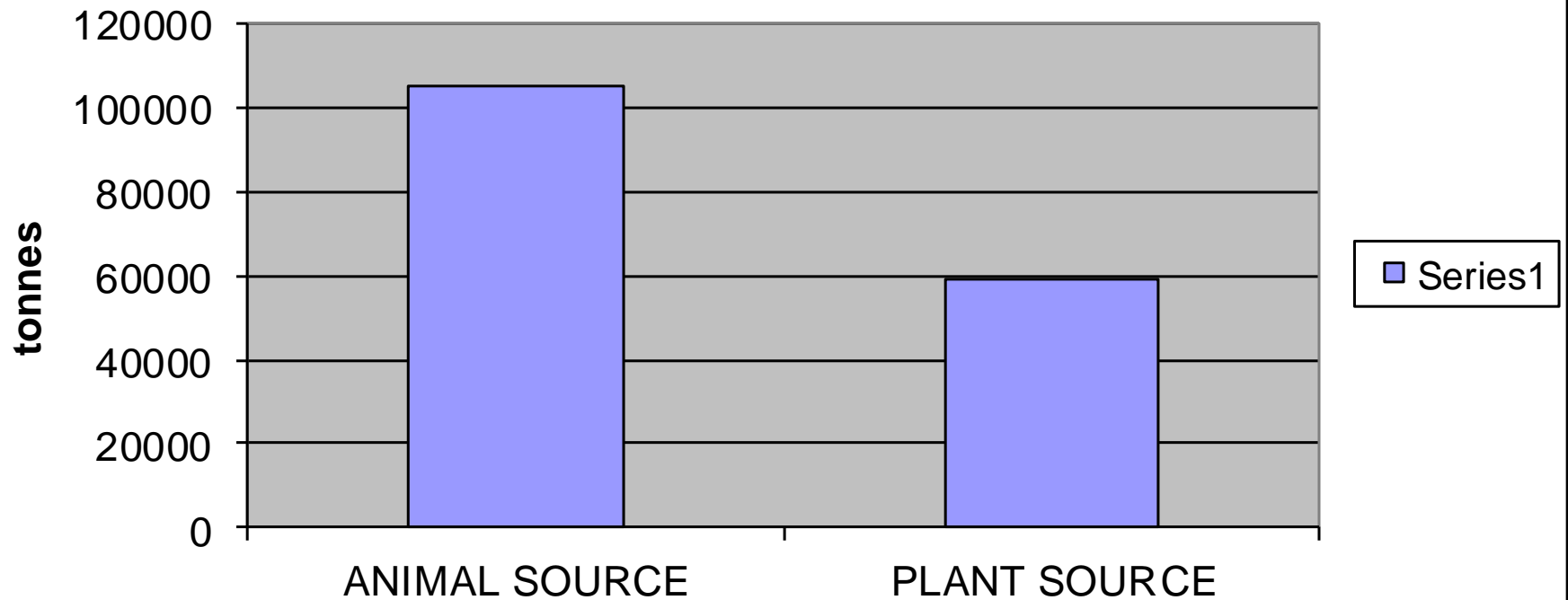


■ ANIMAL SOURCE
■ PLANT SOURCE

GREECE AT A GLANCE

PDOs PGI_s PRODUCTION (without wines & spirits)

PRODUCTION IN PDOs PGI_s (2013)



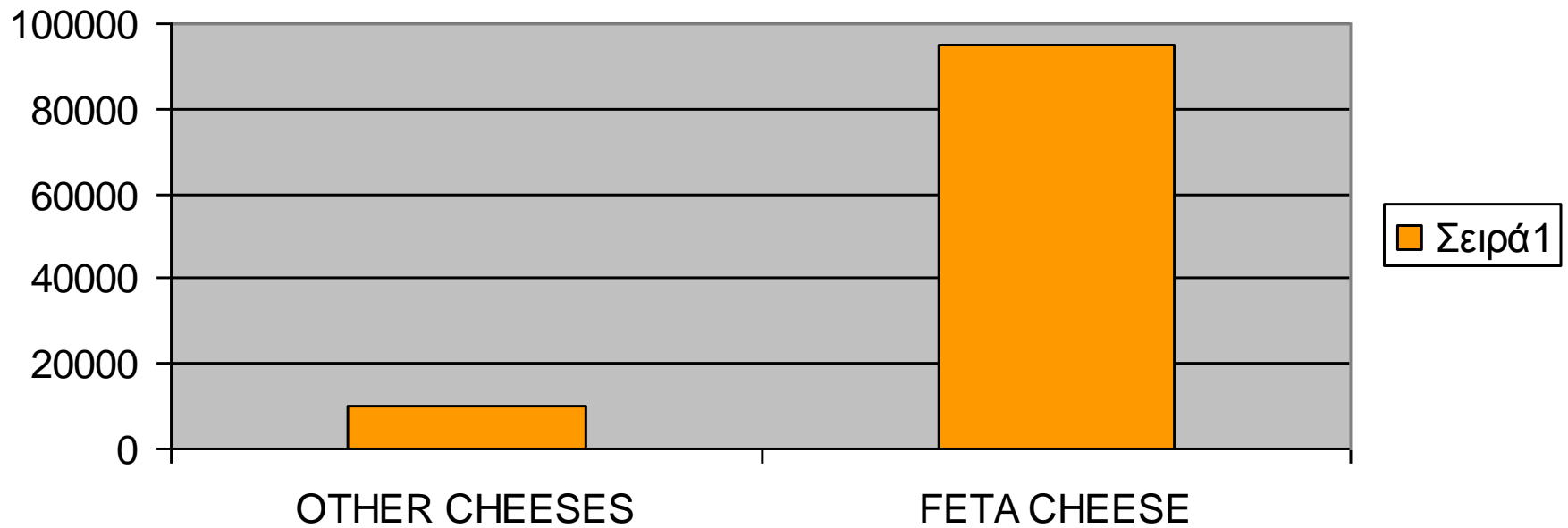
GREECE AT A GLANCE

Raw Milk in Total (tn)

Raw milk	2014	2015
Cows' milk	617.831	602.620
Ewes' milk	565.259	564.768
Goats' milk	132.397	132.023

Cheeses Production Proportion

PROPORTION OF PDO CHEESES (2013)





Production and Exports for 8 major Greek PDO Chesses **during 2015**

<u>a/a</u>	<u>Product</u>	<u>Production</u>	<u>Exports</u>
1	FETA PDO	103.854.762	49.800.727
2	KASSERI PDO	2.403.264	72.917
3	KEFALOGRAVIERA PDO	2.432.662	345.044
4	GRAVIERA KRITIS PDO	2.050.366	6.638
5	MANOURI PDO	1.113.801	380.496
6	GRAVIERA NAXOY PDO	925.061	3.840
7	LADOTYRI MYTILINIS PDO	463.330	9.744
8	KALATHAKI LIMNOU PDO	428.772	4.640
	Total Production for 21 Greek PDO Chesses (Kg)	114.424.435	
	Total Exports for 21 Greek PDO Cheeses (Kg)		50.625.769



Production and Exports for 4 major Greek PDO/PGI
***Olive oils* during 2015**

a/a	Product	Production (Kg)	Exports (Kg)
1	CHANIA KRITIS PGI	2.930.306	1.009.871
2	SITIA LASITHIOY KRITIS PDO	2.753.808	2.674.766
3	KALAMATA PDO	2.609.214	2.369.572
4	KOLYMVARI CHANION KRITIS PDO	1.430.149	737.375

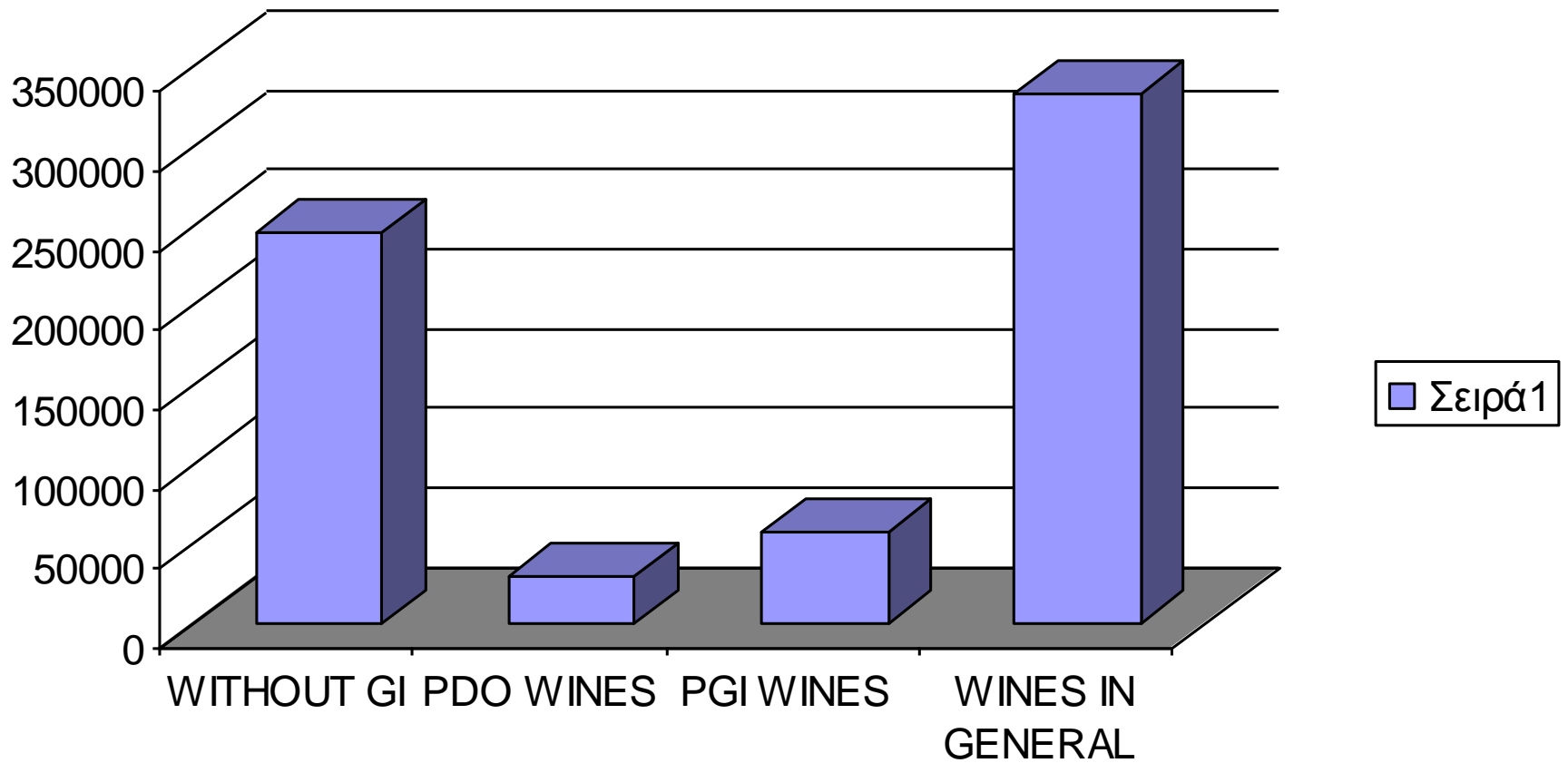




Production and Exports for other 9 significant Greek PDO/PGI *products* during 2015

a/a	Product	Production (Kg)	Exports (Kg)
1	PRASINES ELIES CHALKIDIKIS PDO (Green Olives)	14.527.559	3.080.750
2	MILA ZAGORAS PILIOU PDO (apples)	13.590.325	2.711.905
3	RODAKINA NAOUSAS PDO (peaches)	9.427.423	6.128.071
4	MILO KASTORIAS PGI (apples)	6.511.983	6.207.332
5	KORINTHIAKI STAFIDA VOSTITSA PDO (raisin)	6.402.705	6.226.161
6	AKTINIDIO PIERIAS PGI (kiwi)	4.106.233	3.926.989
7	KROKOS KOZANIS PDO (safran)	667.330	63.561
8	MASTICHA CHIOU PDO (gum)	120.078	91.840
9	TSIKLA CHIOU PDO (chewing gum)	43.221	10.576

WINE SECTOR-PDO/PGI





Thank you very much for your attention

Filippos Sekkas

**Director of Directorate for Quality Systems, Organic
Farming & Geographical Indications**

Ministry of Rural Development & Food

e-mail: fsekkas@minagric.gr

tel: +30 2102128117