

Approaches to protect and promote traditional regional foods in Austria



lebensministerium.at

lebensministerium.at

lebensministerium.at

lebensministerium.at

lebensministerium.at

lebensministerium.at

lebensministerium.at

lebensministerium.at



Dr. Erhard Höbaus, MSc
Federal Ministry of Agriculture, Forestry,
Environment and Water Management

lebensministerium.at

lebensministerium.at

Global Challenges - Local Solutions
IAMA 19th Annual World Forum and
Symposium, Budapest, 20 -22 June 2009

Content



lebensministerium.at

- **”Regional“ - consumer perception**

- **Approaches to protect traditional regional products by intellectual property rights**
 - PDO, PGI (EU-Reg. 510/2006)**
 - Traditional Knowledge - WIPO**
 - Register on Traditional Foods in Austria**

- **Promotion of regional traditional products along the foodchain**
 - Austrian Regions of Delight***

Regional Food – Regional perceptions



lebensministerium.at

75% believe that products from a region will in the future be more important for consumers

Federal Provinces:

- **Food of one's own region, 100 km around the hometown, products from regional farmers or local small enterprises**
- **Regional concepts: highly attractive,**
- **Central is identifying oneself with homeland (“our food“), short transport distances, support of the regional agriculture and economy**

Capital Vienna:

- **Food from Austria**
- **Regional concepts: minor identification with specific regions**
- **Regionality hardly plays a role in the daily buying behaviour**
- **Motives: solidarity with Austrian producers**

*)J.Mayr. Regionalität – das neue Bio. keyQUEST Marktforschung, ROLLAMA Präsentation March 2009



Protection of regional products by Intellectual Property Rights

- **Protected Denomination of Origin (PDO)**
Protected Geographical Indications (PGI) [EC Reg. 510/2006]
relation to geographical territory
PDO, PGI aim at positive protection regarding *name*

- **Disclosure of Traditional Knowledge (TK) [WIPO]**
relation to know-how and local community

TK aims at protection of *Traditional Knowledge*

PDO and PGI in AUSTRIA (EC Reg 510/2007)



lebensministerium.at

8 Protected Designations of Origin (PDO)



- **Gailtaler Almkäse** Hard cheese made from raw milk from cows and possibly goats (<10%)
- **Tiroler Almkäse/Alpkäse** Hard cheese made from raw cow's milk, produced on alpine pastures
- **Tiroler Bergkäse** Hard cheese made from cow's raw milk
- **Tiroler Graukäse** Acid-curd cheese made from cow's milk
- **Vorarlberger Alpkäs** Hard cheese made from cow's raw milk
- **Vorarlberger Bergkäse** Hard cheese made from cow's raw milk
- **Wachauer Marille** Apricots from the Wachau region
- **Waldviertler Graumohn** Grey Poppy – rich on unsaturated fatty acids

5 Protected Geographical Indications (PGI)



- **Steirisches Kürbiskernöl** Dark viscous oil produced from Styrian pumpkin seeds
- **Tiroler Speck** Uncooked cured pork meat
- **Gailtaler Speck** Cured pork meat
- **Marchfeldspargel:** Asparagus – exclusively from the Marchfeld region
- **Steirischer Kren** Styrian horseradish



Protection of regional products by Intellectual Property Rights

- Protected Denomination of Origin (PDO)
Protected Geographical Indications (PGI) [EC Reg. 510/2006]
relation to geographical territory
PDO, PGI aim at positive protection regarding *name*

- **Disclosure of Traditional Knowledge (TK) [WIPO]**
relation to know-how and local community

TK aims at protection of *Traditional Knowledge*



What is Traditional Knowledge (TK) ?

- **Traditional** – transmitted between generations
- **Local** – distinctively associated with community, its culture and identity
- **Knowledge** – originates from intellectual activity, in a wide range of contexts

WIPO Traditional Knowledge can be characterized as knowledge which is

- generated, preserved and transmitted in a traditional context;
- distinctively associated with the traditional or indigenous culture or community which preserves and transmits it between generations;
- linked to a local or indigenous community through a sense of custodianship, guardianship or cultural responsibility;
- “knowledge” in the sense that it originates from intellectual activity in a wide range of social, cultural, environmental and technological contexts .

“Traditional” – no common understanding

Traditional – transmitted between generations



lebensministerium.at

- 25 years** Traditional Specialities Guaranteed (EC Reg. 509/2006)
List of Polish Traditional Products
- 40 years** Culinary heritage of Switzerland
- 50 years** Traditions-Tastes-Regions Collection (Hungary)
www.food-from-bavaria.de (Bavaria)
Food Standards Agency (UK) for labelling purposes
- >70 years** (prior to World War II) EuroFIR (European Food Information Resource Consortium)
- 75 years** Austrian register on traditional foods. Three generations will ensure sustainable knowledge transfer between generations.
- 100 years** Chinese and Japanese traditional crafts

Register on Traditional Foods in Austria

www.traditionelle-lebensmittel.at



lebensministerium.at

The screenshot shows the website interface with a search bar and a list of product categories. The main content area displays a search result for 'Traditionelle Lebensmittel aus Österreich', including a description of the project and a map of Austria with regional labels: VORARLBERG, TIROL, KÄRNTEN, SALZBURG, STEIERMARK, NIEDERÖSTERREICH, OBERÖSTERREICH, and WIEN. The map is titled 'Österreichkarte'.

Record number
Disclosure date
Title
Abstract or claim
Name of product, product class
Name of region
Field of search
Name(s) of information provider
Names of applicant for title
Holder of knowledge or associated resources
Grantee(s), holder(s) assignee(s) or owner(s) of title, if any
Descriptors Product, region, soil climatic conditions, method of production, proof of origin, controls, Connection with the geographical area and Traditional Knowledge
Key words
Bibliography/ References
Language code
Product of www.genuss-region.at
Regional contact

Initiative REGION OF DELIGHT AUSTRIA



lebensministerium.at

**GENUSS
REGION
ÖSTERREICH**

Regional genießen hat Zukunft

www.genuss-region.at

lebensministerium.at

<ol style="list-style-type: none"> 1 Ländle Apfel 2 Bregenzwälder Alp- und Bergkäse 3 Ländle Kalb 4 Ländle Alpbachschwein 5 Großwalsertaler Bergkäse 6 Jagdbarger Haumilchkäse 7 Moritzauer Sura Kees 8 Paznauner Almkäse 9 Stanzler Zwetschke 10 Oberländer Apfel 11 Oberinntaler Endäpfel 12 Nordtiroler Gemüse 13 Nordtiroler Grauwild Almochs 14 Zillertaler Haumilchkäse 15 Alpbachtaler Haumilchkäse 16 Wildschönauer Krautingerübhe 17 Kaiserswinkl Haumilchkäse 18 Osttiroler Berglamm 19 Osttiroler Kartoffel 20 Walsertal Gemüse 21 Flachgauzer Haumilchkäse 22 Salzkammergut Rotnankan 23 Tennengauer Almkäse 24 Tennengauer Berglamm 	<ol style="list-style-type: none"> 25 Bramberger Obstsaft 26 Pinzgauer Bierkäse 27 Pinzgauer Kitz 28 Pinzgauer Rind 29 Lungauer Eschtling 30 Inntalarter Sussspeck 31 Sauwald Endäpfel 32 Hansberg/Land Hopfen 33 Mühviertaler Bergkräuter 34 Mühviertaler Alm Weidogans 35 Leondinger Grünspargel 36 Eferdinger Land Gemüse 37 Linz Land Apfel-Birnensaft 38 Buchkirchner-Schartrner Edellobst 39 Nationalpark Kalkalpen Obstzäufte 40 Mattigtal Forelle 41 Hausruck Bim-Apfel-Most 42 Schlierbacher Käse 43 Nationalpark Kalkalpen Bio-Rind 44 Salzkammergut Käse 45 Mülltal - Glockner Lamm 46 Hohe Tauern Almochs 47 Weinviertaler Wild 	<ol style="list-style-type: none"> 48 Gurktaler Luftgosselichter Speck 49 Görschitztaler Milch 50 Mittelsäbner Blomdrich 51 Lavantaler Apfelmost 52 Gailltaler Almkäse, Gailltaler Speck 53 Kärntner Lbrn 54 Rosentaler Camica Homig 55 Jauntaler Salami 56 Jauntaler Hadn 57 Ausseerland Saesabikking 58 Gessäuse Wild 59 Hochschwab Wild 60 Pöllauer Hirschbimie 61 Oststeirischer Apfel 62 Weizertal Berglamm 63 Almenland Almochs 64 Murtaler Steirerkäs 65 Weststeirisches Tumpolyschwein 66 Steirisches Kürbiskernöl g.g.A. 67 Gräzer Krauthauptel 68 Steirisches Teichland - Karpfen 69 Steirischer Vulkanland Schinken 70 Steirischer Kren 	<ol style="list-style-type: none"> 71 Südsteirische Käferholze 72 Waldviertler Endäpfel 73 Waldviertler Karpfen 74 Retzer Land Kürbis 75 Weinviertler Endäpfel 76 Weinviertler Gotschide 77 Laaser Zwiebel 78 Weinviertler Wild 79 Waldviertler Mohr 80 Wachauer Marille g.U. 81 Wegnauer Müss 82 Traisentaler Fruchtsäfte 83 Tullnerfelder Kraut 84 Tullnerfelder Schwein 85 Weinviertler Schwein 86 Waldviertler Weiderind 87 Ybbstal Forelle 88 Mostviertler Bimmost 89 Polabachtaler Dinkel 90 Mostviertler Schottas 91 Alpenvorland Rind 	<ol style="list-style-type: none"> 92 Lilienfelder-Voralpen Wild 93 Schneebergland Jungrind 94 Bucklige Welt Apfelmost 95 Schneebergland Schwein 96 Wassermattenwald Elbeseen 97 Wienerwald Weiderind 98 Marchfeldspargel 99 Marchfeld Gemüse 100 Wiener Gemüse 101 Vitiszer Marille 102 Neusiedlersee Fische 103 Pannonsches Mangalitzschwein 104 Leithaberger Edelkirsche 105 Seawinkler Gemüse 106 Nationalpark Neusiedlersee-Seawinkel Stopperrind 107 Wiesener Aranas Erdbeeren 108 Mittelburgenländische Kästen und Müss 109 Mittelburgenland Dinkel 110 Südburgenländische Kräuter 111 Zicklacher Microchasa 112 Südburgenländischer Apfel 113 Südburgenländische Weidogans
--	--	---	--	--

REGION OF DELIGHT AUSTRIA - AIMS



lebensministerium.at

- **Strengthening Austria's regions and their typical culinary specialities**
- **Creating awareness and improving the visibility of Austria's agricultural products and specialities**
- **Promoting cooperation between agriculture, food industry, the catering and tourist business and trade**
- **Raising the general appreciation of Austrian farmers and food manufacturers**
- **Adding value to the regions and raise attractiveness of rural areas**

REGION OF DELIGHT AUSTRIA - CRITERIA



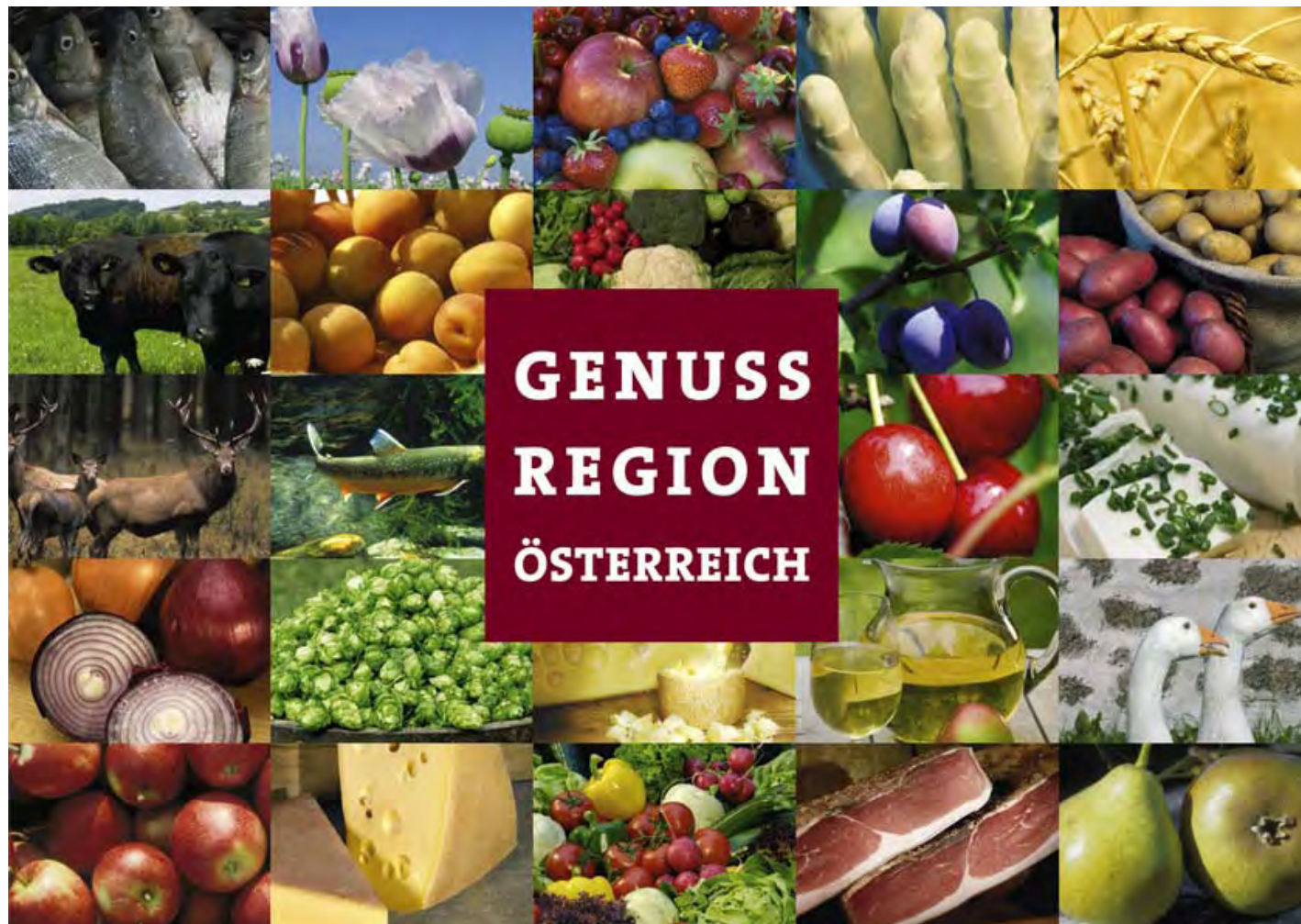
lebensministerium.at

- **Key product which is characteristic of the region**
- **Raw material from the region, processed in the region**
- **Key product is rooted in agriculture, economy, tourism industry, hotel and catering industry of the region**
- **Names of the regions are oriented toward prevailing crops, raw materials and food of the first and second processing stage**

REGION OF DELIGHT AUSTRIA



lebensministerium.at



REGION OF DELIGHT AUSTRIA - Signposts



lebensministerium.at



REGION OF DELIGHT AUSTRIA – STRATEGIC GOALS



lebensministerium.at

- **Establishing sustainable organizational structures (regional associations, marketing company)**
- **Developing attractive products and services for consumers and tourists**
- **Boosting regional partnerships in order to enhance cooperation between farmers, trade, retailers and gastronomy**
- **Strengthening cooperation for trans-regional and international marketing of products and services of Regions of Delight Austria**
- **Image building and promotion of the trademark GENUSS REGION ÖSTERREICH (Region of Delight Austria)**
- **Training and professionalization of actors and disseminators in the region by seminars and other educational tools**

Genussregionen Marketing (GRM GmbH) - TASKS



lebensministerium.at

Producers

Training in marketing and communication, development of innovative packages with regional products. Award “Goldene G-Nuss“

Trade

Sustainable establishing of GRÖ products in trade and retail (campaign GenussWochen). Award “Genuss partner trade“

Gastronomy

Spring, Summer, Autumn and Winter GenussWochen
Award “Genuss Wirt“ of the year.

Tourism

Presentation of GRÖ at international tourism fairs, cooperation with Austrian tourism offices; electronic hotel booking system „tiscover“. Tourism Award.

Events

7 national, > 121 regional / local (2009)

Periodical

GENUSS.spezilitäten.pur