

French Experiences and Results regarding Foodstuffs with Protected Geographical Origin

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I.N.A.O. (French Agency for Geographical Indications)

History

- **1905** : first law on appellations of origin
- **1935** : creation of the system of « appellation d'origine contrôlée » (AOC) and of the « INAO » for wines and spirits
- **1970s** : European regulations on wines
- **1990** : AOC for all agricultural products and foodstuffs
- **1992** : European regulation (EC) 2081/92

Appellation d'Origine Contrôlée, the french equivalent of PDO

- identifies an **unprocessed or processed agricultural product** which draws its **authenticity and typicality** from its geographical origin.
- has a close link with its '**terroir**' (= interaction between natural and human factors of a defined geographical area)
- has the purpose to protect a duly **established reputation**
- is the result of a **culture** and of a **history** : the specification includes 'local, loyal and constant' customs
- is defined by **decree**.
- is a part of **french patrimony**

The features of the French system

- PDOs and PGIs are part of an official quality signs policy
- Association of producers and Administration in the monitoring of the system
- Existence of a specific public body (INAO)
- Involvement of the State in the protection of Gis
- A strong economic tool



French PDO and PGI

in figures

French GIs



- **Wines and spirits**
- 470 PDO
- 80 000 producers
- 15 € Billions/ year



- **Other products**
- 30 AOC
- 10 000 producers
- 150 M € / year

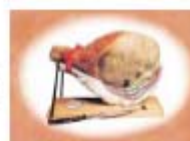
- **Dairy products**

- 47 PDOs
- 30 000 producers
- 2 € B/ year



- **« PGIs »**

- 74 PGIs
- 25 000 producers
- 1 € B/ year



French GI : a major sector of agriculture and food industry

607 GI products (112 applicants for GI registration)
produced by 21 % of French farmers (112 500 farms)

Turnover :

19 billion € = 15% of foodstuff industry (*125 Airbus*)

6 billion € to export = 30% of the export turnover of foodstuff industry.

Evolution :

Twice the rise of the turnover of general foodstuff industry.

The diversity of French GIs

Cognac



Rocamadour



GI application and management

French procedure

The missions of INAO

- To examine the application and to propose the registration to the Government
- To control PDO/PGIs
- To protect PDO/PGIs



Executive departments of INAO



- 250 civil servants
- Headoffice in Paris
- 26 regional offices

Applicants : Groups of producers, processors



INAO services

decisions taken by National Committees



French government



**European Commission :
registration**



The applicants

- Who is entitled to file an application ? unions representative of producers or processors
- What is expected from them?

French procedure

- **INAO** :
 - a public agency under the supervision of the Ministry of Agriculture
- the **National Committees** :
 - decision-making bodies of INAO.
 - Composition : representative of producers or processors of GI products, qualified personalities, representative of administration.

A major influence of producers and entrepreneurs

PDO

■ National committee for dairy products



83 members

PDO

■ National committee for dairy products



47 members

PDO

■ National committee for foodstuffs



35 members

PGI

■ National committee for protected geographical indications



40 members

Application from the group of producers/processors



National Committee : Nomination of a Commission of Enquiry composed of professional members of the national committee



National Committee :
Presentation of a written report



Nomination of a zonation Commission
(expert in geology, geography, agronomy...)



National Committee : Approval of the boundaries of the area and of the draft decree



Transmission of the draft decrees to the Ministries
for signature and publication in the "Journal Officiel"



Transmission to the European Commission

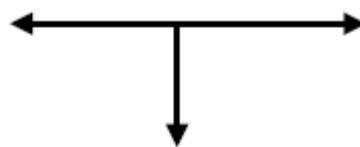
The task of the INAO on the application ?



1. Defining the geographical area of production
2. Defining the product specifications
3. Determining a system of approval of the products

Results : A GI, what for ?

Added value,
economical
consequences on
the supply and
marketing chain



Protection of the
product

Interest for producers,
rural development and
environmental aspects

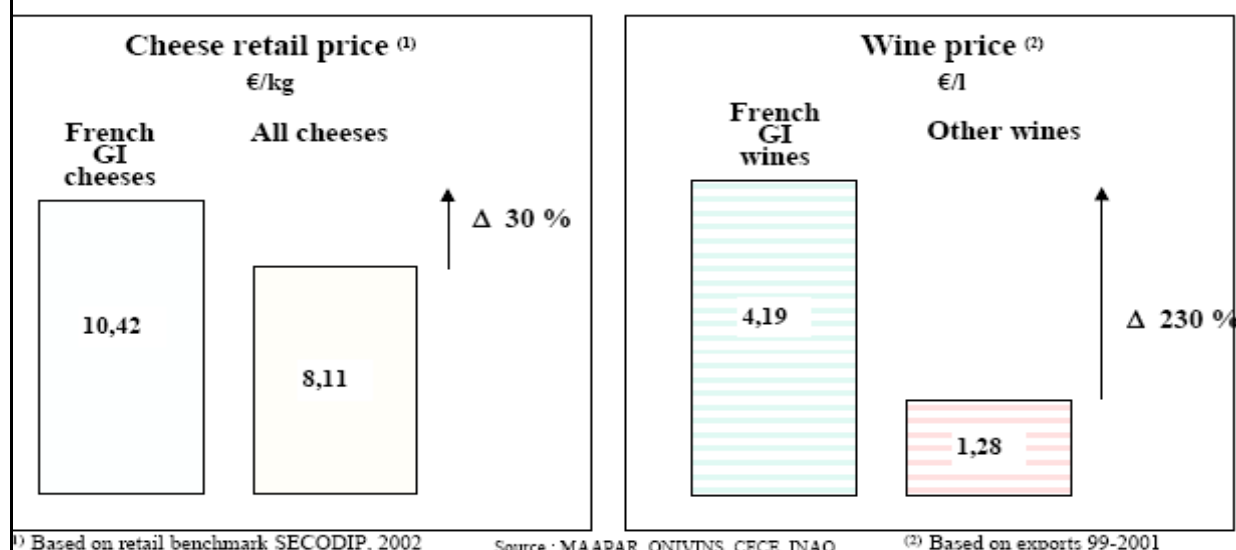
Which economic interests ?

microeconomic effects:

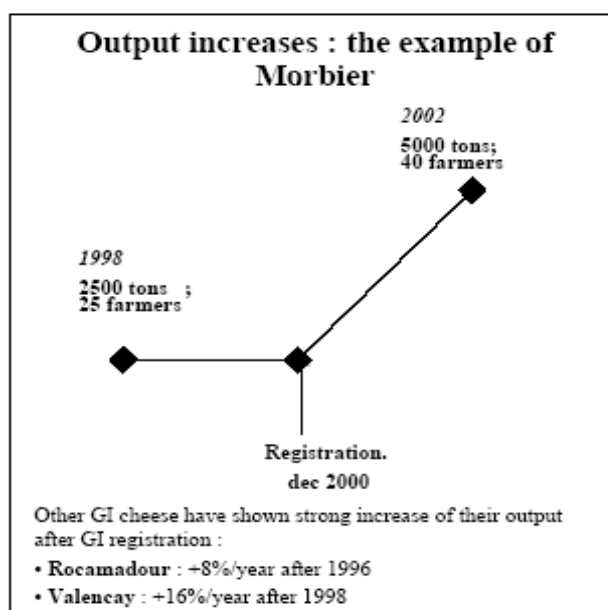
- higher retail price for GI products,
- production growth,
- better value distribution : the distribution of value is more profitable to GI producers.

Retail price of GI products is higher

(example of French cheeses and wines)

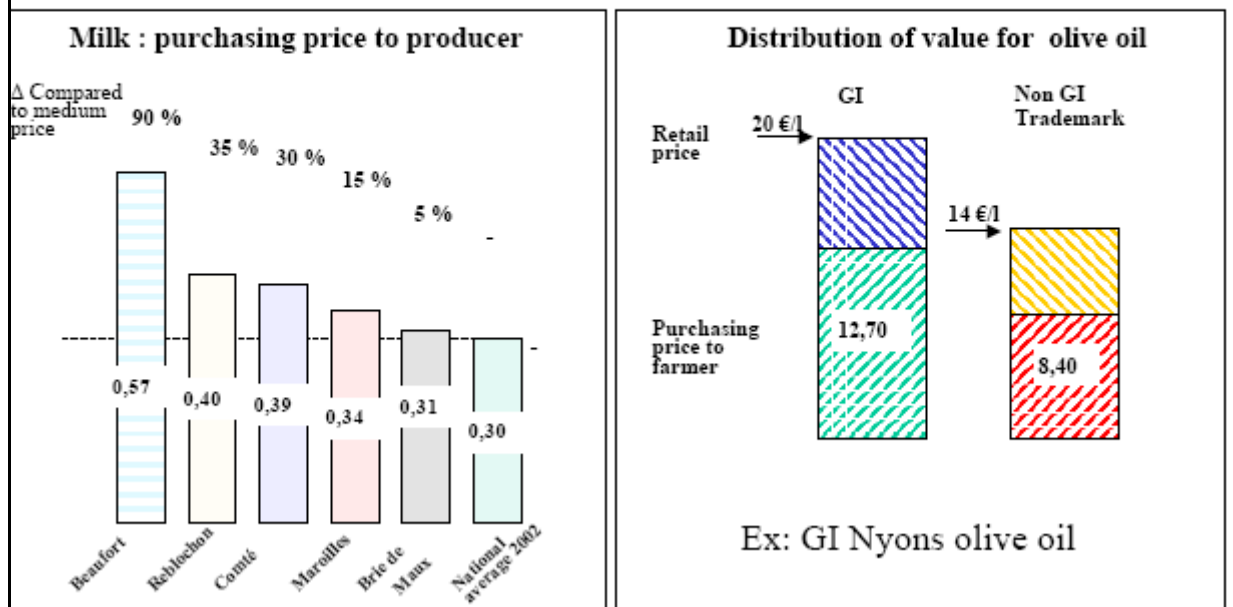


A production growth (example of a French GI cheese)



A distribution of value more profitable to farmers with GIs

(ex : GI cheeses and olive oil)



Which effects on rural development ?

A tool to help isolated rural areas and to maintain farmers in their region of origin :

- **70% of the more isolated French rural areas** (14 millions of hectares) are covered by one or more GI production area.
- **GI = 21% of French farmers (138 000)**. An increase of this number of 14% from 1997 to 2001 (in the same time decrease of the french farmers).

Which effects on rural development ?

A tool to create employment and to develop rural areas...

For a production of 30 000 chickens/year

Chicken of Loué (GI):

- 1000 farmers
- 3000 jobs created (450 in the little town of Loué)
- using 9 500 hectares of pasture for breeding poultry and 24 000 ha of cereals to feed it,
- Improvement of the area : plantation of 750 000 trees and 1200km of traditional hedge.

Standard chicken production (chicken bred inside)

- 150 farmers
- 500 jobs



Which effects on rural development ?

A tool to enhance industrial and touristic activity.

Example of the Ham of Bayonne

Since 1998 (GI registration):

- 17 new production sites

- 100 M € invested
- Creation of 1000 jobs
- production : 700.000 to 1,3 million ham pieces/year

+ creation of a interprofessional tool (15 M € invested)

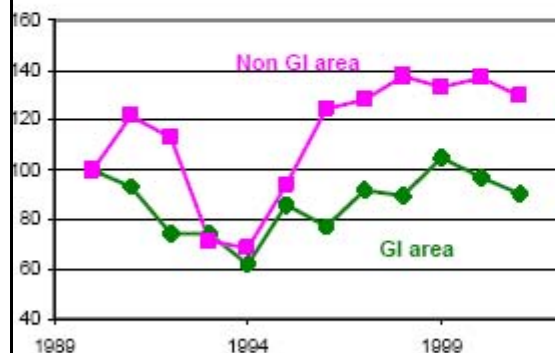
- analysis laboratory,
- research centre,
- museum (15 000 visitors /year).



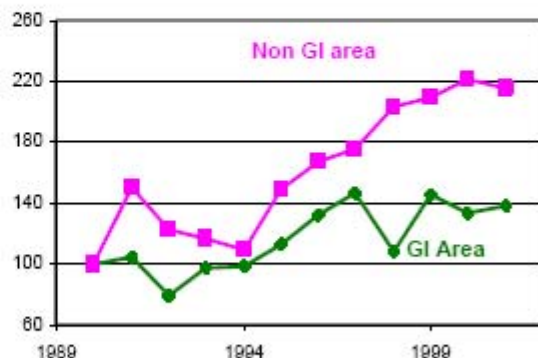
Environmental impact : Comté (GI cheese)



Specifications on more extensive breeding and on environment protection.



Use of fertilizer per hectare
basis : 100 in 1990



Use of pesticides per hectare
basis : 100 in 1990

GI : a tool to fight misuse and imitation



False lentils of Puy (GI) produced in Canada

Australian wine using the name a famous French GI wine : Bordeaux.



Mexican cheese using the name of « Normandie » (like the name of a French GI cheese)

False dried plums of Agen produced in Chili



Five key elements for the success of GIs

- **A typical product (« typicité »)** : the difference has to be objective
- **Motivation and cohesion** of initiators and partners
- **Relevance of the market** : informed and interested consumers, ready to pay
- **Adequate system of control**
- **Public support**

Example :

Protected designation of origin : Comté



PDO Comté



Specifications of the Comté



BREEDING

- Species = Montbéliarde
- 1 acre of grassland per cow.



MATURING

- Minimum 4 month
- Storage on planks of epicea



PROCESS

- Transformation in the 24 hours
- Limited area of collect of milk





Example :
PDO **Piment d'Espelette**,
registered in 2000



• Key points of the application :



- A group of very motivated producers,
- A large reputation,
- A long history,
- A specific product well adapted to its area of origin,
- A well defined area of production,
- Precise specifications for production and transformation stages,
- A strong inspection system,
- A good promotion..

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