

**55<sup>th</sup> EOQ Congress**  
**World Quality Congress**  
Budapest, Hungary - June 20-23, 2011

*"Navigating Global Quality in a New Era"*



**June 20, 2011 (Monday)**

**Pre-Congress Seminars**

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**Ministry of Rural Development**  
**CONFERENCE ROOM**

**Kossuth Lajos tér 11. Budapest V.**  
**Monday 10:00 – 18:00**

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**NEW QUALITY AND SAFETY REGULATIONS AND DEVELOPMENTS ON THE AGRIFOOD AREA**

**Seminar Chair: Zoltán Kálmán, Ministry of Rural Development, Hungary**

**10.10 Agricultural Product Quality Schemes in the European Union**

*Francis Fay, European Commission, DG Agriculture, Agricultural Product Quality Policy, Brussels, Belgium*

EOQ Pre-Congress Seminar, Budapest, 20 June 2011  
« New quality and safety regulations and developments in the agri-food area »  
**Agricultural product quality schemes  
in the EU**

**Francis Fay**  
Deputy Head of Unit  
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*55th EOQ World Quality Congress*

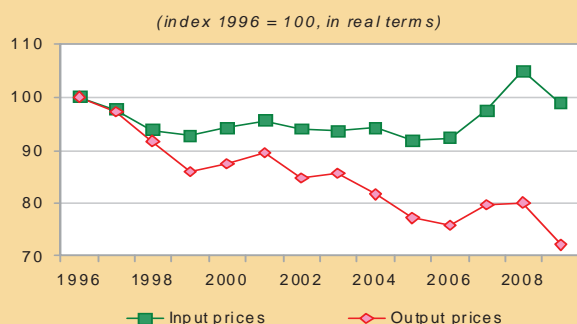


## Pressures on (EU) commodity producers

- Global competition / reductions in tariffs / increases in quota
- Market volatility
- Concentration in food supply chain downstream (processors and retailers)



→ Price pressure



# What do consumers want?

- Safety and hygiene: 'non-negotiable' requirements
- Price & quality: top consumer demand

## Some trends...

- *Nostalgia & comfort: feel-good brands; artisanal and tradition; 'home-made'*
- *Local: support local economy; buy 'in season' produce; traceability*
- *Fresh and flavour-full*
- *Cultural and diverse foods*

Source: Eurobarometer and Jane Milton, 'notjustfood'



European Commission  
Agriculture and  
Rural Development

# Farming and production attributes

## Market and labelling responses:

- Traceability and « farm assurance »
- Geographical indications
- Organic
- Slow food
- Animal welfare
- Sustainability
- Fair trade

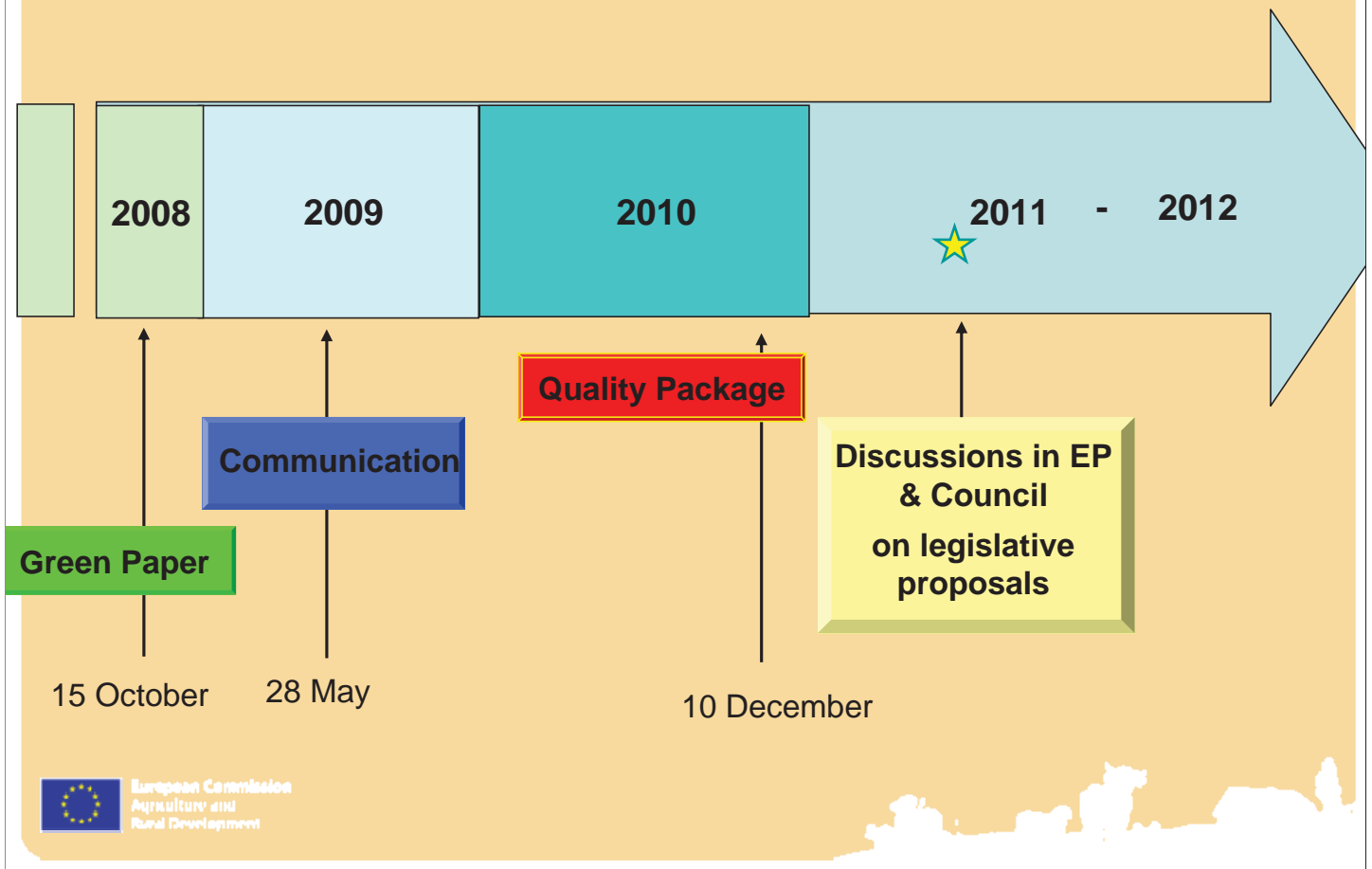


GLOBALG.A.P.



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# Creation of agricultural product quality policy



## Agricultural quality policy

[Hygiene and safety – non-negotiable]

**Quality: product characteristics and farming attributes, including the place of production, that consumers seek and farmers/producers can provide** [2009 Communication]

### **EU AGRICULTURAL PRODUCT QUALITY POLICY**

#### **– Marketing standards**

- EU standards
- international standards (CODEX, UN/ECE, etc.)

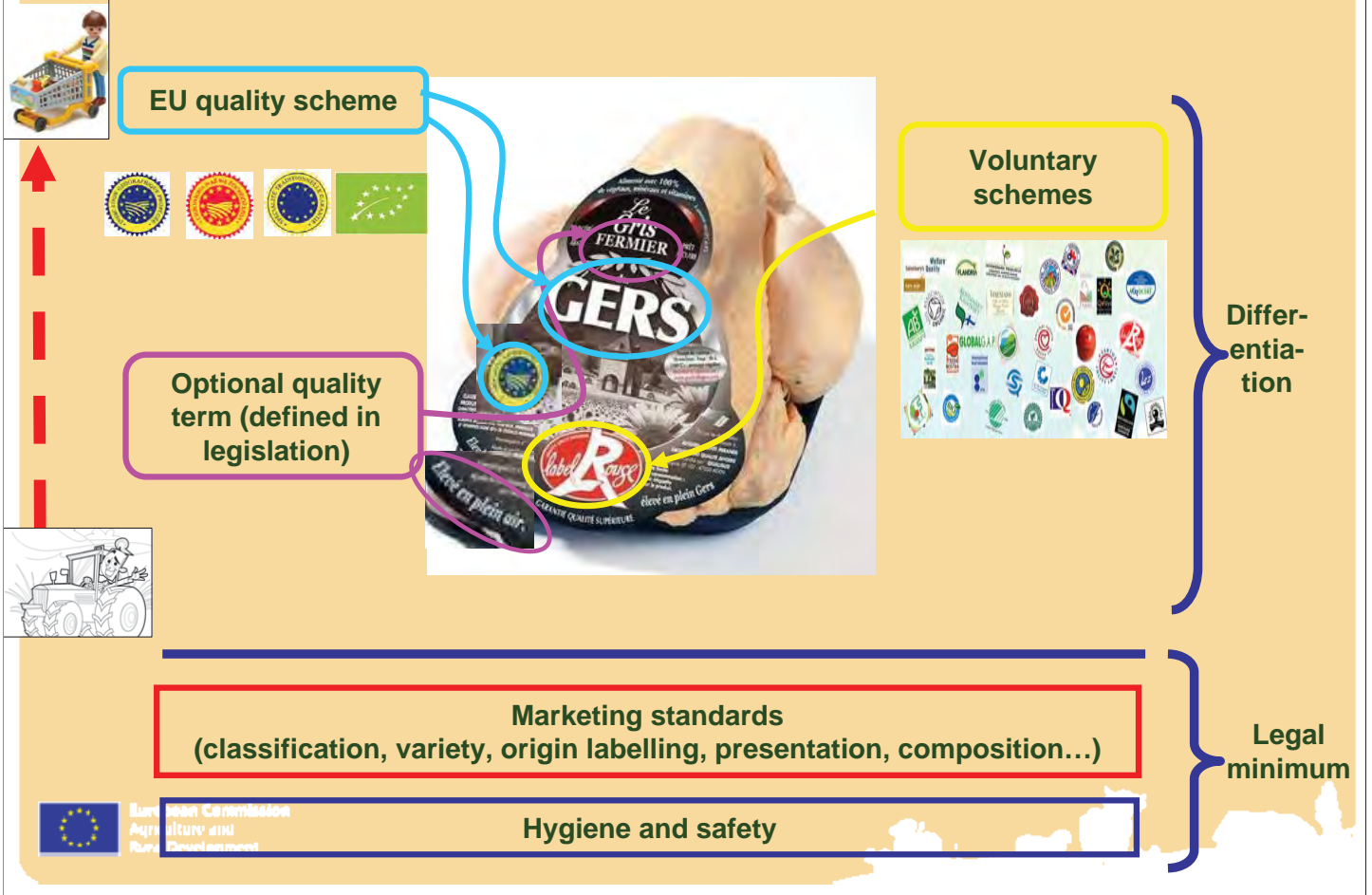
#### **– EU quality schemes**

- Geographical indications
- Organic farming
- Traditional specialities
- Optional quality terms [currently within Marketing Standards]

#### **– Private / non-EU voluntary schemes**

- Assurance schemes
- Differentiation schemes

# Labels and logos



## → Marketing standards

→ EU quality schemes

→ Private / non-EU voluntary schemes

### • Obligatory rules for product on EU market:

- Product definitions and product categories
- Classes of product
- Place of farming labelling
- Key elements, e.g. production method
- Processing, cutting and packing rules



### • Derogations for non-conforming product

### • Voluntary application of international standards

### • Quality package proposes consolidation into single instrument

→ Marketing standards

→ **EU quality schemes**

→ Private / non-EU voluntary schemes

- Geographical indications for agricultural product, foodstuffs, wines and spirits
- Organic farming
- Traditional specialities guaranteed
- Optional quality terms



## TSG: traditional specialities guaranteed

- 30 names registered since 1992
- Re-launch scheme
- Stronger identity: 50 years for definition of 'traditional'
- Limit to processed product
- Provide for protection of all registered names
- Streamline procedures



# Optional quality terms

Terms that add value: “free range”, “cold pressed”

- Create instrument for quality terms
- Carry-over all current optional terms from marketing standards
- Consider term for “product of mountain farming”

## Organic farming

- Not part of quality package
- Sector in substantial growth
- Logos and single market



# Geographical indications: EU registers

Wines

Spirits



Agricultural products and foodstuffs

# Intellectual property protection

Protection against wrongful uses:

- Absolute protection for registered name.
- Extended protection against specific misuses, including 'evocation', 'misuse' and 'imitation' even if translated.
- General protection of consumer.

Prevent registration of conflicting trade marks



## Benefits of geographical indications



### Consumer benefits:

- Quality assurance
- Specific character
- Traceability
- Labelling

### Producer benefits:

- Protect valuable product names
- Maintain standards
- Prevent counterfeiting
- Fair competition

### Societal benefits:

- Link valuable products to rural areas
- Reconnect consumers and producers
- Maintain quality standards

### Environmental benefits:

- Linking traditional product with landscapes and farming systems



# The “Dehesa”, Extremadura, Spain





## Iberian ham GI “Dehesa de Extremadura”



- Marketing standards
- EU quality schemes
- ➔ **Private / non-EU voluntary schemes**

- Assurance schemes

- GLOBALGAP, QS, British Retail Consortium...
- For the retailer: protect reputation; meet duty of care; apply specific standards
- For the producer: secure access to that retailer.
- Concerns: transparency; single market; burdens on farmers



## Private / non-EU voluntary schemes

- Differentiation schemes

- Access market niches and consumer preferences
- Producers should analyse their consumer strengths:
  - Local
  - Taste
  - Mountain
  - Traditional
  - Fair Trade
  - Organic
  - Sustainable

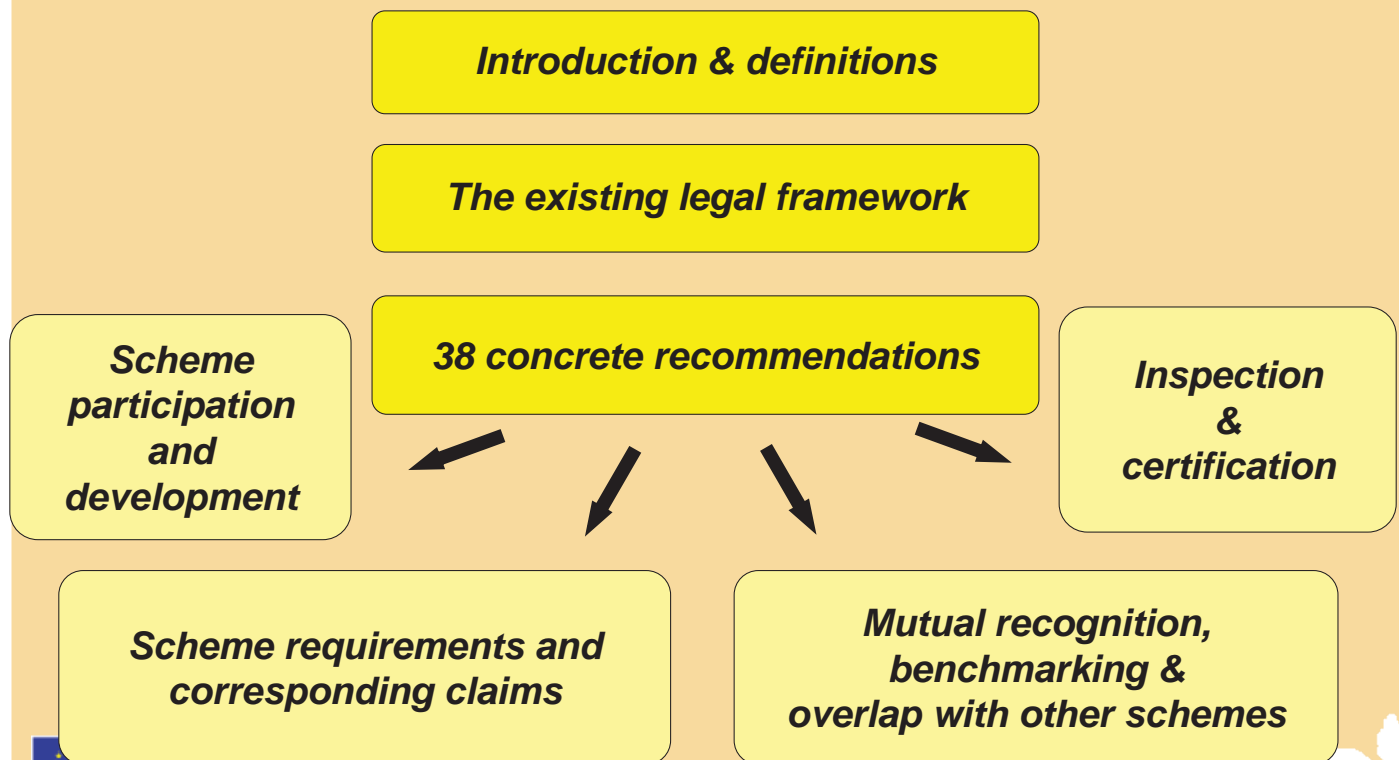


- Questions

- Clear for consumers?
- Burdens on farmers?
- Single market?

# Guidelines for voluntary certification schemes

[http://ec.europa.eu/agriculture/quality/policy/quality-package-2010/certification-guidelines\\_en.pdf](http://ec.europa.eu/agriculture/quality/policy/quality-package-2010/certification-guidelines_en.pdf)



## Controls

- Certification
  - EN 45011 / ISO 65
  - Accreditation
  - Costly and burdensome
- Self-declaration
  - Used for optional reserved terms
- Official feed and food control regulation (2004)
  - Integrates all food law (inc. production conditions and labelling) controls
  - Risk analysis
  - Responsibility for correct application of food law with food business operator
- Private action
  - Judicial orders
  - Denunciation

# What next?

- EU
  - Adoption of quality package
  - Food information for consumers regulation to replace Labelling Directive of 2000
  - New EU schemes or frameworks in debate: animal welfare; ecolabel for food; CO2 footprint; water footprint
- Marketplace
  - Combined audits
  - New and renewed labels reacting to consumer demands and farmers capacities
  - Combined labelling: *fair trade + organic + assurance...*



*Thank you for your  
attention*



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[http://ec.europa.eu/agriculture/quality/index\\_en.htm](http://ec.europa.eu/agriculture/quality/index_en.htm)  
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