



Final 25-26/11/2020

BACKGROUND PAPER

PANEL: PDO AND PGI LOGOS USE

This panel will explore future options for the use of the EU GI symbols (PDO/PGI logos) and their effectiveness in supporting EU scheme.

1. OBJECTIVES

The use of PDO/PGI logos should serve both the producers and consumers and could assist MS authorities in their control functions:

- PDO/PGI logos are meant to fulfil an **information role** and to positively influence GI **promotion and recognition** among consumers;
- PDO/PGI logos could serve as **quality indicators** and increase the value of the GI identity among producers;
- PDO/PGI logos may serve as **enforcement** tools, as they could facilitate identification of these products on the market by inspectors.

2. CHALLENGES

- In case of GI-labelled agricultural products and foodstuffs originating in the EU, PDO/PGI logos are an **obligatory** part of the labelling. Their use is **optional** in case of wine and spirit GI products and are rarely used on these products. They are also optional for non-EU GIs registered in the EU and not used on non-EU GIs protected under bilateral agreements.
- The use of logos in a manner not in line with the rules of use, is a common error and **source of non-compliance**. For example, the logo should be placed adjacent to the registered GI name; it cannot be used to identify a processed product where GI product is an ingredient.
- PDO/PGI logos seem not to enjoy sufficiently broad recognition among consumers – reaching **only 20% recognition** in 2020 Eurobarometer.
- Some producers are not convinced about the **attractiveness** of GI symbols on their labels.

- The **message for consumers** is not clear as the GI scheme is not a conventional ‘logo scheme’ where the logo conveys a distinct meaning for all product bearing the logo. For GIs, the logos guarantee that the product is ‘made according to its specification’ and it has a ‘particular origin’, but not that the product has common characteristics with all other GIs.
- The sector-specific regulations (foods, wines, spirits) on GIs contain **different rules of use** of PDO/PGI logos (as well as the acronyms ‘PGI’ and ‘PDO’), which can blur the message for consumers, and can be a source of confusion for producers, marketing managers and control authorities.
- Currently there are no explicit rules concerning the use of PDO/PGI **logos on internet** and consequently practice in this regard substantially differs. Yet, in a digital age, clarity is needed. Could use on the internet be an alternative to logo-labelling on product, where this is not used in practice?

In the context of these considerations, a change or interpretation of the rules on the use of PDO/PGI logos might be necessary (relaxation of the rules; their harmonisation; clarification, interpretation of particular cases such as the use of PDO/PGI symbols on internet).

3. QUESTIONS :

- What changes would be desired as regards PDO/PGI logos?
- Is it necessary to keep separate logos for PDOs and PGIs, which already suffer from low recognition among consumers?
- Would a relaxation of the rules on the use of PDO/PGI (e.g. less strict requirements on the size, colour or place on the label) lead to increase of PDO/PGI logos attractiveness for producers or would such changes result in lower recognition and confusion of consumers?
- What are the main reasons for the limited use of EU symbols for wine and spirit drinks GIs? What should be changed to convince more producers to use PDO/PGI logos?
- Would it suit best interests of all GI stakeholders (producers, authorities and consumers) to harmonise the use of PDO/PGI logos for all GI sectors (food, wine and spirit drinks)?

