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TRAINING AND ADVICE FOR THE AGRI-FOOD SECTOR

N93

CATALONIA'S FOOD AND AGRICULTURE PDO AND PGI

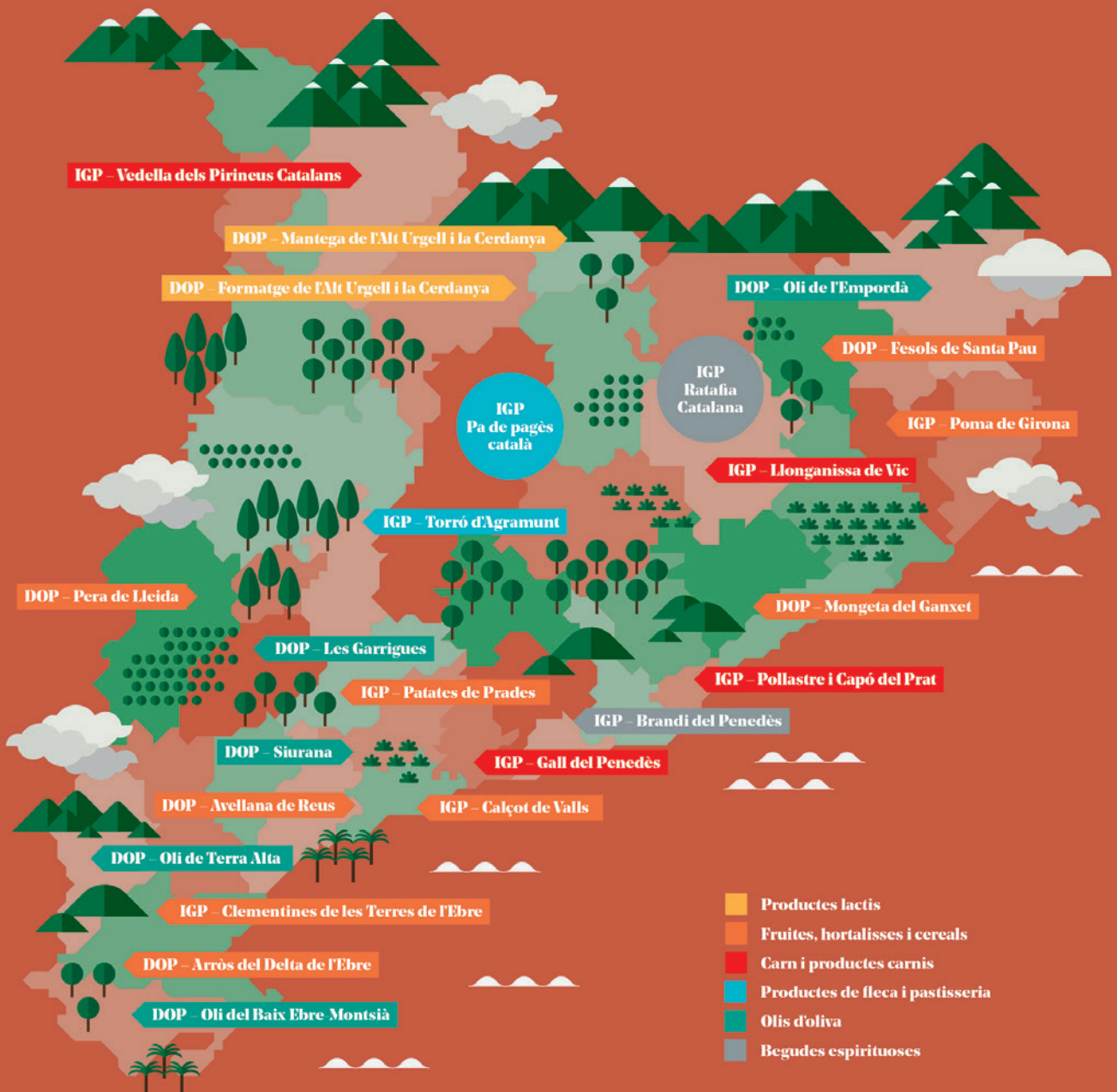
September 2018

P03 Catalonia's differentiated food and agriculture quality policy P12 Catalonia's PDO and PGI P25

The Association of European Regions for Products of Origin P29 Experiences in the sector P32 Graphic of PDO and PGI of agricultural products and foodstuffs



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INTRODUCTION



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Director General for Food, Quality and Agri-food Industries

Today, protected designations of origin and protected geographical indications of non-wine agricultural products and foodstuffs are standards of quality and origin established and regulated by a European regulation - Regulation (EU) no. 1151/2012. They are one of the cornerstones of European agricultural policy. But hallmarks for protecting differentiated quality date back from an earlier point in time, and we pioneered them in Catalonia.

Because of its diversity, Catalonia has a very rich heritage of agriculture and food that the Government of Catalonia has aimed to protect and endeavoured to enhance its value since it was established. This was both because of its link with rural development strategies, and because it is a distinguishing feature of Catalan cultural identity. Today, our Statute of Autonomy stipulates that the Government of Catalonia has exclusive competence over designations of origin and other quality mentions, and in the area of quality of agricultural products and foodstuffs.

This Technical Dossier is devoted to food and agriculture quality policy in Catalonia, and to designations of origin and protected geographical indications of non-wine agricultural products and foodstuffs in particular. It covers a subject which everyone knows something about, but which is rarely considered in depth. The dossier addresses the topic in overall terms: it provides a historical overview to show how we have reached the current situation, examines the present, and considers the outlook for the future.

It does so by means of an extensive and exhaustive article which reviews the history of differen-

tiated quality policy for food and agriculture in Catalonia, outlines the current regulations and the key concepts related to the application procedure and management of PDO and PGI, and finally takes stock of the issue as a whole, in order to provide some conclusions that help us face the future.

This is followed by a snapshot of the PDO and PGI of agricultural products and foodstuffs in Catalonia to highlight what they are, their location in the country, and to provide a basic idea of each one's characteristics.

However, we are aware that it is important to broaden perspectives and look at things from different angles, and we did not want to produce an internal dossier written solely by experts from the Ministry of Agriculture. For this reason, we have included other points of view on PDO and PGI: the European outlook of the Association of European Regions for Products of Origin (AREPO) and various views of past and present producers who are very much involved in Catalonia's PDO and PGI.

Finally, we must emphasise that the importance of Catalan PDO and PGI lies in the farmers and livestock farmers, producers, cooperatives, companies, etc. who are members of the regulatory boards, and who produce and prepare the products covered by the labels. All the regulations and management undertaken by government bodies is only meaningful because of the commitment of thousands of people and their efforts to put them into practice.

I hope you find this Technical Dossier interesting.

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Cover photo:
Map of products recognised by the EU, PDO and IGT, and images of the product. Source: DARP



CATALONIA'S DIFFERENTIATED FOOD AND AGRICULTURE QUALITY POLICY



Figure 1. The Prodeca stand at the Alimentaria trade fair. Source: Prodeca.

This article reviews the differentiated food and agriculture quality policy that has been implemented by the Ministry of Agriculture, Livestock, Fisheries and Food (DARP), since initiatives in this area began. It describes and discusses the regulatory and application process that has put in place, ranging from the initial standards produced by the DARP to the current regulations within the framework of European regulations. We focus primarily on Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) for non-wine agricultural products and foodstuffs, although we also discuss other items currently subject to food and agriculture quality regulations. However, we do not cover wine designations, organic agricultural production or integrated production, which have their own regulatory frameworks.

01 The development of Catalonia's differentiated food and agriculture quality policy

01.01 Introduction

Catalonia is a very diverse territory in terms of its climate, soil and other factors linked to food and agriculture production. As a result, it has a vast wealth of agricultural and food products, and all of them form part of the culinary traditions of Catalonia's various regions. The Catalan agrifood sector, made up of agriculture, livestock, traditional crafts and the food industry, and even the hostelry sector, are part of the 'Catalan food model', in which the products are made to a high level of safety, diversity and quality. Their diversity and differential quality is a legacy which must be preserved, and knowledge and recognition of this heritage must be enhanced.

After consumers have satisfied their nutritional and food safety needs, their interest and concern turn towards their diet. Today's consumers increasingly ask for information about the source, ingredients, production systems and environmental protection measures involved in food and agriculture production. These requirements are mostly met by the information contained on the product's pack-

aging, in accordance with compulsory labelling and consumer information legislation. However, labels or hallmarks that implicitly assure the consumer of differentiated quality characteristics, in terms of the origin and the specific characteristics of the production system, etc. are also needed. For this reason, within the framework of the European Union (EU), the food and agricultural producers of Catalonia must go beyond the basic levels of the concept of quality, and move towards high quality production related to products with a high reputation. This is the only way to remain competitive and to be more sustainable in production.

That is why the protection and valorisation of Catalonia's food and agricultural heritage has been a clear objective of the Government of Catalonia since its inception, through the food and agriculture quality policy. It aims is to protect this differentiated quality production, by means of a system of hallmarks protected by the EU, and to promote competitiveness for quality, contributing to the local nature of

production, and to closer links between the country's population and its territory.

This policy must provide adequate support for producers and provide guarantees for con-



Labels or hallmarks that implicitly assure the consumer of differentiated quality characteristics, in terms of the origin and the specific characteristics of the production system, etc. are also needed.

sumers, not only in terms of the differential quality of products with origin and quality indications, but also with regard to their traceability, official checks, and any additional checks carried out by external certification bodies. This policy must also include promotion and information tools aimed at consumers, in order to raise the profile of these differentiated quality products.

01.02 Beginnings of the Catalan regulations on differentiated quality

Since its restoration with the return of democracy, the Government of Catalonia has been responsible for the areas of designations of origin and food and agriculture policy. This competence was included in the Statute of Autonomy of Catalonia of 1979. At that time, the only regulation in this field was Law 25/1970 of 2 September - the Statute of Vines and Wine, which covered Spain as a whole. It was not until 1988 (by Royal Decree 728/1988) when the first two hallmarks of non-wine agricultural products and foodstuffs linked to their origin were specifically



The protection and valorisation of Catalonia's food and agricultural heritage has been a clear objective of the Government of Catalonia since its inception.

regulated: the Designations of Origin and Specific Designations.

However, the first two designations of origin in Catalonia (and in Spain) of non-wine agricultural products and foodstuffs were created in the 1970s, before Catalonia's Statute of Autonomy and the competences it conferred. These were two designations of olive oil: Les Garrigues (created under the name of Borges Blanques) and Siurana.

The first Catalan legislation that regulated origin-related labels, Decree 33/1983, of 10 February on Quality Designations, established Designations of Quality in 1983. They were initially known as Generic Quality Designations, and were renamed Quality Designations in 1988. They were created by the DARP to fill a legal loophole in order to protect the origin and quality of products that were unable to comply with Spanish regulations. Although the name of the label referred to quality, the regulations encompassed products with particular characteristics linked to their origin, based on traditional methods of production and preparation, which always had high levels of quality. The legislation stipulates that these characteristics had to be included in their entirety in the appropriate Regulations for each product, and a Board was designated as the body responsible for checking and certifying the product. The certification was delegated to an external organisation recognised by the DARP. The designation of all recognised products had to include the generic name followed by the geographical name. Most of these products had the same characteristics as those covered by today's PGI, and only a few cases were recognised as PDO after adapting to the EU regulations.

Later, in 1989, and before the formulation of European regulations in this area, the DARP created another category, Regional Designations (Decree 252/1989 of 25 September) to protect typical traditional products from Catalonia's regions after a proposal by the Regional Councils. A regulation specified the most important characteristics of each product, and a single emblem was established for each region. With the subsequent adaptation of European regulations, some of these products became regulated as PGI, while others chose to be covered by guarantee labels or collective labels (according to intellectual property regulations). Adapting a Regional Designation to a PDO or PGI is

difficult not because of a lack of differential characteristics due to their origin or a lack of reputation, but because small producers are often unable to meet the checking and certification costs for their products.

Another initiative by the DARP to protect and promote many traditional products was the creation of the Regional Products Inventory, which has already borne fruit and is continuously updated. This Inventory highlights the great diversity of food in the regions of Catalonia, and is a tool for preserving and valorising the country's food heritage. Because of its importance it was regulated by Law 14/2003 of 13 June, concerning Agricultural and Food Quality in Catalonia. Many of the products included have been the starting point for restoring local types of cuisine and production, as well as markets and fairs, making the Inventory one of many instruments that boost rural development.

At the same time as the origin-related labels, in 1986, the Ministry of Agriculture created the Food Quality Label (the Q label) by Decree 362/1986 of 18 December, concerning quality food products. This was a quality label that was not related to the origin of agricultural products and foodstuffs. It was established at the request of the food indus-



Since its restoration with the return of democracy, the Government of Catalonia has been responsible for the areas of designations of origin and food and agriculture policy.

try, which wanted to differentiate the superior quality of its products.

The Q label was used to distinguish a range of high quality agricultural products and foodstuffs which had characteristics that set them apart from similar products. These differences in their composition, methods of production and/or preparation were stipulated in specific regulations for different sectors (see Figure 2). In fact, the Q label is still in force, but its implementation is limited since few companies now use it. For this reason, the DARP is considering whether to continue the scheme

Q label: regulated areas

- Chocolates
- Rabbit meat
- Chicken and capon meat
- Pork meat
- Beef
- Lamb meat
- Cheese
- Biscuits
- Honey
- Blue fish
- Praline nougat and chocolate truffles

Figure 2. Q label sectors. Source: DARP

The protected products must be checked by an external body authorised by the DARP, and compliance with the relevant ISO standard certified by a national accreditation body. There is only one organisation per EU Member State, and in Spain this is the National Accreditation Institution (ENAC).

This initial regulatory framework led to the creation of:

- 2 Designations of Origin (DO): Borges Blanques* and Siurana*.
- 2 Specific Designations (SD): El Prat Chicken and Capon*, and Ebro Delta Rice*.
- 23 Designations of Quality (DQ): L'Escala Anchovies, Ebro Delta Rice*, Catalan Botifarra, Valls Calçots*, Llobregat Cherries, Alt Urgell-Cerdanya Cheese*, Ebro Delta Prawns, Vic Llonganissa*, Maresme Strawberries, Alt Urgell-Cerdanya Butter*, Catalan Mandarins and Clementines*, Ebro Delta Mussels, Ebro Delta Oysters, Tarragona Blue Fish, Girona Apples*, Plana d'Urgell Apples, Thoroughbred El Prat Chicken and Capon*, Pinyana Peaches, El Penedès Peaches, Catalan Ratafia*, Agramunt Turron*, Girona Veal and Pyrenees Veal*.
- 19 Regional Designations (41 existing regions): L'Alt Camp, L'Alt Empordà, L'Alt Urgell, El Bages, El Baix Camp, El Baix Ebre, El Baix Empordà, El Berguedà, La Cerdanya, La Conca de Barberà, El Pallars Jussà, El Pallars Sobirà, El Penedès, El Ripollès, El Solsonès, El Tarragonès, La Val d'Aran, El Vallès Occidental and El Vallès Oriental.

The designations indicated with an asterisk above have made way for a currently recognised PDO or PGI.

01.03 European harmonisation of regulations



Figure 3. The first two Catalan designations of origin were for olive oil. Olive trees. Source: DARP

The European Commission's communication 'The future of rural society' of 1988, which among other guidelines clearly highlighted the need for an improvement in the quality of agricultural products and foodstuffs, led to the emergence of community regulations aimed at protecting differentiated quality in agricultural products and foodstuffs:

- Regulation (EEC) No 2081/92 of 14 July 1992 on Protected Geographical Indications (PGI) and Protected Designations of Origin (PDO) provided a common European framework for systems which protect the origin of agricultural products and foodstuffs, which had already existed in various Member States. It restricts the use of certain geographical terms to products that have characteristics linked to the area of origin and to local production methods.
- Regulation (EEC) No 2082/92 of 14 July 1992 on certificates of specific character provides protection for a series of traditional food specialities and specifications on methods of production. This innovation establishes the current Traditional Specialities Guaranteed (TSG), which highlights products with any of the following differential characteristics:
 - They are obtained from traditional raw materials.
 - Traditional composition.
 - Traditional production and preparation methods.



Adapting a Regional Designation to a PDO or PGI is difficult not because of a lack of differential characteristics due to their origin or a lack of reputation.

The European regulation did not seek to establish a new concept of quality linked to a product's origin, but instead included the concept which had been established and developed in the Mediterranean countries. A general framework was defined for labels to provide consumers in all member states with an official guarantee regarding the origin or specific characteristics. In short, the regulations establish a horizontal European standard that governs quality policy.

Their three main objectives are:

- To foster the development of specific regional production that enables agricultural production to diversify while contributing to rural development.
- To support the commercial activities of producers so that they use these instruments to highlight the differential characteristics of their products and protect them from unfair competition.

- To provide the consumer with reliable information about the origin and methods of production of agricultural products and foodstuffs.

European quality schemes have a number of characteristics in common:

- They are voluntary instruments, but they create exceptions to free trade.
- They must be applied for by producers' associations. They can only be requested individually in exceptional cases.
- They are governed by a list of conditions.
- They must have established a check to be carried out by the government or external control and certification bodies which certifies compliance with the relevant ISO standard as certified by a national accreditation body. Certification and control bodies must currently be accredited according to the ISO/IEC 17065: 2012 Standard.

01.04 Current regulations: key concepts

In Catalonia, we have a dual regulatory framework: the European and the Catalan regulations. On the one hand, the current European legislation is Regulation (EU) 1151/2012 of 21 November 2012, on quality schemes for agricultural products and foodstuffs. Regulations (EEC) 2081/1992 and 2082/1992 mentioned above were replaced by Regulations (EU) 509/2006 and 510/2006 respectively. These were subsequently replaced by

Regulation (EU) 1151/2012, which is still in force. Regulation (EU) 1151/2012 regulates European quality schemes, i.e. basically protected designations of origin, protected geographical indications and traditional specialities guaranteed.

Meanwhile, Catalonia's own regulatory framework relating to differentiated quality is Law 14/2003 of 13 June, concerning Agricultural and Food Quality, and Decree 285/2006 which implements it. The basic objective of the Catalan regulations is to promote the use of quality labels, and to establish protection mechanisms for agricultural and food quality and to fight against fraud. The Catalan regulations not only include European quality standards for agricultural products and foodstuffs, but also include other standards, such as Geographical Indications for Spirits, the Food Quality Label, Traditional Food and the Regional Products Inventory.

As quality standards, protected designations of origin and protected geographical indications are similar to each other, and designate products originating in a specific geographical area, which have properties or characteristics that are essentially due to the specific geographical environment in which they are produced and made, either entirely or partially (depending on whether it is a DOP or an PGI). Despite the differences and the nuances in the definitions, both types of label are pro-



The European regulation on TSG did not seek to establish a new concept of quality linked to a product's origin, but instead included the concept which was established and developed in the Mediterranean countries.

tected to the same extent. They both provide a guarantee for consumers, since they have differential characteristics that they have obtained according to the previously established specifications in a schedule of conditions, are easily identifiable to the consumer thanks to their specific labelling and emblem, and provide a traceability guarantee and additional checks carried out by an external certification body, apart from the mandatory controls for any agricultural and food product.

In order to understand the workings and application procedures for PDO and PGI, we present a brief explanation of some concepts apart from the definitions of PDO and PGI.

- **Applicant group:** This is the producers' association that submits an application for a new

PROTECTED DESIGNATION OF ORIGIN (PDO)



The protected designation of origin (PDO) is the name that identifies a product originating in a specific place, region or occasionally a country, with a quality or characteristics that are essentially or exclusively due to a specific geographical environment, with inherent natural and human factors and in which the production, processing and preparation processes are carried out entirely in the defined geographical area.

PROTECTED GEOGRAPHICAL INDICATION (PGI)



La indicació geogràfica protegida (IGP) és el nom que identifica un producte originari d'un lloc determinat, una regió o un país, que posseeix una qualitat determinada, una reputació o una altra característica que pugui essencialment ser atribuïda al seu origen geogràfic, i del qual com a mínim una de les seves fases de producció, transformació o elaboració es fa en la zona geogràfica definida.

TRADITIONAL SPECIALITY GUARANTEED (TSG)



The traditional speciality guaranteed (TSG) is a quality standard that is also regulated by the European Union, which protects production methods and traditional recipes. Unlike PDO and PGI, it is not limited to a geographical area, and therefore it is not linked to the origin of the product. There are two products in Catalonia with TSG certification: Panellet marzipan desserts and Serrano Ham.

Figura 4. Logotips i definicions de DOP, IGP i ETG.

Qui pot realitzar el control i la certificació dels productes emparats per les DOP i IGP a Catalunya?

- Consell Regulador acreditat.
- Organisme de control independent inscrit en el Registre d'entitats de control i certificació de productes agroalimentaris del DARP i acreditat.
- Organisme públic: només en casos excepcionals.

Figure 5. Checking and certification of products with PDO and PGI.

PDO or PGI. The main requirements that the association must meet are as follows:

- It must be representative.
 - a) Of the volume of production.
 - b) Of all types of producers (both large and small).
 - c) Of all the links in the production chain involved.
- It must be cohesive and committed to the project
- It must have an agreed schedule of conditions.

- It must be the core of the future regulatory board that will administer the PDO or PGI.

- **Regulatory Board:** These are public law corporations that are responsible for administering PDO and PGI. They have their own legal personality, and are financially independent. It aims to defend, guarantee and promote the PDO and PGI concerned.

- **Checking and certification:** Quality schemes must be subject to a system of official checks, in accordance with the principles established by Regulation (EC) No 882/2004 of the European Parliament and of the Council of 29 April 2004 on official controls performed to ensure the verification of compliance with feed and food law, animal health and animal welfare rules. They must also include a system of inspections in all the production, transformation and distribution phases. The EU stipulates that the verification can be carried out by the competent authority or control bodies in accordance with bodies must be accredited by the UNE-EN-ISO/IEC 17065 Standard.

- **Single Document (SD):** This is a document published in the Official Journal of the European Union (OJEU) which contains the main points in the schedule of conditions.

- **Labelling of PDO and PGI:** Products protected by PDO and PGI may be identified by labelling using the EU symbol for PDO and PGI, which must always in the same field of vision as the registered name of the product. In addition, in Catalonia the logo of the PDO or PGI must also be included.

These specific identifications do not provide exemption from compliance with all applicable legislation regarding labelling and consumer information.

- **Schedule of conditions:** This is the main document that regulates a PDO and PGI. It stipulates both the geographical area and the characteristics of the protected product. The description of the production method and the links between the protected product and the defined area are also very important. The en-

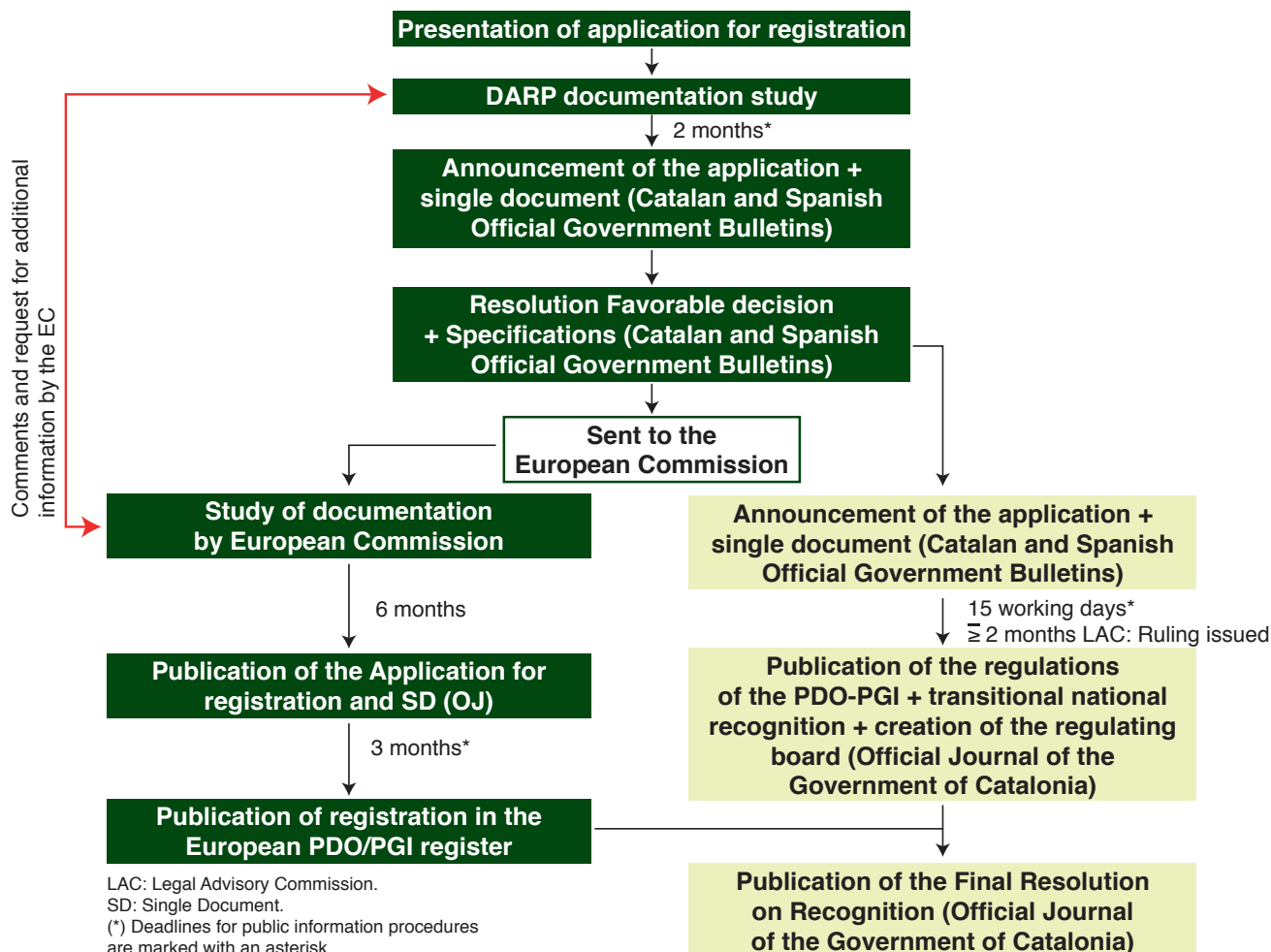


Figure 6. Diagram of the application procedure for a PDO/PGI. Source: DARP Food and Agriculture Quality Promotion Service

PROTECTED DESIGNATIONS OF ORIGIN (PDO)	IPROTECTED GEOGRAPHICAL INDICATIONS (PGI)
Arròs del Delta de l'Ebre (Rice) ¹	Brandi del Penedès ²
Avellana de Reus (Hazelnuts) ¹	Calçot de Valls (Spring Onion) ¹
Fesols de Santa Pau (Beans) ¹	Clementines de Terres de l'Ebre ¹
Formatge de l'Alt Urgell i la Cerdanya (Cheese) ¹	Gall del Penedès (Chicken) ¹
Mantega de l'Alt Urgell i la Cerdanya (Butter) ¹	Llonganissa de Vic (Sausage) ¹
Mongeta del Ganxet (Beans) ¹	Pa de Pagès Català (Bread) ¹
Les Garrigues (Olive Oil) ¹	Patates de Prades (Potatoes) ¹
Oli del Baix Ebre-Montsià (Olive Oil) ¹	Pollastre i capó del Prat (Chicken and Capon Chicken) ¹
Oli de l'Empordà (Olive Oil) ¹	Poma de Girona (Apples) ¹
Oli de Terra Alta (Olive Oil) ¹	Ratafia catalana (Liquor) ²
Pera de Lleida (Pears) ¹	Rosée dels Pirineus Catalans (Veal) ¹
Siurana (Olive Oil) ¹	Torró d'Agramunt (Nougat) ¹
	Vedella dels Pirineus Catalans (Veal) ¹

¹PDO and PGI agricultural products and foodstuffs according to R(EU) no. 1151/2012.
²Geographical indications for spirits according to R(EU) no. 110/2008.

Table 1: List of Catalan PDO and PGI. They are all recognised by the European Union. Source: DARP

tire contents must be agreed and justified. The contents are summarised in Figure 7.

- Application procedure: the application procedure for a PDO/PGI must be started by a producers' association. It is complex and long (requiring at least 2-3 years). This includes several evaluation phases (by the DARP and the EU), publications in official journals (DOGC, BOE and OJ) and a public information process in Catalonia, Spain and the European Union. It is presented in the diagram in Figure 6.

- Regulation: This is the third regulatory document covering a PDO/PGI. Unlike the schedule of conditions and the single document, it is based on Catalan agricultural and food quality legislation rather than European legislation. It is published in the Official Journal of the Government of Catalonia (DOGC). It primarily establishes everything related to the workings of the regulatory board (registers of members, governing bodies, elections, financing, etc.).

- The European Register of Designations of Origin and Protected Geographical Indications: This register includes the PDOs and PGI approved and recognised by the European Commission in accordance with Regu-

Contents of the Schedule of Conditions of a PDO/PGI:

- Product name.
- Description of the agricultural or foodstuff.
- Definition of the geographical area.
- Elements that prove that the product originates in the area (traceability).
- Description of the production method of the product.
- Link with the geographical area.
- Control structure.
- Specific rules concerning labelling.

Figure 7. Document of conditions.

lation (EU) 1151/2012 on quality schemes. It is available for consultation by the public through the DOOR ('Database of Origin & Registration') internet portal, at: <http://ec.europa.eu/agriculture/quality/door/list.html>

DOOR is a database that includes the names of all food products registered as PDO, PGI and TSG, as well as those which have applied for registration and which are involved in the process.

01.05 PDO and PGI in Catalonia

At present, Catalonia has 12 DOPs and 11 PGI of agricultural products and foodstuffs recognised by the European Union, and therefore registered in the European Commission's register of PDO and PGI, and 2 GI for spirits (see Table 1).

02 Future outlook and perspectives for food and agriculture quality policy in Catalonia

At a time when the various differentiated quality schemes for agricultural products and foodstuffs are one of the main cornerstones of the European Union's agricultural policy, we must be able to learn from years of experience and first, accept that despite the successes and the number of products protected by PDO and PGI in Catalonia, they are only known to a minority of consumers. Second, we must be able to apply all the knowledge we have acquired to addressing



Despite the differences and the nuances in the definitions, both types of label are protected to the same extent.

and assessing the future demands of PDO and PGI.

02.01 Promotion and dissemination of PDO and PGI

The DARP is carrying out a policy to foster and promote PDO and PGI in order to consolidate consumers' knowledge of these geographical indications. For this reason, institutional promotion and awareness-raising activities take place in order to raise awareness of the PDO and PGI and what they represent. The target population for the message is both the end consumer and professionals (mainly in the hospitality and distribution sectors).



The application procedure for a PDO/PGI is long and complex (taking at least 2-3 years).

There are two types of initiatives: generic campaigns to raise awareness of the general characteristics of these labels, and those that promote specific products. Despite the numerous initiatives that have been carried out, a great deal of work remains to be done to raise consumer awareness of the meaning of quality labels, and to encourage them to look for the logos on their labelling in the market.

The promotional activities carried out include the activities and promotion campaigns carried out exclusively by the Government of Catalonia, those undertaken by the regulatory boards, and those carried out jointly. The role of the Catalan PDO-PGI Federation is very important in the initiatives in which the DARP has worked with the regulatory boards, as it includes almost all the regulatory boards and aims to promote and raise awareness of PDO and PGI. This institution plays a key role, as it represents a large proportion of the Catalan PDO and PGI sector.

The most important promotion and awareness-raising activities in the field of quality labels carried out by the DARP have consisted of communication campaigns in the media (television, radio, newspapers, magazines and the Internet), publishing printed material (books, brochures and posters), participation and support at fairs and at local and international markets, among other activities.



Les actuacions realitzades pels consells reguladors poden gaudir de línies de subvencions específiques.

The activities carried out by the regulatory boards are eligible for specific grants from the Rural Development Programme (RDP) of European co-financing and DARP, and DARP exclusive minimum funding lines. The purpose of these grants is to encourage the regulatory boards to carry out information and promotion campaigns in the domestic market for the protected products, and to improve their marketing and to help increase the added value of their production, while providing an assurance of quality for the consumer. In addition to the grants for promotion, other subsidies are allocated exclusively to PDO and PGI. These grants encourage participation in quality programmes, which partially subsidise certification costs.

In the international arena, Catalonia and the DARP is a founder member of the Association of Regions of Products of Origin (AREPO). This association is an international body that includes several European regions that implement a quality policy based on PDO and PGI, in order to engage directly with European institutions and other international organisations,

and to protect the interests of European products of origin in all areas related to legislation and promotion of these products.

In order to increase consumption of protected products, awareness-raising must be continuous, and it is necessary to increase public knowledge of the meaning of origin and quality (PDO and PGI) labels as international recognition of products with roots in their region and of differentiated quality, controlled and certified by means of the instruments used to



Institutional promotion and awareness-raising activities are carried out in order to raise awareness of PDO and PGI and what they represent.

date. More recent awareness-raising methods must be enhanced, such as establishing tourist routes and developing new marketing avenues.

02.02 Analysis of future PDO and PGI applications

Agrifood productions in Catalonia have sufficient quality potential for new productions to obtain recognition from the EU by means of origin and quality labels. However, the experience of the results obtained with products that have been recognised as PDO and PGI to date must be carefully evaluated. It is very important to emphasise that the protection of PDO and PGI constitutes a restraint on free trade. This means that the name of a product is protected, and the product can only be produced by producers who comply with the agreed schedule of conditions and who certify their production.

It is therefore necessary to consider some critical aspects that warrant special attention before applying to the European Commission for new PDO and PGI, since in some cases the expected result in terms of the purpose for which they were registered may not be achieved. The DARP constantly receives requests for information and applications from producers for recognition for their products. In many cases, these requests are backed by Municipal and Regional Councils, who wish to obtain a more effective



Figure 8. Cows grazing in the Pyrenees. Source: DARP



Figure 9. Rice farming in the Ebro Delta. Source: DARP.



The Government believes that PDO and PGI are not always a panacea for raising a product's profile in the market and obtaining added value in its production.

promotion of their local or regional products. The Government believes that PDO and PGI are not always a panacea for raising a product's profile in the market and obtaining added value in its production.

In order to optimise this process and obtain the best results, prior to applying for registration, the DARP considers the following aspects in all cases:

- Aspects solely related to the product to be protected (reputation, association with the

geographical area, method of production and marketing, and the certifiable product volume).

- Aspects related to the applying association, which must be the future administrative committee of the PDO or PGI. Its representativeness in terms of the number of producers or the production volume must be taken into consideration in this respect. It is also necessary to assess the capacity and the financial resources available to establish the administrative committee.
- Finally, the applying association is asked to produce a cost/benefit balance sheet of what its membership of a quality scheme may involve, taking into account certification costs, among other aspects.

In cases where this prior assessment highlights weaknesses that are difficult to overcome, the producers' associations involved are advised that PDO or PGI are not the best solution for marketing their products, and they

are shown other ways to differentiate the quality of their products in the market that can help them to achieve their goals. One example is Collective Guarantee Labels, which allow geographical mentions.

These are basic considerations, and must be taken into account by the various sectors and the Government before processing an application for a PDO or PGI in order to avoid registering products for which this system is not effective, and which may lead to them becoming an obstacle to the free circulation of goods, and could also lead to the system of the geographic indications falling into disrepute.

02.03 Conclusion

Differentiated quality schemes are tools that complement other policies within the framework of the Common Agricultural Policy (CAP), such as the rural development policy and market support and income support policies. They can contribute to the development of rural areas, particularly in disadvantaged areas. The quality policy for agricultural products and foodstuffs is one of the tools available to producers, and identifies and promotes their products when they have specific characteristics.

The Government of Catalonia must undoubtedly continue to implement a quality policy that enhances the promotion and protection of differentiated quality products in Catalonia, applying the criteria and procedures discussed above. It must also consider how our country's extensive food and agricultural heritage can be protected in the best possible way,



The reputation of the registered product has often been enhanced, and this has led to parallel local regeneration activities.

taking into account the most suitable instrument for achieving this in each case. We are on the right track, as shown by the PDO and PGI, as those registered to date have clearly contributed to maintaining our food and agricultural heritage. We have found that the reputation of the registered product has often been enhanced, and this has led to parallel local regeneration activities, such as fairs, mar-



Figure 10. The Valls Calçot has been protected with a quality label since 1994. Source: DARP

kets, competitions and gastronomic activities related to these products.

With this dossier, our aim is to provide a simplified overview of the system that regulates differentiated agrifood quality, its development and the current situation in Catalonia. We believe that interest from producers is increasing, and that new challenges are emerging, as a result of more extensive knowledge of the quality of our traditional products, and the role that new technologies represent in the agrifood field.

03 Find out more

Regulation (EU) n° 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs.

Regulation (EC) No 110/2008 of the European Parliament and of the Council of 15 January 2008 on the definition, description, presentation, labelling and the protection of geographical indications of spirit drinks and repealing Council Regulation (EEC) No 1576/89.

DARP website: Origin and quality labels
<http://agricultura.gencat.cat/ca/ambits/alimentacio/distintius-origen-qualitat-agroalimentaria/>

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CATALAN PDO AND PGI



Figure 1: Promotional image. Source: DARP

01 Introduction

In this article, we will review the Protected Designations of Origin (PDO) and the Protected Geographical Indications (PGI) of non-wine agricultural products and foodstuffs regulated by Regulation (EU) no. 1151/2012 on quality schemes for agricultural products and foodstuffs. The concepts of the PDO and PGI have been explained in the previous article. They are the current European origin and quality labels that designate and protect the name of products originating in a specific geographical area, which have properties or characteristics that are essentially due to the specific geographical environment in which they are produced and made, either entirely or partially. The PDO and PGI are a guarantee of quality and of products rooted in the territory where they are made and produced. The use of a name registered as DOP or PGI is protected, and prohibited for any other product that is not the product for which it has been granted.

The exact definition and the difference between the two labels is possibly unknown outside the administrative, legal and academic spheres.



The PDO and PGI are a hallmark of quality and of products rooted in the territory where they are made and produced.

However, the concept of a designation of origin is widely known, and extends well beyond the world of wines, and is an essential and standard benchmark when discussing designations of origin. In fact, in March 2018, the number of geographical indications of agricultural products and foodstuffs (the expression used by the EU to refer to PDO and PGI in general terms) listed in the European register of protected designations of origin and geographical indications encompassed 1,370 products, of which 46% were PDO, and 54% were PGI, covering all kinds of agricultural products and foodstuffs. The products covered by PDO and PGI include processed and unprocessed products, fruit and vegetable products, cereals, dairy, meat, oils, spices, etc.

02 Catalonia's PDO and PGI

Twenty-two products produced and prepared in Catalonia have been recognised and regis-

tered in the European PDO and PGI register in the history of geographical indications. The most recent addition took place in 2016. Catalan PDO and PGI account for 1.7% of the total number of products registered (Table 1).

As in the European register as a whole, there is also a wide diversity in the type of Catalan products protected by PDO or PGI (Figure 2). Interestingly, 23% are PDO that cover olive oils (all of which are extra virgin). Oils are the most common type of protected product in Catalonia, although looking at the graph, one might conclude that the most common category is fruit and vegetables. This apparent discrepancy is explained by the fact that the 41% shown in the chart covers a very varied range of products, including three fruits, one nut, two vegetables, two pulses and one cereal.

Catalonia's protected geographical designations and indications also vary widely in terms

	TOTAL REGISTER EU (no.)	CATALONIA (no.)	CATALAN PRODUCTS COMPARED TO THE EU TOTAL (%)
PDO	633	12	1.9 %
PGI	737	11	1.5 %
TOTAL	1370	23	1.7 %

Table 1: Number of PDO and PGI listed in the European PDO and PGI register, and the percentage compared to the European total. Source: DOOR.

Producers	20,500
Manufactures (oil mills + bottles)	265
Regions	41
Certified annual PDO/Pgi production (tonnes)	74,400
Value of certified PDO/PGI production (M€)	105

Table 2: Figures for PDO and PGI for the mean values of 5 years (from 2013 to 2017) provided by the regulatory boards

of both their location and their sizes (Table 2). They are located all over Catalonia. In fact, 95% of Catalonia's regions have at least two products protected as PDO or PGI, and 55% of the regions have between three and five.

The geographical areas where the products with PDO and PGI are produced and/or prepared differ widely in terms of their size. The smallest consists of only one municipality (the Torró d'Agramunt PGI), while the largest encompasses all of Catalonia, which is the Catalan country loaf PGI. All the others are located between these two extremes, and are mainly local products produced in a geographical area consisting of municipalities belonging to one or two regions in 55% of cases, while only 18% of PDO-PGI take in more than six regions.

The overall figures for the PDO-PGI (Table 2) show their considerable size, and highlight their current and potential socio-economic importance. Their economic impact could be greater if all the production that meets the requirements for PDO and PGI products were certified and protected by these labels when marketed.

Some distinguishing features are highlighted below, together with a brief overview of the main characteristics and the delimited geographical areas of all the Catalan PDO and PGI.

	Arriós del Delta de l'Ebre PDO	Avellana de Reus PDO	Calçot de Valls PGI	Clementines de les Terres de l'Ebre PGI	Formatge de l'Alt Urgell i la Cerdanya PDO	Fesols de Santa Pau PDO	Gall del Penedès PGI	Les Garrigues PDO	Llomanisa de Vic PGI	Monts de l'Alt Urgell i la Cerdanya PDO	Mongra del Ganxet PDO	Oli del Baix Ebre-Montsià PDO	Oli de l'Empordà PDO	Oli de la Terra Alta PDO	Pa de Països català PGI	Patates de Prades PGI	Pera de Lleida PDO	Pollestra capó del Prat PGI	Poma de Girona PGI	Slurana PDO	Torró d'Agramunt PGI	Verdella dels Pirineus Catalans PGI	
Alt Camp																							
Alt Empordà																							
Alt Penedès																							
Alt Urgell																							
Alta Ribagorça																							
Anoia																							
Aran																							
Bages																							
Baix Camp																							
Baix Ebre																							
Baix Empordà																							
Baix Llobregat																							
Baix Penedès																							
Barcelonès																							
Berguedà																							
Cerdanya																							
Conca de Barberà																							
Garrat																							
Garrigues																							
Garrotxa																							
Gironès																							
Maresme																							
Moianès																							
Montsià																							
Noguera																							
Osona																							
Pallars Jussà																							
Pallars Sobirà																							
Pla d'Urgell																							
Pla de l'Estany																							
Priorat																							
Ribera d'Ebre																							
Ripollès																							
Segarra																							
Segrià																							
Selva																							
Solsonès																							
Tarragonès																							
Terra Alta																							
Urgell																							
Vallès Occidental																							
Vallès Oriental																							

The regions that are partially or totally included in the geographical area bounded by each PDO and PGI are shown.

Table 3: The PDO and PGI geographical areas.

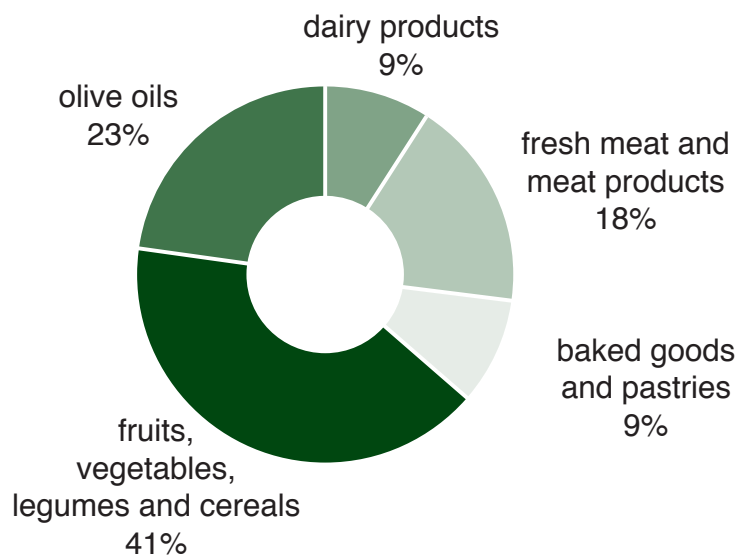


Figure 2: Location of PDO and PGI produced and prepared in Catalonia by product type. Source: DARP Food and Agriculture Quality Promotion Service.

ARRÒS DEL DELTA DEL EBRE (PDO)www.do-deltadelebre.com

The characteristics of the soil and climate, salinity and the level of the water table means that rice is the traditional monoculture in the Ebro Delta.

Description: 'Extra' class pearly white rice of the bahia, tebre, fonsa, bomba, montsianell and gleva varieties. They all have a high concentration of starch in the middle of the grain, which absorbs the flavours of the other ingredients that accompany the rice when it is cooked.

Area produced: In the geographical area of the Ebro Delta, formed by municipalities in El Baix Ebre and El Montsià regions.

**AVELLANA DE REUS (PDO)**<http://www.avellanadereus.cat>

Produced in an area with a rugged landscape, with altitudes ranging between around sea level and 1,000 m. The strong north-westerly wind that blows in February and March boosts pollination.

Description: Hazelnuts of the negreta, pauetet, gironella, morella and culplana varieties traditionally grown in the area. The negreta hazelnut is the most widely cultivated.

Area produced: The regions of El Baix Camp, L'Alt Camp, El Tarragonès, El Priorat, La Conca de Barberà and La Terra Alta.

**CALÇOT DE VALLS (PGI)**<http://www.igpcalcotdevalls.cat/>

'Calçot' is the term used to describe the sprout of a white onion which is fully developed and has been replanted in the ground. As they grow, these sprouts are covered, i.e. the sides are covered with earth to whiten the base, which is the part that is consumed.

Description: Allium cepa L onions, the late white variety from Lleida.

Area produced: L'Alt Camp, El Baix Camp, El Tarragonès and El Baix Penedès regions.



CLEMENTINES DE LES TERRES DE L'EBRE (PGI)igpclementinesebre@gmail.com

Clementines are plants that are a hybrid of mandarin and bitter oranges. They are outstanding among all the citrus fruits grown in the Terres de l'Ebre region because of their quality, and they have become the predominant citrus crop in the area for this reason.

Description: Fruits of *Citrus reticulata* of the fina, hernandina and clemenules clementine varieties. They have a deep and intense orange colour on both the outside and inside.

Area produced: The regions of El Baix Ebre and El Montsià.

**FORMATGE DE L'ALT URGELL I LA Cerdanya (PDO)**www.dop-alturgell-cerdanya.com

This cheese originated at the time of the phylloxera blight which affected vines, the main crop in the area, in the early twentieth century. At that time, the local economy shifted towards livestock farming and dairy production.

Description: A cheese from Friesian cow's milk, ripened, with uncooked pressed paste. It has a natural light brown rind, and the paste is creamy or ivory. It has a soft, creamy texture.

Area produced: L'Alt Urgell and La Cerdanya regions.

**FESOLS DE SANTA PAU (PDO)**www.fesolsdesantapau.cat

These beans were first cultivated in the volcanic region of Santa Pau in the eighteenth century. They are grown only in volcanic soils, which due to their low acidity have a direct impact on the quality and characteristics of Santa Pau beans.

Description: These beans are marketed in both their dry form as well as cooked and packaged, in three traditional varieties that are very well adapted to the edaphoclimatic conditions of the area. The most common variety is the tavella brisa bean. These are white, slightly shiny, rounded and small, known for their very thin skin and low levels of flouriness, as well as for their mild flavour.

Area produced: The main centre of production is the town of Santa Pau, but they can be grown in another six municipalities in La Garrotxa region.



GALL DEL PENEDES (PGI)

www.galldelpenedes.cat



The most important time of the year for the Penedès Chicken is the celebration that has taken place in Vilafranca del Penedès every year since the twelfth century. It was originally known as the Penedès Fair, then Saint Thomas' Fair, and is today called the Rooster Fair. This product has historic links to the Penedès region and its wine-growing tradition. The modern diet used in the Penedès Chicken PGI is linked to this tradition, as the birds' feed includes grape seeds.

Description: Fresh chicken meat from the Penedesenca negra breed, improved from the traditional Penedesenca breed. The carcasses are red, and the meat is firm and juicy. This very hardy bird grows slowly.

Area produced: It is produced in the historical Penedès area, which today covers the regions of L'Alt Penedès, El Baix Penedès, El Garraf and some municipalities in L'Anoia and L'Alt Camp regions.



LES GARRIGUES (PDO)

www.olidoplesgarrigues.com



Oils are very well suited to the system of designations of origin that was created to protect and identify wines. As a result, the first non-wine agricultural products and foodstuffs to be protected by a PDO were olive oils. In fact, the first were oils from the area of Les Garrigues. The Les Garrigues PDO is the oldest designation in Spain. It was created in 1975, under the name of Borges Blanques.

Description: Extra virgin olive oil from the arbequina ($\geq 90\%$) and verdiell olive varieties. The arbequina olive gives character to the PDO olive oil. The oils from the beginning of the harvest are fruity, greenish, more full-bodied and have a bitter almond flavour. As the harvest progresses, the oils become yellow, more fluid and have a sweeter taste.

Area produced: The region of Les Garrigues and municipalities in the southern regions of El Segrià and L'Urgell.



LLOGANISSA DE VIC (PGI)www.lloganissadevic.cat

Vic and the llonganissa sausage have been closely linked for years, and over time they have become the city's little gem. The reputation of the Vic llonganissa is long-standing, and it has appeared in a number of documents since the nineteenth century. It is the result of the relationship between the secular tradition and the specific environmental conditions of the Vic Plain.

Description: A traditional Catalan sausage made from lean pork meat and bacon, which belongs to the group of raw/cured sausages. Its outward appearance is cylindrical, straight and whitish, and it eventually acquires a violet-brown tone. The pieces of bacon and pepper seeds inside are clearly visible after cutting.

Area produced: The Vic Plain, in the Osona region, consisting of 28 municipalities.

**MANTEGA DE L'ALT URGELL I LA Cerdanya (PDO)**www.dop-alturgell-cerdanya.com

The yellowish hue of Alt Urgell and Cerdanya butter varies depending on the season. It is sharper in summer, and duller in winter, as it depends on the amount of carotenes in the cattle's diet.

Description: Butter made from cream from Friesian cow's milk. It has a uniform bright yellow colour, a solid and homogeneous consistency, very oily, with a low melting point, and it scarcely adheres to the palate. It tastes of slightly acidic fresh cream.

Area produced: The regions of L'Alt Urgell and La Cerdanya.

**MONGETA DEL GANXET (PDO)**www.mongetadelganxet.cat

Written records of this variety of bean being cultivated in the Vallès region date back to the late nineteenth century, when it was known as 'filaire', an ancient synonym for 'ganxet', which is Catalan for 'crochet needle', and it was also known as the 'tender bean'. It was documented with the name 'ganxet' for the first time in the twentieth century.

Description: These beans are marketed in dry and cooked formats. The ganxet bean is a native bean variety with white grains, and is slightly shiny, flat, and kidney-shaped. Its most outstanding characteristics are its very thin skin, its extreme and persistent creaminess, and its extremely soft and characteristic flavour.

Area produced: El Vallès Occidental and El Vallès Oriental regions, nine municipalities in El Maresme region, and four municipalities in La Selva region.



OLI DE L'EMPORDÀ (PDO)www.oliemporda.cat

According to the historical sources and various archaeological excavations, olive cultivation and olive oil production has been taking place for more than 2,500 years. In the Empordà region, it has been associated archaeologically with the Greek and Roman civilisations. It has even been said that the area around Empúries could have supplied Athens.

Description: Extra virgin olive oil from three native varieties exclusively from the area in the PDO (argudell, curivell and llei de Cadaqués) and one traditional variety (arbequina) that has been cultivated in the area for more than a century. The argudell variety is the most common, and gives the oil its character.

These oils vary in colour from straw yellow to green. They have a balanced flavour of green fruit with medium intensity, and are bitter and sharp on the palate. Among other secondary characteristics, their aromas are usually reminiscent of freshly cut grass and/or nuts.

Area produced: L'Alt Empordà and El Baix Empordà, three municipalities on the boundary of El Pla de l'Estany and five municipalities in El Gironès region.

**OLI DE LA TERRA ALTA (PDO)**www.dopoliterraalta.com

In the PDO, the olive tree is not only important in economic and productive terms, but it is also a major feature on the landscape. The Arabs were responsible for spreading the cultivation of olive trees in Catalonia, and in the Terra Alta region in particular. Indeed, the word 'almàssera' clearly originated with them.

Description: Extra virgin olive oil obtained from the empeltre, morruda, farga and arbequina varieties, with empeltre olives the primary variety which gives the oil its character.

At the beginning of the harvest, the olives are green or greenish-yellow with a fruity taste. As the harvest progresses, they become yellow with nuances ranging from pale yellow to 'old gold' and a slightly sweet taste. They have aromatic overtones reminiscent of almonds and/or walnuts.

Area produced: The region of La Terra Alta and three municipalities in La Ribera d'Ebre region.



OLI DEL BAIX EBRE-MONTSIÀ (PDO)www.acobem.com

El Baix Ebre and El Montsià are two of Catalonia's regions with the longest olive-growing traditions, and they are home to Catalonia's oldest olive groves, with extremely old trees in many places.

Description: Extra virgin olive oils made from three native varieties - morro (or morrut), sevellana and farga. These oils range from greenish yellow to a golden yellow colour, depending on when they are harvested and the location within the production area. Tasty (tangy, astringent, slightly bitter) and very aromatic (rich in green secondary aromas), with a fruity flavour at the beginning of the harvest and slightly sweet as it progresses.

Area produced: El Baix Ebre and El Montsià.

**PA DE PAGÈS CATALÀ (PGI)**<http://padepagescatala.org>

The country loaf, an essential feature in Catalan cuisine, is the most typical speciality of our bakeries. Bakers have faithfully preserved the way it is made, generation after generation. This includes controlling the cooking time, and adding steam to create the visual appearance of the crust.

Description: A traditional loaf with a long fermentation process, with a rustic appearance. It is round, with a thick toasted crunchy crust, and soft on the inside with large alveoli. It is shaped by hand. This loaf has a wonderful aroma and flavour, with some degree of acidity, and retains its sensation of freshness and a pleasant texture for eight or nine hours.

Area produced: All over Catalonia

**PATATES DE PRADES (PGI)**coopeprades@ono.com

These potatoes are grown at high altitudes, at 1,000 metres above sea level in the Prades mountains. This has a significant effect on the good quality of the potatoes, as it reduces the need for phytosanitary treatments, and means that the plant's growth cycle is longer, and only one crop can be harvested per year.

Description: Potatoes of the kennebec variety, between 40 and 80 mm in size. Their whitish flesh is uniform, with a consistent floury texture, and a sweet and persistent flavour.

Area produced: The municipalities of Prades, Capafonts, Febró and Arbolí, in El Baix Camp region.



PERA DE LLEIDA (PDO)

www.peradelleida.es



The varied climate in this area is very good for growing pears. The low winter temperatures and fogs mean the trees have an ideal rest period in winter, with strong growth in the spring. High temperatures, long hours of sunlight in summer and low rainfall yield high-quality fruits and are factors in their sweetness and flavour.

Description: Pears of the Ilmonera, blanquilla and conference varieties in the extra and first class commercial categories. Despite the differences between the varieties, the pears from the PDO all have a characteristic taste due to their high level of sugars and juiciness.

Area produced: The municipality of Lleida and other neighbouring municipalities. In specific terms, the entire region of El Pla d'Urgell, five municipalities in Les Garrigues, 16 in La Noguera, 33 in El Segrià and 10 in L'Urgell.



POLLASTRE I CAPÓ DEL PRAT (PGI)

www.pollastredelprat.org



There is documentary evidence that poultry production in the area around El Prat was renowned in the eighteenth century. However, the origins of the Prat or Pota Blava breed date back to the mid-nineteenth century, but its study and expansion began in the early twentieth century, with careful rearing aimed at improving the breed.

Description: Prat chickens and capons have the blue tail that gives them their colloquial name. Other characteristics of these birds include the mother of pearl colour of their skin and their elongated breast. Their meat is renowned for its fine quality and sweetness, and it does not contain excessive fat.

Area produced: Castelldefels, Cornellà de Llobregat, El Prat de Llobregat, Gavà, Sant Boi de Llobregat, Sant Climent de Llobregat, Sant Feliu de Llobregat, Viladecans and Santa Coloma de Cervelló, in El Baix Llobregat region.



POMA DE GIRONA (PGI)<http://pomadegirona.cat>

Apple orchards have been part of the landscape of the Girona region since time immemorial, and apples have been such a common feature in the lives of its inhabitants that they are at the centre of many folk traditions and tales. However, the number of orchards increased in the late 1930s, when the industrial production of apples began in the Baix Empordà region.

Description: These apples (*Malus domestica* L.) are of the golden delicious, red delicious, gala and Granny Smith varieties, in the extra and first class commercial categories. They are harder than the fruit of the same varieties grown in other areas, due to the environmental characteristics of the PGI.

Area produced: La Selva, El Baix Empordà, L'Alt Empordà, El Gironès and El Pla de l'Estany.

**SIURANA (PDO)**www.siurana.info

This is one of the oldest and most prestigious protected designations of origin, which was established in the late 1970s. This is the Catalan geographical indication (PDO and PGI) with the most producers and one of those with the largest area under cultivation.

Description: Extra virgin olive oil made from arbequina olives ($\geq 90\%$) (it may also contain rojal and morruda olives). There are two different types of oil, depending on when they are harvested. At the beginning, they are fruity and full-bodied green oils, with a bitter almond taste. As the harvest progresses, they become yellow, sweet and fluid.

Area produced: L'Alt Camp, El Baix Camp, El Baix Penedès, El Priorat, El Tarragonès and a large proportion of La Ribera d'Ebre.



TORRÓ D'AGRAMUNT (PGI)

www.igp-torrodagramunt.com



Records of turrón production in Agramunt have been kept since the late eighteenth century, which shows that it had already become a tradition at that time. It is difficult to establish how far it dates back, due to the destruction of the town's archives during the Peninsular War. That is why it is said that the origin of Agramunt's turrón tradition is unknown.

Description: This turrón is nougat made of whole hazelnuts or almonds. Both types have a coarse and irregular texture. They are hard and porous, and break very easily. The most typical and traditional Agramunt turrón is made from hazelnuts. It can be found in both the characteristic round tablet form and in rectangular tablets.

Area produced: Agramunt, in L'Urgell region.



VEDELLA DELS PIRINEUS CATALANS (PGI)

www.vedellapirineus.cat



This is a cross-border PGI with France that takes in the Catalan Pyrenees on both sides of the border. It was one of the first cross-border PGI to be approved in the entire European Union.

Description: Beef from the Bruna dels Pirineus, Aubrac and Gasconne breeds, or from crossing heifers from these breeds with bulls from the Xarolesa, Llemusina or Blonde d'Aquitania breeds. The calves are reared extensively with their mothers for at least the first four months of their lives. They are slaughtered when they are between eight and 12 months old. The colour of the meat ranges from pink to bright red. The colour of the fat ranges from white to cream.

A second cross-border PGI has been recognised in the same geographical area – the Rosée dels Pirineus Catalans (PGI) for calves that have not been weaned and which are slaughtered when they are between five and eight months old. However, this meat is currently not produced in Catalonia.

Area produced: The mountain regions: L'Alta Ribagorça, L'Alt Urgell, El Berguedà, La Cerdanya, La Garrotxa, El Pallars Jussà, El Pallars Sobirà, El Solsonès, El Ripollès and La Val d'Aran. Mountain municipalities in L'Alt Empordà (3), El Bages (8), La Noguera (8), Osona (39) and El Pla de l'Estany (1) regions.

And French municipalities in the departments of Pyrenées-Orientales and Aude in Northern Catalonia.



Finally, in addition to the PDO and PGI of agricultural products and foodstuffs governed by Regulation (EU) 1151/2012 which this article

has focused on, there are other non-wine geographical indications; these are indications for spirits that are regulated by Regulation

(EU) 110/2008. In Catalonia, we have two: Penedès Brandy and Catalan Ratafia. Both have been regulated recently.

BRANDY DEL PENEDES (PGI)

administracio@licoristesdecatalunya.com



Brandy in Catalonia has a very long history, dating back to the thirteenth century, to the first Aqua Vitae made by Arnau de Vilanova. The distillation of wines was a widespread industry in the nineteenth century. But the majority of companies that currently manufacture Penedès Brandy come from a long winemaking tradition. They began distilling in the early twentieth century, and did not begin to produce brandy commercially until the 1940s.

Description: Penedès Brandy is a spirit (with an alcohol content of at least 36% vol.) with a colour ranging between amber and topaz and hints of old gold, made from wine liquor that is aged in oak casks. It has an intense and warm flavour, with hints of nuts, a very lively bouquet, as well as nuances of spices such as cinnamon, vanilla and nutmeg. It is aged in oak casks for at least six months, but this period can last for several years.

Area produced: Municipalities where Penedès Brandy has traditionally been produced. The regions of L'Alt Penedès and El Baix Penedès, and a municipality in El Tarragonès region.



RATAFIA CATALANA (PGI)

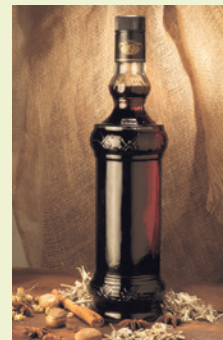
administracio@licoristesdecatalunya.com



Ratafia was traditionally produced in farmhouses, where each farmer made it and added his own individual touch. It was a secret passed down from one generation to the next. With the rural exodus and the shift to a more urban population, specialised companies began to produce it; this has meant that ratafia has been produced in Catalonia continuously until the present day.

Description: a caramel coloured liqueur made from hydro-alcoholic maceration, basically of walnuts and including a mixture of aromatic plants. The number of combinations of herbs and spices is countless but it always includes lemon verbena, cinnamon, cloves and nutmeg. It is subsequently aged in wooden casks for at least three months.

Area produced: All over Catalonia.



THE ASSOCIATION OF EUROPEAN REGIONS FOR PRODUCTS OF ORIGIN. PROTECTING AND PROMOTING QUALITY PRODUCTS IN EUROPE



Figure 1. Theano Vrentzou-Skordalaki, president of AREPO, and Carmel Mòdol, Director General for Food, Quality and Agri-food Industries of the DARP, accompanied by Josep Pere Colat (right), president of the Catalan PDO/PGI Federation, and a specialist in the offices of the Government of Catalonia in Brussels (left). Source: AREPO

01 Introduction: the EU quality policy

The quality and diversity of the European Union's agricultural, fishery and aquaculture production is one of its major strengths, giving a competitive advantage to its producers and making an enormous contribution to the living cultural and gastronomic heritage of the European Union.

Regulation (EU) No 1151/2012 on quality schemes for agricultural products and food-stuffs.

Products of origin are a significant part of the agrifood system of the European Union (EU). Due to their characteristics and qualities, they provide interesting opportunities for supporting rural development strategies which in-

clude family farms, small and medium-sized companies in the food production and supply chain, as well as other small businesses working in related sectors, such as rural tourism.

The EU Quality Policy aims to valorise these products by means of official quality schemes. The schemes play a major role in identifying and differentiating these products in the market, protecting them against abuse and undertaking collective initiatives in rural areas, at both the level of food and agricultural chains, and in other related activities. The EU Quality Policy has three different schemes for the production of agricultural and food products, wines, spirits and aromatised wines.

The first two schemes, PDO and PGI, are identified as geographical indications (GI), which refers to their close links with a spe-

cific geographical area. Each scheme has an official EU logo, informing consumers about the quality and authenticity of the product in terms of its region of origin and traditional production methods. The logo is also a useful marketing tool for producers, and gives them legal protection against misuse and falsification of a product name.

GI are an important economic sector within the EU. At the end of 2017, there were a total of 3005 PDO, PGI and TSG and registered in the EU. 1,586 (53%) of these were wines, and 1,419 (47%) were food products. In specific terms, the total number of European food products consisted of 623 PDO (45%), 714 PGI (51%) and 56 TSG (4%), while for wines, the numbers were 1,148 PDO (72%) and 438 PGI (28%) (Source: ISMEA-Qualivita Report, 2017).



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A study by the European Commission of the value of GI in the EU shows that sales of these products account for a market of 54.3 billion euros in 2010 - a figure that amounts to 5.7% of the total food and beverage industry in the EU. In addition, in the same year, exports of GI products outside the EU accounted for approximately 15% of all exports of food and drinks outside the EU (Source: AND-International survey for DG AGRI).

The EU understands that quality schemes can benefit the rural economy, and particularly disadvantaged areas such as mountainous or remote areas. In specific terms, GI can contribute significant socio-economic and environmental public assets.

Valorisation of products of origin and quality by means of GI or other quality schemes creates an added value that extends to the entire value chain. The price increase enables producers to develop their farms and businesses, and provides an incentive for collective action

to promote and monitor the GI. Both individual and collective investments therefore create a 'virtuous' circle able to effectively reproduce the local specific resources connected to a product's quality characteristics. This classification process keeps the added value in the area, keeping local production systems alive. It thereby contributes to the valorisation of rural identity and cultural and gastronomic heritage, which has a positive impact on a country's exports and interest for tourism. Quality schemes thereby protect employment and small and medium-sized enterprises. They could also help prevent depopulation and promote territorial and social cohesion, as well as sustainable rural development, thereby ensuring the appeal of rural areas as places to live and work.

GI have structured supply chains that ensure a cooperative and collective approach to the production system, based on product specifications. The traceability of the product is therefore guaranteed, and GI are more resilient to climatic, environmental, health and market risks.

Thanks to this powerful local governance structure, GI have considerable potential for the protection and sustainable management of the local landscape and natural resources. They foster and preserve cultural and socio-economic diversity and biodiversity. Indeed, by preserving traditional production systems, GI can play a positive role in conserving the environment, and could act as a barrier to the intensification of production, by

implementing environmentally friendly production standards on a local level.

Finally, local resources protected by quality schemes can be used in other production processes, and particularly in the production of services (such as tourism) and bioindustry, either by the company itself or in other areas of the territory. This can provide major opportunities for other rural sectors and activities such as tourism, agrotourism, the circular bioeconomy, etc. This multifunctionality and diversification is crucial for sustainable development, and for the resilience of rural and marginal areas.

In conclusion, the quality policy is a cornerstone of the European sustainable food system, and GI are able to contribute and complement rural development policies and market policies and support revenues from the Common Agricultural Policy (CAP). However, their huge potential has not yet been fully exploited in the EU, and greater attention and support from legislators is required to make the most of their potential.

02 L'Associació de Regions Europees dels Productes d'Origen

For this reason, in May 2004 the Association of European Regions for Products of Origin (AREPO) was founded in Bordeaux by 16 Regions from 6 European countries, with the aim to strengthening EU Quality Policy on GIs.

PROTECTED DESIGNATION OF ORIGIN (PDO)



For agricultural products of high quality or characteristics essentially or exclusively due to a specific geographical area with its inherent natural and human factors, with all of its production phases taking place within the defined geographical area.

PROTECTED GEOGRAPHICAL INDICATION (PGI)



For agricultural products with a level of quality, reputation or other characteristic that is essentially attributable to their geographical origin, and with at least one of its production phases taking place within this defined geographical area.

TRADITIONAL SPECIALITY GUARANTEED (TSG)



For products that are the result of a method of production, processing or composition based on traditional practice.

Figura 2. Logotips de qualitat europeus.



GI can contribute significant socio-economic and environmental public assets.

The AREPO is a network of regions and associations of producers specialising in EU quality schemes for agricultural and food products. Its main objective is to promote and protect the interests of European producers and consumers involved in the valorisation of the quality of the products of origin. The members share a common vision of GI and quality products as tools for rural development and regional planning.

Catalonia is one of the founding regions, and has always stressed the importance of the Association. Among various support measures, the Government of Catalonia chaired the Association between 2007 and 2010, and played a key role in the EU quality policy review process. Its contribution was fundamental in extending the debate on GI and other aspects related to quality at the EU level.

The AREPO currently represents 32 regions in eight European countries, and more than 700 producer associations, covering more than 50% of European GI. The primary objectives of the Association are:

- To protect and promote EU quality schemes.
- To support and reinforce the position of these quality schemes within European policy.
- To protect producers, guaranteeing the valorisation and protection of their products in the European market and in third countries.
- To protect consumers by means of appropriate and transparent communication.

A consolidated network of regions and professionals ensures that AREPO has significant international expertise in quality policies. The AREPO member regions have developed a joint strategy to enhance their position at a European level. This focused and consistent work has reinforced the AREPO's voice in the decision-making process in the agricultural sector. An example of this strategic role is the position adopted to defend the concept of 'quality' within the CAP and within the 'quality package' in particular.

In recent years, the network has fought to maintain and implement the priorities that affect GI and quality products. These include:

AREPO MEMBER REGIONS			
FRANCE	GREECE	ITALY	SPAIN
Auvergne-Rhône-Alpes	Attica	Emilia-Romagna	Andalucía
Bretagne	Central Macedonia	Friuli Venezia Giulia	Castilla y León
Centre-Val de Loire	Crete	Lombardia	Catalunya
Corse	Epirus	Piemonte	Extremadura
Nouvelle-Aquitaine	OBSERVES	Puglia	País Vasco
Occitanie	Western Macedonia	Toscana	
Pays de la Loire	Thessalia	Valle d'Aosta	
Provence-Alpes-Côte d'Azur		Veneto	
CROATIA	GERMANY	POLAND	PORTUGAL
OBSERVER	Bayern	Malopolska	Açores
Istra	Hessen		

Table 1. AREPO member Regions in 2018. Source: AREPO

better ex officio protection, the recognition of products from mountain regions, and the opportunity for some consortia and regulatory boards to manage production volumes. The result of the AREPO's work is quality regulations that are more focused on producers' needs, and which open up new scenarios for the European regions as a result of the introduction of optional quality terms. Thanks to its proactive work in defining the CAP and Quality Policy at the EU level, the Association has developed robust relationships with the European institutions, and is recognised as a significant partner.

03 Forthcoming challenges

The AREPO's work is particularly important at this point in time, as a new process to review the CAP is now beginning, and the EU has



Catalonia is one of the founding regions [...] the Government of Catalonia chaired the Association between 2007 and 2010, and played a key role in the EU quality policy review process.



The Association of European Regions for Products of Origin (AREPO) was founded in Bordeaux (France) in May 2004. It is made up of 16 regions in six European countries, and aims to reinforce the EU Quality Policy with regard to GI.

to address strong demands from society to update it and incorporate greater recognition for environmental and socio-economic public goods in the new legislation. In this context, enhancing support for products of quality and origin can help address the concerns of citizens, provide legitimacy for the CAP and contribute to the transition to more sustainable agriculture. Based on these objectives, AREPO is striving to:

- Maintain funding from the CAP at least at current levels, and to achieve a more clearly defined regionalisation of the CAP while maintaining its common structure.
- Ensure a fairer and more balanced distribution of grants and their concentration on small and medium-sized farms.



The AREPO currently represents 32 regions in eight European countries, and more than 700 producer associations, covering more than 50% of European GI.

- Reinforce support for quality and origin products through rural development, prioritising quality schemes in rural development measures, and extending existing measures to include support for producers' associations.
- Improve international recognition for GI, given their critical importance to regions and territories. In specific terms, EU quality regimes must be taken into account in all trade negotiations conducted by the EU, and must be protected in all trade agreements with third countries.

Finally, the AREPO supports a new CAP that is capable of producing high-quality foodstuffs, and contributing to the EU's priorities in issues of sustainable rural development. A more

proactive CAP that promotes GI is justified by the many close links between GI and public goods, but these links must also be reinforced. The entire process of constitution and valorisation of a GI must have the necessary support to maximise its potential benefits. The AREPO will continue its work in all these areas to defend and promote GI, to ensure that they receive the support and recognition that they deserve in EU legislation.

04 Further reading:

AREPO website:

<http://arepoquality.eu/es>

05 Author:



Theano Vrentzou-Skordalaki
President of AREPO
Deputy Governor of the Crete region in the area of Social Policy



The AREPO expresses its support for a new CAP that is able to produce high-quality food and to contribute to the EU's priorities in issues of sustainable rural development.

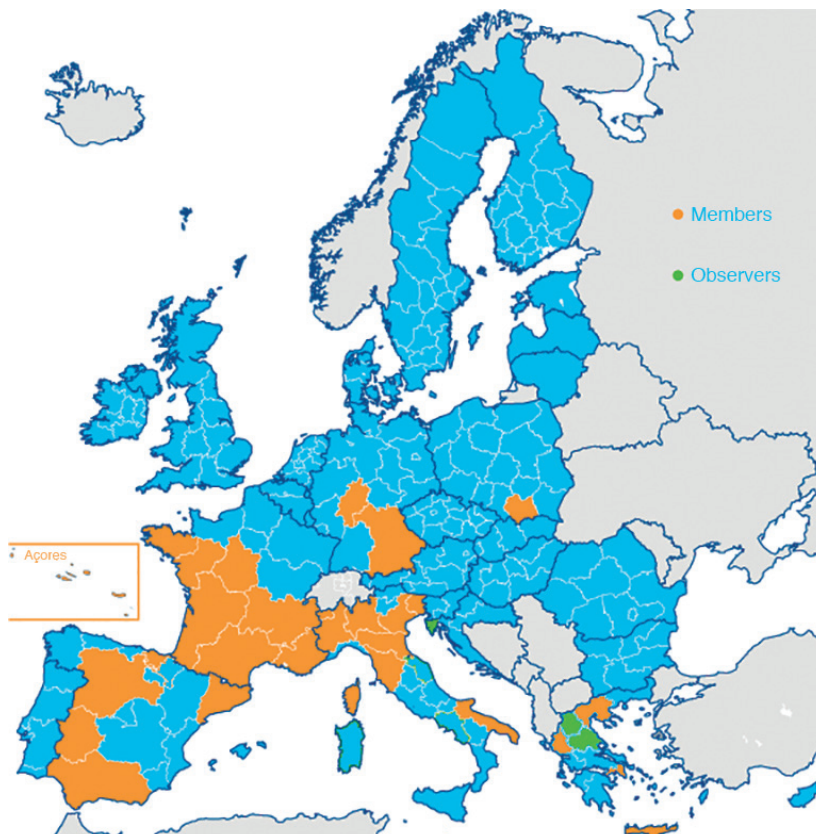


Figure 3. AREPO member regions in 2018. Source: AREPO.



EXPERIENCES IN THE SECTOR

In the preceding articles, we have seen how the differentiated agrifood quality policy in Catalonia has developed, and looked at its prospects for the future, we have taken a closer look at the best-known PDO and PGI, and we have considered the role of the Association of European Regions for Products of Origin (AREPO).

To round off this information, let's take a look at the experiences of representatives of PDO and PGI. In this article, we talk to Pere Frigola, former president of the Governing Committee of the Girona Apple Designation of Quality Association, now known as the Poma de Girona PGI; Joaquim Comella, the first president of the Llonganissa de Vic PGI; and Josep Pere Colat Clua, current president of the Catalan PDO-PGI Federation.



Pere Frigola Casadellà is 79 years old, and is a self-made man. As a farmer he has lived through various situations on the same farm, which now specialises in fruit production. He never went to University, but he is not short of knowledge, and has experience and other specific training in areas such as animal nutrition and business administration and management. He has been the administrator of Agroalimentària Mas Saulot, a member of Girona Fruits and former president of the Governing Committee of the Girona Apple Designation of Quality Association, now known as the Poma de Girona PGI.



Joaquim Comella, who is now retired, was the first president of the Llonganissa de Vic PGI, and one of the driving forces behind the organisation. He had extensive training and experience in business, and directed the company Casa Riera Ordeix for many years; the business is still located in the same place and is owned by the same family, which has produced Vic Llonganissa sausages since 1852.



Josep Pere Colat is the president of the Catalan PDO-PGI Federation. He has dedicated his life to farming, working in the family business, which is mainly involved in grape growing and producing wine, as well as olives, nuts and some fruit (cherries). He also has extensive experience in agricultural cooperatives, as president of the Oli de Terra Alta PDO, the Unió Corporación Alimentaria de Reus cooperative, and the Cooperativa Agrícola de Corbera d'Ebre.

QUESTIONNAIRE

As someone who has been actively involved in the Catalan PGI/PDO sector, what do you think are the advantages of distinguishing a product with a quality label? What do you think the label contributed to your PGI?

Pere Frigola: I think we decided to begin the process for the Poma de Girona PGI to obtain a label that recognised a specific way of doing things and going a step further.

Looking at what has happened since, I can see that companies and people, experts, managers, sales people and producers in particular, believe in it and feel very involved. It has given them much more confidence to continue working and implementing varieties, innovations and improvements; it has motivated them to get where they are today.

Today, this PGI accounts for 80% of Girona's apple production (80,000 tonnes) and 79 families are

involved, in three organisations (Girona Fruits, Giro-poma and Fructícola Empordà).

Recently, in the professional sphere, we have received greater recognition for a way of working that is exceptional and superior to other Spanish and Catalan apples; for example, we are the ranked third in terms of area for using pheromone traps for the codling moth across the entire country.

Joaquim Comella: I have always argued that standing out due to authenticity and quality is important, and that is what guarantees a PGI.

Vic llonganissa sausage has always been highly rated, not only here in Catalonia, but also in Spain. Many companies from outside Vic had taken advantage of this, and you used to be able to find all sorts of things with the same name in the market...

Bear in mind that in the 1930s there were about 25 manufacturers in the town, and even at that time they had a problem with the ones in Olot because they used the name Vic! By the turn of the century there were only three or four of us left, but the entire province of Girona was full of factories, not only in Olot and the Berguedà region. That's why we decided to apply for the PGI - to defend what is ours.

Getting started isn't always easy. We discovered that Vic couldn't be the manufacturing area because it was very difficult to keep the factories in the city, and we thought that if someone was going to expand it would have to be outside the city, nearby... Then we found a definition in the General Geography of Catalonia called Plana de Vic, and we used that as the area. It wasn't to everyone's liking, but enough people liked it to take the idea forward.

We also needed help to do it. We are very grateful for the work done by the Federation of Meat and Meat Industries, the FECIC, in that respect.

Speaking of the advantages, the most important is that the PGI means that we have to produce in a specific way, with some quality parameters that guarantee the particular characteristics of the product. That way consumers know what they're buying. That's important here in Catalonia, but even more so elsewhere, where they don't know whether Vic is a town or a city or where it is, but they do know what a PDO or a PGI is... If you say that the best sausages are made here, you have to be able to prove it, and the label makes that easier.

The PGI has been very good for us because the Spanish market has declined in recent years, and exports have increased. Our main markets are still in Europe: England, France, the Netherlands, Belgium, Switzerland... We have also reached Latin America, and other countries such as Japan and China.

Josep Pere Colat: A product that has one of these labels complies with a European Union

regulation that guarantees the highest standards of quality. The consumer has learned to distinguish them and to identify them as exclusive in that respect.

A lot of the Federation's work is focused on raising the profile of these products among consumers, supporting our current producers and all those who join the Federation. Hopefully more and more of them will be able to enjoy the advantages of membership, and join the Federation.

Our aim in the Federation is to bring these products closer to society as a whole. We currently have agreements with the Bon Preu-Esclat and Caprabo supermarkets, and we are working on agreements with other supermarket chains. But we have carried out all kinds of campaigns, in supermarkets, markets and local stores. Our aim isn't only to provide information, but also to create first hand experiences where consumers can give their opinions, and initiatives such as tastings and culinary demonstrations, some of which have involved renowned restaurateurs. We also have an agreement with the Ministry of Agriculture and we work with it on campaigns, videos, fairs and events.

However, each year we meet at an assembly to discuss issues where there is room for improvement.

Do you think that our society in general knows enough about these labels? How do you think it has changed?

Pere Frigola: Despite being the most important PGI for apples on the Iberian Peninsula, I think the Poma de Girona PGI is still not sufficiently well known. We are working to make it better known. We believe that the Government of Catalonia's programme to promote PDO and PGI helps us to raise our profile, protect local production and a more sustainable model.

On the other hand, as a PGI, we also carry out initiatives to promote ourselves through our website and social networks, producing corporate videos, magazines and other graphic material, and events such as the Harvest of the First Apple in Girona. We attend fairs like Fruit Attraction and Fruit Logistica, and we also take part in the Ministry's programmes, including 'Welcome to the Farm', and those run by the Provincial Council, such as 'Support for projects promoting food and agriculture Girona Excel·lents Col·lectius' run by Alt and Baix Empordà Regional Councils, and

those run by local institutions, such as 'Health Week' at the University of Girona and the Mediterranean International Cup.

The PGI is undoubtedly an umbrella brand that helps us, but the most important thing is the professionalism and capacity of the three companies behind it (Girona Fruits, Fructícola Empordà and Giropoma). How it develops will depend on how it is managed. At present, you need to know all about the entire value chain and have a strong and efficient productive, technical and commercial structure, with very well-trained staff. Before, people produced and sold when it seemed to be the right moment, or the most profitable one. Today, factories produce, conserve and sell with a view to always being present on the customers' shelves in three or four product categories all year round. This has led to investments in varieties, production, meshes, Dynamic Controlled Atmosphere (DCA) systems, classification and packaging... What I mean is that the foundations today are a combination of structures that are strong, well-established and with high-level human resources.

Joaquim Comella: I think that among the producers, these labels have gradually become more consolidated. In our case, the standard and the administration aren't difficult, and anyone who wants to can join; there's room for everyone. Sometimes we have to put rivalries to one side. A Geographical Indication with only one or two producers won't get far.

At the same time, consumers are also getting used to them, the same way as they have got used to other things, such as the expiry date. You never used to see it anywhere, and now people look at it and think of it as something useful. If people are used to seeing the label, and don't see it on a sausage that says it's from Vic, they'll assume that it's not true. It may also be a factor in purchasing for people who don't know the product.

The Vic llonganissa doesn't have much of a presence in restaurants. They find it difficult to move beyond a dish of cold cuts. Indeed, in Vic they're more likely to offer you some olives to nibble at (and I always wonder where the olive trees are in Vic)... I also remember that one of the most renowned restaurants in Barcelona asked me to send them some samples a few years ago. They liked it but they thought it was expensive, and that was despite the fact that the place wasn't cheap, if you know what I mean... Well, the restaurant world must have its own rules.

Josep Pere Colat: I think that these days producers are very conscious, or at least producers who are members. You find all sorts among producers who aren't, of course... In any case, we have to make more of an impression on the consumer; that's the most important thing. Things have changed in recent years, but there is still a strong tendency to buy based on price rather than quality. Associating the consumption of food with health is crucial, and it teaches you to be critical because when a product is marketed under a local or an ecological name, it must have a label that guarantees its authenticity.

On the other hand, PDO and PGI are linked to a local consumption model, saving some environmental costs and promoting the local economy. Many people are discovering the more social side of the local model and how it helps us to retain our roots, to provide work for local people, and to have some generational continuity. People visit rural areas and they see how it contributes to having the landscape looked after, cared for, made appealing...

I think that the development has been very positive, and knowledge is on the increase. For example, ten or twenty years ago who would have said that Catalan wines would be consumed more than wines from La Rioja?

As for marketing, it is also obvious that the label is an increasingly important factor at an international level. Some countries and companies have very high quality standards and the products with those labels can prove it.

Another of the most important developments has been in the restaurant business. We have organised seminars and talks at the Federation, and we've visited them because we are aware of the influence that people working there have. Many places in Catalonia hold particular appeal for tourists and attract thousands of visitors. Cooking with PDO and PGI products, offering them to clients and explaining why that rice from the Delta, beef from the Pyrenees, cheese from L'Alt Urgell and La Cerdanya, oil from La Terra Alta, chicken and capon from El Prat is special... that is fundamental. Many people in the sector are getting involved and they could do even more. More work also needs to be done at hospitality schools, where the professionals of the future will come from.

Ultimately, a lot of work is being done in this area and that is why more and more of us are aware,

but there is still a lot of work to do. We can do more things together.

Looking to the future, what are the challenges facing the sector?

Pere Frigola: This is a major issue and one my son Llorenç Frigola, an agronomist and president of the Poma de Girona PGI will have to deal with over the next four years, which will be the years that will define the immediate future of the PGI.

One of the most important challenges for us is climate change. We want to make production more sustainable and renewable, increasingly natural, reducing the carbon and water footprint and the inputs in production.

If a food can be produced locally it need not be brought from far away, because for example, a kilo of apples produced in Italy generates a kilo of CO2 in transport alone. We also need to consider the problem of plastics and packaging and the environment: fruit is the best alternative and the product ready for consumption with the least packaging (or natural packaging). We also have to consider the challenge of preserving a healthy diet: fruit is a natural food that makes people healthy and feel well, which is why consuming five pieces of fruit and vegetables per day is recommended.

Joaquim Comella: DAs far as the future is concerned, we have to retain our main strong point, which is our brands, reliability in our production, and above all the quality associated with the name of Vic to distinguish ourselves from the large number of products that are made elsewhere.

As for promotion, we attend local fairs and events (Vic Medieval Fair, Gaudí Awards, CreaTast, the Markets Market, the Best Catalan Country Loaf Competition, etc.). We also do campaigns like 'Children of the Air' (an advertisement on television and radio to sponsor mountain races), we are featured in magazines (Exclusive Magazine, Cuina) and we take part in campaigns by the FECIC and the DARP about PDO and PGI (they have also produced graphic and audiovisual material this year) and now and again, we appear on programmes on Catalan television... In the international arena, we attend events including the International Congress on Food Technology and the conference of the Association of European Regions for Products of Origin (AREPO)... Apart from that, everyone does the campaigns they are able to, although the budgets are often very tight...

As regards innovation, the schedule of conditions can be adapted to adjust to new circumstances. Of course, we have to wait for approval and publication by the European Union. Indeed, the conditions were changed in 2018 to include small pieces and the presentation of packed sliced llonganissa sausage.

Apart from that, the standards for the Vic Llonganissa leave some room for manoeuvre, within minimum and maximum parameters, so that everyone can make what they think is best (size, weight, amounts of ingredients, production techniques, marketing, etc.). There are too many examples to mention here. I can tell you about what we do ourselves - I don't know so much about other people. At Casa Riera Ordeix, we are strongly committed to maintaining our classic manufacturing method as a distinguishing feature. But everyone takes their own decisions and I think that the PGI comes out ahead if it includes diversity.

There are other more difficult challenges, such as ways of eating. Today people say that you shouldn't eat fat, red meat, they're bad for children... None of that is any good for us, but I think that we will win the battle because we can show that Vic llonganissa is well made, tasty and people like it.

In short, for the future I want the Llonganissa de Vic PGI to last for many years, with the support of its producers and consumers, as well as government bodies like the Catalonia Ministry of Agriculture that has helped us for so many years.

Josep Pere Colat: We currently represent 20 of the 22 recognised PDO/PGI products (11 PDO and 9 PGI), but the ideal situation would be for all producers to be members and protected. I also believe that the most important thing is to emphasise high quality healthy nutrition. Health is priceless, and when you buy a PDO or PGI you're buying health, products that have to follow some rules in their processing, waste, traceability... from farm to consumer. These are the two major challenges for the future facing the Federation, which we will try to meet with the resources at our disposal and the support of the producers and government bodies involved.


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Protected Designations of Origin and Protected Geographical Indications of agricultural products and foodstuffs

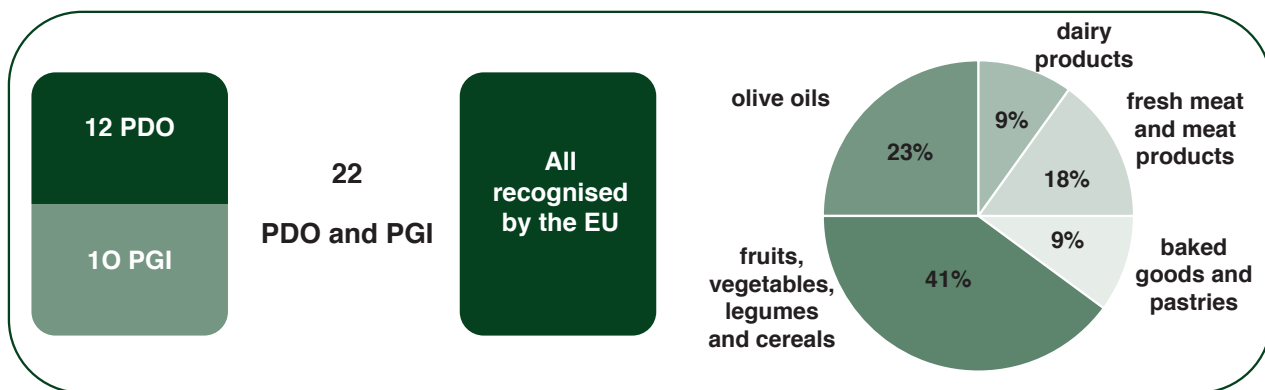
A Protected Designation of Origin (PDO) is the name used to identify a product originating in a specific place, region or occasionally a country, which has a quality or characteristics that are essentially or exclusively due to a specific geographical environment, with inherent natural and human factors and in which the production, processing and preparation processes are carried out entirely in the defined geographical area.



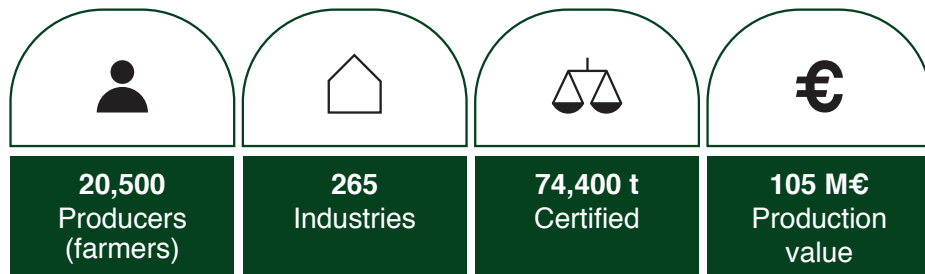
A Protected Geographical indication (PGI) is the name that identifies a product originating in a particular place, a region or a country, which has a specific quality, reputation or other characteristic that can essentially be attributed to its geographical origin, and with at least one of its phases of production, transformation or preparation taking place in the defined geographical area.



How many of them are there in Catalonia?



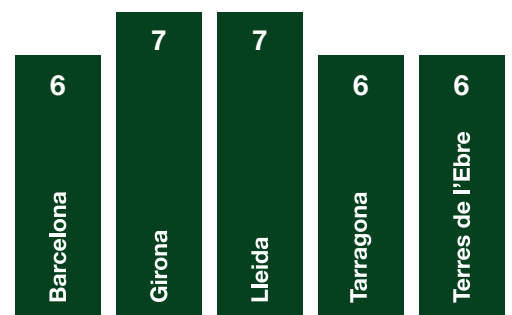
Socio-economic aspect



Average figures over 5 years (from 2013 to 2017)

Areas of production

Number of PDO and PGI by territorial demarcation



Did you know that...

all products with a PDO and PGI label are the result of a long tradition, but the time they have been protected by an official label differs widely?

- The most recently established is less than two years old. It is the Gall del Penedès PGI.
- The oldest are more than 40 years old. They cover two olive oils: Les Garrigues PDO and Siurana PDO.