

# Organic label

European Union :

Reg. (EU) 848/2018  
on organic  
production and  
labelling of organic  
products and  
repealing Council  
Regulation (EC) No  
834/2007

Reg. (EC) 203/2012  
Organic wine



## Marchi vino biologico

UE	USA	Sud Africa	Australia
Nuova Zelanda	Biodinamico	Vegano	

# Quality certification labels

ISO	SA 8000	Biodiversity friend	Impronta carbonica
			
FSC packaging	BRC, standard globale sicurezza alimenti	Commercio equo e solidale	Vino kosher
			

# VIVA Sustainable Wine



- Ministero dell'Ambiente
- Disciplinary for measuring sustainability performances of the vine-wine chain.
- 4 technical documents for the analysis of 4 indicators – AIR, WATER, TERRITORY AND VINEYARD
- Accredited certification bodies
- 44 certified companies

<http://www.viticulturasostenibile.org>

# Carbon Footprint



- greenhouse gas emissions (GHG) generated for the production of a product unit
- Kg di CO2 equivalent
- It is based on LCA methodology: product Life Cycle Assessment
- ISO standards
  - (ISO 14064 - Carbon Footprint)
  - (UNI EN ISO 14040 e 14044 - LCA)

# Environmental certification labels

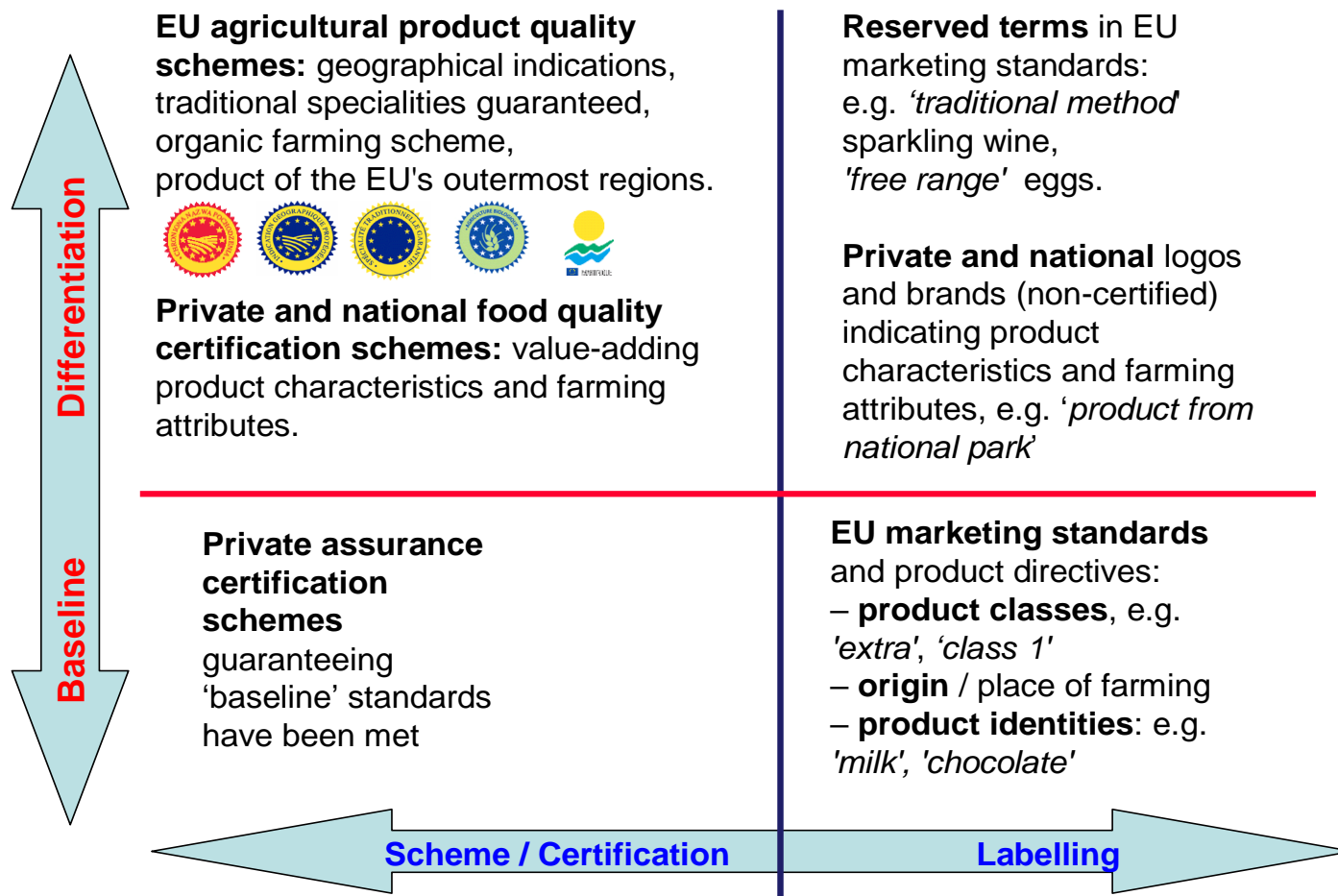


SISTEMA DI QUALITÀ NAZIONALE  
PRODUZIONE INTEGRATA





# EU Quality and assurance certification schemes and marketing standards





# EU Quality and assurance certification schemes and marketing standards

- Marketing standards and product directives
  - Minimum standards (hygiene and product safety, product identity and composition, environmental protection, animal welfare)
  - Marketing standards (labelling) – Reserved terms

<b>1. RESERVED TERMS:</b>	Examples: 'free range' poultry meat; 'barn' eggs, 'cold extraction' extra virgin and virgin olive oil, 'traditional method' sparkling wine
<b>2. PRODUCT CLASSIFICATION:</b>	Examples: fruit: extra, class 1, class 2 eggs: large, medium, small
<b>3. PRODUCT IDENTITY:</b>	Examples: definitions of butter, fruit juice, chocolate, wine, extra virgin olive oil
<b>4. ORIGIN or PLACE OF FARMING LABELLING:</b>	Examples: fruit and vegetables: place of harvest olive oil: place of harvest and of pressing; beef; honey



# EU Quality and assurance certification schemes and marketing standards

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- EU agricultural products quality schemes (Reg. 1151/2012)
  - Geographical indications (PDO and PGI)
  - Traditional speciality guaranteed (TSG)
  - Optional reserved terms:
    - Mountain product
    - Product of island farming
  - Organic agriculture (Reg. EU 848/2018 and EU 203/2012)
- Voluntary certification schemes
  - EU best practice guidelines for voluntary certification schemes for agricultural products and foodstuffs (Comunicazione della Commissione 2010/C 341/04)

[https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/quality-schemes-explained\\_en](https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/quality-schemes-explained_en)



# Voluntary private certification schemes

Private standards: quality standards usually imposed by large distribution to its suppliers:

- Minimum Quality Standards (standards common to various groups of the modern distribution)
- Promotional use towards consumers
- Competitive use towards suppliers
- Substitution of public with private standards



GlobalGAP,  
BRC,  
IFS,  
Ifis (IFSA Feed  
Ingredient Standard)



# International standard system

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ISO: International Organization for Standardization (<https://www.iso.org/standards-catalogue/browse-by-ics.html>) - ISO is an independent, non-governmental organization made up of members from the national standards bodies of 171 countries.

UNI: Ente Italiano di Normazione (<https://www.uni.com/index.php>)

ACCREDIA: Ente Italiano di Accreditamento (<https://www.accredia.it/>)

## *Examples of Private standards:*

IFS: International Featured Standards  
(<https://www.ifs-certification.com/index.php/it/>)

IFIS: IFSA Feed Ingredients Standard (<https://www.fefac.eu/our-publications/good-practices/263/>)

GLOBAL G.A.P.: Good Agricultural Practices [https://www.globalgap.org/uk\\_en/](https://www.globalgap.org/uk_en/)

BRC: British Retail Consortium (<https://www.brcgs.com/>)



# Marks

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- Trademarks
  - Can not contain geographical names, individual property, can be sold or transferred, expire if not used
  - Instruments of private law
- Geographical indications
  - Collective ownership (can be used by all the producers of an area, can not be sold or transferred, don't have limits of validity)
  - Intellectual property right for the protected geographical indication
- Certification marks
  - Are not used by the owners; can be used by all the subjects which comply with the standard

# Marks: examples



Producer's trademark

Product brand

Geographical Indication:  
Colli Pesaresi Rosso DOC  
(PDO wine)

Certification mark:  
Organic wine (Reg. EU  
203/2012)



# Geographical indications

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- Indication of origin
  - Guarantees only the origin (*made in Italy, in EU*)
- Geographical indications:
  - Indication that protects the name of a product originating in a country, region or locality where the product's particular quality, reputation or other characteristic are essentially attributable to its geographical origin.
  - They guarantee also the product quality
- Protection of competition policies
  - Protection of investments in reputation
- Consumer protection policies
  - Guarantee of a correct information

# Indications of origin





# Geographical indications

**LAYER CAKE** — Wine name

wine-searcher.com™



*One Hundred Percent Pure*

**SHIRAZ** — Grape Variety

**VINTAGE 2008** — Vintage

**South Australia** — Region (GI)

 — Producer

ALC. 14.9% BY VOL. — Alcohol content

750ML — Volume



# Geographical indications

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- 4 European Regulations:

- Reg. (EU) No 1151/2012 PDO – Protected Designation of Origin and PGI – Protected Geographical Indication (food)
- Reg. (EU) No 1308/2013 PDO – Protected Designation of Origin and PGI – Protected Geographical Indication (wine)
- Reg. (EU) No 251/2014 aromatised wines: *modified by Reg. (EU) No 2117/2021, December 2, 2021*
- Reg. (EC) No 110/2008 GI – Geographical Indication (spirit drinks)



## Geographical indications (food products)

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### PDO (Protected Designation of Origin)

**‘Designation of origin’ is a name which identifies a product:**

- (a) originating in a specific place, region or, in exceptional cases, a country;
- (b) whose quality or characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors; and
- (c) the production steps of which all take place in the defined geographical area.



Reg. 1151/2012 (510/2006; 2081/92)

## Geographical indications (food products)

### PGI (Protected Geographical Indication)

**‘Geographical indication’ is a name which identifies a product:**

- (a) originating in a specific place, region or country;
- (b) whose given quality, reputation or other characteristic is essentially attributable to its geographical origin; and
- (c) at least one of the production steps of which take place in the defined geographical area.

Reg. 1151/2012 (510/2006; 2081/92)





## Wines designation of origin (Art. 93 Reg. 1308/2013 amended by Reg. 2117/2021)

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- “designation of origin” means a name, including a traditionally used name, of a wine:
- (i) whose quality or characteristics are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors;
- (ii) as originating in a specific place, region or, in exceptional cases, country;
- (iii) produced from grapes which originate exclusively from that geographical area;
- (iv) the production of which takes place in that geographical area; and
- (v) which is obtained from vine varieties belonging to *Vitis vinifera* or a cross between the *Vitis vinifera* species and other species of the genus *Vitis*.



## Wines geographical indication (Art. 93 Reg. 1308/2013 amended by Reg. 2117/2021))

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- “geographical indication” means a name, including a traditionally used name, which identifies a wine:
- (i) whose specific quality, reputation or other characteristics are attributable to its geographical origin;
- (ii) as originating in a specific place, region or, in exceptional cases, country;
- (iii) as having at least 85 % of the grapes used for its production come exclusively from that geographical area;
- (iv) the production of which takes place in that geographical area; and
- (v) which is obtained from vine varieties belonging to *Vitis vinifera* or a cross between the *Vitis vinifera* species and other species of the genus *Vitis*.





# Geographical indications (food products)

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## Product specification (art. 7 Reg. 1151/2012)

- (a) the name to be protected as a designation of origin or geographical indication, as it is used, whether in trade or in common language, and only in the languages which are or were historically used to describe the specific product in the defined geographical area;
- (b) a description of the product, including the raw materials, if appropriate, as well as the principal physical, chemical, microbiological or organoleptic characteristics of the product;
- (c) the definition of the geographical area delimited
- (d) evidence that the product originates in the defined geographical area;



# Geographical indications (food products)

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## Product specification (art. 7 Reg. 1151/2012)

- e) a description of the method of obtaining the product and, where appropriate, the authentic and unvarying local methods as well as information concerning packaging, if the applicant group so determines and gives sufficient product-specific justification as to why the packaging must take place in the defined geographical area to safeguard quality, to ensure the origin or to ensure control, taking into account Union law, in particular that on the free movement of goods and the free provision of services;
- (f) details establishing the following:
  - (i) the link between the quality or characteristics of the product and the geographical environment referred to in Article 5(1); or
  - (ii) where appropriate, the link between a given quality, the reputation or other characteristic of the product and the geographical origin referred to in Article 5(2);
- (g) the name and address of the authorities or, if available, the name and address of bodies verifying compliance with the provisions of the product specification;
- (h) any specific labelling rule for the product in question.



## Geographical indications (food products)

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### Content of application for registration (art. 8 Reg. 1151/2012)

- (a) the name and address of the applicant group and of the authorities or, if available, bodies verifying compliance with the provisions of the product specification;
- (b) the product specification provided for in Article 7;
- (c) a single document setting out the following:
  - (i) the main points of the product specification: the name, a description of the product, including, where appropriate, specific rules concerning packaging and labelling, and a concise definition of the geographical area;
  - (ii) a description of the link between the product and the geographical environment or geographical origin referred to in Article 5(1) or (2), as the case may be, including, where appropriate, the specific elements of the product description or production method justifying the link.



## Geographical indications (food products)

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### Registration procedure

- Presence of an applicant group ('group' means any association, irrespective of its legal form, mainly composed of producers or processors working with the same product);
- Product specification
- Member State procedure
- Presentation to the European Commission
- Grounds for opposition
- Registration in the: Register of protected designations of origin and protected geographical indications



## Protection of DOs e GIs

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- Registered names shall be protected against:
- (a) any direct or indirect commercial use of a registered name in respect of products not covered by the registration
  - where those products are comparable to the products registered under that name or
  - where using the name exploits the reputation of the protected name, including when those products are used as an ingredient;
- (b) any misuse, imitation or evocation, even if the true origin of the products or services is indicated or if the protected name is
  - translated or
  - accompanied by an expression such as 'style', 'type', 'method', 'as produced in', 'imitation' or similar, including when those products are used as an ingredient;
- (c) any other false or misleading indication as to the provenance, origin, nature or essential qualities of the product that is used on the inner or outer packaging, advertising material or documents relating to the product concerned, and the packing of the product in a container liable to convey a false impression as to its origin;
- (d) any other practice liable to mislead the consumer as to the true origin of the product.



## Protection of DOs e GIs

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- Protected designations of origin and protected geographical indications shall not become generic.
- Can be protected designations of origin and geographical indications of third countries that meet the corresponding criteria and that are protected in their country of origin.
- Can be used by any operator in compliance with the product specification



# Traditional speciality guaranteed (TSG)

A name shall be eligible for registration as a traditional speciality guaranteed where it describes a specific product or foodstuff that:

- (a) results from a mode of production, processing or composition corresponding to traditional practice for that product or foodstuff; or
  - (b) is produced from raw materials or ingredients that are those traditionally used.
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- For a name to be registered as a traditional speciality guaranteed, it shall:
    - (a) have been traditionally used to refer to the specific product; or
    - (b) identify the traditional character or specific character of the product.



Reg. 1151/2012 (*509/2006; 2082/92*)



# Traditional speciality guaranteed (TSG)

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## Product specification

- (a) the name proposed for registration, in the appropriate language versions;
- (b) a description of the product including its main physical, chemical, microbiological or organoleptic characteristics, showing the product's specific character;
- (c) a description of the production method that the producers must follow, including, where appropriate, the nature and characteristics of the raw materials or ingredients used, and the method by which the product is prepared; and
- (d) the key elements establishing the product's traditional character.



Producers can be located in any location of the European Union



# Mountain product

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- Reg. EU 1151/2012 and Reg. delegate EU 665/2014
- Italian Ministerial Decree:  
<https://www.politicheagricole.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/11687>
- Municipality totally or partially mountainous (RDP programs)
- Production and processing in mountain areas
  - Transhumance and/or mountain breeding
  - Provenience of the feeding stuffs
  - Beekeeping
  - Specific rules for: slaughtering / cheese making / olives milling (...)
- Traceability system as a guarantee of the origin of products and raw materials.
- In Abruzzo region: 62 companies at 30/06/2021



# The geographical indications system

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- Geographical indications as COLLECTIVE BRANDS
- Brand equity:
  - Continuous production of products characterised by coherence between intrinsic quality and quality signs and a unique and well defined style
  - Product knowledge (by consumers)
- Credibility: the perceived quality is in line with the reputation
- Coherence between designation and level of product quality
- Identity of the products (in sensory style and recognition)



# Collective brands (geographical)

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- Guarantee the nature, the quality or the origin of a product / service
- Ownership: companies' association / public bodies
- Are apt to distinguish the products / services of the associated from those of other companies
- Requirements:
  - Registration of the brand (national or European level)
  - Presence of a Regulation defining the rules of use, the controls system, the sanctions
  - Open associative structure
  - Sectorial / multi-sectorial brand => territory (geographical level)



# Certify the biodiversity

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- Anagrafe nazionale della biodiversità di interesse agricolo e alimentare (National Registry of agrobiodiversity)
- [www.reterurale.it](http://www.reterurale.it); [www.politicheagricole.it](http://www.politicheagricole.it)
- Traditional agri-food products (Elenco nazionale dei prodotti agroalimentari tradizionali) recognised by regional authorities
- Biodiversity Friend ® <https://biodiversityassociation.org/>
  - Is a private brand used as a certification mark (accredited certification bodies)
  - Registered at the World Intellectual Property Organization of Madrid, at the United States Patent and Trademark Office and in China
  - Patronage of the Italian Ministry (Ministero delle Politiche Agricole Alimentari e Forestali)
  - 29 companies certified in Italy; «Centro Caseario e Agriturismo dell'Altopiano Tambre-Spert-Cansiglio» products from animals living in meadows and pastures with high levels of biodiversity
- Biodiversity Alliance (Soil Biological Quality)
- Global Standard IUCN for Nature-based Solutions  
<http://www.iucn.it/dettaglio.php?id=66195>





# Certify the landscape

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## Historic Rural Landscape conservation

- DM n. 17070 19 February 2012 MIPAAF:
  - National Observatory of Rural Landscape, Farming Practices and Traditional Knowledge (ONPR)
  - Register of National Historic Rural Landscapes, farming practices and traditional knowledge: [www.reterurale.it/registropaesaggi](http://www.reterurale.it/registropaesaggi)
- “Linee guida per il dossier definitivo di candidatura all'Osservatorio nazionale del paesaggio rurale”  
([https://www.reterurale.it/downloads/4.2\\_linee\\_guida\\_candidatura\\_DEFINITIVA\\_10\\_04.pdf](https://www.reterurale.it/downloads/4.2_linee_guida_candidatura_DEFINITIVA_10_04.pdf))
- Monitoring and valorisation of historic rural landscapes (2020):  
<https://www.reterurale.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/22404>
- Open issue: a **quality brand** aimed at increasing the market power of the agri-food products linked to the traditional landscape.



# Certify the landscape

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## Historic Rural Landscape conservation

- FAO: GIAHS Globally Important Agricultural Heritage System
  - <http://www.fao.org/giahs/en/>
  - Italia: Olive Groves of the Slopes between Assisi and Spoleto (2018); Soave Traditional Vineyards (2018)
  - Also in the National Register: Colline vitate del Soave, Fascia pedemontana olivata Assisi – Spoleto
- UNESCO World Heritage List:
  - Colline del Prosecco di Conegliano e Valdobbiadene (Also in the National Register)
  - Vineyard Landscape of Piedmont: Langhe-Roero and Monferrato; Val d'Orcia
  - **Intangible cultural heritage:** Vite ad alberello di Pantelleria (Paesaggio della Pietra a Secco dell'Isola di Pantelleria); Muretti a secco; Transumanza