THE POLISH EXPERIENCE OF GEOGRAPHICAL INDICATIONS

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GIS IN POLAND

- Food quality policy in Poland - 1 May 2004
- Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Specialties Guaranteed (TSG) were introduced to the Polish law by the Act of 17 December 2004 on registration and protection of names and indications of agriculture products and foodstuffs and traditional products
- Earlier - GIs registered under Intellectual Property Law - 0 registered names
DIFFICULTIES AT THE BEGINNING

- Identification of regional products
- Establishing of group of producers
- Finding common method of production, established in history
- Common actions around/ for a product
- Costs related to participation in the scheme
- Lack of consumers awareness
- Lengthy registration procedure
- Veterinary and phytosanitary measures
- Not every product can apply - high requirements
WHY THE PROBLEMS OCCURRED?

- Roots in history:
  - Migrations of people - changes of borders, resettlements - traditional ties with the land of origin have broken,
  - 50 years of standardisation
  - Years of empty shelves
  - Many products were torn out from their original geographic area
  - Many products were forgotten, became ‘nameless’, but still existed

- Polish individualism - mine is better😊
Minister of Agriculture and Rural Development is in charge of:

- receipt, evaluation and submission of applications for registration to the European Commission
- receipt and examination of reservations (national level)
- conducting proceedings in the case of raising an objection by another State to the application for registration submitted by Poland;
- and conducting proceedings in the case of raising an objection by Poland to the application for registration submitted by another State
ACT OF 17 DECEMBER 2004 ON REGISTRATION AND PROTECTION OF NAMES AND INDICATIONS OF AGRICULTURE PRODUCTS AND FOODSTUFFS AND TRADITIONAL PRODUCTS

- The Council for Traditional and Regional Designations of Agricultural Products and Foodstuffs
  - a consulting and advisory body for the Minister
  - 6 members appointed from a group of persons with extensive knowledge on matters related to regional and traditional products, especially as regards industrial property rights, Polish tradition and culture as well as ethnography
  - Involved in the process of examination of applications - Minister follows the Council’s opinions
Checks of compliance with specifications:
- 16 voivodship inspectorates of Agricultural and Food Quality Inspection
- 5 private certification bodies accredited according to the ”General requirements for bodies handling the systems of certification for products” and authorized by the Minister of Agriculture to act in the field of regional and traditional products

Chief Inspector of Agricultural and Food Quality Inspection and Minister of Agriculture - surveillance over the market and the system of inspections
WHAT WE DID

1. **Identification of Traditional Products:**
   responsible: Minister of Agriculture in cooperation with regional authorities
   - to prepare producers for registration on the community level
   - to prepare the ground for sanitary and veterinary derogations
   - to promote regions
   - to build consumers’ awareness

There are almost 800 products on the List. Names of the products are not protected. Instrument for promotion only!
WHAT WE DID:


Co-financed by the European Union

Information on what GIs are

- TV, magazines
- Leaflets
- Local events
- Over 50 seminars for producers, local governments and local authorities, students of gastronomic schools
- Meetings with producers

20 applications out of 42 were lodged as a result of the campaign
What we did

3. Building groups of producers:
   
   - There are no provisions on forms of producers’ groups. There are cooperatives, associations, civil agreements between members of the groups with or without legal personality.
   
   - Find a leader for each product.
     Work with him.
WHAT WE DID:

4. Enclosure of PDOs – PGIs – TSGs into the National Rural Development Programme 2007 – 2013

- Participation of farmers in food quality schemes, including refunds of:
  - an annual incentive payment
  - costs of obligatory certification
  - costs of participation in a group of producers

- Support for information and promotion activities (for groups of producers only):
  - Refund of 70 % of qualified costs of leaflets, campaigns, participation in trade fairs, website etc.
**How we manage?**

- Production, protection and promotion of high quality food play an increasing role in Poland.

- By 2010, Ministry of Agriculture and Rural Development has received 42 applications for registration of products, out of which 36 applications were submitted to the European Commission.

- 23 names registered so far.
Polish Products

Registered:

- 5 PDOs (3 cheeses, 1 cherry, 1 honey)
- 12 PGIs (3 bakery products, 2 honeys, 1 cheese, 1 strawberry, 1 bean, 2 prunes, 1 sausage, 1 apple)
- 6 TSGs (4 meads, 1 camelina oil, 1 bakery product)
Why Popular?

- Quality policy becomes more and more important in Poland
- Information campaign on PDO/PGI/TSG systems in 2006
- Participation in food quality schemes is particularly important for local societies as they help to develop their economic potential.
WHY POPULAR?

- European schemes better known and appreciated by consumers
- European logo means high quality
- Guarantee of a well known taste
- Marketing tool
- Products with a long tradition, deep-rooted in Polish identity and history
THANK YOU FOR YOUR ATTENTION