



# Geographical Indications

protect the origin, preserve authenticity



## Three Decades of Impact, Untapped Potential, and What's Next

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# Evolution of the EU GI system

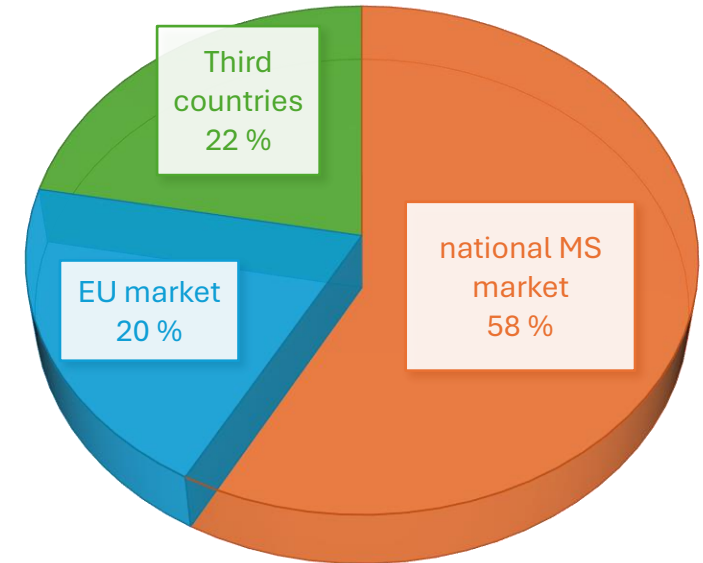
- **1970** – wines
- **1989** – spirits
- **1992** – EU food and agricultural products
- **2006, 2012, 2024** – Update and simplification of GI rules
- **Objective:** protect origin, guarantee quality, support producers, and provide consumer assurance



# The EU GI system in numbers

- More than **3 600 GIs** registered in the EU
- International protection via **36 agreements** with third countries
- **Economic** impact:
  - **Sales** value: **75 billion EUR**
  - **Export** value: **17 billion EUR**
- A powerful **instrument for local development**

GI SALES DESTINATIONS

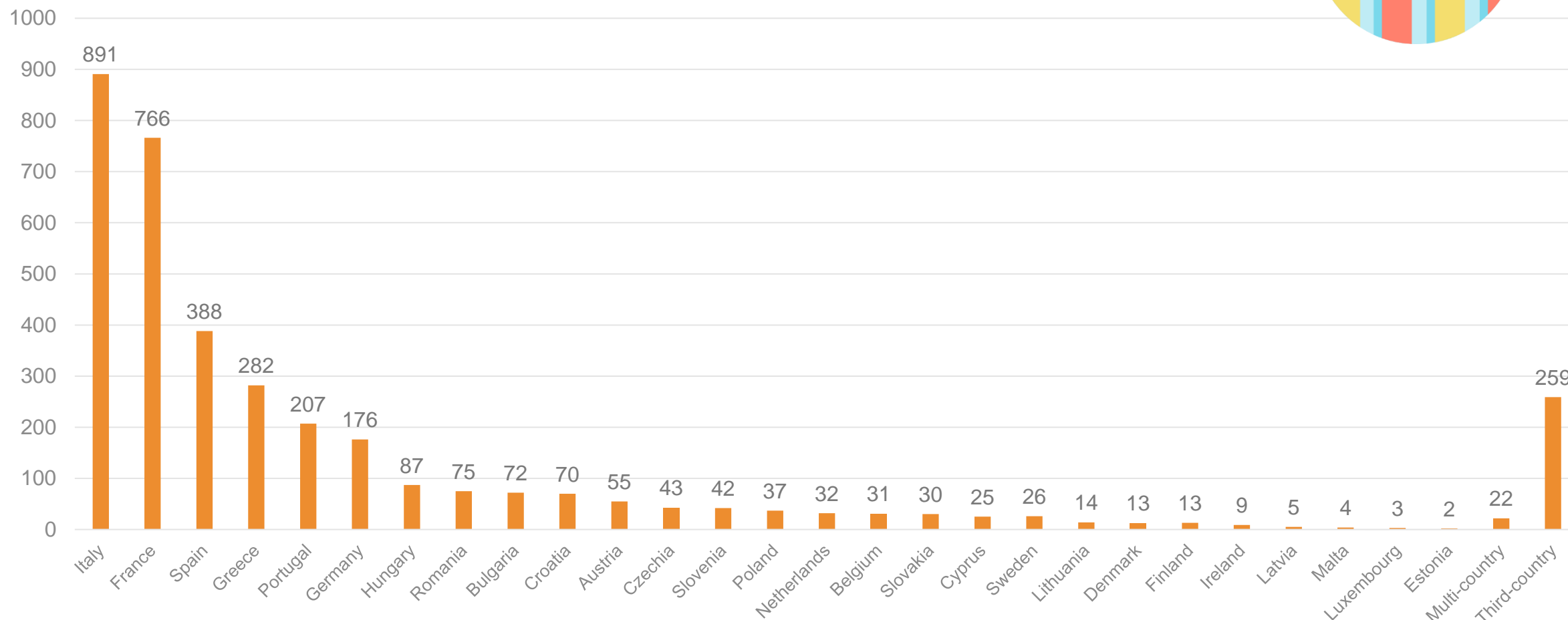


## Does the European PDO/PGI/TSG quality system reach the goals?

- More than 3,600 GIs → but **concentrated** mostly in Southern Europe
- Northern and Central Europe still underrepresented → low awareness and **producer engagement**
- Some **producers** remain inactive or underutilize available tools
- **Consumer** awareness still limited across many countries



# GIs registered in the EU

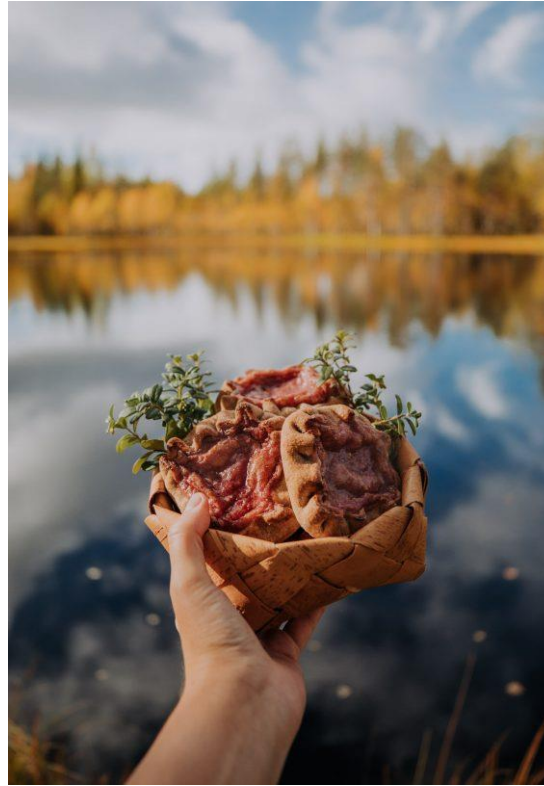


Total number of GIs: 3 679 (November 2025)



# Nordic potential

- **Specific traditions**, culture, and **know-how** linked to origin and quality
- Rich **natural environment** – source of distinctive products
- Growing **consumer interest** in local and sustainable food
- Several **new GI applications** submitted in recent years
- **High potential** to develop new success stories based on authenticity and sustainability



[aitojamakuja.fi](http://aitojamakuja.fi), photographer Julia Kivelä

# Why GIs matter for producers?

- **Legal protection** against misuse and imitation
- Better **market opportunities** and **prices** – the price of GI products on average  $\approx 2\times$  the price of comparable non-GI products
- **Marketing tool**: GI logo
- Access to **EU promotion policy**
- Preservation of **regional jobs** and creation of opportunities in **related sectors**







## Why GIs matter for consumers?

- Guarantee the product's **origin, quality** and **authenticity**
- Build **trust** and **transparency** in the food system
- Create connection with **local traditions** and **territories**



# Success stories



Φάβα Σαντορίνης /  
Fava Santorinis  
(Greece)



Paški Sir (Croatia)



Jabłka Grójeckie (Poland)

# Effort and action required at national level

- Building **consumer awareness**
- **Promotion campaigns:** supermarket campaigns, public outreach
- **Using EU CAP support:** funding opportunities
- **Support farmer organization:** encourage cooperatives and networks



# Opportunities and what is next...

- **Regulation (EU) 2024/1143** – a stronger, simpler, more sustainable GI system
- **GI Toolkit** – a new step-by-step guide to support GI registration (launched 6 November 2025)
- **EU Promotion policy** – funding opportunities for quality schemes
  - **“Buy European Food”** – a new campaign (2026) to boost awareness
- **CAP funds** – supporting local value chains and rural development
- Ongoing reflection on the future **GI Action plan**





# A step-by-step guide



Specifically for **producers**

- **5 videos** explaining the different steps of the application procedure.
- An **eligibility check tool**: producers can go through the survey and get a first evaluation on whether their product would be eligible for registration.

## Check your eligibility

Take a short survey to see if your product could meet the basic criteria for GI registration.

While it does not replace the official application process, it helps identify whether your product's characteristics and its link to a geographical area align with the key requirements explained in the videos above.

The survey is simple, non-binding, and designed to complement the step-by-step explanations in the videos.



[Check eligibility](#)



[Check eligibility](#)



[Check eligibility](#)



All in one place: **Registration of the name of a GI product - European Commission**



Protecting Europe's culinary heritage, culture and economy

"I invite you to be part of this story, by participating in the Geographical Indications system and celebrating what makes your products unique: the lands they come from, the hands that make them, and the history that shaped them."

Christophe Hansen - Commissioner for Agriculture and Food

## How to register

To register the name of a product, EU producers or producer groups need to lay down the product specification for their product and link to the geographical area, if applicable. The application is sent to national authorities for scrutiny and then forwarded to the European Commission, who will examine the request.

For non-EU products to be registered, producers send their applications directly, or via their national authorities, to the European Commission.

The Commission will check that the application contains the required information and that it is compliant with the relevant legislation. Scrutiny of the application by the Commission should not exceed a period of 6 months from the date of receipt of the application from the EU country.

### 1. Overview of the application process

This video is a step-by-step explanation of the GI application process, from forming a producer group to submitting documents to national and EU authorities. In the next videos we will see more in details the different elements of the application procedure for registering a GI name.



### 2. The product specification

Learn how to prepare a product specification that reflects both the specific qualities of your product and its connection to the place of production.



### 3. The single document

Learn how national authorities and the European Commission use the single document in the GI recognition process.



### 4. Amendments

Learn the procedure for submitting amendment requests, from producer group agreement to national and EU-level approval.







# How to reach the wider public



Beyond producers, to address the **wider public** and to support communication of the step-by-step-guide:

- Promotion at local fairs & major conferences.
- Promotion on Social Media accounts – campaign starts now!

- **7 videos:**

- 1 movie explaining what GIs are, from the perspective of **producers**.
- 1 movie giving the angle of **consumers**, but also other stakeholders (local authorities, chefs...).
- 5 short videos featuring **5 flagship GI products**:
  - Wrångebäckssost, PDO cheese, Sweden.
  - Jabłka Grójeckie, PGI apple, Poland.
  - Porto, PDO wine, Portugal.
  - Huile d'olive d'Aix-en Provence, PDO olive oil, France.
  - Piranska sol, PDO salt, Slovenia.

# Thank you!

**Further information:**

EN: [https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes\\_en](https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes_en)

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