



The new legal framework for EU Quality Products: opportunities and challenges for mountain and GI products

April 10th, 2024

14:00 – 19:30

Committee of the Regions, Room JD51 (5th floor)

Brussels, Belgium

MOVING (MOUNTAIN VALORISATION THROUGH INTERCONNECTEDNESS AND GREEN GROWTH) is an EU-funded H2020 project (2020-2024) gathering 23 partners and coordinated by the University of Córdoba, Spain. Its main objective is to build capacities and co-develop relevant policy frameworks across Europe for the establishment of value chains (VCs) that contribute to the resilience and sustainability of mountain areas to climate change.

In the framework of the Horizon2020 MOVING project, AREPO, Euromontana and oriGIn EU organise a conference gathering EU Institutions, Regional governments, Producers of mountain and of Geographical Indications (GIs) products, and EU stakeholders from the agri-food sector, to discuss the new EU legal framework for Quality Products.

The focus will be placed on the impact of the changes introduced by the new GI and quality terms regulation and the opportunities they open up. Above all this will be an occasion to discuss the place of EU geographical indications and quality products in the future CAP and the role they play in the sustainable development of our rural and remote areas. A session will be devoted to the implementation of the Optional Quality Term 'Mountain Product', the most recent among EU quality schemes. The aim is to discuss how to strengthen it to increase its added value for the ecological resilience, attractiveness and socio-economic development of mountain areas.

Interpretation will be provided in DE, EL, EN, ES, FR, IT.

The conference is organised by:



hosted by **Ms Karine Gloanec-Maurin.**



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Agenda

13:00 – 14:00 **Welcome coffee and Registration**

14:00 – 14:15 **Welcome address**

Mercedes Morán Álvarez, President of AREPO and regional Minister for Agriculture of Extremadura

Karine Gloanec Maurin, member and rapporteur for the EU Committee of the Regions

14:15 – 14:30 **Introduction to the MOVING project**

Mar Delgado, University of Córdoba

14:30 – 15:00 **Making the most of the new EU GI Regulation**

Paolo De Castro, MEP and rapporteur for the GI revision, European Parliament

Diego Canga Fano, Director in charge of Outreach, Research & Geographical Indications, DG Agri, European Commission

Nicola Bertinelli, President of the Consorzio del Formaggio Parmigiano Reggiano

15:00 - 16:15 **Round table**

Moderated by Angelo Di Mambro, Agrifood Editor at Euractiv

- *Anne Sander, MEP and shadow rapporteur for the GI revision, Quaestor of the European Parliament*
- *Irène Tolleret, MEP and shadow rapporteur for the GI revision, European Parliament*
- *Sébastien Breton, member of oriGIn EU and General Delegate of the Conseil National des Appellations d'Origine Laitières (CNAOL)*
- *Federico Moncunill, member of oriGIn EU and Secretary General of the Regulatory Council of the PGI Jijona and PGI Turrón de Alicante*
- *Alessio Mammi, Regional Minister for Agriculture of Emilia-Romagna*
- *Katerina Zografu, Vice-governor of Central Macedonia Region*

16:15 – 16:45 **COFFEE BREAK**



16:45 – 17:10 Implementation of the EU optional quality term “mountain product”

Guillaume Corradino, Director of Euromontana

Giulia Scaglioni, Policy officer of AREPO

17:10 – 17:45 National case studies

Cătălina Rogozan, HCC (Romania)

Angelo Romagnoli, mountain producer of Parmigiano Reggiano PDO, Caseificio Canevaccia (Bologna – Italy)

Case study from France

17:45 – 18:00 Conclusions

Charles Deparis, President of oriGIn EU and President of the producer organisation of Camembert de Normandie and Pont l'Évêque

18:00 – 19:30 Cocktail

AREPO (Association of European Regions for Products of Origin), is a network of regions and producer associations that deals with products of origin and EU quality schemes. It represents 35 European regions and over 800 associations of producers for over 60% of European GIs.

Euromontana is the multi-sectoral association for cooperation and development of mountain areas. Euromontana's mission is to promote living mountains, integrated and sustainable development and quality of life in mountain areas.

oriGIn EU is the European branch of the Geographical Indications (GIs) global alliance (<https://www.origin-gi.com>); it represents GI individual groups as well as GI national associations before the European institutions. The GI sector makes a significant contribution to the European economy, representing a sales value of over 75 billion euros and some 15.5% of total EU food and drink exports