

Gernone Camilla  
camilla.gernone@uniba.it  
Università degli Studi di Bari Aldo Moro, Italy  
International Conference Parma 2024  
Workshop n°4, Session n°2

## **The integration of sustainability rules within the PDO and PGI product specifications in light of the new Regulation (EU) No. 2021/1143**

The regulation (EU) No. 2024/1143 concerning geographical indications of wines, spirits, and agricultural products has recognized a prominent role for producer groups in protecting PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication). These groups are not only entrusted with the traditional functions of enhancing and promoting the protected PDO and PGI but also take on a new role concerning the implementation of environmental, social, and economic sustainability in the production. Indeed, Article 7 of the regulation states that a producer group may agree on sustainable practices to be followed in the production of the PDO or PGI product, or in carrying out other activities subject to one or more obligations under the production specification. These practices may relate, among other things, to mitigating climate change, sustainable use and protection of the landscape, the transition to a circular economy, and ensuring fair income for producers. If the producer group decides that sustainable practices are mandatory for all producers, such practices are included in the product specification.

This provision raises several questions regarding its practical implementation, specifically concerning the binding nature of the new sustainability rules. It is, in fact, the first time that sustainability rules have the potential to become mandatory in the production of a PDO or PGI, at least at a European level.

In fact, it has long been common for producer groups to draft sustainable production rules in the form of guidelines (see the so-called "Vademecum viticolo" developed by the Prosecco DOC Consortium), whereas Member States have provided the possibility for groups to adopt sustainability obligations to be included in the product specifications on a voluntary basis (e.g. *dispositions agro-environnementales* in France).

It is necessary to understand, on one hand, how sustainability rules will be incorporated into production specifications, assuming in this case the nature of technical standards, and what type of amendment to the specification will be required, whether a Union or a standard one; on the other, how these new parameters interact with natural, human or reputational factors of PDOs and PGIs.

Further issues could arise in terms of communication, particularly regarding how sustainable practices can be conveyed to consumers, considering that the regulation does not provide for any additional form of labelling or a modification of existing symbols. In this case, it is likely that reliance will be placed on private certification schemes (e.g., *Equalitas* for sustainable wine production in Italy), those provided by national legislations (e.g., the French *certification environnementale*), or certifications developed by producer groups for certain products (e.g., *Viticulture Durable en Champagne*, VDC).

This evolving framework poses several cues for the interpreter regarding the objectives of regulation, in view of a system that no longer aims solely to protect territorial specificities, but also to make PDO and PGI products attractive on a global market.

## Bibliographic references

ARFINI F., BELLASSEN V. (ed.), 2019, *Sustainability of European Food Quality Schemes: Multi-Performance, Structure, and Governance of PDO, PGI, and Organic Agri-Food Systems*, Berlin;

ARFINI F., BELLETTI G., MARESCOTTI A., 2010, *Prodotti tipici e denominazioni geografiche. Strumenti di tutela e valorizzazione*, Roma;

BORGHI P., CANFORA I., DI LAURO A., RUSSO L. (a cura di), 2024, *Trattato di diritto alimentare italiano e dell'Unione europea*, Milano;

GERNONE C., 2023, *I consorzi di tutela: autonomia privata e compatibilità con le regole della concorrenza alla luce della nuova PAC*, in *Riv. dir. al.*, fasc. 2, p. 44;

Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012, in *O.J. L series 23.4.2024*;

INAO, 2023, *Réflexion sur les conditions de production amont des AOP vis-à-vis des attentes sociétales et de la durabilité*.

Please choose the main keywords of your contribution (with an X, unlimited number)

- Agriculture **X**
- Biodiversity
- Diversification
- Sustainability **X**
- Innovation
- Politics
- Quality **X**
- Resilience
- Food System **X**

Secondary keywords \*

- Family Agriculture
- Urban Agriculture
- Agroecology
- Territorial Approach
- Short Food Channels
- Consumm'actors
- Cultural Diversity
- Right to Food



Origine  
Diversité  
Territoires



UNIVERSITÀ  
DI PARMA

- Circular Economy
- Gastronomy
- Social Inclusion
- Geographical Indication **X**
- Initiatives/Projects
- Mountain
- Tools **X**
- Heritage
- Landscape
- Small producers **X**
- Participatory Process **X**
- Network **X**
- Traditional "Savoir-Faire"
- Food Security
- Valorisation Strategies **X**
- Certification and Labelling **X**
- Sustainable Tourism