

# ***SOCIO-ECONOMIC IMPACT OF GEOGRAPHICAL INDICATIONS***

**WORLDWIDE SYMPOSIUM ON GIS - WIPO  
6 SEPTEMBER 2021**

**TANGUY CHEVER - AND INTERNATIONAL**



# AND International



International

[www.and-international.com](http://www.and-international.com)

Consulting company

Located in Paris, operating at international level

## **Fields of expertise:**

- Agri-food and seafood value chains
- Economic & environmental studies
- Evaluation of public policies

## **Studies on GIs for the DG AGRI of the European Commission:**

- Study on economic value of EU quality schemes, geographical indications (GI) and traditional specialities guaranteed (TSG) (2019)
- Evaluation support study on geographical indications and traditional specialities guaranteed protected in the EU (2021)

# Key figures (2017 data, EU 28)

- More than 3 000 GIs at EU level: agri-food, wines, spirit drinks and aromatised wine products
- 74,8 bn€ sales under GI (EU 27: 69,4 bn€)
- GIs and TSGs accounted for 7% of the EU food and drinks sector
- 58% of sales on domestic market, 19% on intra-EU and 23% to third countries

# Economic features of the EU GIs

- GI promoted as an IP tool since the 19<sup>th</sup> century for products marketed out of their production area
- GIs fostered by EU wine policy since the 1970s, with market regulation objectives
- Since the 1990s, GIs promoted with rural development and protection of resources objectives
- Importance of processed products: wine (39 bn€), spirit drinks (10 bn€), cheese (9 bn€) and meat products (4 bn€)
- Some very large-scale GIs: 9 GIs over 1 bn€ = 27% of the total turnover under GI
- Registration of many GIs in all sectors, IPR not necessarily being the main objective
- Many small-scale GIs: 50% of GIs under 1 M€ = 0,5% of the total turnover under GI
- At least 1 GI in each Member State

# Benefits of GIs on price and income

- Wide range of possible benefits of the GIs for stakeholders, but not systematic
- Price / value premium (= market differentiation ≠ higher income)
  - Impact on price at agricultural stage for 55% of GIs (electronic survey)
  - GI products sold at a value 2,1 times higher than comparable non-GI products (aggregated at EU level)
  - Premium tends to be higher for processed products
- Producers' income:
  - Positive impacts on income for about 50% of the GIs (electronic survey)
  - Wine (based on EU accountability data) : positive impact of GIs at EU level and in the main Member States

Source: based on Study on the value of GIs/TSGs & Eval of GIs/TSGs, AND-I for the DG AGRI of the European Commission – electronic survey with 400 producer groups and accountability data in the wine sector (FADN)

# Clustering of GIs based on price premium and size of GIs

Price premium

