Update on Portuguese Geographical Indications (December, 2017)

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Fernando Amaral
Directorate General for Agriculture and Rural Development
DGADR means Directorate General for Agriculture and Rural Development
To contribute to the implementation of policies in the areas of regulation of:

- farm activity,
- agricultural genetic resources,
- qualification of rural agents and economic diversification of rural areas,
- and sustainable management of the territory and irrigation.
DGADR is responsible for:

- Quality promotion and differentiation of agricultural and agri-food products
  - Regulation and implementation of quality systems
  - Coordination of control of quality systems
Portuguese GI Control Scheme

DGADR

Recognition and supervision

CB

Control and certification

FBO
Portuguese Geographical Indications (2017)
Fruits with GI represent 12% of fruit production in Portugal.
Portuguese Geographical Indications (2017)

- PGO: 64
- PGI: 72
Portuguese Geographical Indications (2017)

- Fresh meat (and offal)
- Meat products
- Cheeses and Dairy Products
- Honey
- Olive oil
- Fruits
- Vegetables and cereals
- Bread, pastry, cakes, etc.
- Sea salt

Legend:
- PGO
- PGI
PORTUGUESE GEOGRAPHICAL INDICATIONS (2017)

Active GIs, 72
Non active GIs, 65

About half of the Portuguese GIs are not available on the market.
Portuguese Geographical Indications (2017)

- Fresh meat (and offal)
- Meat products
- Cheeses and Dairy Products
- Honey
- Olive oil
- Fruits
- Vegetables and cereals
- Bread, pastry, cakes, etc.
- Sea salt

Active GI's  Non active GI's
GIs IN PORTUGAL

WHY?

Why do some GIs are not available on the market?

New registers. About 20% of the inactive GIs where registered in the past five years.

Old registers. About 30% of the inactive GIs date back to the inception of the EU protection scheme.

Product no longer produced (certified or otherwise). Production rules impossible to fulfill; raw materials no longer available; production economically unviable or unable to compete with other activities; loss of know-how; etc.

Small production, sold locally. Some products are produced in small quantities. Producers usually sell all of their production locally, without need for certification. Consumers have a good knowledge of the product and of the producers.

No perceived added value. GI unknown for many consumers. Consumers (and traders) prefer price over certification. Although certifiable, producers end up selling (most of) their production uncertified.
Portuguese Geographical Indications: Added value
Portuguese Geographical Indications (2017)
Value (€/kg)
Portuguese Geographical Indications (2017)

<table>
<thead>
<tr>
<th>Products</th>
<th>Certified (€/kg)</th>
<th>Not certified (€/kg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bovine meat</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Sheep meat</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Goatmeat</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Pork meat</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Meat products</td>
<td>25</td>
<td>30</td>
</tr>
<tr>
<td>Cheeses</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>Fruit, vegetables and cereals</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>
Portuguese Geographical Indications (2017)
Added value (%)
### GIs in Portugal

<table>
<thead>
<tr>
<th>CHEESES</th>
<th>Milk suppliers</th>
<th>Cheese producers</th>
<th>Production (t)</th>
<th>Certification premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Queijo São Jorge PDO</td>
<td>218</td>
<td>3</td>
<td>807</td>
<td>19%</td>
</tr>
<tr>
<td>Queijo de Azeitão PDO</td>
<td>23</td>
<td>6</td>
<td>165</td>
<td>67%</td>
</tr>
<tr>
<td>Queijo Serra da Estrela PDO</td>
<td>110</td>
<td>31</td>
<td>112</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Certsification premium = (PRICE<sub>GI</sub> - PRICE<sub>NON GI</sub>) / PRICE<sub>NON GI</sub>*

*Inquérito aos agrupamentos de produtores de produtos com DOP/IGP/ETG - 2016 (DGADR, 2017)*
### Fruits in Portugal

<table>
<thead>
<tr>
<th>FRUITS</th>
<th>Producers</th>
<th>Production (t)</th>
<th>Certification premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pera Rocha do Oeste PDO</td>
<td>915</td>
<td>80605</td>
<td>n.a.</td>
</tr>
<tr>
<td>Citrinos do Algarve PGI</td>
<td>110</td>
<td>8625</td>
<td>0%</td>
</tr>
<tr>
<td>Maçã de Alcobaça PGI</td>
<td>130</td>
<td>7400</td>
<td>21%</td>
</tr>
<tr>
<td>Maçã da Beira Alta PGI</td>
<td>55</td>
<td>823</td>
<td>7%</td>
</tr>
</tbody>
</table>

Certification premium = \( \frac{\text{PRICE}_{GI} - \text{PRICE}_{\text{NON GI}}}{\text{PRICE}_{\text{NON GI}}} \)

Inquérito aos agrupamentos de produtores de produtos com DOP/IGP/ETG - 2016 (DGADR, 2017)
<table>
<thead>
<tr>
<th></th>
<th>BEEF</th>
<th>Production (t)</th>
<th>Certification premium</th>
</tr>
</thead>
<tbody>
<tr>
<td>Carne dos Açores PGI</td>
<td>730</td>
<td>n.a.</td>
<td></td>
</tr>
<tr>
<td>Carnalentejana PDO</td>
<td>627</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Carne Mirandesa PDO</td>
<td>289</td>
<td>66%</td>
<td></td>
</tr>
<tr>
<td>Carne Mertolenga PDO</td>
<td>234</td>
<td>n.a.</td>
<td></td>
</tr>
<tr>
<td>Carne Barrosã PDO</td>
<td>194</td>
<td>11%</td>
<td></td>
</tr>
</tbody>
</table>

Certification premium = \[ \frac{\text{PRICE}_{\text{GI}} - \text{PRICE}_{\text{NON GI}}}{\text{PRICE}_{\text{NON GI}}} \]

Inquérito aos agrupamentos de produtores de produtos com DOP/IGP/ETG - 2016 (DGADR, 2017)
Portuguese Geographical Indications (2017)
Added value (%)

- Bovine meat
- Sheep meat
- Goatmeat
- Pork meat
- Meat products
- Cheeses
- Fruit, vegetables and cereals

Added value (%)
"Porco Preto"
Thank you!
(and enjoy our beautiful capital...)