



Update on Portuguese Geographical Indications (December, 2017)



Worldwide Symposium on
Geographical Indications
Lisbon, July 2 to 4, 2019

Fernando Amaral
Directorate General for Agriculture and
Rural Development





DGADR means
Directorate General
for Agriculture and
Rural Development





- DGADR's mission

To contribute to the implementation of policies in the areas of regulation of:

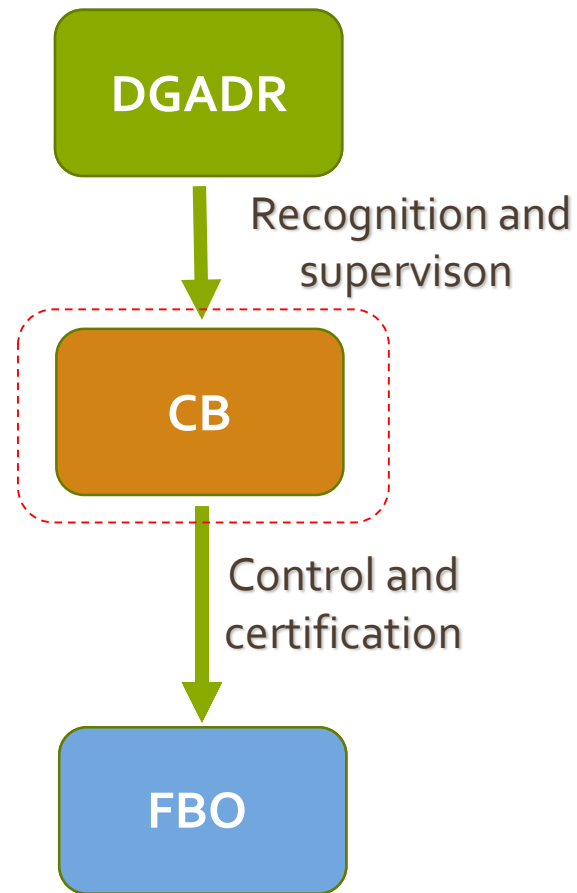
- . farm activity,
- . agricultural genetic resources,
- . qualification of rural agents and economic diversification of rural areas,
- . and sustainable management of the territory and irrigation.



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

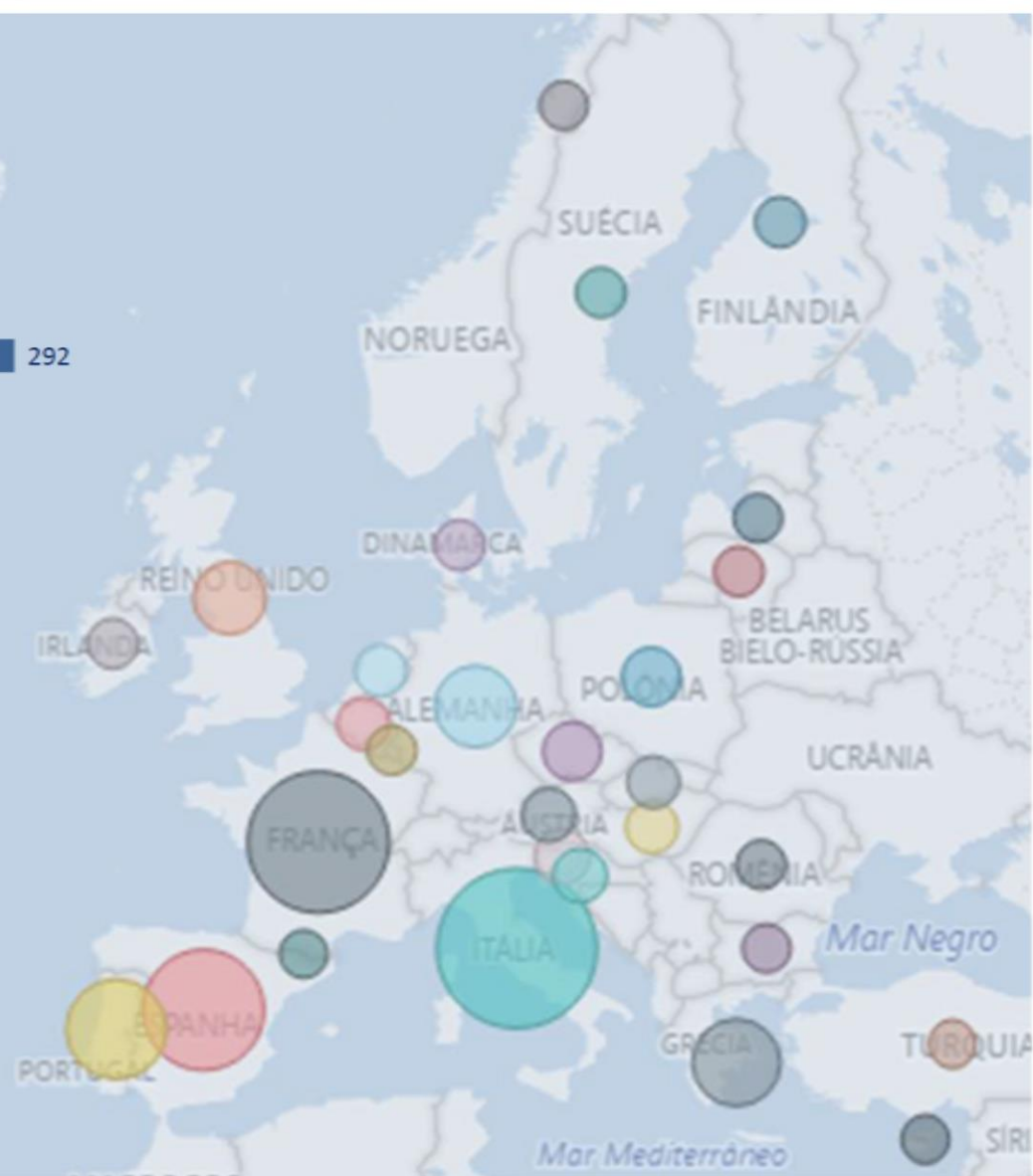
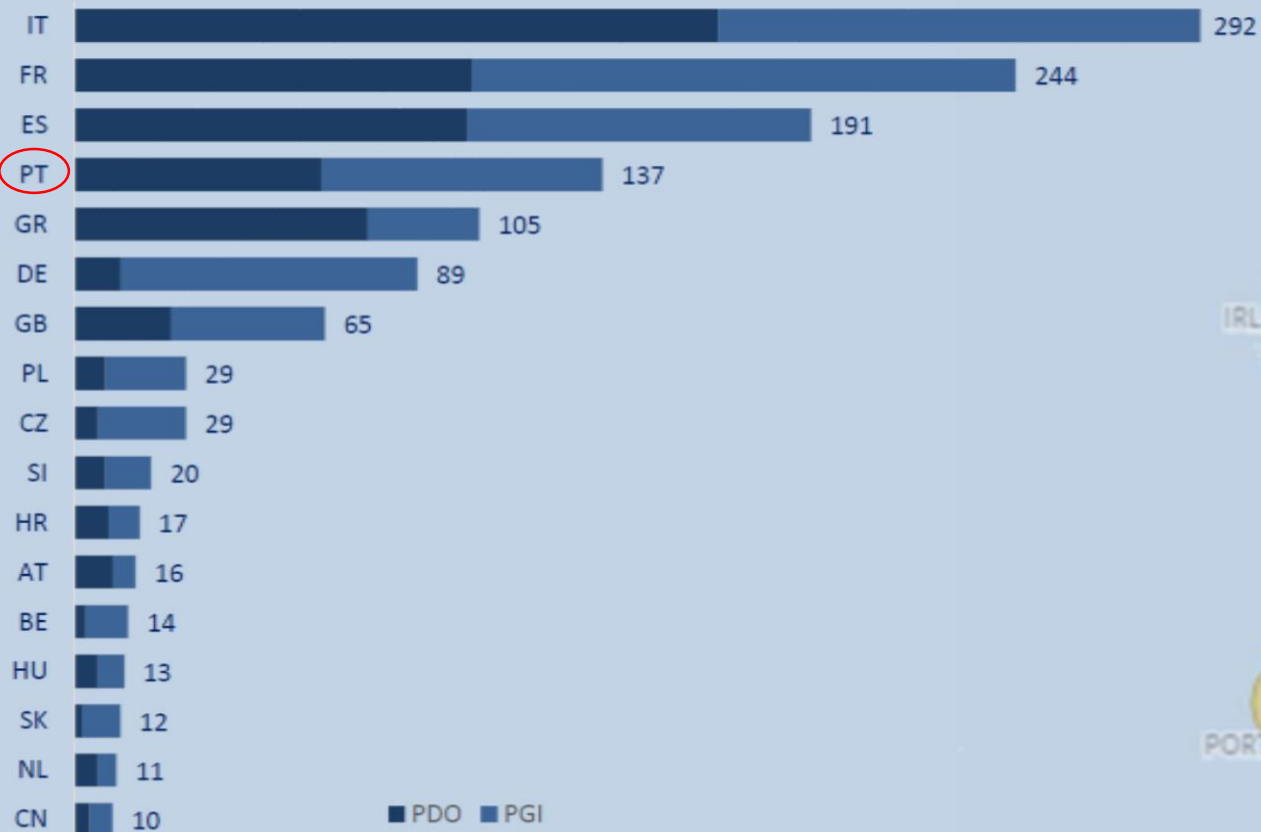




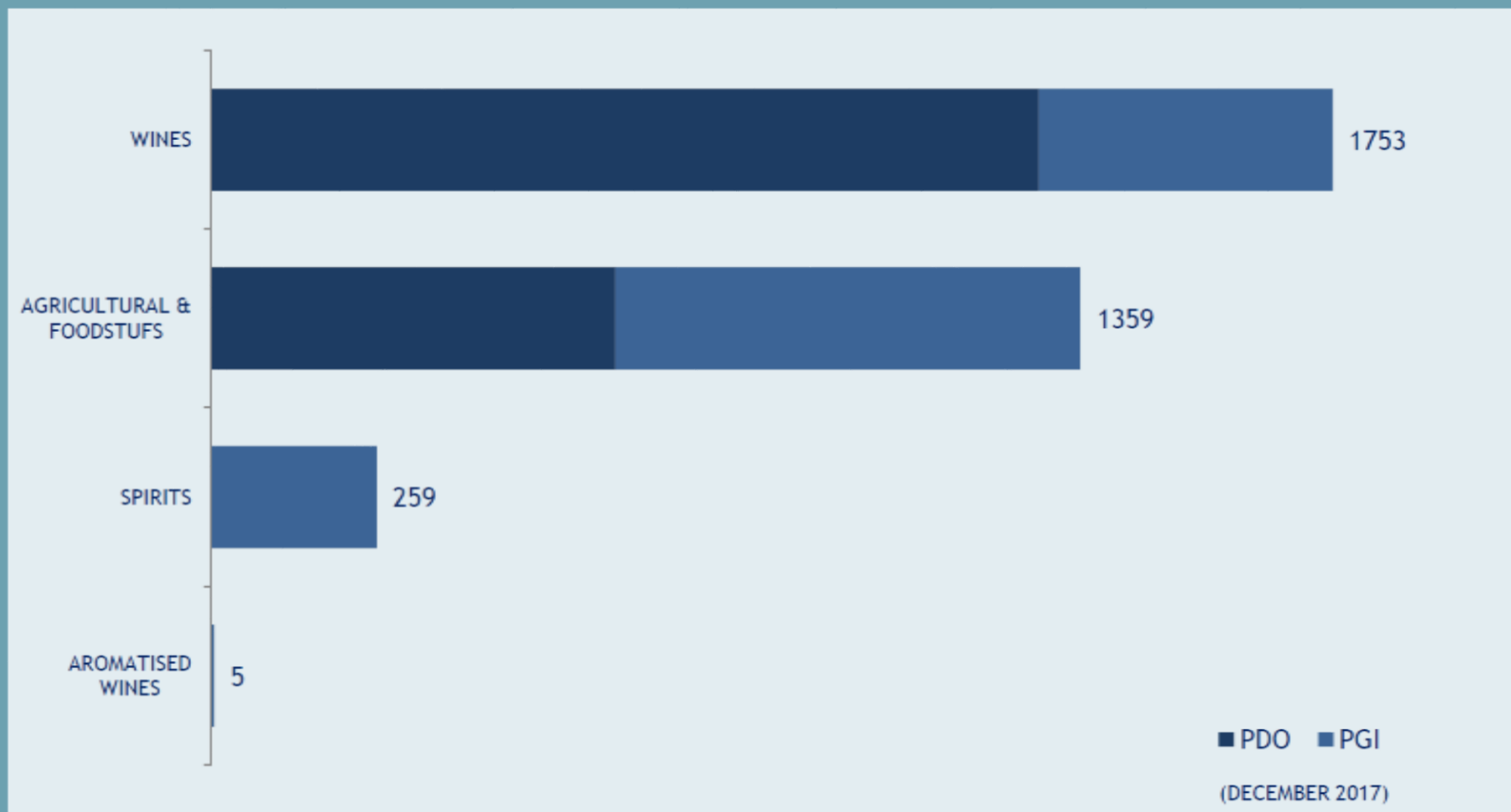
Portuguese Geographical Indications
(2017)

GIs IN THE EU

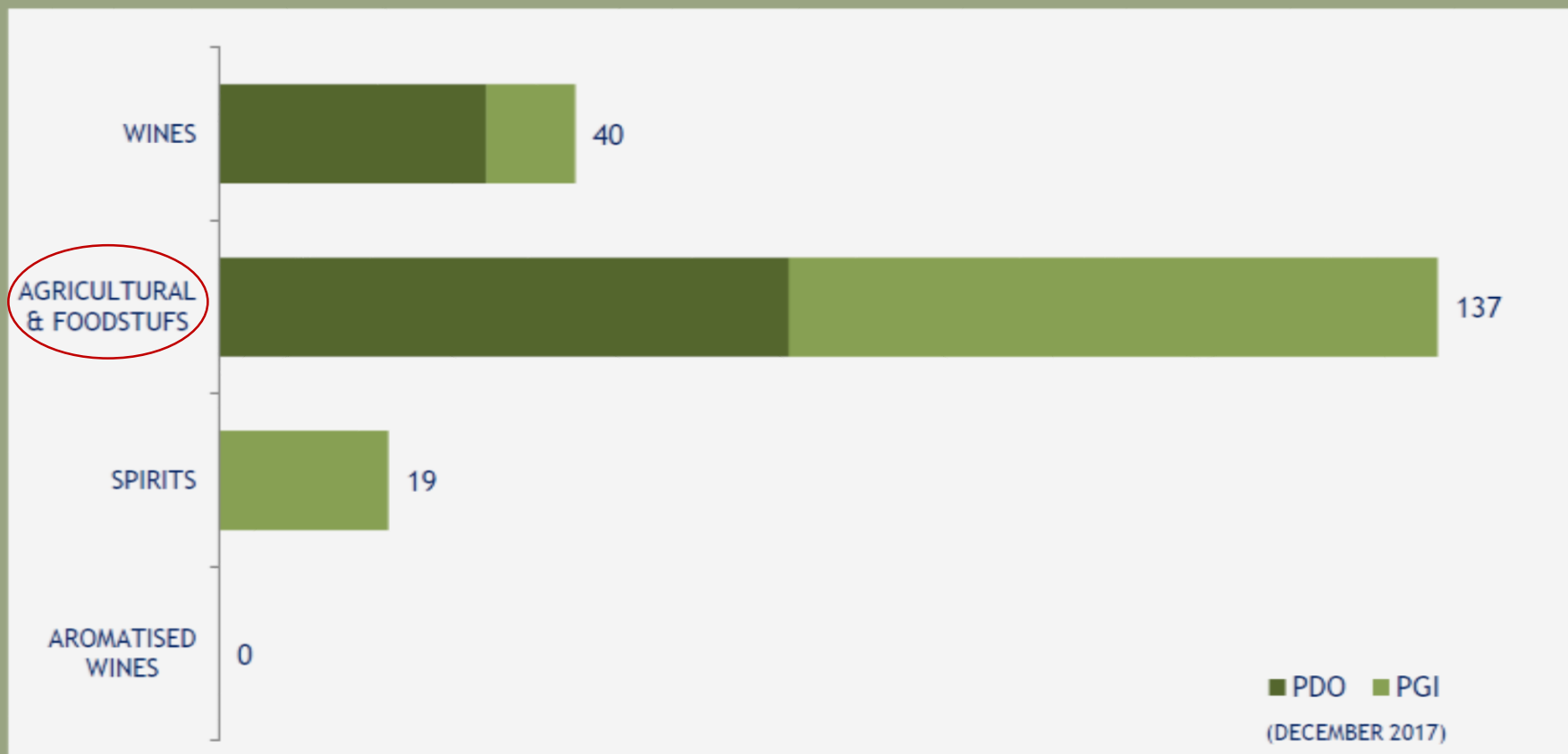
AGRICULTURAL PRODUCTS AND FOODSTUFFS



GIs IN THE EU



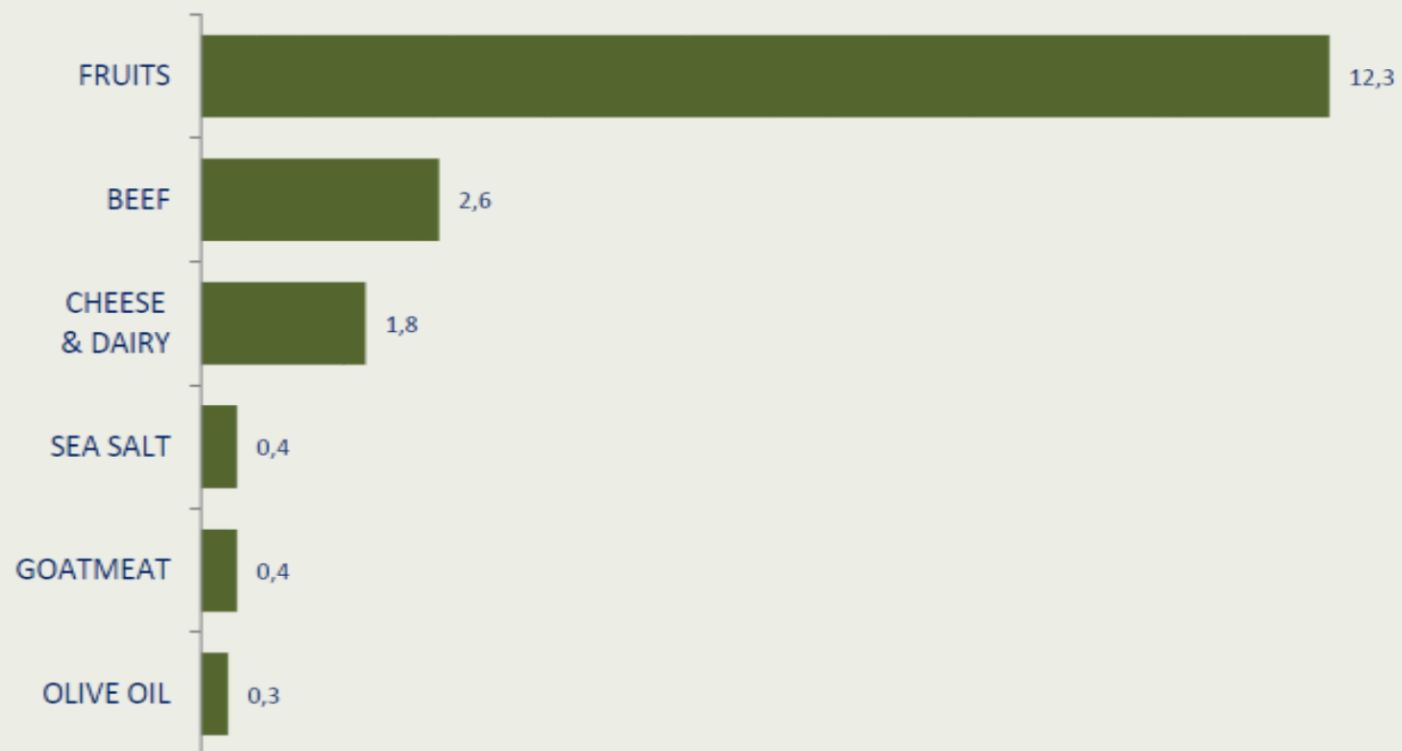
GIs IN PORTUGAL



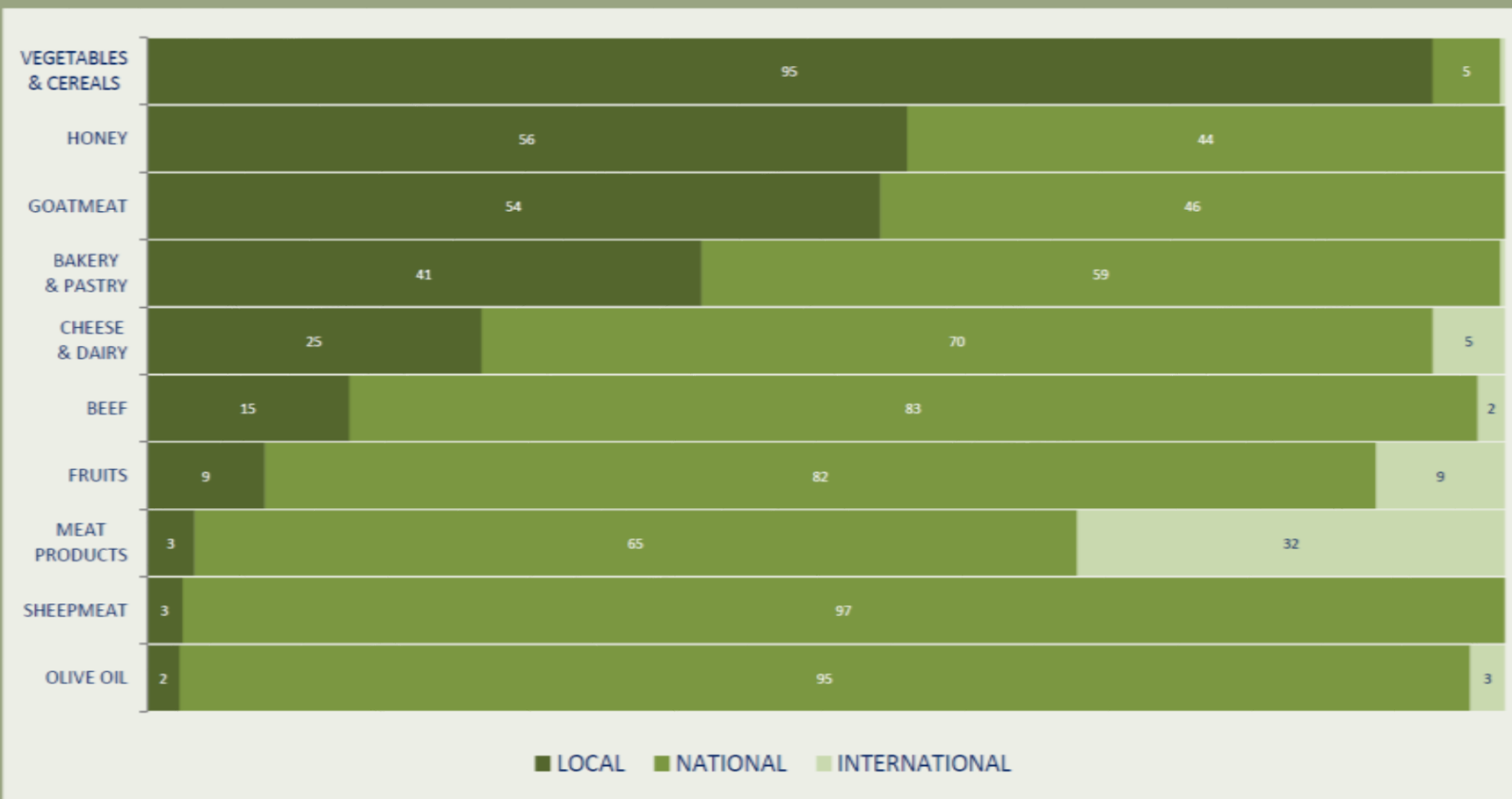
GIs IN PORTUGAL

Fruits with GI represent
12% of fruit production
in Portugal.

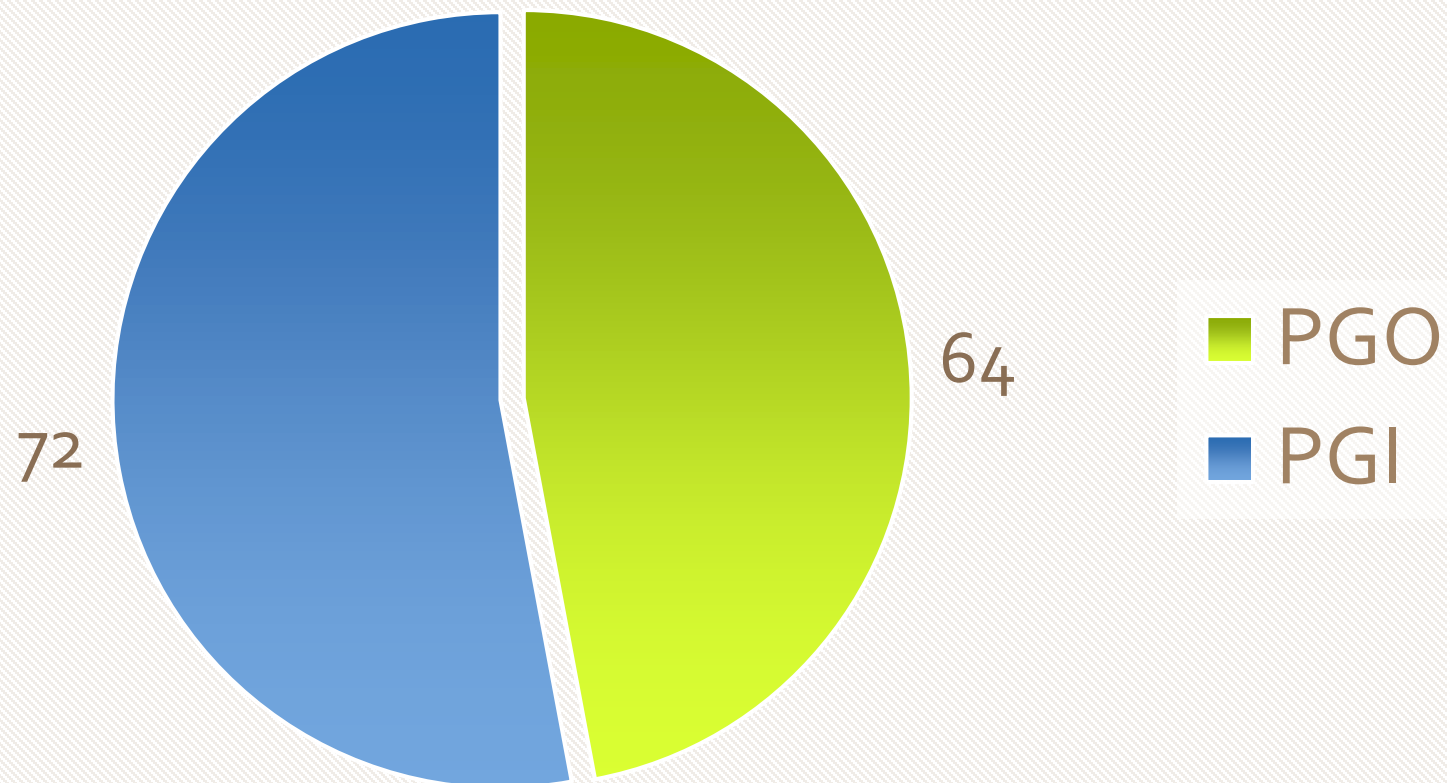
GI production vs. total production (% weight)



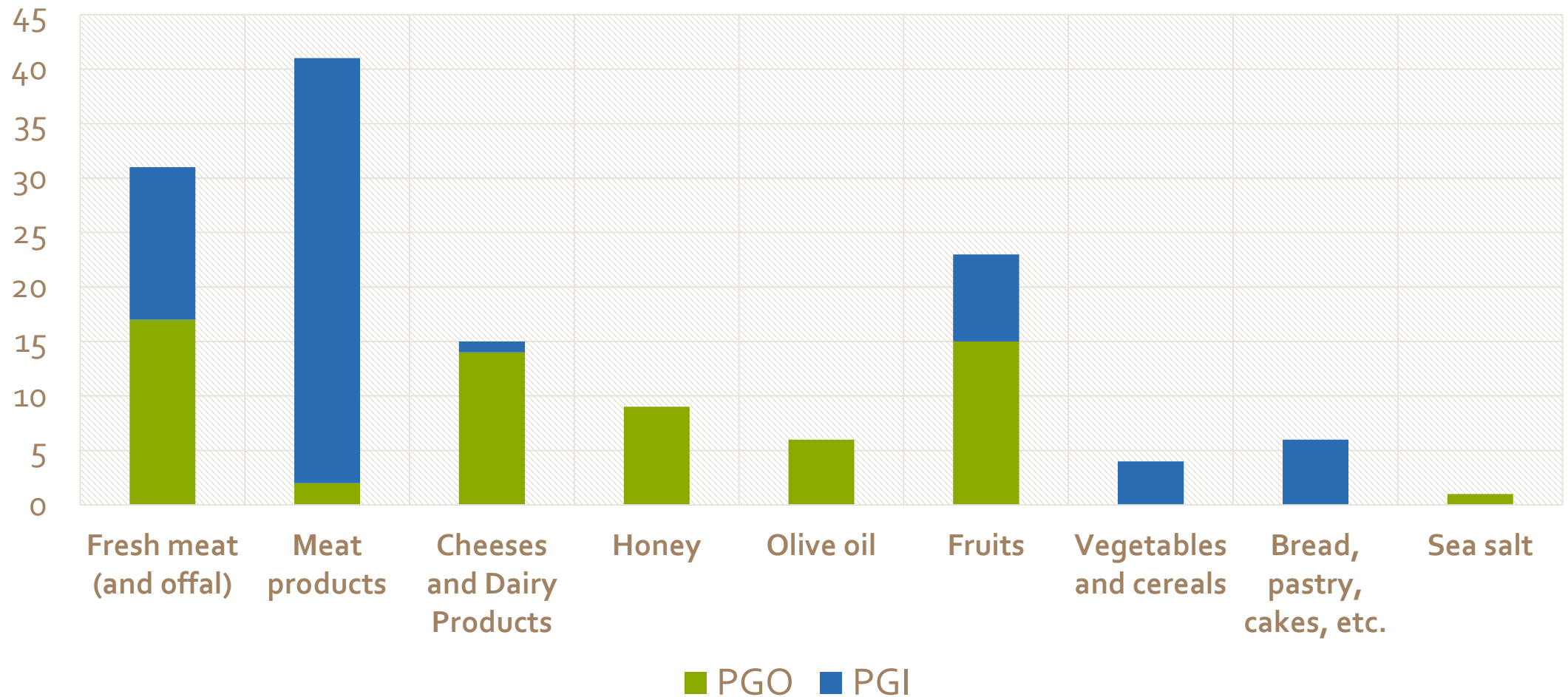
GIs IN PORTUGAL



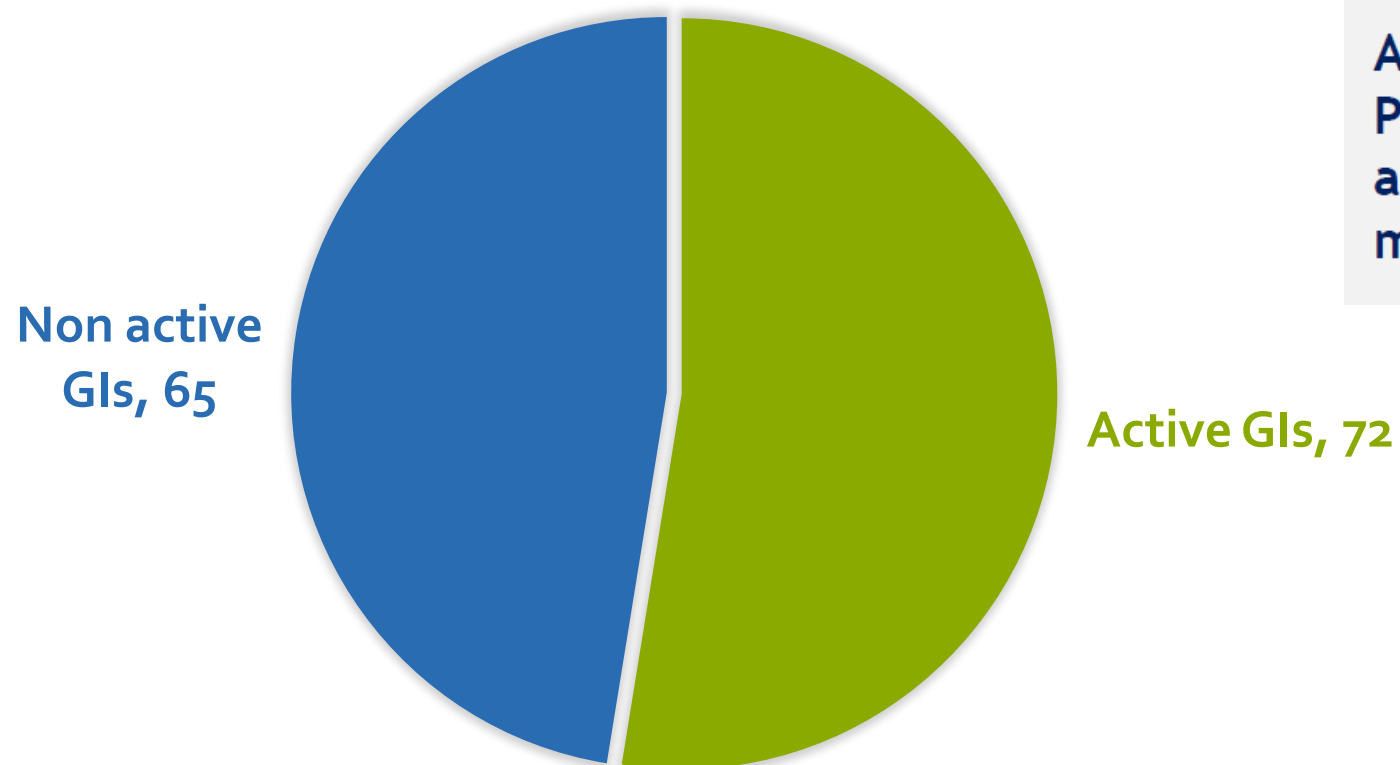
Portuguese Geographical Indications (2017)



Portuguese Geographical Indications (2017)

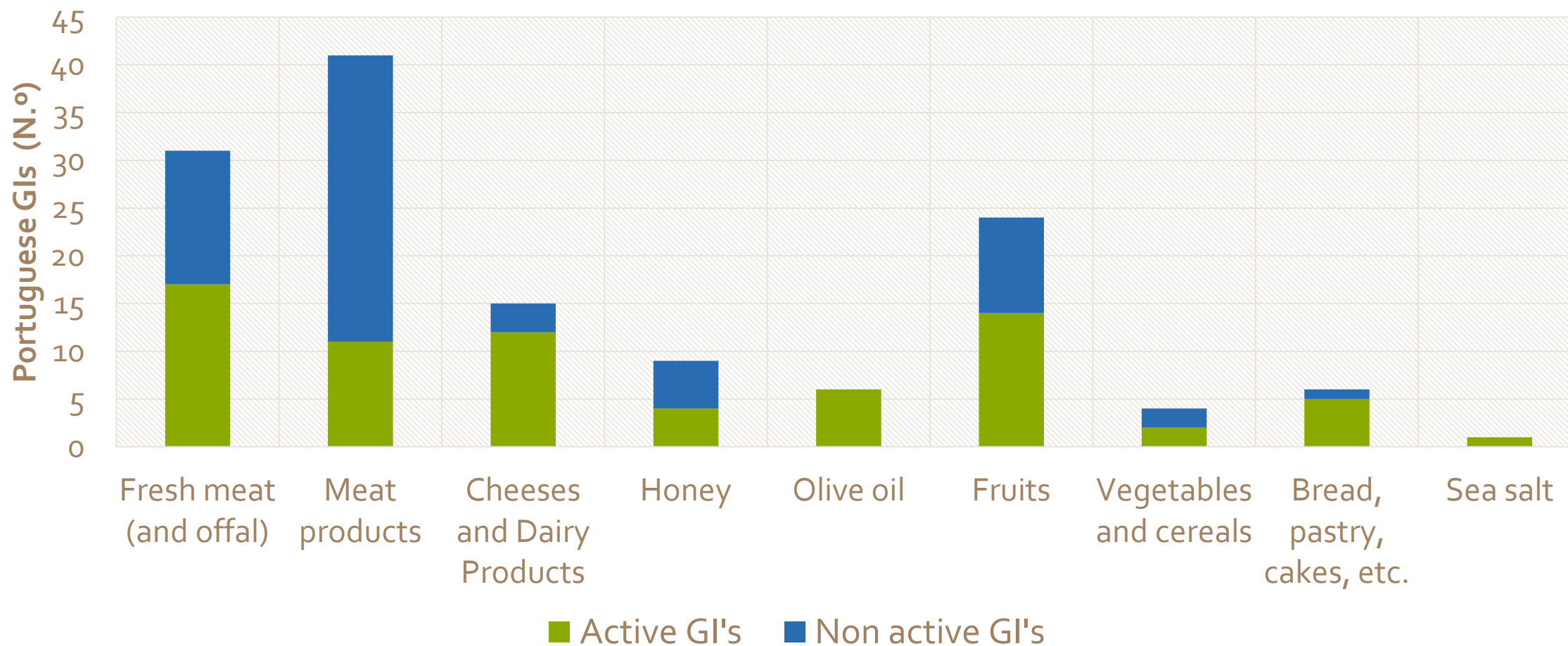


PORTUGUESE GEOGRAPHICAL INDICATIONS (2017)



About half of the Portuguese GIs are not available on the market.

Portuguese Geographical Indications (2017)





GIs IN PORTUGAL

WHY?

Why do some GIs are not available on the market?

Why do some GIs fail to reveal their full market potential?

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.

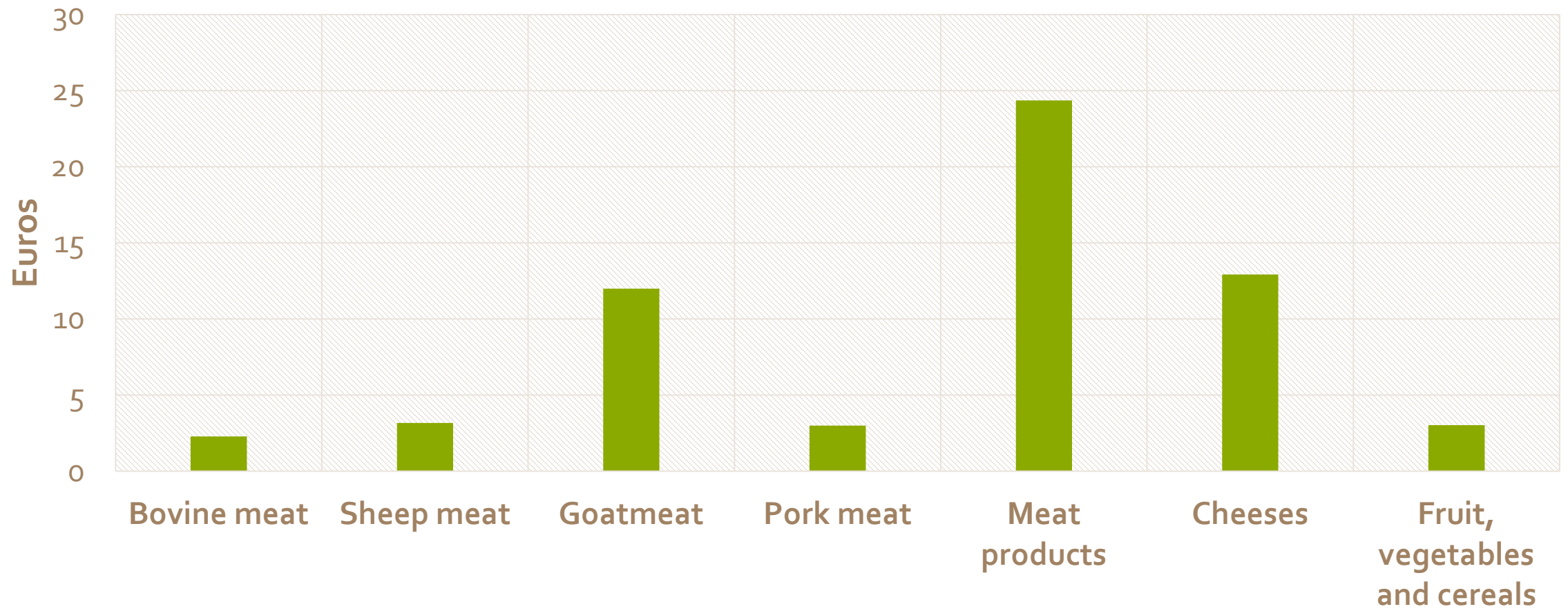
No perceived added value. GI unknown for many consumers. Consumers (and traders) prefer price over certification. Although certifiable, producers end up selling (most of) their production uncertified.



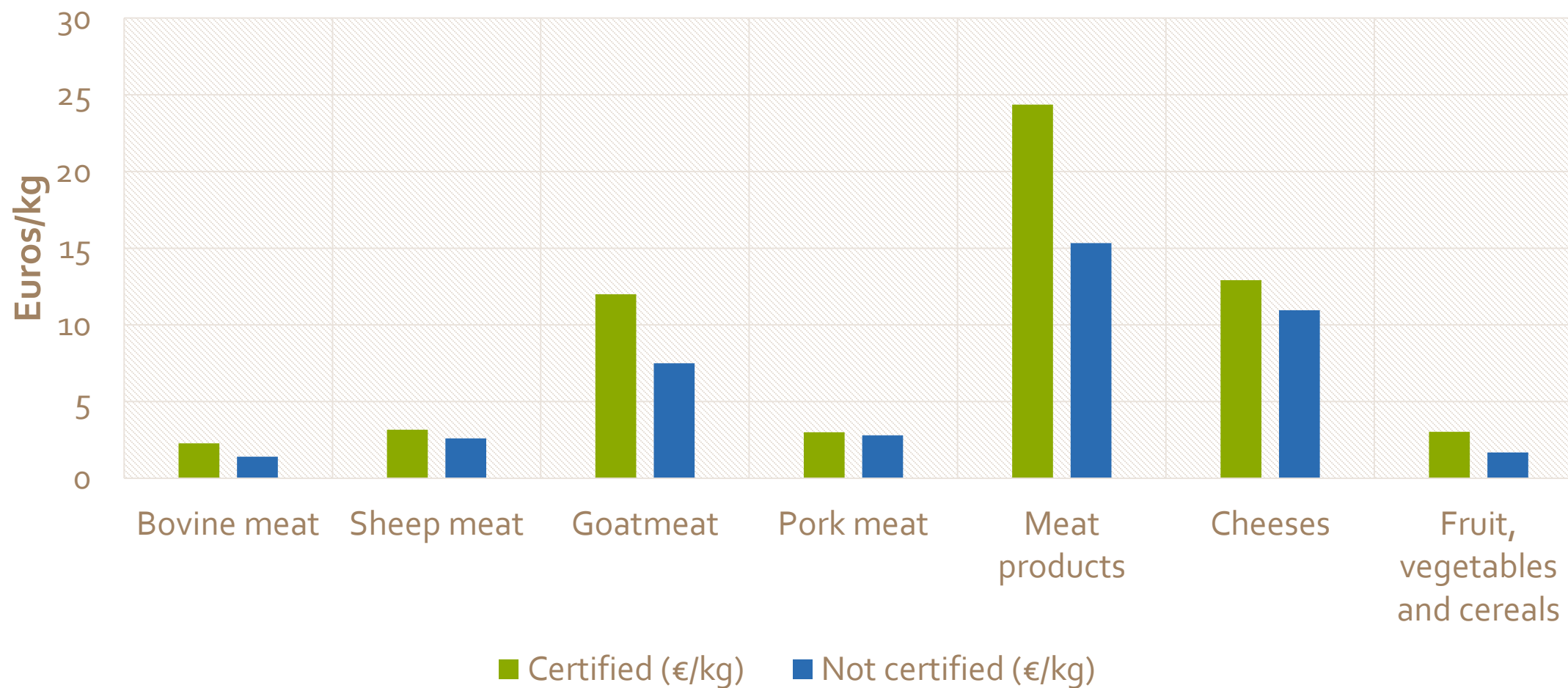
Portuguese Geographical Indications:
Added value



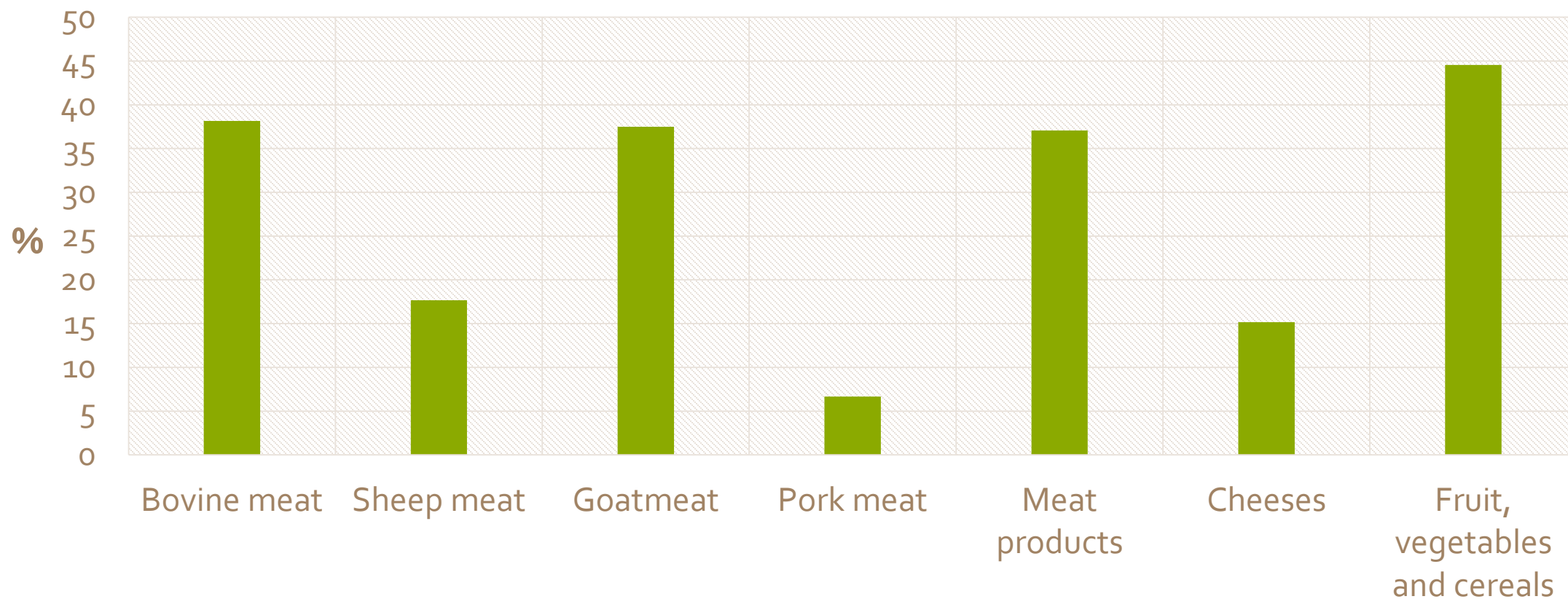
Portuguese Geographical Indications (2017) Value (€/kg)



Portuguese Geographical Indications (2017)



Portuguese Geographical Indications (2017) Added value (%)



GIs IN PORTUGAL

CHEESES	Milk suppliers	Cheese producers	Production (t)	Certification premium
Queijo São Jorge PDO	218	3	807	19%
Queijo de Azeitão PDO	23	6	165	67%
Queijo Serra da Estrela PDO	110	31	112	17%

$Certification\ premium = (PRICE_{GI} - PRICE_{NON\ GI}) / PRICE_{NON\ GI}$

Inquérito aos agrupamentos de produtores de produtos com DOP/IGPI/ETG - 2016 (DGADR, 2017)

GIs IN PORTUGAL

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

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

Inquérito aos agrupamentos de produtores de produtos com DOP/IGP/ETG - 2016 (DGADR, 2017)

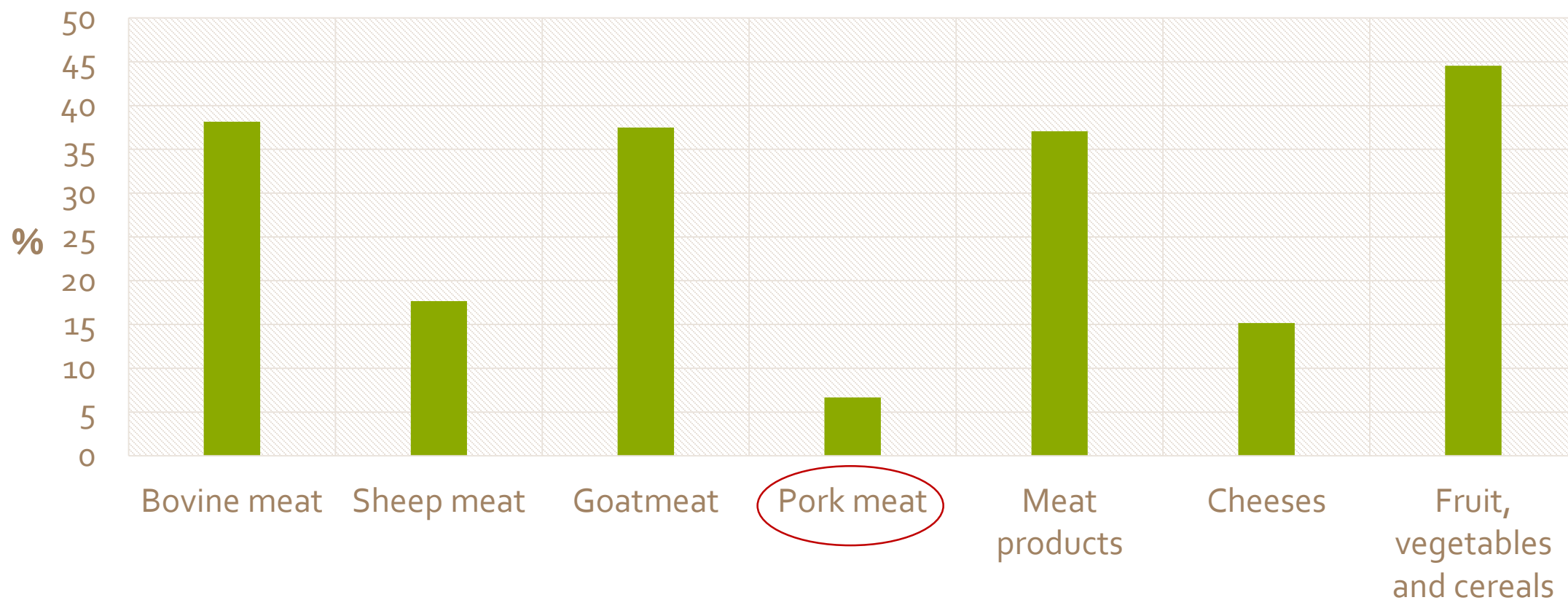
GIs IN PORTUGAL

BEEF	Production (t) carcass weight	Certification premium
Carne dos Açores PGI	730	n.a.
Carnalentejana PDO	627	0%
Carne Mirandesa PDO	289	66%
Carne Mertolenga PDO	234	n.a.
Carne Barrosã PDO	194	11%

$Certification\ premium = (PRICE_{GI} - PRICE_{NON\ GI}) / PRICE_{NON\ GI}$

Inquérito aos agrupamentos de produtores de produtos com DOP/IIGP/ETG - 2016 (DGADR, 2017)

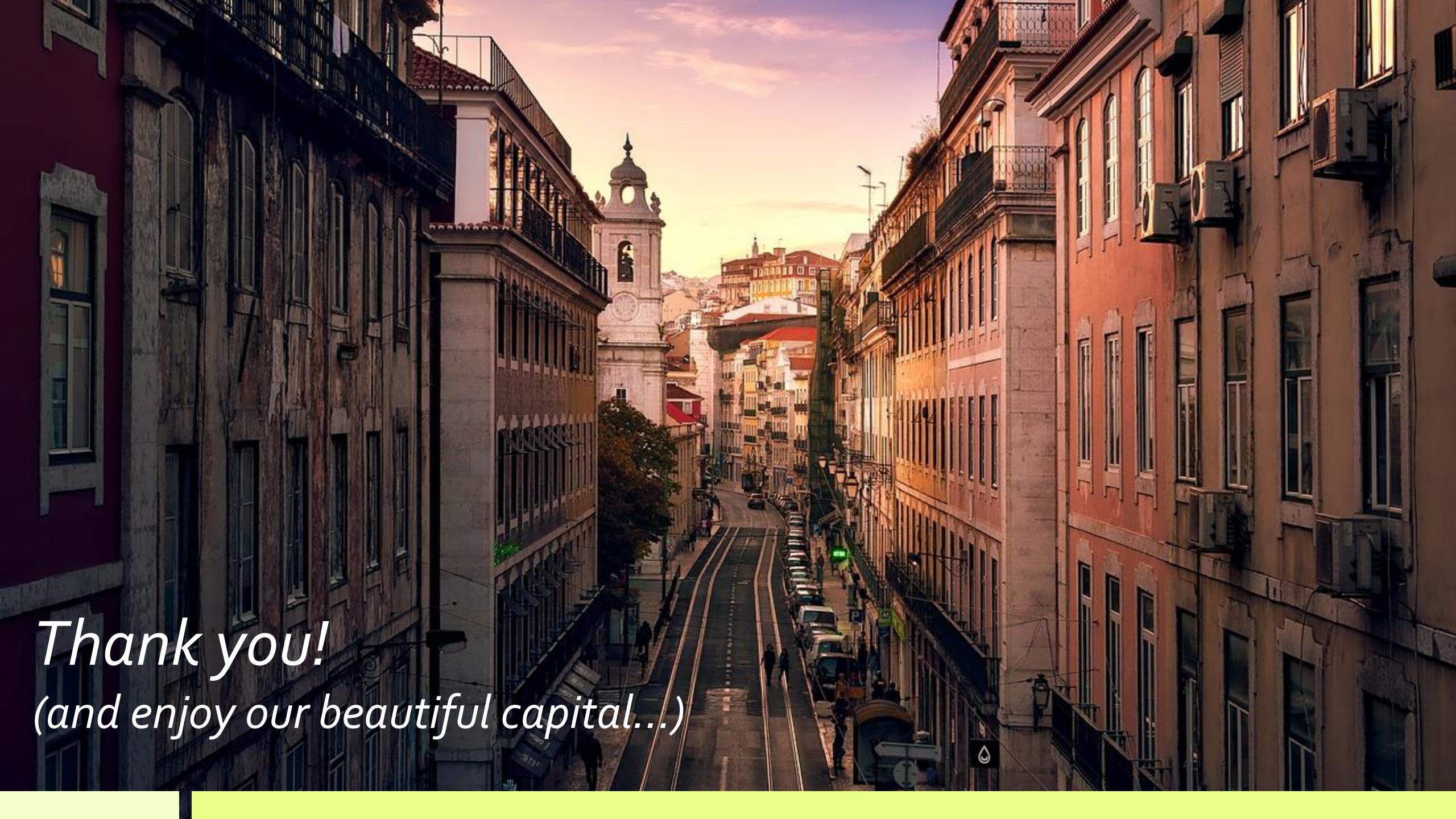
Portuguese Geographical Indications (2017) Added value (%)





"Porco Preto"





*Thank you!
(and enjoy our beautiful capital...)*