



INSTITUT NATIONAL
DE L'ORIGINE ET DE
LA QUALITÉ

Geographical areas and demarcation of SIQO

(Official quality and origin signs) products

As a result of the reputation and quality of products benefiting from Geographical indications (Protected designations of origin PDO, Protected geographical indications PGI, and Geographical indications for spirit drinks), the latter are key components in **regional planning initiatives** and add to the **heritage value** of a country.



What is the link between SIQO products and specific geographical areas?

In accordance with European rules and regulations, each specification for a product with a PDO or PGI must specify a **defined geographical area**, in which all the stages of production must take place.



How are these geographical areas identified ?

INAO (the French national institute for origin and quality products) is in charge of defining a geographical area prior to approval of specifications being given. This involves **demarcating and**

defining sections of land within the parameters of which SIQO certified products must be made.

This geographical area is most often identified as a list of administrative units (departments, cantons and communes). Within this geographical area, certain zones (taking into account the potential of very diverse environments) can be specifically designated for different product production phases (for example, a designated area for acquiring raw materials etc).

The description of this area must therefore appraise the extent to which its characteristics (both natural and human factors) impact on the final product. Delimitation therefore is based on **elements that interpret the link**

between the product with SIQO and its geographical place of origin.

For PGI (Protected geographical indications) and GI (Geographical indications for spirit drinks), the link is usually based on a striking feature of the characteristics of the geographical area. The notion of a « link to a territory » is brought into play. For PDO (Protected designations of origin), the link is based on a system of more complex interactions between the natural environment and human factors. This is referred to as 'terroir'.



What does the concept of 'terroir' mean?

The 'terroir' is a defined geographical area, in which a human community

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has built up a **collective knowledge-bank** relating to the manufacture of a product, over the course of its history that is based on a system of complex interactions between a physical and biological environment, and a collection of human factors. The unique nature of these production methods bestow a product made in this geographical area with its typicity and reputation. This is a crucial concept underlying products with Protected designations of origin.

How are delimited production zones protected and why?

INAO's assignment is to protect the delimited zone of production from any risk that its surface area might be reduced. By doing this, INAO helps to **maintain the production potential** for a given AO (Appellation of origin) or GI (Geographical indication), by preserving a **collective heritage and associated ecosystem**. Various threats have been identified, including damage to the soil or sub-soil; alterations to the conditions of production and damage

to the image of an AO or GI. In order to protect the **natural environment, agricultural and forest lands**, INAO collaborates (with a binding vote) actively with **CDPENAF** (departmental commissions for the preservation of natural, agricultural and forested areas) whenever a reduction to SIQO production areas is on the agenda.

Moreover, **any planning document or authorisation to exploit quarries or « classified installations » is subject to prior notice from INAO** if it relates to the perimeter of the designated zone of production for an AO wine. The advice of the Minister of Agriculture may be required if « major works » (construction of motorways, navigation canals...) impact on a PDO (Protected designation of origin) zone.

ODG organisations (Defence and management bodies, known as "producers groups" in the EU legislation) for PDO products may also refer matters to the public authorities if they believe that an urban planning initiative or construction project could impact negatively on a designated zone of production ; the

conditions of production or the quality or the image of an AO product. The Minister of Agriculture will then furnish a recommendation regarding the issue to the appropriate decision-making administrative authority, following consultation with INAO.

LEGISLATION

- EU regulation N°1308/2013 dated 17th December 2013 relating to wine CMO
- EU regulation N° 1151/2012 dated 21st November 2012 by the European Parliament on quality systems for agricultural products and foodstuffs
- EU regulation N°110/2008 dated 15th January 2008 relating to spirit drinks
- Title IV of Book VI of the French Rural and Maritime Fisheries Code

