

WHY CHOOSE THESE PRODUCTS?

- They are the only ones covered by official guarantees and recognition.
- They are guaranteed to be food products that offer high quality, are typical of a geographical area or have been produced in a manner protective of the environment and animal welfare.
- They preserve jobs in rural areas, especially in mountainous regions.
- They are part of our food heritage.

Did you know?

According to the 2010 agricultural census, one holding in every four (not including organic produce) has adopted an approach covered by an official sign for quality and origin.

In 2015, such signs generated (not including organic produce) an annual turnover of about €25 billion (including €20 billion for PDO wines and GI spirits) for marketed produce.

In 2016, in excess of 1,5 million hectares was farmed using organic methods and 47,104 operators (including 32,264 farms) are involved in the organic production sector for a market worth over €7 billion.



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You can find a complete list of products covered by official quality and origin signs at: inao.gov.fr.

Policy on the promotion of added-value for farm and food products and information on quality signs: agriculture.gouv.fr

Promotion of organic farming and strengthened industry structure: agencebio.org

For more information
<http://www.facebook.com/alimagri>

The actors in the public scheme



The **Ministry of Agriculture and Food** defines policy on the promotion of value-added for farm and agrifood products and has oversight of the scheme for signs identifying quality and origin.



The **Ministry of Economy (the DGCCRF or Directorate for Fair Trading, Consumer Affairs and Fraud Control)** protects the consumer against deception (labelling) and combats fraud.



INAO, the French Institute for Origin and Quality, a public-sector body, examines applications for new products to be covered by an AOC/PDO, PGI, TSG or Label Rouge. It also supervises controls on all the signs (AOC/PDO, PGI, TSG, Organic Farming [AB] and Label Rouge) and protects products against illegal use of their names.



The **Agence Bio**, the public body for organic farming, endeavours to develop and promote organic agriculture and strengthened industry structure.

CAN'T FIND YOUR WAY AROUND THE MULTIPLICITY OF LOGOS AND LABELS?

Official quality and origin signs

In France and in Europe, official logos identify products covered by official signs indicating their quality or origin.

"Official" signs

- ✓ Voluntary collective programmes driven by producers or groupings of producers
- ✓ Officially approved rigorous production conditions
- ✓ Regular checks carried out by officially approved independent bodies

An official guarantee for consumers.

A GUARANTEE OF PRODUCT ORIGIN



PDO

The **Protected Designation of Origin** in France designates a product for which every stage in its manufacture (production, processing and preparation) has been carried out using expertise whose worth is recognised in the local area, an area which shapes the product's characteristics.

The **Appellation d'Origine Contrôlée** designates products that meet the AOP's criteria. It is a step towards the AOP and protects the product's name in France pending its registration and protection at European level.

This means for example that "Saint-Nectaire" (cheese) must be produced according to clearly defined criteria in one part of the Auvergne region of France using milk from that area.



PGI



The **Protected Geographical Indication** designates products whose characteristics are linked to a particular location where their production or processing are conducted in clearly defined conditions.

The PGI is a Europe-wide sign that protects a product's name throughout the European Union.

For example, "Raviole du Dauphiné" can only be produced in the Dauphiné region of France using local expertise.

A GUARANTEE OF A TRADITIONAL RECIPE

TSG

The **Traditional Speciality Guaranteed** protects traditional recipes.



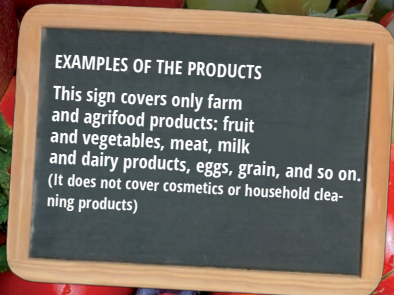
A GUARANTEE OF RESPECT FOR THE ENVIRONMENT AND ANIMAL WELFARE

Organic Agriculture

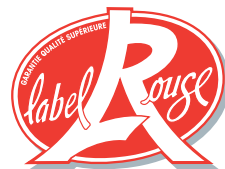


(The European logo has been mandatory since 1 July 2010).

Organic agriculture guarantees that the method of production is protective of the environment and animal welfare. The rules governing this type of organic production are the same throughout Europe and imported products are subject to the same requirements.



A GUARANTEE OF SUPERIOR QUALITY



Label rouge

The **label rouge**, or Red Label, is a French sign that designates products which offer a higher level of quality than other similar products due to the conditions in which they have been produced or manufactured.

