
[European Commission Study on Geographical Indications](#)

The European Commission has released a new study on products under Geographical Indication (GI) status. According to the study, sales of GI-protected food and drink products are worth €75bn. The study found that the sales value of a product with a protected name is on average double that for similar products without a certification, proving that there is an economic benefit for producers in terms of marketing and increase of sales. The study was based on all 3,207 product names protected across the 28 EU Member States at the end of 2017 (3,322 by the end of March 2020).

“European Geographical Indications reflect the wealth and diversity of products that our agricultural sector has to offer”, said the Commissioner for Agriculture, Janusz Wojciechowski. “Producers’ benefits are clear. They can sell products at a higher value, to consumers looking for authentic regional products. GIs are a key aspect of our trade agreements. By protecting products across the globe, we prevent fraudulent use of product names and we preserve the good reputation of European agri-food and drink products. Geographical Indications protect local value at global level.”

For more, see

Link

[European Commission Report on Geographical Indications](#)

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