

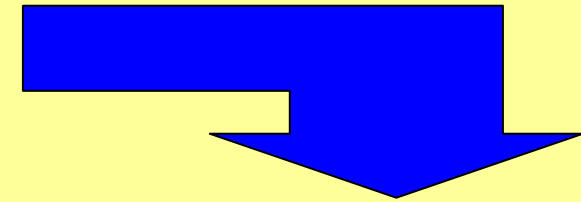
# Preparing a GI application key points and practical details – description, geographical area and traceability



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- (b) a description of the agricultural product or foodstuff, including the raw materials, if appropriate, and principal physical, chemical, microbiological or organoleptic characteristics of the product or the foodstuff;



Description of the product must include

**specific**

technical data commonly used in that product type to describe the product, including where appropriate organoleptic data.

# Examples of product description not useful

- *Sui generis*
- Excellent product
- Pleasant product
- Unique product
- Particular product
- Unusual product
- Product has its own specificities and is different from others.
- Product has colour, taste and smell very characteristics
- Product has different sizes and shapes
- Product is presented in 500g boxes
- Olive oil is presented in 1l glass bottles
- Medium size
- The weight is between 1 and 15 kg



# But...

- If you say “minimum weight is 1kg, Commission will ask “and maximum???”
- If you say “is sweeter than others cultivated in neighbour areas, Commission will ask “how much sweet and why?”
- So, Commission always ask something!

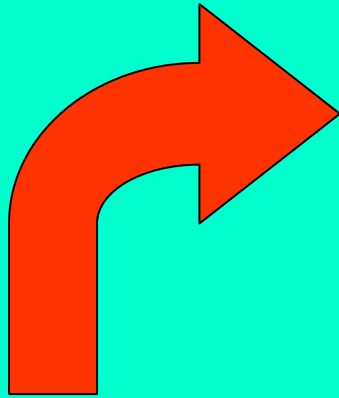
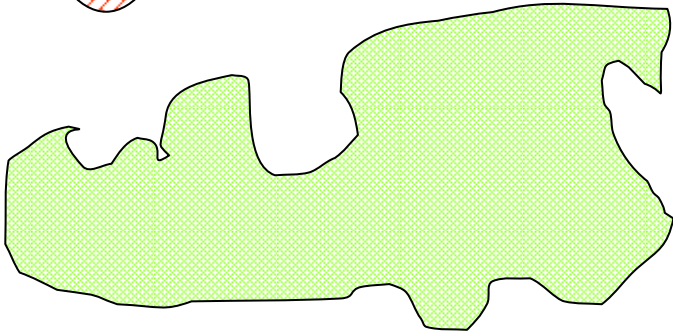
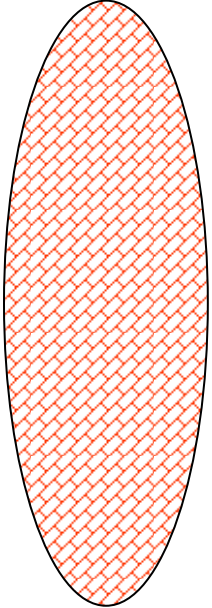
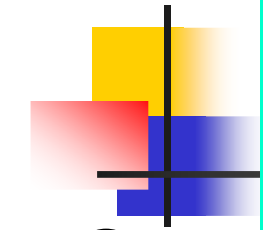
Wide, general, personal and undetermined descriptions are not helpful in order to qualify, to describe or to distinguish a product.

**Explain why your product is better or worse but explain clearly what is the difference between your product and others, similar coming from the same region or near that region.**


**Explain very well specific organoleptic characteristics of the product.**

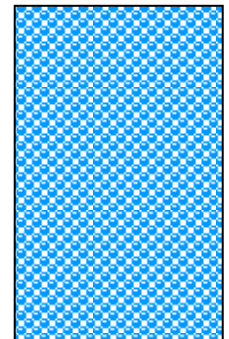
**No problem when you refer your product is more sweet or less tender or bitter or less juicy than others produced in the same region with other techniques, or in other regions, with the same technique but with different soils or weather conditions, for instance.**

**Explain very well how the product can be presented in the market (materials used to keep the product in good conditions, packaging materials, specific sizes, distinguished logos and so on. Nevertheless, don't be too much specific on what concerns size or weight of each pack.**



c) the definition of the geographical area

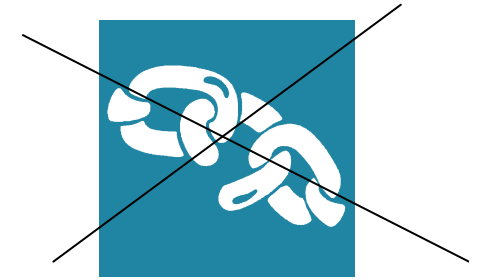
- The geographical area shall be delimited with regard to **the link** 
- The geographical area must be defined in a detailed, precise way that presents no ambiguities for producers or competent authorities and control bodies **to know if the operations take place inside the defined geographical area.**



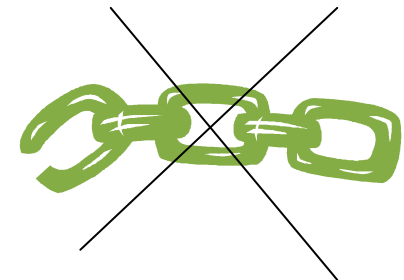
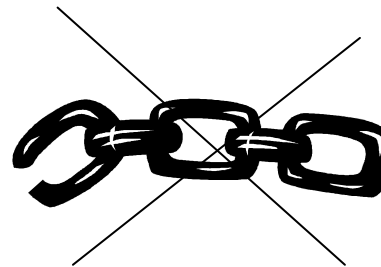
# We must explain clearly why

- a certain geographical area is included and others are “out”
- why we consider certain limits and not others,
- what are the factors that determine that specific geographical area and why that geographical area as an influence in product characteristics or in particular production methods.







- It is not acceptable that you only mention administrative boundaries like District X or municipality Z, or province H, or the area covered by Agricultural services Y or the area covered by “the Earl of D foundation”,





# We must justify and explain

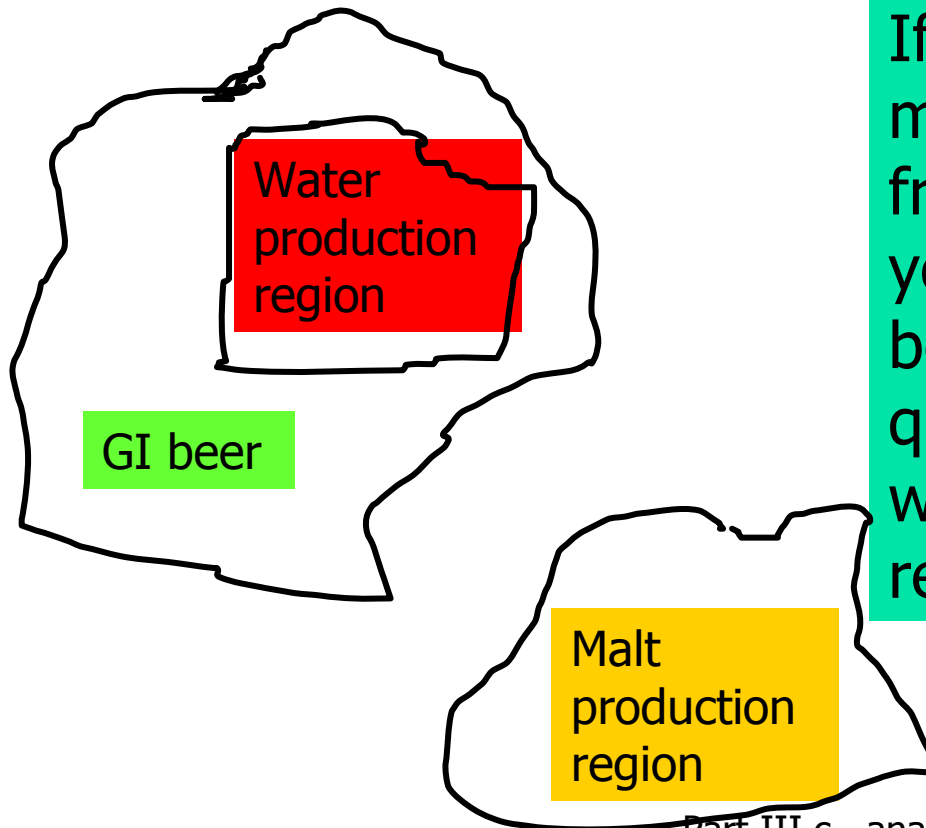
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- what are the characteristics or factors from **geographical area – including human factors when we are facing a PDO - that have an influence and or gives the product a specific quality or originates a different product.**
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## It could be acceptable those justifications:

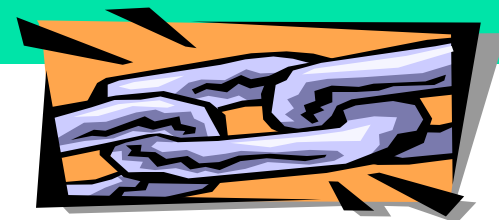
- 1 - geographical area covers A, B, C and D municipalities because they have sandy soils and they are exposed to very hot and dry winds. So, geographical area is naturally delimited because from west side of this region soils became less sandy and more... on North side they have a barrier made by river. south side they have mountain...and from east side there are not the same type of vegetation. Also, it can be seen that only in the assigned region cattle is feed as described in point X of product specification..
- 2 - geographical area is naturally delimited to district X and municipalities H, J and K from district Y and municipalities M and N from District Z due to altitude and not existence of sea winds, that allows specific conditions to natural product drying conditions, that are responsible for less dark brown colour, more juicy meat, more compact texture that products made in lower regions.

Any restriction on the origin of raw materials for a geographical indication must be justified in relation to the link

- Geographical area for certain GI beer



If specification says that malt or water can only come from a certain region, then you must justify the link between the required quality of the malt or the water and that specific region



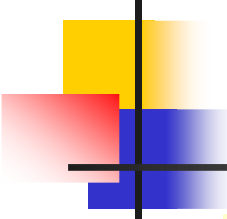
## 2. The product specification shall include at least:

- (d) evidence that the product originates in the defined geographical area

### **SPECIFIC TRACEABILITY TO GEOGRAPHICAL AREA**

- shall identify procedures which operators must have in place for information on proof of origin, concerning the product, raw materials, feed and other items that are required to come from the defined geographical area.

# Operators MUST be able to identify

- 
- ➡ ■ (a) the supplier, quantity and origin of all batches of raw material and/or products received;
  - ➡ ■ (b) the recipient, quantity and destination of products supplied;
  - ➡ ■ (c) correlation between each batch of inputs referred to in point (a) and each batch of outputs referred to in point (b).

# Specification book:

## Traceability demands

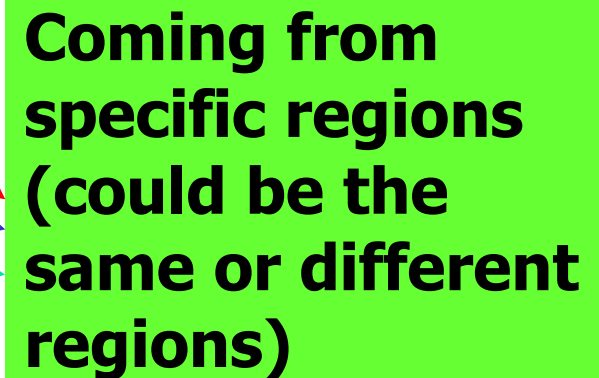
- All the producers must be registered in the Group
- written procedures and the existence of written documents
- Models of documents in use and flowcharts for raw materials and products must be included



## Example:

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- GI Meat product with:
- 95% pork meat,
- 3% garlic,
- 1% paprika
- 1% salt



**Coming from  
specific regions  
(could be the  
same or different  
regions)**

Operators producing pork meat, garlic and paprika must fulfil a numbered document when they sell the goods to Mr. X, the unit where meat product is obtained (preparator)  
That document (doc. 1) must contain, at least:

- Name and address of the producer
- Type, nature and quantity of sold product
- Name and address of the buyer
- Date and number
- Signature of the seller and the buyer

To establish the origin

To establish future correlation and to verify the quality

To assure the delivery

To establish the batch number

To assure liability and responsibility of both operators

The preparator must keep a copy of document 1 and make a register in another document (doc. 2), containing at least:

- Date and number of each batch of
  - Meat
  - Garlic
  - Paprika
- Quantities used of each one
- Quantity of meat product obtained
- Date and number of batch

In order to establish correlation between batches received and produced

In order to proof the quantities used and balance between them

In order to establish correlation between inputs and outputs

To establish end product the batch number

## When meat product is sold, it must be accompanied with a numbered document (doc.3) containing, at least

- Name and address of the preparator
- Type, nature and quantity of sold end product
- Name and address of the buyer
- Date and number
- Signature of the seller and the buyer

To establish the origin

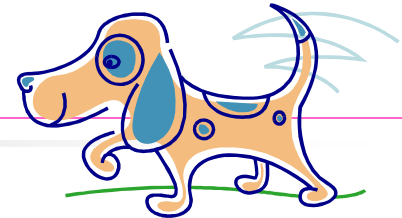
To establish correlation and to verify the quality

To assure the delivery

To assure the batch number

To assure liability and responsibility of both operators

# When later, someone wants to check



- From doc. n<sup>o</sup> 3 or from product label it is possible to trace back to the geographical origin of raw materials or end product

