

Do you know what the European Union does to defend the diversity of its many high-quality products?

Apart from **hygiene rules** which guarantee safe products, Europe has developed:

- **marketing standards** stating minimum requirements that products sold in the European Union must comply with;
- **optional quality terms**, which show on the label that the product is one of high quality;
- **European quality systems** to identify products with a specific quality:



■ For those specially linked to their geographical origin, look for the logos '**Protected Designation of Origin (PDO)**' or '**Protected Geographical Indication (PGI)**'.



■ You will recognise products which are prepared or produced in a traditional manner by the logo **Traditional Speciality Guaranteed (TSG)**.



- a special European logo for **organically produced products** which guarantees that European organic production standards have been complied with;
- guidelines on **certification systems** for food quality in order to improve the performance of these systems which guarantee compliance with certain product characteristics or a product's way of being made.

In 2008 the European Commission launched a major **review of European quality policy** to simplify it and make it more consistent.

The Commission and the EU Member States support farmers who commit to quality through **rural development measures** and **promotion aid**.



Do you want to know more about the **European Commission's proposals on quality policy**?

Have a look at our web site:

<http://ec.europa.eu/agriculture/quality/>

The list of **registered names** (more than 1000 of them!) is available on the DOOR database:

<http://ec.europa.eu/agriculture/quality/door/>

To find out more about **organic farming**:

www.organic-farming.eu

European Commission

Directorate General for Agriculture and Rural Development

<http://ec.europa.eu/agriculture/>
<http://bookshop.europa.eu/>

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Europe, the taste of quality

Europe values the diversity of its quality products



Quality in Europe

PDO and PGI

What is a PDO and a PGI?

A **PDO (Protected Designation of Origin)** gives status to a food product which is produced entirely within a defined geographical area using recognised skills and ingredients from the region and which is linked to its geographical origin.

PDOs include many cheeses (such as Queso Manchego or Feta), meat products (such as Prosciutto di S. Daniele), olive oil (Umbria, Kalamata, Montoro-Adamuz), fruits and vegetables and of course many wines.

A **PGI (Protected Geographical Indication)** denotes a food linked by its quality and reputation to a region in which at least one stage of production took place.

PGIs include beers (Münchener Bier, Ceskobudejovický Pivo), meat (Scotch Beef, many types of French poultry) and also bakery products and fish (notably Scottish Farmed Salmon).

Traditional specialities

What is a TSG?

A **TSG (Traditional Speciality Guaranteed)** emphasises a product's traditional make-up or traditional production method. It is therefore not linked to a geographical region. 'Jamon Serrano' is an example.

Organic farming

Organic farming respects the natural life cycles of plants and animals.

It minimises our impact on the environment. Production methods comply with precise and strict European legislation.



Certification Systems

The **voluntary certification systems** for food quality guarantee compliance with specifications which may include requirements on environmental protection, animal welfare, the odour and taste of a product and fair trade.

The Commission has developed **guidelines** to harmonise these systems, to limit the constraints on producers and to ensure that consumers are not misled.

Marketing standards

These standards are agreed at European level and are compulsory for most farm products. They define product categories, minimum product standards and some labelling requirements.

They inform the consumer (on the origin or variety of fruits and vegetables for example) and allow for price comparison between products of a similar quality.

These standards make trade in Europe easier.

Hygiene rules

These rules are applied from the 'farm to the table' for foods produced in the EU or imported from third countries. The EU's food security strategy is based on rules related to the security of products intended for human and animal consumption; independent and publicly available scientific advice; safeguards and the right of the consumer to make a fully-informed choice.