

GUIDE TO APPLICANTS

HOW TO COMPILE THE SINGLE DOCUMENT

Please pay special attention to the 'KEY POINTS'.

This guide is intended to assist applicants in preparing applications for registration of protected geographical indications (PGIs) and protected designations of origin (PDOs) under Regulation (EC) No 1151/2012 of the European Parliament and of the Council on quality schemes for agricultural products and foodstuffs. However, this Guide has no legal effect, and only the provisions of the Regulation and other EU rules are binding.

GENERAL POINTS:

The Single Document is sufficient in itself. Do not make any reference to annexes, national legislation and rules, EU legislation, the specification, or any other document. Do not provide an extensive bibliography. The Single Document does not need to be very long (a maximum of 3 to 5 pages and not more than 2 500 words, except in duly justified cases), but it does have to be precise and concrete.

Please avoid subjective and imprecise descriptions such as 'delicious', 'perfect', 'tasty', 'beautiful', 'housewives' favourite', etc., and avoid exaggerations and unscientific superlatives: 'best', 'most sought after', etc.

In compiling the Single Document, please use the templates (available in all EU languages) provided on the Commission's website. The templates have the correct format for publication in the Official Journal of the EU (OJ), should your application be successful. The templates are available at the following address:

Site for templates:

http://ec.europa.eu/agriculture/quality/schemes/legislation/index_en.htm.

For the content, please refer to Single Documents already approved by the Commission and published in the OJ (available on the DOOR database).

In the case of amendments, applications for changes can **also** be submitted by producer groups different from the one that submitted the original application. However, these producers must work with the product named in the amendment.

1. NAME(S)

KEY POINT: The name must be used to designate the specific product. Made-up names are not accepted. Names that describe a general product and do not refer directly to the specific product are not accepted.

Proof of use: the name must be in use in commerce or in common language to designate the specific product before the application is made. It would be useful to include elements describing the commercial or linguistic use.

Words having particular descriptive meanings, such as 'original', 'traditional', 'farmhouse', 'natural', etc., should normally be avoided, unless this is an intrinsic part of the name used to describe the product.

Language and script:

- The name must be written in the language used in the region of origin, which may be a national language or a lesser-used language or a dialect or a language historically used in that region to describe the product;

- If the name is not in Latin letters, provide a Latin transcription of the name. Note that a 'transcription' is neither a translation nor a transliteration: a transcription in Latin letters gives (approximately) the same sound as the word read in its original script.

If more than one name is used for the same product (e.g. where national and regional languages are used):

- the applicant can choose to register one or all names;

- the names must be separated by '/'; (do not use 'or'):
'Lorem-Ipsum' / 'Lorus-Ipsus'

- if the names in fact refer to different products, file a separate application for each product with a different name. Every time it is quoted as such, this double name must be repeated. The text can be made more readable by using terms such as 'the cheese' and 'the apple' where the meaning is clear.

If one name covers more than one distinct product (e.g. the raw and prepared form of the product) note that the name must be used to denominate each form of the product. Both products must be described and all the conditions of registration must be fulfilled for both products, e.g. a raw and a prepared fish. If all the conditions are fulfilled for registration, one application is enough.

Be precise: the name must be exactly the same (same words, same characters) in all instances throughout the text of the Single Document.

A justification must be provided in case of a name that refers to or includes the name of a country.

If you use a name which includes or constitutes names of varieties or breeds, please provide evidence that the conditions set out in Article 42 of Regulation (EU) No 1151/2012 are met.

2. MEMBER STATE OR THIRD COUNTRY

Name the country in which the product is produced. If more than one country is involved, i.e. where the geographical area straddles a border, list all countries.

3. DESCRIPTION OF THE AGRICULTURAL PRODUCT OR FOODSTUFF

3.1. Type of product

Use the product classifications in Annex XI to Regulation (EU) No 668/2014.

3.2. Description of the product to which the name in (1) applies

KEY POINT: The product must be specific: it cannot be a generic product, with no characteristics distinguishing it from others. Ask yourself: What makes this product special? In what ways is it different from another product in the same category? We do not insist on unique products, but if there is nothing to distinguish the product from a commodity product then it cannot be accepted as a PDO or PGI.

Please begin the description with the detailed type product, even if it looks repetitive in the original. A good way to begin is: 'The 'Lorem-Ipsum apple' is an apple of the variety...'

In the Official Journal publications, the name '*Lorem-Ipsum apple*' will not be translated, enabling the reader to see immediately in his/her own language what the product is: 'La 'Lorem-Ipsum apple' est une pomme ...'

KEY POINT: The description must give technical, scientific data to describe the specific product. Include the product's specific physical, microbiological, chemical, and organoleptic data. If this data is already intrinsic to the type, variety or breed to which the product belongs, however, it should not be included. Use precision and the kind of language that an agronomic scientist or food technologist would use to describe the product. Use the definitions and standards commonly used for this product. Use commonly used measurement units, comparative and technical elements.

KEY POINT: This Section must be consistent with Section 5 as regards the specificities of the product.

For livestock products from grass-fed animals, the minimum grazing period should be mentioned (months or total period in the year).

3.3. Feed (for products of animal origin only) and raw materials (for processed products only)

For non-processed products, leave this section blank.

For PDOs:

All feed must be sourced from within the geographical area (Article 5(1)(c) of Regulation (EU) No 1151/2012). Please therefore provide confirmation that all feed has been sourced from within that area.

However, if this is not technically possible, a derogation is allowed (Article 1 of Commission Delegated Regulation (EU) No 664/2014). Under this Article, feed sourced from outside that area can be added, provided that the product quality or characteristic essentially due to the

geographical environment are not affected. In addition, added feed must in no case exceed 50% (of dry matter on annual basis) of total feed.

If feed from outside the area has to be added to the animal feed rations, please provide a detailed description of these exceptions and justify them in accordance with Article 1 of Commission Delegated Regulation (EU) No 664/2014. Indicate the percentage of feed (dry matter on an annual basis) sourced from outside the geographical area, explain why it is not possible for 100% of feed to be sourced from within the area, and demonstrate that the product quality or characteristic essentially due to the geographical environment are not affected.

All raw material must be sourced from within the geographical area (Article 5(1)(c) of Regulation (EU) No 1151/2012). Please therefore confirm that all raw material has been sourced from within that area.

However, in certain well justified circumstances, for designations recognised in the country of origin prior to 1 May 2004, raw material may be sourced from a larger or different geographical area (Article 5(3) of Regulation (EU) No 1151/2012). Consult your national authorities if you think this exception might apply.

If raw material from outside the area has to be used, please provide a detailed description of these exceptions and justify them in accordance with Article 5(3) of Regulation (EU) No 1151/2012.

State the feed and raw material used and any qualitative conditions, such as a grade, carcass class, variety or breed, fat content etc.

For PGIs:

Describe and justify any restrictions on the sourcing of the raw material, as they may represent obstacles to the single market. They must be justified as regards the link (e.g. by qualitative criteria linked to the specificity of the product). It is difficult to justify a restriction on the national supply of raw material. Restrictions on the supply of raw material to the geographical area can be justifiable.

State the raw material used and any qualitative conditions, such as a grade, carcass class, variety or breed, fat content etc.

3.4. Specific steps in production that must take place in the identified geographical area

For PDOs:

All production steps must take place within the geographical area (Article 5(1)(c) of Regulation (EU) No 1151/2012). Please therefore confirm that all steps take place within that area.

The only possible exception concerns the origin of raw material (see section 3.3). In certain well justified circumstances, for designations recognised in the country of origin prior to 1 May 2004, raw material may be sourced from a larger or different geographical area (Article 5(3) of Regulation (EU) No 1151/2012). In this case production steps may legally take place outside the identified geographical area. The description of and justification for this

derogation must be included in section 3.3, and therefore a simple reference to this section is sufficient.

For PGIs:

At least one production step must take place within the geographical area (Article 5(2)(c) of Regulation (EU) No 1151/2012).

Without going into too much detail, list all steps, from sourcing the raw material through to the final product, which must take place within the geographical area. For example, for meat, the stage of slaughter and cutting is part of the production process. Slicing, grating, packaging are not part of the production process and should be described under section 3.6.

Please describe and justify any restrictions and derogations; if the restrictions concern cases already covered in section 3.3, insert a simple reference to this section.

3.5. Specific rules concerning slicing, grating, packaging, etc. of the product to which the registered name refers

This section is optional. State any rules and restrictions on these activities; that is, the steps that occur after the final product is made, and give their justification.

KEY POINT: Any geographical restriction must be backed up by a strong product-specific justification.

The prohibition of packaging outside the area should be the exception, since it is a restriction on the freedoms of the Single Market. Make it clear if the restriction prevents a buyer (e.g. a supermarket in another Member State) from re-packing or slicing etc. the product and provide justification for such limitations.

3.6 Specific rules concerning labelling of the product to which the registered name refers

This item is optional. You may state here any particular labelling requirements, such as a product logo that must appear on the product label. A logo in black-and-white can be reproduced in the Single Document. This can be useful for inspectors in other Member States upholding your rights. If a logo has to be reproduced on the label, it must be accessible to all producers.

Do not repeat any labelling required by national or EU rules: these rules apply irrespective of the PDO or PGI registration and if the rules are amended, the PDO/PGI producers may have to file for an amendment.

It is not necessary to include optional labelling.

4. CONCISE DEFINITION OF THE GEOGRAPHICAL AREA

Be precise. In the Specification, describe the geographical area by referring as far as possible to physical boundaries (e.g. rivers, roads) or administrative boundaries. It must be clear to a

farmer and to an inspector whether each individual field is within or outside the area. Avoid general terms.

In the Single Document, if the area comprises 50 counties within a province of 55 counties, do not list the 50, but state: 'The province of Lorem-Ipsium, excluding the counties of Dolor, Sit, Amet, Magna and Adipiscing.'

KEY POINT: The geographical area must be delimited with regard to the link between the place and the product.

- State if the area is limited to particular zones (e.g. fish ponds) or soil types within the area. A continuous and homogeneous area is preferable, also in the particular characteristics of the environment, which is essential to prove the link.

We recommend including a map of the area.

5. LINK WITH THE GEOGRAPHICAL AREA

KEY POINT: The link with the geographical area is the essential part of the Single Document. It should demonstrate in what way the product's characteristics are due to the geographical area and what the natural, human and other elements are which give its specificity to the product.

This section must describe the specificities of the product and of the geographical area which produces or influences these factors, and how these two are linked. This is the 'link' between the geographical area and the quality of the product.

The description must also underline in what way the methods of production for the product are superior to others and contribute to its specific and distinctive character.

PGI application: State clearly whether the application is based on a specific quality or reputation or on other characteristics attributable to its geographical origin.

Specificities of the product

This section must be coherent with section 3.2. and as far as possible avoid repetitions.

Identify and describe what makes this product special compared to similar products. State only the particular characteristics of the product that are due to (or caused by) the elements described in section 5.1.

KEY POINT: Do not include features of the product that have no relation to the geographical area or the producers' expert knowledge, or have no bearing on the reputation of the product. Give concrete and precise elements justifying this expert knowledge.

Give concrete examples of the effective use of the name, in both the past **and** the present, preferably using elements drawn from the marketing of the product.

Specificities of the geographical area:

KEY POINT: Identify and describe the characteristics of the defined geographical area relevant to the link. These may include the pedo-climatic features; topography, climate, soil, rainfall, exposure, altitude, etc. Do not include features of the geographical area that have no influence on the specificity of the product. Avoid using general terminology, e.g. 'beautiful landscape'.

The know-how of the local producers can also be described here. This must be a specific and particular skill - normal production skills are not sufficient.

How the specificities of the geographical area influence those of the product (causal link)

KEY POINT: Show how the features of the product are produced by the factors present in the area. Give an objective reasoning that links the specificities of the area and of the product.

In the case of PGI applications based on reputation, state here the reasons why the specific product is associated with the geographical area.

Indicate the specific reputation and provide information and precise elements to justify it. Press cuttings can be one of the best ways to illustrate this link.

Show that the reputation of the product is linked to the name and attributable to the geographical area. You can prove reputation with elements like awards, references in professional books or press, special mentions in cooking publications, etc.

Reference to publication of the specification

Article 8.2 of Regulation (EU) No 1151/2012.

Finally, attach the Product Specification. The national authorities will place this on the internet and include the link here, after the Single Document.