



Europe Seeks Public Input in Geographical Indications for Olive Oil

Soon, a new framework will protect the finest European Union agricultural products, including your favorite olive oils. Recently, in their latest public consultation, the European Commission requested the help of businesses, institutions, and citizens alike to redefine the scope and role of geographical indications (GI), which includes products with a protected geographical indication (PGI) and protected designation of origin (PDO).

The European Commission's intention to revise the legislative framework of the GI schemes, mentioned in the Farm to Fork strategy, is aimed to improve their contributions to sustainable production, and to strengthen the position of farmers and producer groups of GIs.

So, what effects will this new framework have? After the consultation, the biggest impacts on producers and farmers. Therefore, olive growers could be affected by the new framework. Yet, the goal of the consultation is to provide producers with tools to “better cope with pressures in the food value chain” and allow producers “to have their rights fully enforced in the market and empower them to manage their GI asset better.” In turn, olive oil producers could increase their return from the market and maintain their economic sustainability. It seems this news is good for the producers, and for the consumers who love their extra virgin olive oil!

Be sure to visit flavor-your-life.com for more information on extra virgin olive oil!

Flavor Your Life aims to educate North American consumers about authentic Extra Virgin Olive Oil. We are debunking misconceptions while empowering consumers — and sharing the delicious culinary culture that's been growing for untold generations.

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<http://flavor-your-life.com/>

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