

EUROPEAN POLICY FOR QUALITY AGRICULTURAL PRODUCTS - STUDY CASE DAIRY PRODUCTS

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Resume: There are many standards that certificate the quality system for agriculture products such as QS (Germany – Quality System), GMP (Belgium – Good Manufacturing products), FEMAS (UK Feed materials assurance Scheme) and GMP+ (Netherlands - Good Manufacturing products plus)239.

Quality attributes are sustain also by the wide range of cultures and culinary traditions. Our concern, in this paper work, was to take in review this cultural, social and demographics factors and some regional characteristics that enhance the quality for the dairy products. As a distinctive sign for their attributes each product has a label corresponds to the specific requirements that products must meet

This type of products are analyzed in our work but only a narrow category from the agriculture products – the dairy one from our country and the other EU members.

Key words: Quality logo, Traditional Specialty Guaranteed, Protected Geographical Indications,

Introduction

Nowadays the tendencies, sustain also by Community's agriculture legislation, are based on food policy that must be built around high food safety standards, which serve to protect, and promote, the health of the consumer. According to this policy, consumers should be able to trust that what they put in their shopping baskets is safe to eat. In order to convince the consumer that he has a good and safety product in his hand there are many signs that certificate this aspects. This sign can be see on the label. On the first contact of the product to the consumer, this has to promote its quality and to influence the consumer upon his choose. European Union's (EU's) interests to ensure that farmers and growers are able to make the most of the added value that their products can provide them.

What is Quality?

Quality, is define in the specialty literature from different point of views, on one hand – the producer overview and on the other hand, the consumer point of view. For the producer as Philip B. Crosby in the 1980s said, it is - "Conformance to requirements" and Joseph Juran offers a definition from the costumer side - "Fitness for use".

Quality attributes normally taken into account in an agricultural policy context, apart from the basic prerequisites of health and safety, and taste, relate to:²⁴⁰

- Specific product characteristics, often linked to geographical origin or production zone (e. g. mountain areas), animal breed or production method (e. g. organic farming)
- Special ingredients
- Particular production methods often resulting from local expertise and traditions
- Observation of high environmental or animal welfare standards
- Processing, preparation, presentation and labelling in ways that enhance the attractiveness of the product for consumers.

During the time, in EU's agriculture policy were made substation efforts to implement and improve food quality and also to protect and to promote traditional and regional food products.

The EU's quality policy for agricultural products and foods aims to:

- encourage diverse agricultural production

- protect names from misuse and imitation
- help consumers to understand the specific character of the products.

These priorities are also established in the White Paper for agriculture such as:²⁴¹

- to create a European Food Safety Authority
- to consistently implement a farm to table approach in food legislation
- to establish the principle that feed and food operators have primary responsibility for food safety; that Member States need to ensure surveillance and control of these operators; that the Commission shall test the performance of Member States' control capacities and capabilities through audits and inspections

Quality's sign

Throughout Europe there is an enormous range of great foods. However, when a product acquires a reputation extending beyond national borders it can find itself in competition with products which pass themselves off as the genuine article and take the same name. This unfair competition not only discourages producers but also misleads consumers. That is why, the European Union created systems known as

- PDO (Protected Designation of Origin),
- PGI (Protected Geographical Indication) and
- TSG (Traditional Speciality Guaranteed)




There role is:

- to promote and protect food products;
- to encourage diverse agricultural production;
- to protect product names from misuse and imitation;
- to help consumers by giving them information concerning the specific character of the products.

A **PDO (Protected Designation of Origin)** covers the term used to describe foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how, example - Gorgonzola

Different types of label for quality agriculture products

Figure nr.1

Protected Designation of Origin	Protected Geographical Indication	Traditional Speciality Guaranteed
		

Source: http://ec.europa.eu/agriculture/foodqual/quali1_en.htm

In the case of the **PGI (Protected Geographical Indication)** the geographical link must occur in at least one of the stages of production, processing or preparation. Furthermore, the product can benefit from a good reputation - example Emmental de Savoie

A **TSG (Traditional Speciality Guaranteed)** does not refer to the origin but highlights traditional character, either in the composition or means of production example – Mozzarella

Registration under PDO and PGI gives exclusive rights to producers to use the registered name for their products and includes:²⁴²

- to define the product according to precise specifications;
- to send the product specifications to the national authority where it will be studied first and thereafter transmitted to the Commission
- to undergo a number of control procedures
- it meets the requirements, a first publication in the Official Journal of the European Communities will inform those in the Union who are interested
- If there are no objections, the European Commission publishes the protected product name in the Official Journal of the European Communities.

The main elements of a specification are:²⁴³

- Name of the product
- Description of the agricultural product or foodstuff (including information on raw materials and physical, chemical, microbiological or taste characteristics)
- Definition of the geographical area
- Evidence that the product originates in the relevant area
- Description of how the product is obtained, plus any relevant details on local production, processing, packaging etc. methods
- Details of the link between the product and the geographical area concerned
- Any specific labelling requirements
- Any requirements laid down by Community or national provisions

For dairy products – cheese on the first place is classed France with 46 products registered, followed by Italy with 33, Greece and Spain with 20 products.²⁴⁴ The name of the most importance one are mentioned in the table below:

***List of the Protected Designation of Origin and Protected Geographical Indication products
In France, Italy, Greece and Spain***

Table nr. 2

France	Italy	Greece	Spain
1. Abondance	1. Asiago	1. Anevato	1. Cabrales
2. Banon	2. Bitto	2. Batzos	2. Idiazábal
3. Beaufort	3. Bra	3. Feta	3. Mahón
4. Bleu d’Auvergne	4. Caciocavallo Silano	4. Formaella Arachovas	4. Picón Bejes-
5. Bleu des Causses	5. Canestrato Pugliese	Parnassou	Tresviso
6. Bleu du Haut-Jura, de Gex, de Septmoncel	6. Casciotta d’Urbino	5. Galotyri	5. Queso de Cantabria
7. Bleu du Vercors	7. Castelmagno	6. Graviera Agrafon	6. Queso de l’Alt
8. Brie de Meaux	8. Fiore Sardo	7. Graviera Kritis	Urgell y la
9. Brie de Melun	9. Fontina	8. Graviera Naxou	Cerdanya
10. Brocciu Corse ou brocciu	10. Formai de Mut Dell’alta Valle Brembana	9. Kalathaki Limnou	7. Queso de La Serena
11. Cantal ou fourme de Cantal ou cantalet	11. Gorgonzola	10. Kasserli	8. Queso de Murcia
12. Camembert de Normandie	12. Grana Padano	11. Katiki Domokou	9. Queso de Murcia al vino
13. Chabichou du Poitou	13. Montasio	12. Kefalograviera	10. Queso de Valdeón
14. Chaource	14. Monte Veronese	13. Kopanisti	11. Queso Ibores
15. Chevrotin	15. Mozzarella di Bufala Campana	14. Ladotyri Mytilinis	12. Queso Majorero
16. Comté	16. Murazzano	15. Manouri	13. Queso Manchego
17. Crottin de Chavignol ou	17. Parmigiano Reggiano	16. Metsovone	14. Queso Nata de Cantabria
	18. Pecorino di Filiano	17. Pichtogalo Chanion	15. Queso Palmero o Queso de la Palma
	19. Pecorino Romano	18. San Michali	
		19. Sfela	

Chavignol 18. Emmental de Savoie 19. Emmental français est-central 20. Epoisses de Bourgogne 21. Fourme d'Ambert ou fourme de Montbrison 22. Laguiole 23. Langres 24. Livarot 25. Maroilles ou Marolles 26. Mont d'or ou vacherin du Haut-Doubs 27. Morbier 28. Munster ou Munster-Géromé 29. Neufchâtel 30. Ossau-Iraty 31. Pélardon 32. Picodon de l'Ardèche ou picodon de la Drôme 33. Pont-l'Évêque 34. Pouligny-Saint-Pierre 35. Reblochon ou reblochon de Savoie 36. Rocamadour 37. Roquefort 38. Saint-Nectaire 39. Sainte-Maure de Touraine 40. Salers 41. Selles-sur-Cher 42. Tome des Bauges 43. Tomme de Savoie 44. Tomme des Pyrénées Valençay	20. Pecorino Sardo 21. Pecorino Siciliano 22. Pecorino Toscano 23. Provolone Valpadana 24. Quartirolo Lombardo 25. Ragusano 26. Raschera 27. Robiola di Roccaverano 28. Spressa delle Giudicarie 29. Stelvio or Stilfser 30. Taleggio 31. Toma Piemontese 32. Valled'Aosta Fromadzo 33. Valtellina Casera	20. Xynomyzithra Kritis	16. Queso Tetilla 17. Queso Zamorano 18. Quesucos de Liébana 19. Roncal 20. Torta del Casar
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Source: http://ec.europa.eu/agriculture/foodqual/quali1_en.htm;

List of the Traditional Speciality Guaranteed products for dairy products registered by European Commission

Table nr. 3

Country	TSG ²⁴⁵ – dairy products
Italy	<ul style="list-style-type: none"> • Mozzarella
Nederland	<ul style="list-style-type: none"> • Boerenkaas
Sweden	<ul style="list-style-type: none"> • Hushållsost

Source: http://ec.europa.eu/agriculture/foodqual/quali1_en.htm;

The benefits of EU's quality product designation systems

The EU's quality product designation systems are designed to protect the rights of producers and consumers.

The 'bottom line' for farmers must be whether the exclusive right to use a product name leads to a higher price than for similar products in the same food category. There is evidence that this is so. For example, the French Comté cheese, which has a PDO designation, has seen its market price hold up well against other cheeses over a ten-year period. And, the profitability of Comté producers compares very well with that of their competitors.

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