



# The Future of Geographical Indications in CAP post-2020

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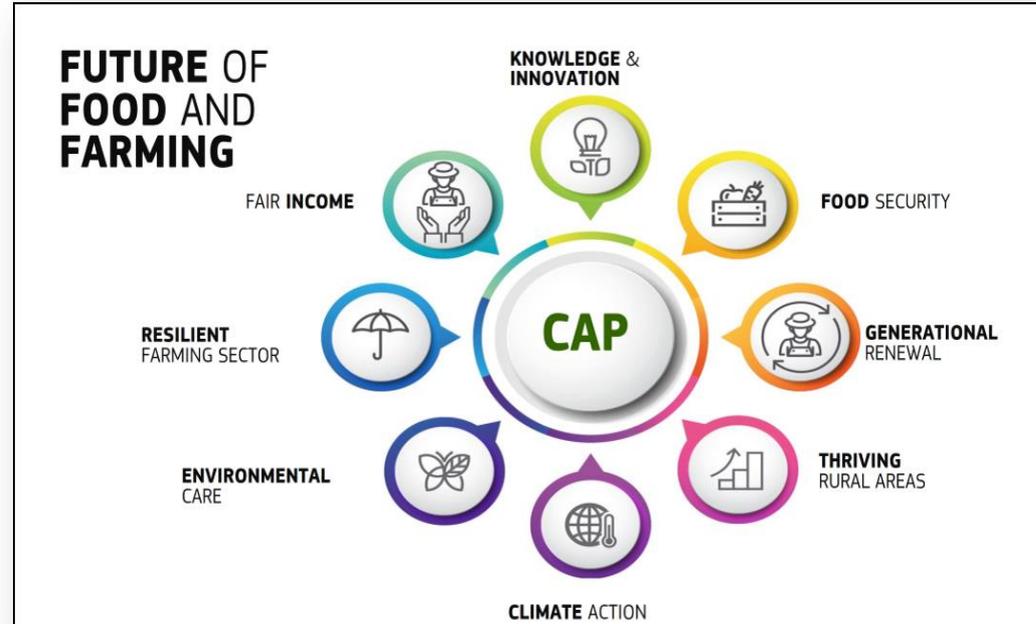
## Role of EU...

**QC4** In your opinion, which of the following should be the main objectives of the EU in terms of agriculture and rural development policy? (MULTIPLE ANSWERS POSSIBLE)  
(% - EU)

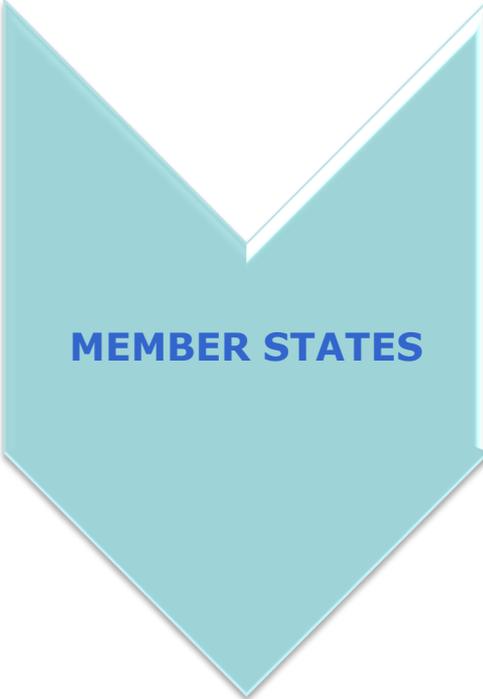


# Communication Future of food and farming: Key Elements

- Subsidiarity
- Responsibilities
- Strategic plans
- Simplification
- Results



# GI in the Communication



MEMBER STATES

Not only:

- Direct payments
- Rural Development
- Financial Instruments
- CMO

... But also...

- FOOD



## GI in the Communication





## GI in International



### Bilateral negotiations

- Japan, China & Mercosur

### EU Accession to Geneva Act

(multilateral GI register)

### Promotion programmes in 3C

EU GI producers to reach 3C markets

Defend IPR

Create local & protect global

## Reach out to MS



Phil Hogan  
@PhilHoganEU

Following

Congratulations Belgium & The Netherlands!  
I was delighted to present the first cross-border #EU #PDO certificate for a wine product ("Maasvallei Limburg" wine) to Ministers Carola Schouten & @JokeSchauvliege at today's #AgriFish Council. 🇧🇪 🇳🇱 🇪🇺 #EUQuality



5:20 AM - 19 Feb 2018



# Thank you for your attention!

## More information:

[http://ec.europa.eu/agriculture/future-cap\\_en](http://ec.europa.eu/agriculture/future-cap_en)

## Quality policy web-page:

[http://ec.europa.eu/agriculture/quality/index\\_en.htm](http://ec.europa.eu/agriculture/quality/index_en.htm)

