



VIER MOTOREN FÜR EUROPA
QUATRE MOTORS PER A EUROPA
QUATTRO MOTORI PER L'EUROPA
QUATRE MOTORS POUR L'EUROPE



**Declaration of the "Four Motors for Europe"
on the further development of the EU quality policy
for agricultural products and foodstuffs within the context of the Common
Agricultural Policy and on the occasion of the 6th Baden-Wurttemberg "Regional
Diversity - Engine of our Common Food Culture" Epicurean Summit in Mannheim**

Mannheim, November 14th, 2018

On the occasion of the 6th Baden-Wurttemberg Epicurean Summit on "Regional Diversity - Engine of our Common Food Culture", the "Four Motors for Europe" exchanged opinions on the future of an European food culture between the poles of the desire for pleasure and quality, the necessity for economic efficiency and the demand for sustainability as found within the context of social and ecological perception and international responsibility. This ensued, in particular, in light of the comparatively high importance and tradition of protected geographical indications and designations of origin in the agricultural and food sectors in all four partner regions. This connects and commits the four regions in a special way. Therefore, in the future, the "Four Motors for Europe" would like to strengthen their cooperation in shaping the EU quality policy. This has to be done with the purpose of promoting and using protected geographical indications and designations of origin, both within the EU and towards non-EU countries.

Appeal for a sustainable quality policy for agricultural products and foodstuffs at a regional, national and EU level

1. The "Four Motors for Europe" agree that Europe's strength and future is founded in its regional diversity and the common elements that unite these regions. The EU's agro-food sector is characterised by a unique cultural wealth and one-of-a-kind traditions that are reflected in a diversity of authentic foods and agricultural products from its regions. These factors provide the basis for added value and jobs, especially in rural areas.
2. The common commitment of the "Four Motors for Europe" also has the goal of ensuring that this

diverse culture of foods and agricultural products is preserved and protected both in the respective regions and in the European Union as a whole. This provides an important contribution towards offering the actors of corresponding value chains a successful economic perspective.

3. The responsibility for the necessary framework conditions and for appropriate regulatory and promotional measures lies, on the one hand, with the regions or their respective nation states and, on the other hand, with the European Union to a special degree, as well as with the other networks whose main objectives are to intervene in EU policies in favour of agro-food quality, including the "Four Motors for Europe".
4. The protection, strengthening and further development of this culinary regional heritage and collective intellectual property must be ensured by the future Common Agricultural Policy with an effective and target-oriented "quality policy".
5. Transparent quality regulations or programmes that serve sustainable economic activity in rural areas are useful, regardless of whether they refer to quality regulations based on mutually-determined or recognised national or regional regulations and requirements.
6. These quality schemes and or programmes represent a contribution and an alternative when it comes to the necessary stronger alignment to the market needs so as to satisfy the various consumer wishes and, therefore, to increase competitiveness, especially on a global scale. Regardless this, in addition to the production of healthy and market- oriented food, they must also help ensuring that the necessary improvement in sustainable development in the fields of agriculture, food and rural areas is attained, in addition to creating an improved crisis response capacity and generating environmental and climate performance. In that respect, it would be relevant to support defence and management organisations of Geographical Indications to launch research programs which aim to take into account new societal challenges and demands such as health, animal welfare, resource and biodiversity preservation, etc.
7. The value and successful use of EU quality and recognised regional or national quality schemes, as well as the improved added value associated with this, also depends, in particular, on the effectiveness of appropriate measures taken by the EU and its Member States to prevent abuses and fraud. It is therefore necessary to identify stronger specific actions and instruments, and a more effective and shared international governance, as well as a model agreement with objectives, strategies, actions, tools and organizations aimed at fighting counterfeiting and protecting food quality and safety, to be proposed to EU and non-EU countries in order to promote a more attentive policy towards certified quality products.
8. Food education programs aimed at young people in order to inform and train for the recognition of food quality products compared to counterfeit products, and to raise awareness on food safety, on the dimensions and damages of the counterfeiting phenomenon and on potential health risks.

Calls for the further development of the EU quality policy for agricultural products and foodstuffs to strengthen the users of EU quality, as well as regional and national quality regulations.

9. In principle, the regions and their nation states, as well as the European Commission, are equally obligated to set-up and develop-EU quality regulations as well as recognised regional or national quality regulations. This must be done cooperatively, at all levels.
10. These quality schemes can provide an equal contribution to the objectives of the future CAP. They must therefore be considered as equivalent in principle, and their users must therefore be able to make equal use of EU funding opportunities, including EU sales promotion. This means there is no differentiation of access to EU funding for quality products in accordance with Community quality schemes and recognised regional or national quality schemes which, with appropriately-defined and transparent product and process quality, generate added value in line with the objectives of the Common Agricultural Policy.
11. Access to the use of the protected geographical indications and designations of origin must receive better structural and financial support. This refers, e.g., to the promotion of control costs and measures to register additional products, as well as campaigns until they are successfully established on the market.
12. PDO/IGP that include products with low production levels, however, have a great territorial impact, both from an economic and demographic point of view. These PDO/IGP should have an additional support mechanism in order to help them to compete in a global scale but also to put a stop to fraud and misuse on the national and regional markets.
13. The future financial framework for EU sales promotion programmes aimed at publicising EU quality regulations and recognised national or regional quality regulations as well as helping producers to market them, must therefore reflect the importance of these products for added value creation in rural areas and their role in the CAP.
14. It is necessary a joint evaluation of the results of the current pilot initiative "Pilot initiative for EU-wide PDO/PGI market controls campaign" of the EU Commission on the protection of protected geographical indications and designations of origin in the internal market as well as a broad discussion in order, for example, to improve the effective cooperation between control authorities throughout the EU, including customs and tax administrations. In addition, a process should be initiated with the Member States and the relevant protective associations/consortia demonstrating how the protection of these products can be improved in third country markets, also in light of Brexit.
15. It is desirable an involvement of the diplomatic missions for the definition, within the framework of bilateral and multilateral trade agreements already in place or under negotiation, of measures that would favour the adoption of policies for the valorisation of typical national


products. Strengthening and expanding the protection of registered trademarks, logos, designations of origin and copyright of products, should be considered in a stable and systematic manner.



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