

## FOOD QUALITY POLICY AND LABELLING

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**Q**UALITY policy ensures the quality of the agricultural products and foodstuffs, therefore, its implementation is one of the most important challenges addressed by the EU with an aim to protect the food quality. Protection of original and traditional food from the EU is not only an important factor in preserving cultural and national traditions in the member states of the EU but also an important dimension of marketing for producers, taking into consideration the interest and consumer confidence. The paper points at using the EU Quality Policy and the labeling of the food within the Quality Policy of EU for particular member states and shows the full list of food products that are protected by PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) in these countries.

**Key Words:** Quality, Quality Policy, Consumers, Producers, Food Products, Protection, Labelling, PDO, PGI, TSG, European Union.

### Introduction

Quality is a contentious issue for every farmer, producer, and consumer. European law provides the guarantee of standards for all European products. In addition, a European quality scheme identifies products and foodstuffs produced and manufactured according to the specifications approved by the European Commission, which was asked by European Parliament to analyze the possibility of introducing a common legal framework for protection of the products in the food chain in order to provide the best available knowledge in the food chain. This program is supported by the fact that the European Commission decided to create a combined analysis of research and direct input bystander (Grunert, 2005).

European food and beverages play a major role in the cultural identity of European citizens and regions. High quality of European food is a key advantage for European agriculture (Grunert, 2005). Europe has many different regions and the conditions for agricultural production vary. Different regions have different and specific methods and culinary traditions. European and global consumers demonstrate their increasing interest in the quality of these foods. The European Union has a majority stake in raising these high quality attributes. The EU approach includes strict monitoring and control system because it ensures the effective functioning of the single European market. The importance of Quality Policy of the European Union is connected mainly with the European policy relating to the EU schemes known as PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Speciality Guaranteed) which promote and protect the names of quality agricultural products

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and foodstuff. Application of the EU Quality Policy and the labeling of the food within the Quality Policy of the EU in particular member states is the marketing tool of quality agricultural products and food sales support in the conditions of the EU. These are the cornerstones of the EU Quality Policy. However, member states have chosen different paths, with respect to historical reasons and due to the different behavior of consumers in different countries. The most important concept works with the quality policy in the concept of traditional food. The definitions for this term vary, but it is important to note that the traditional concept of food reflects the cultural dimension of food quality and product performance are characterizing a region, or culture, allowing the preservation of traditions and rural life, and quality characteristics that are proven over time. EU is the important factor in preservation of culture and national traditions of particular member states of the EU. The Quality Policy of Agricultural Products and Food and the sales support connected with this policy means securing the quality of agricultural products and food and their sales support with that this food and products satisfy the quality parameters which diversifies them from the others very similar products and food by their precisely defined requirements on the material compound and technological production methods. European Union within its Quality Policy accepts, protects, supports, registers and controls the food products (Supeková et al., 2010). Nowadays the quality is one of the most important factors influencing the product success. It becomes the most important on the open market with relative products abundance, which becomes reality after entering the EU (Nagyová, 2005). The Quality Policy is the headstone of the EU Quality Policy. Member states have chosen different ways in relation to historical background and different consumer behavior in each country (Becker and Staus, 2008). Traditional food is the most important concept in the area of Quality Policy, the European Commission works with. Definitions of this concept vary, but it is important to observe, that the concept of traditional food includes also the cultural dimension (European Commission, 2007). Investigation and registration of traditional foods contributes to the continuation of important elements of a national culinary heritage and culture. Traditional food is often considered healthy and wholesome and as public interest in nutrition and healthy eating has increased, there has also been an increased demand for traditional foods (<http://www.eurofir.net>). In accordance with placing the quality and traditional products on European and global market is important in terms of the image of the producer, product, and region. Preservation and support of traditional products is reflected also in the legal system of their protection (Horská et al. 2008). Protected Designation of Origin (PDO), Protected Geographical Indication (PGI) and Traditional Speciality Guaranteed (TSG) are geographical indications, or more precisely regimes within the Protected Geographical Status (PGS) framework defined in European Union law to protect the names of regional foods. The EU recognizes this and has developed three “quality logos” (Council Regulation 1992 and 2006) Three EU schemes known as PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) promote and protect names of quality agricultural products and foodstuffs.

**PDO** – covers agricultural products and foodstuffs which are produced, processed, and prepared in a given geographical area using recognised know-how. A Protected Designation of Origin (PDO) is part of the Protected Geographical Status system in the European Union (EU). This framework is designed to protect the integrity of European food and drink by carefully legislating the labeling of certain European products. Protected Designation of Origin means that only items produced in a specific area in a particular way may bear that label in the European market. (<http://www.wisegeek.com>)

**PGI** – covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area. (<http://en.wikipedia.org>)

**TSG** – highlights traditional character, either in the composition or means of production. The Traditional speciality guaranteed is a trademark for an agricultural product or a foodstuff, which has a certain feature or a set of features, setting it clearly apart from other similar products or foodstuffs belonging to the same category. (<http://en.wikipedia.org>)

All member states of European Union respect the Quality Policy of EU and also use the chance to

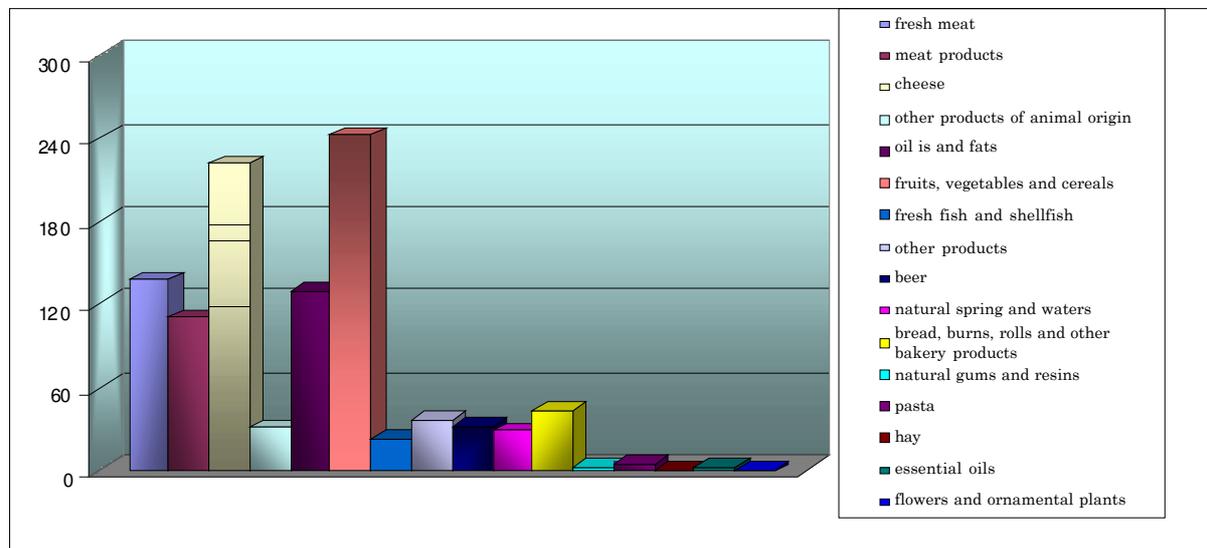
support domestic agricultural products and foodstuffs. This is the way to harmonize the Quality Policy at both European and national levels (Nagyová et al., 2010).

## Material and Methods

Basis for solving the given problem was taken from the official publications and websites of the European Commission (<http://ec.europa.eu>) and Council Regulation (EEC) No 2081/92 of 14 July 1992 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs and Council Regulation (EC) No 510/2006 of 20 March 2006 on the protection of geographical indications and designations of origin for agricultural products and foodstuffs. Requested informations about food products included in the EU schemes known as PDO (Protected Designation of Origin), PGI (Protected Geographical Indication) and TSG (Traditional Speciality Guaranteed) were selected according to the chosen EU countries – Hungary, Poland, Germany, Finland, Austria, and Slovakia and then processed into graphs and tables.

## Results

EU law lays down stringent requirements guaranteeing the standards of all European products. In addition, EU quality schemes identify products and foodstuffs farmed and produced to exacting specifications. The most initiative in this system is Italy, France, Spain, Portuguese, Greece, and Germany (Graph 3). Numbers of registered products until 1st May 2010 in commodity segmentation according to the countries and also according the number of PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) are shown in the graphs 1 and 2. The majority of registered products is within the fruit, vegetable, wheat, cheese, and fresh meat.



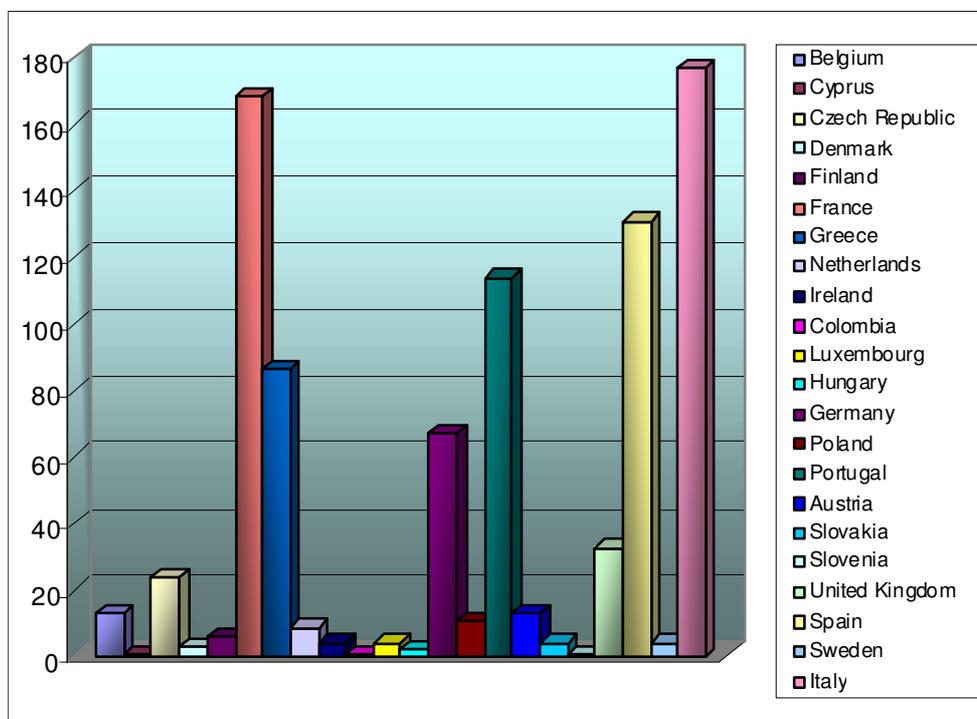
**Graph 1: Registered Products according to Commodity Segmentation.**

*Source: Own creation.*

In the commodity segmentation according to the countries, the majority products with PDO has Italy 111, next is France 81 products and Spain with 72 products. The majority product with PGI is in France with number of 87, followed by Italy with 64 products and Portuguese with 56 registered products.

In the selected countries of the EU (Hungary, Poland, Germany, Finland, Austria, and Slovakia) is the situation as follows:

**PDO (Protected Designation of Origin)** – Hungary has officially registered 3 products with PDO,



**Graph 2: Registered Products according to the Countries.**

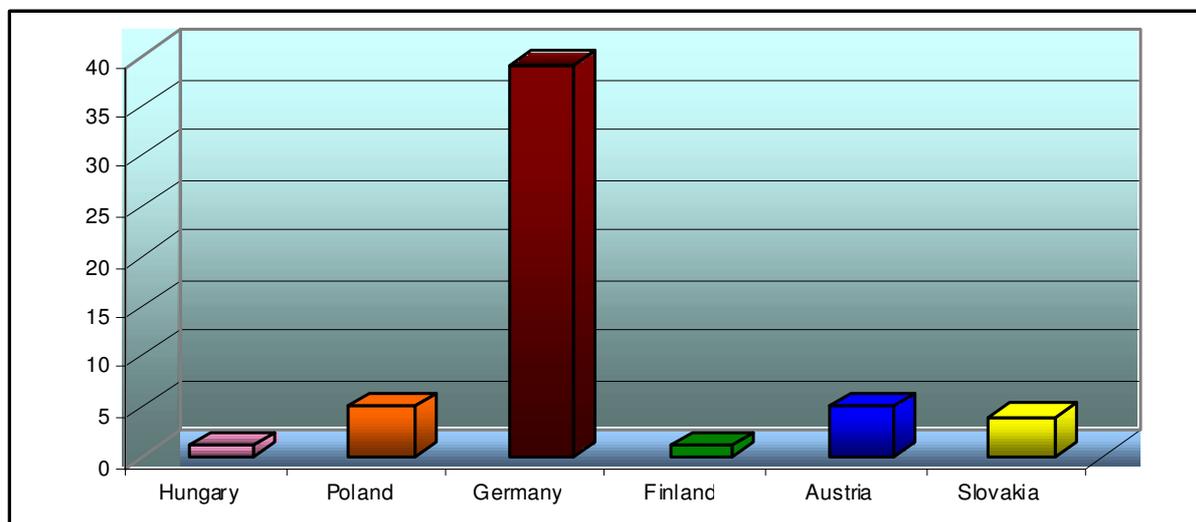
*Source: Own Creation.*

Poland 4 registered food products, Germany 30 food products with PDO, Finland 2 registered food products, Austria 8, and Slovakia does not have any officially registered food product with PDO (Graph 3).

**Graph 3: Number of Officially Registered Food Products with PDO in the Selected Countries.**

*Source: Own Creation.*

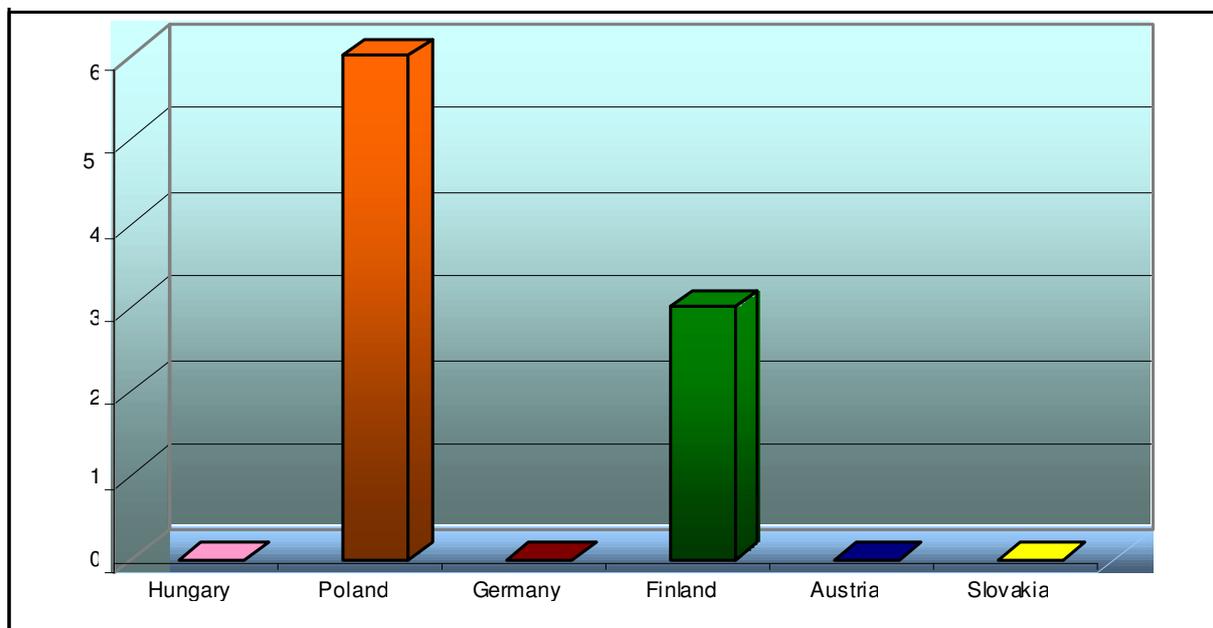
When mentioning the PGI (Protected Geographical Indication), Hungary has 1, Poland 5, Germany 39, Finland 1, Austria 5 and Slovakia 4 officially registered food products with PGI (Graph 4).



**Graph 4: Number of Officially Registered Food Products with PGI in the Selected Countries.**

*Source: Own Creation.*

There are few food products with TSG (Traditional Speciality Guaranteed) in the selected countries mentioned above. In Poland there are 6 food products officially registered with TSG and in Finland 3 of them.

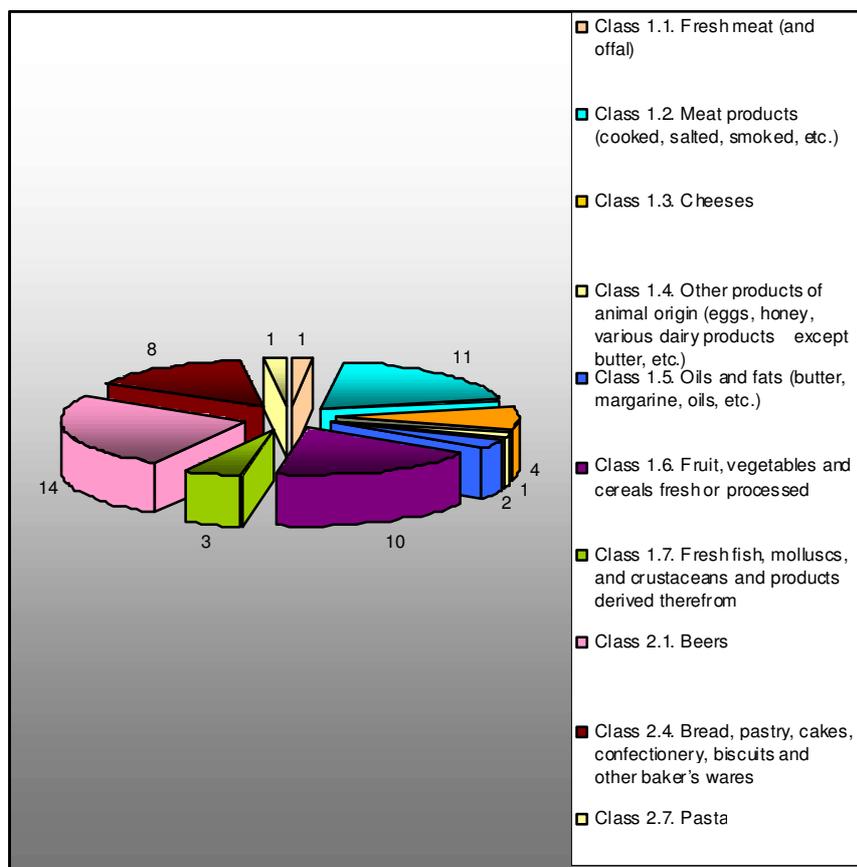


**Graph 5: Number of Officially Registered Food Products with PDO in the Selected Countries.**

*Source: Own Creation.*

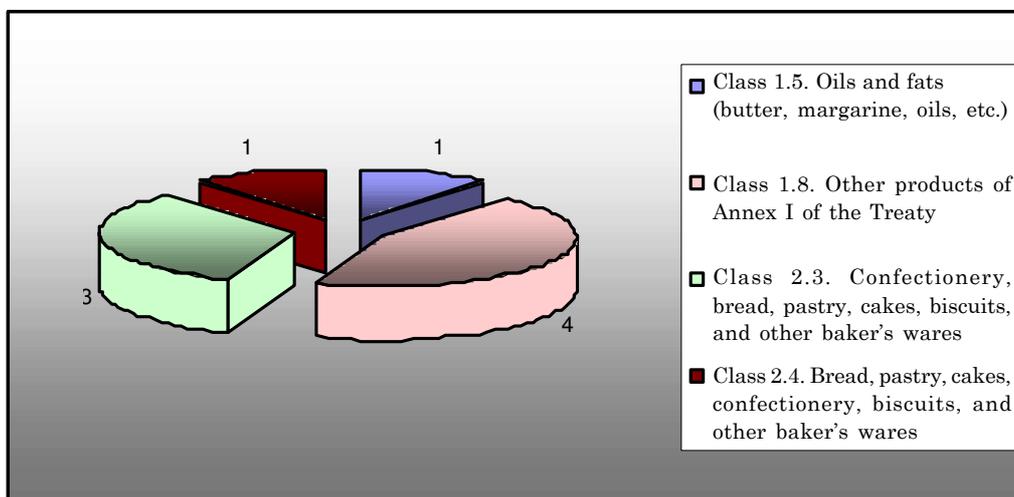
**Graph 6: Number of Officially Registered Food Products with PDO according to the Food Class in the Selected Countries.**

*Source: Own Creation.*



**Graph 7: Number of Officially Registered Food Products with PGI according to the Food Class in the Selected Countries**

*Source: Own Reserach.*



**Graph 8: Number of Officially Registered Food Products with TSG according to the Food Class in the Selected Countries.**

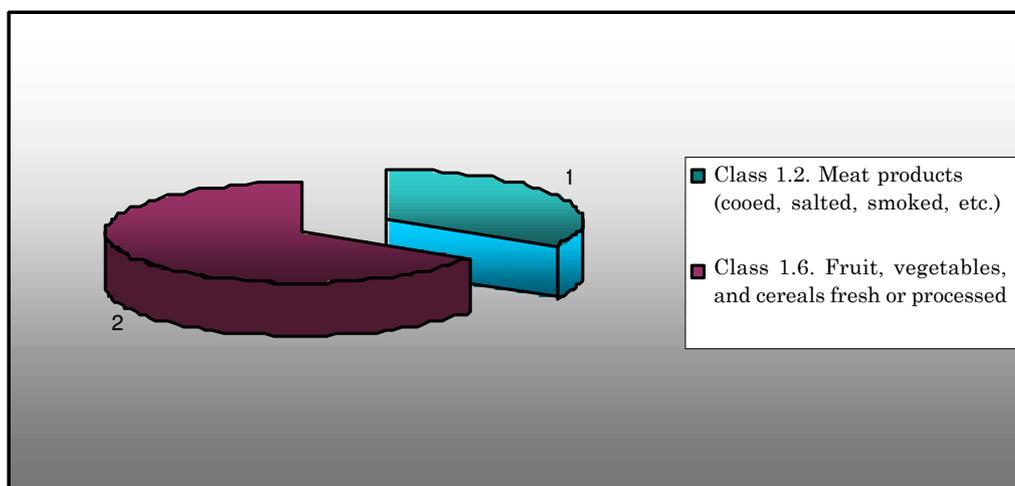
*Source: Own Research*

The list below contains the foodproducts that are officially registered by European Commission at the date of May 1, 2010. (<http://ec.europa.eu>)

### Hungary

#### **PDO (Protected Designation of Origin)**

1. **'Szegedi szalámi; Szegedi téliszalámi (Salami)'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
2. **'Hajdúsági torma (horseradish)'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
3. **'Makói vöröshagyma; Makói hagyma (Mako onion)'** Class 1.6. Fruit, vegetables, and cereals fresh or processed



**Graph 9: Number of Food Products with PDO in Hungary.**

*Source: Own Research.*

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***PGI (Protected Geographical Indication)***

1. **'Budapesti téliszalámi (Budapest salami)'** Class 1.2. Meat products (cooked, salted, smoked, etc.)

***TSG (traditional Speciality Guaranteed)***

none

**Poland**

***PDO (Protected Designation of Origin)***

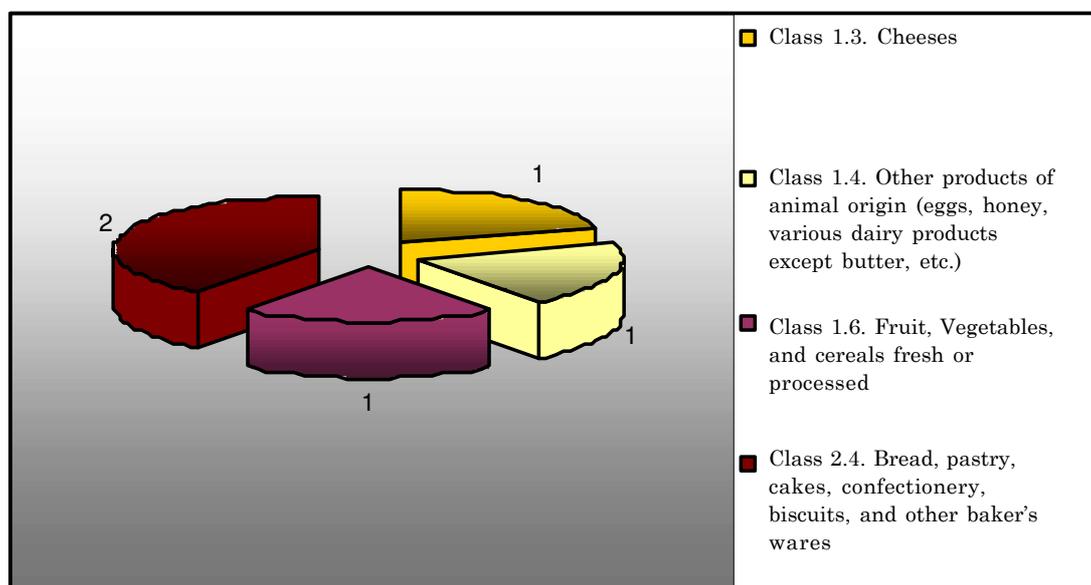
1. **'Bryndza Podhalanska'** Class 1.3. Cheeses
2. **'Redykolka'** Class 1.3. Cheeses
3. **'Oscypek'** Class 1.3. Cheeses
4. **'Wisnia nadwislanka (cherry nadwislanka)'** Class 1.6. Fruit, vegetables, and cereals fresh or processed

**Graph 10: Number of Officially Registered Food Products with PDO in Poland.**

***Source: Own Creation.***

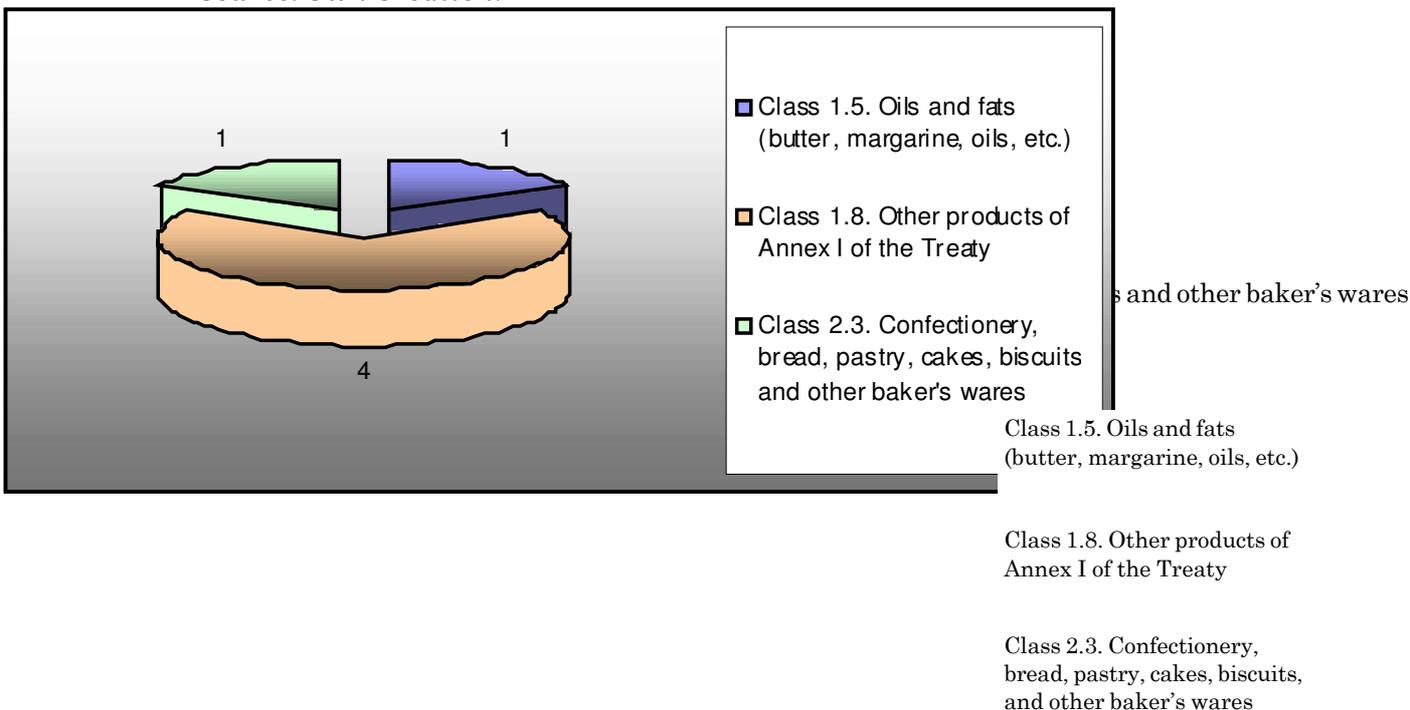
***PGI (Protected Geographical Indication)***

1. **'Wielkopolski ser smazony (Greatpoland's fried cheese)'** Class 1.3. Cheeses
2. **'Miód wrzosowy z Borów Dolnoslaskich (Honey from Lower Silesia forest)'** Class 1.4. Other products of animal origin (eggs, honey, various dairy products except butter, etc.)
3. **'Truskawka kaszubska lub Kaszëbskô malëna (Strawberry Kashubian)'** Class 1.6. Fruit, Vegetables and cereals fresh or processed
4. **'Rogal swietomarcinski'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares
5. **'Andruty kaliskie'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares



**Graph 11: Number of Officially Registered Food Products with PGI in Poland.**

*Source: Own Creation.*



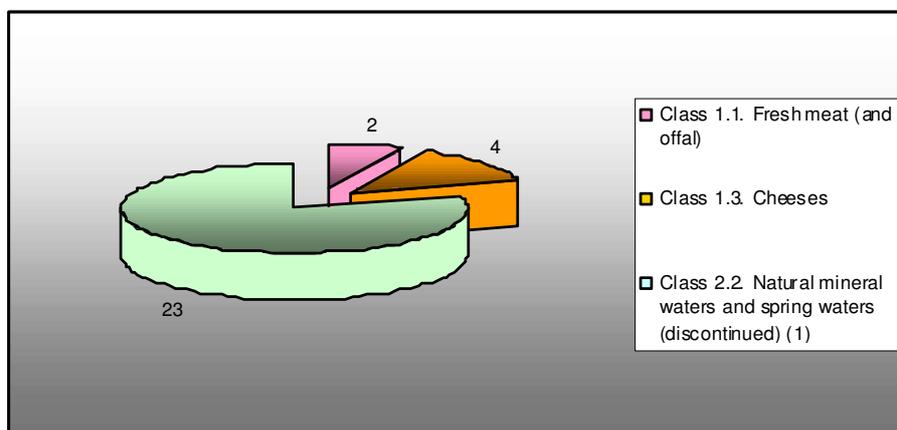
**Graph 12: Number of Officially Registered Food Products with TSG in Poland.**

*Source: Own Reserach.*

## **Germany**

### ***PDO (Protected Designation of Origin)***

1. **'Lüneburger Heidschnucke'** Class 1.1. Fresh meat (and offal)
2. **'Diepholzer Moorschnucke'** Class 1.1. Fresh meat (and offal)
3. **'Odenwälder Frühstückskäse'** Class 1.3. Cheeses
4. **'Allgäuer Emmentaler'** Class 1.3. Cheeses
5. **'Altenburger Ziegenkäse'** Class 1.3. Cheeses
6. **'Allgäuer Bergkäse'** Class 1.3. Cheeses
7. **'Ensinger Mineralquelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
8. **'Bad Hersfelder Naturquell'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
9. **'Rilchinger Amandus-Quelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
10. **'Graf Meinhard Quelle Gießen'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
11. **'Höllensprudel'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
12. **'Blankenburger Wiesenquell'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
13. **'Haltern-Quelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
14. **'Vesalia-Quelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
15. **'Wildenrath-Quelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
16. **'Haaner Felsenquelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
17. **'Caldener Mineralbrunnen'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
18. **'Wernigeröder Mineralbrunnen'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
19. **'Katlenburger Burgbergquelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
20. **'Leisslinger Mineralbrunnen'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
21. **'Bad Pyrmonter'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
22. **'Birresborner'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
23. **'Bissinger Auerquelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
24. **'Felsenquelle Beiseförth'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
25. **'Göppinger Quelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
26. **'Rhenser Mineralbrunnen'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
27. **'Rilchinger Gräfin Mariannen-Quelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
28. **'Schwollener Sprudel'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
29. **'Siegsdorfer Petrusquelle'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)
30. **'Steinsieker Mineralwasser'** Class 2.2. Natural mineral waters and spring waters (discontinued) (1)



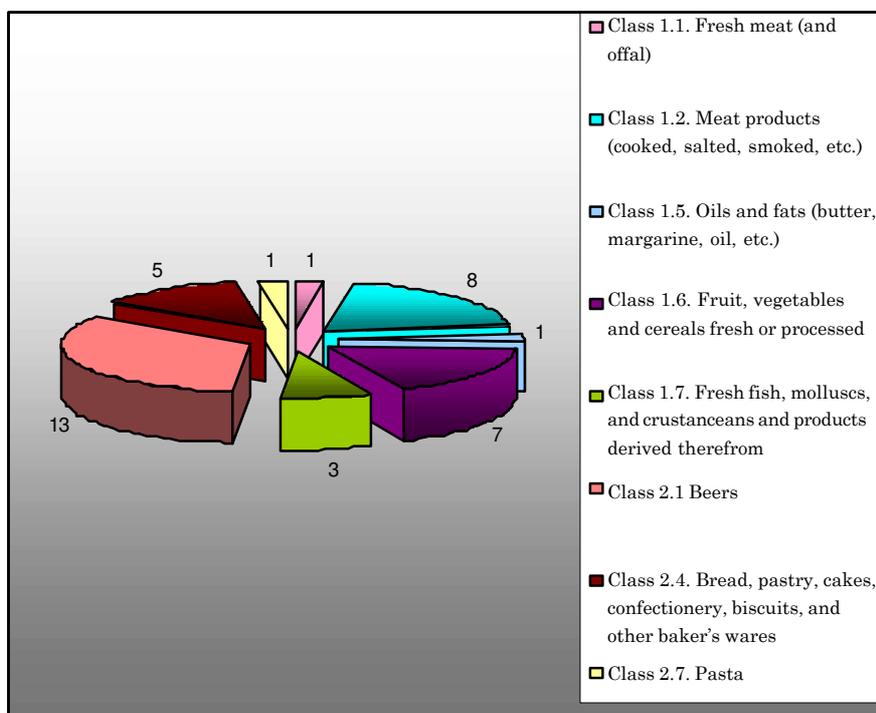
Graph 13: Number of Officially Registered Food Products with PDO in Germany.

Source: Own Creation.

#### PGI (Protected Geographical Indication)

1. **'Schwäbisch-Hällisches Qualitätsschweinefleisch'** Class 1.1. Fresh meat (and offal)
2. **'Thüringer Leberwurst'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
3. **'Thüringer Rostbratwurst'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
4. **'Thüringer Rotwurst'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
5. **'Greußener Salami'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
6. **'Ammerländer Dielenrauschinken; Ammerländer Katenschinken'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
7. **'Ammerländer Schinken; Ammerländer Knochenschinken'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
8. **'Schwarzwälder Schinken'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
9. **'Nürnberger Bratwürste; Nürnberger Rostbratwürste'** Class 1.2. Meat products (cooked, salted, smoked, etc.)
10. **'Lausitzer Leinöl'** Class 1.5. Oils and fats (butter, margarine, oil, etc.)
11. **'Tomaten von der Insel Reichenau'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
12. **'Gurken von der Insel Reichenau'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
13. **'Bayerischer Meerrettich; Bayerischer Kren'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
14. **'Spreewälder Gurken'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
15. **'Spreewälder Meerrettich'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
16. **'Salate von der Insel Reichenau'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
17. **'Feldsalat von der Insel Reichenau'** Class 1.6. Fruit, vegetables, and cereals fresh or processed
18. **'Holsteiner Karpfen'** Class 1.7. Fresh fish, molluscs, and crustaceans and products derived therefrom
19. **'Oberpfälzer Karpfen'** Class 1.7. Fresh fish, molluscs, and crustaceans and products derived therefrom
20. **'Schwarzwaldforelle'** Class 1.7. Fresh fish, molluscs, and crustaceans and products derived therefrom
21. **'Münchener Bier'** Class 2.1. Beers

22. **'Kölsch'** Class 2.1. Beers
23. **'Bayerisches Bier'** Class 2.1. Beers
24. **'Mainfranken Bier'** Class 2.1. Beers
25. **'Kulmbacher Bier'** Class 2.1. Beers
26. **'Hofer Bier'** Class 2.1. Beers
27. **'Bremer Bier'** Class 2.1. Beers
28. **'Dortmunder Bier'** Class 2.1. Beers
29. **'Wernesgrüner Bier'** Class 2.1. Beers
30. **'Gögginger Bier'** Class 2.1. Beers
31. **'Reuther Bier'** Class 2.1. Beers
32. **'Kölsch'** Class 2.1. Beers
33. **'Rieser Weizenbier'** Class 2.1. Beers
34. **'Aachener Printen'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares
35. **'Bremer Klaben'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares
36. **'Meißner Fummel'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares
37. **'Nürnberger Lebkuchen'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares
38. **'Lübecker Marzipan'** Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares
39. **'Schwäbische Maultaschen; Schwäbische Suppenmaultaschen'** Class 2.7. Pasta



Graph 14: Number of Officially Registered Food Products with PGI in Germany.

Source: Own Reserach.

**TSG (Traditional Speciality Guaranteed).**

none

**Finland**

**PDO (Protected Designation of Origin)**

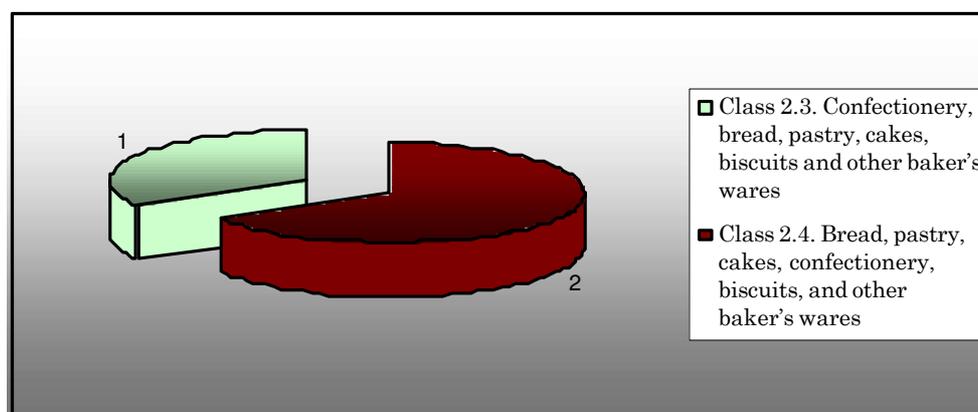
1. 'Lapin Poron liha' Class 1.1. Fresh meat (and offal)
2. 'Lapin Puikula' Class 1.6. Fruit, vegetables, and cereals fresh or processed

**PGI (Protected Geographical Indication)**

1. 'Sahti' Class 2.1. Beer

**TSG (Traditional Speciality Guaranteed)**

1. 'Karjalanpiirakka' Class 2.3. Confectionery, bread, pastry, cakes, biscuits, and other baker's wares
2. 'Kalakukko' Class 2.3. Confectionery, bread, pastry, cakes, biscuits, and other baker's wares
3. 'Kainuun rönttönen' Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares



**Graph 15: Number of Officially Registered Food Products with TSG in Finland.**

Source: Own Creation.

**Austria**

**PDO (Protected Designation of Origin)**

1. 'Tiroler Almkäse; Tiroler Alpkäse' Class 1.3. Cheeses
2. 'Tiroler Bergkäse' Class 1.3. Cheeses
3. 'Vorarlberger Bergkäse' Class 1.3. Cheeses
4. 'Tiroler Graukäse' Class 1.3. Cheeses
5. 'Vorarlberger Alpkäse' Class 1.3. Cheeses
6. 'Gailtaler Almkäse' Class 1.3. Cheeses
7. 'Waldviertler Graumohn' Class 1.6. Fruit, vegetables, and cereals fresh or processed
8. 'Wachauer Marille' Class 1.6. Fruit, vegetables, and cereals fresh or processed

Class 1.3. Cheeses

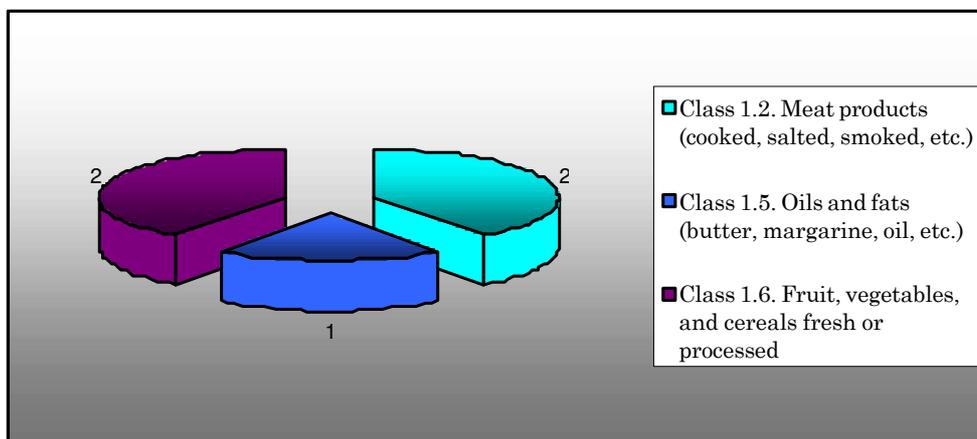
Class 1.6. Fruit,  
vegetables, and cereals  
fresh or processed

**Graph 16: Number of Officially Registered Food Products with PDO in Austria.**

*Source: Own Creation.*

***PGI (Protected Geographical Indication)***

1. 'Gailtaler Speck' Class 1.2. Meat products (cooked, salted, smoked, etc.)
2. 'Tiroler Speck' Class 1.2. Meat products (cooked, salted, smoked, etc.)
3. 'Steirisches Kürbiskernöl' Class 1.5. Oils and fats (butter, margarine, oil, etc.)
4. 'Marchfeldspargel' Class 1.6. Fruit, vegetables, and cereals fresh or processed
5. 'Steirischer Kren' Class 1.6. Fruit, vegetables, and cereals fresh or processed



**Graph 17: Number of Officially Registered Food Products with PGI in Austria.**

*Source: Own Creation.*

***TSG (Traditional Speciality Guaranteed)***

none

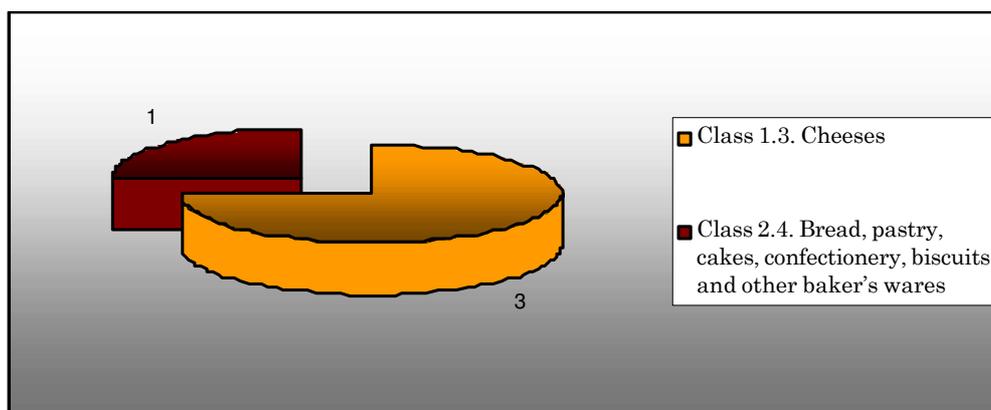
**Slovakia**

***PDO (Protected Designation of Origin)***

none

### **PGI (Protected Geographical Indication)**

1. 'Slovenský oštiepok' Class 1.3. Cheeses
2. 'Slovenská bryndza' Class 1.3. Cheeses
3. 'Slovenská parenica' Class 1.3. Cheeses
4. 'Skalický trdelník' Class 2.4. Bread, pastry, cakes, confectionery, biscuits, and other baker's wares



**Graph 18: Number of Officially Registered Food Products with PGI in Slovakia**

*Source: Own Creation.*

### **TSG (Traditional Speciality Guaranteed)**

none

### **Conclusion**

The paper points at using the EU Quality Policy and the labeling of the food within the Quality Policy of EU for particular member states, mainly the producers, which is the marketing tool of quality agricultural products and food sales support in the conditions of EU and Slovak Republic. The system of Quality Policy for the agricultural production and food in Slovakia is not equally used. The producers see the problem mainly in the time consuming administrative registration process and in deficient consumers information about Quality Policy of the European Union, mainly the European policy relating to the EU schemes known as PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed). The producers should not offer their products only on the home market, but also in abroad to the countries where the protected labels of the products have a long history and the products marked as PDO, PGI or TSG are consumer requested, because these guarantee the high quality.

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