

## PROMOTING THE TRADITIONAL PRODUCTS ON EUROPEAN UNION MARKET

*Nicolae ISTUDOR<sup>1</sup>, Irina Elena PETRESCU<sup>2</sup>*

### *Abstract*

*The article is presenting the main recommendation for attestation of traditional products in Romania and EU and important aspects regarding the campaigns for information and promoting the agro food products in EU and outside of EU. These campaigns are financed by the EU annually and are designed to highlight the quality, nutritional value and safety of agricultural products and foodstuffs in the EU. They also serve to reveal the intrinsic features and advantages of EU products, such as specific methods of production, labeling, animal welfare and environment. From more than 1000 registered products in the EU Journal as PDO, IGP or TSG we can find only one Romanian product that is Magiunul de Topoloveni.*

**Key-words:** *traditional product, PDO, IGP, TSG*

### **Attestation of traditional products in Romania and EU**

The traditional product is the product that is produced from traditional materials, contains a traditional composition or a mode of production and / or processing reflecting a technological process of production and / or traditional processing and which clearly distinguishes from similar products of the same category.

PDO - “*designation of origin*” may be the name of a region, a specific place or a country used to describe an agro-food product. The product must be:

- Originating in that region, specific place or country,
- The quality or characteristics are due to the geographical environment with its inherent natural and human

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1 Nicolae Istudor, PhD Professor at The Bucharest Academy of Economic Studies, Faculty of Agrofood and Environment Economics, [nistudor@eam.ase.ro](mailto:nistudor@eam.ase.ro)

2 Irina Elena Petrescu, PhD candidate and junior assistant at The Bucharest Academy of Economic Studies, Faculty of Agrofood and Environment Economics [irinapetrescu@eam.ase.ro](mailto:irinapetrescu@eam.ase.ro)

- Raw materials must come only from the defined geographical area;
- Production, processing and preparation must take place only in the defined geographical area.

PGI - “*geographical indication*” may be the name of a region, a specific place or a country, used to describe an agro-food product. The product must be:

- Originating in that region, specific place or country,
- Possess a specific quality, reputation or other characteristics attributable to geographical origin
- Raw materials can come from outside the geographical area defined;
- Some of the production process operations such as packaging, freezing, storage, etc. can take place outside the defined geographical area.

TSG (Traditional Specialty Guaranteed) - are products that contain ingredients that are traditional or obtained as a result of traditional production methods.

**Table no. 1 – Similarities and differences for PDO and IGP**

Similarities	Differences
Applies to the same types of products	1. The relationship with geographical area: PDO - product quality or characteristics are due to the geographical environment with its inherent natural and human
PDO and PGI are geographical names	IGP - product must have a specific quality, reputation or other characteristics attributable to geographical origin
Origin of the name is related to geographical area, and by region, specific place or country	
Same procedure	2. Source of raw material:
Same protection	PDO - raw materials must come only from the defined geographical area;
	IGP - raw materials can come from outside the geographical area defined
	3. Obtaining the product:
	PDO-production, processing and preparation must take place only in the defined geographical area;
	IGP - some of the production process operations such as packaging, freezing, storage, etc. can take place outside the defined geographical area.

To appear in the register of certification of traditional products, the product must be manufactured from traditional materials to contain a traditional composition or a mode of production and / or processing reflecting a traditional type of production and / or

processing. Registration is not allowed for a product whose traditionalism is due:

- a) Provenance or geographical origin;
- b) Application of technological innovations;

In order to be registered, the product must be traditional or express itself the traditionalism. The product cannot be registered if:

- Refers only to general requirements used for a set of goods or to those provided by specific Community rules;
- Is misleading, as particularly which refers to an obvious characteristic of the product or not meeting specifications or technical specifications of the product or the expectations of consumers about the characteristics of the traditional product.

In order to be certified as traditional product, the product must conform to a specification. The specification contains at least the following:

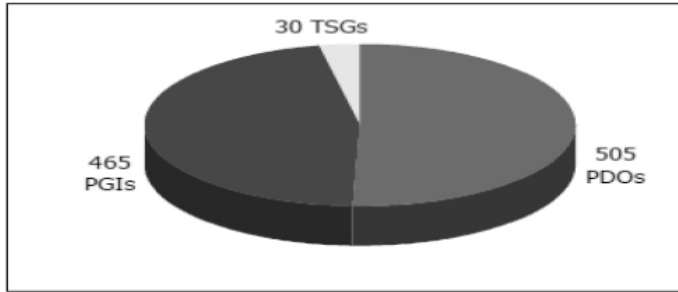
- Product name;
- Description of the method of production, including the nature and characteristics of raw materials and / or ingredients used and / or the method of preparation of the product, with reference to its traditionality;
- Elements to provide an assessment of the traditional;
- The description of the product through its main physical, chemical, microbiological and/or organoleptic characteristics which relate to traditionality;
- The minimum requirements and procedures that refers to traditionalism.

### **Attestation of traditional products in Romania and EU**

Ministry of Agriculture and Rural Development has certified in the first half of 2011, 552 traditional products, that means 2.6 times more than the same period of last year and the number of traditional operators rose to 85 from 55. In the first half of 2010 were certified 206 traditional products. The largest share is represented by meat products, followed by milk products, bread, sugar, vegetables and fruit.

In 2010, the number of traditional agro food products certified was 189, the largest share being represented by meat and meat products (70 products), milk and milk products (44 products), vegetables and fruits (21 items), milling and bakery products (20 products), honey (17 products), confectionery (12 products), alcohol (5 items). The certification and registration of economic operators with traditional products in the traditional product register is voluntary.

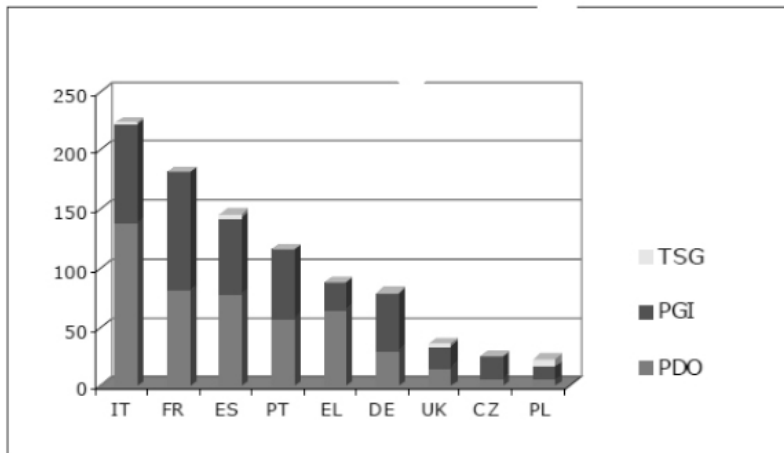
**Graph nr. 1 - The share of PDO, PGI and TSG in all products made in EU**



Source: Eurostat

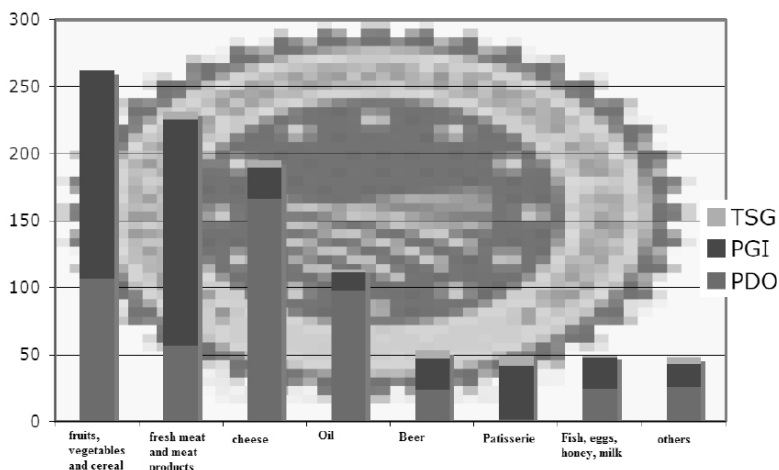
Of the total registration of EU products, it is found that over 50% of these are products of origin, followed by products with PGI by 46.5% and on the last place are the products that were obtained by traditional production methods with about 3.5%.

**Graph nr. 2 - Distribution of registered products PDO, PGI and TSG in some Member States**



Source: Eurostat

Countries with most products registered with the EU are Italy (about 24%), followed by France (18%) and Spain (14%). Romania has registered a single product, namely the Topoloveni jam.

**Graph no. 3 - Categories of products registered with the EU**

Source: Eurostat

On categories of products, it is found that fruits, vegetables and grains are first, with over 250 registered products followed by meat and meat products with about 240 products.

**Table no. 2- The value of traditional products in European Union in 2005 – 2008 (mil. Euro)**

Product	2005	2006	2007	2008	Media
Cheese	5259	5258	5464	5625	5401
Meat and meat products	3431	3411	3573	3731	3537
Beer	2301	2407	2361	2366	2359
Fruits and vegetables	770	764	900	870	826
Bakery	749	726	738	742	739
Fish products	528	529	464	439	490
Olive oil	204	220	198	228	213
Other	453	495	500	518	491
<b>TOTAL</b>	<b>13695</b>	<b>13810</b>	<b>14197</b>	<b>14519</b>	<b>14055</b>

Source: Eurostat

The value of the traditional products has grown in the past years in European Union. At the end of 2008, according to Eurostat data the production value has reached to 14,5 bil. Euro and the product with the highest production value (almost 38% from total) is cheese.

### Promoting agricultural products on EU market

Promoting agro-food products is a measure of the common agricultural policy and its funding is provided from the European Agricultural Guarantee Fund budget (EAGF)

for financing of market measures, export refunds and direct payments to farmers. The support for information and promotion programs complement and reinforce the schemes run by Member States, especially by promoting the image of these products to consumers in the European Community and to countries outside EU, especially in terms of quality, nutritional value and safety of food and methods production, contributing to the multiplication of national and private initiatives, with the expected effect of increasing the sales and information volume for these products.

EU finances information and promotion campaigns for agro-food products and manufactured food production methods both inside and outside the EU. European Commission allocates about € 50 million per year financial support for campaigns to promote agricultural products and inform consumers about the way they were produced. Assistance is normally provided to professional organizations of producers, for example, associations representing agricultural products, or associations that promote various agricultural practices such as organic farming. Campaigns are designed to highlight the quality, nutritional value and safety of agricultural products and foodstuffs in the EU. They also serve to reveal the intrinsic features and advantages of EU products, such as specific methods of production, labeling, animal welfare and environment. Campaigns can run within the EU or beyond its borders, with the objective of opening new markets for EU farmers. Between 2000 and 2010, 458 promotion programs have received EU co-financing and all the 27 Member States have benefited from this measure. Promotional activities may include advertising campaigns in the press, on television, radio or the Internet, point of sale, promotions, campaigns, public relations, participation in exhibitions and fairs, and a host of other activities.

Information and promotion of agricultural products have as their object and their production methods and food-based agricultural products, without being guided by the particular brand without a product to encourage consumption because of its specific origin. The origin of the product covered by these measures may be indicated when it is a designation conferred under Community. Organizations that participate in their financing programs offer at least 20% of total eligible costs. European Union financial contribution to selected programs does not exceed 50% of their actual cost. In the case of information and promotion with a period of two or three years, the contribution for each year of implementation shall not exceed the ceiling. The remaining funding is the responsibility of State / Member States, taking into account the contribution of the Community.

### **Conclusions**

Campaigns are designed to highlight the quality, nutritional value and safety of agricultural products and foodstuffs in the EU. They also serve to reveal the intrinsic features and advantages of EU products, such as specific methods of production, labeling, animal welfare and environment.

Campaigns can run within the EU or beyond its borders, with the objective of opening

new markets for EU farmers. Between 2000 and 2010, 458 promotion programs have received EU co-financing and all the 27 Member States have benefited from this measure.

For better benefits for this measure, we consider the following aspects as possible solutions:

- better exploit of European agricultural production and strengthen its position in markets;
- promotion of very high standards the EU's health issues, environment and animal welfare and to give consumers better information on European production model;
- to provide consumers new products and to exploit the diversity of European
- to make a better presentation quality systems and products with high added value.

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