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# The control plan of agricultural and non- agricultural GIs: the Cinderella of collective action?

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# Introduction

## Background

The extension of EU system of agri GIs to non-agricultural products is currently discussed at the EU level.

In France, a system of protection of GIs for non-agri products (IGPIA) exists since 2014

## Methodology

Comparative legal analysis French PDO/PGI system vs. IGPIA system; analysis of product specifications (PS); analysis of statutes; analysis of control plan (CP); **'mirroring' PS and CP**; semi-structured interviews.

# Problem statement

## **Why Cinderella?**

The control plan is an often under-estimated document, but it reveals key information concerning (1) the link to origin and (2) collective action in agri and non-agri GIs.

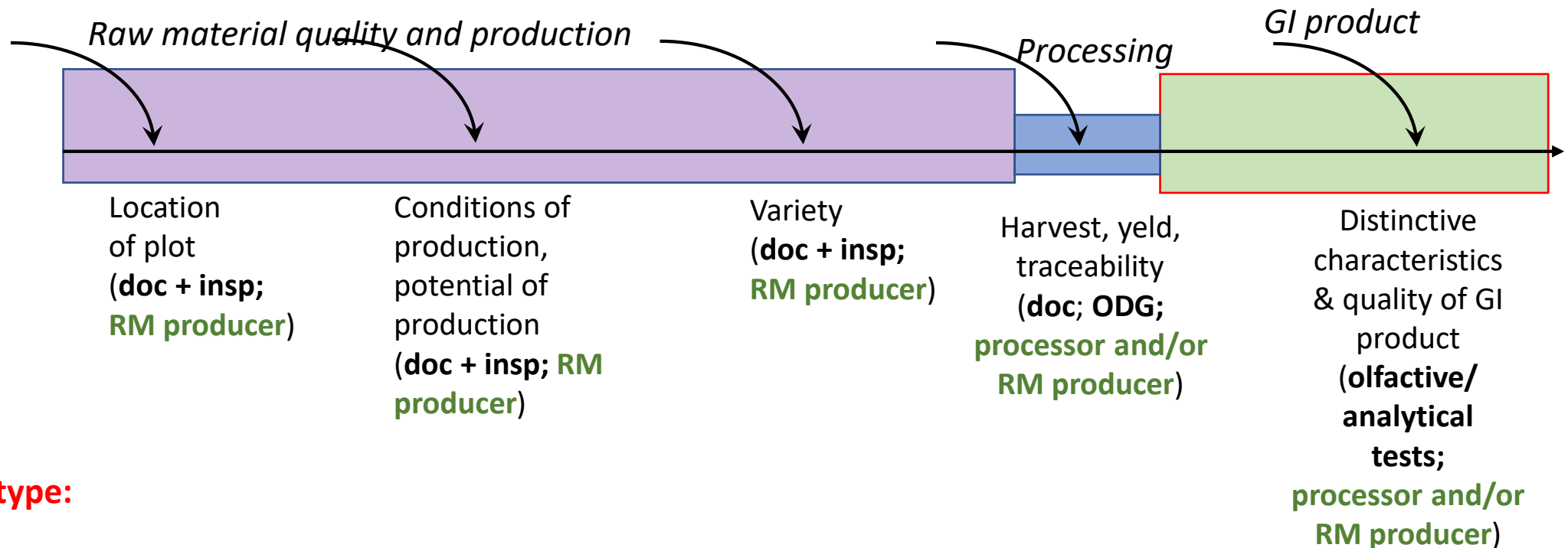
# Product comparison: finding common grounds

<b>Huile essentielle de Lavande de Haute-Provence AOP (PDO)</b>	<b>IG Absolue Pays de Grasse (IGPIA)</b>
<b>Raw materials:</b> Population Lavander	<b>Raw materials:</b> aromatic plants (28 species)
<b>Value chain:</b> 86 lavender growers, 12 processors (including cooperatives and associative distilleries); 19 stakeholders are <i>both</i> lavender growers and distillery owners.	<b>Value chain:</b> 25 plant growers are represented by the association <i>Fleurs d'Exception Pays de Grasse</i> ; 7 processing industries.
<b>Link to origin:</b> Natural factor (pedo-climatic conditions) + human factor (cultivation of raw materials <b>AND</b> transformation process).	<b>Link to origin:</b> natural factor (pedo-climatic conditions) + human factor (cultivation of raw materials <b>AND</b> transformation process).

# 'Mirror test': PS and Control Plan

## Huile Essentiel de Lavande de Haute-Provence AOP (PDO)

### Check-point distribution along the value chain:



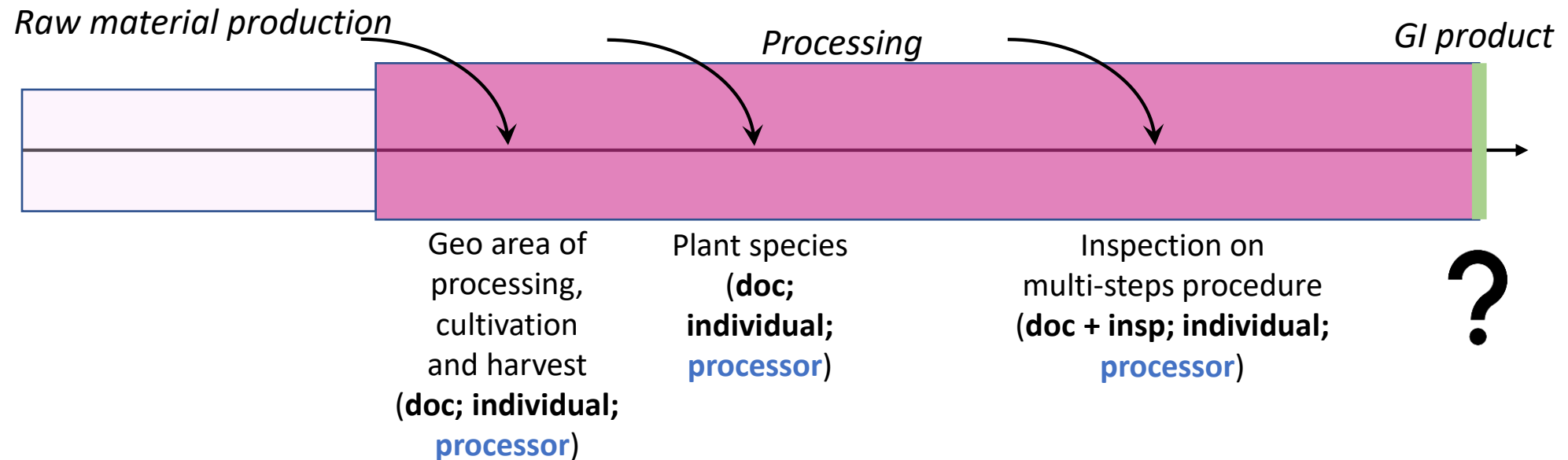
### Control type:

External and internal

# 'Mirror test': PS and Control Plan

## IG Absolue Pays de Grasse

Check-point distribution along the value chain:

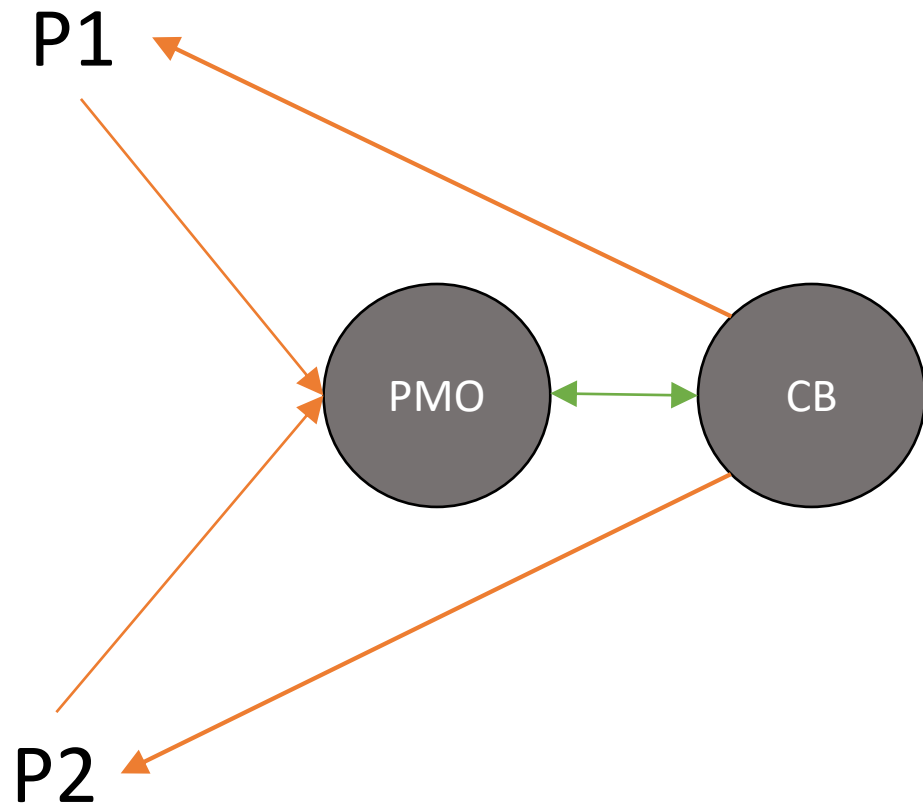


Control type:

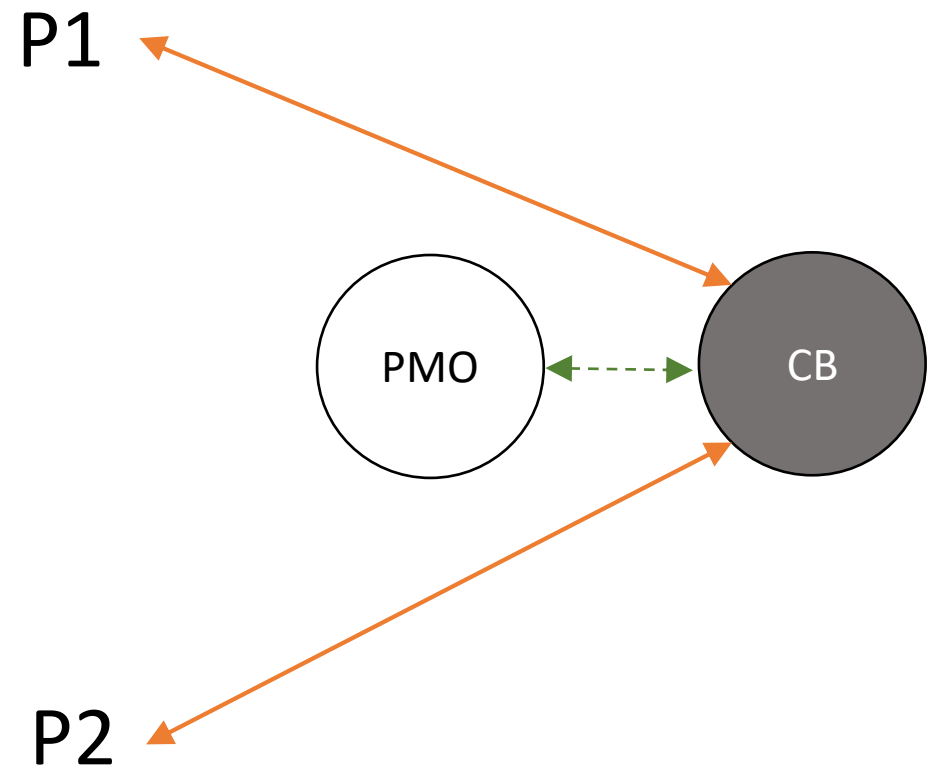
**ONLY external; quality control on GI product carried out individually by each processor on his premises.**

# Learning from the Control Plan: control system in France

PDO/PGI system



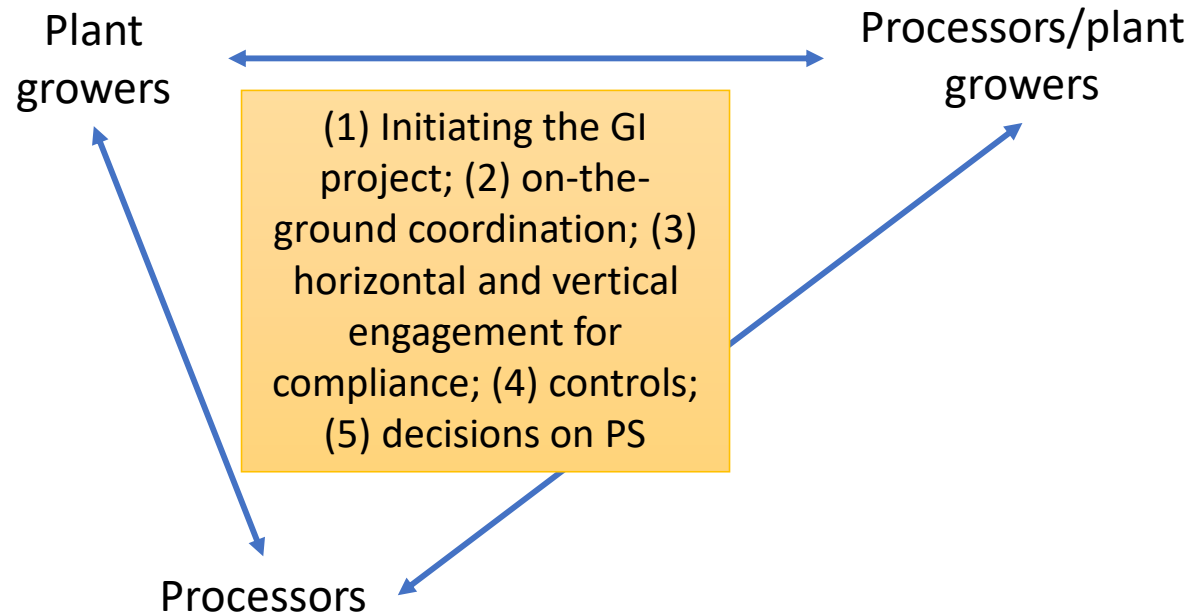
IGPIA system



PMO: Producer Management Organisation ; CB: Control Body

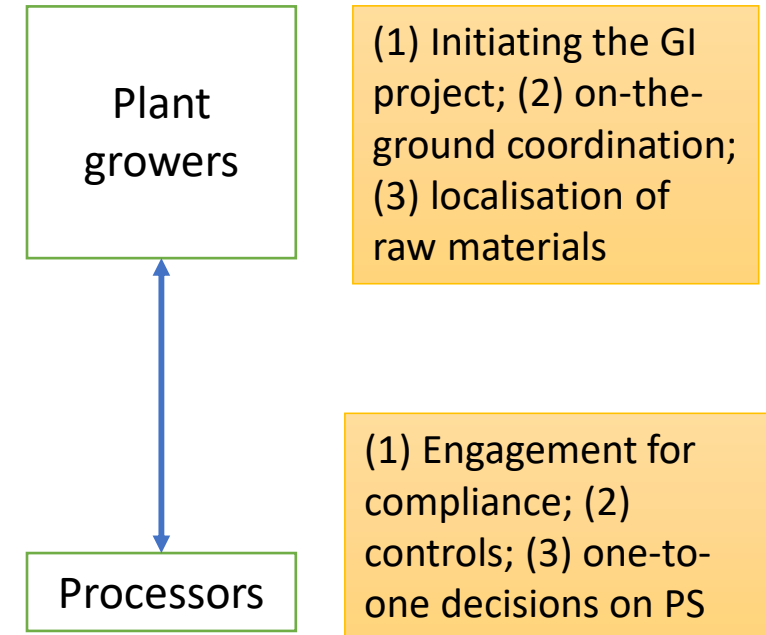
# Learning from the Control Plan: impact of control management on collective action

## Huile Essentiel de Lavande de Haute-Provence AOP (PDO)



**Producers & processors** = horizontal & vertical integrated approach

## IG Absolue Pays de Grasse



**Producers & processors** = vertical coordination where two separate decision-making centers are characterised by different degrees of collective engagement



# Rediscovering the Control Plan

- The control plan is a key tool to understand essential attributes of GIs (e.g., the link to origin and collective action patterns) but there is no obligation, in the PDO/PGI system in France, to make it public.
- It should be recognised as a valuable diagnostic tool by researchers and public authorities to understand (a) producers' choices to justify the link to origin and (b) strengths and weaknesses of localised collective action.
- As Cinderella, public and accessible control plans, would finally be recognised at their true value, as key operational and diagnostic tools for GI collective action.

Thank you for your attention!

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