Governance of GIs and the role of regional and local public actors: Bavaria

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Hannah Lindermayer
Unit M1 | Market and Quality Policy
[1] Introducing Bavaria

The Free State in figures

- Largest Federal state of Germany at 70,550 km$^2$ (a little larger than Ireland)
- 13 million inhabitants (GER: 83 million)
- 85% of Bavaria are rural areas
- 3.2 million ha of agricultural land; about 104,000 farm holdings with application for EU direct payments
- Every third German agricultural holding is located in Bavaria
- Small/”inefficient structures” – high costs

Known for its rich culture, lively traditions; intact nature, sustainable agriculture and forestry

Bavaria: 182 inhabitants/km$^2$

NRW: 524 inhabitants/km$^2$

MV: 69 inhabitants/km$^2$
[1] Introducing Bavaria
European protection of origin in Bavaria

Bavarian GIs
32 Agricultural Products and Foodstuff
1 Aromatized Wine
8 Wine
12 Spirit Drinks

In the application process
Iphöfer Echter-Berg (Wine)
Fränkisches Hiffenmark (Rosehip jam)
Oktoberfestbier
[2] Protection & Promotion of Geographical Indications

Bavarian Measures

I DATABASE – Basic Information
290 Specialties at a Glance
Over 290 regional specialties

Extensive collection of specialties, stories, recipes and pictures

"Mini-Specifications"

Building the database since 30 years - together with the implementation of the first GI Regulation 2081/92
[2] Protection & Promotion of Geographical Indications

Bavarian Measures

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290 Specialties at a Glance

II SUPPORT
- Responsibilities & Organizational Structure
- Specification & Registration Process
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III PRODUCER CONTROLS
- Efficiency & Bundling
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IV PROMOTION Projects
- (National) State co-financing
- Promotion of GIs in domestic market
o Creation of the brand **World Culinary Heritage Bavaria** by StMELF in 2009 for Bavarian GIs

o 2010 first Bavarian EU project

o Joint promotional activities of *alp* with producer groups

o Support of *alp* in the acquisition of EU funds
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V Representing Bavarian interests in Europe‘s multi-level system
In terms of transparency and efficient controls

- Harmonized regulations for product labeling for all product sectors – with a few product-specific exceptions
- Active registration of producers in the control system (before first placing on the market)
- Public register on the Internet, in which all controlled producers are listed
- Indication of the responsible control body or authority on the package (similar to the regulations in the organic sector)
Vielen Dank - Thank you very much

Hannah Lindermayer
Hannah.Lindermayer@stmelf.bayern.de
+49 89 2182 2369

Paper | Governance of GIs and the role of regional and local public actors: Bavaria
Authors | Prof. Dr. Richard Balling, Dr. Karola Schober, and Hannah Lindermayer