



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

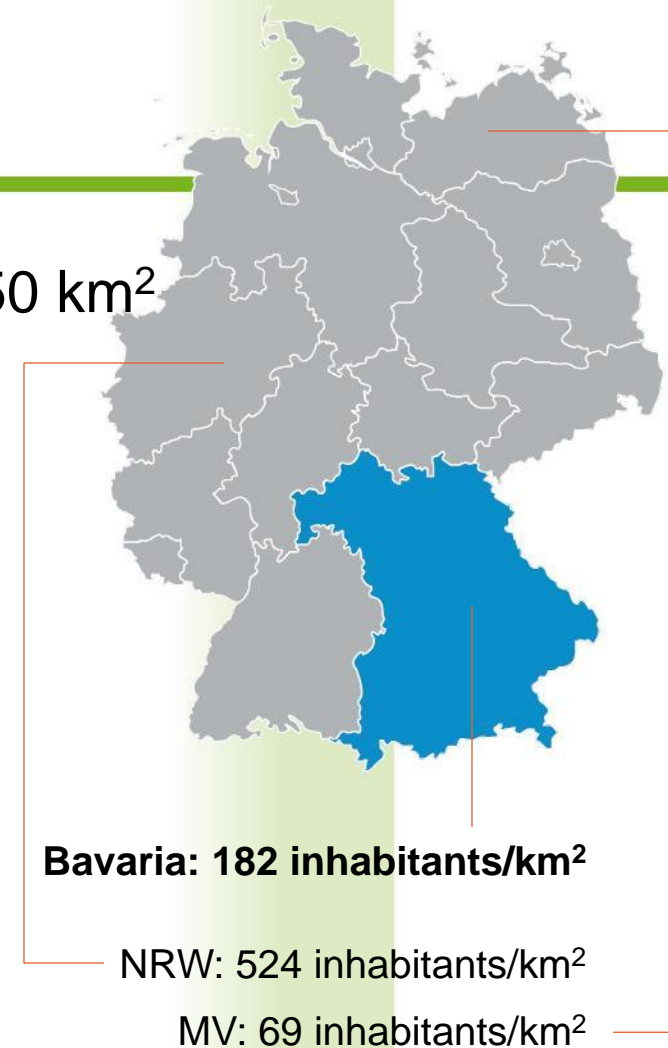
Montpellier, 5th July 2022

Hannah Lindermayer
Unit M1 | Market and Quality Policy

[1] Introducing Bavaria

The Free State in figures

- Largest Federal state of Germany at 70,550 km² (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



[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

Spezialitätenland
Bayern
Heimat der Genüsse



www.spezialitaetenland-bayern.de

- 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



Allgäuer Bergkäse

▼ Ein Schwergewicht mit gesch...

Der Allgäuer Bergkäse ist ein aromatisch-pikante Trockenmasse von mindestens 62 Prozent. Sein L bei acht bis zehn Zentimetern Höhe und wiegt zw dunkelgelb bis bräunlich. Der geschmeidige, matt Alter hat der Allgäuer Bergkäse einen milden bis kräftiger Wein. Der Bergkäse ist außerdem unverz Käsespätzle.

▼ Von der Alpe ins Tal

Im Allgäuer Raum hat die Herstellung von Bergkä zunächst auf den Sennalpen hergestellt. Erst um "Sommerkäseereien" auch "Winterkäseereien" im Tal.



passende Rezepte

[2] Protection & Promotion of Geographical Indications

Bavarian Measures

I DATABASE – Basic Information 290 Specialties at a Glance

Spezialitätenland
Bayern
Heimat der Genüsse

II SUPPORT

- Responsibilities & Organizational Structure
- Specification & Registration Process



[2] Protection & Promotion of Geographical Indications

Bavarian Measures

I DATABASE – Basic Information
290 Specialties at a Glance

Spezialitätenland
Bayern
Heimat der Genüsse

II SUPPORT

- Responsibilities & Organizational Structure
- Specification & Registration Process

III PRODUCER CONTROLS

- Efficiency & Bundling



[2] Protection & Promotion of Geographical Indications

Bavarian Measures

I DATABASE – Basic Information

290 Specialties at a Glance

Spezialitätenland
Bayern
Heimat der Genüsse

II SUPPORT

- Responsibilities & Organizational Structure
- Specification & Registration Process

III PRODUCER CONTROLS

- Efficiency & Bundling

IV PROMOTION Projects

- *(National) State co-financing*
- *Promotion of GIs in domestic market*

WeltGenuss
Erbe Bayern





- Creation of the brand **World Culinary Heritage Bavaria** by StMELF in 2009 for Bavarian GIs
- 2010 first Bavarian EU project
- Joint promotional activities of *alp* with producer groups
- Support of *alp* in the acquisition of EU funds

[2] Protection & Promotion of Geographical Indications

Bavarian Measures

I DATABASE – Basic Information

290 Specialties at a Glance

Spezialitätenland
Bayern
Heimat der Genüsse

II SUPPORT

- Responsibilities & Organizational Structure
- Specification & Registration Process

III PRODUCER CONTROLS

- Efficiency & Bundling

IV PROMOTION Projects

- (National) State Co-Financing
- Promotion of GIs in Domestic Market



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 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