Approaches
to protect and promote
traditional regional foods
in Austria

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Global Challenges - Local Solutions
IMMA 19th Annual World Forum and
Symposium, Budapest, 20 -22 June 2009
Content

- "Regional" - consumer perception

- Approaches to protect traditional regional products by intellectual property rights
  - PDO, PGI (EU-Reg. 510/2006)
  - Traditional Knowledge - WIPO
  - Register on Traditional Foods in Austria

- Promotion of regional traditional products along the foodchain

  *Austrian Regions of Delight*
Regional Food – Regional perceptions

75% believe that products from a region will in the future be more important for consumers

Federal Provinces:
- Food of one's own region, 100 km around the hometown, products from regional farmers or local small enterprises
- Regional concepts: highly attractive,
- Central is identifying oneself with homeland (“our food“), short transport distances, support of the regional agriculture and economy

Capital Vienna:
- Food from Austria
- Regional concepts: minor identification with specific regions
- Regionality hardly plays a role in the daily buying behaviour
- Motives: solidarity with Austrian producers

*)J.Mayr. Regionalität – das neue Bio. keyQUEST Marktforschung, RollAMA Präsentation March 2009
Protection of regional products by Intellectual Property Rights

- Protected Denomination of Origin (PDO)
  Protected Geographical Indications (PGI) [EC Reg. 510/2006] relation to geographical territory
  PDO, PGI aim at positive protection regarding name

- Disclosure of Traditional Knowledge (TK) [WIPO] relation to know-how and local community
  TK aims at protection of Traditional Knowledge
PDO and PGI in AUSTRIA (EC Reg 510/2007)

8 Protected Designations of Origin (PDO)

- Gailtaler Almkäse: Hard cheese made from raw milk from cows and possibly goats (<10%)
- Tiroler Almkäse/Alpkäse: Hard cheese made from raw cow’s milk, produced on alpine pastures
- Tiroler Bergkäse: Hard cheese made from cow’s raw milk
- Tiroler Graukäse: Acid-curd cheese made from cow’s milk
- Vorarlberger Alpkäs: Hard cheese made from cow’s raw milk
- Vorarlberger Bergkäse: Hard cheese made from cow’s raw milk
- Wachauer Marille: Apricots from the Wachau region
- Waldviertler Graumohn: Grey Poppy – rich on unsaturated fatty acids

5 Protected Geographical Indications (PGI)

- Steirisches Kürbiskernöl: Dark viscous oil produced from Styrian pumpkin seeds
- Tiroler Speck: Uncooked cured pork meat
- Gailtaler Speck: Cured pork meat
- Marchfeldspargel: Asparagus – exclusively from the Marchfeld region
- Steirischer Kren: Styrian horseradish
Protection of regional products by Intellectual Property Rights

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  relation to geographical territory
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- Disclosure of Traditional Knowledge (TK) [WIPO]
  relation to know-how and local community

- TK aims at protection of Traditional Knowledge
What is Traditional Knowledge (TK)?

- **Traditional** – transmitted between generations
- **Local** – distinctively associated with community, its culture and identity
- **Knowledge** – originates from intellectual activity, in a wide range of contexts

WIPO Traditional Knowledge can be characterized as knowledge which is
- generated, preserved and transmitted in a traditional context;
- distinctively associated with the traditional or indigenous culture or community which preserves and transmits it between generations;
- linked to a local or indigenous community through a sense of custodianship, guardianship or cultural responsibility;
- “knowledge” in the sense that it originates from intellectual activity in a wide range of social, cultural, environmental and technological contexts.
“Traditional” – no common understanding

Traditional – transmitted between generations

25 years  Traditional Specialities Guaranteed (EC Reg. 509/2006)
List of Polish Traditional Products

40 years  Culinary heritage of Switzerland

50 years  Traditions-Tastes-Regions Collection (Hungary)
www.food-from-bavaria.de (Bavaria)
Food Standards Agency (UK) for labelling purposes

>70 years  (prior to World War II) EuroFIR (European Food Information Resource Consortium)

75 years  Austrian register on traditional foods. Three generations will ensure sustainable knowledge transfer between generations.

100 years  Chinese and Japanese traditional crafts
Register on Traditional Foods in Austria

www.traditionelle-lebensmittel.at
Initiative REGION OF DELIGHT AUSTRIA
REGION OF DELIGHT AUSTRIA - AIMS

- Strengthening Austria’s regions and their typical culinary specialities

- Creating awareness and improving the visibility of Austria’s agricultural products and specialities

- Promoting cooperation between agriculture, food industry, the catering and tourist business and trade

- Raising the general appreciation of Austrian farmers and food manufacturers

- Adding value to the regions and raise attractiveness of rural areas
REGION OF DELIGHT AUSTRIA - CRITERIA

- Key product which is characteristic of the region
- Raw material from the region, processed in the region
- Key product is rooted in agriculture, economy, tourism industry, hotel and catering industry of the region
- Names of the regions are oriented toward prevailing crops, raw materials and food of the first and second processing stage
REGION OF DELIGHT AUSTRIA
REGION OF DELIGHT AUSTRIA - Signposts
REGION OF DELIGHT AUSTRIA – STRATEGIC GOALS

- Establishing sustainable organizational structures (regional associations, marketing company)
- Developing attractive products and services for consumers and tourists
- Boosting regional partnerships in order to enhance cooperation between farmers, trade, retailers and gastronomy
- Strengthening cooperation for trans-regional and international marketing of products and services of Regions of Delight Austria
- Image building and promotion of the trademark GENUSS REGION ÖSTERREICH (Region of Delight Austria)
- Training and professionalization of actors and disseminators in the region by seminars and other educational tools
Training in marketing and communication, development of innovative packages with regional products. Award “Goldene G-Nuss“

Sustainable establishing of GRÖ products in trade and retail (campaign GenussWochen). Award “Genuss partner trade“

Spring, Summer, Autumn and Winter GenussWochen Award “Genuss Wirt“ of the year.

Presentation of GRÖ at international tourism fairs, cooperation with Austrian tourism offices; electronic hotel booking system „tiscover“. Tourism Award.

7 national, > 121 regional / local (2009)

GENUSS.spezilitäten.pur