



Activating agricultural and tourism specializations through Center of Taste

Module 6

Sales from the Yard (farm)



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6. Sales from the Yard (Farm)

6.5.1 Plant products

6.5.2 Protective labeling of regional products in the EU

In terms of sales from the yard, the sale of plant products is easier than the sale of animal products.





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6.5.1. Conditions for the sale of plant products in selected EU countries

Czech Republic

It is not necessary to have a trade license to sell surpluses from the garden, unless it is a continuous activity.

From a tax point of view, sales from the yard may relate to **non-food crop products, such as flowers**. Sales from the yard can also be interesting for producers of special or non-traditional crops such as sea buckthorn.

Slovakia

The regulation of the sale of food of non-animal origin by the Food Act is relatively brief. Producers of small quantities of food who sell their products directly to the final consumer or deliver them to a retail establishment in Slovakia do not have to label the products with nutrition information (Section 9, paragraph 4 of the Food Act).



Blue food poppy is an integral part of the diet in the Czech Republic



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Hungary

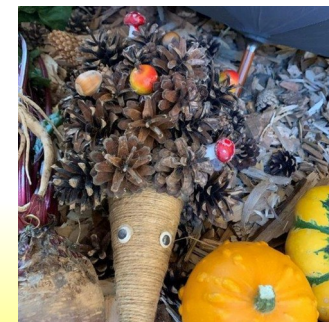
Producers of non-animal products, honey, other apiculture products or live fish may specifically sell goods at all markets and markets, at sales events and at authorized temporary points of sale in Hungary and to retail outlets located in the same region or within 40 km from the manufacturer of the equipment (Section 4, paragraph 1 of Regulation No. 52/2010).

Poland

Poland has no special legislation for sales from the yard and everything is dealt with by the Food Safety and Nutrition Act. Polish food hygiene law is a direct follow-up to the Court's exception to food hygiene rules under the Food Hygiene Regulation and the Animal Food Hygiene Regulation.



Hungarian farmers harvesting reeds for handicrafts



Autumn decorative set
with ornamental gourds



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6. Sales from the Yard (Farm)

6.5.2. Protective labeling of regional products in the EU

In the context of world trade, regional products are protected by legal agreements and acts which make it possible to use a wide range of consumer-friendly trade marks.





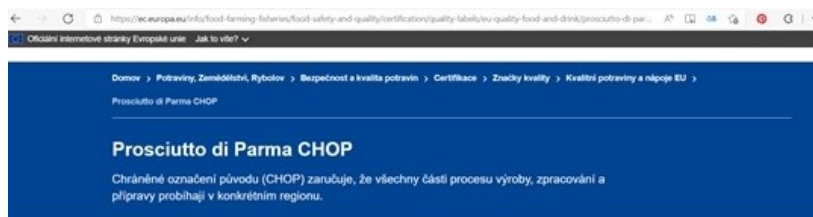
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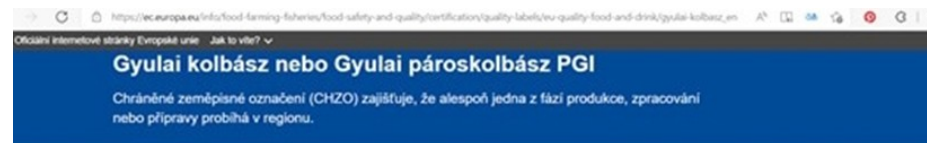
The Geneva Act is a multilateral treaty on the protection of geographical indications (designations of origin and geographical indications) administered by the World Intellectual Property Organization.

The Geneva Act updates and extends the existing system of international registration protecting names that identify the geographical origin of products under the 1958 Lisbon Agreement on the Protection of Designations of Origin and their International Registration.

The Lisbon Agreement and the Geneva Act of the Lisbon Agreement together form the Lisbon System and offer more comprehensive and effective international protection for quality product names based on origin.



Kdo neslyšel o parmské šunce nebo o Prosciutto di Parma **CHOP**? Toto syrové, zralé italské maso lze nalézt v lahůdkách a restauracích po celém světě. Pravděpodobně vám byl nabídnut s plátkem melounu během léta nebo jako poleva na italské pizze. Jeho jedinečný chuť vychází ze směsi tradičního know-how a jedinečných ekologických a environmentálních podmínek, specifických pro region Parma v Itálii.



Gyulai kolbász nebo Gyulai pároskolbász **PGI** má příjemně kouřovou a kořeněnou vůni a vůči za svou harmonickou chuť a vůni směsí použitého koření. Prodává se v páru a měl by být dlouhý 18 až 26 cm, se štitkem kolem jedné z klobás. Může být také prodáván v krájené formě. Zvláštní chuť a konzistence této oceňované maďarské klobásy ji skutečně odlišuje.

Parma ham - an Italian product with
a protected designation of origin

Protected geographical indication of
the Hungarian sausage Gyulai
kolbász



At European level, therefore, a regional product can be protected by several labels and logos. The aim of EU quality policy is to protect the names of specific products in order to promote their unique characteristics linked to their geographical origin and traditional know-how.

Product names may be given a "geographical indication" if they have a specific link to the place where they are produced. Recognition of geographical indications allows consumers to trust and differentiate between quality products, while helping manufacturers to better market their products.

Products that are being considered or granted GI recognition are listed in [quality product registers](#). The registers also contain information on the geographical and production specifications of each product. The names of products which have either applied to become a **geographical indication (GI)** or a traditional **specialty guaranteed (TSG)** or which are now registered as a **geographical indication** or TSG are listed in the following registers:

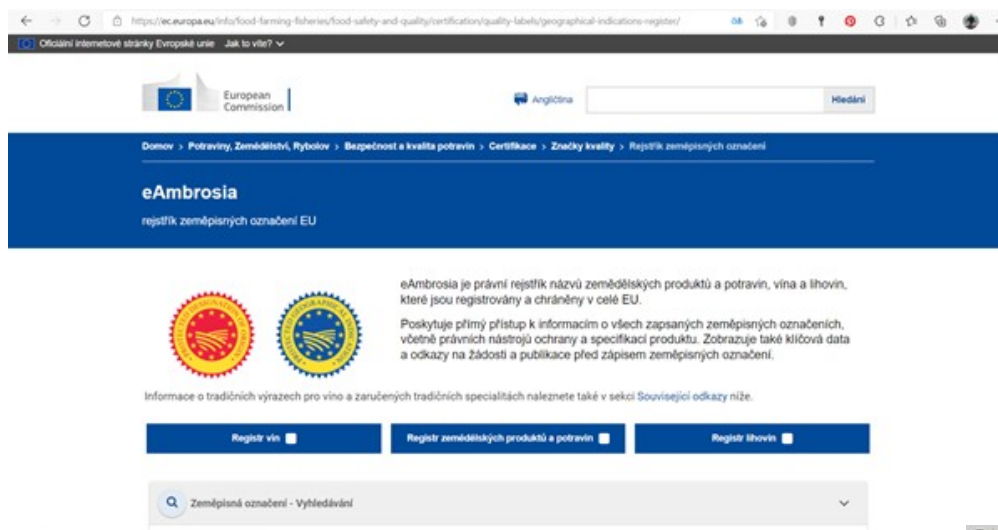
- [eAmbrosia](#) for food and agricultural products, wine, spirits and aromatised wine (legal registration);
- [Traditional terms protected in the European Union for wine](#);
- [Moderator](#) (GLview) for all geographical indications protected at European Union level.

Geographical indications, which are recognized as intellectual property, are playing an increasingly important role [in trade negotiations between the EU and other countries](#). Many products from outside the European Union are protected by bilateral agreements. All this can be found in the [Moderator index \(tmdn.org\)](#).

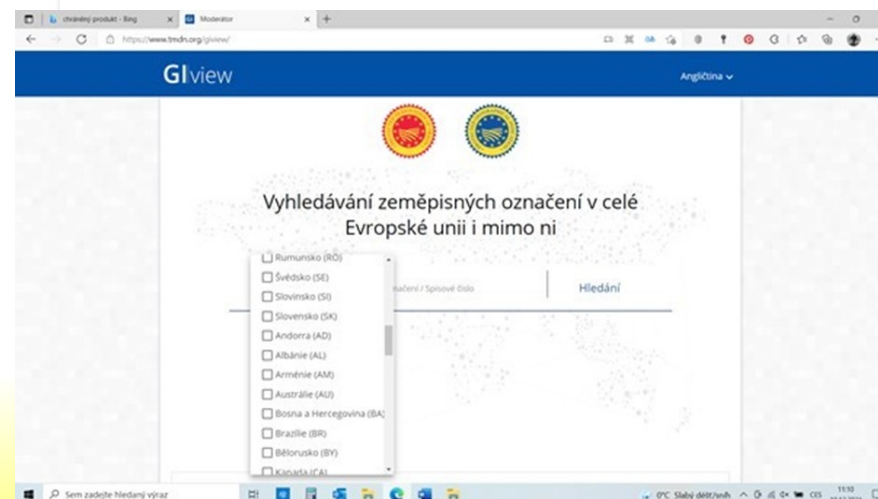
Other EU quality schemes emphasize traditional production processes or products from difficult natural areas, such as mountains or islands.



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eAmbrosia - screen capture



Moderator - screen capture



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Designation and logo **Protected designation of origin (PDO)** is the designation of an exceptional agricultural product or foodstuff from a given region or place, the quality or characteristics of which are determined by a specific geographical environment.

Protected products are food, agricultural commodities and wines. Each part of the production, processing and preparation process must take place in a specific region. For wines, this means that the grapes must come exclusively from the geographical area where the wine is produced. Designation for food and agricultural commodities is mandatory while for wine it is only optional.



Protected Designation of Origin logo



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A **protected geographical indication (PGI)** is an indication of an exceptional agricultural product or foodstuff from a given region or place.

In the case of a geographical indication, it is sufficient that only some of the stages of production (manufacture, processing or preparation) of the food or agricultural product take place in the defined area. The name of a region, a specific place or, in exceptional cases, a country, used to describe goods originating in that territory, if those goods have a certain quality, reputation or other characteristics attributable to that geographical origin and if the production or processing or preparation of such goods takes place in defined territory.



Protected geographical indication logo



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Food and agricultural products that have been produced by traditional methods for more than **30 years** can be protected as "**traditional specialties guaranteed**" (TSG). According to that Regulation, the term '**traditional**' means proven use on the Community market after a period of intergenerational transmission. This period should be equal to the time period generally attributed to one human generation, i.e., at least the mentioned 30 years. Unlike products with a protected geographical indication or a protected designation of origin, their production or preparation is not linked to a geographical area. They can therefore be produced anywhere when the conditions of production technology (so-called specialization) are met. When registering a Czech product, the same product can be manufactured by another manufacturer in another region, or even in another member state. The traditional specialty guaranteed emphasizes traditional aspects, such as the way the product is produced or its composition, without being linked to a specific geographical area. The product name, which is registered as a TSG, protects it from counterfeiting and misuse.

Therefore, in the interests of the proper functioning of the internal market in foodstuffs, **Regulation (EU) No 1151/2012 of the European Parliament and of the Council** on agricultural product and food quality schemes provides legal operators and food producers with legal instruments enabling them to increase their market value. protects them against unfair practices. Therefore, any producer registered in the official EU register has the possibility to use the registered name on their products together with the mention "traditional specialty guaranteed" and the appropriate logo.



Traditional specialty guaranteed logo



Popular Slovak Spiš sausages with the granted protected designation



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EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name: Fasola Wzawska
2. Class: Class 1.6, Fruit, vegetables and cereals fresh or processed
3. File number: PDO-PL-0645
4. Type: Protected Designation of Origin (PDO)
5. Country: Poland
6. Date of registration: 13/01/2012
7. Legal instrument: Official Journal L 9, 13.01.2012

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EXTRACT FROM THE REGISTER

PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name: Limone dell'Etna
2. Class: Class 1.6, Fruit, vegetables and cereals fresh or processed
3. File number: PGI-IT-02444
4. Type: Protected Geographical Indication (PGI)
5. Country: Italy
6. Date of registration: 22/10/2020
7. Legal instrument: Official Journal L 351, 22.10.2020

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EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name: Szentesi paprika
2. Class: Class 1.6, Fruit, vegetables and cereals fresh or processed
3. File number: PGI-HU-4912
4. Type: Protected Geographical Indication (PGI)
5. Country: Hungary
6. Date of registration: 21/02/2014
7. Legal instrument: Official Journal L 52, 21.02.2014

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EXTRACT FROM THE REGISTER

OF PROTECTED DESIGNATION OF ORIGIN AND PROTECTED GEOGRAPHICAL INDICATIONS
ESTABLISHED BY ARTICLE 11 OF REGULATION (EU) NO 1151/2012

1. Name: Český modrý mak
2. Class: Class 1 & Other products of Annex I of the Treaty (spices etc.)
3. File number: PGI-CZ-02236
4. Type: Protected Geographical Indication (PGI)
5. Country: Czechia
6. Date of registration: 09/02/2021
7. Legal instrument: Official Journal L 44, 9.2.2021

[Signature]
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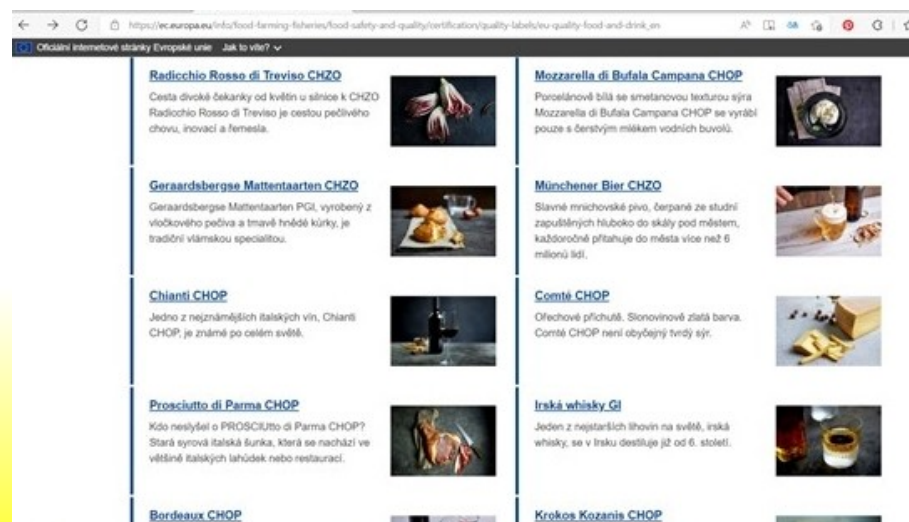
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The European Union currently protects almost 3,400 names of agri-food products, including agricultural and food products, which also include fishery and aquaculture products; wines, spirits and aromatised wine products - under EU quality schemes.

The main objectives of the geographical indication and TSG systems are:

- ensure the protection of specific product names and traditional production methods, including the protection of intellectual property rights;
- ensure the integrity of the internal market;
- achieve fair competition for farmers and producers;
- provide farmers and producers with a fair return;
- provide consumers with clear and reliable product information;
- to create a competitive environment with a level playing field for producers in rural areas.





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6.5.3. Protective signage in the Czech Republic

Each country also has its own national trademarks.

In the Czech Republic, in addition to a number of unofficial designations of food and agricultural commodities managed by various mostly non-profit organizations, designations administered by the Ministry of Agriculture of the Czech Republic are available.



KLASA logo



Czech food logo



Regional food logo