



PRESS RELEASE

PDO ASIAGO POINTING TO EAST

In Ukraine, the effective monitoring of the Consortium blocks the commercialisation of a fake Asiago at its outset in retail outlets and on the web, while in Poland, Hungary and the Czech Republic, the 3 million euro “Cheese – It’s Europe” promotional campaign is at the starting line.

Vicenza, August 5, 2016 – Asiago DOP points to the dynamic East European market with a twofold monitoring and promoting action, which generates a new blow against imitation and evocation attempts striking the commercialisation of a product designated “ASIAGIO” in Ukraine at its outset. Simultaneously, the Consortium of Protection is getting ready for new promotional actions in Poland, Hungary, the Czech Republic and Austria as part of the project realized with the Gorgonzola and Parmigiano Reggiano Consortia, “Cheese – It’s Europe”, co-funded by the European Union for a value of 3 million euros.

The monitoring action on trademark registration containing the designation realized by the Asiago Cheese Protection Consortium has successfully blocked the commercialisation attempt by a Ukrainian producer who was going to produce and distribute “ASIAGIO” cheese. The quick response is part of the international monitoring activity realized by the Consortium which equips itself with different tools depending on the country and can count on the enforcement of the ex officio rule ((UE) 1151/2012 Regulation) in EU countries and also on the agreements of the Italian anti-fraud authorities with the main international online platforms, to prosecute violations in e-commerce.

The Consortium project, in a country which hadn’t stipulated specific agreements with the European Union until a short while ago, has created an important precedent to increase the protection of the European IG and confirms the value of the recent signature of the treaty between the EU and the Ukraine DCFTA (Deep and Comprehensive Free Trade Agreement), an agreement which sets forth the recognition of the same status applied in the EU for agri-food products with a designation of origin.

“The intervention in Ukraine” – explains Flavio Innocenzi, director of the Consortium of Protection – “is part of a larger international monitoring action, and was possible thanks to the collaboration with a partner company, which I thank very much. The growing appreciation of Asiago cheese on international markets inevitably causes more frequent imitation attempts and consequent risks of fraudulent use of the designation. The response consists of equipping ourselves for monitoring on a global scale, with the help of more sophisticated tools than in the past and greater collaboration with police forces and anti-fraud units. However, at the same time, we have to increase the Geographic Indications culture and the intellectual property protection tools”.

“The challenges related to the protection and promotion of the Geographic Indications on international markets require a greater and greater cooperation between Consortia on one hand,

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and a close coordination with competent national and regional institutions on the other” – has declared Massimo Vittori, general director of the oriGIn, the worldwide network of associations of producers of Geographic Indications. “ We are pleased that upon the notification of oriGIn, the European Commission acted quickly to support the action of the Consortium and to ensure the protection of the PDO Asiago in Ukraine, enforcing the bilateral treaty”, added Vittori.

Two of the fixed points of the Consortium of Protection’s intense action are protection and valorization in Eastern European countries, which is starting the launch of its joint promotion with the Gorgozola and Parmigiano Reggiano Consortia “Cheese – It’s Europe”, scheduled in the 2016-2018 three-year period, aiming to promote the knowledge and consumption of cheese in Poland, Hungary, the Czech Republic and Austria. The activity will start in September with four large impact events/conferences realized in each of the four countries and will draw attention on the excellence and uniqueness of three Italian products, by developing an intense calendar of activities intended for Gdo, Horeca, traditional channel, opinion leaders and the media.

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