

## EUROPEAN EVENT OF QUALITY AND ORIGIN PRODUCTS

AREPO, March 21<sup>st</sup> 2018, Brussels

### LOGISTIC INFORMATION

#### INTRODUCTION

On **March 21<sup>st</sup> 2018**, AREPO will organise in Brussels the **“European event of quality and origin products”**, as discussed and approved in occasion of the General Assembly held on October 5<sup>th</sup>. This will be the fourth edition of our event and we will gather together the European Institutions, regional authorities and producers from our member regions. In the past editions, we welcomed the Commissioners Fischer Boel (2009), Ciolos (2011) and Hogan (2015) and more than 300 people.

This edition will be organised in the framework of the [AGROSMARTcoop “Space for the integration, competitiveness and intelligent economic growth of agri-food cooperatives in the SUDOE rural areas”](#), a European project cofinanced by the Interreg Sudoe programme which aims to attenuate the disadvantages of rural areas belonging to the Sudoe and to promote their development through the support of their agri-food cooperatives.

**AREPO member regions are invited to participate to the event and they will have at their disposal a stand to present their products.**

The initiative has been presented to the Representation Offices of our Member Regions in Brussels during an information meeting held on November 13<sup>th</sup>. Below you will find all the logistic details and deadline to confirm your participation.

#### DRAFT PROGRAMME – EDITION 2018

**When:** March 21<sup>st</sup>, 2018

**Where:** Common House of Hessen, Emilia-Romagna and Nouvelle-Aquitaine, Rue Montoyer 21, Brussels.

**Structure:** The event will be divided into two sections:

1. The **conference “A new CAP for high quality products” in the afternoon (16h00 – 19h00)**
2. and a **sampling of GI products from our regions in the evening (19h00 – 23h00).**

**Objective:** to communicate the need to have a **new CAP more focused on supporting quality products** and to highlight the great diversity and high quality of EU agriculture.

**Target audience:** EU Institutions, International Organisations, Regions, producer organisations, research centers and universities and relevant EU stakeholders.

[www.arepoquality.eu](http://www.arepoquality.eu)

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## CONFERENCE DRAFT PROGRAMME

### **Title: “A new CAP for high quality products”**

**Concept note:** GIs and quality products are able to contribute to and complement rural development policy as well as market and income support policies of the CAP. Nevertheless, their enormous potential is still underutilized in the EU and a renewed attention from policy makers is needed to unlock it. Quality policy is a major pillar of the European sustainable food system. Thus, CAP should support the functioning of this virtuous economic model capable of delivering public goods (for more information consult *AREPO position paper on the future of CAP*).

### **Schedule: 16h00 – 19h00**

- **Institutional welcome**
- **I session:** Presentation of results of studies and project on GI impact and contribution to rural development (ex. *AGROSMARTcoop, Strength2food, Skin, FAO study on GIs economic impact*)
- **II session:** How to better support GIs in the CAP?
  - **Keynote speech:** presentation of AREPO position
  - Round table with **Regional Ministers\***
- **Conclusions**

Commissioner Hogan will be invited to conclude the conference and to inaugurate the evening.

*\* We would kindly ask to the Regions interested to participate in the round table to inform us when confirming their participation to the event.*

## RULES FOR PRODUCTS' PRESENTATION AND TASTING

### HOW TO CHOOSE THE PRODUCTS FOR THE TASTING

**AREPO member Regions that want to participate to the initiative should send **three products** choosing freely from the following categories:**

- PGI, PDO, TSG (registered or in process of registration);
- organic farming;
- or optional quality term "mountain product".

**Important:** all 3 products must be presented with at least 200 individual portions for each product.

**NB:** other food products as well as handicrafts can decorate the table. It is responsibility of each Region to choose how to set-up its table.

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## WINES

For practical reasons, the wines will not be served on each regional stand, but on the wine bars by the catering.

We are planning to have two wine bars, serving also cider and beer.

Each Region wishing to present wines or cider is invited to provide at most two different wines:

- **6 bottles in case you chose one wine**
- **12 bottles in case you choose two different vines.**

*NB: We chose to limit to a maximum of two wines for each Region because the vast majority of AREPO members are wine Regions.*

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## CATERING AND SERVICE

A catering service will be available:

- To prepare the products' presentation in the kitchen
- To set up the room: tables with white tablecloth
- To clean the room during the evening
- To manage the wine bars
- To provide the necessary materials for the tasting (glasses, dishes, towels, etc...)
- To provide the bread

***Important:*** ***there is no possibility to cook the products.*** The caterer will be available only for simple operation: opening packaging, opening oysters, slicing, cutting, grating, put in a dish...

If your Region needs a waiter from the catering or wants to bring an expert for a special preparation on the stand (ex. traditional cutting of the ham), it will be at your charge.

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## TABLES

Size: 140cm x 70cm.

The set-up of the table is responsibility of the member Regions. **Each Region should assure the presence of one person at the table to present the products during the whole evening.**

The plan with the table setting will be defined by the management committee and will be communicated as soon as possible.

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## DELIVERY

More information on the logistic aspects of the delivery will be available as soon as possible.

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## IMPORTANT

We should have the definitive list of Regions that are going to participate by **December 8<sup>th</sup>, 2017**.

Finally, we need to know the list of products for each Region with the details on preparations to be made by the caterer before **January 31<sup>st</sup> 2018** in order to book the necessary staff to prepare and serve the products.

## CONTACTS:

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