



A TASTE of QUALITY

1. Can you guess what these European foods have in common?



The EU supports its farmers, helping them to work within strict EU standards or rules to ensure the quality, nutritional value and safety of all their agricultural products and foodstuffs before we eat them. In addition, the EU has a number of quality schemes in place to make sure that we are getting to eat and enjoy the best of European products. These schemes also help boost our economies as consumers, both in and outside the EU, increasingly appreciate high-quality European food products.

2. EU schemes, such as **protected designation of origin (PDO)** and **protected geographical indication (PGI)**, promote and protect names of unique high-quality agricultural products and foodstuffs.

a) Take a look at http://ec.europa.eu/agriculture/quality/schemes/index_en.htm

Now complete the definition of each type of label.

PDO



A PDO label marks agricultural products and foodstuffs which

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PGI



A PGI label denotes agricultural products and foodstuffs which

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- b) Which type of EU label do feta cheese and honey hold, and why? Identify where both products come from on the EU agriculture map.
- c) Look on the EU agriculture map for the agriculture products of your own country. List the types of crops grown and livestock raised by your farmers. Do any of these have a quality label?

Take a look at <http://ec.europa.eu/agriculture/quality/door/list.html?locale=en>

How many of these products have you tasted? How about selecting some foods and making a 'quality sandwich'? You'll find butter and oil, cheese and meats, as well as fruit and vegetables.

- d) The EU has also introduced a label for organic food. It can be found on a range of food and drink including fruit, vegetables, meat, milk, wine, cheese, eggs, grains, coffee, chocolate, fish and seafood which are produced according to strict rules.



This is what the EU organic label looks like — a leaf, shaped out of stars, on a green background. What do you think the design symbolises? What conditions do you think food produced in the EU must meet to carry this label? Discuss with a partner or in small groups.



Then compare your ideas with the information found at <http://ec.europa.eu/agriculture/organic/>