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The plan....

my interpretation of the role you assigned to me:
GATT “expert” and troublemaker....

- ? TRIPs negotiations & negotiations on agriculture
- ? The Uruguay round negotiations: what did we learn?
- ? What I always wanted to know about OLPs and ...
- ? Policies & OLPs...

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TRIPs negotiations & negotiations on agriculture

- ? **strictly interlinked negotiations**
(politically linked + “single undertaking”)
- ? **the EU negotiation strategy on the two tables...**
- ? **major complicating factor: the US Farm Bill**
- ? **the timing....**
 - TRIPs & GI: end of 2002
 - AGR: end of March 2003 (modalities...)
 - 5th Ministerial Conference: Fall 2003

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TRIPs negotiations & negotiations on agriculture

- ? **multifunctionality arguments irrelevant in TRIPs negotiations**
- ? **.....and pretty much out of way in negotiations on agriculture as well!**

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The Uruguay round negotiations: what did we learn?

- ? **negotiation positions may be very different from final agreement**
- ? **reaching an agreement may take much longer than originally planned**
- ? **the EU is a strong negotiator**

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What I always wanted to know about OLPs and ...

? **how similar/different OLPs are?**

....can we deal with OLPs treating them as a single entity, i.e. as products perceived by consumers in the same way, having similar impact mechanisms on local development, having the same policy intervention needs..., or we do need to preliminary cluster OLPs?

Parmigiano Reggiano vs. Caciocavallo Silano....

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What I always wanted to know about OLPs and ...

- ? **are PDOs and PGIs meant to protect from unfair use of the geographical denomination, or are they meant to be a marketing promotion tool *per se*?**
- ? **why are the logos for PDO and PGI products identical?**

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What I always wanted to know about OLPs and ...

a better (deeper) understanding is needed of some crucial links (*do they really always exist? when they do exist, how does the linkage work?*)

? **OLPs & food safety**

? **OLPs & animal welfare**

? **OLPs & environmental protection**

? **[OLPs & local rural development]**

? **OLPs & tradition/innovation**

? **[OLPs & small farmers]**

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What I always wanted to know about OLPs and ...

? **OLPs & multifunctionality**

....are they public goods or private goods?

....if they are public goods, what is then an example of private good?

? **OLPs & consumer decision to buy as a “civic” act to support local development?**

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What I always wanted to know about OLPs and ...

? **what's the current economic value of PDOs and PGIs? What does make the difference between different PDOs/PGIs?**

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OLPs & policy interventions...

- ? **do we need policy intervention to support OLPs?**
- ? *do we need policy intervention to support local development in rural areas?*

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OLPs & policy interventions...

Are the policies the Commission labels as its “food quality policies” really the most important EU policies affecting production of food quality?

? food quality, OLPs & plain, old fashion, agricultural policies: do they support or in most cases are a disincentive for producing high quality food?

how do you think “first pillar” policies should be changed to make them consistent with the goal of promoting food quality?

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OLPs & policy interventions...

? **food quality, OLPs and short term (MTR) and medium term (2006, EU enlargement...) CAP reform**

how do you think the (huge) amount of financial resources which will very likely be made available for the “second pillar”, and, possibly, for a “third” food quality specific pillar should be used?