

DOLPHINS - TASK2 - WP5

Case-studies analysis

GUIDELINES

This is the guideline to be used for analysing selected case-studies for WP5 with a common “language” and methodology. The guideline reflects the scheme and the topics analysed during the Task 1 (WP1-WP4). The aim is to produce a general overview on characteristics, evolution, problems and opportunities of OLP products on the basis of case-studies cross-readings.

Spain: “C” de Calidad Alimentaria



0. General information:

- ✓ Name of OLP : “C” de Calidad Alimentaria
- ✓ Type of product: 27 food products
- ✓ Type of denomination: collective brand
- ✓ Country of origin: Spain
- ✓ Area of production: the region of Aragón

The brand was created by the Regional Government in 1991, with the goal of identifying agro-food products with specific gastronomic, sanitary and nutritional properties. Some of these characteristics are intrinsically linked to a particular location and carry the name of the place (e.g. Sweet onion of Fuentes, where Fuentes is the name of the village where this onion is grown); others refer to the traditional composition and method of elaboration practiced in the region, and therefore carry the name of the region: Aragón (e.g. fruits of Aragón).

In 1997, ADEPACA: “Asociación para el Desarrollo de los Productos Aragoneses de Calidad Alimentaria” (Association for the Development of Aragonese Products of Food Quality), formed with the firms producers of the brand “C”, is constituted with the goal of protecting the prestige of the collective brand and promoting the food products that carry this brand.

At present, 27 different products carry the collective brand, and fall in the following categories:

- extra virgin olive oil
- vegetables: sweet onion of Fuentes; “borraja” (typical vegetable grown mainly in Aragón and little known elsewhere);
- fruits: protected fresh fruit; canned fruit;
- meat products: beef meat; “longaniza de Aragón” (specific cured pork sausage); “morcilla de Aragón” (traditional sausage made of rice and pork blood); “lomo embuchado” and “paleta curada” (pork meat specialities); free-range chickens; “cecina” (pork speciality) of Maestrazgo (name of the county); “chorizo “conserva de cerdo en aceite”;
- cereals: rice

- pastry and sweets: “frutas de Aragón” (typical sweets); “braid” (sweet cake) of Almudévar (name of the place); “; “piedrecitas del calvario “ (typical sweets with nuts); “florentina”; “tortas de manteca”; “coc” of Fraga (name of the place);
- other products: eggs; honey; vinegar; cheese, fresh and cured;

1. Definition, characteristics and legal protection (ex-WP1):

1.1 *Characteristics of the OLP and its production system:*

- ✓ Is OLP production process based on specific non-transferable local assets (both of material - i.e. specific plant varieties or animal breed - and immaterial kind - i.e. local knowledge and culture)?
- ✓ To what extent the OLP is made differently in the local area?
- ✓ To what extent there is an heterogeneity in production techniques, in production costs and in the characteristics of the firms involved in the supply chain (dimension, access to marketing channels)?

All the products included under the collective brand have in common a recognised quality, based on traditional ingredients and artisan methods of production. These food products are manifestations of a culture and know-how, accumulated through time. These foods are specialities of the specific territory they refer too. In some of the foods covered, the main source of differentiation comes from the raw materials used, very specific to a particular area of with very exclusive properties (e.g. onions, “borraja”); in other foods, it is mainly the combination of ingredients what makes them different (e.g. the pork meat specialities); and, finally, in other cases it is a the mixture of ingredients and methods of production (e.g. pastry and sweets specialities).

These products are usually made by small enterprises which have been developed around a family. These enterprises try to develop local products which are not probably radically different from other products but have enough distinctive features to be considered differentiated.

This is a very special case because it relates to a collective brand which comprises many different products. Thus, it is impossible to compare production techniques amongst them. These products are usually expensive because of their small production volumes and intensive use of labour. Most of the food products that carry the collective brand use short channels of distribution in the local area or special outlets.

1.2 *The process of institutionalisation*

- ✓ Which were the problems faced by the OLP before the activation of the legal protection system?
- ✓ Who activate the request for protection? Which are the interests and economic actors?
- ✓ Which problems were to be faced in the drawing of the Code of Practices – *Cahier des Charges* (production area, techniques, product quality, etc.)?
- ✓ Which conflicts emerged?
- ✓ Was the solution reached a good compromise (accepted by all actors), or did it give way to an unstable equilibrium?

It was difficult to put together so many different businesses and interests. Probably the manager of a firm acted as clear leader jointly with the Administration to set up the rules and conditions. The main problem is not to set up the Code of Practices but how to implement it. Along the years it has been accepted and most firms are big believers in this approach.

1.3 *Code of practice:*

- ✓ Relevant issues of the Code of practice (if it exists...)
- ✓ Relevant issues related on certification (product and process)

Every food product under the collective brand needs to have a code of practice, which has to be validated by the Department of Agriculture of the Regional Government. The code of practice gathers specifications concerning: the ingredients, their combination, technical specifications, the method of production, the final presentation, packaging etc..



As an example, we summarize the Code of Practice of “Longaniza de Aragón”:

Definition of the product: Sausage between 20 and 70 cm long, horseshoe shaped, made of minced pork meat, seasoned, kneaded, and stuffed into natural pork gut of 30-40 mm wide and cured.

Ingredients: 70% minimum of pork lean and 30% maximum of bacon or fat. For *seasoning*: salt, pepper, oregano, cinnamon, nutmeg, anise or aromatic wine, garlic, clove and other natural species traditionally used in the each area. *Additives*: sodium nitrate (maximum 150ppm.) and potassium nitrate (both together can not pass over 300ppm.); sodium ascorbate max. 500 ppm., sodium citrate BPF.

Elaboration: minced meat of size 4-8 mm; adding of spices and additives; kneading for getting a good union and homogeneity of the mass; stuffing into the natural pork gut of 30-40 mm width; drying to get the adequate curing.

Characteristics of the product: perfect linkage of the stuffed mass, clean external appearance or lightly with “white flower”, regular distribution of the components of the minced meat; firm and compact consistency to the touch; gut must be perfectly stuck to the mass. The final product must have the following analytic composition: humidity (max. 40%); meat proteins (min 35%); fat (max 52%); hidroxiprolina (max. 0.6%); carbohydrate insoluble in water (max 9%);

Packaging and labelling: The label must contain the date of packing or lot of elaboration; the logo of “Calidad Alimentaria” (see the first page); and the name of the external agent of control. The labelling is carried out within the producer firm. The “Longaniza de Aragón” can be marketed loose or wrapped. In any case, the label must be attached, either hanging or adhered to the packing.

Control: There are two controls. One is internal to the firm, and refers to the provenance and selection of the raw materials; the analytical specifications of the raw materials and the final product; the processing; the health and hygiene rules; the stock and the distribution of the final product. The internal controls are registered in a document. The second control is external, and evaluates the conformity of the product with the rules stated in the Code of Practice.

1.4 Certification:

- ✓ Description of certification procedures, subjects involved, certification costs, sanctions

The Code of Practice states the controls required. Two types of control are carried out: one by the firm itself, concerning the raw materials, checks up on methods, quality, hygiene and stock conditions and technical analysis, both on the raw materials and the final product. The second control is carried out by an external agent who certifies that the product matches the specifications defined in the Code. This external certification agent is the “Food Quality Committee” that is formed with representatives of producers, and members of three public institutions: The Technological Institute of Aragón, the Government of Aragón and the Faculty of Veterinary. Failure to fulfil the technical requirements of the Code leads to the expulsion of the firm from the collective brand.

1.5 Legislative aspects – description of:

- ✓ Laws that institute and regulate the denomination of this product
- ✓ Legal institutions concerned with it (in the definition of product characteristics, in the protection, in quality monitoring, etc.)
- ✓ Existence of trademarks and collective brands
- ✓ Existence of indications which can mislead the consumers
- ✓ Existence of jurisdictional case involving or concerning quality, imitation or denominations of the product

The general legal framework is the “Ley de Marcas” (Law of Brands):

REAL DECRETO 645/1990, de 18 de mayo (BOE de 25 de mayo), por el que se aprueba el Reglamento para la ejecución de la Ley 32/1988 de 10 de noviembre de marcas (BOE de 12 de Noviembre). (Real Decreto 645/1990, 18th May (Published in the Spanish Official Bulletin on 25th may) that approves the Regulation to execute the Law of Brands 32/1988 of 10th November (Publisher in the Spanish Official Bulletin on 12th November).

The last up-date of the law:

REAL DECRETO 687/2002, de 12 de julio, por el que se aprueba el Reglamento para la ejecución de la Ley 17/2001, de 7 de diciembre, de Marcas (BOE núm. 167, 13-7-2002). (Real Decreto 687/2001, 12th July that approves the Regulation to execute the Law of Brands 17/2001 of 7th December (Published in the Spanish Official Bulletin, number 167, on 13th July 2002).

The collective brand works in addition to private brands. At the beginning the collective brand was linked to the name Aragón but later on, in order to comply with the EU rules, the reference to the region Aragón was taken out.

2. Link with production and marketing system (ex-WP2):

2.1 Production chain aspect

- ✓ Short description of the supply chain
- ✓ Organisation of the supply chain with special reference to vertical co-ordination mechanisms
- ✓ Characters, typology and structure of the Actors involved
- ✓ Strategy of the main Actors (firms and other private/public institutions) involved in the supply chain
- ✓ Quality management
- ✓ Characters of the marketing channels
- ✓ Effects of PDO-PGI on prices, volumes, marketing channels, market structures, etc.
- ✓ On which basis do the firms decide weather to use PDO/PGI rather than sell the product without it?
- ✓ How are these effects distributed along the supply chain? And inside-outside the area of production?
- ✓ Do the PDO-PGI create different opportunities for industrial and artisan firms, for small and big firms, etc.?
- ✓ Which kind of firms use PDO-PGI on OLP, and in which kind of marketing channels?
- ✓ Are there firms specialised in PDO-PGI production?

The supply chain is constituted by 43 firms. In some products, such as meat processed products, there are several firms, while in others such as honey there is only one. We find firms of different sizes and juridical personality. There is a predominance of cooperatives in the fruit and vegetable sectors, while limited and anonym societies prevail in the meat sector.

The supply chain is also different depending on perishable and non-perishable products. The chain does not have any effect on market prices as they are price takers. The firms use the quality brand because they see clear market advantages. Opportunities are more linked to the business environment than anything else. Thus, we find both, very active small firms and big firms which take advantage of this situation. In fact, the biggest firm took the leadership of the creation of the collective brand, and benefited from it.

2.2 Consortia and Interprofessional bodies:

- ✓ Description of the origin and the structure of the Interprofessional bodies involved
- ✓ Role of Interprofessional bodies
- ✓ Issue related to the governance of the Chain

There are not really interprofessional bodies and most producers of raw materials are also the transformers.

3. Link with rural development (ex-WP3):

3.1 *Area of production:*

- ✓ Relevance of the OLP for the region (in terms of revenue, employment, land management, culture and local identity, etc.)
- ✓ To what extent OLP specificity comes from local natural resources?
- ✓ In which way PDO-PGI Code of practice (if it exists) take into account these relationships?
- ✓ Which are the links of the OLP with the local culture? (OLP festivals, gastronomy, traditions, etc.)
- ✓ Which are the stakeholders in the OLP others than firms involved in the supply chain (tourism associations, local and non local consumers associations, cultural associations, local and non local public institutions, research institutes, etc.?)

They are micro enterprises which are mostly set in remote areas. Their economic significance is small but the social impact is quite significant, in terms of fixing labour in the community or enhancing the local culture. Typicity is strong and traditional methods are key elements. The Code of Practice takes care of all these elements. Rural tourism is a clear complementary activity. The university and research centres collaborate in the definition of product specificities.

3.2 *The Effects of PDO-PGI ("institutionalisation"):*

- ✓ How do the definition of production area, techniques, and characteristic of the final product in the Code of practice affect the value of local resources in the supply chain and outside it (externalities)?
- ✓ Have small and/or artisan firms difficulties in implementing PDO-PGI schemes? Which are the problems? (shortness of the resources and skills required, low flexibility in production schemes, hygienic problems, etc.).

The Code of Practice clarifies the physical characteristics of the products but it also enhances other aside elements related to their origin. Small firms encounter the common difficulties of many other fields.

3.3 *Rural development tools:*

- ✓ Are OLP important for stimulating the demand of other local products (both food and non-food, or services) in the rural area?
- ✓ Are there any tools for building networks between different local economic activities starting from the OLP, that can create diversification opportunities in rural areas (tourism, non-food craft products, environmental and recreational services ...)? (for example: "product routes")
- ✓ Which are the actions of rural development based on the OLP product? Which is their legal base? (for example: EU LEADER Initiative ...)
- ✓ Which are the actors involved (public/private, Consortia ...)?
- ✓ Problems and results of these OLP-related development actions

OLPs are complementary products to rural tourism. Tourists do not come to any specific area only looking for OLPs but it is relatively easy to sell OLPs when tourists stay at rural areas. Thus, OLPs could be promoted in a package with different activities for those who come to rural areas. There are not specific rural policies based on OLPs.

The actors involved are the private firms; the association of the producers of the brand "C" (ADEPACA); the Department of Agriculture of the Regional Government;

3.4 Evaluation:

- ✓ Keeping in mind your case-study, which are the most appropriate methodologies, criteria and parameters to use when evaluating the economic, social, cultural, environmental impact of OLPs on rural development processes?

In this case, economic aspects are not so relevant as social and cultural linkages. The methodology could be the same that it has been applied in many other social rural problems and issues.

4. Link with consumer and citizens (ex-WP4):

4.1 Image of the product:

- ✓ Description of promotion (advertising, packaging, use of trademark, use of Collective brand, etc)
- ✓ Perception by the consumer
- ✓ Image of the product VS competitors

Generic promotion campaigns, co-funded by the regional government, have been launched, with the goal of promoting all the OLPs of Aragón. All products have the collective brand plus their individual brand. Consumers recognised this brand in the region although it has not been operative for many years. The brand communicates an image of typical products with a certain quality.

4.2 Marketing differentiation:

- ✓ Capability of the consumers to recognise and perceive OLP Vs non OLP
- ✓ Competitive advantage and disadvantage of OLP against non OLP

Little by little other producers want to be incorporated in the collective brand which is a successful sign.

4.3 Strategies:

- ✓ Influence of GDO on the chain
- ✓ Quality strategies: "Cost leadership" against "Focalisation": low/high quality, different techniques of productions and different prices.
- ✓ Most relevant actions of marketing supporting the product
- ✓ Strategy of diversification followed by the firm involved

Quality strategies are quite simple because they are based on their Code of Practice. Generic promotions activate new marketing activities with distribution chains. Nevertheless, marketing activities are mostly restricted to local markets.

Please add the following information:

a. bibliographic references on the OLP analysed

Albisu L.M. and Meza L. (1998). Evaluación de la campaña de promoción “Alimentos de Aragón con Denominación de Origen y Calidad Certificada” realizada en 1997 (Evaluation of the promotion campaign “Food products with Designation of Origin and Certified Quality of Aragón” done in 1997). Working Paper 98/3. SIA-DGA.

Albisu L.M. and Meza L. (1999). Consideraciones acerca de las campañas de promoción “Alimentos de Aragón con Denominación de Origen y Calidad Certificada” hasta 1998 (Considerations about the promotion campaigns of “Food products with Designation of Origin and Certified Quality of Aragón” until 1998). Working Paper 99/2. SIA-DGA.

Albisu L.M. and Meza L. (2000). Los “Alimentos de Aragón con Denominación de Origen y Calidad Certificada” siguen aumentando su reconocimiento (The “Food products with Designation of Origin and Certified Quality of Aragón” keep one increasing aknowledge). Working Paper 00/2. SIA-DGA.

Cedeño S., Meza L. and Albisu L.M. (2002). Evaluación de las actividades de promoción de los “Alimentos de Calidad de Aragón” en 2000 (Evaluation of the promotion activities of “Quality food products of Aragón” in 2000. Working Paper 02/2. SIA-DGA.

Mascaray M.A., Meza L., Sanjuán A.I. and Albisu L.M. (1999). Actitud del consumidor ante la campaña de promoción genérica de alimentos de Aragón con Denominación de Calidad: Percepción de los productos y evaluación de la campaña (Consumer’s attitude before the generis promotion campaign of food products with designation of quality of Aragón: perception of products and valuation of the campaign). Working Paper 99/3. SIA-DGA.

b. a copy of the Code of Practice (see bellow, for the specific example exposed)

c.internet websites on the OLP analysed (official website, firms’ websites, etc.)

<http://www.redaragon.com/gastronomia/calidad/>
<http://www.aragob.es/agri/alimento/calidad.htm/>

d. any other useful information

Rango: ORDEN

Fecha de disposición: 9 de julio de 1999

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Número de boletín: 91

Organo emisor: DEPARTAMENTO DE AGRICULTURA Y MEDIO AMBIENTE

Título: ORDEN de 9 de julio de 1999, del Departamento de Agricultura y Medio Ambiente, por la que se aprueba la actualización del Reglamento de utilización de la marca "Calidad Alimentaria" para el embutido "Longaniza de Aragón".

Texto

ORDEN de 9 de julio de 1999, del Departamento de Agricultura y Medio Ambiente, por la que se aprueba la actualización del Reglamento de utilización de la marca "Calidad Alimentaria" para el embutido "Longaniza de Aragón".

De acuerdo con el Decreto 151/1998 del 28 de julio del Gobierno de Aragón por el que se regula la marca "Calidad Alimentaria", en la disposición final 2ª, establece la revisión de los Reglamentos Técnicos en vigor para adaptarlos a sus disposiciones. En su cumplimiento, el Comité de Calidad Alimentaria ha informado positivamente el nuevo Reglamento Técnico para la utilización de la marca "Calidad Alimentaria" en la Longaniza de Aragón adaptado al Decreto 151/1998. Por todo lo expuesto, dispongo:

Artículo único. Se aprueba el Reglamento Técnico actualizado para la utilización de la marca "Calidad Alimentaria" en la Longaniza de Aragón, que se publica como anexo a la presente Orden.

Disposición derogatoria Queda derogada la Orden de 25 de enero de 1993, del Departamento de Agricultura, Ganadería y Montes por la que se aprueba el Reglamento Técnico para la utilización de la marca "Aragón Calidad Alimentaria" para el embutido "Longaniza de Aragón".

Disposiciones finales Primera.--Se faculta al Director General de Producción, Industrialización y Comercialización Agrarias para la interpretación y resolución de cuantas dudas puedan surgir en la aplicación de la presente Orden. Segunda.--La presente Orden entrará en vigor el día siguiente al de publicación en el "Boletín Oficial de Aragón". Zaragoza, 9 de julio de 1999.

El Consejero de Agricultura y Medio Ambiente, JOSE MANUEL LASA DOLHAGARAY

ANEXO REGLAMENTO TECNICO DE UTILIZACION DE LA MARCA "CALIDAD ALIMENTARIA" EN LA "LONGANIZA DE ARAGON"

CAPITULO I GENERALIDADES

Artículo 1.

De acuerdo con lo dispuesto en el Decreto 151/98, de 28 de julio, del Gobierno de Aragón, por el que se regula la marca "Calidad Alimentaria", podrá ostentar dicha marca la longaniza de Aragón que cumpla las características y requisitos que se definen en el presente Reglamento, y todos los requisitos exigidos por la legislación vigente que le sea de aplicación.

Artículo 2.

La longaniza de Aragón amparada por la marca "Calidad Alimentaria" es una mezcla de carnes picadas o troceadas de cerdo condimentadas con sal, y especias autorizadas, amasada y embutida en tripas naturales, que ha sido sometida a un proceso de desecación y maduración que le asegura una buena estabilidad así como un color, olor, sabor y forma característicos.

CAPITULO II INGREDIENTES

Artículo 3.

1.--En la elaboración de la longaniza de Aragón amparada por la marca "Calidad Alimentaria" se utilizará carne magra de cerdo en una proporción mínima del 70 por ciento y tocino de partes grasas del cerdo en una proporción máxima del 30 por ciento.

2.--Como condimentación podrá emplearse sal común, canela, pimienta orégano, nuez moscada anís o vinos olorosos, ajo y otras especias naturales según la forma tradicional.

3.--Se permite el empleo de hidratos de carbono respetando los límites máximos indicados en el artículo 8.

Artículo 4.

En la elaboración de la longaniza de Aragón amparada por la marca "Calidad Alimentaria" como aditivos en la masa sólo podrán emplearse:

a) Conservadores.

Nitrito sódico (E-250), máximo 30 ppm-residuales.

Nitrato potásico (E-252), máximo 250 ppm-residuales.

b) Antioxidantes.

Acido Ascórbico (E-300), quantum satis.

Ascorbato sódico (E-301), quantum satis.

Citrato sódico (E-331), quantum satis. c) Colorantes.

Solo se utilizarán colorantes naturales autorizados.

CAPITULO III ELABORACION

Artículo 5.

El proceso de fabricación de la longaniza de Aragón con la marca "Calidad Alimentaria" comprende las siguientes fases: -- Selección de la materia prima.

--Picado de la carne a un tamaño entre 4 y 8 milímetros.

--Adición de especias, condimentos y aditivos.

--Amasado hasta obtener una buena ligazón y homogeneidad en la masa.

--Embutido de la masa en tripa natural de cerdo con un calibre entre 30 y 40 milímetros.

--Secado en condiciones que permitan el curado adecuado del embutido --Podrá darse un ligero estufaje.

Artículo 6.

El producto se presentará en forma de herradura con una longitud entre 20 y 70 centímetros.

CAPITULO IV CARACTERISTICAS DEL PRODUCTO

Artículo 7.

La longaniza de Aragón amparada por la marca "Calidad Alimentaria" tendrá las siguientes características: --Forma cilíndrica más o menos regular presentado en herradura.

--Consistencia firme y compacta al tacto.

--La tripa estará bien adherida a la masa.

--El corte se presentará homogéneo, liso y bien ligado, sin coloraciones anormales y con una diferenciación clara entre fragmentos de carne y tocino.

--El olor y el sabor serán los característicos que proporcionan los condimentos y el proceso de curación.

--El aspecto exterior será limpio o con ligera flor blanca.

Artículo 8.

--El producto terminado tendrá la siguiente composición analítica:

Determinaciones Contenido (%) Humedad (Máximo) 40 Proteínas cárnicas (Mínima.) * 35 Grasa (Máxima)* 52 Hidroxiprolina (Máxima.) * 0, 6 Hidratos de carbono totales expresados en glucosa (Max.)* 9 Hidratos de carbono insolubles en agua, expresados en glucosa (Máximo) * 2 * Sobre sustancia seca.

CAPITULO V ENVASADO Y ETIQUETADO

Artículo 9.

1.--La longaniza de Aragón amparada por la marca "Calidad Alimentaria" se podrá comercializar con las siguientes presentaciones: 1ª.--Como piezas sueltas, en cuyo caso deberán ir etiquetadas en su envoltura, etiqueta colgante o faja.

2ª.--Como piezas envasadas de venta unitaria que se expenden directamente al público. En este caso dichos envases irán etiquetados según lo establecido en el Artículo 10.

3ª.--Como piezas envasadas o embaladas en envases o embalajes que habitualmente no se expenden directamente al público, sino previa apertura de los mismos. En este caso dicho envase irá provisto de la etiqueta correspondiente y las piezas interiores. Irán etiquetadas reglamentariamente.

2.--El envasado del producto se hará exclusivamente en la propia industria fabricante y los materiales y procedimientos que se empleen deberán estar debidamente autorizados por los órganos administrativos competentes.

Artículo 10.

1.--La longaniza de Aragón amparado por la marca "Calidad Alimentaria", además de cumplir la Norma General sobre el etiquetado, presentación y publicidad de los Productos Alimentarios, llevará la fecha de envasado o lote de fabricación, marca "Calidad Alimentaria" en las condiciones establecidas por el Departamento de Agricultura y Medio Ambiente y el nombre de la entidad de control.

2.--El etiquetado se efectuará en las instalaciones de las industrias elaboradoras.

CAPITULO VI CONTROLES

Artículo 11.

1.--Las empresas autorizadas para el uso de la marca "Calidad Alimentaria", llevarán un control interno sobre el proceso productivo de la longaniza para garantizar el cumplimiento del presente

Reglamento.

2.--Según lo establecido en el Decreto 151/1998, las industrias autorizadas para el uso de la marca serán responsables de que la producción y el uso de la misma sean conformes con la presente normativa. A tal fin llevaran a cabo un sistema de auto control, según el manual de procedimiento.

3.--Los controles internos quedarán reflejados documentalmente y se referirán a la procedencia y selección de la materia prima, a las determinaciones analíticas realizadas tanto de materias primas como de productos acabados, al proceso de fabricación, a las medidas de sanidad e higiene, al almacenamiento y distribución del producto acabado.

Artículo 12.

1.--Sin perjuicio de lo previsto en el apartado anterior, las industrias autorizadas se someterán a un Sistema de Evaluación de Conformidad, realizado por un organismo de control externo independiente a la producción, con el objetivo de verificar el cumplimiento de las exigencias de este Reglamento. El programa de inspección será aprobado por el Director General de Producción, Industrialización y Comercialización Agraria del Departamento de Agricultura y Medio Ambiente.

2.--Cualquier anomalía en el cumplimiento del presente Reglamento supondrá la retirada inmediata, si procede, de la marca "Calidad Alimentaria", de acuerdo con el Decreto 151/1998 que regula la Marca y se comunicará a las autoridades competentes.

CAPITULO VII GESTION DEL REGLAMENTO

Artículo 13.

1.--Corresponde al pleno del Comité de Calidad Alimentaria, la gestión del Reglamento Técnico de utilización de la marca "Calidad Alimentaria" en la "Longaniza de Aragón" desarrollado en los artículos anteriores.