

DOLPHINS WP 6 CHECKLIST SWITZERLAND

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A. Legal protection for OLPs	
1. Legal frame for the protection of OLPs	
A.1.1. What are the legal provisions in order to implement the EC Regulation 2081/92 in your country?	<p>Not applicable.</p> <p>The Ordinance on the Protection of Appellations of Origin and Geographical Indications in respect of Agricultural Products and Processed Agricultural Products of 28 May 1997 (Ordinance on PDOs and PGIs, RS 910-12), also applicable in Liechtenstein, is the Swiss equivalent of the EC Regulation 2081/92. It covers all the agricultural products, including spirits, except wines.</p>
A.1.2. What are the other legal regulations and provisions to provide protection for OLPs in your country, out of the EC Regulation 2081/92?	<p>Federal Law on the Protection of Trademarks and Indications of Source of 28 August 1992 (LPM, RS 232.11)</p> <p>Ordinance on the Protection of Trademarks of 23 December 1992 (OPM, RS 232.111)</p> <p>Ordinance on the Use of the Designation "Swiss" for Watches of 23 December 1971</p> <p>Ordinance of the DFI (Federal Department of the Interior) of 10 December 1981 Regulating the Description of Swiss Cheeses (RS 817.141). This Ordinance was repealed on 1 July 2002</p> <p><u>Wines:</u></p> <p>Ordinance on Viticulture and the Importation of Wine of 7 December 1998 (Ordinance on wine, RS 916.140)</p> <p>That federal Ordinance only establishes a general frame for the appellations of origin and indications of source in Switzerland, dealing also with the indications of source concerning several Cantons (for example, <i>Ostschweiz Riesling Sylvaner</i>). Complying with the federal rules, the Cantons have adopted cantonal laws regulating the use of appellations of origin and adding specific requirements.</p>
A.1.3. What is your national jurisprudence about non geographical names which would have been requested to be registered as protected OLPs?	<p>Traditional names are accepted if they are understood by the consumers as GIs.</p> <p>The relevant inter-professional organisation claims the registration as a PAO of <i>Raclette du Valais</i>, and the protection (exclusivity) of the name <i>Raclette</i>. The procedure is blocked by very strong and numerous oppositions from other Swiss producers of Raclette-type cheese outside of Valais, not talking about the oppositions which could arise from abroad.</p> <p><i>Boutefas</i> is the name of a typical sausage from Vaud the Association Charcuterie vaudoise asks to be registered as a PAO. The procedure is still in progress.</p>

	<p><i>Tête de Moine (Fromage de Bellelay)</i> is, for the first and most common part of the indication, a non geographical name which has already been registered as a PAO (on 15 January 2001). <i>Abricotine</i> is a non geographical name which has been registered in 2002 to be reserved for spirits from Valais.</p> <p>The protection of a vegetal or animal variety name as a PDO or PGI is possible when the variety is strongly and effectively linked with a defined territory (also considering the effective distribution of the culture or breeding of that variety) and if the official variety name is changed. The rule is that it is not possible for a PDO or a PGI to monopolise a variety name in a defined area.</p> <p>Thus, the PDO <i>Rheintaler Ribel</i> (mais) had been registered after the variety had been renamed in <i>RR</i>. Similarly, <i>Poire à Botzi</i> could be registered as a PDO if the variety name was changed.</p> <p>A group of producers claimed for the registration of the name <i>Cardon argenté épineux de Plainpalais</i>, Plainpalais being an area of Geneva, and that vegetable being very typical of the Geneva region. But the name mentioned before being the one of a vegetal variety, the Swiss Office for Agriculture changed the name in <i>Cardon épineux de Genève</i>, which is not the one of a vegetal variety. The procedure of registration as a PAO is still in progress.</p>
<p>A.1.4. What are the procedures for the definition of the product characteristics regulation and the area of production for protected OLPs in your country? Mention the consultation and decisions bodies which are involved in the procedures.</p>	<p>Any group of producers involved in the production process of the same product, provided it is constituted on a representative basis of the whole related supply chain can file a registration application with the Federal Office for Agriculture (article 5 of the Ordinance on PDOs and PGIs). This Ordinance requires that producers define the main characteristics of the product and set forth the limits of the geographical area in a specification. This specification will become binding on all producers who wish to use a registered geographical indication. In addition to the specification, the application for registration must contain the elements justifying the connection between the product and the relevant geographical area. After having consulted the Federal Commission for PDOs and PGIs as well as the federal and cantonal authorities concerned, the Federal Office for Agriculture will either accept or reject an application.</p>
<p>A.1.5. In your country, how would it be decided that a geographical name is a generic one? Mention the jurisprudence, the procedure and the decision bodies.</p>	<p>On the basis of the consumers opinion. No jurisprudence available for the moment.</p>
<p>2. Institutional frame</p>	
<p>A.2.1. Which are in your country the public and private institutions involved in the application of EC Regulation 2081/92?</p>	<p>The Swiss Federal Office for Agriculture treats the procedure and register the PDO or the PGI. Certification bodies are in charge of controlling that the products meet the requirements of their code of practices.</p>
<p>A.2.2 Which are in your country the public and private institutions involved in the application of legal systems of protection for OLPs other than EC Regulation 2081/92?</p>	<p><u>For wines:</u> The cantonal authorities (for example, cantonal Office for Agriculture and the Ministry it depends of) are in charge of settle the rules (laws, yearly regulations, etc.) producers have to respect in order to benefit from an appellation of origin The cantonal authorities for the protection of consumers and repression of fraud (Chimiste cantonal) are in</p>

	<p>charge of the controls</p> <p><u>For trademarks</u></p> <p>The Swiss Federal Institute of Intellectual Property treats the procedures of registration for trademarks, examining in particular if collective or certification trademarks including a reference to the geographical origin are deceptive or not.</p>
A.2.3. Which are the different regional levels for the application of legal systems of protection for OLPs, and which are the institutions linking these different levels?	The registration has important legal consequences with respect to the type of protection granted : the registered denomination is protected against any misuse or imitation as well as against any practice likely to mislead the consumer. The cantonal authorities for the protection of consumers and repression of fraud (cantonal chemists) control the use of the registered denominations. The certification bodies (see above, A.2.1) are supervised by the Federal Office for Agriculture in their related activities, in addition with the supervision done by the Swiss Accreditation Service..
A.2.4 What is the expected evolution for the institutional frame in your country?	Following the one of the European system.
3. Relations between OLPs and trademarks	
A.3.1. What are the legal provisions concerning the indication of origin and the trademark with geographical indication in your country?	<p>The legal provisions concerning geographical indications and their relations with trademarks are:</p> <ul style="list-style-type: none"> - Loi fédérale du 28 août 1992 sur la protection des marques et des indications de provenance (Federal Law on the Protection of Trademarks and Indications of Source), RS 232.11, articles 47ss; - Loi fédérale du 29 avril 1998 sur l'agriculture (Federal Law on Agriculture), RS 910.1, art. 16 LAgr (en cours de révision); - Ordonnance du 23 décembre 1971 réglant l'utilisation du nom «Suisse» pour les montres (Ordinance on the Use of the Designation "Swiss" for watches), RS 232.119; - Loi fédérale du 5 juin 1931 pour la protection des armoiries publiques et autres signes publics (Federal Law on the Protection of Coats of Arms and other Public Signs), RS 232.21; - Ordonnance du 28 mai 1997 concernant la protection des appellations d'origine et des indications géographiques des produits agricoles et des produits agricoles transformés (Ordinance on the Protection of Appellations of Origin and Geographical Indications in respect of Agricultural Products and Processed Agricultural Products), RS 910.12, article 10; - Ordonnance du 7 décembre 1998 sur la viticulture et l'importation de vin (Ordinance on Viticulture and the Importation of Wine), RS 916.140; - Loi fédérale du 19 décembre 1986 contre la concurrence déloyale (Federal Law on Unfair Competition Federal), RS 241; - Loi fédérale du 9 octobre 1992 sur les denrées alimentaires et les objets (Law on Foodstuffs and Objects in Everyday Use), RS 817.0.
A.3.2. Could you give some cases of jurisprudence in your country concerning the conflicts between geographical indications (protected and non protected ones) and	Dakota (sic! 2000 p. 507); Uncle Sam (sic! 1999 p. 644); Budweiser (ATF 125 III 193); Goron (ATF 124 II 398); San Francisco 49er (FBDM 1996 p. 25), ALASKA (FBDM 1994 p. 76); Montparnasse (ATF 117 II 327); Haacht (ATF 100 IB 351); CUSCO (ATF 97 I 79), etc.

trademarks?	
A.3.3. Could you give some cases in your country concerning the conflicts between previously registered trademarks and registered PDOs and PGIs?	Until now, there has been no case concerning a PDO or PGI registered in Switzerland. Nevertheless, see the case Budweiser (ATF 125 III 193).
A.3.4. What are the procedures to provide protection to geographical indications of other countries which do not have a sui generis system of protection?	The LPM provides a general protection for all the indications of source, being Swiss ones or not. Actually, any <i>direct</i> or <i>indirect</i> reference to the geographical origin of the products or services, including any reference to the properties or the quality in relation with the origin are protected by this law (article 47 al. 1 LPM). To be noted : for the countries where indications of origin are protected through certification marks, following the decision on the case Montparnasse (ATF 117 II 327), a certification mark from a foreign country, even if consisting in an indication of origin of that country, can be registered as a trademark in Switzerland, and will be thus protected.
4. Monitoring and certification for OLPs	
A.4.1. How is the EC Regulation 2081/91 implemented in your country concerning the monitoring and certification of the PDOs and PGIs?	See above, A.1.1
A.4.2. Are the monitoring and certification of OLPs legally required for systems of protection out of EC Regulation 2081/92 in your country?	Any user of a PDO or PGI must entrust a certification body with the control of the production, processing and preparation of the product. The certification body must be accredited in accordance with the Ordinance of 17 June 1996 on Accreditation and Designation of Test Laboratories and Bodies for Conformity Assessment. Registration and Approval (RS 946.512; RO 1996 1904), which refers to the European norm SN EN 45011 (Article 19).
A.4.3. Are the monitoring and certification of OLPs made by public or private institutions?	Private institutions. For example : Pro Cert Safety (limited company), Intercantonal Certification Body (simple company). To be noted: the Intercantonal Certification body is constituted by 8 cantons.
A.4.4. Which is the role of the public institutions in the definition of the plans for monitoring and non conformities to the product requirements?	The Federal Department of Public Economy has defined the minimal requirements concerning the controls in the Ordinance of 11 June 1999 on the control of PDOs and PGIs. This Ordinance specifies the role of the certification bodies (controls frequencies, re-control for non conformities,...) . According to this Ordinance, the certification bodies have to report each year to the Federal Office for Agriculture on their controls.
A.4.5. What are the means of enforcement in relation with the monitoring and certification (financial sanctions, monitoring of the certification body...)?	- the Swiss Accreditation Service (SAS) regularly controls the Certification bodies. It may suspend or revoke an accreditation for a certification body which would be unable to do its work in a satisfactory way. - the Certification bodies may revoke a certification if they record a non conformity to the product specification.
A.4.6. Are there public subsidies for monitoring and certification of OLPs in your country?	An Ordinance concerning the financing of agricultural services for insurance of quality is being prepared by the Federal Office for Agriculture. But it will probably not concern the PDOs and PGIs.

5. Action against misleading of the consumers	
A.5.1. What are the legal bases for preventing misleading geographical indications in your country?	<ul style="list-style-type: none"> - Federal Law on Agriculture (Lagr), of 29 April 1998 (RS 910.1), art. 16; - Ordinance on the Protection of Appellations of Origin and Geographical Indications in respect of Agricultural Products and Processed Agricultural Products of 28 May 1997 (Ordinance on PDOs and PGIs, RS 910-12), articles 17 and 21 (protection of PDOs and PGIs and control of the use of a registered denomination) - Federal Law on Foodstuffs and Objects in Everyday Use of 9 October 1992 (RS 817.0), articles 18 and 19 (misleading) + articles 28 to 31 (confiscation and elimination of foodstuffs, legal proceedings).
A.5.2. Are the infringements in relation to geographical indications treated ex officio or only on the request of an interested party?	Both. Inspectors regularly lead controls, and certification bodies report to the cantonal chemists the non conformities.
A.5.3. What are the institutions which are in charge of the repression of the misleading of the consumers? What are their means, and what are the sanctions?	Cantonal chemists decide whether the foodstuffs are confiscated or eliminated. They can also denounce the Infringements to the cantonal penal authorities. Sanctions for the unlawful use of protected denominations are imprisonment of up to one year or a fine of up to 100'000.- francs (Article 172 of the Law on Agriculture).

B. Policies concerning OLPs production-marketing systems	
1. Competition and antitrust legislation	
B.1.1. In your country, what is the national regulation regarding antitrust law ? When and how was the European regulation adapted? Mention the national texts and the authorities and legal proceedings (at the regional and national level).	The antitrust Law is called: Loi fédérale du 6 octobre 1995 sur les cartels et autres restrictions à la concurrence (Loi sur les cartels, LCart) http://www.admin.ch/ch/f/rs/c251.html There are no regional authorities, only national authorities: Commission de la concurrence et secrétariat de la Commission de la concurrence (http://www.wettbewerbskommission.ch).
B.1.2. Are there inquiries of your antitrust law authorities that concern(ed) an OLP supply chain ? a) Which was the reason for inquiry : fixing of global quantities, fixing of indicative prices on intermediary markets, attribution of production quotas to enterprises, disagreement on the relevant market size ...? 1. b) Which were the conclusions of the inquiry (please send documents such as law papers or trial decisions)? c) Did this recommendation or decision lead to a modification of the national law rules ?	Yes, there were several inquiries in the cheese sector conducted since the beginning of year 2000. Reasons were price-fixing and management of quantities by interprofessional bodies. An "agreement" was signed between 3 interprofessional bodies and the secretariat of the antitrust commission: the interprofessional bodies can manage production volumes because it is one of their missions according to art. 8 of the Law on Agriculture (http://www.admin.ch/ch/f/rs/c910_1.html) but they are not allowed to discuss and publish prices because this does not appear in the law. The government will ask the Parliament to allow interprofessional bodies to fix prices for intermediary goods (upstream the supply chain) by amending the Law on agriculture (art. 8a new: Indicative prices). Several conditions will be required in order to fix prices without facing problems with antitrust authorities. Decision from the Parliament is expected during year 3002.
B.1.3. If there was no inquiry in your country, why ? What is the philosophy of your national antitrust law authorities regarding the OLP supply chains ?	There were no inquiries before 2000 because Swiss agricultural markets were strongly supported, organised and controlled by the State until 1999.
2. Collective institutions of the supply chain	
B.2.1. Is this kind of institution at work in your country? Which are its national legal basis (texts) ?	Yes there are organisations at national and regional levels. The national law is art. 8 and 9 of the Law on agriculture and the Ordinance on interprofessional bodies and producers organisations (http://www.admin.ch/ch/f/rs/c919_117_72.html). The Government can extend their decisions to non-members if they comply with the mentioned regulations.
B.2.2. Do they concern a specific product (such as milk, fruits, meat...), specific geographic areas (regional, national), specific quality labels, specific	We find both types. National organisations in the cereals, potatoes, wine and fruit sectors and regional ones for OLP products.

OLP products ? (please if possible send a list of these multi-professional entities)	
B.2.3. Which are their possible missions : marketing studies, strategic analysis, promotion, quality control, negotiation of contract templates, fixing of indicative prices on intermediary markets within the supply chain, fixing of global quantities, attribution of production quotas to processing units...?	It depends on the agricultural sector or specific OLP product. A few organisations developed a large range of activities, others very basic co-operation, mainly in the collective promotion.
B.2.4. What are the punitive sanctions, when a decision is not respected by a member ?	He should be excluded from the private organisation (private Law). He then becomes a non-member and can be forced by the Government to respect the decision (public Law). But this is theory.
B.2.5. Is the extension of agreements to non-members authorised and supported par the State ? [can a decision taken by the interprofession become compulsory for non-members?].	Yes, see above. The decision can be made compulsory, which means that non-members must respect the measure adopted by the organisation. The measure must be connected to the improvement of quality, the development of sales (promotion) and the balance of supply with demand. If not, it cannot be extended by the government. Justifications are: public good characteristics and free riders jeopardising collective actions.
B.2.6. Does the State control the institutions (assessment of the effectiveness, control of an eventual competencies violation, accounting control)?	There is no "recognition" as foreseen in the EU regulation. The organisation applying for an extension and the measure to be extended are examined in each case. The government is free to extend the measure. Once that the measure is extended, the organisation must send an annual review to the Department of Economy that reports on the measure, its management and its effectiveness.
B.2.7. What are the financial resources of the interprofessions (subsidies from the state, contribution from the members, etc)?	There are NO subsidies from the State to support the administration of the organisations. What regards marketing the State can finance 50% percent of the costs of a project. If the organisation puts one franc, the government puts another one.
B.2.8. Do you think that these multi-professional entities are going to develop or to decline in your country? Why (benefits and limits)?	They are going to develop because Switzerland is liberalising its agricultural markets which were strongly protected since the end of World War II and until 1999. Interprofessional bodies are seen as a solution to increase competition and competitiveness without creating chaos in the markets and political trouble among farmers.
3. Public support to OLP supply chain management	
B.3.1. Do you have programs in your country to support the leaders training and to improve the quality of management of OLPs supply chains ? <i>Training programs for leaders</i> Marketing, Business, Quality control, Management, Social leadership, Negotiation <i>Communication tools within the supply chain</i> <i>Strategic analysis</i> <i>Quality control operations</i> <i>Programs at local regional or national scale</i>	No, not at national level in any case. One canton (valais) is financing some training in marketing.

C. Policies concerning the links between OLPs and rural development

1. What public subsidies can the OLPs sectors/producers get, as public support for rural/local development ?

para-public institutions : public control institutions for PDO-PGI, public established interprofessional bodies, partly public funding NGOs, etc.

	Local institutions	Regional institutions	National institutions	Para-public institutions (all scale)#
C.1.1. Financial subsidies for : investments - Production (firms equipment– buildings) - Transformation / elaboration (firms equipment– buildings) - Trade (firms equipment– buildings– transportation) - Communication (internal / external)	Local authorities may, and in some cases do, provide subsidies for production, in a small number of cases, for trading facilities (cattle markets places and e-trade, etc.).	Cantonal laws on support for the promotion of local products.	Federal law on investment in mountain areas (LIM 1974, 1998) and Law on Agriculture (1998) Regio+ (1998) program provides financial and technical support (networking) for market studies and institutional networks on the basis of focused projects.	Swiss Mountain Relief (private foundation) helps a few private projects. The Swiss Landscape Fund (private) provides financial support for specific, focused actions.
C.1.2. Financial subsidies : - How are they distributed? -Working of the professional structures: human resources, marketing operations	On the basis of focused projects.		LIM : loan based on a territorial comprehensive integrated development scheme. Regio+ : focused, intersectoral projects	
C.1.3. Information : - Legal aspects (laws on trademarks <regional, collective, certification ones>, laws on PDO-PGI, ...) Means : easiness of access to the information (“guichet unique” ?...)			No direct active specific support, but general support	Mainly: the Federal Office of Agriculture and the Federal Institute of Intellectual Property Additionally: the Swiss Association for the Promotion of PDOs and PGIs (private) and the certification bodies
C.1.4. Training programs for people involved in the supply chain (marketing, management,	No	Some Cantons (Fribourg, Valais) have specific courses.	No national training scheme.	

economics, ...)				
C.1.5. Administration support (application files for registration of PDO-PGI, for grants...)	No	Technical and administrative support, linked with public administration and sponsors. Some regions and cantons bring a support on a voluntary basis	General	Mainly: the Federal Office of Agriculture and the Federal Institute of Intellectual Property Additionally: the Swiss Association for the Promotion of PDOs and PGIs (private) and the certification bodies
C.1.6. Technical support (public monitoring and control against misleading of the consumers, production technical research, scientific popularisation, ...)	None	Some cantons (Bern, Fribourg, Geneva, Jura, Neuchâtel, Ticino, Valais, Vaud) have set up a certification body having close relations with the relevant cantonal administrations.	Partly	The offices of agricultural popularisation support the structures managing OLPS.
C.1.7. Political support (support to application files for registration of PDO-PGI, for grants...)				Lobbying from the Swiss Association for the mountainous areas.
C.1.8. Material support (equipment, land,...)	On the basis of focused projects.		LIM : loan based on a territorial comprehensive integrated development scheme. Regio+ : focused, intersectoral projects.	
C.1.9. Legal incentives (regulations for the use of public goods, ...)	Use of common owned land any rural buildings Local communities may lend the required land for specific infrastructure at low or no rent.			
2. Integration and co-ordination of public policies				
C.2.1. What are the public policies aiming at creating or strengthening the links between OLPs and other economic activities?; normative, financial, promotional, technical supports...		LIM, Regio+, L.Agr.		
C.2.2. Analysis of innovative projects based on OLPs within the frame of UE LEADER program		Not applicable		

C.2.3. What are the public policies aiming at facilitating the development of OLPs production in small and craft firms (information, training...)?	See C.2.1 Some cantons (Genève, Jura, Valais) have created and support a regional certification mark for local products; other regional collective marks are financially supported by the cantonal authorities, in addition to the financial support from the Confederation (Regio+, Lagr).
C.2.4. What are the institutional tools aiming at integrating and co-ordinating different policy tools at a local scale (e.g. Contrats territoriaux d'Exploitation – CTE – in France, Agri-food Quality Districts and Rural Districts in Italy...)?	See C.2.1
C.2.5. Role of OLPs related interventions within the frame of the EC Regulation 1257/99 (rural development): regional plans, priorities, specific means, etc.)	Not applicable

D. Policies concerning the relations between OLPs and consumers

1. PDO and PGI promotion

D.1.1. In your country and language, which term is used to indicate on a package or a promotional advertising that a product is a PDO product?	AOC (both in the French and the German*-speaking areas) to which can be added the French designation "Appellation d'origine contrôlée". <i>*except for the Rheintaler Ribelmais which decided to use the German GUB, Geschützte Ursprungsbezeichnung but which should soon change and use the AOC.</i>
D.1.2. In your country and language, which term is used to indicate on a package or a promotional advertising that a product is a PGI product?	No PGI registred products up to now, except the Bündlerfleisch. It has been decided to use only the French designation IGP, Indication géographique protégée both in the French and the German-speaking areas
D.1.3. Is there any generic promotion of the PDO and/or PGI label in your country? • When yes: - Which kind(s) of organisation(s) is/are in charge of this generic promotion? - With which kind of financial means? - What is the basic strategy to communicate on the PDO and/or PGI label (a promotion focused on the label, a promotion on the AOC label in link with some AOC products,)? • When no: - Could a generic promotion on PDO and/or PGI label be financially supported by public funds?	The Association suisse pour la promotion des AOC et IGP is responsible for the generic promotion of the AOC and IGP labels. It is a private Association which puts together the supply chains in charge of a PDO file. All the supply chains are not yet members of this Association, several of them waiting to have their product registered before being a member. It uses financial means given by its members (mainly the supply chains responsible for a PDO or PGI product) plus public funds given by the Ministry for Agriculture (For the last three years, the Confederation has been given every year a 40 millions Euro fund for the promotion of the Swiss agriculture). The public funds represents around 50% of the promotional campaign. The Association suisse pour la promotion des AOC-IGP has a generic message for PDO but it usually uses PDO products (or products asking for a PDO) to illustrate its message. It encourages its members to use a single logo for the AOC label and the IGP label in order to avoid to have several AOC logos on the Swiss

label be financially supported by public funds? With which kind of money? - Do you think that such a generic promotion would be necessary?	market..
D.1.4. Do the PDO-PGI supply chains have any public financial resources to promote their denomination (as a collective product and not as private brand)? • When yes : - With which kind of public means, and under which conditions? • When no : - Do you think that such a support should be possible?	Unfortunately no... Only through the Association suisse pour la promotion des AOC-IGP can the supply chains have a little support for their promotional actions if they contain a AOC message... but no direct financial resources to promote their collective denomination... As long as some people in the Ministry for Agriculture consider collective designations as private brand mark, it won't be possible for PDO supply chains to have a direct support from the Confederation...
D.1.5. In general, do the supply chains promote their protected denomination with reference to the PDO label (messages linked with the PDO label such as "this product is protected by a official label, a PDO.....)?	The PDO supply chains do not communicate enough on the PDO label... their promotional campaign usually concentrates on the product rather than the PDO label. However, the Association suisse pour la promotion des AOC-IGP could already successfully encourage them to put a PDO message in their promotion campaign... this step was made more easy because they can have some financial support if they put a AOC message...But it will still take time before they always put an AOC message in their product promotional campaign.
D.1.6. In your country, do the supply chains communicate within their supply chains to make the PDO label well known among all the producers? Can the communication within a supply chain be supported by public funds?	There is no public funds which can be given directly to the supply chains to make the AOC well known among their producers. The Association suisse pour la promotion des AOC-IGP decided then to orientate a part of its communication towards the producers. Of course some communication is done by the supply chain for its producers (mailing through their Newsletter if they have one), but that is not enough... Many producers are not aware of the aims and stakes of the PDO-PGI policy.
2. Other OLPs promotion	
Precise to which OLP you will refer (here after called regional label or product)	
D.2.1. Is there any generic promotion of regional labels in your country? • When yes: - Which kind(s) of organisation(s) is/are in charge of this generic promotion? - With which kind of financial means? - What is the basic strategy to communicate on this regional label (a promotion focused on the label, a promotion on the AOC label in link with	Many private associations promote a regional label for food products. The producers give money to theses Associations for the promotion and it might also have some public funds from the Confederation (through the public fund for the promotion of the Swiss agriculture) or from the canton. Theses public funds are not easy to get, it supposes someone to fill complicate files... al the regional labels do not have such public funds. The man strategy is to communicate on the regional label in link with the product (leaflets, exhibitions, and son).

some regional products,)? • When no : - Could a generic promotion on a regional label be financially supported by public funds? With which kind of money? - Do you think that such a generic promotion would be necessary?				
D.2.2. Do the regional organisation in charge of the regional label have any public financial resources to promote their denomination (as a collective product and not as private brand)? • When yes : - With which kind public means, and under which conditions? • When no : - Do you think that such a support should be possible?		See above		
3. Consumer survey				
Who does the survey ?	Food survey in general	PDO-PGI labels surveys	PDO-PGI products surveys	Other OLP survey
State			Occasionally cantons concerned by a product	Occasionally cantons concerned by a product
Public funds			Public fund	Public fund
Region				Agricultural regional organisations
Types of financial resources?				
Research institutes	Occasionally, Institute for agricultural economics		Occasionally, Institute for agricultural economics	Occasionally, Institute for agricultural economics
Types of financial resources?	Public funds		Public fund	Public fund
Private organisations	Agro Marketing Suisse <i>Occasionally a Consumer federation</i>	Association suisse pour la promotion des AOC-IGP		

Types of financial resources?	50% public funds, 50% money given by its members (agricultural organisations) Private means	50% public funds, 50% money given by its members (supply chains)		
Supply chains			Maybe	Maybe
Types of financial resources?				
Other	Agricultural organisations as the Service romand de vulgarisation agricole			Agricultural organisations as Prométerre (an organisation which defends the agriculture in the canton de Vaud)
Types of financial resources?	???			