

**Question for written answer E-005145/2016**  
**to the Commission**  
Rule 130  
**Alberto Cirio (PPE)**

Subject: Promotion of products protected by geographical indications

Geographical indications are an excellent means to protect consumers from misleading commercial practices and to reward producers that are committed to using good practices which have evolved over the centuries.

Territory is important to the quality of a product for a number of reasons, such as the use of certain local ingredients and the characteristics of the air and water.

The method used to preserve the semi-finished product may change the organoleptic characteristics of the finished product, and in some cases, it is right that certain practices are banned.

In view of the above, will the Commission say:

1. In the event that very specific regulations governing the production area and preservation methods do not allow products to be transported more than a few hours after packaging, is it possible to deviate from individual provisions in the regulations in certain conditions (exceptional circumstances, for example, for promotional purposes, with prior authorisation for eligible persons)?
2. How, if the answer to the above question is no, is it possible to reconcile the important requirement of promoting the product with the need to comply with extremely strict procedures?
3. Is using euphemisms such as 'The consortium for [full name of the protected product] brings you its product' or 'Taste [product name] here like in [geographical indication]' permissible?