

**Question for written answer E-001761/2024  
to the Commission**

Rule 144

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Subject: European action plan on geographical indications

The adoption of Regulation (EU) 2024/1143, which aims to strengthen and harmonise the legislation on geographical indications, paves the way for a crucial phase for the quality agri-food sector in Europe.

In order to increase awareness and dissemination of the new rules – and ensure that they are implemented more effectively – it is essential to develop a European action plan based on the model already adopted for other sectors, such as the organic farming model.

The objectives of this plan should include: a European communication campaign to raise public awareness of the importance of geographical indications; expansion and strengthening of producer groups (especially recognised organisations); harmonisation and improvement of national certification systems; and promotion of food education measures, including greater use of these products in public canteens.

In view of the above:

1. Will the Commission adopt an EU action plan to promote geographical indications, shining a light on local excellence and promoting increasingly sustainable, high-quality and certified products?
2. Will it provide adequate funding for the measures needed to promote a more conscious food culture, especially among young people, and encourage cooperation among producers?

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