

Awareness of Geographical Indications in Baden-Württemberg, Germany

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Abstract - For 30 years, geographical indications are a major pillar of the Common European Agricultural Policy. The objective of this study is to assess the awareness of geographical indications and traditional specialities guaranteed in Baden-Württemberg – both: in terms of the EU logos and the names of native specialities registered by the EU. A quantitative consumer survey in Baden-Württemberg was conducted online. Results show that awareness of the PGI, PDO and TSG logos in Baden-Württemberg are significant higher than for consumers on national or European level. There is a varying awareness of names of geographical indications and traditional specialities guaranteed from Baden-Württemberg, whereby they are particularly well known in their region of origin. In general there is also a tendency to increase awareness of GIs with net household income. The results obtained in the study comply with results of a former survey in Baden-Württemberg.

INTRODUCTION

For 30 years, geographical indications (GIs) are a major pillar of the Common European Agricultural Policy. Within this framework many names of food and agricultural foodstuff, wines and spirit drinks are protected as protected geographical indications (PGIs) and protected designations of origin (PDOs). The European Union also protects traditional specialities guaranteed (TSGs).

Whereas GIs and to a lesser amount TSGs have a long tradition in Mediterranean EU Member States, for example in France, Italy and Spain, including the legal protection and financial support by the state, no such legal tradition exists in Central EU Member States such as Germany (Profeta et al., 2010).

Baden-Württemberg encompasses a rich culinary heritage of 17 food products, five spirit drinks e.g. 'Schwarzwälder Kirschwasser' GI and eight wines e.g. 'Württemberg' PDO protected as GIs under the EU quality scheme. Furthermore six food products such as 'Württembergischer Lamm' or 'Fruit from the Lake Constance' are applied as PDO; PGI or TSG.

The objective of this study is to assess the awareness of GIs and TSGs in Baden-Württemberg – both: in terms of the EU logos and the names of native specialities registered by the EU.

METHODS

A quantitative consumer survey in Baden-Württemberg (n = 1035) was conducted online. The survey included consumers in Baden-Württemberg aged between 18 and 75 years. Furthermore people who stated that they pay at least some attention to the origin of a food item when purchasing it were screened out. To determine the awareness of the EU-logos (PGI, PDO, TSG) in Baden-Württemberg multiple-choice question were used. The data

obtained was evaluated using the statistical software program IBM SPSS Statistics. After the data had been cleaned up, individual, socio-demographically relevant variable groups, such as age and postal code, were combined.

RESULTS

Awareness of the EU-Logos PGI, PDO and TSG in Baden-Württemberg

The EU-logos of GIs and TSGs are known differently. Our results show that people aged between 60 and 75 years are less familiar with EU-quality labels than younger people. Further the EU-logos are less known by housewives and pensioners (Table 1).

Table 1. Awareness of EU-logos in Baden-Württemberg*.

| EU-Quality logo | Ø | < 60 | >= 60 |
|-----------------|------|-------|-------|
| | | years | years |
| PGI | 26.6 | 29.3 | 17.9 |
| PDO | 21.2 | 23.3 | 13.8 |
| TSG | 10.1 | 11.4 | 5.8 |

* n = 950. Methodology: online questionnaire.

Awareness of names of GIs from Baden-Württemberg

There is a varying awareness of GIs from Baden-Württemberg. The most famous ones are "Schwarzwälder Schinken" PGI (89.3%), "Schwäbische Maultasche" PGI (88.3%), "Schwäbische Spätzle/ Knöpfle" PGI (85.5%). Followed by "Württembergischer Wein" PDO (75.1%) and "Badischer Wein" PDO (73.9%). "Heumilch" TSG (36.9), "Tettlinger Hopfen" PGI (23.4%), "Fränkischer Grünkern" PDO (11.9%), "Höri Bülle" PGI (7.1%), "Weideochse vom Limpurger Rind" PDO (6.8%) and "Allgäuer Weißacker" PDO (6.7 %) are less known by consumers.

While male consumers are more familiar with "Schwäbisch-Hällisches Qualitätsschweinefleisch" PGI and "Tettlinger Hopfen" PGI, female consumers are more familiar with "Allgäuer Bergkäse" PDO and "Heumilch" TSG. Awareness of the GIs is highest among retirees and lower among students and unemployed consumers - the only exception being the TSG "Heumilch". Concerning this people over 60 years of age are less familiar with this specialty than people under 60 years of age. In general there is also a tendency to increase awareness of GIs with net household income. Furthermore results show that certain specialties are better known depending on which region of Baden-Württemberg consumers live in. This is especially true for "Filderkraut" PGI, "Schwäbisch-Hällisches Qualitätsschweinefleisch" PGI, "Weideochse vom Limpurger Rind" PDO, "Schwarzwaldforelle" PGI, black forest spirit drinks GI, "Tettlinger Hopfen" PGI, vegetables from the Isle

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Reichenau, "Württembergischer Wein" PDO and "Badischer Wein" PDO. It can therefore be assumed that these protected specialties are particularly well known in their region of origin.

DISCUSSION & CONCLUSION

Awareness of the EU-Logos

Despite the high number of names of wine, spirit drinks and agricultural products registered, awareness of the EU-Logos to European consumers are generally low in absolute numbers as for the PDO (14%), PGI (20) and TSG (14%) logos, hitherto (European Commission, 2020). Apart from low consumer awareness, in particular for the TSG logo, European consumers do not fully understand their meaning (European Commission, 2021). On national level awareness of the EU-Logos to German consumers are even lower for the PDO (12%), PGI (12) and TSG (12%) logos (European Commission, 2020).

In comparison consumers in Baden-Württemberg perceive a significant higher awareness of GIs than on national or European level. Awareness of GIs in the federal state of Hessen determined by Henkel in 2014 for the PGI logo (17.8%) and the PDO logo (5.5%) confirms the success of the promotional activities in Baden-Württemberg (Henkel 2017, p. 47). It also becomes clear that in Baden-Württemberg the PGI logo is by far the most well-known of the three EU-wide protected indications of origin. The higher level of awareness in a Germany-wide comparison could be related to the fact that a particularly large number of specialties in Baden-Württemberg are registered as GIs. Furthermore, the increased awareness of the PGI logo in Baden-Württemberg could also be justified by the strong promotional activities of the regional government and the above average participation of producer bodies in EU promotional programs.

In contrast to this, however, the traditional specialties guaranteed (TSG) is not much better known to the people of Baden-Württemberg than to the Germans as a whole (European Commission, 2020, p. 174). Basically, the level of awareness of the TSG logo is lowest compared to the other EU logos. The general unfamiliarity with the logo could be due to the fact that hay milk is currently the only product from Baden-Württemberg that bears the logo.

Awareness of names of GIs from Baden-Württemberg

The results obtained on the supported awareness of all specialties are similar to the results of a former survey on the awareness of specialties and typical products from Baden-Württemberg (Marketing Research Office, 2009). Although the comparison should be viewed critically due to the different study designs.

The higher level of awareness of the specialties among middle-aged and older people, and above all pensioners, can explain the higher level of awareness among consumers which pay at least some attention to the origin of a food item when purchasing it, as this mainly includes such people. Furthermore, a greater affinity among the older generation for traditional dishes and foods from the region could be assumed. This was already confirmed by an earlier study (Marketing Research Office, 2009), which showed

that people over 50 years of age are more familiar with the examined GIs "Schwäbische Maultaschen" PGI, "Schwarzwälder Schinken" PGI, "Allgäuer Emmentaler" PDO and "Filderkraut" PGI than younger consumers. The difference to consumers between the ages of 18 and 29 is particularly large.

The fact that people up to the age of 60 are more familiar with the traditional specialty of hay milk than older consumers can be explained by the greater awareness of the TSG logo in these age groups.

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