

# EXPANDING GEOGRAPHICAL INDICATIONS FOR AGRI FOOD PRODUCTS IN ROMANIA

A.V. Cenușă<sup>1,2</sup>, F.H. Arion<sup>2</sup>

<sup>1</sup>Ministry of Agriculture and Rural Development, Bucharest, Romania

<sup>2</sup>University of Agricultural Sciences and Veterinary Medicine, Cluj-Napoca, Romania

## Abstract

*Quality systems represent a method of validating the quality of agri food products that have a particularity of belonging to a certain geographical area. They ensure that farmers and producers receive a fair profit for the qualities and characteristics of a particular product or its production method and provide clear information allowing consumers to make more informed purchasing decisions and increasing the credibility of the products. Romania has only 10 agri food products certified at European level in the last 11 years. Romanian products deserve to be valued to their maximum potential because they mainly represent a cultural heritage that must be preserved and promoted to its true worth. This research aimed to promote the concept of geographical indication to an essential group of institutions and people, empower the administration to provide quality services corresponding to an efficient geographic indication system and support Romanian producers to prepare the registration application and market and promote their own products. The results were obtained through exploratory research, SWOT analysis, bibliographic study and analysis and interpretation of relevant databases at national and European level. This study contributed to the fast and efficient identification of national agri food products with potential for certification, led the Ministry of Agriculture and Rural Development to promote this tool as part of its rural development strategy and contributed to intensifying the dialogue between ministry employees, civil society and the private sector. Also, it created new connection platforms and local producer networks. One of the most important aspects was to make the ministry aware of bureaucratic blockages and to build practice-oriented solutions.*

**Key words:** *certified products, quality systems, origin specificity*