

## PRESS RELEASE

### EU quality labels



#### Protected designation of origin (PDO)

This is how products are labelled if they are produced in a specific geographic region, processed and prepared there; where local producers use traditional knowledge and source materials from the region. The characteristics of these products have a connection to their geographical origin.



#### Protected geographical indication (PGI)

This identifies products whose quality or reputation is linked to the place or region where they are produced, processed or prepared. The source materials do not necessarily have to come from the same geographical region, however.



#### Traditional speciality guaranteed (TSG)

This label identifies products which have a traditional specificity with regards to their ingredients or production method, but do not have a connection to a specific geographical region.

For more information about the EU quality labels and to download the graphics, please see the following link:

<https://ec.europa.eu/info/food-farming-fisheries/food-safety-and-quality/certification/quality-labels/quality-schemes-explained>

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AMA-Marketing GesmbH is the Austrian platform for quality, sales promotion and communication of agricultural products and food. It awards the AMA Quality Seal and the AMA Organic Seal in recognition of excellence in the food industry. Its duties are regulated by law. Financing is provided through agricultural marketing contributions from farmers, European Union funding and licence holder fees.

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