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Dear Mr Vasilopoulos,

Thank you for your letter dated 27 May 2021 concerning the protection of “Ελιά Καλαμάτας / Elia Kalamatas” as a protected designation of origin (PDO).

Already before the registration of this PDO, the variety of olive was known and marketed as “Kalamon” and its synonym “Kalamata”. As well as the plant variety being notified by the competent Greek authorities to the FRUMATIS system, it is known that the production of the plant variety in Greece, outside the geographical area of “Ελιά Καλαμάτας / Elia Kalamatas” PDO, far exceeds the production of the PDO. In addition, the plant variety is grown outside Greece, and both Greek and non-Greek olives that do not qualify for the PDO are marketed widely under the variety denomination.

In order to respect the rights of both operators marketing PDO-designated products and of those marketing specific varieties, the EU has regulated how the variety denomination can be used¹ where a similar or identical term is registered as a PDO. In sum, registration of the PDO containing or comprising a varietal name shall not prevent the use of the varietal term provided: (a) the product is derived from the variety; (b) consumers are not misled; (c) the usage constitutes fair competition; and (d) the usage does not exploit the reputation of the PDO.

Further, only the PDO can be described by the specific registered name “Ελιά Καλαμάτας / Elia Kalamatas” and accompanied by the official EU PDO logo, which allows consumers to identify the originating PDO product in the market place.

¹ Article 42(1) of Regulation (EU) No 1151/2012 on quality schemes for agricultural products and foodstuffs, OJEU L 343, 14.12.2012, p.1.

Mr Athanasios VASILOPOULOS
Mayor of Kalamata
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Concerning the inclusion of the term “Kalamata” in the Hellenic Register of Plant Varieties, as well as in FRUMATIS, the EU legislation on fruit plants did not set out the possibility to assess the suitability of variety denominations. Hence, Member States are responsible for entering those variety denominations in the FRUMATIS² database in accordance with accepted international guidelines, as set out in the EU legislation on fruit plants and their applicable national legislation.

Concerning the four promotion campaigns by the executive agency CHAFEA³ they were selected⁴ following the publication of the 2016 call for proposals⁵. They aim at increasing consumer awareness of European table olives, the applicable quality and safety standards, and the quality and taste of the selected olive varieties (Konservolia, Chalkidiki, Kalamata and Throuba).

The promotion programme targeting the internal market was submitted under topic 2 of the call for proposals, which is dedicated to highlighting specific features of agricultural methods and the characteristics of products. Proposals for increasing the awareness and recognition of the Protected designation of origin (PDO) scheme would be eligible under topic 1 of the call for proposals. For the three programmes submitted under topics targeting third countries, promotion of Union quality schemes would have been a possibility, but was not proposed.

It is reminded that Elia Kalamatas” PDO can submit a proposal during an upcoming call for proposals under the topic promotion of Union quality schemes.

Yours sincerely,



Janusz Wojciechowski

² <https://ec.europa.eu/frumatis/>

³ [European table olives: Olive you \(Canada, US\) | REA \(europa.eu\)](#), [European table olives: Olive you \(Internal Market\) | REA \(europa.eu\)](#), [European table olives: Olive you \(Australia, Norway, Russian Federation\) | REA \(europa.eu\)](#), [European table olives: Olive you \(Saudi Arabia, United Arab Emirates\) | REA \(europa.eu\)](#)

⁴ https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/key_policies/documents/c-2016-7319-commission-decision_en.pdf
https://ec.europa.eu/info/sites/default/files/food-farming-fisheries/key_policies/documents/c-2016-739-annex_en.pdf

⁵ https://eur-lex.europa.eu/legal-content/en/TXT/PDF/?uri=OJ:JOC_2016_041_R_0003