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Italian Consortia Filed 80 Requests to Revise Protected Product Rules

The surge reflects climate stress, new technology, tougher safety rules, shifting tastes, with more revisions now cleared in Italy.

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Italian consortia representing protected wines and foods have filed about 80 requests to change their product specifications between 2024 and 2026, as producers respond to climate pressure, new technology, stricter safety needs, and changing consumer

demand.

The figure was reported by Fondazione Qualivita, which said the applications were submitted by Italian consortia for DOP and IGP products, the national labels used for EU-protected designations of origin and geographical indications. The requests cover both food and wine products and point to a broader shift in how Italy’s geographical indication system is adapting to new production conditions.

The changes are being driven by several factors at once. Producers are trying to adjust to the effects of climate change, introduce technological innovation, improve food safety, and in some cases address animal welfare concerns. The review of specifications is also being shaped by newer eating habits and by consumer expectations that have changed in recent years.

For products protected under the EU geographical indication system, the specification is the core rulebook. It defines how a product must be made, where it can be produced, and which characteristics it must maintain to keep its protected status. Any change can therefore have practical consequences for farmers, processors, bottlers, certifiers, and exporters.

That matters in particular for the beverage industry, because many of Italy’s best-known wines are produced under geographical indication rules. When wine consortia seek updates to production standards, the revisions can affect how vineyards and wineries adapt to heat, water stress, and other climate-related pressures while preserving certification and market position. The same dynamic can shape competitiveness for protected beverage producers that rely on strict origin-based rules.

The approval process has also become faster than in the past. Under the EU regulation on geographical indications that Italy implemented in May 2026, changes do not necessarily require clearance from Brussels and can instead be approved by Italy’s Ministry of Agriculture, Food Sovereignty and Forests, known as Masaf. That procedural change is expected to reduce delays for producers seeking to update outdated rules.

Cesare Baldrighi, president of Origin Italia, the association that represents geographical indication consortia, said it is essential for protected products and their production methods to keep evolving. In comments reported by Fondazione Qualivita, he said that allows producers to meet new consumer demands and keep facilities and workers aligned with current conditions. He added that producers cannot expect to make products the same way they did 20 years ago.

The debate touches a central tension in Italy’s protected food and wine sector: how to preserve authenticity while allowing enough flexibility to respond to environmental and economic change. For many consortia, the answer is no longer to defend every rule in its existing form, but to revise specifications carefully so that traditional products can continue to be produced under very different conditions from those that shaped the original standards.

The volume of requests filed over the past three years suggests that this is no longer a marginal issue. It has become a regular part of managing geographical indication products in Italy, especially as producers face hotter growing seasons, shifting consumer preferences, and increasing pressure to modernize production without weakening the identity that gives DOP and IGP products their value.