

## **EXPECTATIONS AND EXPERIENCES WITH GEOGRAPHICAL INDICATION IN THE CASE OF NAGYKUN RICE**

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With various producer subsidies and consumer information, at least a part of the European rice market can be independent of the Asian market. The consumer encounters more and more information on the packaging of food products, among others, the GI label. Geographical Indications contain information about both the origin of the food and the quality associated with the origin. The Nagykun Rice Consortium in Hungary aimed at the EU geographical indication to highlight the values of Nagykun rice. There were several reasons for the demand for PGI designation. According to the 2013 Land Act, companies with GI products are entitled to pre-emption, so one of the reasons was to keep the lands or buy new land easier. Secondly, they had been using organic label for several years, so they were also aware of the marketing opportunities of the new label. Important features of Nagykun rice for consumers are the extremely low level of arsenic and the fact that the product is 100% gluten free. Since the introduction of the organic label increased the price, producers can hope that the PGI label can also increase it among conscious consumers in long-term. The PGI registration process itself is relatively long, but the government agencies have proven to be supportive and helpful. The case of the Nagykun Rice Consortium can be a good example not only for other rice producers, but also for producers of other agricultural products.