

**Question for written answer E-015988/2015  
to the Commission**  
Rule 130  
**Mara Bizzotto (ENF)**

Subject: Urgent and immediate intervention from the European Commission to stop the fraudulent use of the PGI 'Radicchio Rosso di Treviso' on the Australian market

On 11 December 2015, the latest in a troubling series of fraudulent activities damaging the Made in Italy brand and the renowned PGI 'Radicchio Rosso di Treviso' was brought to light by a Trevisano citizen living abroad.

A number of specialist shops in Australia are fraudulently claiming to sell 'Radicchio Rosso di Treviso', passing off a local variety grown near to Sydney as the well-known Venetian product through the simple act of affixing a label reading 'Treviso Radicchio' – Italian red lettuce with a slightly bitter aftertaste.

The production of 'Radicchio Rosso di Treviso' is certified by the European PGI designation for companies grouped together under the Consortium for the Protection of Trevisano Red Radicchio and Variegated Castelfranco Radicchio in Veneto. The fraudulent activities uncovered most recently are even more serious than customary food counterfeiting operations, due to the timing chosen by Australian producers to flood the market with their counterfeit goods – the harvesting and distribution season for the precious 'Radicchio Rosso di Treviso' is concentrated in the months of November and December, meaning that its profitability is now under serious threat from this appropriation of its trademark.

1. Does the Commission intend to approach the Australian authorities without delay in order to stop the sale of counterfeit 'Radicchio Rosso di Treviso' and restore the profitability of the 2015 season?
2. What urgent measures does it intend to take to compensate Trevisano producers?
3. What system will it adopt to protect the production of PGI goods on non-European markets from harmful counterfeit production in third countries, and to stop the fraudulent use of PGIs?