C/2025/2722

8.5.2025

Publication of the communication of approval of a standard amendment to a product specification of a geographical indication in accordance with Article 5(4) of Commission Delegated Regulation (EU) 2025/27 ([1])

(C/2025/2722)

COMMUNICATION OF APPROVAL OF A STANDARD AMENDMENT

(Article 24 of Regulation (EU) 2024/1143)

'Ciliegia di Bracigliano'

PGI-IT-02766-AM01 – 8.2.2025

PDO ( ) PGI (X)

1. **Name of product**

'Ciliegia di Bracigliano'

2. **Member State to which the geographical area belongs**

Italy

3. **Member State authority communicating the standard amendment**

Ministry of Agriculture, Food Sovereignty and Forestry – Promotion of Agri Food Quality (PQA) 1

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4. **Description of the approved amendment(s)**

Explanation of why the amendment(s) fall under the definition of a standard amendment as provided for in Article 24(4) of Regulation (EU) 2024/1143

The amendments fall under the definition of a standard amendment as provided for in Article 24(4) of Regulation (EU) 2024/1143 since

they do not include a change in the name or in the use of the name, do not risk voiding the link to the geographical area referred to in the single document and do not entail further restrictions on the marketing of the product.

1. *Article 5 of the product specification. Amendment to the planting density*

In Article 5 of the product specification, the current wording is:

'with a planting density of between 600 and 800 plants per hectare'.

This has been changed to:

'with a planting density of up to 1 500 plants per hectare'.

This amendment to Article 5 is necessary because most of the holdings have cherry trees of different ages and, in mixed orchards, there are fewer trees per hectare, sometimes even less than 100. In this respect, the specification heavily penalised small holdings. At the same time, the amendment will allow, both for free-standing and, above all, for wall-trained trees, the use of new rootstocks available on the market, which are compatible with the varieties

([1]) Commission Delegated Regulation (EU) 2025/27 of 30 October 2024 supplementing Regulation (EU) 2024/1143 of the European Parliament and of the Council with rules concerning the registration and the protection of geographical indications, traditional specialities guaranteed and optional quality terms and repealing Delegated Regulation (EU) No 664/2014 (OJ L, 2025/27, 15.1.2025, ELI: http://data.europa.eu/eli/reg_del/2025/27/oj).

covered by the PGI. These will allow new single-crop orchards to be planted with up to 1 500 plants per hectare, thus improving productivity and workers' safety, given that the oldest cherry trees exceed heights that are very dangerous for pickers, who are also in short supply at the moment. The amendment will also ensure that all the quality characteristics laid down in the product specification are preserved.

The amendment does not affect the single document.

2. *Article 5 of the product specification. Amendment to yield per hectare*

In Article 5 of the product specification, the maximum production per hectare of fruit as a single crop has been increased from 25 tonnes to 28 tonnes.

The change in the production limit is consistent with the increase in the number of plants per hectare. It is necessary because, given the high costs of managing the crop, it renders the harvest more profitable for holdings as more of the crop can be certified under the PGI.

On a cyclical basis, climatic and/or land management factors can result in a higher yield per hectare, while in no way altering the organoleptic qualities of the fruit. Basically, increasing the yield in the specification helps producers ensure greater, high-quality production, in response to an ever increasing demand from the markets.

The amendment does not affect the single document.

3. *Article 5 of the product specification. Editorial amendment*

The following sentence has been removed from Article 5 of the specification:

'Even in exceptionally favourable years'.

The reason is that it is irrelevant to the description of the production rules and is potentially misleading.

The amendment does not affect the single document.

4. *Article 5 of the product specification. Amendment to the maximum amount of time the fruit may be kept in cold storage*

The maximum amount of time the fruit may be kept in cold storage has been increased from six to eight weeks.

Holdings have requested that the storage period be increased, as in some cases the fruit is stored at least a couple of weeks longer due to market opportunities.

Current cold storage techniques allow the cherries to be stored for a long period of time, meaning that the product can be better distributed geographically and over time, thus avoiding an excessive supply and a corresponding fall in price.

Being able to keep the product in cold storage for a few additional weeks allows packagers to always have stocks of high-quality cherries from crops that comply with the product specification. These stocks are useful, for commercial reasons in the first place, if the market demand continues for a long time, but also in order to be able to meet demand for the product even when it is scarce, considering the very short cherry season.

The amendment does not affect the single document.

5. *Article 8 of the product specification and point 3.5 of the single document. Removal of the requirement for packaging in the production area*

The provision on packaging in the production area has been removed from Article 8 of the product specification and point 3.5 of the single document.

Advances in the technologies, vehicles and tools that can be used for transporting the product allows this restriction on the marketing of the product to be removed, which will bring significant benefits to operators.

The amendment affects the single document.

SINGLE DOCUMENT

1. **Name(s) (of PDO or PGI)**

'Ciliegia di Bracigliano'

2. **Member State or Third Country**

Italy

3. **Description of the agricultural product or foodstuff**

3.1. *Combined Nomenclature code*

— 08 – EDIBLE FRUIT AND NUTS; PEEL OF CITRUS FRUIT OR MELONS

3.2. *Description of the product to which the name in (1) applies*

The protected geographical indication (PGI) 'Ciliegia di Bracigliano' refers to fruit of the species *Prunusavium* L. (Rosaceae) belonging to the following cultivars: Spernocchia, Sciazza, Pagliaccia (also known as Pagliaccio or Pallaccia), Don Carmelo, Silvestre, Bigarreau Burlat, Baron Picella, Palermitana and Principe.

When released for consumption fresh, 'Ciliegia di Bracigliano' PGI must have the following quality characteristics:

— Skin: vivid colour, from dark red to amaranth.

— Flesh: bright red to dark red, very firm, semi-adherent to the stone.

— Size: medium-large fruit (minimum permitted size: 20 mm), medium-sized stone, short to medium-length stem.

— Shape: cordate, elongate or flattened.

— Resistance to handling: excellent.

— Organoleptic qualities: firm flesh; medium juiciness; fruity, delicate and pleasant sweet-sour flavour.

All of the varieties listed must have a sugar content of not less than 12° brix.

When released for consumption, the fruit must be:

— Whole and undamaged;

— With stalks attached;

— Clean, free of any visible foreign matter;

— Sound, free of rot and visible residues of plant protection products;

— Free of pests.

Cherries intended exclusively for processing may be lacking the stalk, be partially damaged or have a minimum size of 17 mm, as long as the other requirements of the product specification are met. Such fruit may use the 'Ciliegia di Bracigliano' PGI, but may not be sold in their unprocessed form to the end consumer.

3.3. *Feed (for products of animal origin only) and raw materials (for processed products only)*

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3.4. *Specific steps in production that must take place in the identified geographical area*

All the steps in the production of 'Ciliegia di Bracigliano' must take place in the area referred to in point 4 below.

3.5. *Specific rules concerning slicing, grating, packaging, etc. of the product the registered name refers to*

The product must be placed in containers with a capacity of at most 10 kg, made of a material of plant origin or other recyclable material.

The contents of each pack must be of uniform size and include only cherries of the same variety.

As regards non-uniformity in size, a tolerance of 10 % applies as regards the number or weight of cherries in each individual pack.

'Ciliegia di Bracigliano' PGI may also be packaged outside the production area referred to in point 4 below.

3.6. *Specific rules concerning labelling of the product the registered name refers to*

Packs marked with the PGI or the labels affixed to them must feature, in clear and legible print of the same size, the following:

a) The wordings 'Ciliegia di Bracigliano' and 'Indicazione Geografica Protetta' [Protected Geographical Indication] (or the acronym 'I.G.P.' [PGI]);

b) The name, business name and address of the producer packager;

c) The production batch number;

d) The quantity of the product contained within the packaging;

e) The 'Ciliegia di Bracigliano' PGI logo as shown below, together with the mandatory European PGI symbol.

It is forbidden to add any description to the protected geographical indication referred to in point 1, including the following qualifiers: 'tipo' [type], 'gusto' [taste], 'uso selezionato' [selected use], 'scelto' [choice] or similar, as well as the municipality of origin.

However, it is permitted to use wordings referring to companies, names, business names and private trademarks which are not laudatory in nature and are not likely to mislead the purchaser.

These wordings may appear on the label in lettering the height and width of which do not exceed half of those used for the protected geographical indication.



4. **Concise definition of the geographical area**

The 'Ciliegia di Bracigliano' PGI production area comprises the entire territory of the following municipalities in the provinces of Salerno and Avellino:

Province of Salerno: Baronissi, Bracigliano, Calvanico, Castel San Giorgio, Cava de' Tirreni, Fisciano, Mercato San Severino, Pellezzano, Roccapiemonte, Siano.

Province of Avellino: Contrada, Forino, Montoro, Moschiano.

5. **Link with the geographical area**

The link between 'Ciliegia di Bracigliano' and the geographical area is based on the product's quality and a strong reputation built up over time.

The production area offers cherry trees the best conditions for optimal vegetative growth and the correct development of the fruit.

The topography is primarily hilly. In terms of climate, spring comes early in the cherry-growing areas and summers are warm with maximum temperatures between 25 °C and 28 °C. In winter, temperatures rarely fall below 0 °C. Average annual precipitation is around 1 000 mm. It is mainly concentrated between autumn and early spring but is still enough to satisfy much of the crop's water requirements.

The soil is mostly of alluvial or colluvial origin, with pyroclastic material often being present. For the most part it is loose, permeable, of average depth, with good drainage and water retention capacity and with a pH of between 6,5 and 7,2.

The dominant soils in the area generally have a substrate that is robust enough to meet the needs of the root systems of *Prunusavium*, are easy to work and highly permeable, and have good field capacity.

The soil and climate characteristics described create an ideal environment for the crop, making it possible to maximise the organoleptic quality of the fruit and keep pest activity, which would undermine its marketability, to a minimum.

Testimony to the close connection to the area also comes from the extraordinary presence of local varieties, as specified in point 3.2, which, as they exist only in this area, represent a sort of endemism.

In the Valle dell'Irno area, vineyards, which once produced the main crop, have been almost entirely supplanted by cherry trees since the middle of the last century.

The most recent data show that the area counts around 500 agricultural holdings and a number of sales businesses.

'Ciliegia di Bracigliano' comes from an area traditionally well suited to cherry production and the technical know-how built up by producers over the centuries (particularly as regards important work to safeguard genetic biodiversity), adapted to local conditions, has helped make this a product of acknowledged quality.

The presence of cherry trees as a characteristic feature of the area's agriculture and economy is demonstrated by various sources, mainly notarial documents, dating as far back as 1556 (Bracigliano notarial records: notary Salvatore Grimaldi, files 472 and 477; Bracigliano notarial records: notary Gaetano De Caro, file 487). The documents show how important the cherry harvest was in Bracigliano. In 1714, the notary Matteo Milone (Salerno State Archive, Bracigliano notarial records, file 495) attested beyond question to the presence of intensive cherry growing in Bracigliano.

In more recent years, the reputation of 'Ciliegia di Bracigliano' has been demonstrated by a whole series of advertising material, historical records, videos and paper documents. In his *Storia di Bracigliano* [History of Bracigliano] (Arti Grafiche Emilio Di Mauro di Cava de' Tirreni, 1980), the Franciscan priest Teofilo M. Giordano clearly refers, in the part dealing with the local economy, to 'Ciliegia di Bracigliano' having been widespread for decades. He mentions many of the varieties covered by this specification, testifying to their quality and to the demand for them on the market, even including exports, as demonstrated by the presence of the name 'Ciliegia di Bracigliano' on commercial invoices. Cherry growing thus appears to be well established in the area, with large cherry orchards capable of providing significant agricultural income.

The economic and cultural importance of 'Ciliegia di Bracigliano' for its traditional production area has been demonstrated over the years by numerous editions of fairs and festivals, such as the Festa della Ciliegia di Bracigliano, which has been held every year since 1999, and the parallel event that has been held in Siano since 1997.

Every year, the Associazione Nazionale 'Città delle Ciliegie' holds its national 'Città delle Ciliegie' [Cherry Towns] festival in locations known for producing excellent cherries. As recognition of the high quality of 'Ciliegia di Bracigliano', the fifth festival was held in Bracigliano from 18 to 21 June 2009.

On several occasions 'Ciliegia di Bracigliano' has achieved noteworthy success in national specialised competitions. It is enough to mention that in 2011 this product was named 'Migliore Ciliegia d'Italia' [Best Cherry in Italy] by the AMDMI (Association of Directors of Wholesale Fruit and Vegetable Markets).

The 'Ciliegia di Bracigliano' production area is still today considered 'cherry country', its land having always been used to grow this fruit, creating an inextricable link between the localities and the cherry.

'Ciliegia di Bracigliano' features as a key ingredient in many recipes, it has been covered by specialised sites such as Top Food Italy and Torte e Dintorni and it is well known among successful chefs, such as Sal De Riso and Rocco Iannone, as well as among other up-and-coming chefs, who use it in their creations. Sal De Riso is known for his skill as a confectioner and he has talked about 'Ciliegia di Bracigliano' on social media (in a video uploaded to YouTube on 8 October 2020, and to his Facebook page on 21 November 2020, he states that 'Ciliegia di Bracigliano' is really special: it is large, juicy and sweet, with a high Brix degree, and also crunchy, and I also use it in cocktails).

In addition, the reputation of 'Ciliegia di Bracigliano' is confirmed by numerous articles written by specialists. It is enough to mention the food journalist Luciano Pignataro (an article, entitled 'La stagione delle ciliegie a Bracigliano' [Cherry season in Bracigliano], was published on his website on 7 July 2015 and contained the following description: 'Bracigliano is the town of cherries. But the fact that these delicious cherries are appreciated throughout Italy is not just thanks to the highly prized organoleptic characteristics that set them apart. This town is known for its age-old musical tradition, its famous dish "Mallone", its cool summers and of course cherries; its inhabitants, despite living in the "global village", are characterised by their scrupulous respect for time, seasons and traditions relating to the land. Thus, the entire month of June is devoted to picking these cherries, which are also nicknamed "you can't eat just one". Nurses, teachers, music teachers and civil servants take time out to dedicate their time to the cherries, which become more valuable each year as they are subject to attacks by a number of pests. However, these small problems have not shaken the passion for cherry picking which grips the whole town each year.

If the reputation of this typical product now precedes it, it is not by chance') or the entrepreneur Antonio Amato (who published an article on his blog in August 2020 entitled 'La Ciliegia di Bracigliano – L'oro rosso della nostra terra' [Ciliegia di Bracigliano – The red gold of our territory] which recounts, among other things, that 'It is now the perfect time to admire the deep red panorama, as the white of the trees in flower has now given way to the different shades of red of this precious variety of Bracigliano cherry, a late-ripening variety which ripens from the second half of June to the first half of July, welcoming summer and turning the Agro hills red.

One third of Campania's production of cherries comes from the territory of the municipality of Bracigliano, which, since the 18th century, has boasted of its cultivation of medium to large cherries that are dark in colour with excellent firm and juicy flesh'). The reputation is also confirmed by the more than 25 000 Google hits for 'Ciliegia di Bracigliano', including the websites Campania Terra Laboris and Irno Notizie, which acknowledge the uniqueness of the product linked to its production area. 'Ciliegia di Bracigliano' is used to produce traditional pastries; it is enough to mention 'Zizzinella', a creation by master pastry chef Giuseppe Palumbo, made with buffalo ricotta, hazelnuts and alcohol-infused Ciliegia di Bracigliano (Annamaria Parlato, Enogastronomia Bracigliano, 23.5.2020 – an article entitled 'Il dolce omaggio alla ciliegia di Giuseppe Palumbo. La ciliegia è un contenitore di principi benefici per il corpo umano' [Giuseppe Palumbo's sweet homage to cherries. Cherries are full of ingredients beneficial to the human body] states that 'There was evidence of cherry production in Bracigliano as early as the first half of the 18th century and this production has continued without interruption, even during the famine of 1764. In the 1950s, the town produced one-third of the cherries in Campania, which at the time was the leading cherry-producing region in Italy. It is Bracigliano's agricultural product *par excellence*, and indeed it is known as "red gold". In local dialect it is called "a cerasa". It matures in late spring and contains a high number of flavonoids').

Reference to publication of the product specification

https://www.politicheagricole.it/flex/cm/pages/ServeAttachment.php/L/IT/D/1%252F3%252F5%252FD.2b7b3e606aeccbd310b6/P/BLOB%3AID%3D3343/E/pdf?mode=download