C/2025/3671

7.7.2025

Publication of an application for registration of a geographical indication pursuant to Article 15(4) of Regulation (EU) 2024/1143 of the European Parliament and of the Council

(C/2025/3671)

Within 3 months from the date of this publication, the authorities of a Member State or of a third country, or a natural or legal person having a legitimate interest and established or resident in a third country, may lodge, in accordance with Article 17 of Regulation (EU) 2024/1143 of the European Parliament and of the Council [1] an opposition with the Commission.

SINGLE DOCUMENT

'Fragola della Basilicata'

EU No: PGI-IT-03273 – 24.6.2024

PDO ( ) PGI (X)

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

'Fragola della Basilicata'

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

0810 – Other fruit, fresh

0810 10 – Strawberries

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

The protected geographical indication 'Fragola della Basilicata' refers to the fruit of the cultivated strawberry Fragaria x ananassa, of the genus Fragaria and family Rosaceae. The indication refers exclusively to strawberries grown in the defined geographical area, characterised by a production period lasting from November to the end of June. A wide range of varieties are included, as follows: Sabrosa, Inspire, NSG 203, NSG 465, NSG 207, Sabrina, Melissa, Marisol, Flavia, Ardea, Arvem, Elide, Flaminia, Koinè, Ligea, Limvalnera, Marielouise, Medi', Nabila, Partenope, Primavera, Red Sayra, Red Samantha, Red Shaida, Red Sara, Renewal, Pajaro, Tudla and Thetis.

Fruit characteristics

elongated conical shape

intense, luminous bright red in colour

Quality characteristics

naturally sweet and fruity flavour

fruit with calyx

degrees Brix not less than 7,5 °

[1] Regulation (EU) 2024/1143 of the European Parliament and of the Council of 11 April 2024 on geographical indications for wine, spirit drinks and agricultural products, as well as traditional specialities guaranteed and optional quality terms for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2019/787 and (EU) 2019/1753 and repealing Regulation (EU) No 1151/2012 (OJ L, 2024/1143, 23.4.2024, ELI: http://data.europa.eu/eli/reg/2024/1143/oj).

titratable acidity not more than 9 meq/100 g

consistency not less than 550 g/cm2

Size: fruit intended to be consumed fresh must be at least 25 mm in size.

Sanitary and visual quality of the fruit:

whole and undamaged, clean, free of any visible foreign matter, healthy, free of mould and visible residues of plant-health products, free of pests.

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 stages of production of 'Fragola della Basilicata' must take place within the demarcated geographical area.

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

When released onto the market, 'Fragola della Basilicata' must be packaged using the following materials: crates made of cardboard, wood and/or MDF, or other environmentally friendly products; plastic and/or cardboard punnets holding up to 1 kg of fruit. Packaged punnets should be a uniform weight and size. Sizing must be regular.

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

'Fragola della Basilicata' may only be released onto the market with the European PGI symbol appearing on the packaging together with the logo as shown below. The name 'Fragola della Basilicata' must also appear on the packaging in clear and indelible characters which can be easily distinguished from any other wording. The words 'Protected Geographical Indication' must appear immediately below. The indication referred to above must not be accompanied by any description or terms other than those expressly provided for, including the adjectives: 'tipo' ['type'], 'fine' ['fine'], 'superiore' ['superior'], 'selezionato' ['selected'], 'scelto' ['choice'] or similar. However, the use of names, business names and brand names is permitted, provided that they have no laudatory purport and are not such as to mislead the purchaser. Any names of holdings or strawberry fields from which the fruit originate can also be indicated. All such indications must appear on the label in characters no more than half the height or width of those used for the protected geographical indication. The name, business name and address of the producer, as well as the original gross weight, must appear in the same field of vision. The words 'Indicazione geografica protetta' [protected geographical indication] may be repeated anywhere else on the container or label, including in the form of the initials 'I.G.P.' [PGI]. The wording 'Prodotto in Italia' [Produced in Italy] must also appear on batches intended for export.

If the size of the image is changed, the logo and font must also be changed in order to maintain the relative proportions.







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

The production area of the protected geographical indication 'Fragola della Basilicata' comprises the administrative territory of the following municipalities: Bernalda, Montalbano Jonico, Montescaglioso, Nova Siri, Pisticci, Policoro, Rotondella, Scanzano Jonico and Tursi.

5. **Link with the geographical area**

The protected geographical indication 'Fragola della Basilicata' is based on the product's quality and the result of the long tradition of growing and using strawberries in Basilicata.

Quality

The quality is due to specific aspects of the geographical area that make it ideal for growing strawberries: soil, climate and human factors. The interaction of these factors has associated the product's reputation with the place, to the extent that it is now called 'Fragola della Basilicata'.

The production area is characterised by particularly suitable soil and climate conditions that directly influence the quality of the fruit. In a broad alluvial plain, the soil has a pH of between 6,5 and 7,5. It is well drained with sand, silt and clay in equal proportions, and perfectly suited to growing strawberries. This is complemented by the excellent quality of the water used for irrigation, with a conductance of 500 microsiemens/cm. The combination of these factors provides excellent agricultural conditions for strawberry growing, bringing out the fruit's best characteristics.

The climate is mild, even in winter, with an average temperature of 10,5 °C and a minimum temperature of 1,3 °C. Temperatures rarely fall below 0 °C. Significant variations in temperature are unusual. The average rainfall is around 550 mm, distributed over autumn and winter. Annual quantities of sunlight are among the highest in Europe. All of these factors combined enable the strawberry plants to strike the right balance between vegetative growth and fruit production. These conditions also mean that production levels are consistent over time, from November to June, ensuring the strawberries are enjoyed at their best when eaten.

Finally, the long experience of growing strawberries amassed by the area's farmers has enabled them to draw the maximum benefit from matching the natural characteristics of the land with the potential of the different varieties - the essential combination for producing quality fruit. The range of varieties for 'Fragola della Basilicata' is broad. This is a result of the well-balanced way that producers have consolidated the ability to adapt the varieties to the growing environment.

The high quality of the strawberries has been confirmed by the research carried out by the operational unit of the 'Fragola' [strawberry] working group of ALSIA-Regione Basilicata, the Regional Agency for Agricultural Innovation and Development, on its research farm, as part of a project financed by the Ministry of Agricultural, Food and Forestry Policies on regional lists of ornamental varieties of fruit-bearing plants (1993-2015). As part of the overall project, product comparisons were carried out in five regions in the south of Italy - Campania, Basilicata, Calabria, Sicily and Sardinia - between 2002 and 2008, and between 2010 and 2014. The results were published in the Monografia di cultivar di fragola (Monograph on strawberry cultivars) edited by W. Faedi et al., Rome, MiPAAF-CRA 2009 and 2015. These results show that the varieties grown as 'Fragola della Basilicata' are of superior quality to strawberries grown in other areas in the south of Italy in respect of degrees Brix and lower acidity, as set out in Article 2 of the product specification and point 3.2 of the single document.

These quality characteristics have forged strong relationships with consumers who appreciate the 'Fragola della Basilicata'. When buying the product, consumers recognise that it is worth paying a higher price in comparison with strawberries from other areas (sources: Ministry of Economic Development - Price Observatory, most recent report: 22 January 2025; SO.GE.M.I. S.p.A. – Milan Farmers' Markets; Veronamercato S.p.A. – Consultazione listini).

History of cultivation and use

From a historical perspective, strawberry cultivation and use in Basilicata is based on and encompasses the following factors:

— cultural: during the Graeco-Roman era, areas were specially designated, stretching back from the Metapontino, the coastal part of Basilicata on the Ionian Sea;

— traditional: strawberries are integral to the local diet and used for medicinal purposes;

— agricultural research: reintroducing strawberry growing in the region's agricultural land where they had been grown traditionally;

— social: the production areas draw in communities who live further away, although still within the region, but are involved in picking the strawberries.

Initially, the highly perishable nature of the fruit made it an unlikely candidate for being sold on markets elsewhere in Italy or abroad. In the 17th century, enthusiasm for consuming the fruit and leaves led to an increase in strawberry farming. In the traditional area of Mount Vulture, the traditional practice of growing strawberries alongside the vines planted on the slopes of the volcano was still ongoing at the beginning of the 20th century. The strawberries were planted between vines, along the edges of the areas between rows used for harvesting and for regularly diverting surface runoff.

As part of a regional food culture based largely on the consumption of plants - grains, pulses, vegetables, wine, olive oil and fruit - strawberries are credited with health-giving and medicinal properties. In the early 1800s, according to the Statistica Murattiana, strawberries and their leaves (also known as 'fragaria' in the case of Basilicata) were officially recognised for use in herbal medicine and considered worthy of citation as 'useful in the arts' of medicine and gastronomy in the municipalities of Melfi and Rapolla. This was extended to Venosa and then Barile, Ripacandida, Ginestra and Maschito, where they used the term 'arbëreshë' (Albanese 'drethza' meaning 'strawberry'; Statistica of the Kingdom of Naples in 1811, edited by D. Demarco, volume III, Rome, acquired by the Accademia Nazionale dei Lincei in 1988). Around a century later, in the same area of Melfese, attempts were made to grow strawberries of the type Fragaria x ananassa, which drew the attention of itinerant teachers with regard to the production of late strawberries. There was also research into preserving the strawberries for up to four days after harvest (Rivista della stampa agraria, in L'Agricoltura del Melfese, volume I, 1910).

On the Ionian coast, strawberry cultivation began in earnest around 1961. Seasonal workers came from various villages in the inland area of Basilicata, where wild strawberries were also harvested, as happened in Lagonegrese. The research carried out in Venosa, Villa d'Agri (Marsicovetere) and later in Rotonda, in Valsinni and in the communities on the Ionian coast, from Bernalda to Nova Siri (geographical area of Metapontino) led, in 1969, to the official coining of the local designation 'Fragola della Basilicata' by the then Provincial Agriculture Office of Matera. Among the communities in the production area, Metapontino immediately stood out as the most suitable area for growing the strawberries.

This choice acknowledges the culture and tradition comprised in the designation, On the packaging for traditional Italian products in large retail chains, this wording appears: 'Bright red in colour, Fragole della Basilicata are sweet and packed with flavour with compact and firm flesh'. Basilicata, or rather Metapontino, a plain embraced by the Ionian Sea, characterised by hot dry summers and mild wet winters, is the ideal environment for growing strawberries. It is even known as the 'California of Italy' (source: Terre d'Italie).

Events and recipes

In 1969, the geographical indication ‘Fragola della Basilicata’ was introduced into common parlance to identify the specific product in the defined geographical area. In 1997, the words ‘Fragola della Basilicata’ appeared on invoices and they can now be seen on the packaging of companies and large retailers. Furthermore, functions and events dedicated to the product have multiplied, including the Giornate FAI di Primavera (spring festival of the Italian Fund for the Environment); Fragola della Basilicata Party in Policoro and Sagra della Fragola della Basilicata [a festival to celebrate the Fragola della Basilicata] in Scanzano Jonico. Appreciation of the product in jams and cakes is clear from recipes for jams and desserts - tart with crème patissière and ‘Fragola della Basilicata’ extra-jam [made using more fruit in proportion to sugar]; strawberry fritters, coulis and crumble made from ‘Fragola della Basilicata’ - published in the mass media and on websites, and winning a prize in 2025 with the Quality Award 2025 (source: QA2025, Consumer test).

‘Fragola della Basilicata’ was used to make the world’s longest strawberry tart: 60,48 metres in Scanzano Jonico in 2019, and 105,25 metres in Muro Lucano in 2023, both beating the previous French record of 32,24 metres. The product is also known for its culinary uses and is used to make jam by companies such as Gruppo Fini (also known as Non Solo Buono), known also in Poland. It is an ingredient in strawberry chocolate bars (made by Marco Colzani) and in the ice-lolly recipe of influencer Michela Coppa.

Reference to publication of the specification

https://www.politicheagricole.it/flex/cm/pages/ServeAttachment.php/L/IT/D/1%252Fd%252Ff%252FD.9b0adc6bcb8264fe9ebd/P/BLOB%3AID%3D3335/E/pdf?mode=download