



EUROPEAN COMMISSION  
DIRECTORATE-GENERAL FOR AGRICULTURE AND RURAL DEVELOPMENT  
Directorate F – Outreach, Research & Geographical Indications  
The Director

Brussels  
AGRI.F.3/LC



**Subject:**

Dear 

Thank you for your question on the use of the Protected Designation of Origin (PDO) 'Bračko maslinovo ulje', which designates an olive oil cultivated on the island of Brač, in Croatia.

You are a small producer of olive oil in the island, not participating to the PDO, and you complain that the Croatian authorities have interpreted the protection of that PDO as prohibiting any olive grower on the island of Brač who is not a PDO certificate holder from stating on their label, website, or in any promotional material that their oil originates from the island of Brač. In your opinion indicating the provenance of your product would be communication of a simple fact, which cannot be prohibited in accordance of the EU legislation on Geographical Indications.

The use of a term which corresponds to the geographical descriptor included in a name protected as PDO, to identify the provenance of a product that is comparable to the product covered by the product specification of a PDO but does not comply with the product specification may be considered as an evocation of the protected name in accordance with Article 26 of Regulation (EU) No 2024/1143.

However, the evocation is not automatic. The context, the reasons and the effects of the use of the term in question must be verified on a case-by-case basis.

If the name of the product not complying with the product specification of the PDO 'Bračko maslinovo ulje' is used in such a way that no 'evocation' of the PDO and no undue advantage from the reputation of the protected name can be identified, such a use may be considered acceptable.

It is for the national authorities to verify whether in the specific case such use constitutes an infringement of Article 26 of Regulation (EU) 2024/1143, in this case the State Inspectorate of the Republic of Croatia (DIRH) to which you refer in your mail.

This opinion is provided on the basis of the facts set out in your mail of 22 February 2026 and expresses the opinion of the Commission services and is not binding on the European Commission. Should any dispute concerning EU law arise, it is ultimately the responsibility of the Court of Justice of the European Union to give a definitive interpretation of the applicable EU law, as laid down in the Treaty on the Functioning of the European Union.

Yours sincerely,



Diego CANGA FANO