

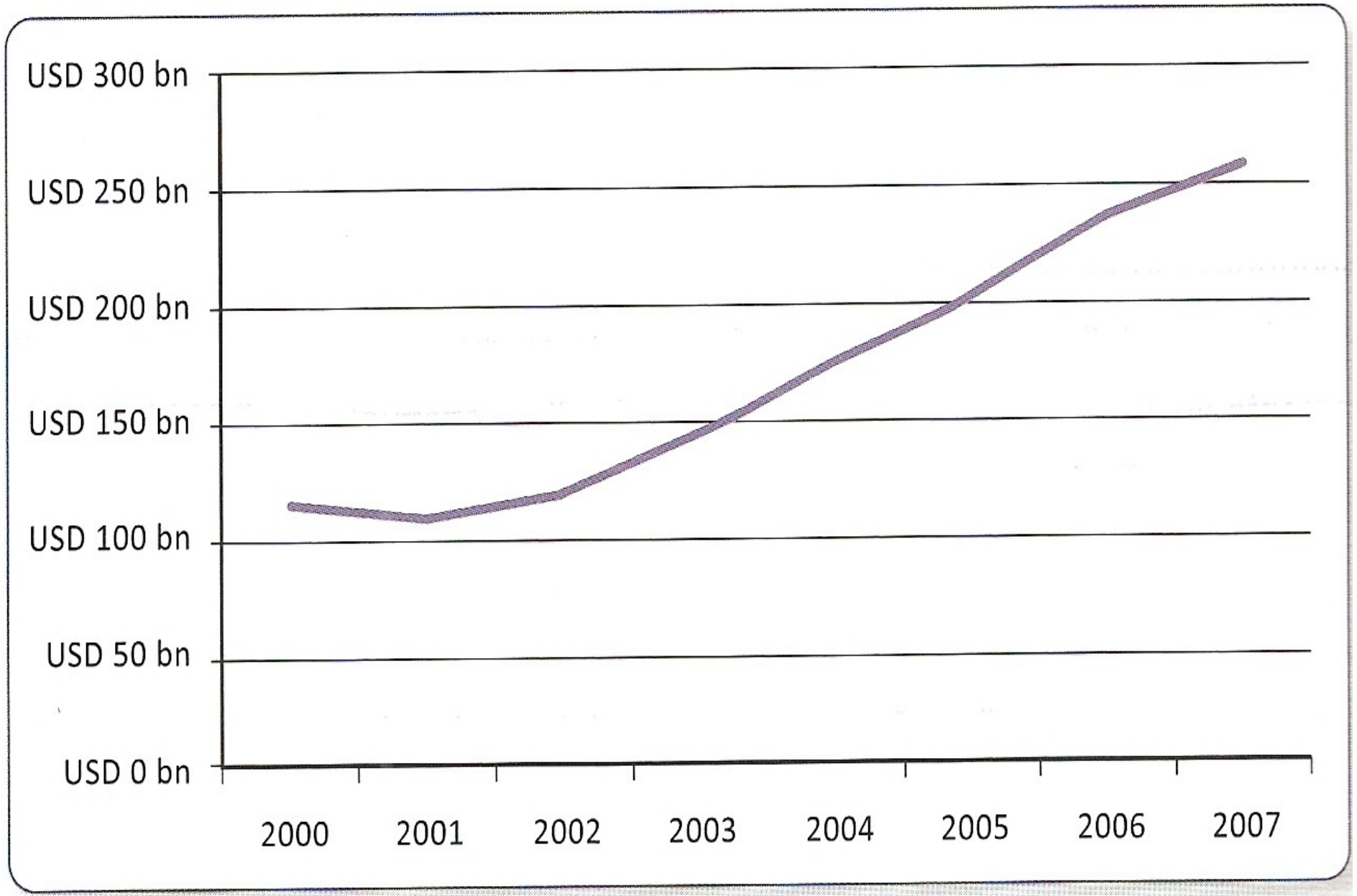
Lando Desiati
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Fight against the Counterfeiting of Protected Food Products

Counterfeiting: unauthorized representation of a registered trademark carried on goods identical or similar to goods for which the trademark is registered, with a view to deceiving the purchaser into believing that he/she is buying the original goods.

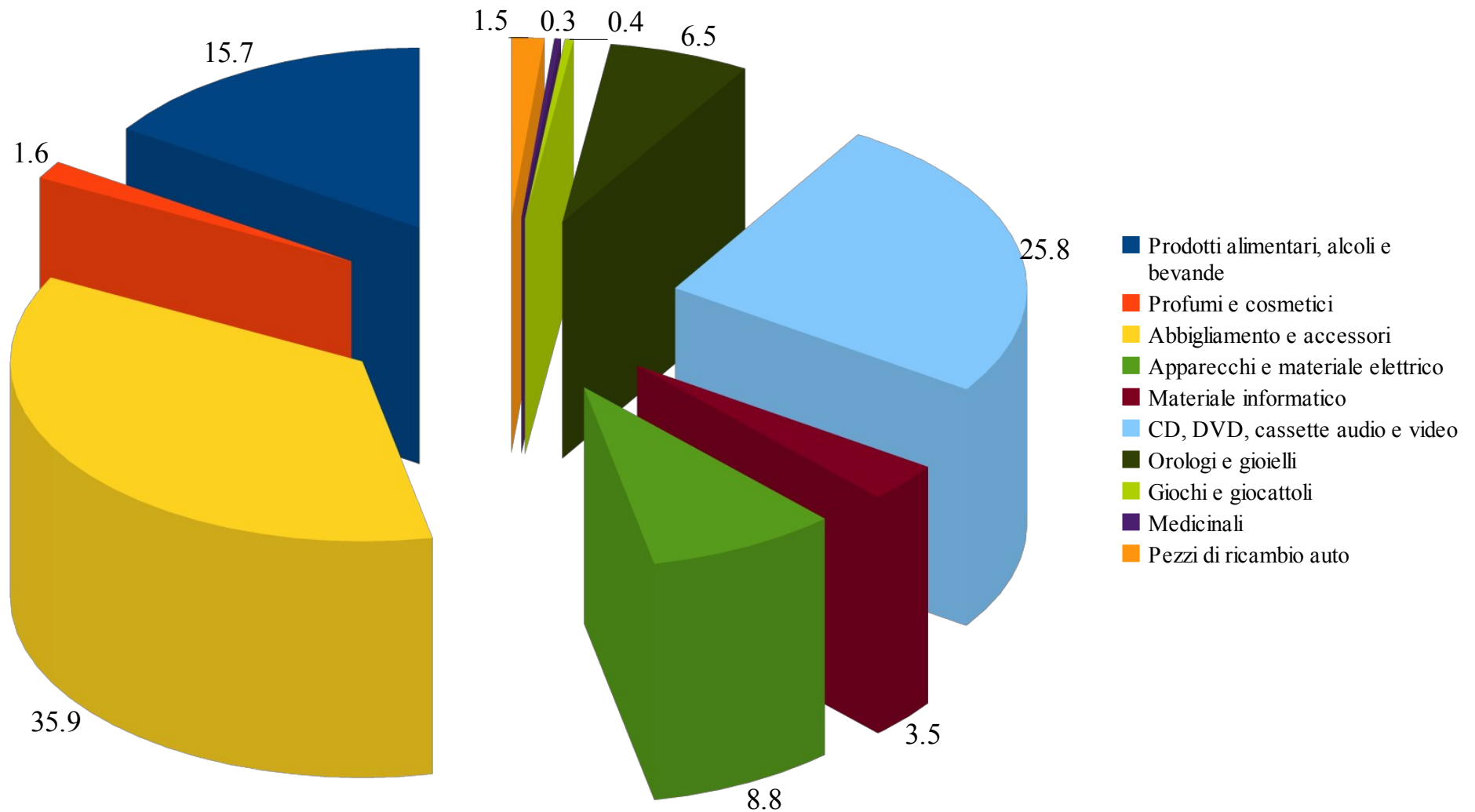
From: WTO

Trend of counterfeiting in OECD countries from 2000 to 2007

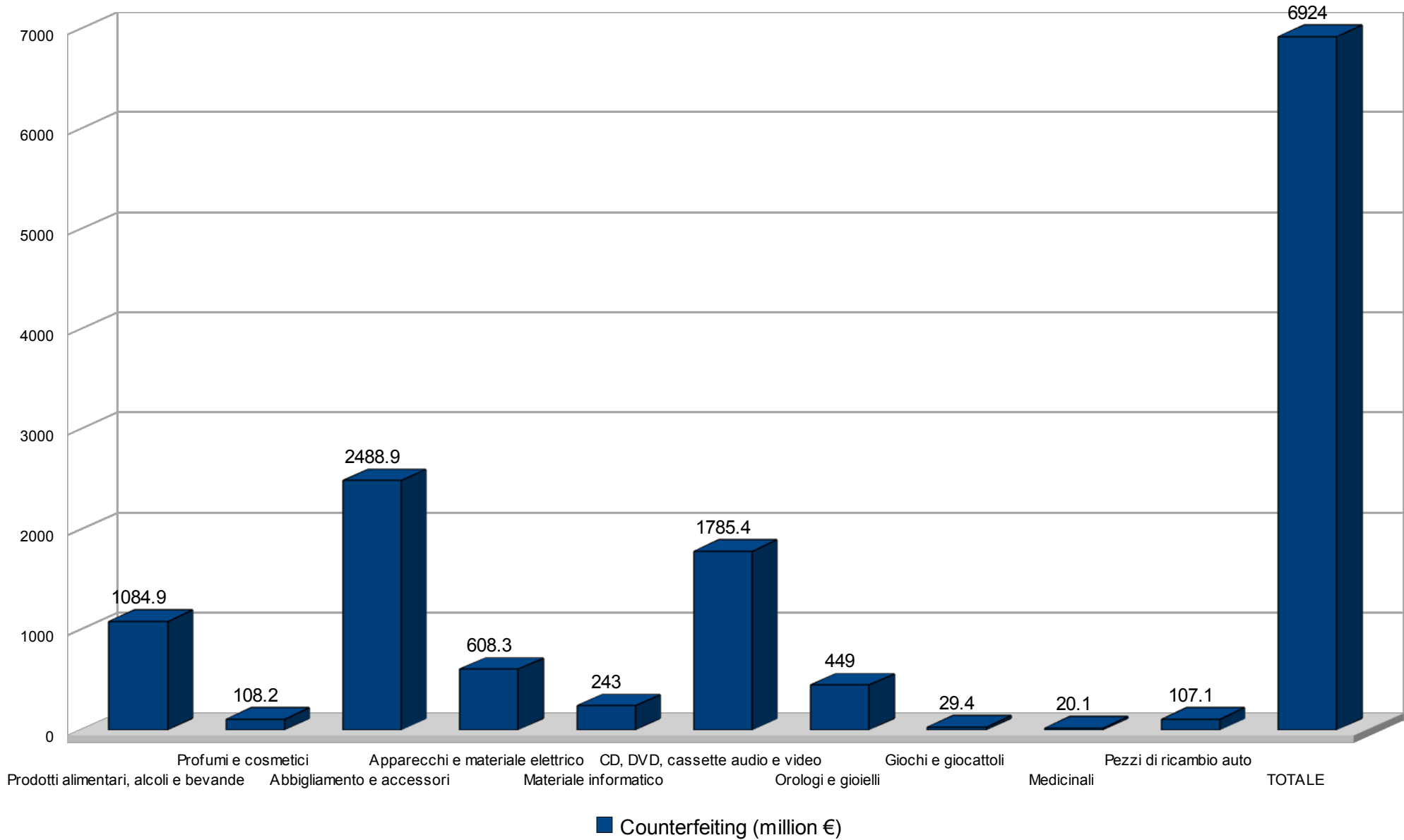


From: WTO elaboration

Percentage breakdown by sector of the turnover of counterfeiting in Italy for 2010



Estimate for the areas of sales of counterfeiting in Italy for 2010



From: Censis elaboration

FOOD LANDSCAPE— ENVIRONMENT – BIODIVERSITY



Operational activities carried out in the agrifood sector by the State forestry Corps in 2011

