

**African Union – European Union joint workshop**  
***Creating value through geographical labelling and indications: the power of origin***

**Adding value to agricultural products**

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European Commission  
Agriculture and  
Rural Development

## Recap: geographical indication is...

- GI is the **name of a product** where a given quality, reputation or other characteristic is essentially **attributable to its origin**
- Link to origin may be due to **environmental** factors and/or skills, traditions and **know-how** of local producers.
- Protection methods:
  - GI registration system
  - Trade mark
  - (Labelling regimes)



# Recap: the benefits of geographical indications are...

## Consumer benefits:

- Quality assurance
- Specific character

## Societal benefits:

- Link valuable products to rural areas
- Reconnect consumers and producers
- Protect traditions and agricultural TK

## Producer benefits:

- Protect valuable product names
- Maintain standards
- Price premium
- Fair competition

## Environmental benefits:

- Linking traditional product with landscapes and farming systems



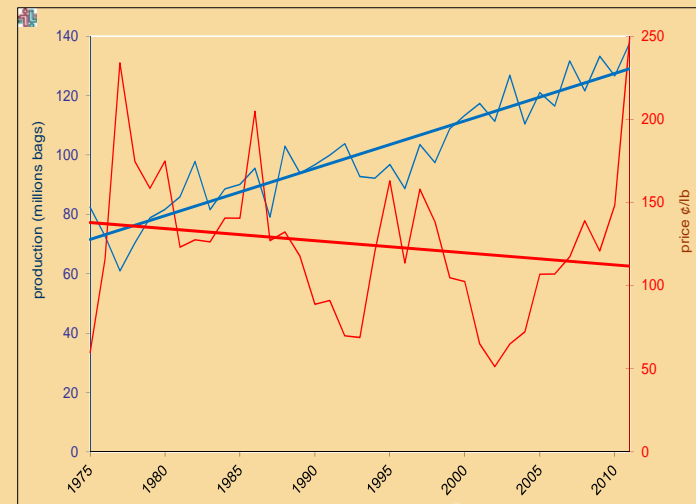
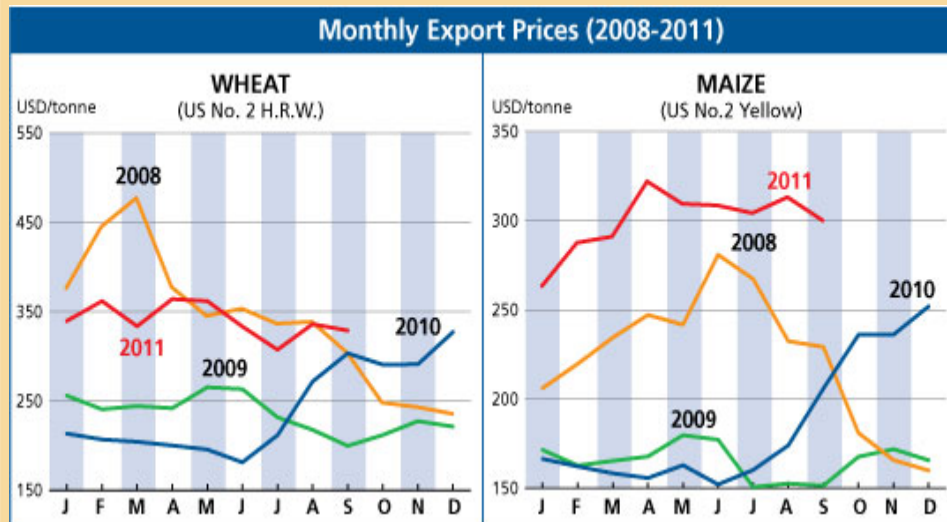
1. GIs to distinguish product in the marketplace
2. Protecting producers' / farmers' rights with GIs
3. Developing GIs



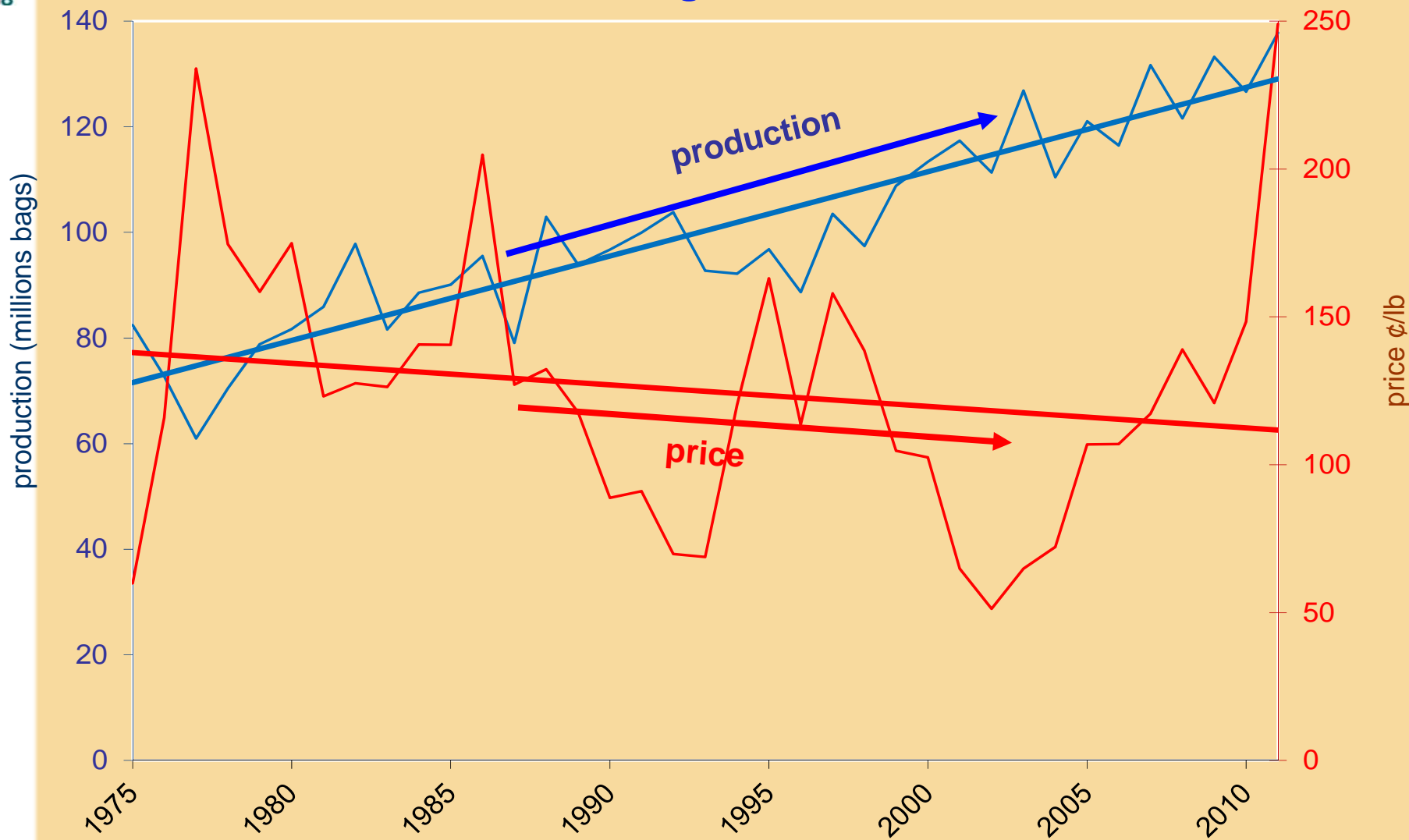
# 1. GIs to distinguish product in the marketplace

## 1.1 Market context

- Market volatility in commodity sectors
- Concentration in food supply chain downstream (processors and retailers)
  - Price pressure and planning difficulties

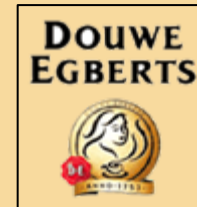


## 1.2 Coffee: long term market trends



## 1.3 Branding

- Branding and quality control
- Build customer loyalty to brand, not necessarily to agricultural producer



## 1.4 Market differentiation on basis of farming attributes

Segment of consumers seek product characteristics and farming attributes

Market and labelling responses:

- Geographical indications
- Organic
- Sustainability
- Fair trade
- Slow food
- Animal welfare

Communicate with consumers

Assist farmers to move up the value chain





# 1.5 Distinguishing product by origin (1)



Peru

Colombia

Peru

Colombia

Ethiopia  
Caracoli

Moka,  
organic fairtrade



Brazil



Costa Rica

Nicaragua

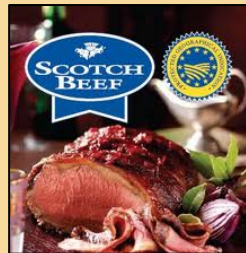


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## 1.6 Distinguishing product by origin (2)

- GIs help product stand out in the marketplace
- Benefits accrue only to authentic producers in the geographical area
- Use of logos common strategy
- EU developed GI logos, to give consumer guarantee on quality



**PDO / AOP**



**PGI / IGP**

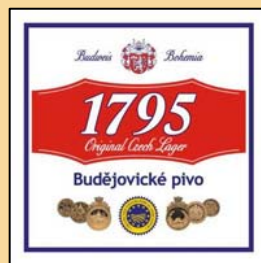


- **Comté PDO / AOP**
- **Scotch Beef PGI / IGP**
- **Darjeeling PGI / IGP**
- **Budějovické pivo PGI / IGP**
- **Grana Padano PDO / AOP**

## 2. Protecting producers' / farmers' rights with GIs

### 2.1 Positive right

- Specific GI system offers protection tailored to traditional agricultural production.
- Positive right
  - Explicit right to use the registered name
  - For any operator marketing authentic product (producer, cooperative, importer, distributor, wholesaler, retailer)
  - Only for product conforming to the specification

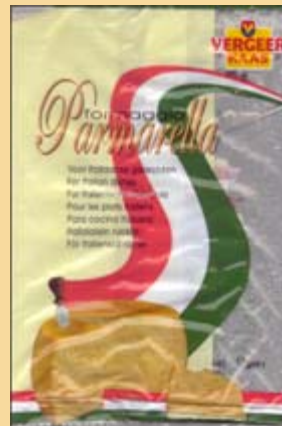


## 2.2 Negative right

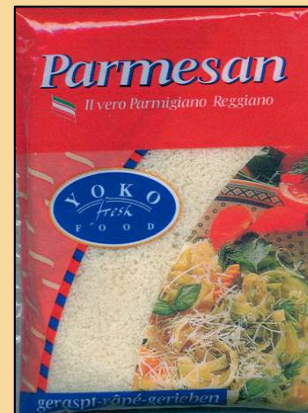
- Protection against wrongful uses:
  - Absolute protection for registered name.
  - Extended protection against specific misuses, including ‘evocation’ and translations.



**Parmigiano  
Reggiano  
PDO / AOP**



**Parmarella**



**Parmesan → Formaggio Italiano**



## ***2.3 Relation to trade marks***

### **GI registration:**

- Prevents registration of conflicting trade marks
- Registration of compatible trade marks unaffected
- Use of figurative trade marks (projecting product identity) with stronger GI protection of name a common strategy

## 2.4 GIs & trade marks: What is added value of a GI?

- Geographical names can be difficult to register as trade marks (distinctiveness test)
- Prior (individual) trade mark will halt a new trade mark application;
- GI may be registered even if there is a prior trade mark (coexistence). Important where indigenous community is slower than a private company in registering a name.
- GI: deeper protection (covering translations and evocations)



## 3. Developing GIs

### 3.1 *Essential elements*

- Producer group
- Product specification:
  - Description of product and production method showing specificity
  - Delimited geographical area, showing environmental features and/or know how of local producers
  - Causal link between specificities of product and the geographical zone
- System of controls to verify authentic product
- Administrative system that enables registration



## 3.2 Realising African potential

1. How can we facilitate formation of producer groups around a product?
2. What guidance for development of GIs is needed?
  - delimiting the geographical area;
  - setting the specification and production method;
  - describing the link.

### Q&A Guide

3. Can we map GI laws in Africa? Which GI products are ready for development?

### GI laws listing; GI list + fiches

4. What are appropriate controls for GIs and origin-based product in national and international markets?
5. What provision can we make for GIs that don't (yet) meet the criteria?





*Thank you for your attention*

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*[http://ec.europa.eu/agriculture/quality/index\\_en.htm](http://ec.europa.eu/agriculture/quality/index_en.htm)*

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