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oriGIn Consolidates Its Presence in the United States (U.S.)
*The global alliance of Geographic Indications (GIs)
adds a U.S.-based representative to its team*

Washington DC, 09 March, 2015 - Over the last 10 years, oriGIn has been promoting an objective debate on Geographic Indications (GIs) in the United States (U.S.), focused on internationally accepted legal considerations and pragmatic evidence that characterize GIs a strategic tool for both farmers and consumers. As GIs are getting momentum in the U.S. – with several groups joining oriGIn and the establishment of the American Origin Products Association (AOPA) – oriGIn decided to invest in a stronger presence in the U.S.

Based in Washington, DC, Mr. Ivan Butina – an expert on strategic communication and communities of practice – will help oriGIn and its members voice their positions. This and the next few years will be crucial for the future of GIs in the U.S. and oriGIn will offer both its American and non-American members an opportunity to convey their messages to U.S. policymakers, media, and the general public in a coherent way.

“We believe GIs represent a fresh opportunity for the U.S. agricultural sector and its sustainability, to be seized also in the framework of the Transatlantic Trade and Investment partnership (T-TIP) negotiations. Therefore, we have taken the decision to add a U.S.-based representative to our team. This move represents the first step towards establishing an oriGIn permanent presence in the U.S.” said Massimo Vittori, oriGIn Managing Director. *“Through this important addition to our team, we’ll make sure our messages get traction with those in the U.S. who want consumers to have more freedom to choose quality products as well as producers to be in a better position to contribute to the growth and dynamism of local economies”*, concluded Mr. Vittori.

Geographical Indications (GIs) are distinctive signs that associate products of quality and reputation with their place or area of production and thereby help identify and distinguish such products on the market. The Organization for an International Geographical Indications Network – oriGIn – is the global alliance of Geographical Indications, representing 400 associations and more than 2 million producers from 40 countries. For more information: <http://www.origin-gi.com>