

# A Fresh Look at Geographical Indications in the US

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“Local food” phenomenon

is reshaping

American food perceptions

- Huge consumer demand
- Large retailers involved
- Obama Administration  
changing the landscape
  - organic
  - regional food systems

How can GIs  
become part of the American  
local food paradigm?

# American Local Food



Proximity

(the “100 mile diet,” etc.)

But it is also...



Proximity



Origin Products  
(Idaho Potato)

# Proximity Advantage

- Local dollars circulate, create “local multiplier effect”
- Benefits local economy
- Keeps farmers on the land

# Origin Product Advantages

- Local multiplier effect

*plus*

- Beneficial trade effects



# Rural Economies Benefit Two Ways

- Strengthens local food system
- Creates jobs “exporting”  
product outside of region

## Origin Products also...

- Preserve local culture
- Maintain biodiversity
- Increase local collaborations
- Promote rural tourism

But...not seen as a  
*category* of products

- no listing of them for US
- not mapped consistently
- producers not organized
- no research/government focus

## Recent Initiative

- Exploratory Committee for a US Producer Association
  - education
  - outreach
  - give producers a voice
  - network (annual meeting)

# American Origin Product Producers Collaborating

- Idaho Potato
- Kona Coffee
- Missouri Northern Pecan

# Creating an Inventory

- several academic disciplines
- U of Arkansas base
- other universities as “hubs”
- website, database, mapping

# Working with US Department of Agriculture

- see need for producer group
- review of USDA programs
- take stock of products
- consider trade potential

## Overall goals:

- Raise visibility and support
- Improve IP status to better protect producers
- Grow the markets for US GIs