



## PRESS RELEASE

Geneva

July 14, 2008

### **On 26 and 27 June, OriGIn participated in the International Forum “Planète Terroirs” in the “Dentelles de Montmirail” in the South of the “Vallée du Rhône”.**

Sponsored by UNESCO and supported, among other, by OriGIn, this Forum was held in the communes of “Beaumes de Venise”, “Gigondas” and “Vacqueyras” and welcomed approximately 300 participants (producers, researchers, International Organizations representatives and decision makers) from some 18 countries (Canada, Benin, Laos, Hungary, Russia, etc.).

Questions related to the future of “terroirs” were discussed at the Forum, such as the role of territorial collectivities in their development, conditions of success and durability of agricultural production, as well as best practices’ sharing among producers, scholars and professionals.

Massimo Vittori, Secretary General of OriGIn, participated in the workshop on *Legal Protections of Terroirs* and stressed the interest of using existing legal tools to promote and protect origin-based products and reduce risks of misappropriations from third parties. Among those tools, geographical indications play a key role because of the numerous products, such as Roquefort, Colombian Coffee and Parmigiano Reggiano, which reputation and unique characteristics are attached to their geographical origin.

“The more a product attains consumer recognition, the more it exposes itself to the risk of being usurped by entities which will try to benefit from its reputation by commercializing imitations”, declared Massimo Vittori.

“The “Côtes-du-Rhône” area, with its viticultural “terroirs”, presents many cases of geographical indications being exploited by non-authorized traders and retailers. On this subject, OriGIn is concerned by the numerous cases of usurpations affecting one of its members, the AOC “Châteauneuf-du-Pape”. Producers have to lead a constant fight against the use of the word “Pape” for wines that are not from this appellation, and more generally against any abuse of its notoriety and name. In this regard, OriGIn will launch in the following days a campaign to raise awareness upon the competent authorities in France and the European Union, to put an end to those abuses,” concluded Massimo Vittori.

**For more information:**

Visit: [www.origin-gi.com](http://www.origin-gi.com)

Contact: Mr. Massimo Vittori, Secretary General, OriGIn, tel.: +41 22 755 07 32; e-mail: [secretariat@origin-gi.com](mailto:secretariat@origin-gi.com)

**About OriGIn:**

The Organisation for an International Geographical Indications Network – OriGIn – is the first international organisation of geographical indications’ producers. OriGIn represents some 80 organisations and more than two-million producers.