

oriGIn Newsletter



Leaders

*“Some people grin and bear it.
Others smile and change it” – Unknown*

Massimo Vittori, Managing Director, oriGIn



In 2013 oriGIn will be ten years old! The forthcoming anniversary is an opportunity to look at what has been achieved in the first ten years of existence of our Organization as well as what remains to be done to further consolidate it.

First of all, it was crucial to strengthen the international network of producers' groups to become a truly global alliance of Geographical Indications. With three hundred and fifty (350!) associations, representing Geographical Indications from all sectors and continents in the world as well as 2-million producers, this objective has been met. **A high number of members from a variety of sectors and geographical locations made our voice stronger.** A growing number of members also means that the services provided by oriGIn – such as advocacy campaigns, opportunities of exchange and cooperation, regular and timely information on Geographical Indications and related issues, legal advice and support in case of infringements – are relevant.

Parallel to the membership, our reputation has been growing over the years. Our position papers, practical reports and studies are taken into account by policy-makers at the national, regional and international level.

oriGIn has contributed to landmark achievements that might have seemed impossible 10 years ago. To name a few: the establishment of a international coalition of 110 countries supporting Geographical Indications at the World Trade Organization, the *ex officio* protection and the formal recognition of the role of producer groups in the protection and promotion of Geographical Indications in the European Union, the Lisbon Agreement reform at the World Intellectual Property Organization clearly oriented towards the inclusion of Geographical Indications in the scope of the Treaty as well as a single and ambitious level of protection for both Appellations of Origin and Geographical Indications, a change in the European Union practice in bilateral agreements' negotiations now covering all Geographical Indications, a stronger and structured quality food movement in the United States. **The fact that a number of international donors have given their financial support to oriGIn is another indication of our consolidated reputation.**

To achieve these goals, our strategy has been two-fold: Consolidating our “core business” on the one hand, and exploring new fields on the other. With respect to “consolidation”, we have focused on providing useful information to members (monthly reports, practical manuals, etc.) as well as solid position papers underpinning our requests to policy makers. In doing so, we have engaged in a constructive dialogue with several partners, which led to the conclusion of strategic partnerships, such as the one with the Berkeley Law School aimed at identifying a list of Geographical Indications currently protected in the United States. As for “innovation”, we have worked to offer our members innovative services, such as the initiative on access to finance for Geographical Indications in the framework of sustainable agriculture.

Moving from childhood to teenage years is challenging though. Teenagers are more independent than children, they are young, full of energies and wish to realize their dreams. But they still need support and guidance from their parents! That's why we count on all of our members and partners to further strengthen oriGIn and take it together to new heights.

World

In search of a dream: oriGIn worldwide compilation of all GIs protected in the world

*Daniela Lizarzaburu, Focal Point,
Worldwide GI Compilation, oriGIn*

In September 2011, oriGIn launched its project of a worldwide compilation of all Geographical Indications (GIs) protected in the world. The compilation, which will be freely available on the oriGIn website, will list the GIs in an alphabetical order with the indication of the country of origin, the category, the law of the country of origin and a report containing the key information on each product.



On the one hand, regions such as the European Union – through its online databases (DOOR for agricultural GIs, E-Bacchus for wines with GI and E-Spirit-Drinks for GI spirits) provides for detailed information concerning the European and foreign GIs in those 3 sectors protected in the 27 Members States. As for non-agricultural GIs a centralized source of information is currently not available at the EU level.

On the other hand, in the rest of the world, accessing to this kind of information is still problematic. Some jurisdictions (such as India and some countries in Latin America) have undertaken centralization efforts. In such cases though the most urgent problem is encouraging the public at large (potential consumers) as well as the trademark offices in third countries (that should refuse the registration of such GIs as trademarks and therefore prevent the unfair appropriation of the GI reputation by non authorized parties) to access to this information.

In some other cases, the information on protected GIs is not available altogether, as in many countries in Africa and South-East Asia.

In this context, the oriGIn project of a worldwide compilation of all GIs protected in the world has been thought as a response to the lack of data concerning the GIs protected in the various jurisdictions around the world, as well as an initiative against to the growing phenomenon of usurpation and imitation affecting GIs.

In 2012, several donors believed in the value of this project and provided their financial support. The Ministry of Agricultural, Food and Forestry Policies of Italy (Mipaaf) supported the research regarding GIs from Latin America & the Caribbean and North America. Likewise, the Swiss Federal Office for Agriculture (FOAG) sponsored the research on European countries not members of the European Union as well as the GIs protected in foreign jurisdictions through bilateral and multilateral treaties. In 2012, discussions were held with other potential donors, with the objective to cover additional geographical areas.

As for the methodology used to realize the compilation, a focal point in each of the countries under scrutiny was identified and contacted to obtain the relevant legal instrument used to confer the GI status (such as resolutions, certificates of recognition, declarations of protection) as well as other information concerning the products. In some cases, such information was provided by a producers' association, in others by a government body.

In this respect, an interesting and challenging experience concerned countries that protect GIs through trademarks, collective and certification trademarks. In such cases, an assessment to verify the correspondence to the internationally recognized definition of GIs was necessary.

The project of a worldwide compilation of all GIs protected in the world is expected to be completed by 2014. **In 2013, we expect further donors and partners to join us in this fascinating initiative!**

More information available @ http://www.origin-gi.com/index.php?option=com_content&view=article&id=267%3Aorigin-database&Itemid=125&lang=en

Events

A proactive 2012 for oriGIn

Ida Puzone, Project Manager, oriGIn

In 2012, oriGIn has been in the spotlight for its proactive presence on the international stage. Thanks to synergies with local partners and strengthened cooperation with members, oriGIn participated in several events worldwide and stressed its key messages on Geographical Indications (GIs) protection.

In May, oriGIn participated in the prestigious international food fair "CIBUS" held in Parma and launched the Italian version of its manual *Protecting the Geographical Indications in Emerging Economies (Brazil, Russia, India and China – BRICs Countries)*. In the same month, a training on protection and technical issues for Chinese GIs - sponsored by oriGIn's China Office and the China National Institute of Standardization (CNIS) - was successfully held in Tengchong County, Yunnan Province.

In June, oriGIn took part in "Yorex" - an exhibition of traditional Turkish regional products – organized in Antalya to support producers' effort to develop GIs in Turkey. In this context, oriGIn welcomed a Turkish GI "Finike Oranges" as a new member of its global alliance.

'20 ürünü OriGIN'e üye yapmak için çalışıyoruz'

Antalya Ticaret Borsası çerçevesinde Antalya EKO Center'da düzenlenen 3. Yöresel ve Geleneksel Ürünler Fuarı çerçevesinde Uslak Arsan Coğrafi İşaretli Ürün Üreticileri Ağı ve Coğrafi İşaretler, Marka Bilgilendirme toplantısında konuşan Canberk Arsan'ın da bu yıl üçüncü düzenlenen Hedefli Yöresel ve Geleneksel Ürünler Fuarı ile Türkiye genelindeki coğrafi işaret ürünlerini tanıtmaya yönelik amaçları konuşmuş olduğu bir toplantının buluştuğu beliren Canberk Arsan'ın bu konuda coğrafi işaret ürünlerini tanıtmaya

başlı bir hedefi olduğunu söyledi. Kendi ürünlerini de bu alana (ya da sanayiye) için çok önemli bir adım" diye konuştu. Canberk Arsan'ın bu toplantıda diğer üreticilerle bir araya gelerek verimli görüşmelerini de belirtti.

Prof. Dr. Yavuz Tekeoğlu, coğrafi işaretlerin bir ürününün haklarını koruması için önemli olduğunu belirterek, üreticilerin coğrafi işaret konusunda bilgilendirme gerektiklerini söyledi. OriGIN Yürütme Direktörü Massimo Vitorri "Coğrafi İşaret Üreticilerinin Küresel İttifakı" başlıklı seminerde, ayrıca de bulunan OriGIN Derneğinin çalışmalarını hakkında bil-



gi verdi. Dernek olarak coğrafi işaretleri koruması, bütün dünyada aynı çabı aldıkları buluşmaları amaçlayan bir dernek olduğunu anlatan Vitorri, dernek bünyesinde çok sayıda alanında uzman firmaların yer aldığı ve dernek üyelerinde firmaların aktif bir arada gelerek, deneyimlerini birbirlerine aktararak, renklilik olgularından kaynak-

lı coğrafi özellikleri taşıyanları gerektiklerini belirten Vitorri, "Coğrafi işaret ürünlerinin şifalarından hareketle koruması gerekir. Zaman zaman coğrafi işaretler maskeleye karşıtlanmaktadır, bunun da önüne geçilmeli. Bizim de derneğimiz coğrafi işaret ürünlerini korumasını, şifalarından hareketle sunmasını amaçlamaktadır" diye konuştu.

Antalya'da düzenlenen fuarda da katılımı ve çok sayıda ürün potansiyeli de karşılaştığına ifade getiren Vitorri, Türkiye'nin her bir noktasında bulunan ürünleri fuarda gösterdiğini söyledi. Vitorri toplantıya katılanların aralarında da bulundu. Vitorri, OriGIN'e üyeliği kabul edilen Finike İpece Meyve Üreticileri Birleşimi Başkanı Celal Rıdvan'ı katılıma davet etti. Prof. Dr. Yavuz Tekeoğlu, Massimo Vitorri'ye katılıma nedenleri hakkında bilgiler verdi. Oturum başkanlığına Prof. Dr. Selim Çakırtay'ın yaptığı seminerde "Türk Patent Enstitüsü" marka uzmanı Selim Akel Özkentli coğrafi işaret konusunda ve önemini anlatırken, TPE marka uzmanı Seyda Alan marka ve coğrafi işaretler tescil süreci hakkında bilgi verdi.

Haber Merkezi



In August, to encourage the growing GI movement in Brazil, oriGIn contributed to organize the "II International Symposium on GIs" which took place in Fortaleza. The event was hosted by the "Associação dos Carcinicultores da Costa Negra" (ACCN), currently a member of oriGIn and beneficiary of the GI "Costa Negra" for high quality shrimps produced in this region.



In September, in the framework of the 13th Western China International Fair (WCIF), a "Geographical Indication Products Special Hall" was set up for the first time, bringing together 113 enterprises authorized under the Chinese law to produce GIs from 17 autonomous regions and municipalities. The WCIF is a very important exhibition in China, capable to attract more than 4,598 enterprises only this year. It is co-hosted by 15 State Ministries and Commissions, including the National Development and Reform Commission, the Ministry of Commerce and 12 autonomous regions and municipalities. In this context, the oriGIn's China Office promoted oriGIn and its objectives as well as the services provided to Chinese members.

In October, with a view to foster strategic partnerships, oriGIn delivered a lecture at a training on GIs, local economic development and the role of producers' associations organized by the United Nations Industrial Development Organization (UNIDO) in Turin (Italy). Participants, mostly representatives from francophone African countries, were invited to attend the "International Parmigiano Reggiano Award" assigned to the "Consejo Regulador del Tequila" at the "Salone de Gusto", the flagship Slow Food event.

Also in October, the English version of our latest handbook: *Protecting the Geographical Indications in Emerging Economies (BRICs Countries)*, was presented in Geneva at a side-event jointly organised by oriGIn and the Mission of Italy to the United Nations within the framework of the World Intellectual Property Organisation (WIPO) General Assemblies. The event was a huge success not only in terms of audience - we counted with the participation of more than 100 delegates attending the WIPO Assemblies- but also because of the high-level debate which highlighted the important role played by our Organization in shaping the international debate on GIs. The President of the National Institute of Intellectual Property of Brazil praised the oriGIn manual and insisted on the key role of GIs as a development tool for small producers.

Events

Bordeaux GI world capital in 2013

*by Christian Amblard, Syndicat du Pruneau d'Agen,
Member of oriGIn Executive Committee*



Bordeaux, the region of Aquitaine and France have been selected to host the General Assemblies of oriGIn and of the Association of European Regions for Products of Origin (AREPO), from 20 to 22 May 2013. These events will take place in the framework of the 'Assises de l'Origine', which are annually organized during the Aquitaine Agricultural Fair. **The General Assembly of oriGIn will be held on Monday the 20th of May.**

This high profile event will reaffirm the global dimension of Aquitaine and France in terms of origin and quality policies. It will gather over 200 delegates, producers and regional representatives from forty countries worldwide, all committed to defend and promote GIs.

Aquitaine is the first region in France in terms of GIs and one of the leading one in Europe, with 97 GI products. The value of GI production is over 3 billion Euros, more than half of the total agricultural production in the region. Bordeaux is internationally known for its prestigious wines with GIs and the region of Aquitaine for its agricultural GIs; such as *Pruneaux d'Agen, Foie Gras du Sud-Ouest, Jambon de Bayonne and Piment d'Espelette* among others.

The promoters and organizers of this event, who are directly involved in the defence and promotion of products from Aquitaine, expect strong support and cooperation from communities, organizations and businesses, whose image and economic activity is based on the concept of origin.

The work of the public Conference - taking place on Tuesday May 21, 2013 - will focus on four topics of common interest to all Organizations involved in the promotion and protection of Geographical Indications: the latest developments related to the protection of Geographical Indications on the Internet and against counterfeiting, international protection against usurpation and imitation, the latest issues at the European Union level (CAP reform, Geographical Indications and trademarks) and the issue of non-agricultural origin products.

A field visit will be held on 22 May. More information will be available soon @ <http://www.origine.coop>

Welcome to Bordeaux, Aquitaine and France!



European Union

The European agriculture reforms in 2012

*David Thual & Fanny Lossy
oriGIn's experts on European affairs*



2012 has been prolific in terms of European reforms concerning agriculture.

The Milk Package has been adopted on 14 March and is entirely in force since the 3rd October. oriGIn worked with its members to ensure that an article on **the management of supply for cheese with a Protected Designation of Origin (PDO) or Protected Geographical Indication (PGI) was inserted in this package.** This was done under article 126 quinquies. It is a victory for PDO and PGI in the milk sector.

The Quality Package was adopted in September by the European Parliament and in November by the European Council. It was published in the Official Journal on 14 December. The discussions in the 'trilogue' were however harder than for the milk package and the Council refused to accept the insertion of an article on the management of the volumes for all the PDO and PGI. As an agreement was not possible, the Parliament decided to withdraw this article and to insert it in the framework of the current CAP reform. The Quality Package was agreed upon by the Parliament and the Council **with several amendments proposed by oriGIn, notably on the definition of the PDO, the content of the specifications and the level of protection.**

Furthermore, **the reform of the Common Agricultural Policy (CAP)** is ongoing since the publication of the legislative proposals of the European Commission on 12 October 2011. This reform covers several themes:

- The rules on direct payments,

- The Single CMO,
- The support for rural development,
- The financing, management and monitoring,
- The fixing certain aids and refunds,
- The application of direct payments in respect of the year 2013, and
- The regime of the single payment scheme and support to vine-growers.

The Committee on Agriculture of the European Parliament chose several rapporteurs. Mr Dantin, a French MEP, is the rapporteur on the single CMO. He inserted in its report the amendment on the possibility for the groups in charge of the management of a PDO or a PGI to manage the growth of the volumes of production of the GI.

The discussions on the reports and on more than 6.000 amendments which have been tabled are ongoing. The Committee on Agriculture already told the European Commission and the Council that it does not want to take a position on the different subjects before it knows which budget will be allocated to agriculture for the next years. This budget will be defined in the multiannual financial framework – the budget of the European Union for the period 2013-2020 – which is currently in negotiation at the European Council. Given the current economic situation and the positions of the Member States which are split on the subject, doubts remain as to the adoption of the reform by the Parliament and the Council before 2013. The new CAP should in theory enter into force in 2014.

Finally, the European Commission published on 30 March a communication on promotion of agricultural products and will publish legislative proposals on the issue mid 2013. PDO and PGI are very much concerned by this reform. oriGIn will thus strongly get involved on this file as soon as the legislative proposals are published. The reform of the quality policy remains without a doubt a fundamental step to enhance a strategic tool for European producers. Regarding quality products, and in particular PDO and PGI, efforts can already been done to facilitate the establishment of projects aiming at the non European markets, as well as plurinational projects. oriGIn, thanks to its European network of producers groups and its worldwide contacts of national authorities and experts, is in a privileged position to be the intermediary between European groups interested in presenting common projects of promotion, with a particular attention to non European markets. In order to elaborate oriGIn's strategy on this theme, a half-a-day round table will be organized in Brussels in February 2013.