

## Experiences and Challenges on Infringement and Differentiation



Federación Nacional de  
Cafeteros de Colombia

## the Colombian Coffee Experience

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Colombian Coffee Growers Federation - FNC

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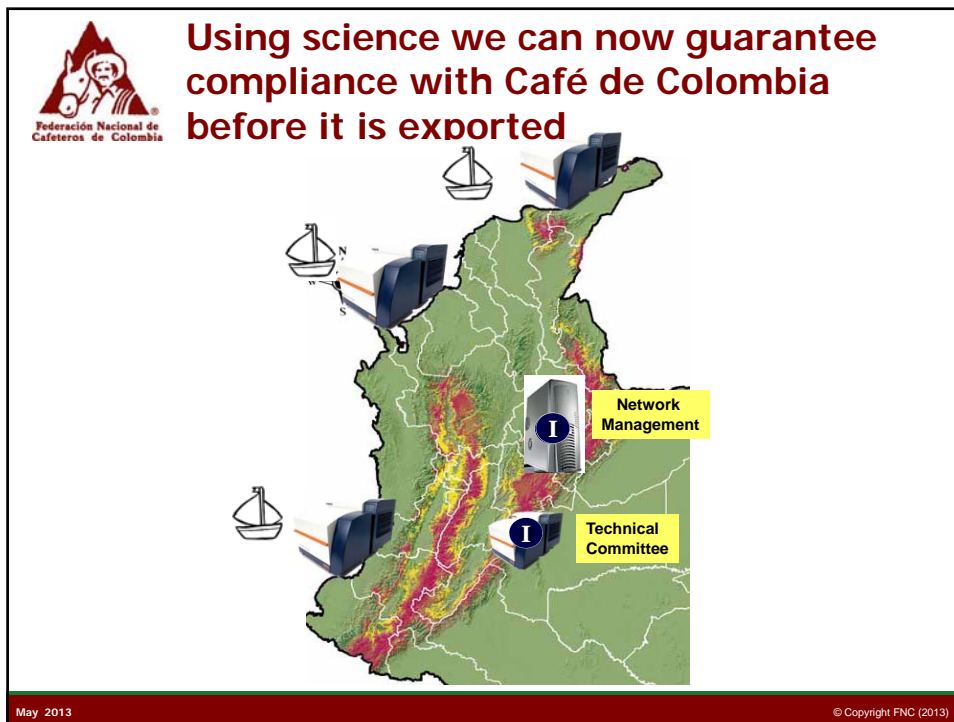
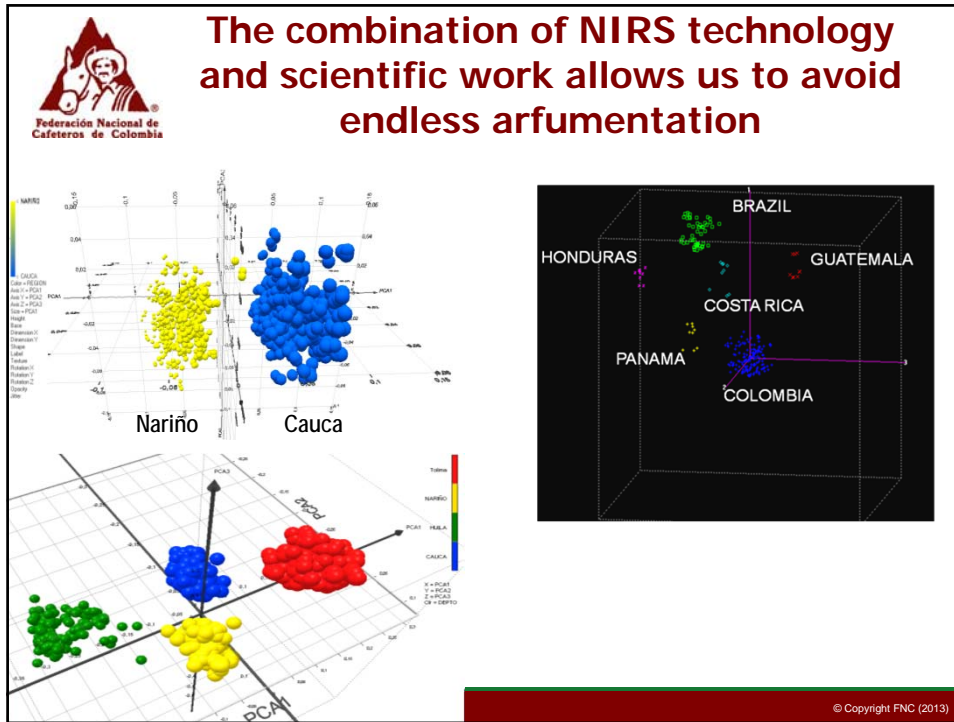


## Detection system for infringements

- **Evaluating coffee to be exported on every Colombian port**
  - 45.139 samples were evaluated on 2012
- **Collecting coffee described as Colombian from international markets**
  - 1678 samples were collected and evaluated on 2012
- **Developing and implementing new technologies for identifying coffee origin**
  - NIRS Technology (Data Base of 11.800 samples aprox.)

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## Quality control complements with legal GI instruments

- **Locally:**
  - **Café de Colombia** was recognized as the **first** Colombian Denomination of Origin in February **2005**
  - In August **2010**, the FNC was assigned by the National Government to be the **regulatory authority**.
  - On 2011 **Café de Nariño** and **Café del Cauca** were recognized as Denominations of Origin.
  - On **April 2013** **Café del Huila** is recognized as Denomination of Origin.
- **Andean Community:**
  - The Denomination of Origin is recognized on **Peru, Ecuador** and **Bolivia**.
- **European Union and Switzerland:**
  - In September **2007**, “Café de Colombia” was granted the Protected Geographical Indication status by **the European Commission**.
  - **Colombian Coffee IGP in Switzerland** has been recognized soon.
- **Globally:**
  - In June 25<sup>th</sup>, 2011 **UNESCO** declared the **Colombian Coffee Cultural Landscape** a World Heritage Site.





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## This way we can also avoid misleading packaging



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## Origin Protection Achievements





- ✓ **415** International applications and registrations of Colombian Coffee Trademark.
- ✓ **11** GI – Cert Mark Origin Recognitions
- ✓ **219** Legal actions taken worldwide

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# DENOMINACIÓN DE ORIGEN

La Denominación de Origen del *Café de Colombia* representa y evidencia el vínculo entre la calidad del café, la tradición y el territorio donde se produce. Así, los clientes y consumidores saben que esas características por las que pagan un mayor precio están garantizadas.



Region	Body	Acidity	Notes	Global Impression
CAUCA	Cuerpo Medio	Acidez Media	Notas	Impresión Global Balanceada
PAISAJE CULTURAL CAFETERO	Cuerpo Medio	Acidez Media	Características Generales	Bebida de Carácter
SIERRA NEVADA	Cuerpo Alto	Acidez Baja	Notas	Impresión Global Balanceada
SANTANDER	Cuerpo Medio/Alto	Acidez Media	Notas	Impresión Global Balanceada
NARIÑO	Cuerpo Medio	Acidez Alta	Notas	Impresión Global Balanceada
HUILA	Cuerpo Medio/Alto	Acidez Media/Alta	Notas	Impresión Global Balanceada

[www.cafecolombia.com](http://www.cafecolombia.com)

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## The question of Services – Examples where the system fails us

GI awareness of trademark practitioners is improving in same class products

**But, what to do when trademarks of services related to GI products try to take advantage of its recognition?**

COLOMBIANO  
HOUSE



CCH  
CO.LOM.BIANO  
H.O.U.S.E

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## The next stage on differentiation for GIs: linking Quality with Origin and Sustainability



- **Economic:** Traceability, market knowledge, profit, productivity and strengthening of managerial skills (training).
- **Social:** Family wellbeing , wealth, training and working conditions.
- **Environmental:** Water, recycling, soil conservation practices, agrochemical management, environmental management and energy.

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**We have come a long way. But there  
is still a lot of work ahead of us**

**Thank You**

**[www.cafedecolombia.com](http://www.cafedecolombia.com)**