

Activities Report



2012/2013

Letter of the President and the Managing Director

Dear oriGIn Members,

This year oriGIn turns ten! This important anniversary is an opportunity to look at what has been achieved in the last two years (which in many cases is also the result of the work carried out with enthusiasm and energy since the establishment of our Organization) as well as what remains to be done to further consolidate oriGIn.

First of all, with a **membership of three hundred and fifty (350!) producers' groups**, representing Geographical Indications (GIs) from all sectors and continents in the world as well as some 3-million producers, we have strengthened our international network and become a truly global alliance of GIs. A high number of members from a variety of sectors and geographical locations made our voice stronger. oriGIn is regularly invited to all major committees and events dealing with GIs. Likewise, **our position papers, practical reports and studies are taken into account by policymakers at the national, regional and international level**. 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 GIs 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. **The fact that a number of international donors have given their financial support to oriGIn is another indication of our consolidated reputation.**

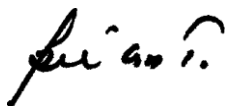
In terms of advocacy, oriGIn has contributed to landmark achievements that might have seemed impossible 10 years ago! To name a few: the establishment of an international coalition of 110 countries supporting GIs at the World Trade Organization (WTO), the Lisbon Agreement reform at the World Intellectual Property Organization (WIPO) clearly oriented towards the inclusion of GIs 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 stronger and structured quality food movement in the United States, the *ex officio* protection and the formal recognition of the role of producers' groups in the protection and promotion of GIs in the European Union and a change in the European Union practice in bilateral agreements' negotiations now covering all GIs.

To achieve these goals, our strategy has been twofold: 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 School of Law aimed at identifying a list of GIs 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 GIs 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.

Happy 10th anniversary oriGIn, many more of these days!

Geneva, 15 May 2013



Ramón González Figueroa,
President



Massimo Vittori,
Managing Director

oriGIn Worldwide Compilation of all GIs Protected in the World

In September 2011, oriGIn launched in Guadalajara its project of a worldwide compilation of all 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. Such project is 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 and 2013, several donors believed in the value of this project and provided oriGIn with their financial support. The Ministry of Agricultural, Food and Forestry Policies of Italy (Mpaaf) supported the research regarding GIs from Latin America & the Caribbean, North America and Oceania. 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. Meanwhile, discussions are held with other potential donors, with the objective to cover additional geographical areas and the project is expected to be completed by 2014.

As for the methodology used so far, 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. **An interesting example of this exercise is our work concerning the United States where – in cooperation with the Berkeley School of Law – we reviewed the American Viticultural Areas for GI wines as well as registered, geographically-based certification marks.** Based on objective criteria derived from the GI definition contained in the WTO TRIPs Agreement, we then selected those names that could qualify as GIs. With all its limitations, the list of candidate U.S. GIs shows that the economic relevance of the sector in such country and represents a launching point for further research.

oriGIn International Exposure

Over the last two years, oriGIn reinforced its presence in the international stage. Thanks to strategic partnerships, oriGIn has been involved in several activities worldwide and offered its members fresh opportunities of cooperation. Just to mention a few examples, in December 2011, **at 8th WTO Ministerial Conference, oriGIn and the Technical Centre for Agricultural and Rural Cooperation (CTA) launched their joint-publication “Practical Manual on Geographical Indications for ACP countries”.** In 2012, 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 May, in the Tengchong County (Yunnan Province). In June, oriGIn participated in "Yorex" - an exhibition of traditional Turkish regional products – organized in Antalya to support producers' effort to develop GIs in Turkey. 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 October, the English version our handbook: Protecting the Geographical Indications in Emerging Economies (BRICs Countries), was presented in Geneva at 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.

In March 2013, the European Commission published a Study on GIs for nonagricultural products in the EU, which was finalized by oriGIn, in cooperation with Insight Consulting and REDD. Based on the economic value of non-agricultural GIs in the EU, the research had the purpose to assess the possibility to establish a specific and harmonized legal system at the EU level. The Study highlights the huge potential of non-agricultural GIs in the EU, with nearly 834 products which could benefit from a specific EU system. In addition, a large majority of stakeholders consulted in the framework of the study are in favor of the establishment of an EU legal framework that would provide to the product names at issue effective protection against misappropriations and counterfeiting

oriGIn activities at the EU level

The biennium 2012/2013 is being prolific in terms of EU reforms concerning agriculture. The “Milk Package” has been adopted in March 2012 and entered in force in October. **oriGIn worked with its members to ensure that an article on the management of production for PDO/PGI in the cheese sector was included.** The “Quality Package” was also adopted in 2012 and entered into force in 2013. **The new Regulation 1151/2012 was agreed upon by the Parliament and the Council with several amendments proposed by oriGIn, in particular the ones concerning the *ex officio* protection of PDO/PGI and the formal recognition of the role of producers’ groups in protection and promotion activities.** In the discussions in the “trilogue”, however, the Council did not accept an article on the management of the volumes for all the PDO/PGI, but such issue is currently negotiated in the framework of the Common Agricultural Policy (CAP) reform. Finally, the European Commission published in March 2012 a Communication on the promotion of agricultural products (legislative proposals are expected this year). With respect to the promotion of PDO/PGI, oriGIn made proposals to strengthen the resources available and facilitate multi-country proposals. In this respect, thanks to its European network of producers groups and its worldwide contacts of national authorities and experts, oriGIn 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.

Accounts (CHF)

	Budget 13	Execution 12	Execution 11	Execution 10
Revenues				
Member fees	230'000	230'800.50	218'859.86	218'052.72
International donors	240'000	225'942.30	257'135.41	249'987.25
Sundry			261.64	2'272.96
Total revenues	470'000	456'742.80	476'256.91	470'303.93
Costs				
Salaries	310'000	247'843.56	235'502.27	234'249.27
Consultants	40'000	32'028.70	34'759.87	28'354.18
Travel	15'000	15'775.99	6'030.86	3'634.81
Projects	65'000	115'279.85	134'595.85	162'114.20
	430'000	409'474.77	410'888.85	428'352.46
Other costs	40'000	43'155.75	57'473.84	37'125.74
Total costs	470'000	452'630.52	468'362.69	465'478.20
Result	-	2'658.95	7'894.22	4'825.73