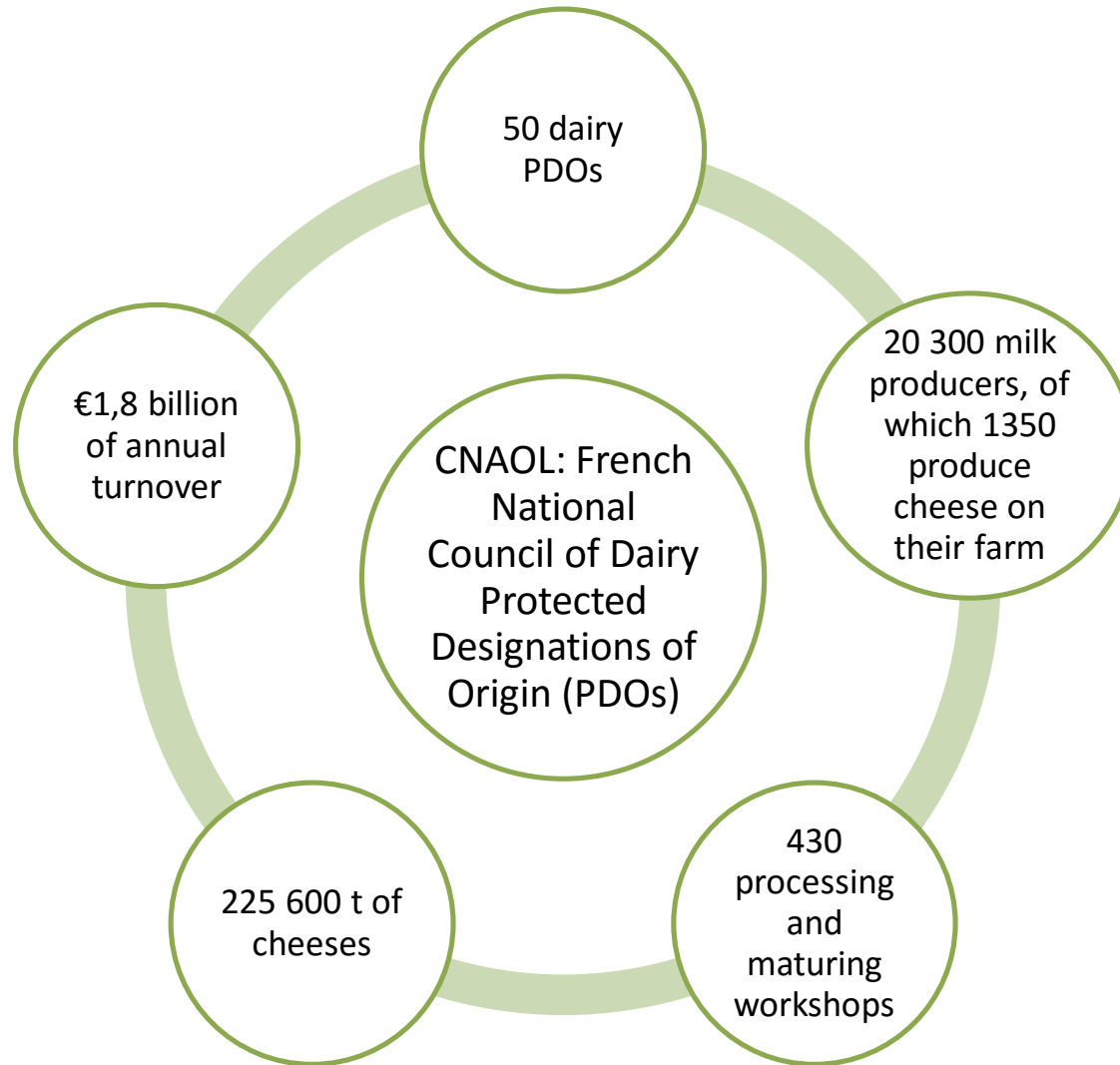




No TTIP without better protection of our GIs in the USA

**TTIP Stakeholder events Round 14,
Brussels
13 July 2016**

Who are we?





Which are the GI's names that we want to protect ?

An example: Brie de Meaux

- Produced since at least 1379
- Great reputation of Brie de Meaux associated to its origin (near Paris)
- Great quality linked to specific production process : grazing for at least 150 days per year, straw for cows to sleep on, raw milk cheese, manual process, long maturation
- Brie de Meaux protected as a GI since 1980

=> We want the protection of the PDO cheese BRIE DE MEAUX



Let's get the facts straight

A US lobby group has created a list of « names at risk » that includes:

- *brie* – Use could be at risk in certain markets Currently not restricted in EU
- *camembert* – Use could be at risk in certain markets; Currently not restricted in EU
- *chevre* – Use not currently restricted
- *coulommiers* – Use not currently restricted
- *emmental/emmenthal* – Use could be at risk in certain markets; Currently not restricted in EU
- *saint-paulin* – Use not currently restricted

In this list, they admit that the use of some names is not restricted. They are common names so why raising concerns then?



Let's get the facts straight



95% of the European GIs names that are on the EU list are not controversial in the United States and do not conflict with American existing trademarks



Benefits for US producers and consumers



- The GIs system represents an opportunity to **promote the value and quality of local productions**
- **Many American producers are interested in better GI protection:** Kona coffee from Hawaii, Idaho potatoes, or Napa Valley wines
- It goes further than the protection of intellectual property rights, it is about **protecting American consumers against misleading advertising**



Protecting GIs can be an opportunity for the USA



- The **European experience** shows that the ban on the use Parmesan or Feta names **did not prevent the development of dairy production** in several European countries.
- The same positive results could happen in Wisconsin, as well as in Ohio, Vermont, or any other US states with specialty cheeses