

A significant case: Parmigiano Reggiano.

**origin breakfast meeting on
“*The Transatlantic Trade and Investment
Partnership (TTIP):
Expectations of GI producers from both sides
of the Atlantic*”**

**Washington DC
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PLAN

- I. Parmigiano Reggiano: a successful GI with 8 centuries of history
- II. Consorzio del Formaggio Parmigiano-Reggiano
- III. The protection of the GI Parmigiano Reggiano
- IV. Expectations of Parmigiano Reggiano's producers and their Consorzio from TTIP

I. Parmigiano Reggiano: a successful GI with 8 centuries of history

The link with the area of origin:

the core of its history



I. Parmigiano Reggiano: a successful GI with 8 centuries of history

- It is made (not just manufactured) as 8 centuries ago:
 - in the same places
 - with the same, natural ingredients (cow's milk, calf rennet and salt)
 - with the same traditional process



I. Parmigiano Reggiano: a successful GI with 8 centuries of history

- **Parmigiano Reggiano: ‘the king of cheeses’**
- cows fed primarily on fodder obtained in the area of origin
- prohibition of silages of any kind
- natural ingredients: solely cow’s raw milk, calf rennet and salt
- prohibition of additives
- aging: **at least 12 months**
- 20/24 months: average aging period
 - high digestibility
 - calcium and vitamins



I. Parmigiano Reggiano: a successful GI with 8 centuries of history

Economic, social and environmental impact (2013)

- 245.170: cows solely producing milk for Parmigiano Reggiano
- **3.439: milk producers**
- **373: cheese dairies**
- **50.000: people involved in the production chain**
- 3.279.156: wheels
- 1.119 millions €: (production) turnover (2012)
- **1.924 millions €: (consumption) turnover**
- **34%: export**
- **equitable and fair sharing of the value added within the production chain**



II. Consorzio del Formaggio Parmigiano-Reggiano

- Established in 1934
- Voluntary non-for-profit body in charge of the defense, promotion and safeguarding of the Protected Designation of Origin Parmigiano Reggiano;
- Charged by the Italian Ministry of agricultural, food and forestry policies for the fulfilment of its functions;
- The following operators may become members of the Consorzio, provided that they are established within the area of origin:
 - farmers producing milk directed to the production of Parmigiano Reggiano;
 - dairies producing Parmigiano Reggiano (presently, **100% is member of the Consorzio**);
 - operators maturing Parmigiano Reggiano holding the product till the end of the minimum maturation period and operators engaged in the portioning and/or grating and packaging of cheese bearing the name Parmigiano Reggiano

III. The protection of the GI Parmigiano Reggiano

- **International Convention on the Use of Appellations of Origin and Denominations of Cheeses ("*Stresa Convention*")**, 1951
- **Italy**
Designation of origin since February 27, 1954
- **Lisbon agreement for the Protection of Appellations of Origin and their International Registration of October 31, 1958**
28 contracting countries
Parmigiano Reggiano registered on December 23, 1969
- **Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPs) of 15 April 1994**

III. The protection of the GI Parmigiano Reggiano

- **European union (28 countries)**
- Protected Designation of Origin (PDO) under Regulation (EU) No 1151/12, as registered since June 21, 1996 under Regulation (EEC) 2081/92
- Court of justice of the EU, February 26, 2008 (case C-132/05)
 - the name 'Parmesan' shall be regarded as an evocation of the PDO Parmigiano Reggiano
 - the name 'Parmesan' shall not be regarded as generic
- Several favourable EU national courts decisions (Parmesan, Reggianito, Parmeso, Parmetta, etc.....)

III. The protection of the GI Parmigiano Reggiano

- **USA**

- Certification marks

The **Consorzio del Formaggio Parmigiano Reggiano** is owner of several certification marks containing the name

“**PARMIGIANO REGGIANO**”

The first one since January 17, 1992

- Problematic issues:

i) very high administrative costs

ii) prohibitive judicial costs

iii) misleading indications of origin

iv) unfair competition act within the meaning of Article 10*bis* of the Paris Convention

III. The protection of the GI

Parmigiano Reggiano

- In respect of GIs, forbidden misleading indication as to geographical origin of the good and unfair competition acts (art. 22 of TRIP's)

GI: PARMIGIANO REGGIANO



ITALIAN ORGANIC PARMESAN

From which geographical area does this cheese originate?

Could the consumer think that it originates from the PARMIGIANO REGGIANO geographical area?

Could such indication be an act of such a nature as to create confusion with PARMIGIANO REGGIANO?

III. The protection of the GI

Parmigiano Reggiano

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GI: PARMIGIANO REGGIANO



A TASTE OF ITALY (WHY?)

IMPORTED PARMESAN CHEESE

ITALIAN FLAG (WHY?)

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IV. Expectations of Parmigiano Reggiano's producers and their Consorzio from TTIP

- Parmigiano Reggiano's producers and their association expect from TTIP, nothing less and nothing more, than compliance with TRIPS's agreement!!!
- Hopefully, some support in GI enforcement, for protection of both producers, and consumers!

THANK YOU VERY MUCH!!!

GRAZIE MILLE!!!