

Finding Synergies to Support oriGIn's Global Presence.

Treviso, 17 October 2017



oriGIn

1. Why we need a global presence.

2. Finding synergies.

***1. Why we need a
global presence.***

American Dairy Farmers Association



Rep in Brussels.

Congress



Negotiators (FTA)

UNITED STATES PATENT AND TRADEMARK OFFICE



oriGIn



theguardian

Say bye bye to parmesan, muenster and feta: Europe wants its cheese back

As part of trade talks, the EU wants to ban the use of European names like parmesan and gruyere on cheeses made in the US

Europe wants its cheese names back - YouTube



<https://www.youtube.com/watch?v=Yzqu2dTFuWc>

12 mar 2014 - Caricato da WLUK-TV FOX 11

Wisconsin cheese companies are concerned as the European Union fights for cheese names.

A global attack needs a firm response.

Anti-GI party (CCFN &

**I. POLITICA
L**

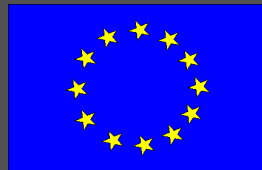
**2. PRIOR
USES**

**3. LEGAL
disputes**

**Multilateral
Agreements:**

- **OMPI/WIPO
(Lisbon)**
- **WTO (Trips)**

EU



**Bilateral
Agreements**

**4.
COMMUNICATION**

5. LOBBYING
(President; Congress;
Patent Authorities; Intl
Organizations)

2. Finding Synergies.



*No man is an island entire of itself;
every man is a piece of the continent,
of the main. a part*

John Donne

About Wine Caucus



The Congressional Wine Caucus was founded in 1999 by Congressmen and winegrape growers Mike Thompson (D-St. Helena) and George Radanovich (R-Fresno) to protect the interests of the vibrant wine industry from grape to glass. Today, the Caucus brings together **more than 145 Members of Congress representing all 50 states**, and is chaired by Congressman Thompson and Congressman Duncan Hunter (R-CA-50).

Members of the Congressional Wine Caucus are joined not just by their deep appreciation of wine, but also by their understanding of the industry's significant economic impact. The wine industry contributes an estimated \$162 billion to the U.S. economy annually and provides the equivalent of 1.1 million full-time jobs. Wine exports in particular have experienced significant growth, with a record \$1.14 billion in winery revenues in 2010.



Wine Caucus Event.

Wine and Food Pairings:

Congressional Reception of the American Origin Products Association (AOPA)

Date & Venue.

7 November 2017, 05:00-07:00 pm, US Congress (Rayburn House Office Building 2043) Washington DC.

Congressional Sponsor.

Representative Mike Thompson (Democrat, California, co-chair of the bipartisan Congressional Wine Caucus).

Background:

geographically distinctive agricultural products:

- create good and permanent **jobs**
- promote sustainable rural **development**
- meet global **consumer demand**.

AOPA supports the recognition and promotion of **unique local agricultural products** in the U.S.

Program:

1. Introduction: *US wines and their value to the American economy*, Congressman Mike Thompson

2. The US Experience: representative, Willamette Valley Wineries Association

3. The European Experience: *Tradition, uniqueness & sustainability*: Ms. Nancy Radke, Ponte PR Collaborative

4. Conclusion: Mr. Jim Smith, Executive Director,
AOPA

AOPA & OriGIn's goals:

- **INTRODUCE** geographically distinctive agricultural products.



AOPA & OriGIn's goals:

- **INVOLVE** US Senators, Congressmen and specialized journalists in a discussion on the advantages of the local agriculture economy in terms of job creation, rural development and consumers' expectations;
- **INTRODUCE** the Association to US policy makers and influencers through casual conversation.

AOPA & OriGIn's goals:

- **BUILD RELATIONSHIPS** with successful American geographically distinct products in the wine sector, as well as other success stories outside the U.S.

The event will also be an opportunity to enjoy some geographically distinctive agricultural products.

UNCOMMON FLAVORS OF EUROPE

Asiago PDO | Speck Alto Adige PGI | Pecorino Romano PDO

DELICIOUSLY ITALIAN

Uncommonly delicious cheeses and lightly-smoked air-cured ham come from the pristine mountains and verdant pastures of Italy. Count on European origin and quality for unique flavor far beyond imitation.



UncommonEurope.eu

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CAMPAIGN FINANCED
WITH AID FROM
THE EUROPEAN UNION

THE EUROPEAN UNION SUPPORTS
CAMPAIGNS THAT PROMOTE HIGH
QUALITY AGRICULTURAL PRODUCTS

ENJOY
IT'S FROM
EUROPE

ASIAGO
FORMAGGIO D.O.P.

Synergies:

FINANCING REGIONAL OriGIn activities starting from (your) ongoing projects, on (your) strategic markets, as we are doing in the US, do create **GROUND for:**

- a **greater impact for your promotional project**
- a **greater impact of OriGIn's action**
- a **truly global effectiveness and,**

in the end...

...MORE OPPORTUNITIES FOR GIs !!



oriGIn

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