



COFFEE BOARD
BENGALURU

GI APPLICATION No.

604

Ref: RES/CQD/2017-2018/ 803

December 28, 2017

To,

The Registrar,
Geographical Indications Registry
Intellectual Property Office Building
Industrial Estate, G.S.T Road
Guindy, Chennai – 600 032

Sub: Filing of Geographical Indication Application for Coorg Arabica – Reg.

Respected Sir,

This is with regard to the matter under subject.

We hereby submit the GI application for the purpose of registering the Geographical Indications, “Coorg Arabica” Coffee with Geographical Indications Registry, at Chennai, under Class 30 under Schedule 4 as per Geographical Indication Rules, 2002.

In this regard, the details of documents enclosed herewith are mentioned below:

1. Three (3) sets of **Form GI – I** along with Annexures for the registration of Coorg Arabica.
2. **Demand Draft** of Rs.5000/- (Rupees Five Thousand only) bearing No. 975661 dated 29.12.17 payable by COFFEE BOARD in favour of “The Registrar of Geographical Indications” payable at Chennai.

Request you to accept the above mentioned documents relating to the said GI application and acknowledge the receipt of the same. In this regard, we shall be glad to provide any additional information and/or documents.



Thanking you
Yours Sincerely,



Dr.K.Basavaraj

Divisional Head Coffee Quality

Divisional Head Coffee Quality

प्रभागीय प्रधान, कॉफी क्वालिटी

Coffee Quality Division

कॉफी केन्द्र/Coffee Board

बेङ्गलुरु/Bengaluru

GI APPLICATION No.

604

Application for Registration
of
Geographical Indication

Coorg Arabica

Applicant : COFFEE BOARD

Address : No.1, Dr.B.R.Ambedkar Veedhi
Bengaluru – 560001.

Phone : 080 22262868, 080 22266991

Email : drcoffeeboard@nic.in
dh.quality@indiacoffee.org
hdqccoffeeboard@gmail.com


 THE GEOGRAPHICAL INDICATIONS OF GOODS
 (REGISTRATION AND PROTECTION) ACT, 1999

(To be filled in triplicate along with the Statement of Case accompanied by five additional representation of the Geographical indication)

One representation to be fixed within the space and five others to be send separately
 FORM GI-1 (A)

Application for the registration of a geographical indication in
 Part A of the Register
 Section 11 (1), Rule 23(2)

Fee: Rs.5,000 (See entry No.1A of the First Schedule)

Application is hereby made by **Coffee Board, Bengaluru** for the registration in Part A of the Register of the accompanying geographical indication furnishing the following particulars : -

1. **Name of the Applicant :** COFFEE BOARD
2. **Address :** No.1, Dr.B.R. Ambedkar Veedhi
Bengaluru – 560001.
3. **Type of goods:** (The fourth schedule) (Class 30) – Coffee
4. **Specification:**

Coorg Arabica can be described as coffee from Kodagu region at an elevation of 750-1100 m MSL in the state of Karnataka. There are two types of coffee grown in Kodagu region namely Arabica and Robusta.

The botanical name of Arabica Coffee is *Coffea Arabica* and that of Robusta is *Coffea canephora* Pierre ex Froehner

Coffea arabica is a species of Coffea originally indigenous to the forests of the southwestern highlands of Ethiopia. It is also known as the "coffee shrub of Arabia", "mountain coffee", or "arabica coffee".

Botanical description/Scientific Classification of Arabica and Robusta Coffee:

Arabica Coffee

Kingdom: Plantae
 Order: Gentianales
 Family: Rubiaceae
 Subfamily: Ixoroideae
 Genus: Coffea
 Species: ***Coffea arabica***

Etymology:

The word "coffee" entered the English language in 1582 via the Dutch *koffie*, borrowed from the Turkish *kahve*, in turn borrowed from the Arabic *qahwah*

6. Name of the geographical indication – COORG ARABICA**7. Description of the goods :****Description of the coffee plant****Arabica :**

The plant produce profuse branches and the matured leaves are dark green in colour while the young leaves are eligible either green or bronze. The flower buds are produced in clusters in the axils of leaves at each node. Initiation of flower buds and subsequent growth takes place in the months of September to March in South India. At about 8 to 10 days after the showers the blossoms occurs. Arabica is self-fertile and hence the fertilized ovary grows into a fruit and ripens into dark berries.

Native mode of cultivation

The native mode of cultivation was exceedingly simple. The plants, reared from seed in a nursery, were in the monsoon put out on a shady hill-slope, the underwood of which had been previously cleared away. An occasional weeding was all the attention bestowed upon the plants which in 3 or 4 years, according to the density of the covering shade, gave a promising crop, that was picked, dried and disposed of the husk to the merchant. When coffee cultivation in Coorg was taken in hand by European skill and energy, the industry soon assumed greater importance.

Soils

The coffee soils in Coorg belong to the red lateritic soil groups. They differ in texture from sandy loam to clayey loam with colour varying from light grey to deep red. The soils are usually rich in organic matter and acidic to neutral in reaction (pH). The total soluble salts are well below the sensitivity limits. They are well supplied with potassium but are generally low in available phosphorus. They are also poor in calcium and magnesium. They

respond well to liming, manuring and other soil management practices

Shade

The approved methods of coffee cultivation in Coorg were planting under shade and on the open ground, and an intelligent planter will be guided by his experience of the elevation, exposure, and amount of atmospheric humidity of his locality which method to apply.

If shade-planting was decided upon, there was the choice between natural and artificial shade, and in either case due regard was paid to full light and free circulation of air. For artificial shade planting the jungle trees were all removed and either burnt or which seem to be better-piled up and allowed to rot, when of the spontaneous new growth, especially the *Sponia Wightii* or "Charcoal tree" which springs up like weeds, a sufficient number of trees were allowed to remain. More permanent shade trees, however, are the jack tree, the *Poinciana regia*, *Bauhinia*, the mango tree etc., seeds of which are put down at regular distances on the plantation, and after 5 or 6 years the young trees offer already partial shade.

Some of the Sampaji Ghat-estates nearest Mercara were of this description and their appearance leaves hardly anything to be desired in coffee planting. The soil and elevation best suited for cardamoms was also best adapted for coffee cultivation, hence at first the desire was to secure cardamom jungles for coffee plantations.

Planting from nursery

After a piece of land has been cleared and regularly pitted with holes 18 inches cube and at a distance of 5 or 6 feet from each other, the surface soil is filled in and a peg fixed in the centre. With the first burst of the monsoon, the sturdy seedlings of 3 or 4 pairs of leaves are removed from the nursery with a ball of earth attached to the roots and transplanted into the holes marked by the pegs. This was the surest and therefore cheapest mode of planting.

Weeding

Weeding is the next operation to be carefully attended to, but where from the nature of the soil or of the lay of the land there is danger of loss of surface soil from heavy rain; no-hoe weeding is allowed during the monsoon; but only hand weeding or cutting with grass-knives and, after the monsoon, a breaking up of the soil, to turn the weeds down. Easy roads are laid out to bring every part of the estate within ready access and at the same time to be the means of an effectual drainage.

With the end of the first year's operations, the planter very likely build for himself a simple

cottage on a convenient spot that commands a fine view and some Bungalows were most beautifully situated. With the third year, the estate came into flower and bearing. In March or April the snowy white of the blossoms, in their copiousness but slightly relieved by the dark green foliage, delights the eyes with its morning freshness and purity and glory the jessamine-like flowers fill the air with an agreeable aroma.

Description of native plant

A three year old tree is 4 feet high of a pyramidal shape with alternately opposite branches (primaries) of which the topmost are 8 inches and the lowest 3 feet long, which is subdivided by secondaries and tertiaries. The flowers are in appearance like jessamines on short stalks, in clusters round the branches and last but 2 days. The tree approximately had 20 pairs of branches, and 3 inches from the stem the clusters of flowers begin; the lowest branch contains 22, the middle 8 and the uppermost 2 clusters with an average of 12 blossoms each, These do not all set and produce mature berries, but give an idea of the fertility of the shrub. Gentle showers or heavy mists at this time greatly enhance the fecundity of the blossoming, hence the importance of spring rains.

The leaves are oblong, lanceolate, dark green and glossy on the upper, paler on the lower side and form a striking contrast with the snowy flowers or red berries. After a fertile blossoming the ovaries, if favoured by a few showers, swell rapidly and the green berries resemble olives.

In October they become hard, turn yellow and, when mature, red. They now resemble cherries. A sweet aromatic succulent pulp encloses 2 beans, which are surrounded by a parchment like skin, which, when dry, easily drops off.

A thin silky skin called the "silver-skin" is the last coating of the bean which, if of good quality, is long, of a bluish green colour and of a peculiar aroma. In some cherries there is but one bean developed which fills up the whole space. It is round and called Peaberry, and fancy assigns to it a higher price in the market than to ordinary coffee.

Pulping

The separation of the fresh pulp from the beans is effected on the estate by a machine called "pulper," after which the parchment coffee is washed and slightly fermented to remove all-saccharine and gummy matter, carefully dried and sent to the Coast, where it is peeled, garbled, sized, packed and shipped for the market.

Manuring

Considering that every crop takes a certain amount of nourishment out of the soil, it is clear, that something in the shape of manure must be given to it in return, and it is generally acknowledged; that according to the chemical analysis of the coffee bean, the Coorg soil wants phosphate of lime, carbonate of magnesia and potash as the principle ingredients of the requisite manure, and a mixture of super of super phosphate of lime and Peruvian guano or stable-manure, lime and ashes may be the nearest approach to it. Experiments with different proportions of these materials on a number of trees of equal growth soon show which is the most effectual mixture for each locality.

Pruning

Of almost equal importance with manuring is the pruning of the trees, whereby the extravagant elaboration of the sap is checked and the fertility of the soil economised. It is this operation which makes the planter most familiar with his trees and which impresses upon the appearance of an estate as decided a stamp, as the system of training characterizes a school. It is amusing to hear a planter call 'one's attention to this and at "dear little tree", which he has "brought round by pruning", but these are often the men who do justice to a plantation and who eventually succeed.

The export of coffee for the last 12 years, as will be seen from the subjoined table, has been steadily increasing from 1857 to 1867 where the value at Rs.500/ton was around Rs.289,000 to Rs.1,625,000.

Modern method of cultivation in coorg

Coffee cultivation is an integral part of the lives of the people of kodagu district and forms the backbone of the economy of the district till today. Increase in productivity levels is performed by judicious management of resources and taking the advantage of favourable climatic conditions. The native method of cultivation is still followed but with the advent of new technology and improvement in agricultural science, few methods have been modernised. Nursery management is performed by the help of germination beds and seeds are sown in the month of December or January at a distance of 2.5 to 3.0 cm rows. The seedlings in the button stage is transplanted to polybag nursery and a proper aftercare is provided. Proper transplantation to the field is performed and all measures to prevent pest and disease is meticulously followed.

Now a days, dadap is commonly used as a lower canopy shade. One to two meter long stakes are planted for every two plants of coffee during June when rains of South West

monsoon commence. Silver oaks is also planted as shade belts in E-W direction to protect coffee from southern exposure. But coffee industry expansion across Kodagu in the 1970s and 1980s has also taken place at the expense of native vegetation cover. Different soil management practices are also followed such as i) soil conservation measures, ii) soil moisture conservation measures and iii) drainage measures.

Native methods like pruning, weeding and manuring is also followed for sustainable productivity of coffee. The most important part of quality coffee is its post harvesting practice. Both Arabica and Robusta Coffees undergoes both dry processing and wet processing and the clean coffee is cured in mills.

Culture of Coorg and Coffee

Coffee cultivation was embraced by the Kodavas, the dominant community within the modern day district of Kodagu in Western Karnataka. Kodava culture and the wildlife living in their forest realm. Sacred groves, known as *devarakadu* (devara = God's and kadu = forest), continue to be maintained in their natural state amongst the coffee plantations. Each village has at least one *devarakadu*, which is believed to be an abode of the gods, with strict laws and taboos against poaching and felling of trees. The groves are also an important storehouse of biodiversity in the district. The wealth of biodiversity found in the coffee forests of Kodagu is considerable, and includes some of India's larger flagship species, such as elephants, tigers, bison, leopards, and sambar deer. Maintaining the ecological integrity of coffee plantations, within a broader landscape of formal protected areas and *devarakadu* groves, is undoubtedly a vital component of wider biodiversity conservation efforts in the region.

8. Geographical area of production and map :

The Kodagu district (district name under British rule was Coorg) lies on the eastern and western slopes of the Western Ghats in the State of Karnataka ($75^{\circ}25' - 76^{\circ}14'$ E, $12^{\circ}15' - 12^{\circ}45'$ N).

Demographics of Coorg

Elevation : 900-1100 m MSL

Rainfall : 1000-1200 mm

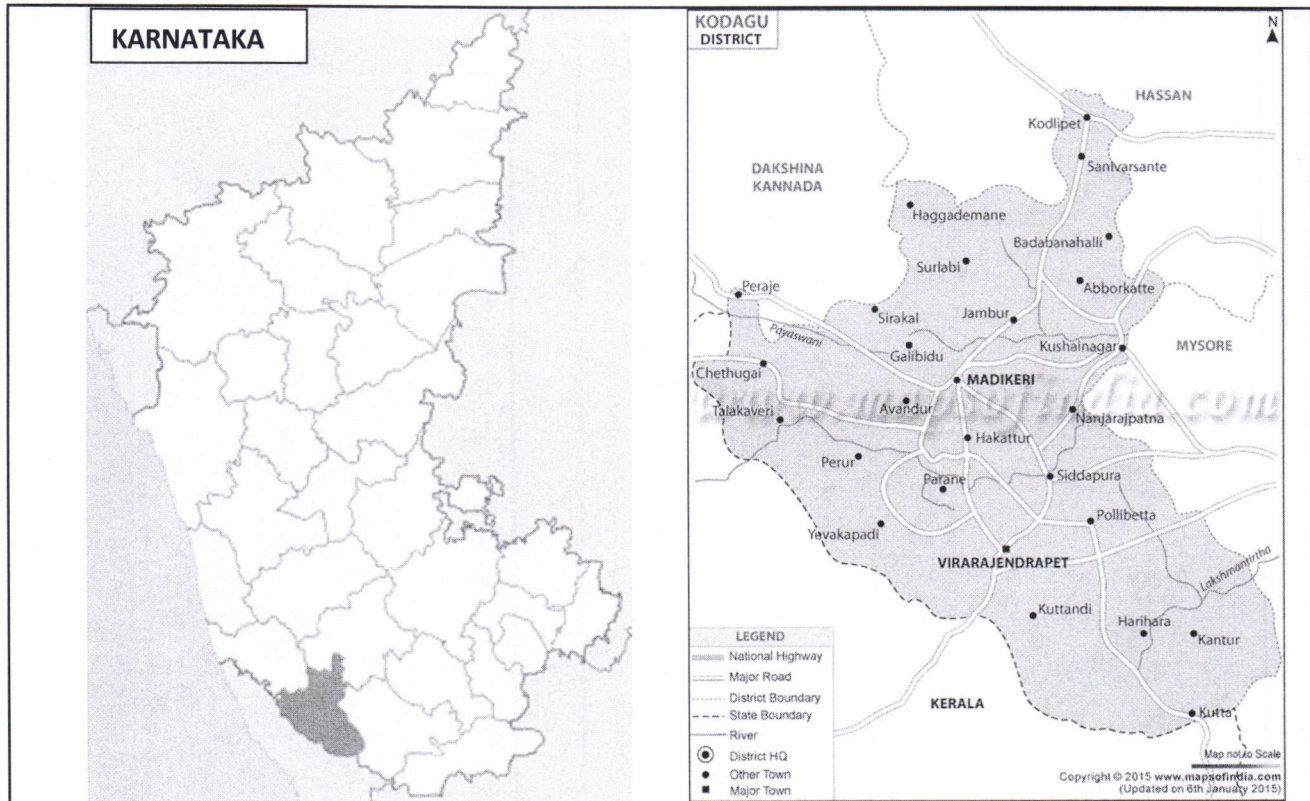
Main coffee type : Arabica

Total area under coffee : 20,000 ha

Average production : 3,100 MT

Main varieties : S.795, Sln.4, Sln.5, Cauvery

Main intercrops : Pepper, Mango, Jackfruit, Vegetables



9. Proof of origin (Historical information):

The capabilities of the province as a coffee growing country have long been known to the natives, and it is a matter of surprise, that the European enterprise did not enter on the field till a much later date. It is conjectured that in the time of the Coorg Rajahs some Moplas to whom they had given land near Nalknadd, introduced the shrub from seed, which was brought from "Mocha" or perhaps second hand from Munzerabad. Its successful and profitable cultivation was at first concealed from the Coorgs, but these were shrewd enough to find out for themselves, that, whilst none of the fabled fatal consequences followed the cultivation of the shrub, there was a ready and lucrative sale for the produce.

Through the exertions of the first British Superintendent, Captain Le Hardey, who took a deep interest in the material prosperity of the country, the coffee plant became almost universal, and now there is hardly a Coorg or any native house that does not pride itself in a coffee-garden, comprising, it may be, a few trees or as many acres.

Mr. Fowler the first European planter, opened up the Mercara Estate in 1854, Mr. H. Mann became the pioneer on Sampaji Ghat in 1856, Dr. Maxwell opened up the Perambadi Ghat estates in 1856, and in 1857-Mr. Kaundinya founded Anandapur village with a most promising plantation in Bamboo district.

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10. Uniqueness :

Kodagu district of the Western Ghats being a global biodiversity hotspot in South India, has a unique biotic and abiotic conditions which provides uniqueness to the Coffee grown in it. The terrain provided for coffee by the broader landscape provides it a unique aroma and flavour notes to the coffee when roasted.

The coffee farmers growing Arabica and Robusta under shade trees provide ecosystem services through their farms and protect biodiversity. The shade also means that there is natural mulching from the leaves that fall onto the ground, which in turn helps avoid the use of strong fertilizers and pesticides.

Coorg Arabica Coffee are intensely aromatic highlighting the combination of full body, light acidity, and slight flavour.

Coorg Coffee which is grown under unique elevation and shade possess very unique aroma and flavour and hence has its own reputation. The Hindu, on July 25th 2016, stated that the Americans, who thrive on Starbucks, will get a taste of a single-origin coffee from India's Coorg region for the first time. "The flavour of this rare coffee exemplified the types of unusual coffees we want to deliver under our Starbucks Reserve Programme," said Andrew Linnemann, Vice President, global coffee quality and engagement at Starbucks Coffee Company.

12. Inspection Body :

Coffee Board, Ministry of Commerce and Industry, Government of India with its headquarters in Bangalore has a well-regulated inspection mechanism in place and is the Inspecting Authority which inspects all the curing works (factories) in the country. No coffee is allowed to be cured elsewhere other than in a licensed curing works and the Board is the sole authority to issue and grant such licenses to operate curing establishments. The Coffee Curing works are required to establish documentation and maintain a quality system as a means to ensure that the final product processed is as per the requirements of Indian Coffee Board Standards.

Other:

Along with the Statement of Case in **Class 30 (Schedule 4)** in respect of **° Coffee** in the name(s) of **° COORG ARABICA** whose address is **Coffee Board, Ministry of Commerce and Industry, No.1.Dr.B.R.Ambedkar Veedhi, Bengaluru – 560 001** who claims to represent the interest of the producers of the said goods to which the geographical indication relates and which is in continuous use since in respect of the said goods.

The Application shall include such other particulars called for in rule 32(1) in the Statement of Case.

3. All communications relating to this application may be sent to the following address in India.

**Coffee Board,
Ministry of Commerce and Industry,
No.1, Dr.B.R.Ambedkar Veedhi,
Bengaluru – 560 001.
Phone : 080 22262868, 080 22266991
Email : hdqccoffeeboard@gmail.com**



SIGNATURE

NAME OF THE SIGNATORY

DR. K. BASAVA RAJ

Divisional Head Coffee Quality

प्रभागीय प्रधान, काफ़ी क्वालिटी

Coffee Quality Division

काफ़ी केन्द्र/Coffee Board

बैंगलूरु 5/bengaluru



[Signature]
DIVISIONAL HEAD, COFFEE QUALITY
COFFEE BOARD, BENGALURU

GI APPLICATION No.
604

भारतीय स्टेट बैंक
State Bank of India
Issuing Branch: DR AMBEDKAR VEEDHI
कोड नं. / CODE No: 40022
टेल नं. 080-22868029

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DEMAND DRAFT

Key: NEJCIR
Sr. No: 160958

29122017
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मंगे जानेपर THE REGISTRAR, GEOGRAPHICAL INDICATIONS*****

या उनके आदेश पर
OR ORDER

ON DEMAND PAY
Five Thousand Only

रुपये RUPEES

अदा करें ₹ 5000.00

IOI 000482975661

Key: NEJCIR

Sr. No: 160958

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भारतीय स्टेट बैंक

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कोड नं. / CODE No: 10395

प्राधिकृत हस्ताक्षरकर्ता
AUTHORISED SIGNATORY

शाखा प्रबंधक
BRANCH MANAGER

SC 3681

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⑈ 97566 1 ⑈ 00000 20001: 00048 2 ⑈ 16

MANIPAL TECHNOLOGIES LIMITED, KARNATAKA / CTS-2010



सत्यमेव जयते

Geographical indications Registry

Intellectual Property Building,
G.S.T. Road, Guindy, Chennai - 600 032

Phone: 044-22502091 & 92 Fax : 044-22502090

E-mail: gir-ipo@nic.in



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Receipt

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COFFEE BOARD,
NO. 1, DR.B.R.AMBEDKAR VEEDHI,
BENGALURU,
KARNATAKA,
560001,
INDIA

C B R Details :

Application No	Form No	Class	No of Class	Name of GI	Goods Type	Amount Calculated
604	GI-1A	30	1	Coorg Arabica	Agriculture	5000

Payment Details :

Payment Mode	Cheque/DD /PostalNO	Bank Name	Cheque/DD/Postal Date	Amount Calculated	Amount Paid
DD	975661	State Bank of India	29/12/2017	5000	5000

Total Calculated Amount in words : Rupees Five Thousand only

Total Received Amount in words : Rupees Five Thousand only

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