# Geographical indications A short introduction

Candy V Kick-off meeting Bishkek, 20 February 2020



# The 4 main elements of a Geographical Indication (GI):

- A name and reputation that differentiates the product from others
- 2. A defined geographical area of production
- 3. Specific product quality due to natural and human factors
- 4. Specific production methods

# Change of paradigm – From intellectual property right to quality and rural development instrument

Protected GIs were initially meant essentially to reserve to producers in the area of production the use of products denominations and in particular the names of Bordeaux and Burgundy wines

Over time and because of European Union policy, PDOs and PGIs have become also a quality scheme that gives guarantees to the consumer and protect producers who comply with the specifications

## **Guarantees to consumers**

- Origin
- Quality
- Production process

Control on production site

## Protection of legitimate users of GIs

- Producers not complying with method of production
- Producers outside the area of the GI
- Use of misleading names

Control on market

## GI a strong marketing tools

- The quality sign that identifies it on the market means a lot to consumers in term of taste, tradition, heritage, etc.
- The GI product is per definition unique, i.e. the opposite of a commodity
- GI producers are in a much better situation to negotiate prices, standards, sales periods, packaging and labelling with buyers
- The SMEs and small and medium scale farmers producing GI, become pro-active stakeholders on the market and increase their margin

## **Examples of PDOs and PGIs**

#### Asia

Darjeeling tea, Ceylon tea, Kampot pepper, Ceylon cinnamon

#### Europe

Parmigiano Reggiano, Roquefort, Prosciutto di Parma, Comté, Gruyère

#### **Africa**

Penja Pepper, Argan Oil, Rooibos tea

#### **Latin America**

Café de Colombia, Tequila, Pisco

### To have in mind for project design

#### Geographical Indications are:

- Names (not products) historically used on the market
- Voluntary standards
- Are public good (cannot be owned by one or several producers/companies)
- Collectively managed by producers of the GI

### The use of wood in the case of Comté - France



## Zlatarski cheese rippening room - Serbia



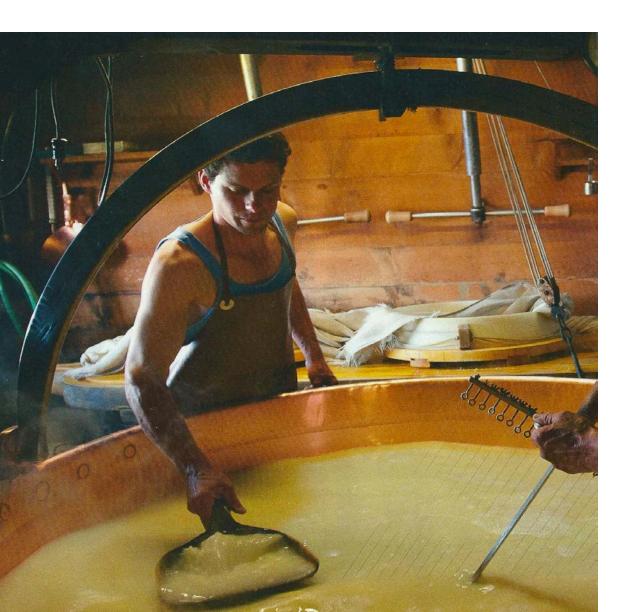
No cooling system

No ceramic on the floor

Wooden containers



## Use of fire for production of Gruyère - Switzerland



Use of fire to heat the milk

No gloves to touch the mass

One room for reception, production and sometimes storing of cheese

## Thanks for your attention!

