

Geographical indications

A short introduction

Candy V Kick-off meeting
Bishkek, 20 February 2020

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

1. 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 !

