

Geographical Indications systems

Main aspects in the implementation

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AGRIDEA: our interest in the field of geographical indications

AGRIDEA is an NGO, organised as association between the regional states and the agricultural organisations.

Our mission is to develop agriculture and rural areas.

Our main activities are to train the trainers, to develop methods and references, to provide expertise and tools, to moderate professional forums.

We have developed expertise in the field of geographical indications both at Swiss and international levels, because it is an important political tool in Switzerland to keep agriculture in remote areas.

Our experience

At Swiss level (since 1992)

- Contribution to the legal basis about PDO-PGI in Switzerland (in line with the European legislation), in the early 90'
- Elaboration of the code of practices for more than 20 products
- Creation of the certification body, accreditation of it according the international standards

At international level

- Participation of 3 European research programmes about Geographical indications
- Current European project FOCUS-BALKANS
- Expertise in several countries (Lebanon, Morocco, Tunisia, Serbia, FYRoMacedonia)
- Offer of international training modules about Geographical indications (in collaboration with CIRAD, INAO, IPI and WIPO)

Which are the stakes ?

- Products with geographical origin and names are linked to emotions, culture and people
- Geographical names themselves are important as « marketing » tool which facilitate communication and creation of economic value
- Protection of the geographical names facilitates accession to the markets, but also the protection against mislead use, in the region and outside the region

Geographical Indications systems

Main aspects in the implementation

5 main dimensions

- Legal
- Organisational
- Technical
- Control and certification
- Marketing and Promotion

- Legal protection of the names
 - *Different types of regimes*
 - *The main European regulations: Trademark regime, PDO-PGI (registration regime), consumer protection regime*
- Registration (in the European context)
 - *Procedure of registration*
 - *Sensitive points : ability to ask for the protection, delimitation of the geographical area*
- International agreements
 - *Lisbon Agreement, TRIPS Agreement, bilateral agreement*

- Who represents the product ?
 - *Group of processors only ? (PGI system in EU – when the raw material is not coming from the region of origin for ex.)*
 - *Farmers together with processors (PDO system in EU) ?*
 - *Are the retailers part of the group ?*
- Governance structure
 - *How are the different groups elected and represented ?*
- Decision making processes
 - *How are the actors aware about the discussions / the decisions ? How can they defend their individual interests ?*
- Enforcement of decisions
 - *How are defined the processes of enforcement of collective decisions ?*

–Definition of the processes

- *How to codify and write know-how ?*
- *How to give sufficient common lines without revealing secrets of fabrication ?*

–Precise description of the product

- *The product itself varies a lot: how to give a description which allows to take into account both the variability of the product and the protection against misleading products ?*

–Elaboration of the code of practices

- *How to assess the characteristics linked to the territory (both natural and human factors) ?*
- *How to assess that the characteristics of the product are specific, due to the region and hard to copy when produced elsewhere ?*

- Procedures
 - *A handbook has to be provided*
 - *Controls at firms and farms levels*
 - *Chemical and sensorial analysis*
 - *Final testing and check*
- Certification body
 - *Human competences*
 - *Financial resources*
- Accreditation
 - *International standards have to be fulfilled in order to be recognised as available certification body*

–The product has to be managed by several (competing) firms (and farms for PDO) as an “unique enterprise” product

- Target market
- Prices
- Volumes
- Individual and collective levels of sales promotion

Promotion