

Kampot Pepper

Seminar on Geographical Indications

Seminar on Geographical Indications & Exhibition
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Phnom Penh, Cambodia



EC-ASEAN Intellectual Property Rights Co-operation Programme (ECAP II)

A long history in Cambodia

- The first proofs of pepper industry were found in the writings of the Chinese explorer Tchéou Ta Kouan in the XIIIst century
- Intensive pepper production goes back to the beginning of the Aceh war in Indonesia (1873-1908)
- At the beginning of the XXst century, Cambodia was exporting about 8000 tones of Kampot Pepper
- More than 1 million poles in Kampot in 1960



Pepper in Kampot Province

- The root of Cambodian pepper production (regular pepper farming took off around 1892 in Kompong Trach)
- A specific climate between mountain and sea
- Farmers with the expertise from several generations
- A unique intense and flowery taste
- Kampot Pepper renowned as one of the finest pepper in the world for decades



Pepper Farmers

- 3 farmers' associations have been created in July 2007.
- More than 70 farmers enrolled in these associations so far
- Mainly small farmers for which pepper is the main source of revenue
- Strong expertise on production matters
- Structured organizations with quality control capabilities
- Pepper Quality as a common goal



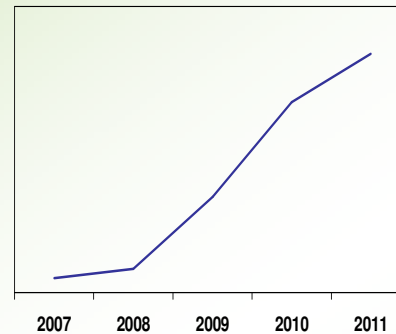
Pepper Market

- A worldwide production of 400.000 tones
- Current Kampot production potential estimated at 250 tones on 40 hectares
- Increasing domestic and international demand since 2007 for Kampot Pepper Farmers' Associations product (3 tones in 2007, more than 10 tones for 2008)
- A niche market with price 4 times higher than other pepper (\$4/kg in 2007)
- A structured commodity chain from the farmer to the domestic or international reseller
- Possible opening of export market for the 2008 harvest
- Market limited due to confusion on product's origin

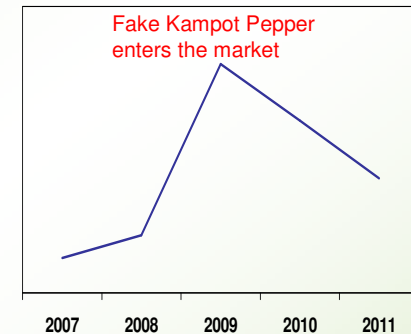


Kampot Pepper GI

- Kampot pepper is already marketed as a product of origin. Lack of guarantee is a risk for both local and export markets



Potential export trade growth with GI



Potential export trade growth without GI

A Geographical Indication for Kampot Pepper would allow

- Confidence in the product's origin and limited competition from falsely labeled pepper
- Increased marketing power in conjunction with increased market demand
- Increased market access
- More fair and stable prices
- **Increased revenues for the farmers**





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