



GIs identification and registration: design of specifications and delimitation of geographical area



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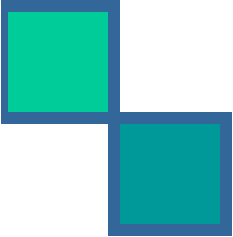


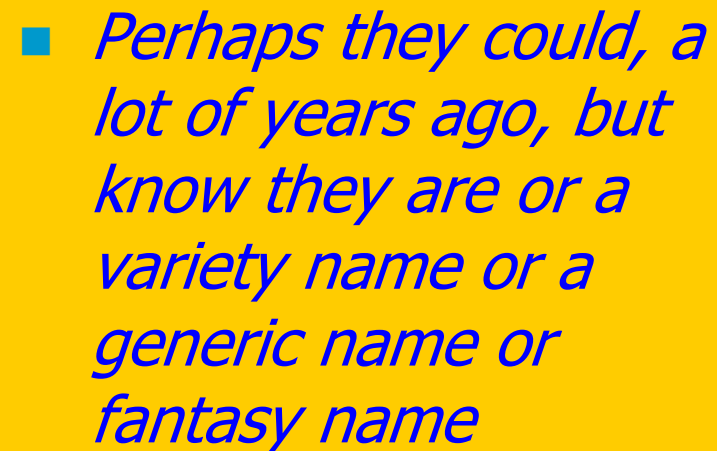
EC-ASEAN Intellectual Property Rights Co-operation Programme (ECAP II)




or similar

Some products are called by a geographical* name

- 
- To become a GI this is a required condition
 - But it is not enough!!!
 - (Brussels sprouts, Paris biscuits, Berlin round cake,....)



- *Perhaps they could, a lot of years ago, but know they are or a variety name or a generic name or fantasy name*



Definition : GI

A - the name of a region, a specific place or, in exceptional cases, a country, **USED** to describe an agricultural product or a foodstuff:

C - which possesses a specific quality, reputation or other characteristics **ATTRIBUTABLE** to that geographical origin, and

B - **ORIGINATING** in that region, specific place or country, and

D - the production and/or processing and/or preparation of which **TAKE PLACE** in the defined geographical area.



GI: means the name of a region, a specific place or, in exceptional cases, a country, **used** to describe an agricultural product or a foodstuff:

The names were **used before being protected as GI**

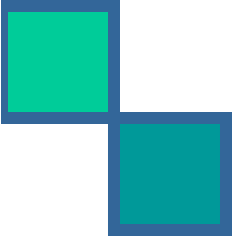

- **Nisa Cheese**
- **Alcobaça apples**
- **Oeste Rocha Pear**
- **Barroso honey**
- **Elvas plums**
- **Portalegre sausage**
- **Barrancos Ham**
- **.....**

- GIs can not be invented
- GIs can not be created
- GIs must be in use before registration





GI product ; product definition

- 
- 1st question – identify clearly what is the product called by geographical name .
The one who has specific characteristics, reputation or quality
 - 2nd question - describe **that** product
- 

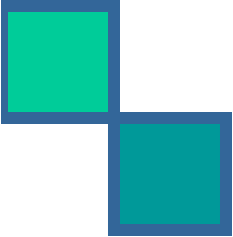




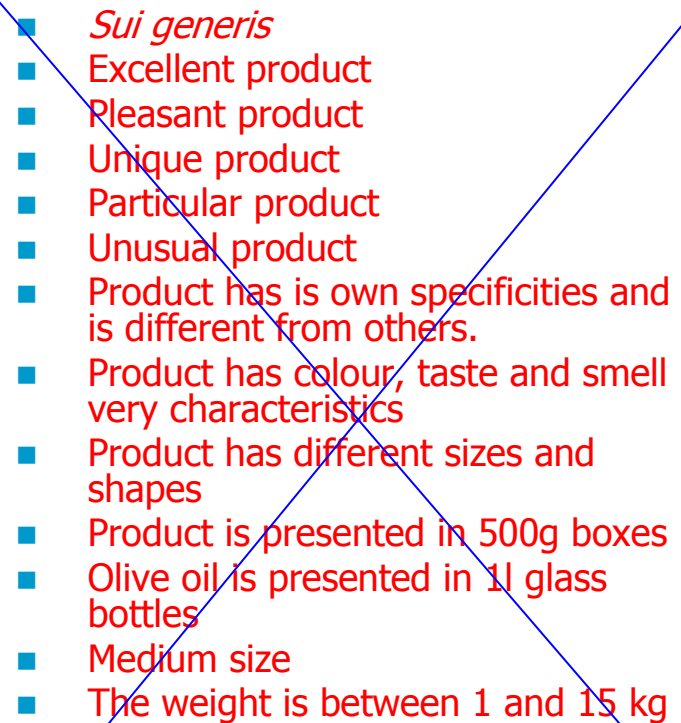
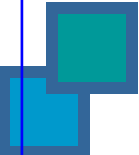
product description

must include

specific



technical data
commonly used in
that product type to
describe the product,
including where
appropriate
organoleptic data.

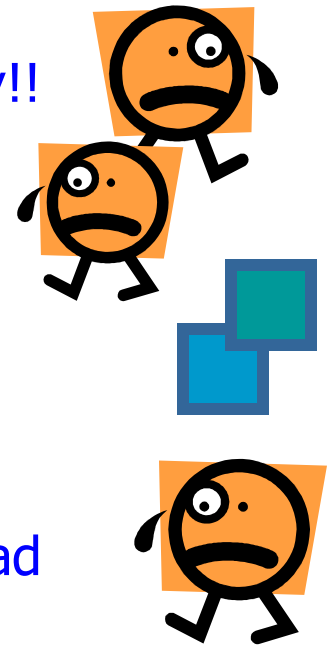
- 
- *Sui generis*
 - Excellent product
 - Pleasant product
 - Unique product
 - Particular product
 - Unusual product
 - Product has its own specificities and is different from others.
 - Product has colour, taste and smell very characteristics
 - Product has different sizes and shapes
 - Product is presented in 500g boxes
 - Olive oil is presented in 1l glass bottles
 - Medium size
 - The weight is between 1 and 15 kg
- 



The product must be correctly described

- It will be very helpful in order to establish traceability, link with origin, geographical boundaries and verification of compliance

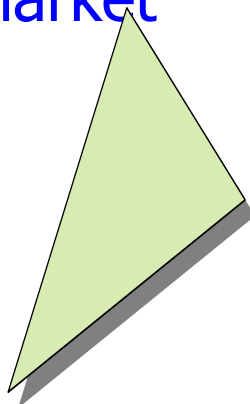
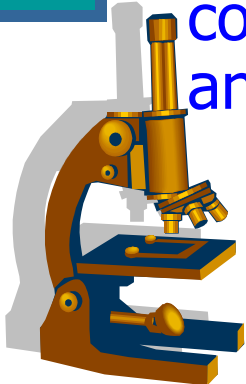
- But some producers will be very unhappy!!
- The ones that had already change the rules, add water to wine, add colorants instead of eggs, add common meat instead of specific meat....





Product description must be strict

- In order to avoid problems, later, confusion in the market and frauds



Ask old people, ask local producers, ask local people, ask local experts and ask local authorities

Evolve all these persons in product and method of production description



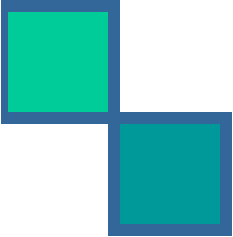



- It is not possible to please all the producers, all the farmers, all the traders, all the interested parties!.
- A few of them will be naturally out! And most probably they will not like to be out! It must be explained and demonstrate why they are out, in order to avoid reaction, complaints and oppositions





Product description includes:

- 
- a description of the agricultural product or foodstuff, including the raw materials, if appropriate, and principal physical, chemical, microbiological or organoleptic characteristics of the product or the foodstuff
 - Don't forget: pictures will help very much!
- 



Wide, general, personal and undetermined descriptions are not helpful in order to qualify, to describe or to distinguish a product.

Explain why your product is better or worse but explain clearly what is the difference between your product and others, similar coming from the same region or near that region.

Explain very well specific organoleptic characteristics of the product.

No problem when you refer your product is more sweet or less tender or bitter or less juicy than others produced in the same region with other techniques, or in other regions, with the same technique but with different soils or weather conditions, for instance.

- **Explain very well how the product can be presented in the market (materials used to keep the product in good conditions, packaging materials, specific sizes, distinguished logos and so on. Nevertheless, don't be too much specific on what concerns size or weight of each pack.**





Product Specification deals with:



3. the definition of the geographical area

geographical area must be homogeneous and aligned with product description

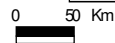
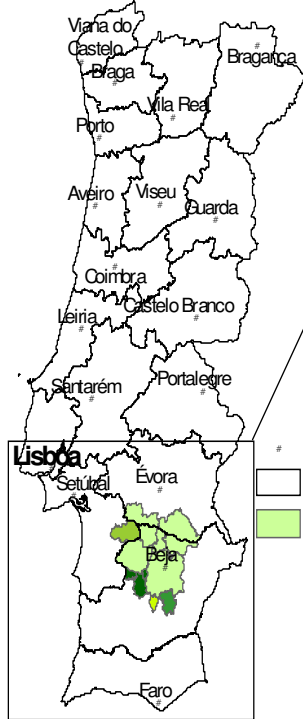
geographical boundaries must be natural and comprehensive



geographical area has nothing to do with administrative areas, administrative delimitations or administrative boundaries

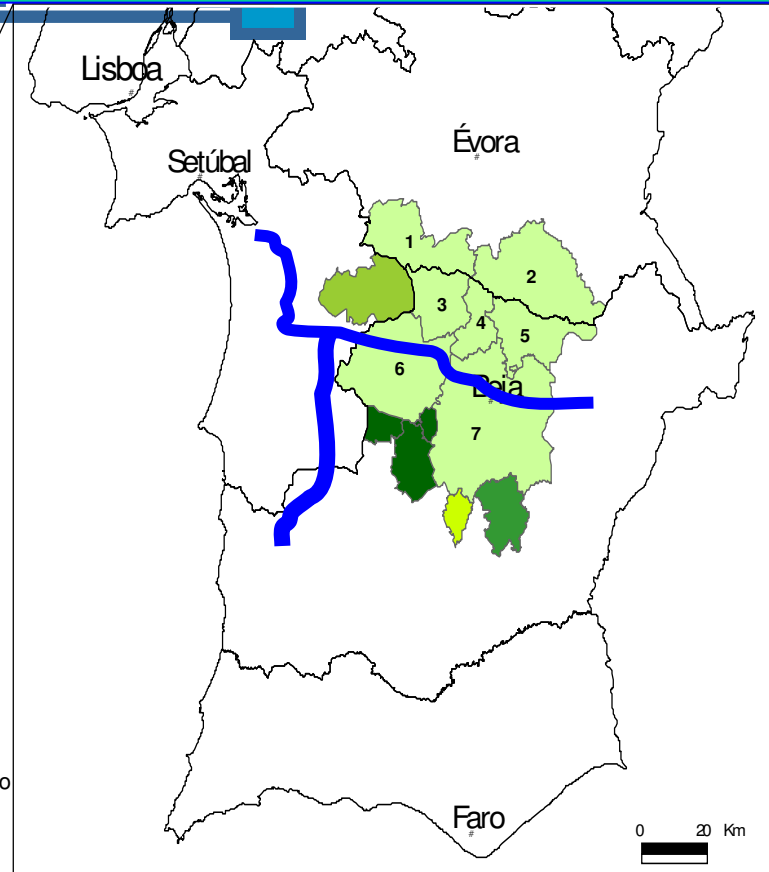


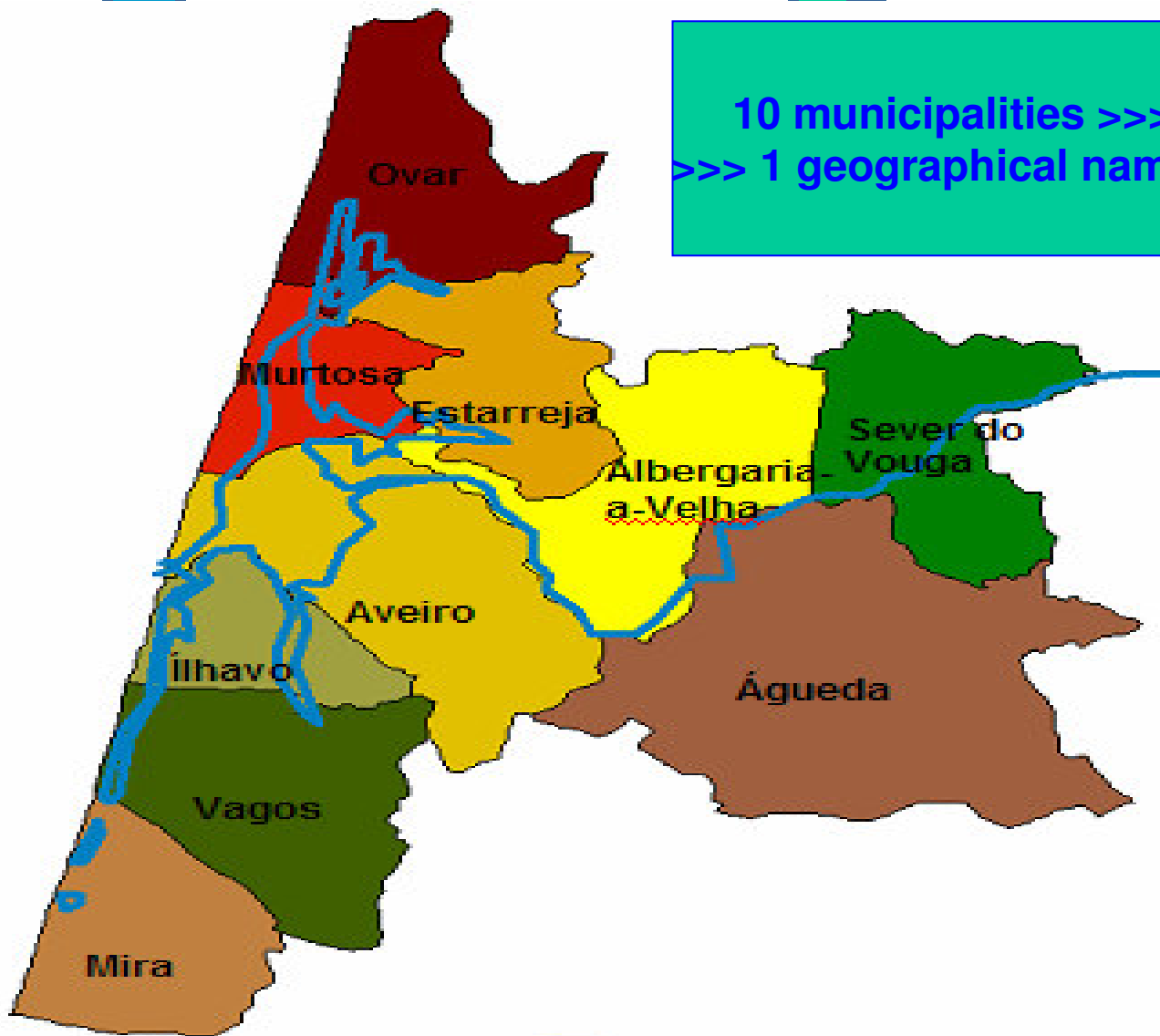
3 provinces >>> 1 geographical name



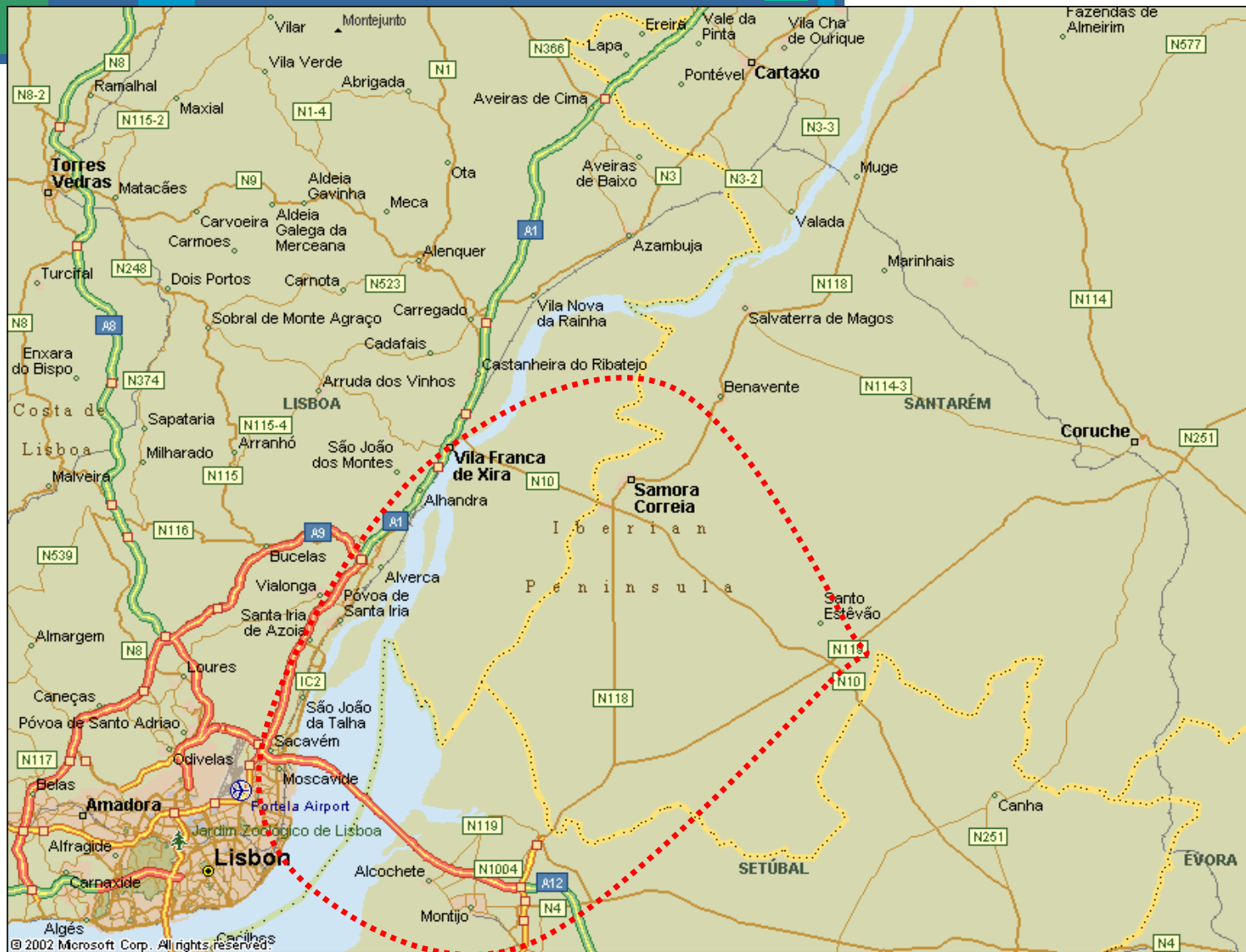
- * Sede de Distrito
- Distritos
- Concelhos
- 1 - Viana do Alentejo
- 2 - Portel
- 3 - Alvito
- 4 - Cuba
- 5 - Vidigeira
- 6 - Ferreira do Alentejo
- 7 - Beja

- Freguesia do concelho de Alcácer do Sal
- Freguesias do concelho de Aljustrel
- Freguesia do concelho de Castro Verde
- Freguesia do concelho de Mértola





Soils and river influence



Geographical boundaries must be delimited taking into account natural and human facts and not administrative reasons

Product specific colour comes from.....clay soils,
Product specific reputation comes from....specific know how
Product specific characteristic comes from....use of local fish technology

and those clay soils, that specific know how or that local fish technology can exist in 1, 2 3 or more administrative areas.

So, local authorities must be evolved and must understand that it is not possible that

- all the province names,
- all town names,
- all province names
are registered and protected as GI



In Europe, I advise producers on giving details bearing out the **link with the region**

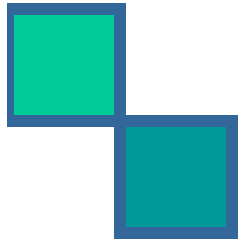
- Explain historical issues between product/region
- Explain the effect of the region on the product
- How the soils...
- How the rain....
- How the sun....
- How the varieties....

- How the breeds
- How the trimming...
- How the feeding...
-Affects product characteristics and makes him different!!! And called by the Geographical name





In Europe and in CAMBODIA, I advise producers



To present good, short and strong specifications, including:

- Good, precise and concise product description
- Clear, fundament and comprehensive geographical boundaries

- To avoid misunderstandings
- To avoid oppositions
- To include all the producers and operators that fulfil criteria
- To exclude producers and operators that are not any longer fulfilling criteria and producing **THAT SPECIAL PRODUCT REALLY COVERED BY GI**

