

***Geographical Indications, a land
of opportunities***

***Oeste Rocha pear
GI case study***

presented by Ana Soeiro



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



Portugal

- Very small Country in Europe;
- But with many protected geographical Indications (3rd place in European ranking).



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Oeste Rocha Pear case study

- Production Region
- Geographical name
- Pear Production



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Rocha is an autochthonous Portuguese variety

- The origin of the variety “Rocha” reports to 1836, in Sintra’s Municipality (in Oeste region);
- This variety was casually obtained from a seed, in Mr. Pedro António Rocha’s farm, whose family name inspired variety name.



Rocha is produced in several places in Portugal

Production area: 10.000 ha

Nr. of Producers: 9.450



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Rocha pear

- In other regions...
- In Oeste



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Rocha Pear produced in Oeste Region: a product with specific characteristics

- Size : medium 55-70 mm)
- Format: oval, piriform
- Skin: fine and smooth
- Colour: yellow and green
- Russeting: typical around peduncle
- Pulp Colour : white
- Pulp: hard and firm, crunchy, juicy and sweet



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So step by step consumer begins
to use Oeste to call that pear



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Oeste became to be used to

describe an agricultural
product originating in
Oeste

With a certain reputation

With a certain value

With a certain market
position



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Very soon, Oeste became to be used (and abused...)

- In other fruits
- In other products
- Inside the region
- Outside the region
- Consumer begin to stay confused
- Consumer begin to be deceived
- Prices begin to fall
- Value and reputation are lower...



In 1992, a group of producers decided

- To fight against situation
- To apply for PROTECTION under EU law (Reg. 2081/92)
- And they create a Producers Group



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Constituted in 17/12/1993

ANP - National Association of Rocha Pear Producers

With about 50 associates, mainly farmer associations, packing houses and individual farmers



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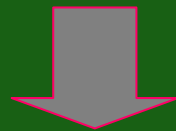


ANP had the following main objectives:

- **Apply for GI register and protection**
- **Manage and administer GI OESTE** , defend and promote the fruit's image and sustain agents involved in its production, trading and marketing.
- **Develop promotion and marketing** actions of Rocha Pear DOP, in Portuguese and foreign markets
- **Develop** the capacity of the agents involved in Rocha Pear production, to promote the sustainable growth of the sector.



1. The production Region and specific soils and weather conditions

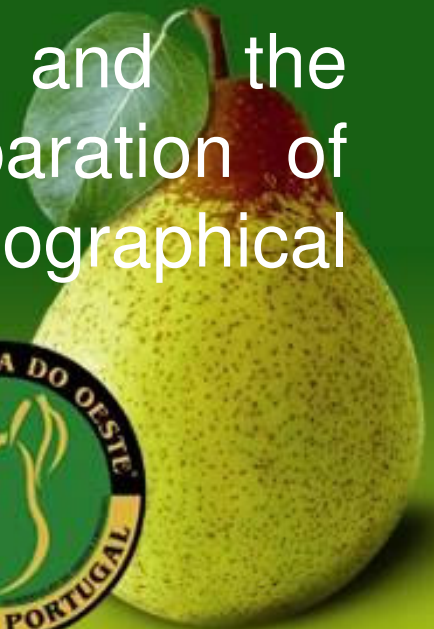


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2. Specific product linked to the region

- the quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and the production, processing and preparation of which take place in the defined geographical area;



PDO -Protected Designation of Origin



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Producers Group got:

- Union of the row
- Involvement of all agents;
- Common strategy;
- Common commercial structures;
- Common promotion;
- Reduction and optimise of costs;
- Growing valorisation of the product;
- Strong regional dynamics.



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The Oeste Rocha Pear Producers Group has responded well to the challenges of global market demands, demonstrating to be a dynamic sector willing to continue to bring this product of recognized quality to the world...



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Common Technical Assistance



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Promotion in Portugal and abroad



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Multifunctionality of Rocha Pear



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Export Statistics

Destiny	weight (kg)				Average
	Sup.	Cat.I	Cat.II	Total	
Inglaterra	1.516.399	3.460.951	0	4.977.350	36,81%
Brasil	629.982	1.851.694	0	2.481.676	18,35%
França	893.314	585.288	0	1.478.602	10,93%
Irlanda	671.024	752.086	0	1.423.110	10,52%
Russia	43.056	1.281.281	6.552	1.330.889	9,84%
Polónia	21.970	746.980	0	768.950	5,69%
Holanda	113.597	426.186	0	539.783	3,99%
Canadá	414.780	4.550	0	419.330	3,10%
Espanha	0	65.636	0	65.636	0,49%
Austria	0	21.100	0	21.100	0,16%
Bélgica	0	16.715	0	16.715	0,12%
Total	4.304.122	9.212.467	6.552	13.523.141	100,00%

Geographical indications: the only way to the success of agricultural products



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