



PROTECTED DESIGNATION OF ORIGIN ROQUEFORT





PROGRAMME

I. Presentation of the Confederation

- Historical background
- Structure and functioning of the Confederation
- Assignments of the Confederation
- Some data on Roquefort PDO

II. Focus on the protection assignment

- Nature of usurpations
- How to protect Roquefort
- Exemple of usurpation : Roncarifort usurpation

III. Selling and protecting Roquefort in the USA

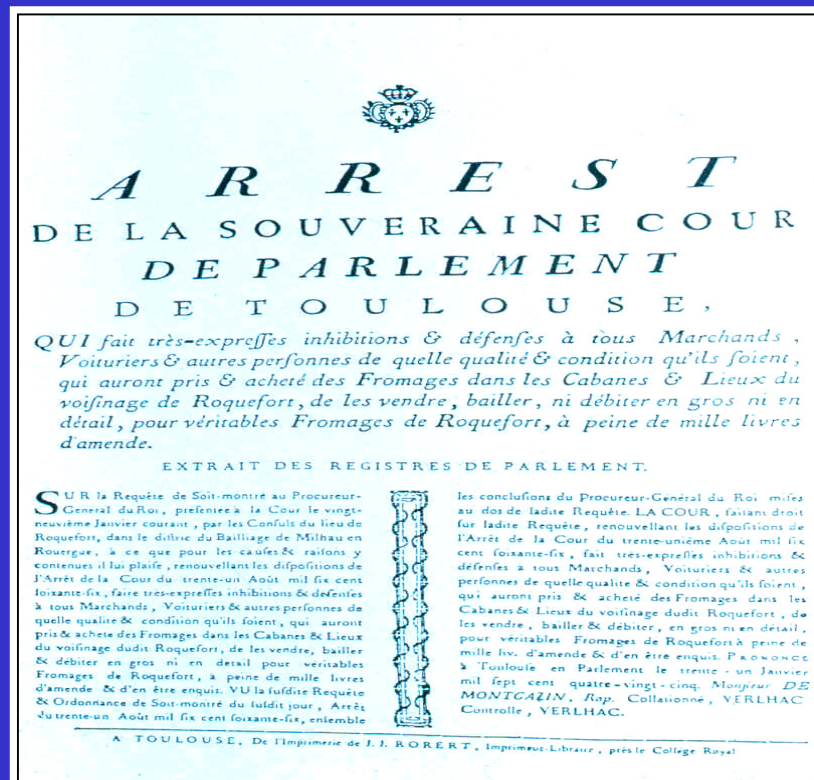
IV. Prospects on the protection of Roquefort

- Protection in the EC
- Protection throughout the world



Historical Background

- **August 31st, 1666**
Edict from the Toulouse Parliament
→ « the only genuine Roquefort comes from the cellars in the town bearing its name »



Confédération Générale de Roquefort, June 13th, 2008 -

- **1925**
Law defining the statutes of Roquefort's Designation of Origin
- **1951**
International Convention of Stresa
→ International recognition of Roquefort's Designation of Origin
- **1996**
Registration of Roquefort as a Protected Designation of Origin (PDO)
- **2001**
Decree of the Roquefort CDO
Regulation regarding the application of the Decree of the Roquefort CDO
- **2005**
Regulation regarding the area of milk production



Historical Background



- **1922**
Creation of the Regional Federation of Ewe Breeders for the Aveyron and surrounding districts
- **1928**
Creation of Roquefort Manufacturers' Associations
- **1930**
 - Constitution of the General Confederation of Roquefort Manufacturers and Ewe Milk Producers
 - Introduction of the first quality seal for food products: the Red Ewe Label



Structure of the Confederation

**Regional Federation of Ewe Breeders
Associations
(founded in 1922)**

The Federation delegates 10 Ewe Milk Producers to sit on the Confederation Council Milk Producers' Board

**Federation of Roquefort Manufacturing
Associations
(founded in 1928)**

The Federation delegates 10 Roquefort Cheese Manufacturers to sit on the Confederation Council Milk Manufacturers' Board

**THE GENERAL CONFEDERATION OF EWE'S MILK PRODUCERS
AND ROQUEFORT MANUFACTURERS**

A Council made up of two boards :

1 board representing the Ewes Milk Producers

1 board representing the Roquefort Cheese Manufacturers

☞ Private Association registered as a union upon the legislation of 1884



Assignments of the Confederation

- **To co-ordinate relationships between milk producers and cheese ripening manufacturers**
- **To provide technical assistance to ewe breeders**
- **To verify the composition and quality of individual milks**
- **Studies and researches**
- **To defend and promote the «Roquefort » designation**
 - ◆ Financing agents to verify the quality of Roquefort (respect for the designation),
 - ◆ Defending the CDO in France and abroad,
 - ◆ Collective and promotional advertising



Some Data on Roquefort PDO

➤ *Area of milk production*



an area covering
part of 6
departments and
composed of
limestone plateaux
and deep valleys
with sheer-faced
gorges



Some Data on Roquefort PDO

➤ *Conditions for production*

PRODUCTION OF EWE'S MILK

- ☞ **one breed** : the Lacaune ewe,
- ☞ feeding based on grass, forage and cereal: **three quarters** of their fodder assessed in terms of dry matter must come from the defined geographical production zone,
- ☞ any forage, cereal and complementary food purchased outside of the farm must not exceed **200 kgs/ewe/year**
- ☞ **daily grazing** is mandatory,
- ☞ milk cannot be stored at the farm for more than **24 h**,
- ☞ **minimal surface** provided by the sheepfold,

PRODUCTION OF ROQUEFORT CHEESE

- ☞ **unpasteurized full fat milk**,
- ☞ curdling must take place maximum **48 h** after the last milking,
- ☞ cheese ripening must last at least **90 days**,
- ☞ ripening, storage, cutting, transformation, pre-packaging and packaging of the cheese loaves have to be carried out **in the district of Roquefort-sur-Soulzon**
- ☞ fat content > 52 % et dry matter > 55 %



Protection Assignment

➤ *Nature of usurpations*

☞ **Forgery** of « Roquefort » designation

☞ **Comparison** to « Roquefort » designation

☞ **Translation** of « Roquefort » designation in a local language



Protection Assignment

➤ *How to protect Roquefort*

OUR TOOLS :

2 ways to protect Roquefort from usurpations

- either through the **PDO** in the EC
through individual actions
joint actions with cheese makers companies
with/without help of INAO whenever is possible
- either through the « **red ewe** » **registered trademark** throughout the world when the trademark system is recognised



Protection Assignment

➤ *How to protect Roquefort*

OUR STRATEGIES :

- Registration of the « Red ewe » trademark in all the countries of interest
 - ☞ The « red ewe » Tm is now registered in more than **80** countries
- Regulars surveys of the trademarks registration conducted in France, Germany and Spain by specialized compagnies



Protection Assignment

➤ *Exemple of Roncarifort usurpation*

HISTORY :

Deposit of a EC trademark « Roncarifort » by Enequesa in Spain who commercialized a blue cheese made with ewe's milk.

☞ **Opposition** of the Confederation to this registration

Rejection of the OAMI (March, 26th 2002: « Roncarifort was not detrimental to Roquefort »)

☞ **Annulation** asked by the Confederation of the registered EC trademark « Roncarifort »

Acceptation of the OAMI (October, 7th 2004) based on

❄ the protection given by the EC 2081.92 to PDOs even if no risk of confusion is proved

❄ the insincerity of Enequesa



Selling and protecting Roquefort in the USA

➤ *Certified Roquefort Tm & Roquefort Association*

US Registration of « Roquefort » certified Trademark N°571,798, in March, 13th 1953

❁ deposited by the Community of Roquefort

❁ can be used « upon the goods that the same has been manufactured from sheep 's milk only and has been cured in the natural caves of the Community of Roquefort, Departement of Aveyron, France »

ROQUEFORT ASSOCIATION

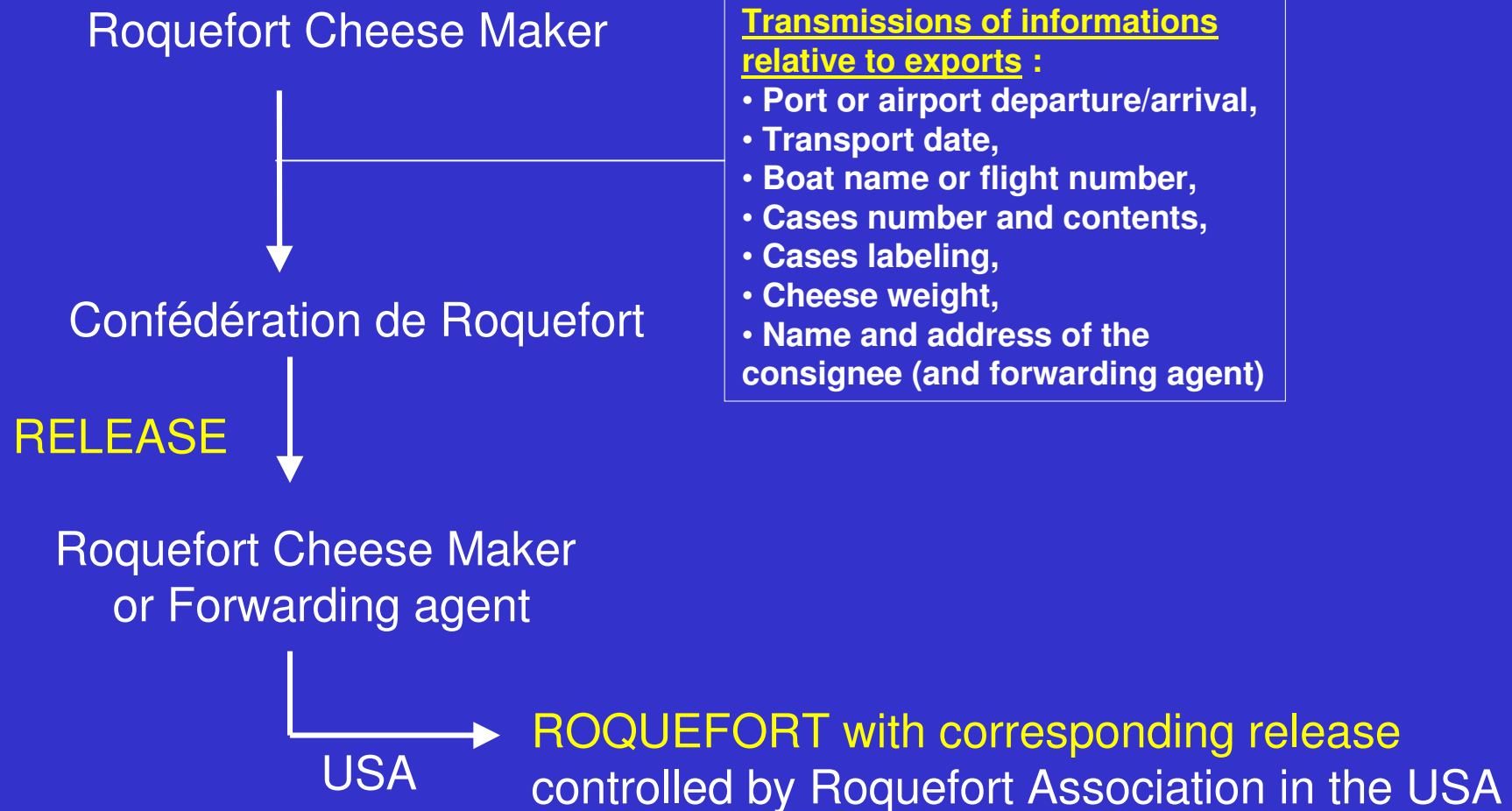
pursues several aims :

- ☞ to defend the Roquefort Tm
- ☞ to collectively promote Roquefort
- ☞ to control the dressing licenses



Selling and protecting Roquefort in the USA

➤ *Keeping track of Roquefort exports to the US*





Prospects on the protection of Roquefort

➤ *Protection in the EC*

New EC Regulation regarding IGs (AOP/IGP) 510/06

- ☞ increases access to the PDO for non EC-members
- ☞ reinforces protection of PDO (no translation authorized of the denomination)
- ☞ reinforces control of PDO for non EC-members

New french agriculture law (January 2006)

- ☞ renovates the INAO organism
- ☞ reinforces international protection of PDO
- ☞ reinforces control of PDO for all products



Prospects on the protection of Roquefort

➤ *Protection throughout the world*

Adhesion of the Confederation to ORIGIN

(ORganization for an International Geographical Indications Network)

⚙️ **The first International network of GI producers:**

– around 70 organizations

– coming from more than 30 countries

(Africa, Asia, North and South America, Eastern and Western Europe)

⚙️ **Covers food and non-food GI products**

⚙️ **Aims:**

– Promote Geographical Indications as a development tool

– Lobby for a better protection of GIs at national, regional & international levels



ORIGIN was recognized as an observer in the WTO negotiations.

This organization defends the reinforcement of the international protection of IGs asked to WTO negotiations (november 2005) :

- through the **extension of the article 23 of the TRIPS agreement**,
- through a **multilateral register** of several IGs.



**THANK YOU VERY MUCH
FOR YOUR ATTENTION !**