



Commission européenne  
Agriculture et développement rural



# **Worldwide Symposium on Geographical Indications**

## **Lima 22 to 24 June 2011**

### **The Public Policy Objectives of Geographical Indications**

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Organised by WIPO, INDECOPI, Ministry of Foreign Affairs of Peru



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# Public Policy Objectives of GIs

1. The advantages of sui generis GI systems and protection
2. The policy objectives underlying GI protection
3. Some examples of the value of GI protection



# Sui generis GI protection

- Justifications for a separate intellectual property regime
  - GI's are a recognised form of IPR just like patents, copyright and trade marks;
  - No other IP right is exclusively defined by its geographical origin
  - Best means to ensure 'right of use' for communities as;
    - No need to identify individual users;
    - No individual can on its own sell, withdraw, amend or let the title expire
  
- Limitations of alternative intellectual property titles
  - Collective marks may restrict 'right of use' by membership
  - Certification marks can not guarantee independence between production standards and certification



# Policy Objectives of GI systems

- Protection of intellectual property aspects of GIs by ensuring;
  - Observance of IP rights
  - Fair competition for farmers and producers
  - Reliable information to consumers



# Policy Objectives of EU GI systems

- Ensuring and valorizing the social and commercial benefits of GIs in view of:
  - Their contribution to rural development;
    - By maintaining diversity in rural areas;
    - Enhancing competitiveness;
    - Avoiding the exodus of less favoured areas.
  - Their role in promoting the production of quality products.



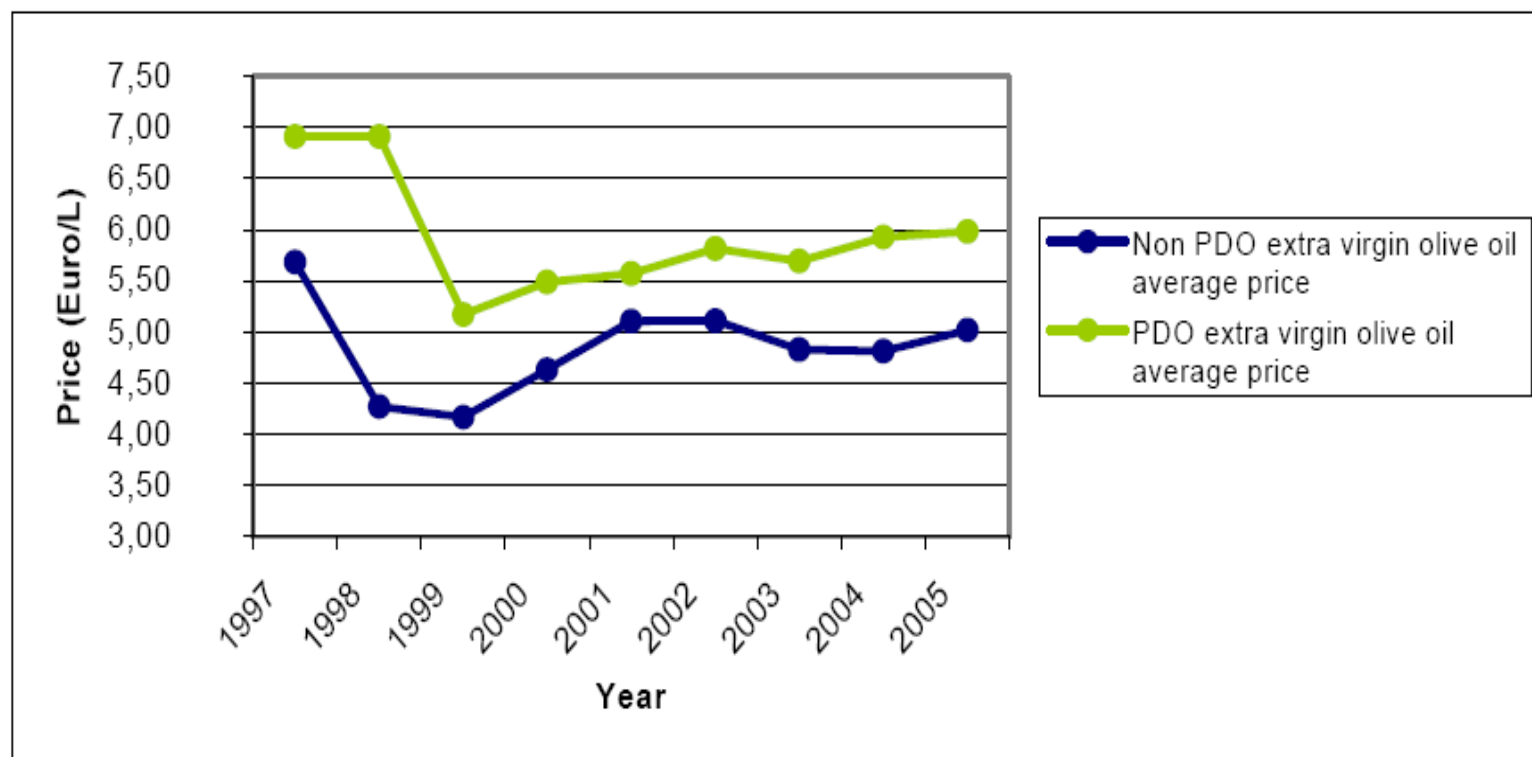
# Some examples of value of GI protection

- Price premium
  - French GI wines sold at 230 % of non-GI
  - Cheeses; sold at 158 – 203 % of non-GI
  
- Production value EU foodstuff GI in 2007
  - 14.2 billion € farm gate - 21 billion € wholesale  
hence two thirds remained in local community
  
- EU trade in (processed) agricultural products
  - 25 – 30 % covered by GIs (15– 20 billion € p.y.)
  - 80 % of total wine exports are GIs
  - almost all spirits exports are GIs



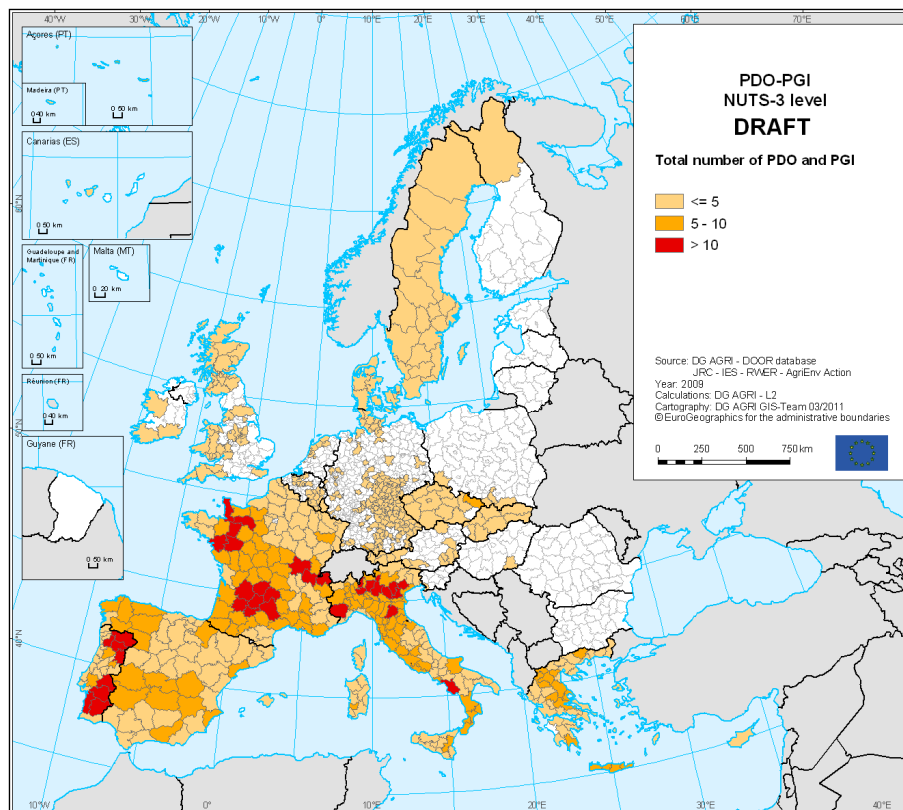
# Some examples of value of GI protection

## Example of PDO olive oil « Baena »





# Some examples of value of GI protection



Most EU foodstuff GIs located in disadvantaged areas with climatic, geographical or other constraints

Number of GIs per region  
(March 2009, ± 820 GIs)





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# Some examples of value of GI protection in a development context

FAO and IICA study 2007-2008

- **Impact on rural development**

Economic impact

*Cacao de Chuao, Maíz Blanco de Cusco, Limón de Pica, Café de Colombia, Queso Cotija, Chivito de Neuquén*

Environmental impact

*Chivito de Neuquén, Cacao de Chuao*

Social impact

Self-esteem and revalorisation of local human factors; *all*

Collective action; *Maíz Blanco de Cusco, Queso Cotija, Cacao de Chuao, Chivito de Neuquén*