GEOGRAPHICAL INDICATION AROUND THE WORLD



LACTALIS GROUP

- \$6 billion in sales Family-owned company, 16,000 employees.
- Lactalis American Group \$700 million in sales, 1,500 employees.
 - > Major brands: Sorrento, Precious, President.
 - > Five plants.
 - > Italian cheese and specialties.
 - 50% of the French imported products: Brie, Emmental, Roquefort...
- ➤ In France, 25% of the PDO cheese production.
 - > Core strategy: branded milk products.



PROTECTED DENOMINATION OF ORIGIN



BASIS OF PDO IN EUROPE

Two major objectives:

Consumer's response;
Food safety.
Information on origin;
Cultural heritage.



Agriculture development in different areas;
 Respect of environment.
 Social response.

PROTECTION OF THE GEOGRAPHICAL INDICATION

Europe:

> Regulation 2081/92 revised by 692/2003.



International Agreements:

- Paris convention for the Protection of Industrial Property 1883.
- > Lisboa Agreement 1958.
- > Trips Articles 22-23-24.
- > Madrid Agreement 1871 and its protocol 1989.

DIFFERENCE BETWEEN A TRADEMARK AND A GEOGRAPHICAL INDICATION

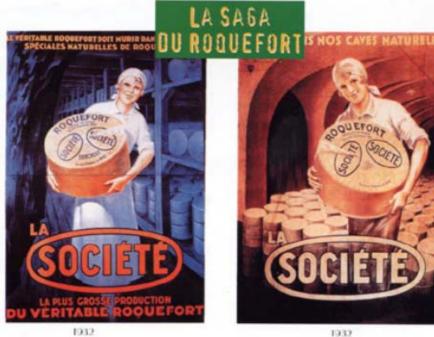
≻ <u>Trademark</u>

- ≻ Civil law.
- Belongs to enterprises after registering.
- > Exclusive rights.
- Exception: certificated mark can be used by whoever respects the specifications.
- ▹ Fancy name.
- > The right is transferable.

$\succ \underline{\mathbf{GI} - \mathbf{AO}}$

- ➢ Public law.
- > Link to the soil.
- The Nation owns the rights.
- Right of usage and ownership are not transferable.





70 ans sous le signe de l'ovale vert















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> <u>Chronology</u>

- > 1863 First Société trademark certification.
- > **1925** Law regulating Roquefort PDO.
- > 1930 Creation of the Roquefort Confederation and the Red Sheep logo.
- > **1947** Trademark certification in the USA.
- > 1951 Stresa Convention.
- > **1996** Trademark certification in the EU.



THE FETA CASE

Legal Basis – Regulation 1081/92 and 1829/02.

Product

- Balkanic cheese.
- > Italian denomination.
- > Made in Denmark since 51.
- > Export sales \$135 million per year.



- Since 1975 European regulation on customers and subsidies.
- ➤ <u>The Case</u>
 - ➤ Greek protection request 1/21/1994.
 - > Protection adopted by regulation 1107/96.
 - ▶ Regulation cancelled 3/16/99.
 - > New case presented by the European Commission.
 - > New regulation 10/14/02.

PDO: A SEPARATE DEVELOPMENT MODEL

- > Works on an uncommon model: *sharing*.
 - > Specific values of belonging;
 - > Pride in being part of one group.
 - > Patriotism.
 - > Participation in a common project.
 - > But has to respect market rules;
 - > And consumer expectations.

