



Geographical Indications around the world

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What is ORIGIN?

- ORIGIN: ORganisation for an International Geographical Indications Network
- The first International network of GI producers created in Geneva on June 11
- 25 countries represented and more than 100 GI producers from all over the world (Africa, Asia, North and South America, Eastern and Western Europe)
- Covers food and non-food GI products



ORIGIN's Objectives

- Promote geographical indications as an instrument of development and protection for local knowledge
- Lobby for the enhancement of the protection granted to GIs at the international level



Interest of GIs for all countries around the world

- GIs: a development tool
 - Preserve natural resources, cultural and often ancestral heritage
 - Favour diversity and originality in production
 - Create local jobs
 - Positive impact on price output
- GIs: a market access tool
 - Encourage quality and added-value production
 - Allow producers to market differentiated and clearly identifiable products
- GIs cannot be re-located!



The Antigua Café Example

- History and coffee development over 140 years:
 - 1870: coffee is first planted in Antigua Region
 - 1915: a farm from Antigua coffee obtains the world prize for quality in San Francisco
 - 1939: first registration of Antigua coffee name through a trade mark
- Creation of an association of producers (APCA) in 2000 to guarantee quality and origin of Antigua coffee
 - 2001: region recognized by all growers inside and outside of our region.
 - 2002: first certification and labeling program
 - 2003: bags being delivered with the APCA MEMBERSHIP labels.



Antigua Café Development in Jeopardy

Success...abused!

- No more than 80,000 bags of 100 lbs. of green beans are produced within the Antigua region, but.....
- 180,000 to 300,000 bags leave the country, labeled as Antigua!!!

= only 30 to 40% of total volume sold on world market is genuine Antigua coffee

- Counterfeits from nearby regions and places further out within Guatemala. Coffee mixed with other coffees and deliberately named GENUINE, TYPE or ANTIGUA.
- **Counterfeits made by both exporters in Guatemala and IMPORTERS in other countries**



Why Choosing the GI route for Antigua Café?

- Genuine Antigua café has all the attributes to become a protected GI
- Added value of GI and positive impact on price by focusing on quality, differentiation and origin. Now, some concerned Antigua buyers are demanding the label of APCA on the bags.
- Prevent re-localisation
- GI: only affordable mean for small groups of producers to protect their IPR on their name at international level



The high Costs of Abuses on Producers and Consumers

- Legal costs for producers to fight against abuses of their name world-wide
- Image and Reputation towards consumers largely undermined
- Loss of many market opportunities: we are loosing ground to cheaper coffee of lesser quality. Some buyers buy cheap counterfeit coffee and sell it as genuine, knowing that is not true!!!
- Costs for consumers: mislead on the quality and origin of the product



Current International GI protection Inadequate

- Limited number of countries with relevant GI protection system
- Trademark system inadequate for GI protection:
 - Cost of trademark registration for group of small producers
 - Inability to register some names because deemed descriptive (by nature often the case for a GI!)
 - Lack of efficient protection, notably for translation or use of GIs with expressions like “style”, “type” and others,



Better GI Protection and Promotion at International Level Needed: Fair Trade

- Equal treatment of all GIs urgently required:
 - Extension of the additional protection to all products
 - Establishment of a legally binding multilateral register for geographical indications
- Technical cooperation activities to be expanded



Thank you for you attention

For more information, visit ou website at:

WWW.ORIGIN-GI.COM