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

**Historical Background**

- **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

Confédération Générale de Roquefort, June 13th, 2008 -
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 compagnies
  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
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

Transmissions of informations relative to exports:
- Port or airport departure/arrival,
- Transport date,
- Boat name or flight number,
- Cases number and contents,
- Cases labeling,
- Cheese weight,
- Name and address of the consignee (and forwarding agent)

Roquefort Cheese Maker

Confédération de Roquefort

RELEASE

Roquefort Cheese Maker
or Forwarding agent

USA

ROQUEFORT with corresponding release controlled by Roquefort Association in the USA

Confédération Générale de Roquefort, June 13th, 2008 -
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!