Geographical Indications in global dairy trade

Peter Gallagher
inquit pty ltd
Summary

- Global dairy alliance
- Why we don’t use GIs
- Multilateral register
- Extension of GIs
- Concerns about future competition
Global Dairy Alliance

Reform of dairy markets
Recognize established role of GIs
Oppose extension and registration with legal effect
value of gis

- No advantage in most trade
- Less valuable than trademarks
- Less compatible with competition
- Less suitable to globalized market
multilateral register

1. IP standards must reflect national choices

2. Register with legal effect would harm competition
3. Art 24 safeguards are not effective

4. We must not allow new barriers based on PPMs
- No convincing need for Article 23 protection
- Consequences of EU policies
  - More restrictive than necessary
  - Discriminatory
WTO allows a wide range of policy choices
- one exception, TRIPS

No role in enforcing one approach to competition over another
- certainly not competition restrictions
Thank you
for your attention

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