

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.
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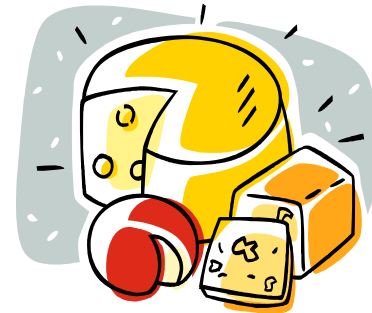
DIFFERENCE BETWEEN A TRADEMARK AND A GEOGRAPHICAL INDICATION

➤ Trademark

- 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.

➤ GI – AO

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



THE ROQUEFORT CASE



1932

1932

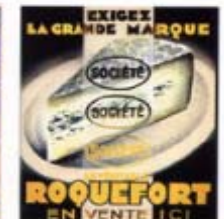
70 ans
sous le signe de l'ovale vert



1932



1950



1950



1953



1960

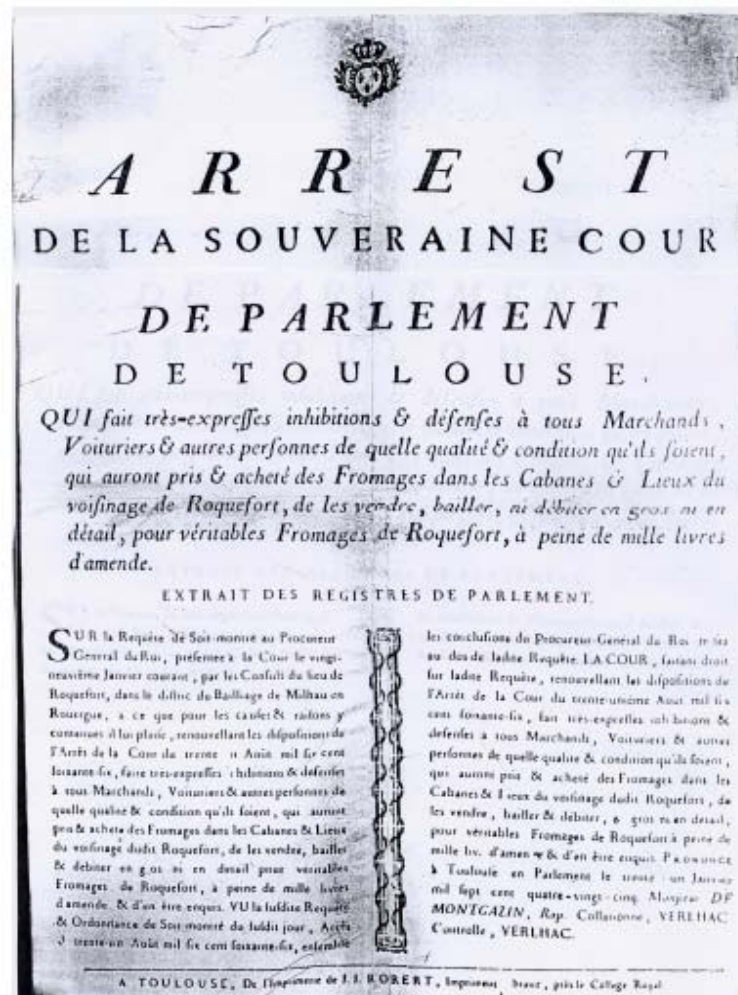


1972



1986

THE ROQUEFORT CASE



THE ROQUEFORT CASE

➤ Chronology

- **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.

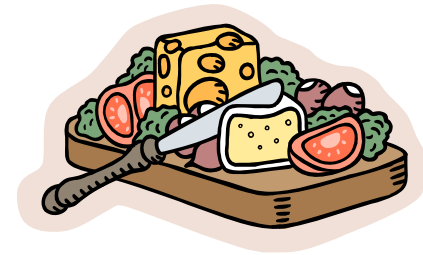


THE FETA CASE

➤ **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.

➤ **The Case**

- 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.
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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.

