

GEOGRAPHICAL INDICATIONS: A MARKETING TOOL FOR UNIQUE GOODS FROM SPECIFIC ENVIRONMENTS



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UNIQUE GOODS

unique - only one

Factors - place of origin, climate, quality of soil, processing techniques or indigenous manufacturing skills and traditions

Different legal mechanism in various countries to protect unique goods for better marketing

LEGAL MECHANISMS TO PROTECT UNIQUE GOODS

- × Indication of source
- × Geographical Indications (GIs)
- × Protected Designation of Origin (PDO) and Protected Geographical Indications (PGI)
- × Traditional Speciality Guaranteed (TSG)
- × Certification mark
- × Regional collective trademark

INDICATION OF SOURCE

- ✘ Indication of the origin of the product from a place or country



- ✘ Do not reflect the quality of the product

PROTECTED DESIGNATION OF ORIGIN (PDO)

- ✘ Food stuffs or agricultural products produced, processed, and prepared within the specified geographical area
- ✘ The product's quality or characteristics are **essentially due** to that area consisting of natural and human factors.

Champagne – sparkling wine
from Champagne region, France

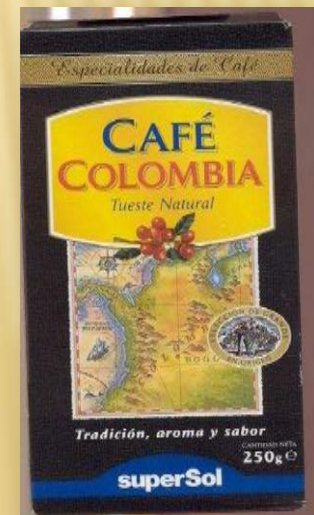


PROTECTED GEOGRAPHICAL INDICATION (PGI)

- ❑ Agricultural products and food stuffs that are produced, processed or prepared in the geographical area and the quality, reputation or other characteristics are attributed to that area
- ❑ At least one of the stages of production, processing or preparation takes place in the area

Mortadella Bologna –
pork sausage in Italy

Colombian Coffee



GEOGRAPHICAL INDICATIONS (GIS)- TRIPS AGREEMENT

- ✘ TRIPS Article 22.1 – *“indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristics of the good is essentially attributable to its geographical origin”*

Darjeeling tea
Aranmula metal mirror
Balaramapuram sarees
Nagpur Orange
Allepy Green Cardamom
Mysore Betel Leaf



INDIAN LEGISLATION-1999

- The Geographical Indications of Goods-(Registration and Protection) Act,1999
- Rules- 2002
- Effective from 15th September, 2003
- Administered by Controller General of Patents, Design and Trade Marks - Registrar of GIs, Chennai
- 172 products registered as GIs.

Benefits of GI Registration

- ❑ Confers legal protection to unique goods under WTO
- ❑ Protect IP rights of communities
- ❑ Prevents unauthorized use of registered GI by others
- ❑ Enables seeking legal protection in other WTO member countries
- ❑ Used as a marketing tool
- ❑ Boosts export of Indian GI & promote economic prosperity of producers

GI AS A MARKETING TOOL

- ✘ to obtain market recognition and premium price in national and international markets
- ✘ to increase the income particularly in rural areas
- ✘ To promote economic prosperity of producers of goods produced in a particular region.



GI AS A MARKETING TOOL
CASE STUDY:
SPECIALTY COFFEES



CAFE' DE COLOMBIA

- First product registered as a GI (PGI) in European Union
- Colombia -
 - ✘ 3rd world's largest producer of Arabica Coffee after Brazil and Vietnam
 - ✘ 12% of total world exports



COLOMBIAN COFFEE FROM UNIQUE ENVIRONMENTAL CONDITIONS

- ❑ Produced in an altitude of 400 to 2500 meters above sea level
- ❑ Two rainfall seasons per year- continuous production with two growing cycles a year
- ❑ Andean soils with special texture and high proportion of organic material
- ❑ Methods of production, harvesting, hulling and different processing stages are specific
- ❑ When processed has mild, clean up of medium/high acidity and a full pronounced aroma

COLOMBIAN COFFEE



Steep mountains



Labour intensive

Washing



PROMOTION OF COLOMBIAN COFFEE FNC (NATIONAL FEDERATION OF COFFEE GROWERS OF COLOMBIA)

- ✘ Organization of coffee growers in Colombia
- ✘ led by farmers- more than 5.6 lakh producers in the coffee belt
- ✘ characterized as democratic, collaborative and participative



FNC

- ✘ Mechanisms established by FNC to stabilize growers' income and to fairly distribute the value of coffee exports to the farmers –
 - ✘ National Coffee Fund to stabilize income
 - ✘ 'Cenicafe' for farmers' education
 - ✘ ALMACAFE as quality control institution with storage facilities
- ✘ Launched many specialty coffee programmes
 - ✘ Coffees of origin

LEGAL MECHANISMS TO GUARANTEE THE ORIGIN OF COLOMBIAN COFFEE

- × Denomination of origin
- × Protected Geographical Indication (PGI)
- × Ingredient Brand
- × Trademarks



DENOMINATION OF ORIGIN

- ✘ Distinctive sign consistent of a specific geographic name used to identify a product that come from a certain origin and whose quality is directly connected with that origin
- ✘ Protected in Colombia, Peru, Ecuador and Bolivia.



PROTECTED GEOGRAPHICAL INDICATION (PGI)

- ✘ European countries
- ✘ 23 countries including Germany, Austria, Belgium, Bulgaria, Denmark, Slovakia, Spain, France, Greece, Hungary, Italy, Netherlands, Portugal, Sweden and UK etc.



INGREDIENT BRAND

- ✘ Co- branding initiative for product brand and ingredient brand
- ✘ In 1960s' Colombian Coffee was a pioneer in the use of an ingredient brand strategy
- ✘ North America the logo “100% Colombian Coffee”
- ✘ The rest of the world the logo ‘Café de Colombia’



TRADEMARKS

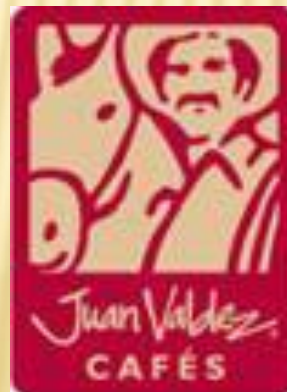


Juan Valdez.
CAFÉ



100%
CAFÉ DE COLOMBIA

Buendía



MONSOONED COFFEES OF INDIA

Monsooned Malabar Arabica Coffee

Monsooned Malabar Robusta Coffee

- GIs registered from India
- 'A grade' coffee beans collected from Malabar regions
- Special processing - 'Monsooning'
- Primary processing at estate level
- Secondary processing including monsooning at Malabar Coast



MONSOONING

- ✘ During South West Monsoon period (June-Sept)
- ✘ Curing works in the Malabar Coast region of India, stretching from Mangalore in Karnataka to Calicut in Kerala
- ✘ Spread in thick layers in airy go-downs, open on all sides and raked frequently
- ✘ Packed loose in gunny bags and stalked in piles with sufficient space between rows for the monsoon air to circulate freely around the bags



MONSOONING

- ✘ Cherry Coffee absorbs moisture from the humid monsoon atmosphere
- ✘ beans swell up to nearly double the size and the colour of the beans change to pale yellow/ straw colour
- ✘ completed in 12 to 16 weeks.
- ✘ polished and graded
- ✘ has monsooned flavor, mellow taste and golden look
- ✘ natural climatic elements including the fully saturated atmospheric winds during the monsoon period play a major role in processing (monsooning) adding to flavor and uniqueness of Monsooned Coffee



GRADE WISE EXPORT OF SPECIALTY COFFEES DURING THE FIRST HALF OF 2012 (TONNES)

Monsooned Malabar - AA	1,170.7
Monsooned Arabica Triage	87.5
Monsooned Robusts AA	633.6

EXPORT OF COFFEE FROM INDIA

Year	Quantity (tonnes)	Value (Crores)
2001	223782	1136.93
2002	213008	1043.87
2003	222425	1112.35
2004	228246	1203.52
2005	203768	1451.65
2006	244989	1930.95
2007	214155	1906.52
2008	212806	2358.37
2009	180298	1929.67
2010	274817	2835.73
2011	310657	4333.30

Mainly exported to Italy, Russia Federation, Germany, Belgium, Spain etc

SPECIALTY RICES OF KERALA AS GI

Navara Rice

- ✘ Unique extra short duration rice cultivar indigenous to Kerala
- ✘ 'Shashtikam' or 'Shashtikasali' in Ayurveda
- ✘ Grown in nine districts of Kerala viz. Palakkad, Malappuram, Calicut, Waynad, Kannur, Trichur, Ernakulam, Kottayam and Alleppey
- ✘ This rice has been registered as a GI from Kerala during 2007-08



NAVARA RICE

- ✘ Used in Ayurvedic system of medicine, especially in Panchakarma treatment
- ✘ Navara grain is used in the treatment of circulatory, respiratory and assimilatory ailments
- ✘ Molecular studies at Kerala Agricultural University have identified the presence of DNA fragments in Navara that showed homology with Bowman Birk Trypsin Inhibitor (BBI) gene
- ✘ BBI is reported to have the ability to suppress tumorigenesis and thus have cancer chemo preventive potential even when administered as a dietary supplement

PALAKKADAN MATTA RICE

- ✘ Rice varieties with red kernel colour cultivated in Palakkad
- ✘ Chenkazhama, Chettadi, Aruvakkari, Aryan, Vattan, Illapappoochampan, Chitteni, Thavalakkannan and new varieties like Kunjukunju and Jyothy
- ✘ Registered as a GI from Kerala during 2007-08
- ✘ Peculiar soils, the humid weather, easterly winds that blow through the Palakkad gap, the rivers that flow from the Western Ghats and the bright sunshine determine the unique taste and quality



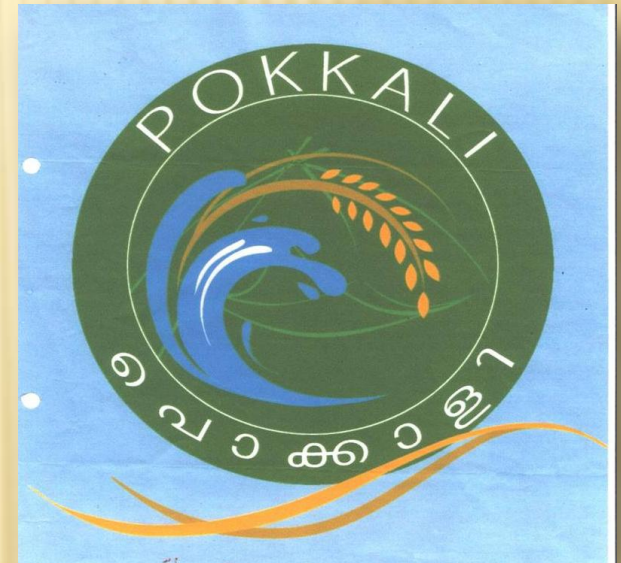
POKKALI RICE

- ✘ Internationally accepted as gene donors for salt tolerance in rice
- ✘ *Pokkali, Cheruvirippu, Chettivirippu, Karuka, Ponkaruka, Karuthakaruka, Mundakan, Anakodan, Eravapandy, Orkayama and Orpandy*
- ✘ Tall (>180cm) with lodging nature
- ✘ Having a low yield potential of 1.2-1.5t/ha



POKKALI RICE

- ✘ Used in the preparation of '*Marunnukanji*' a traditional health care food
- ✘ *Pokkali* rice bran is good for smoothening the problems associated with piles
- ✘ Rice gruel water (*Kanji vellam*) from Pokkali is also considered as a highly suitable drink to patients suffering from Cholera
- ✘ **registered as a GI during 2008**



WAYANAD JEERAKASALA & WAYANAD GANDHAKASALA RICE

- ✘ Most popular traditional aromatic rice (non-basmati) cultivars of Wayanad district
- ✘ Famous for their characteristic fragrance and aroma
- ✘ Mainly cultivated by Wayanad Chettis, Kurichya and Kuruma tribal group
- ✘ **Registered as GIs during October 2010**





Malabar Pepper



Alleppey Green
Cardamom

GIS FROM KERALA



Central Travancore
Jaggery



matta

Vazhakulam
pineapple

GIS OF KERALA

Aranmula Kannadi

Alleppey Coir

Maddalam of Palakkad

Screw pine crafts of Kerala

Coconut shell crafts of Kerala

Cannanore home furnishings

Balaramapuram sarees and Fine

Cotton Fabrics

Kuthampully Sarees and Fine Cotton
Fabrics

Kasargod sarees

Payyannur Pavithra Ring



GIS FOR BETTER MARKETING

- ✘ Organic Navara rice is sold for Rs. 450/kg & Wayanad Gandhakasala & Jeerakasala rice are sold for Rs. 75/kg
- ✘ Kerala Agricultural University & Agri. Department (WTO cell) taking initiatives to boost the market potential of registered GIs
- ✘ Other options – wide publicity, participation in krishi melas, marketing with GI tags, logos etc.



CONCLUSION

- ✘ World Trade Organization had adopted GIs of goods both as a marketing tool and as tool to protect the Intellectual Property Rights of producers
- ✘ Kerala is a treasure house of unique goods in agriculture sector, produced from varied agro-ecological situations
- ✘ Only 20 products are registered- remaining products require immediate attention to be registered as GIs
- ✘ Co-ordinated effort will help in registration and an enhanced market possibility

THANK YOU