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

Dr. C. R. Elsy
Professor & Head & Co-ordinator IPR Cell
Kerala Agricultural University
Email: iprcell@kau.in; crelsy@yahoo.com
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 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
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
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
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

Washing

Labour intensive
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
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.
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
Colombian Specialty Coffees
100% Café de Colombia
Buendía
Estate Coffee Colombian Specialty Coffees
El Eden
Juan Valdez Cafés
Rainforest Alliance Santander
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
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 godowns, 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
• 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
<table>
<thead>
<tr>
<th>Specialty Coffee Type</th>
<th>Tonnage</th>
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<tbody>
<tr>
<td>Monsooned Malabar - AA</td>
<td>1,170.7</td>
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<tr>
<td>Monsooned Arabica Triage</td>
<td>87.5</td>
</tr>
<tr>
<td>Monsooned Robusts AA</td>
<td>633.6</td>
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# EXPORT OF COFFEE FROM INDIA

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

Mainly exported to Italy, Russia Federation, Germany, Belgium, Spain etc.
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
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, Illapappooochampan, 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
GIS FROM KERALA

Malabar Pepper

Alleppey Green Cardamom

Central Travancore Jaggery

Vazhakulam pineapple

Palakkadan matta
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