



WEBINAR

Audrey Aubard | Zoom | 16 October 2020



CARIFORUM



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www.caripi-hub.com



**BOOST YOUR
ORIGIN-LINKED PRODUCTS**

SESSION OBJECTIVE

**By the end of this
session, you will have a
better understanding
of the value of origin-
linked products**



CONTENT

1. Definition: What is an OLP?
2. OLPs: Strategic Development
3. Branding OLPs
4. Implementing OLP Development Strategies
5. Exercises

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1. DEFINITION

WHAT IS AN OLP?

Origin-linked products can be defined as :

- 👉 local products based on a territorial identity and reputation, and/or
- 👉 products based on a specific modes of production and
- 👉 whose quality, reputation or any other characteristics are attributable to their geographical origin.



WHAT IS AN OLP?

Examples include:

- Italy's famous Parmigiano-Reggiano cheese
- Argan oil from Morocco
- Jamaica Blue Mountain Coffee
- Chulucana pottery from Peru.



Cerámica de **Chulucanas**

OLPs: TYPE OF PRODUCTS



Agricultural products



Agri-food products



Handicraft products



Industrial/mine products



POLL QUESTION 1:

The main components of an OLP are....

Product based on local/regional identity

Product that has characteristics and/or reputation

Product based on specific modes of production or know-how

OLP CHARACTERISTICS

LINK WITH TERROIR OR TERRITORY

- Products of origin-linked quality (products of a *terroir*) are distinguished from comparable products by their local identity and their typicity because of their tie to the *terroir or territory*.
- Terroir constitutes the **multiple interactions** within a specific geographical area between local stakeholders and their environment



HUMAN FACTORS

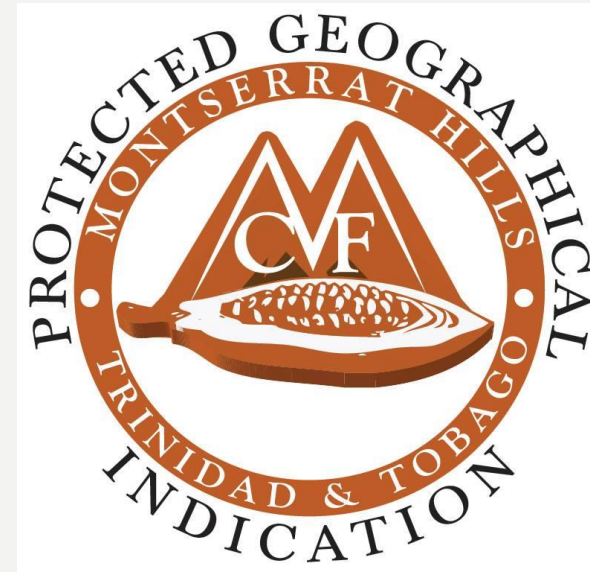
- Between local stakeholders and their environment, interactions that have generated **specific knowledge** and developed a specific origin-linked quality.



RESULT OF THIS LINKAGE BETWEEN PRODUCT AND AREA

- This specific quality can have two dimensions :
 - objective dimension , especially through its **sensory characteristics** of taste, texture and shape
 - subjective and **symbolic** dimension : for example, identity-affirming values and authenticity
- The product possesses a specific quality and unique identity that cannot be reproduced elsewhere








Preserving the fine flavours of T & T

★★★★★

Montserrat Hills CHOCOLATE

GRAN COUVA GOLD

Gran Couva is the most popular of the communities in the Montserrat Hills region, known locally and internationally for growing cocoa; so much so, that several companies carry the name Gran Couva on their chocolate bars. The Sabala family is one of the oldest in this area and is still involved in the industry.

LOS ATAJOS LECHE

Los Atajos ("the short cuts") - In this mountaintop can be found many descendants of the "cocoa payols" who were the pioneers of the cocoa industry in Trinidad. The Guiseppis are one of the oldest of these families.

TORTUGA WHITE LIGHT

Tortuga - This is where it began in the Montserrat Hills. The Capuchins, an order of Friars in the Catholic Church came to Tortuga and established a church, (now over 100 years old) famous for its stained glass windows. Tortuga is also the home of Our Lady of Montserrat, whom the villagers believe is looking over the community.

BRASSO BOLD

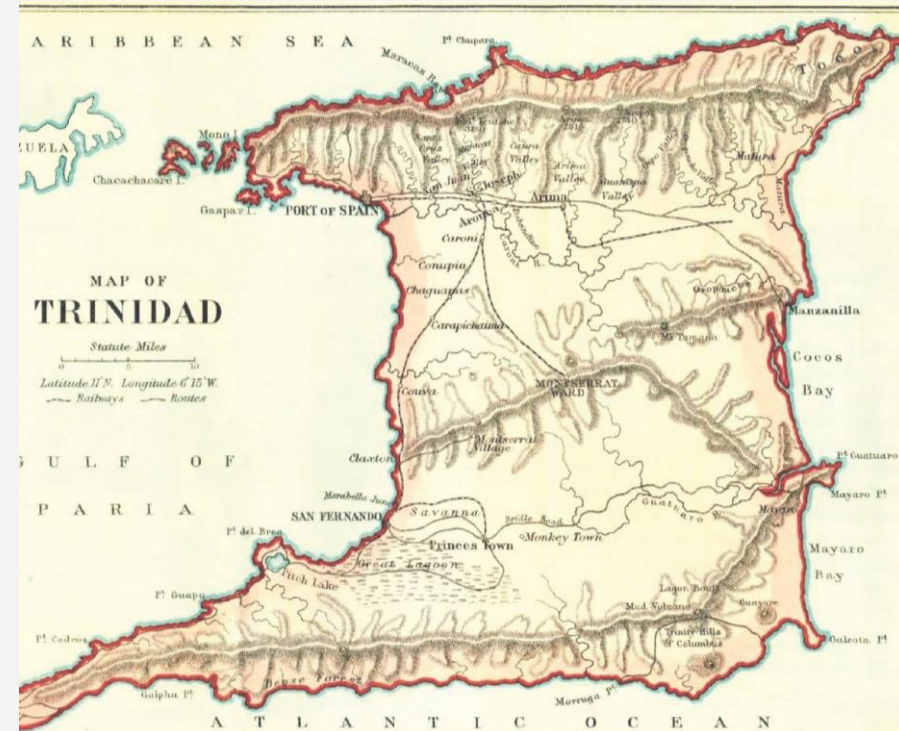
Brasso was made famous as a major train station for transporting cocoa to P.O.S in the time 'when cocoa was king'. This tiny village is situated in the Brasso gorge and hemmed in by hills on both sides. Today very few estates are in operation in Brasso.

MAMORAL MOCHA

The village of Mamoral is on the north west corner of the GI. Pioneers like the Abrahams, Bernards and Garcias have left their legacies in good hands with cocoa still being given a lot of attention.

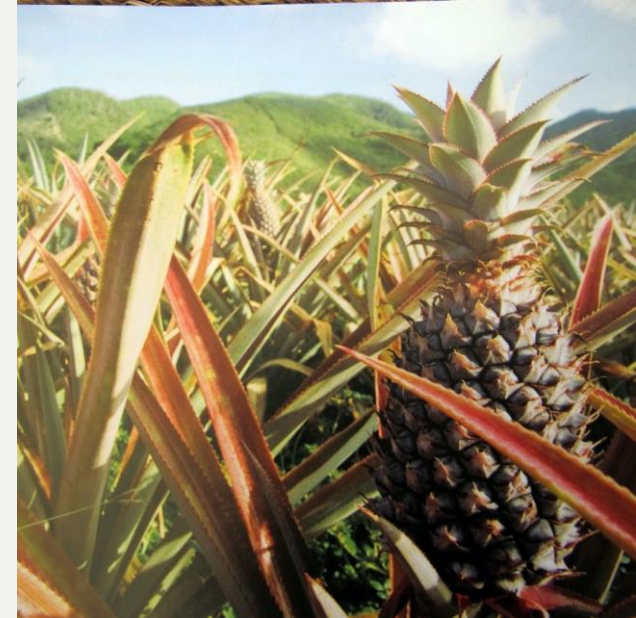
FLANAGIN FUSION

Flanagin Town was a bustling town in the war era when soldiers based in Wallerfield would make it their "watering hole". The Catholic church, almost 85 years old, solidly built with stones from a nearby river, is a landmark in the community.



ANTIGUA BLACK PINEAPPLE

- This product is based on **local identity**: it is closely associated with the island as it tops Antigua and Barbuda's national coat of arms.
- The product has a **specific quality (sweetness and shape)** based on its geographical origin (natural factors)
- The product has a **reputation** as the 'world's sweetest pineapple'



Product(s)

Know-how, quality,
specificities, reputation
etc...

A territory

Men/Women/Institutions

KEY OLP ELEMENTS

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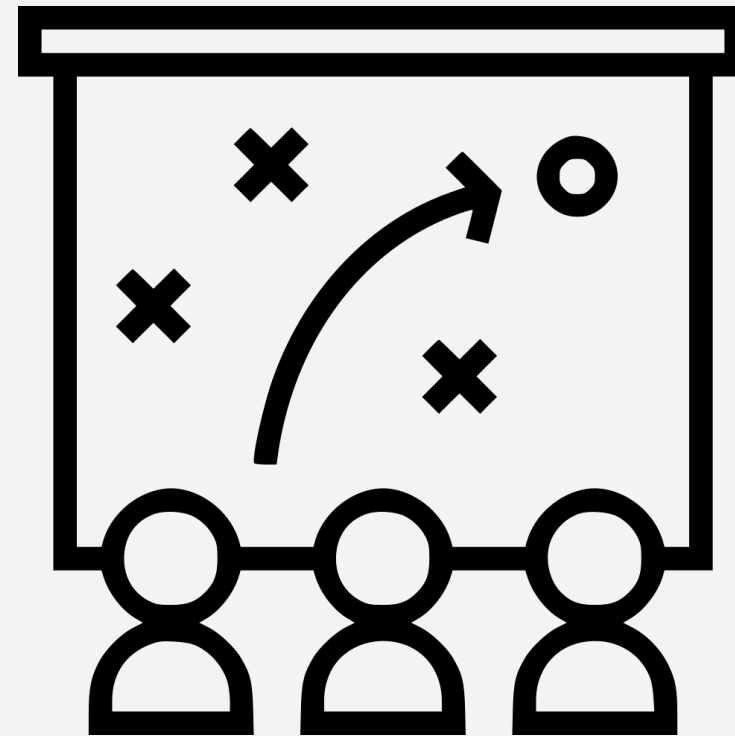
2. OLPS: STRATEGIC DEVELOPMENT

WHAT CAN WE DO WITH OUR PRODUCT(S)?



OLP DEVELOPMENT GOALS

- Optimization of typical **products** (traceability, quality, organization of the value chain)
- Maximizing the potential of OLP
- Benefits fairly distributed along the value chain.
- Securing **price premiums** in the marketplace



OLPs DEVELOPMENT: ENHANCING RURAL DEVELOPMENT

- Protecting products and territories, even in remoted areas
- Local employment creation, which may help to prevent rural exodus.
- Spin-off effects, for example in the areas of tourism and gastronomy or collaboration with luxurious brands.
- Bringing value to a region & contributing to the creation of a “regional brand.”



OBJECTIVE:

GETTING ADDED
VALUE &
PROMOTION
OF THE
PRODUCT(S), THE
ACTORS AND THE
TERRITORY





OLP DEVELOPMENT: STRATEGIC BUSINESS TOOL

POLL QUESTION 2 :

Why are OLPs' strategies interesting?

They bring true information on the product and its origin

They allow for rural development

They provide legal protection to the producers.

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3. BRANDING OLPS



Reveal the truth about the origin of the products!



Consumers are interested in real or authentic products



Enhance Brand recognition

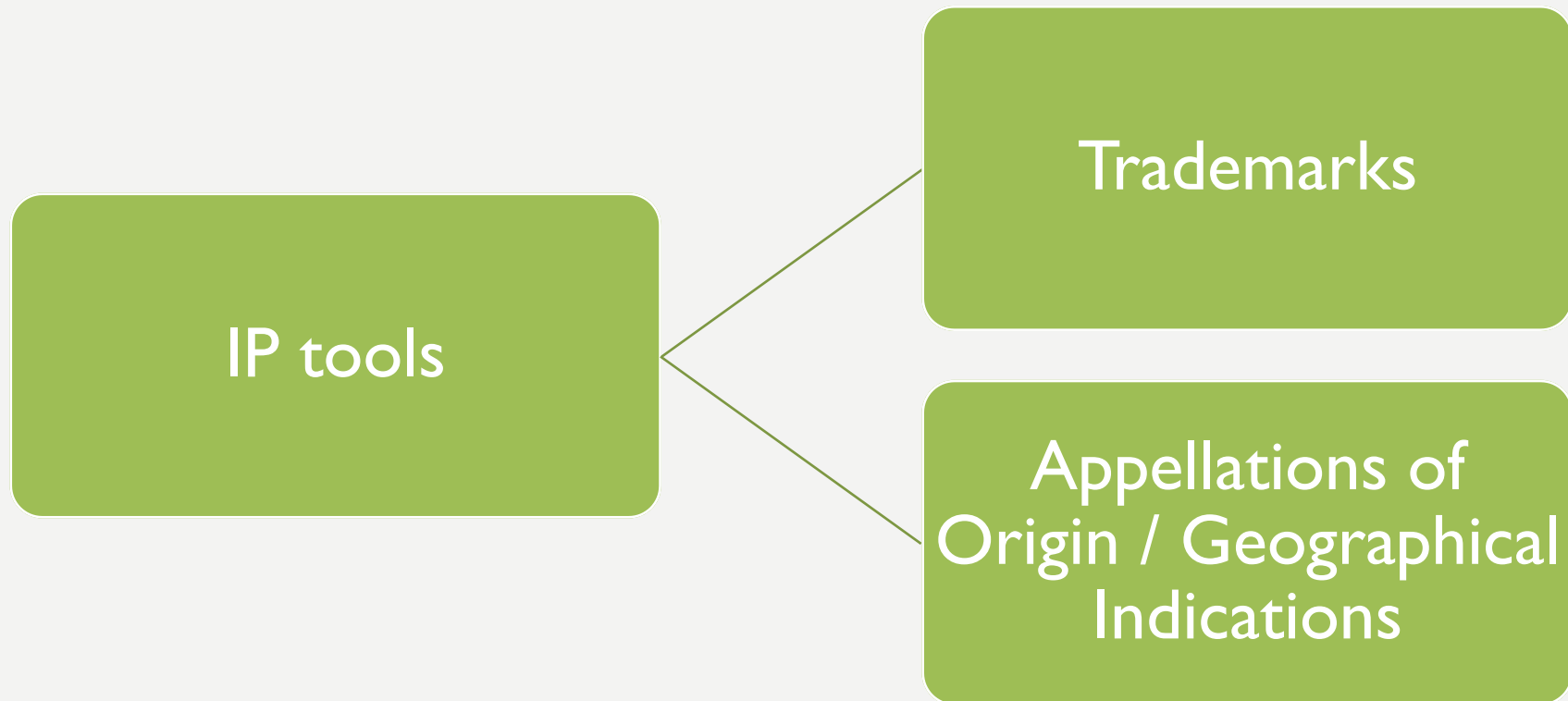


Conveys information about the origin-bound characteristics of a product

OLP BRANDING TOOLS:

MARKET DIFFERENTIATION & MARKETING STRATEGIES

DISTINCTIVE SIGNS





Identify the company and / or its products for the consumers



For the owner: way to **capture market share** and gain consumers' trust



Valuing one's existence and avoiding confusion with competitors

= protect themselves



Communicate about the product or service = marketing tool

COLLECTIVE SIGNS : WHAT ARE THEY FOR?

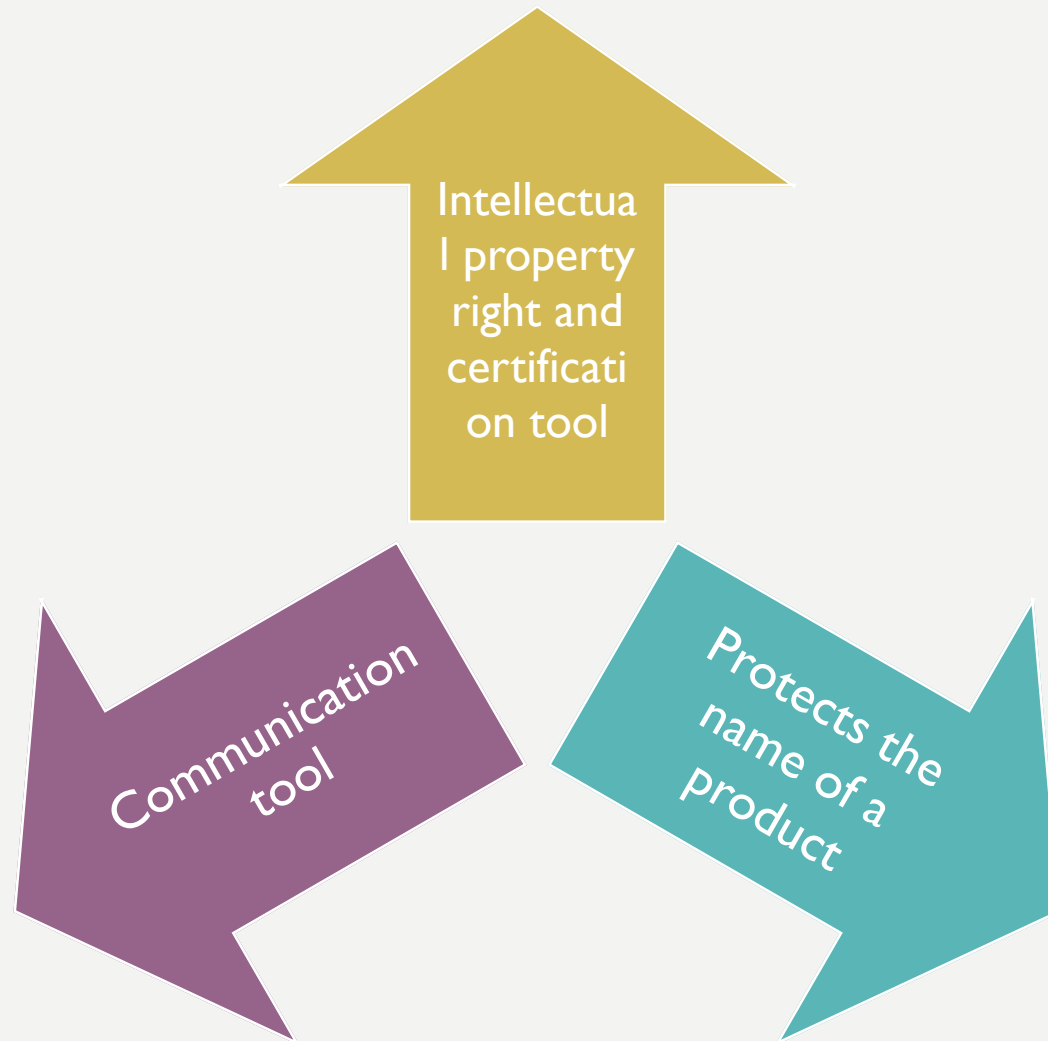
OLP BRANDING AIMS AT



JAMAICAN OLP EXAMPLES : TRADEMARKS



GIs: A SPECIFIC SIGN



POLL QUESTION 3 :

Both trademarks and GIs can be used to protect OLPs?

Yes

THE COMPLEMENTARITY OF GIS & TRADEMARKS



POLL QUESTION 4 :

**Jamaica blue mountain coffee is
protected by...**

Certification mark

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4. IMPLEMENTING OLP DEVELOPMENT STRATEGIES

ELEMENTS OF MOTIVATION

Protection of traditional denominations

Need for better production practices

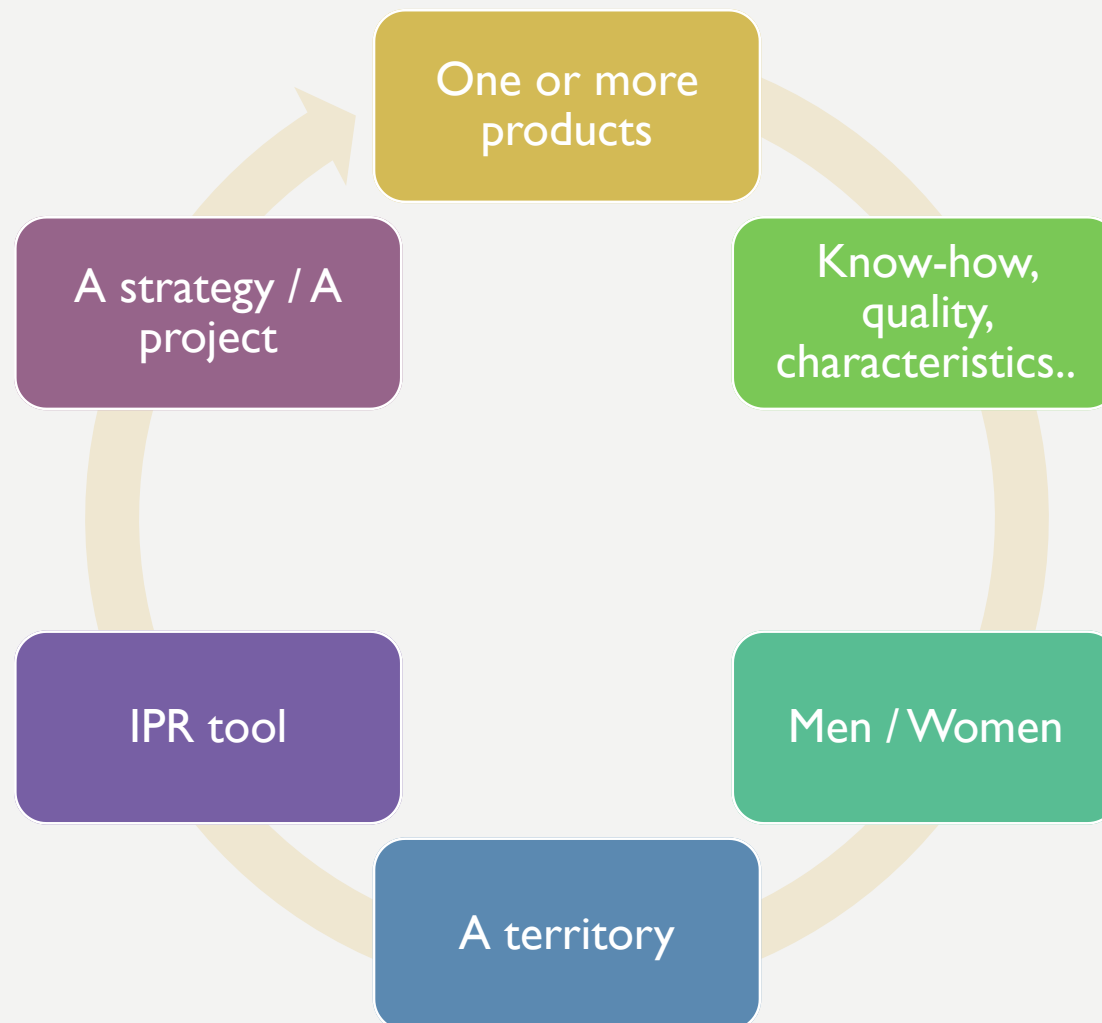
Protection of value chains

Willingness to value traditional products

Willingness to build economic sectors

Strengthen the communication

OBJECTIVE: VALORIZATION OF THE PRODUCTS, MEN/WOMEN, TERRITORY





Voluntary and demanding
approach of producers



Collective and shared
strategy



Specific information targeting the
consumer or the customer on the
origin and / or the quality of a product
(source, production methods, control
points carried out etc..)



Guarantee the product
traceability

INITIATIVES FOR PRODUCERS AND CONSUMERS

DIFFERENT STEPS



Identification of a product's potential = OLP shall meet a concrete need



Preliminary meetings to identify the need and draft a strategy



Collective definition of objectives



Drafting the OLP management system:

Specification
Control methods
Business plan



Organization of the producers' group



OLP protection :TM and/or GI



OLP branding strategy implementation

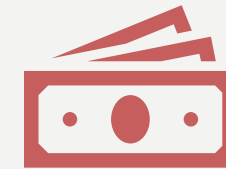
STRATEGY CONDITIONS



The ability to
organize and work
together =
governance



Capacity building /
skills on activities
that producers are
not necessarily
used to



Available human
and financial
resources

COLLECTIVE DIMENSION

- OLP as an element of common heritage
- A shared strategy
- OLP group of producers
- Some specific missions



COMPONENTS OF AN OLP QUALITY SCHEME



SPECIFICATION



CONTROL SYSTEM

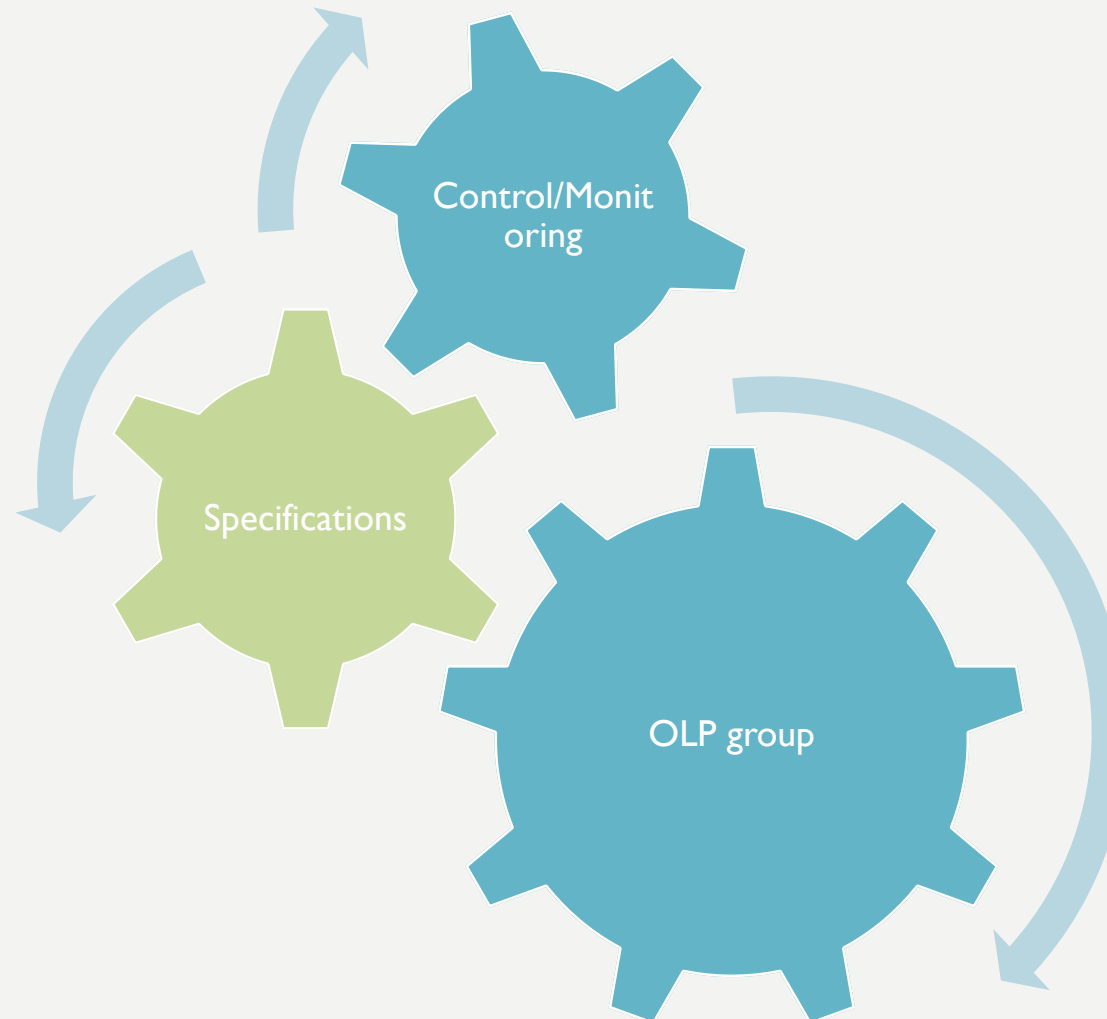
POLL QUESTION 5 :

An OLP product specification must be developed by....

The OLP producers' group

With the help of National bureau of Standards and/or competent ministries

FUNCTION OF THE OLP QUALITY SCHEME



POTENTIAL RISKS TO CONSIDER

- Monopoly
 - *In favour of the most powerful actor in the GI system*
 - *Fair/unfair exclusion of certain actors (delimitation of the geographical area / technical constraints)*
- Additional costs
 - *Small-scale farmers have to pay control/certification costs or to fit with new technical conditions*
 - *Benefits (premium) can be sometimes captured by out-of-area actors*

POLL QUESTION 6:

Has anyone in the geographical area defined to produce an OLP automatically the right to use the protected GI designation?

No



Defining and
managing
product
specification



Ensuring
standard
production and
quality of the
product



Collective
marketing of
the product



Protecting the
product and its
values



Partnership
with other
stakeholders to
enhance prom
otion and trade

MAIN COMPETENCIES OF PRODUCERS' ASSOCIATION

OLP DAILY MANAGEMENT

- Monitoring of the specifications' compliance
- Census of stakeholders
- Monitoring for OLP protection and enforcement
- Communication
- Positive influence of local institution on social dynamics
- The sensitive issue of sustainability



MARKET ACCESS

- ✓ **Respect** of legal framework (labelling, quality, compliance)
- 💡 Products adapted to tastes and gastronomic practices
- ✳️ Partnerships with influencers
- 📦 Packaging with an evocation of the origin or quality etc...
- 📊 Packaging informing on the use of the product
- 🎀 Packaging with cultural, historical values

COMMUNICATION

- Strategy
- Tools



POLL QUESTION 7:

Is the GI registration enough to raise the knowledge of the product and to benefit from the positive impacts of the GI registration?

No

CHRONOLOGY OF ACTIONS



State of play

Stakeholder identification

Strategy definition



Implementation of the project

Definition of the specifications/Control system

Setting up tools

Recognition

Follow up

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EXERCISES

GRENADA NUTMEG

- History of Grenada nutmeg from the 19th century
- Origin of the nutmeg that confers specific quality
 - Specific flavour
 - Low aflatoxin (a toxic compound that is produced by certain moulds on food) which is not the case for Indonesian nutmegs
 - No adulteration
- Reputation of high-quality product
- Know-how on processing the product

= is the product eligible as OLP?



POLL QUESTION 8: GRENADA NUTMEG

Grenada Nutmeg can be considered as an OLP

- A product with a geographical name
- Grenada Nutmeg has a wide reputation of being a high-quality product
- The quality is deeply linked with geographical factors
- The link also includes human factors as there is a know-how on processing the product that has been developed and improved from generation to generation



POLL QUESTION 9: 'JAMAICAN WINE'

- A producer in Jamaica produces wine from local grape varieties recently introduced in the country
- This is a new product
- There is no special features
- The producer applied for a trademark “Jamaican wine”

= can this product be considered as an OLP?

JAMAICAN WINE

Jamaican wine cannot be considered as an OLP at the moment

- This is a new product
- There are no special features
- There is no reputation at the moment
- The producer is alone and applied for a trademark “Jamaican wine”:
individual strategy

However, if the product gains reputation, specific quality in time and if there are other producers that want to produce this type of product, an OLP strategy might be considered, taking into account the potential limit of the trademark’s ownership by the 1st producer.

IS AN OLP FEASIBLE?

1. There is a collective group of producers, however there is no common vision of a strategy.

= The building of a collective strategy can take time. Mediation is needed to achieve concrete objectives and consensus among members of the group.

IS AN OLP FEASIBLE?

II. Our producers have an OLP product protected as a GI. We did not implement any communication strategy.

= Any kind of OLP must implement a communication program, even if it is small program. Without communication there will be no visibility of the product.

= Communication program is fundamental in the OLP strategy.

= Communication can start at local/national level.

I AM CONSIDERING A BRANDING STRATEGY....



NEED TO PROTECT
THE NAME OF THE
PRODUCT



NEED TO HAVE A
COLLECTIVE TOOL
THAT DEFINES THE
PRODUCTION
PROCESS



NEED TO
STRENGTHEN THE
REPUTATION OF THE
PRODUCT, GIVEN ITS
QUALITIES



THANK YOU
GRACIAS
MERCÍ
BEDANKT



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