

Organizing producer groups to protect and manage Origin-Linked Products".

PREPARED BY : CHRISTOPHER
GENTLES

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Name Christopher Gentles

I HAVE ORGANIZED PRODUCER GROUPS FOR
BOTH

1. JAMAICA BLUE MOUNTAIN COFFEE
GROWERS

2. THE JAMAICA RUM GI



Protected Geographical Indications- Definition

A geographical indication (GI) is a name or sign used on certain products which corresponds to a specific geographical location or origin (e.g. a town, region, or country). The use of a geographical indication may act as a certification that the product possesses certain qualities, is made according to traditional methods, or enjoys a certain reputation, due to its geographical origin.

Comparison of the GI Journey between Coffee and Rum

Coffee

- ▶ 20 Licensed Coffee Dealers, Roasters, Manufacturers
- ▶ Both started on the GI Journey prior to 2006, and went on sponsored tour
- ▶ Coffee only sold 5% of their total production in Europe
- ▶ 60% of exportable coffee was sold overseas as green bean
- ▶ Jamaica Blue Mountain Coffee is owned by the Government of Jamaica, but the product is owned by Private Sector.
- ▶ The brand essence of the Jamaica Blue Mountain brand lacks clarity, and marketing heft.
- ▶ GI is effective as a tool for IP protection primarily in Europe

Rum

- ▶ 6 legal licensed distilleries
- ▶ Both started on GI Journey prior to 2006, and went on sponsored tour of several GI's within Europe
- ▶ Jamaican Rum sold significant quantities of rum in Europe
- ▶ There are large Distilleries who produce branded products bottled in Jamaica
- ▶ Jamaica Rum Brands are privately held
- ▶ The Rum industry has a clearly brand essence through the GI
- ▶ There is significant resources dedicated to the marketing of Jamaican Rum
- ▶ Jamaica Rum GI is now registered in Jamaica and Switzerland

The Code of Practice for Jamaica GI

- ▶ The eleven (11) rules of Jamaica Rum-enshrined in our Code of practice:
- ▶ 1) Naturally filtered Limestone water obtained from the geographical area used for distillation
- ▶ 2) Wash produced using molasses, sugar cane juice, crystalline sugar from sugar cane or any combination of the above
- ▶ 3) Yeasts of the *Saccharomyces* species for Fermentation
- ▶ 4) Use either yeasts that local occur in the environment, prepared yeasts, or cultured yeasts.

The Code of Practice for Jamaica GI

- ▶ 5) Fermentation and Distillation is done in Jamaica
- ▶ 6) Aged Rums are stored in small barrels under the guidance of an excise officer
- ▶ 7) Colouration derived from oak wood in the barrels or caramel from sugar cane
- ▶ 8) The minimum age of Jamaican Rum is certified by law under the Excise Act
- ▶ 9) All Rums manufactured in Jamaica is moved in accordance with the Excise Act.
- ▶ 10) When the age statement is given, it refers to the youngest rum in the barrel
- ▶ 11) Once a rum designated with the right to use the Jamaica Rum GI designation is blended with another rum, it immediately loses its Jamaica GI status.



Jamaica Blue Mountain ® Coffee “Code of Practice”

- ▶ 1) Jamaican Blue Mountain is produced from Cherry Coffee grown in legally defined area in Jamaica.
- ▶ 2) Coffee Arabica and CIB certified hybrids of Coffee Arabica are allowed
- ▶ 3) Cherry Coffee must be pulped in Coffee Board Certified Facilities
- ▶ 4) Product must be handled consistent with best practice manual



Jamaica Blue Mountain ® Coffee

“Code of Practice”

- ▶ 5) Coffee Must be processed and certified by the CIB
- ▶ 6) The screen sizes for JBM #1, #2, #3 and peaberry and the Standards for Jamaica Blue Mountain Select
- ▶ 7) Coffee must have balance of body, aroma and acidity according to CIB organoleptic assessments
- ▶ 8) CIB sets very strict colour parameters , which is a proxy for the stability of the Coffee Product



The ageing- Small wooden barrels



The Water and atmosphere transforms the rum and the
Mountain transforms the coffee



Sugar Cane makes the Molasses and Juice, Coffee Trees makes the beans



Conversations with producers



Fermented in Jamaica



Distilled in Jamaica



Critical Success Factors

- ▶ Intellectual property office with the talent, leadership and teaching skills
- ▶ Producers and Processors devote time to the process of developing the GI
- ▶ 3 to 10 years may be required
- ▶ Assessment of the group required
- ▶ Extreme diversity between producers and processors may cause challenges
- ▶ High level of trust within the Group helps



Leadership at JIPO

Producer Teams align on Code of Practice and Standards



- 1) Getting the producer teams aligned on practices common to all producers take time
- 2) Traditional producers can be very inflexible – Patience required
- 3) The decision on quality standards is very important.
- 4) Quality Standards need to be SMART
- 5) Quality management System can assist in ensuring consistency and quality

The Products



The End

► Any Questions ?

