



GEOGRAPHICAL INDICATION: A KEY ELEMENT FOR THE COMMERCIAL SUCCESS OF CAFÉ DE COLOMBIA

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HACEMOS UN MUNDO **+ SOSTENIBLE** A TRAVÉS DE LO MEJOR DE *Colombia*



CAFÉ DE COLOMBIA

Mes, día, año

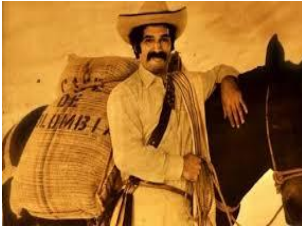
Trademarks and slogans behind the commercial strategy

- **100% Colombian Coffee Program:**
 - Raise awareness of the origin of Colombian coffee.
 - Differentiate the 100% Colombian coffee segment from blends.
 - Create recognition of the high quality attributes of Colombian coffee.
 - Generate additional income to the coffee growers by enhancing the premium quality of the Colombian coffee.
 - Increase the demand of roasters industry for Colombian coffee.
 - Consolidate a loyal segment of consumers willing to select 100% Colombian coffee from other origins and blends.
- ***“The Richest Coffee in the world”.***



Juan Valdez: the character who represents the colombian coffee culture

Juan Valdez since 1959 symbolizes the attributes of Colombian coffee growing



Why a GI for Colombian Coffee?

- As part of the differentiation strategy and the commercial positioning of Colombian coffee in the global market.
- Secure the reputation of a product that had achieved an important recognition in the international markets.
- Generate additional income to the coffee growers by enhancing the premium quality of the Colombian coffee.
- Increase the demand of roasters and consumers for Colombian coffee.
- Aiming to create a more transparent market.



Brief look of the recognition process

Legal background

Designation of Origin:

Colombian PTO issued the Decision No. 4819 on march 4, 2005.

Protected Geographical Indication:

EU Commission 2007; Switzerland, 2013; UK 2022

Regional Designations of Origin:

- **Cauca:** Decision 41788, August 10, 2011
- **Nariño:** Decision 6093, February 11, 2011
- **Huila:** Decision 17989, April 16, 2013
- **Santander:** Decision 50042, August 25, 2014
- **Sierra:** Decision 2484, January 30, 2017
- **Tolima:** Decision 2458, January 30, 2017



FNC is the the entity responsible for the GI

- FNC is responsible for conducting and performing the control over the products using *Café de Colombia*
- What is FNC ?
 - The biggest rural NGO
 - Since 1927 works for the well-being and to improve the quality of life of the colombian coffee producers
 - Represents over 540.000 coffee producers and their families.
- Why FNC was designated by the Colombian TMO?
 - Effective verification and controls
 - Technical and scientific knowledge
 - Resources and capabilities.



FNC's main duties

- Granting authorization of use
 - ✓ Checking the product meets the criteria and characteristics included in the specification of the GI
- Enforcing the GI
 - ✓ From non-authorized uses
 - ✓ From the unfair use of the GI and its reputation
 - ✓ From the appropriation and exclusivity claim of elements referring to the origin, through the use of IP protection tools.
- Promoting and advertising the GI in order to increase its recognition in local and international markets.
- Filing managing reports periodically





CHALLENGES



High economical investment

Quality analysis systems and certification services.
surveillance
Legal defense
Qualified human resources
Marketing and advertising



Maintaining quality and characteristics standards over time

R&D
Sustainability programs
Market and export controls



Design added value strategies for Colombian Coffee producers and the industry

Create new commercial environments.
Conquer new consumers and adapt to trends.



THANK YOU!