



# CARIFORUM Intellectual Property Rights and Innovation

Dr. Wendy Hollingsworth | Zoom | 11 October 2022



**GI Manual Stakeholders Meeting**

**Bureau of Standards Jamaica**



CARIFORUM



EU-CARIFORUM Regional project, funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

[www.caripi-hub.com](http://www.caripi-hub.com)

## A.16 MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS

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### OLP mentorship programme

- Started in 2021
- 3 key areas – 3 ToRs
  1. Building out specifications – **Expert Aitor Pomaris**
  2. Strengthening capacity of producer groups to manage a GI system – **Experts Audrey Aubard & Christopher Gentles**
  3. Marketing strategies around a specific IP tool – Experts **Ashley Parasram & Vidya Ramadhar**

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May 2021

- Request for producer groups to participate in the mentorship programme
- 11 countries responded
- 25 producer groups

**Mentor sessions Aug/Oct**

- WIPO collaboration
- O's, Sea moss, Tobacco

CS	Producer groups
Bahamas	Cascarilla oil
Belize	Citrus, Cocoa, Macho seaweed
Dominican Republic	Coffee, tobacco, wine, avocado
Grenada	Nutmeg, cocoa, rum
Guyana	Rice, heart of palm, greenheart wood
Jamaica	Ginger, honey, castor oil
St. Kitts and Nevis	Agroprocessing, Women's Agri Cooperative
St. Lucia	Sea moss
St. Vincent and the Grenadines	Arrowroot, sea salt, black fish, dasheen
Trinidad and Tobago	Cocoa, rice
CEDA-Haiti Bi-National Programme – DR and Haiti	Cocoa handicrafts

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### CarIPI Actions – OLP mentorship programme

- **First cohort**
- **9 producer groups + 1 individual producer**
- **8 countries**
  - **Dominica (1)**
  - **St. Lucia (1)**
  - **Trinidad and Tobago (2)**
  - **Barbados (1)**
  - **Jamaica (2)**
  - **Grenada (1)**
  - **Belize (1)**
  - **Haiti (1)**

	Marketing	Specifications	Organization & Controls
1	Kalinago Crafts	Kalinago Crafts	Kalinago Crafts
2	St. Lucia Sea Moss	Grenada nutmeg	St. Lucia Sea Moss
3	Trinitario Cocoa	Trinitario Cocoa	Jamaica Honey
4	Moruga Hill Rice	Moruga Hill Rice	Moruga Hill Rice
5	Products by Os	Jamaica Black Castor Oil	Jamaica Black Castor Oil
6	Toledo Cacao	Toledo Cacao	Haiti – Rhum

### CarIPI Actions – OLP mentorship programme

- Expectation
  - Collective marks – (2/3)
    - Kalinago crafts
    - Trinidad Cocoa – Trinitario
    - Jamaica honey (possibly)
  - Certification Mark (1/2)
    - St. Lucia Sea Moss
    - Toledo Cacao – depending on GI legislation being enacted

### CarIPI Actions – OLP mentorship programme

- Expectation
  - GIs (4/5)
    - MHR
    - Toledo Cacao – depending on GI legislation being enacted
    - Jamaica Black Castor Oil
    - Grenada Nutmeg
    - Haiti Rhum
  - Individual trade mark (1)
    - Products by Os – guidelines for TM registration & market distribution

### Lessons Learnt

- Producers must be willing to work together as a collective
  - Specifications
  - Communication of brand
  - Management of GI or other quality scheme associated with the OLP
- Producers must already be servicing markets and are looking to use IP tools to leverage the unique characteristics of their OLP
- Work closely with control bodies such as BSJ to ensure that controls can be easily monitored, measured etc.

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### Lessons Learnt

- All value chain stakeholders must be part of the process
- Knowledge of all steps – producers, IPOs, control bodies – CarlPI GI manual
- Enabling environment is key – legislative, administrative
- It takes time!



# Thank you \* Gracias \* Merci \* Bedankt

**Website**

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