



CARIFORUM Intellectual Property Rights and Innovation

Dr. Wendy Hollingsworth | Saint Lucia | 28 October 2022



GI Workshop Session for Grenada

22 March 2023



CARIFORUM



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

www.caripi-hub.com

CarIPI Actions – 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**

A.16 MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS



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

A.16 MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS

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
 - Target - September

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

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Where are we? – Kalinago Crafts

- **Field Visit/meetings**
 - March 2022 – in person meeting DEXIA; Kalinago Crafts stakeholders
 - Follow up meeting – virtually
 - October 2022 – in person meeting DEXIA and stakeholders
 - Working committee established –
 - technical specifications provides for consideration
- **Kalinago Partners**
 - DEXIA, Kalinago Crafts Association, Kalinago Council,
 - Ministry with responsibility for Kalinago affairs, Forestry division
- **Action Plan**
 - Strategy for registration of collective mark
 - Marketing strategy
 - Logo required



Where are we? St. Lucia Sun Dried Sea Moss

- **Field visit**

- March 2022 – Export St. Lucia & producers
- October 2022

- **Partners**

- Export St. Lucia
- 2 Key sea moss associations
- NBS
- MoA & Fisheries

- **Action Plan**

- Guidelines for developing a CoP for sea moss
- Roadmap to GI registration presented
- Committee of producers and other value chain stakeholders – agreed – 27 Oct



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Where are we? Trinidad Trinitario cocoa

- **Field visit**
 - March – TTFCC; TTIPO; Eco-green
- **Partners**
 - TTFCC
 - TTIPO
 - NBS
 - Cocoa Development Board
- **Detailed action Plan**
 - Guidelines for developing the collective mark
 - Meetings with TTIPO for specifics for registering collective marks
 - Cooperative to be developed
 - Logo for the collective mark being designed



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Where are we? MHR

- **Field visit**
 - March – 2 producers; TTIPO
- **Partners**
 - MHR Cooperative Society
 - MHR organic producers
 - TTIPO
- **Detailed action Plan**
 - Draft product specifications for a GI submitted for discussion
 - Both groups have been very cooperative
 - Working on control plan and application process



Where are we? Products by Os

- **Field visit**
 - None – already working with producer under a WIPO initiative
- **Action Plan**
 - TM application to be made by the company
 - Guidelines for packaging, marketing and distribution
 - Social media marketing strategy
 - Contact provided for a TM attorney in Barbados
- **Action to be taken**
 - Distribution strategy to be finalized
 - Company to continue the process for TM registration

Where are we? Toledo Cacao

- **Meetings**

- Discuss existing specifications

- **Action Plan**

- Update existing GI specifications
- Submission of application for GI or certification/collective mark



Where are we? Jamaica black castor oil & honey

- **Field visits**

- March

- **Partners**

- Producer groups
- MoA
- JIPO
- BSJ

- **Action Plan**

- Commencing engagement with producers
- Awaiting feedback from producers for request for information



Where are we? Grenada Nutmeg

- **Meetings**

- Discuss existing draft specifications

- **Partners**

- Grenada nutmeg association
- IPO

- **Action Plan**

- Review and update specifications
- Requests for additional information
- Continue working with group to finalise specifications



Where are we? Haiti Rhum

- **Meetings**
 - Discuss existing certification of the product
- **Partners**
 - Rhum producers
 - Industrial property office
- **Action Plan**
 - Work towards registering existing mark in the EU
 - Further engagement with producers
 - ????



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.

Lessons Learnt

- All value chain stakeholders must be part of the process
- Knowledge of all steps – producers, IPOs, control bodies – CarIPI GI manual
- Enabling environment is key – legislative, administrative
- It takes time!
- You can take the cow to the water but.....

A.16 MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS

Commence next selection process for cohort 2

Possible Products

- Suriname
 - Pineapple – FAO partners
 - Rice - PVRs
- SVG
 - Union Island sea salt – Solar Salt
 - Black fish
 - Arrowroot
 - Dasheen
- Trinidad
 - Steel Pan

A.16 MENTORSHIP PROGRAMME FOR OLP/GI PRODUCER GROUPS

Commence next selection process for cohort 2

Possible Products

- Antigua and Barbuda
 - Honey
 - Pineapples
- Guyana
 - Rice
 - Greenheart wood
- Grenada
 - Nutmeg – Cohort 1
 - Cocoa
 - Soursop
 - Honey
 - Rum

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Where are we with Cohort 2?

- ToRs
 - Specifications and controls
 - Capacity building
- Training and sensitization
- Meetings and selection of producer groups
 - Information sheets

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INFORMATION SHEETS

PRODUCER GROUP

Are the producers organised as a collective group? E.g. association, cooperative
How many producers are there?
Women
Men
What is the estimated value of the market – domestic and export
Are all actors in the value chain clearly identified
Is there willingness among producers and/or other value chain stakeholders to work together?

INFORMATION SHEETS

GEOGRAPHICAL AREA OF PRODUCTION AND ORIGIN OF RAW MATERIAL

Is there a well-defined geographical production area?
Is the geographical name of the area related to the geographical indication of the product?
Is there a noticeable difference in the use of raw material from different locations within the territory?
Are there one or several geographical areas particularly famous for producing high-quality raw material
Is there a link between the qualities/special characteristics of the product and the geographical area
Can the production area be considered as a remote area and as being very dependent on the product

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INFORMATION SHEETS

KEY ELEMENTS ON TRADITIONAL PROCESSING, REPUTATION AND HISTORY OF THE PRODUCT

Are traditional techniques are used in production
Does traditional knowledge play a significant role in production
Is product well rooted in “terroir” by culture and know-how
Does the final product have specific qualities (material or immaterial) that cannot be reproduced elsewhere
Is there any specific local knowledge involved in the production or processing of the product
Do natural conditions give specificity to the final product
Are there some specific genetic resources, such as local plant varieties or animal breeds (with regard to the raw materials or involved in the processing process) that historically have been used by producers

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INFORMATION SHEETS

MARKETING AND PROMOTION

Is there a specific geographical indication (GI) or identifier commonly used to identify / designate the product	
Is there existence of a logo	
	Collective
	Private
Are there any collective or individual promotional/advertising initiatives related to the product	
Is the product currently differentiated in the market: nationally, regionally, internationally	
Does the product have a reputation for high quality or other characteristic among local, regional and international consumers	

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INFORMATION SHEETS

Stakeholders Choice for submitting a GI application and Management of the GI system

Public sector (Government agency)

Private sector (Producers/value chain actors)

Consumers (consumer organisation/group of consumers)

Thank you * Gracias * Merci * Bedankt

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