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# GI Manual - Stakeholders Session



Presenter: Loreen Walker  
Jamaica Jerk Producers' Association  
October 11, 2020

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# “Jamaica Jerk”

- Supply Chain
- Market/Consumer
- Institutional/Legal Framework
- Code of Practice
- Control Manual
- The Product
- Control System
- The JJPA
- Using the GI Mark

# Joint Meetings with Producer Groups



# Supply Chain - Farmers



# Supply Chain - Manufacturers

- Associated Manufacturers
- Fiwi Foods
- Goshen Distributors
- GraceKennedy
- King Pepper Products
- Tijule Company
- Ashman Food
- Others



# Supply Chain - Distributors

- Switzerland
- The Netherlands
- The United Kingdom
- The United States of America



# Markets/Consumers



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# Institutional/Legal Framework

- The Protection of GIs Act (2004)
- The Protection of GIs Regulations (2009)
- The Protection of GIs (Amendment) Act (2018)
- “Jamaica Jerk” - Code of Practice (2012)
- Articles of Incorporation (2013)
- Certificate of Incorporation - JJPA (2014)
- “Jamaica Jerk” - Control Manual (2015)
- GI Registration Certificate (Sept 30, 2015)

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# Development of COP & CM

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# Code of Practice (2012)

- Scope
- Geographical Area
- Ingredients (Seasoning & Sauce)
- Manufacturing
- Product Testing (BSJ)
- Labeling
- Misuse of GI

# Code of Practice - Processing



# Code of Practice - Ingredients



4 Mandatory Ingredients: Pepper, Pimento, Escallion & Thyme.

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# Control Manual (2015)

- Objectives of JJPA
- Supply Chain
- Manufacturing
- Certification Body (NCBJ)
- Evaluation Services (BSJ)
- Governance of the Association
- Code of Practice

# Impact - Benefits

- The livelihood of producers can be protected under a GI mark.
- The GI mark can contribute to improving the revenues/profits of farmers, manufacturers & distributors.
- Marketing opportunities through engagement of GOJ/JAMPRO in key foreign markets.

# The Product

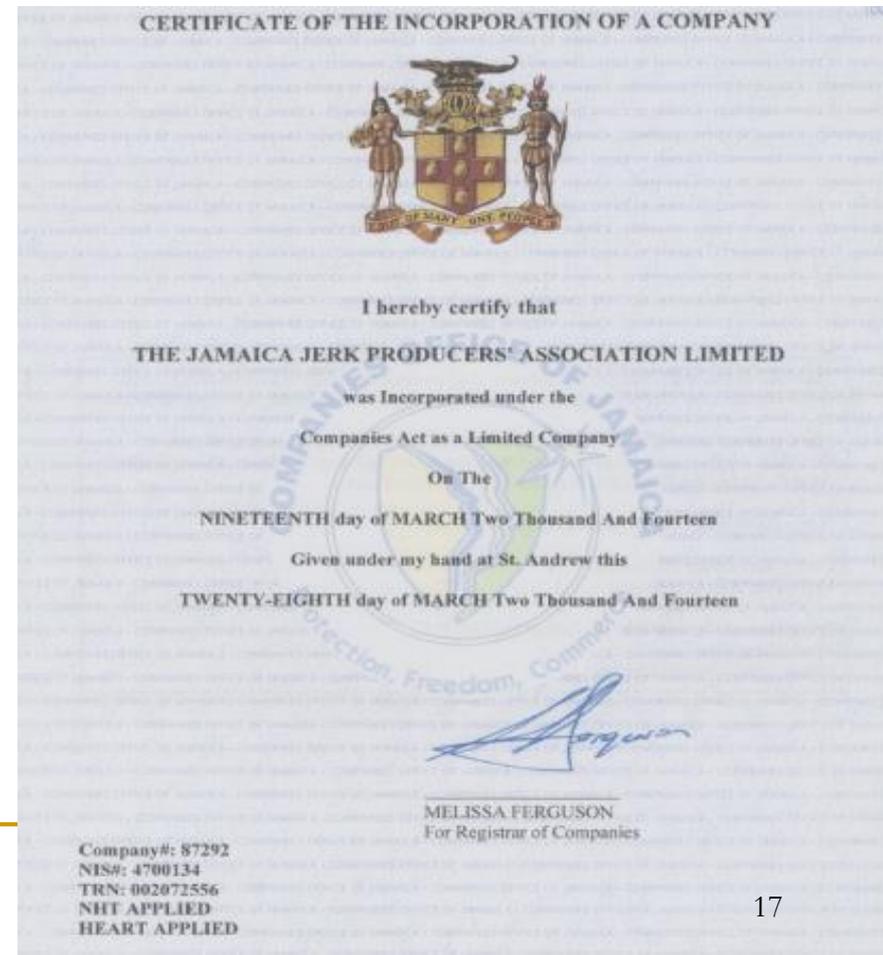


# Control System

- The National Certification Body of Jamaica (NCBJ) is the independent **certification body**.
- The Bureau of Standards Jamaica (BSJ) will provide independent **evaluation** services to ensure conformity with the specifications.
- Facilities used by the JJPA members must be registered with the BSJ and all required certificates (GAP/HACCP/GMP) must be current.

# Incorporation of Jamaica Jerk Producers' Association (JJPA)

□ Wed, Mar 19, 2014



Our Logo



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# JJPA's Mission

To gain worldwide recognition and protection of “**Jamaica Jerk**” under the protected geographical indication (**PGI**) designation.

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Our Banner



# JJPA's Objectives

- Determination of the Jerk producers eligible to use the GI.
- Enforcement of the Code of Practice (COP) for all members of the Association.
- Liaising with government agencies to ensure adherence to GI standards.
- Organization of collective marketing thrust.

# Jamaica's GI Mark



Published by JIPO: Mon, Apr 28, 2014

# First Ever Application to JIPO for Registration of “Jamaica Jerk” GI





# The Gleaner

Jamaica WI  
Established 1834

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## Jamaica Jerk Producers First To Apply For GI Mark

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Published: Wednesday | June 4, 2014



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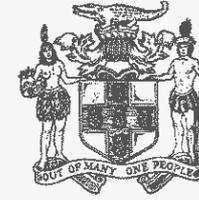
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Published  
application:  
Tue, June 16, 2015



THE  
**JAMAICA GAZETTE**  
EXTRAORDINARY

1418'Q

Vol. CXXXVIII

TUESDAY, JUNE 16, 2015

No. 28'G

The following Notification is, by command of His Excellency the Governor-General, published for general information.

DIONNE TRACEY DANIEL, (MRS.)  
Governor-General's Secretary.

**GENERAL NOTICE**

**MISCELLANEOUS**

*Application to the Jamaica Intellectual Property Office for registration of  
a Geographical Indication*

*Geographical Indication (GI)*—Jamaica Jerk.

*Filing date*—May 12, 2014.

*Applicant*—The Jamaica Jerk Producers' Association Limited.

*Country of incorporation*—Jamaica.

*Agent/Address for service*—Loreen Walker, Attorney-at-Law, 16 North Avenue, Kingston 10, Jamaica.

*Goods*—Jerk seasonings and jerk sauces.

*Geographical area*—Jamaica.

*Quality, reputation or other characteristics of the goods*—sharp taste of scotch bonnet and/or Jamaica Red/West Indian Red peppers grown in Jamaica, combined with Jamaican pimento, escallion and thyme; reddish/brownish/greenish colour; and a mild, pungent distinctive flavor.



**JAMAICA INTELLECTUAL PROPERTY OFFICE**  
**18 TRAFALGAR ROAD, KINGSTON 10, JAMAICA**

**THE PROTECTION OF GEOGRAPHICAL INDICATIONS ACT, 2004**  
**THE PROTECTION OF GEOGRAPHICAL INDICATIONS REGULATIONS, 2009**

*Certificate of Registration of Geographical Indication*  
*(pursuant to Section 10(9))*

In accordance with section 10 of the Act it is hereby certified that a geographical indication having the Registration No. GI/001 has been registered in the name(s) of **THE JAMAICA JERK PRODUCERS' ASSOCIATION LIMITED**, of **16 North Avenue, Kingston 10, Jamaica**, on September 30, 2015, in respect of a geographical indication registered pursuant to an application filed on May 12, 2014 being a geographical indication used for jerk seasoning and jerk sauces and which applies to Jamaica.

A description of the quality, reputation or other characteristic of the goods for which the geographical indication is used and any conditions under which the indication may be used accompanies this certificate.

**JAMAICA JERK**

  
*for Registrar of Industrial Property*  
October 6, 2015  
*Date*

**JIPO's Very First**  
**Certificate of**  
**Registration of GI**  
**Wed, Sept 30, 2015**

# Using the GI Mark (Example #1)



# Using the GI Mark (Example #2)



# Using the GI Mark (Example #3)



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# Sincere Thanks - Jamaica

- Government of Jamaica
- Jamaica Intellectual Property Office (JIPO)
- Our Respective Organizations
- Bureau of Standards Jamaica (BSJ)
- Rural Agricultural Development Authority (RADA)
- Scientific Research Council (SRC)
- Sara-Ruth Allen
- Wayne Smith

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# Sincere Thanks - Switzerland

- Government of Switzerland
- Swiss Institute of Intellectual Property (IPI)
- World Intellectual Property Office (WIPO)
- **agridea**
- oriGIn
- Felix Addor (IPI)
- Angela Deppeler (IPI)
- Anna Perret and Peter Damary (REDD)

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# Thank You!

