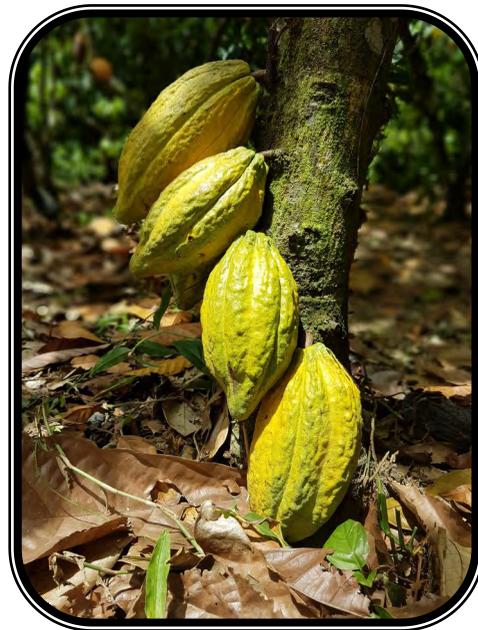




Trinidad Montserrat Hills Cocoa



Some Basic Facts About Geographical Indications



Issued by
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What is a Geographical Indication?

A Geographical Indication (GI) is a mark used to identify goods coming from a specific geographical area with a unique quality, reputation or characteristic which is essentially attributable to the geographical area.

A GI can be used for agricultural and non-agricultural products.

Examples:

Scotch Whiskey— only whiskey made in Scotland from Scottish water and barley can be called *Scotch Whiskey*.

Kashmir Pashmina— only wool from Pashmina goats in the Himalayas that is spun, woven and embroidered can be called *Kashmir Pashmina*.

Who can apply for a GI?

The following shall have the right to file an application:

- ◆ persons carrying on an activity as a producer in the geographical area specified in the application, with respect to the goods specified in the application, as well as groups of such persons;
- ◆ groups of consumers; and
- ◆ any competent authority.

How to apply for a GI?

The GI **Form No. 1** must specify the following:

- ◆ GI sought;
- ◆ Geographical area;
- ◆ Goods that the GI will be used on; and
- ◆ Quality, reputation or characteristics of the goods

Who can use the GI?

Once the GI is registered, only **producers** have the right to use the GI.

A **producer** means:

- ◆ Any person exploiting the product;
- ◆ Any manufacturer of the product or
- ◆ Any trader of the product

What is the cost of applying for a GI?

Application fee: \$500

Registration fee: \$2,500

Why apply for a GI?

Greater price premium for products:

- Consumers pay more for products that have a unique quality, reputation or characteristic

Financial benefits:

- Producers establish a niche market for their products and gain financial benefits

Right to prevent others from using the GI:

- Once the GI is registered, producers have the right to use the GI and can prevent others from using it if their product does not meet the specified requirements

Some points to consider when applying for a GI:

- ◆ A certification body to ensure that the product meets the specified requirements and the integrity/authenticity of the product is maintained through the supply chain
- ◆ Ability to supply the product to the market consistently
- ◆ Monitoring of counterfeit goods to ensure that the integrity/authenticity of the product is maintained



Scotch Whiskey

Potential GI:



Trinitario Cocoa

Our cocoa has an international reputation for being a fine-flavoured cocoa which is attributable to the special growing conditions in areas such as Gran Couva, La Pastora, Santa Cruz and Cumuto.