

Who can provide me with advice and guidance throughout the process?

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Geographical Indications

Protection of Food and Drink names



Making the link between product and place

<http://www.agriculture.gov.ie/agri-foodindustry/geographicalindicationsprotectedfoodanddrinknames/>

What are Geographical Indications?

The Quality policy of the EU is based on the strong link between the product and its territory.

Geographical Indications are a type of intellectual property. PDO, PGI and TSG designations, linked to a region or to a production method, are protected from imitation and misuse of the name.

Who can use the name?

Once a name is registered as a Protected Designation of Origin or Protected Geographical Indication only approved producers from within the defined region or area, following the specific production method, can use that name.

If a product is registered as a Traditional Speciality Guaranteed any approved producer may use the name as long as they follow the specifications for that product.

What products are eligible?

In looking at local products it is important to evaluate the suitability of the product to the GI scheme

1. What is unique about the product?
2. What is special about the area?
3. How do these affect the product?

The application must show how this product is different to others and how this is due to the area it comes from.

What kinds of GI Protection are there?

Protected Designations of Origin (PDO)

Product is wholly made within the Geographical area. Product is produced, processed and prepared within the defined geographical area. The product possesses characteristics are essentially due to that area.



Irish Example. *Imokilly Regato* – Produced in cork, the milk used in the cheese comes from the Imokilly Barony. The production of the cheese is located in Mogeely, also within the area.

Protected Geographical Indication (PGI)

where the product must be produced or processed or prepared in the geographical area and where a specific quality reputation or other characteristics are attributable to that area.



Irish Examples: *Connemara Hill Lamb* – Lambs are born on the hills of Connemara (area extends west of the Corrib lake), their diet consists of mothers milk and mountain foliage. Slaughtering of the lambs can take place outside the Geographical area.

Clare Island Salmon – this farmed salmon, from off the coast of Clare island is fed a specific diet and is subject to Atlantic sea conditions. Processing of the Salmon takes place outside of the region.

Timoleague Brown Pudding - Brown pudding made using a local traditional recipe within the geographical area. Some ingredients are sourced outside of the geographical area.

Traditional Speciality Guaranteed (TSG)

where the product must be traditional (25 years/handed down through generations) or established by custom.



Example: *Pizza Napoletana* – In order to use the symbol the approved recipe must be used and 'Mozzarella di Bufala Campana PGI' or 'Mozzarella TSG' must be melted on the surface of the pizza. Production can take place within or outside of the region.

What is the required documentation that I need in order to apply?

Specification

Sets out the method and process of producing the product. The specification also includes the scientific or reputational basis of the characteristics that are imparted by the area. i.e. Link.

Single Document

This is the EU application. It is a condensed version of the Specification which contains the Key elements of the specification that will be examined by the European Commission.