



# European Geographical Indication (GI) Labels: Not So Traditional After All

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**Cornish Pasty**

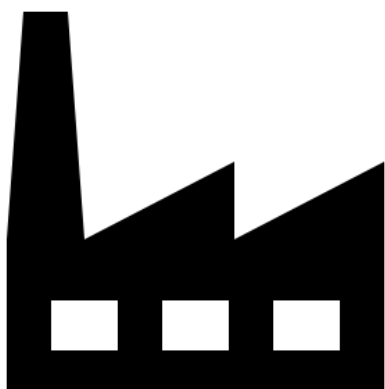


**Champagne**



**Roquefort**





# GI-protected Cheese Productions in France

**Farm Productions: 8%**

**Semi-industrial Productions: 22%**

**Large Industrial Productions: 70%**



**Small scale producers: Philips pasties in Hayle (top picture) and Etherington's Cornish Pasty (bottom picture).**



**Ginsters  
conveyor belt  
for Cornish  
Pasties**



## Our Story

### It all began with a pasty.

In 1969, dairy farmer Geoffrey Ginster, began baking Cornish pasties in an almost derelict egg packing barn in the Cornish town of Callington. He thought he would be able to bake 20,000 pasties a week. On his first day he only managed 24! We have come a long way from our humble start but our history and bakery remain firmly rooted in Callington, Cornwall.

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Thank you!

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- <https://www.flickr.com/photos/29638108@N06/8570934642>
- <https://www.cornwalllive.com/news/business/pasty-producers-cornwall-market-283008>
- <https://www.processindustryinformer.com/ginsters-cuts-pastry-production-costs-with-abb-drives/>
- <https://www.insidermedia.com/news/midlands/turnover-edges-towards1bn-at-samworth-brothers>
- <https://www.ginsters.co.uk/>