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Thesis: The EU legal and policy discourse on the benefits of Geographical Indications (GIs) has become dominant despite its lack of evidential basis, allowing the union to practice socio-economic protectionism.

Method & Methodology:
- Qualitative systematic review
- Interdisciplinary perspective
- Discourse analysis in context



EUROPEAN GEOGRAPHICAL INDICATION LABELS: NOT SO TRADITIONAL AFTER ALL



Definition: Geographical Indication (GI) is an intellectual property law system of protection which dictates that a good can hold a certain name only if it is produced in a defined location. Examples of protected GIs are Champagne, Roquefort, and Cornish Pasties.

Argument: Despite the EU legal and policy discourse portraying GI labels as indicators of traditional productions, this misrepresents the current realities.

E.g. EU Claim: "The [European Economic and Social Committee] recognises the contribution made by these agricultural products to *maintaining traditional production methods* and safeguarding the environment, with the ensuing benefits not only for producers and processors, but also for consumers." (May 2011)

If Geographical Indications are to be protected, the discourses and rationales for their protection need to be supported by the appropriate evidential bases.

Austrian Wachau Apricots now allow modern cultivation techniques

70 per cent of French GI-cheeses produced are industrially

Cornish Pasties' only link to the region is the pasty's assembly