

Origin labelling of island food products



By Laurids Siig Christensen, DSc & food producer

Member of the Board of the
Small Island Food Network (of Denmark)

Chairman of the Board of the
Taste of Denmark (Smagen af Danmark)

Why bother? – Three C's in global perspective

Concern: The feeding of a population >9 billion in 2050 with substantially more sustainable methods than today

Cause: Conservatisme in general and in food production in particular

Counter measure: Acceleration of development in food production

- Island communities are living laboratories
- Consumer driven innovation
- Evidence based marketing

Activities of Danish Food Networks/Taste of Denmark

EU InterReg NSR Project REFRAME: Re-innovating regional/local infrastructures of food production, marketing of produce and profiling of the community

EU InterReg NSR Project SalFarm: Developing climate change resilient food production in coastal regions

EU InterReg BSR project NNN: Developing new principles of marketing and logistics of food produce.

Some characteristics of small islands of Denmark

- Denmark is a nation of islands. The 27 "small islands" are defined as islands not linked by bridge or dam and with a population <1200 inhabitants, each
- The size of the islands is <22 km², each
- The land on islands was mainly used for agriculture by small or medium sized farms
- For environmental reasons (excessive wash-out of fertilizer etc.) intensive agriculture on small islands in general will be less feasible in the future.
- There is an over-representation of innovative food producers on small islands

The purpose of developing Ø-specialiter® (Island Specialities)

- To stimulate innovation, taking advantage of location bound conditions for development of a more sustainable food production and quality diversification of food products
- Development of occupational opportunities and maintenance of sustainable communities on small islands
- To stimulate concerted efforts to solve logistic challenges of small island production
- To stimulate concerted efforts to exploit the production opportunities of small islands and small island communities
- Concerted marketing and distribution of small island food specialties
- Exploitation of high quality food specialties for branding small island communities et vice versa

Superior criteria for acquisition of right to use Ø-specialiteter® for branding

- Acquisition of right to use Ø-specialiteter as a trade mark relies on compliance with a set of formulated criteria and is granted by the Small Island Food Network upon unbiased assessment
- The producer and the products should serve as ambassadors for the island of origin and island communities in general
- The product(s) should reflect the unique conditions of the island and/or island community , i.e. the location-bound natural conditions and/or the adaptive traditions or innovative efforts of the island community

Specific criteria for acquisition of right to use Ø-specialiteter® for branding

- Essential ingredient commodities should be produced on the island and unique qualities in the product(s) should reflect the origin of production (terroir) and/or
- Production should give opportunity of occupation on the island to individuals of the island community and/or
- The unique qualities of the product and/or production process should be attributable to adaptive tradition in the community or innovation by individuals of the island community – the intellectual property of the island community.

Compliance with two of the three criteria is required for acquisition of right to use Ø-specialiteter® for branding

デンマークの 小さな島々からの ユニークな食品



デンマークは多くの島を持つ国です。かなり大きな島もあれば、小さな島もあり、27の島は人口1,000人未満の「非常に小さい島」として分類されています。島の社会を保全・開発するために、これら27の小島が協会を立ち上げました。島民は伝統的に農業や漁業で生計を立ててきました。そのため、どの島にもそれぞれが誇る食文化と、独自の生産物を使った質の高い特産品があるのです。ここ10～15年ほど、島に経済的な安定をもたらす手段として、また美味しい特産物を島外にも広く知ってもらうために、こうした食の伝統が改めて見直されてきました。

Islands Specialties®

Island Specialties®は、品質、動物福祉、生産のサステナビリティ（持続可能性）、伝統の正統性に基準を設け、遵守すること目的としています。Island Specialties®の商標登録により、物流や販売面で規模のメリットを生かし、27の小島でネットワーク生産を促進することを目指しています。

「アイランド・スペシャリティ」の登録商標を使用する権利を得るための必要条件

「アイランド・スペシャリティ」商標を使用する権利を得られるかどうかは、対象とされる食品と製造者が生産活動によって小さい島々の独自性をより強化するものとし、また市場における販売力を向上させるものかどうかによって査定されます。

査定について、以下の基準に従います：

- 小さい島に関連したフード・スペシャリティであること（以下の3つの条件のうち、2つを満たすものとします）
 - 原材料は最大限「島」由来のもので、また、生産地の特長が十分に原材料の質に反映され、したがって製品にも反映されている事実があること
 - 小さい島の労働を使用していること：製品生産が小さい島の職業を生み出し、また、製品生産には妥協しない形で最大限に島現地の人材が雇用されること
 - 小さい島の知的財産権利について：フード・スペシャリティについての構想は小さい島で考案され、著作権などの権利は、パテント/または商標などで保護されなければならない、その商標には原産地の言及があるべきである
- 特徴的な品質（味覚、製造法/または材料配合）
- 製造過程における環境考慮（エネルギー消費量、肥料の使用など）
- 動物の健康考慮（例：動物保護局から推薦状を得るなど）

つまり、この「アイランド・スペシャリティ」商標を使用する権利を得ることは、その商品のマーケティング/販売時にお客様に約





Geographical indications and traditional specialities

Three EU schemes known as PDO (protected designation of origin), PGI (protected geographical indication) and TSG (traditional speciality guaranteed) promote and protect names of quality agricultural products and foodstuffs.

The following EU schemes encourage diverse agricultural production, protect product names from misuse and imitation and help consumers by giving them information concerning the specific character of the products:



- **Protected Designation of Origin - PDO:** covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognised know-how.
- **Protected Geographical Indication - PGI:** covers agricultural products and foodstuffs closely linked to the geographical area. At least one of the stages of production, processing or preparation takes place in the area.
- **Traditional Speciality Guaranteed - TSG:** highlights traditional character, either in the composition or means of production

Facultative geographical indicators and labelling – EU regulation

- Products from mountain areas
- Local products
- Island products

What should we do if we want to proceed with the development of a transnational terroir brand for island products?

- Discuss if we think this is of any relevance
- Define common denominators of island communities in different countries
- Identify a critical mass of countries that has defined relevant common denominators
- Approach the EU Commission





Thank you for your patience