

American Origin Products, Geographical Indications, and Rural Development

Panel 2:

Unpacking the Transatlantic Trade and Investment Partnership

Monday, May 19, 2:00 – 4:00 p.m. CDT

Lurie - Baldwin Auditorium, Feinberg School of Medicine
Northwestern University, 303 E. Chicago Ave., Chicago, IL 60611

2:00 – welcome and introductory remarks

Beth Barham, Center for Advanced Spatial Technologies, University of Arkansas

2:10 - The Transatlantic Trade and Investment Partnership (TTIP): Key Issues for Agriculture

Karen Hansen-Kuhn, Director of International Strategies, Institute for Agriculture and Trade Policy

2:40 A brief recap of GI history at the World Trade Organization (WTO)

Thulang Wasescha, independent intellectual property consultant

3:10 Setting product standards with a view towards trade harmonization

Katherine DiMatteo, Sustainable Food Trade Association

3:40 Question and Answer

4:00 Conclude

Three ways to participate (see www.aopcentral.us/aop-panel-series.html):

- In-person
- Live streaming
- View after the event at <http://www.aopcentral.us>

Event Sponsors:

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Webinar Presenters

Dr. Elizabeth Barham— will moderate the panel. She is nationally and internationally known for her research on labels of origin, or geographical indications, as catalysts for rural development. She holds MS and Ph.D. degrees in Development Sociology from Cornell University. She served as the first Vice President for North America of oriGIn (<http://www.origin-gi.com/>), the international network of origin product producer groups, and currently serves as a member of the Territorial Designations Committee of the government of Quebec, Canada (<http://www.cartvquebec.com/en>). She works with the Center for Advanced Spatial Technologies, U of Arkansas (<http://www.cast.uark.edu>) and the American Origin Products Research Foundation (<http://www.aoprf.org>) on realizing the full rural development potential of origin products in the U.S.

Katherine T. DiMatteo—is the Executive Director of the Sustainable Food Trade Association (<http://www.sustainablefoodtrade.org>) as of November 2013. She has worked in a variety of capacities within the organic industry since 1990. In addition, DiMatteo continues as a managing partner at Wolf, DiMatteo + Associates, a consulting firm whose specialists deliver effective strategies to help organic products and businesses grow. Formerly the executive director of the Organic Trade Association from 1990 to 2006, she was instrumental in shaping the outcome of the U.S. National Organic Program standards and the U.N. Codex guidelines for organically produced foods. DiMatteo recently served as the president of the International Federation of Organic Agriculture Movements Board of Directors and is a founding member of The Organic Center Board of Directors.

Karen Hansen-Kuhn—is Director of International Strategies at the Institute for Agriculture and Trade Policy (<http://www.iatp.org>). She has been working on trade and economic justice since the beginning of the NAFTA debate. She has published articles on U.S. trade and agriculture policies, the impacts of U.S. biofuels policies on food security, and women and food crises. She was the international coordinator of the Alliance for Responsible Trade (ART), a U.S. multisectoral coalition promoting just and sustainable trade, until 2005. After that, she was policy director at the U.S. office of ActionAid, an international development organization. She holds a B.S. in International Business from the University of Colorado and a master's degree in International Development from The American University.

Thu-lang Wasescha—is a graduate of the Laws School of Geneva University. Currently an independent IP (intellectual property) consultant, she was a Counsellor in the IP Division of the World Trade Organization (WTO) from 2000 to 2013, and served as Secretary to the Special Session of the Council for TRIPS (Doha Round's ad hoc body dealing with the negotiation of the establishment of a multilateral system of notification and registration of geographical indications for wines and spirits). From 1986 to 2000, she was Director of the Department of International Affairs of the Swiss IP Institute, Ministry of Justice, where she dealt with the international aspects of IP, including technical cooperation. She represented Switzerland in IP/TRIPS negotiations and discussions for GATT/WTO, WIPO, WHO, FAO, CBD and EFTA. She was deputy head of the Swiss TRIPS negotiating team in the Uruguay Round and responsible for implementation of the TRIPS provisions in Swiss domestic law.