

Geographical indications and marketing a regional taste of place

Panel 7 in the Series on:

American Origin Products (AOPs), Geographical Indications, and Rural Development

University of Wisconsin-La Crosse
Cartwright Center
1725 State Street, La Crosse, WI 54601
Valhalla Ballroom

1:00— Welcome and overview of geographical indications

*Beth Barham, Research Associate, Center for Advanced Spatial Technologies,
University of Arkansas; Executive Director, American Origin Products Research
Foundation*

1:20— Geographical indications: the European experience

*Butch Weege, President, American Origin Products Association;
Retired, Ginseng Board of Wisconsin*

1:40— Noix de Grenoble (Genoble Walnut) – a French and EU success story

Presented by Beth Barham on behalf of the Noix de Grenoble supply chain

2:10— Q&A

2:30 Conclude

Three ways to participate (go to <http://cast.uark.edu/home/research/eutrd.html> , Panel 6 to register):

- In-person
- Live streaming
- View materials and videos after each event

Event Sponsors:

Center for Advanced Spatial Technologies (CAST), University of Arkansas
Delegation of the European Union to the United States
American Origin Products Research Foundation
American Origin Products Association

Presenters

Dr. Elizabeth Barham— will speak and 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.aopr.org>) on realizing the full rural development potential of origin products in the U.S.

Butch Weege – has been affiliated with the Wisconsin Cultivated Ginseng industry for over 30 years. He was an active grower for 28 years, serving as a Director on the Wisconsin Ginseng Marketing Board (GBW) from 2003 to 2005, as Executive Director from Nov, 2005 to April, 2010, and then as Director of International Marketing until retiring in early 2014. He now acts as an International Marketing Consultant to the Board. He has made over 2 dozen trips to the countries of China, Japan, Korea, Hong Kong, Taiwan, Singapore and Vietnam to promote the ginseng industry. He spearheaded registration of the industry's trademark in all target markets. He has worked extensively with legal counsel in the U.S., China and Taiwan to defend the industry's intellectual property rights and pursue trade mark infringers. In his various roles with the Board he has worked with legislators, the USDA, FDA and the EPA. He has made several trips to China with Wisconsin Governors and seated Secretary's of Agriculture to promote Wisconsin Ginseng and establish distributor relationships.