

American Origin Products and the TTIP: Collaboration for Rural Development First Research Leaders Meeting

University of Arkansas, Fayetteville
Reynolds Center for Enterprise Development, Room 202
Friday, March 7, 2014

Note: this meeting will be carried online via live streaming. It will also be recorded for later viewing. Please visit cast.uark.edu for details on joining live or for later viewing.

Agenda

- 9:00 a.m. Opening remarks and orientation to the research project and the American Origin Products Research Foundation (AOPRF) - *Beth Barham, Center for Advanced Spatial Technologies, University of Arkansas*
- 10:00 "Origin-based Products: From Local Culture to Legal Protection" – *Laurence Bérard, Ressources des terroirs – Cultures, usages, sociétés, CNRS, France*
- ***** *Note: All following program sections begin with a discussion leader, followed by Q&A, open discussion*
- 11:00 Mapping Origin Products – opening discussion on methodologies - *Fred Limp, Center for Advanced Spatial Technologies, U of Arkansas*
- 12:00 Lunch – no live streaming during this period
- 1:00 Measuring the Economic Impact of Origin Products - *Dave Lamie, Clemson University*
- 2:30 Greetings and Q&A with *Mr. Giulio Menato, First Counselor, Agriculture, Trade and Agriculture Section of the EU Commission, Washington, D.C.*
- 3:00 Maximizing the Benefits of Regional Hospitality and Tourism – *Bob Harrington, Department of Foods, Human Nutrition, and Hospitality, U of Arkansas*
- 4:00 Legal Aspects of Origin Products in The U.S. and Beyond – *Beth Barham, Center for Advanced Spatial Technologies, U of Arkansas*
- 5:00 close

Sponsored by EU Commission Transatlantic Research and Debates
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