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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