

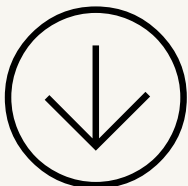
"GEOGRAPHICAL INDICATIONS AND APPELLATIONS OF ORIGIN"

COURSE SYNOPSIS: ASIPI

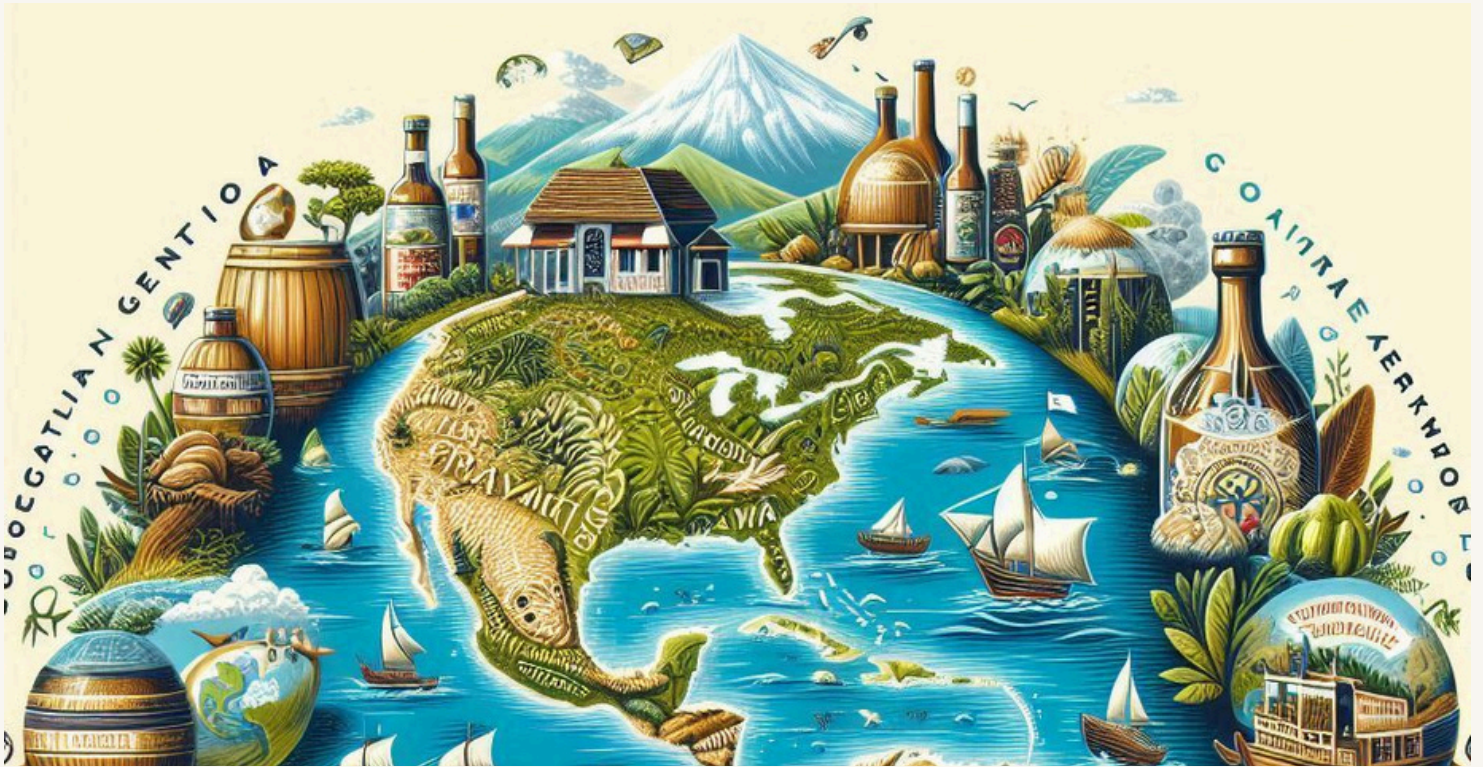
Throughout history, goods in all their forms have been categorized as values of satisfaction for humans. From wines, cheeses, and meats to the well-known tequila, mountain coffee, and caviar.

It is essential to establish the fundamental differences between a Geographical Indication and an Appellation of Origin. The former refers to that geographical identification by which a product possesses geographical characteristics that distinguish it from others. The Appellation of Origin refers to those products whose production process is linked to a unique state of the art, linked to cultural values, regional climate, and productive traceability that cannot be carried out in any other part of the world, giving the product unique and specific characteristics.

The registration of these legal figures differs in each country, so talking about a general procedure would not be advisable. However, we can confirm that it is a very different process from the registration of a trademark or a patent, since, to accompany the registration, many technical requirements must be met, which are evaluated by experts in the subject, or in this case, of the product's field.



Based on what can be defined as a Geographical Indication or Appellation of Origin, we see that both are linked to a territory, its people, its traditions, and its culture; therefore, we must value every small step or achievement that the holders of these coffees, liqueurs, cheeses, meats, sweets, etc., achieve for the benefit of their community.



The economic impact of different appellations of origin lies in the tangibility of the factors that involve the consumption of these, such as gastronomic tourism and common trade. Cases such as Serrano ham or tequila have generated millions of dollars in sales around the world, which is why their economic impact is notorious, in favor of the employment sources that these products generate.

It is important to note that local control regulations ensure that, at all times, even if rustic or unconventional procedures are implemented, hygiene and phytosanitary standards must be fully complied with, always safeguarding human integrity.

Returning to the topic of tourism that appellations of origin or geographical indications can generate, it is important to establish that the economy of the territory grows, and guides or tours are created about the area where the product is produced,

at the same time, public policies at the state level, according to the municipality or department where the attraction is located, adjusts measures so that the area of regional interest, and achieve the objective of being of world interest.

Without a doubt, the development and execution of programs that facilitate the promotion of GIs/DOs are always welcome within the framework of employment generation and activation of the economy, of small and medium-sized enterprises, as well as of the structures that handle political decisions.

Every citizen must be part of the promotion of local products, consuming and promoting them, even more so if they are part of a community that is proudly and traditionally the authentic owners of their culture.

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