

Appellations of origin and
geographical indications in the
wine sector: historical overview
of the evolution of these two
notions, the role of the OIV as
an intergovernmental
organisation of the
vitivinicultural sector

Worldwide perspectives of geographical indications
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Tatiana SVINARTCHUK
OIV, Chief of Economy and Law Unit

ABOUT THE OIV

Scientific and technical reference **intergovernmental organisation** on the vine and wine sector

Main objectives:

Inform its Member States of measures concerning producers, consumers and other players in the vine and wine products sector

Assist other international organisations, especially those which carry out standardisation activities

Contribute to the **international harmonisation of existing practices and standards**, improving the conditions for producing and marketing vine and wine products, and helping ensure that the interests of consumers are taken

into account
+500 Experts

Independent professionals of the sector that contributes to the research and publications

48 Member States

countries responsible most of the production and consumption of wine in the world

Observers

non-Member States, organisations, regions or territories



48 MEMBER STATES

Algeria	India	
Argentina	Israel	Russia
Armenia	Italy	Serbia
Australia	Lebanon	Slovakia
Austria	Luxemburg	Slovenia
Azerbaijan	Malta	South Africa
Belgium	Mexico	Spain
Bosnia-Herzegovina	Moldavia	Sweden
Brazil	Montenegro	Switzerland
Bulgaria	Morocco	Turkey
Chile	Netherlands	United Kingdom
Croatia	New Zealand	Uruguay
Cyprus	Norway	Uzbekistan
Czech Republic	Peru	
France	Portugal	
Georgia	Republic of North	
Germany	Macedonia	
Greece	Romania	
Hungary		



Observers:

EU - European Union

AIDV - International Wine Law Association

Amorim Academy

AREV - Assembly of Wine-Producing European Regions

AUIV - International University Association of Wine

CERVIM - Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture

FIVS - International Federation of Wines and Spirits

OENOPPIA - Oenological Products and Practices International Association

UIOE - Union Internationale des Œnologues


VINOFED - World Federation of Major International Wine and Spirits Competitions

ASI - Association de la Sommellerie Internationale

WIM - Wine in Moderation

Yantai (China), prefecture-level municipality

Ningxia Hui autonomous region, China



Protection of AO and GI has always been part of OIV's attributions since its creation in 1924

Agreement of 29th November 1924 (article 1)

"Office sera chargé de soumettre aux gouvernements toutes propositions susceptibles d'assurer aussi bien dans l'intérêt **du consommateur** que dans **celui du producteur** ... la protection des appellations d'origine des vins

Agreement April 2001 (article 2.2.c)

The OIV's activities shall be:

....

(c) submit to its members all proposals relating to:

(ii) protecting geographical indications, especially vine and wine growing areas and the related appellations of origin, whether designated by geographical names or not, insofar as they do not call into question international agreements relating to trade and intellectual property,



4 concepts related to the origin of the product:

- Indication of provenance
- Indication of origin
- Traditional denomination
- Appellation of origin

Possible ways of protection

- Protection of consumers
- Protection against abusive commercial practices
- Specific protection

1947

1^o DÉFINITION DE L'APPELLATION D'ORIGINE

Un vin ou une eau-de-vie de vin ne peut porter une appellation d'origine que si celle-ci est consacrée par des usages et une renommée constatée.

Cette renommée doit résulter de caractères qualitatifs déterminés par les facteurs suivants :

1^o Des facteurs naturels, dont le rôle est prépondérant : le climat, la nature du sol, le ou les cépages, l'exposition. Ces facteurs permettent de définir une aire de production qui doit être délimitée.

2^o Des facteurs dus à l'intervention de l'homme, dont le rôle est plus ou moins important ; méthodes de culture, de vinification, et, pour les eaux-de-vie, procédés de distillation.

Aucun produit viticole ne peut donc jouir d'une appellation d'origine et des avantages qui y sont attachés, s'il ne provient, tout au moins, d'une aire de production et de cépages nettement déterminés.



1st definition: 1947 APPELLATION OF ORIGIN

OIV (1947)

- The **uses and notoriety** of the product and area
- *Not requirea*
- Natural factors (soil, climate, exposure)
- Human factors
- **Minimum condition:** Defined grape varieties and production area

Lisbonne (OMPI, 1958)

- *Not requirea*
- Geographical name
- Natural factors
- Human factors
- *Not requirea*

"This definition (OIV) is that of the 'Club' of historic and traditional appellations" (Tinlot, 1989)



2d definition: 1992 Recognised Appellation of Origin and Recognised Geographical Indication

A single definition of an Appellation of Origin does not reflect the realities of certain countries.

Definitions of RGI and RAO

- Geographical name is required (traditional dénomination is allowed, as an exception)
- Recognised by the country's authorities
- RAO: natural **AND** human factors
- RGI: natural **OR** human factors
- Specificities for wines and spirituous beverages:
 - Wines: 100% harvest in the in the area indicated for both RGI and RAO
 - Spirits: 100% harvest in the area inducated for RAO and decisive phase of production in the area for RGI

1994: adoption of TRIPS agreement by the WTO, only Gis are included



3d definition: 2021 Appellation of Origin and Geographical Indication

Need for revision:

- Inclusion of more countries, compliance with main IP multilateral agreements
- Growing interest of new countries
- Taking into consideration practical constraints of vinegrowing areas
- min % of grapes harvested in the area

New definitions: GI and AO

- Geographical name or reference to a geographical name
- Denominations protected in the country of origin
- 85% min of grape harvested in the area for GI (wines)
- References to TRIPS agreement and Geneva act of Lisbonne agreement



2010: international definition of TERROIR

*Vitivinicultural “terroir” is a concept which refers to an area in which **collective knowledge** of the interactions between the identifiable **physical and biological environment** and **applied vitivinicultural practices** develops, providing distinctive characteristics for the products originating from this area.*

“Terroir” includes specific soil, topography, climate, landscape characteristics and biodiversity features.

2021: Sustainability/terroir. In the current works of the OIV, the link between the place of production and the social and cultural roles played by the sector is reinforced in the resolutions related to sustainable vitiviniculture.



The role of the OIV is not the enforcement of the legal protection of GI and AO, but rather to contribute to harmonisation of these concepts and to facilitate creation of multilateral instruments for effective international legal protection.

Since its creation in 1924 the OIV is working on these aspects. The notoriety and importance of these concepts all over the world, their consideration in major international agreements on the subject is clearly a success for the whole sector.



THANK YOU FOR YOUR ATTENTION

INTERNATIONAL ORGANISATION OF VINE AND
WINE

Tatiana SVINARTCHUK, chief of
Economy and Law Unit
5-8th July 2022

