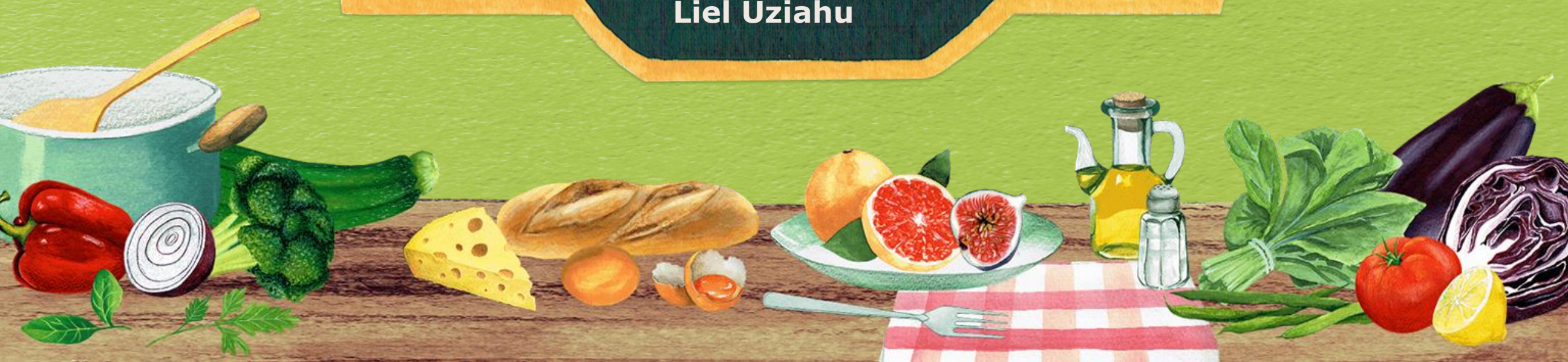


Israeli geographical indications - Unrealized potential that can be realized?

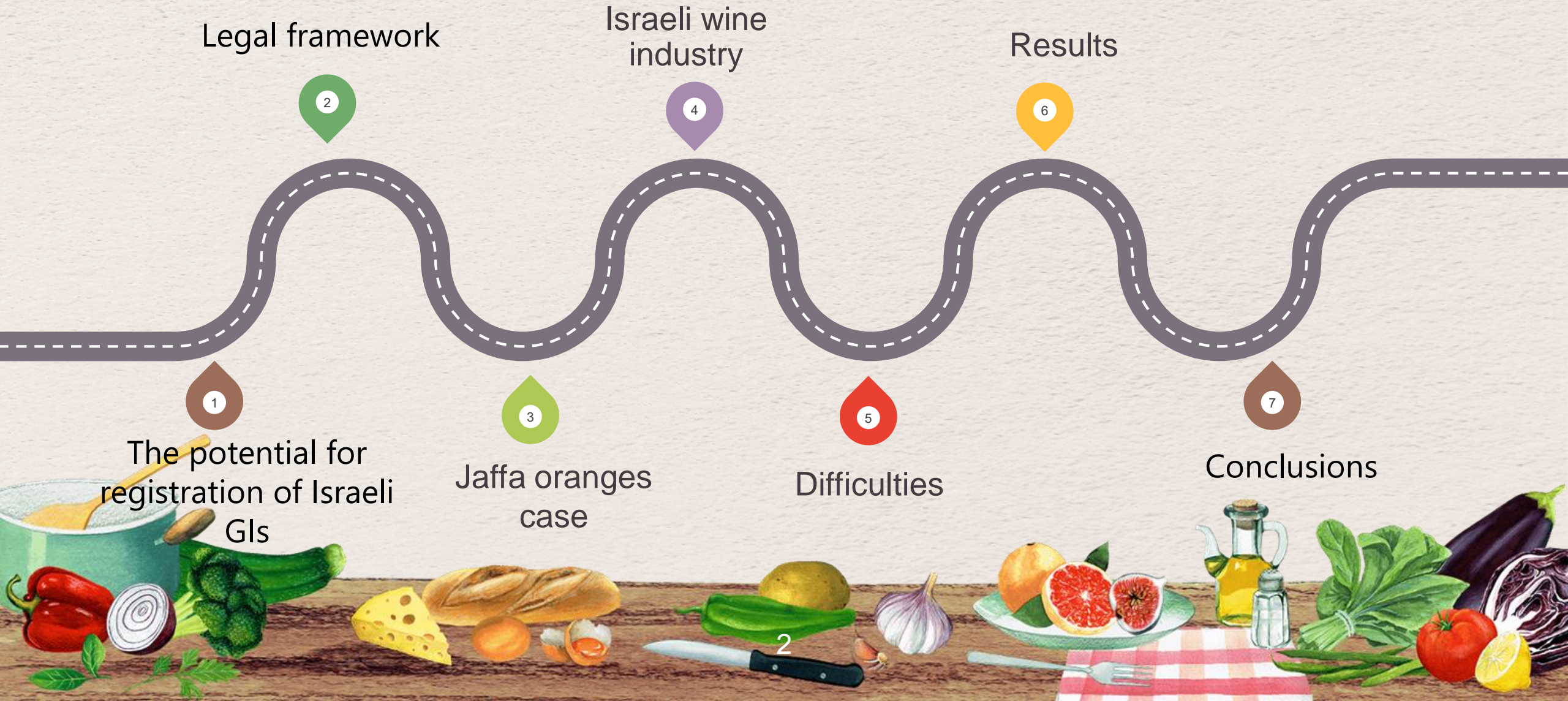
Worldwide Perspectives on Geographical Indications

Montpellier, France – 5 to 8 of July 2022

Liel Uziah

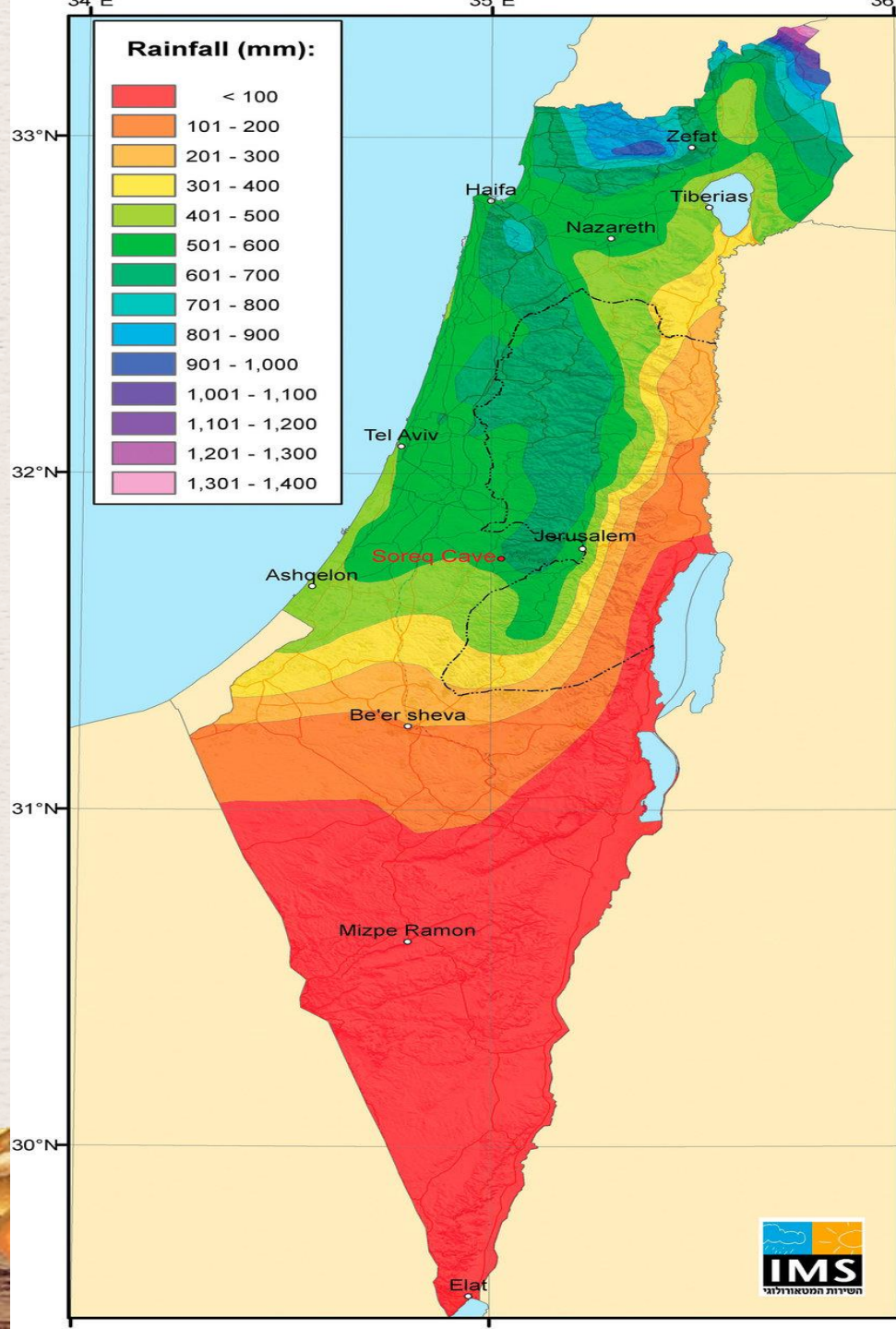


Roadmap











Legal framework

- ◆ Israel is a member of the Lisbon Agreement
- ◆ The Israel Appellations of Origin and Geographical Indications Law, 1965.
- ◆ Sui generis protection system



Some facts about the Israeli register

The Israeli register lists 1010 GIs and AOs:

- ♦ Most of them are French
- ♦ Most of them are related to beverages (especially wines) or food
- ♦ There is one AO for the buttons



ינות יהודה

כיבוי מקור (אפלסיון)
5,000 שנות ייצור

laffa®



Jaffa oranges case

- ◆ "JAFFA" was registered in 1968 for citrus fruits grown in various areas of Israel.
- ◆ All the AOs and GIs that have been registered so far in Israel, except for JAFFA, originate abroad.
- ◆ Israel joined as a member of the Lisbon Agreement in the 1960s, mainly to protect this geographical indication – JAFFA



JUDEA WINES



אזור היין יהודה (כינוי מקור)*



מטה יהודה.
מובילים באיכות החיים.



* כולל אזורי המשנה:
הרי יהודה (כינוי מקור).
מורדות יהודה (כינוי מקור).



ינות יהודה

כינוי מקור (אפלסיון)
5,000 שנות ייצור יין



המטבע שהתגלה בחפירות
בועד דיסו ואמיר גנור
מטעם רשות העתיקות
בחורבת עתרי



Israeli wine industry



Challenges

- ◆ A new standard for Israeli wine
- ◆ A map of Israel's wine regions (1977)
- ◆ There are no known rules of growth and production of this type.



Results

- ◆ The American perspective on GIs



Results

- ◆ Lacunas in the legal framework that make it difficult to register GIs in Israel.



Results

- ◆ Commercial interests



Conclusions

- ◆ The American perspective weakens the locality and blurs the unique traditions.



Conclusions

- ◆ The legal framework must be addressed:
 - ◇ a mandatory classification of wine regions
 - ◇ supervision of the use of wine region names on labels of Israeli wine bottles.



Conclusions

- ◆ Raising awareness by public authorities among consumers and manufacturers about the many benefits



THANK YOU!

