Israeli geographical indications - Unrealized potential that can be realized?

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Roadmap

1. The potential for registration of Israeli GIs
2. Israeli wine industry
3. Jaffa oranges case
4. Difficulties
5. Results
6. Conclusions
Legal framework

- Israel is a member of the Lisbon Agreement.
- 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
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 יודה (כנוי מכור)*

יעה יודה
כנוי מכור (אבסולוטו)
5,000 שנות ייצור

מתха יודה.

מסילה יוהודה.

מזורית יודה (כנוי מכור).

מזרחי יוהודה (כנוי מכור).

המטבע רשתולה.

גשה реально ומגנה.
המטבע רשתולה.

רהיט יודה (מזכירה).
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!