

# Establishing GIs in Israel's olive sector: now and in the future

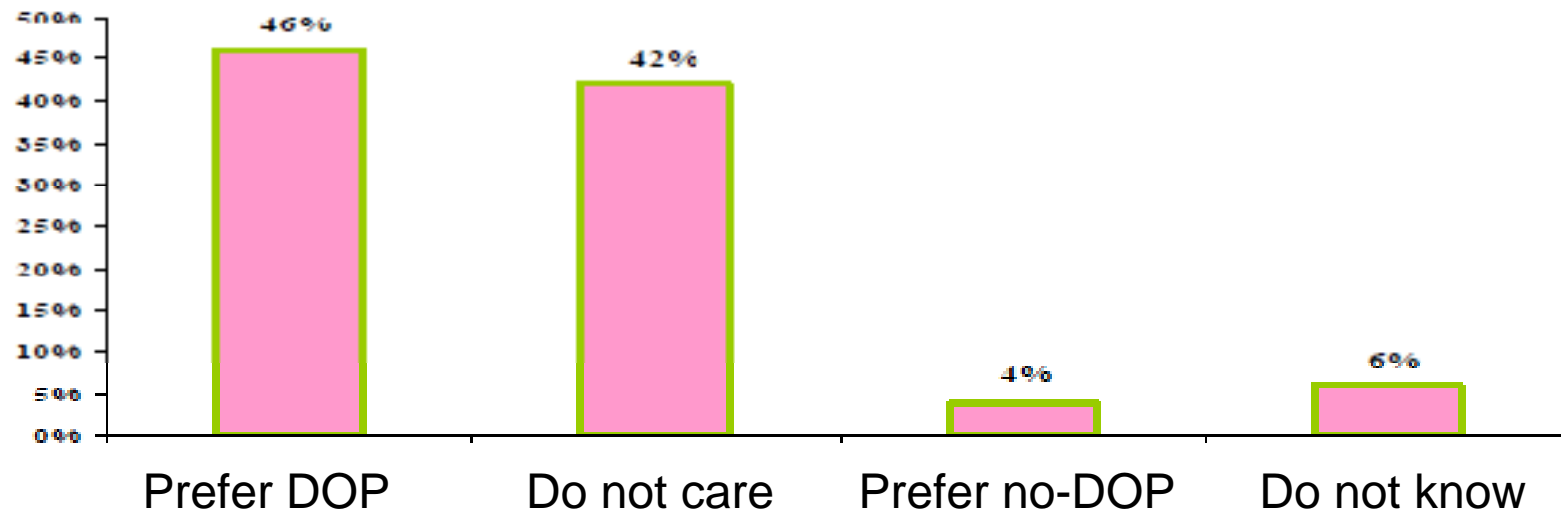
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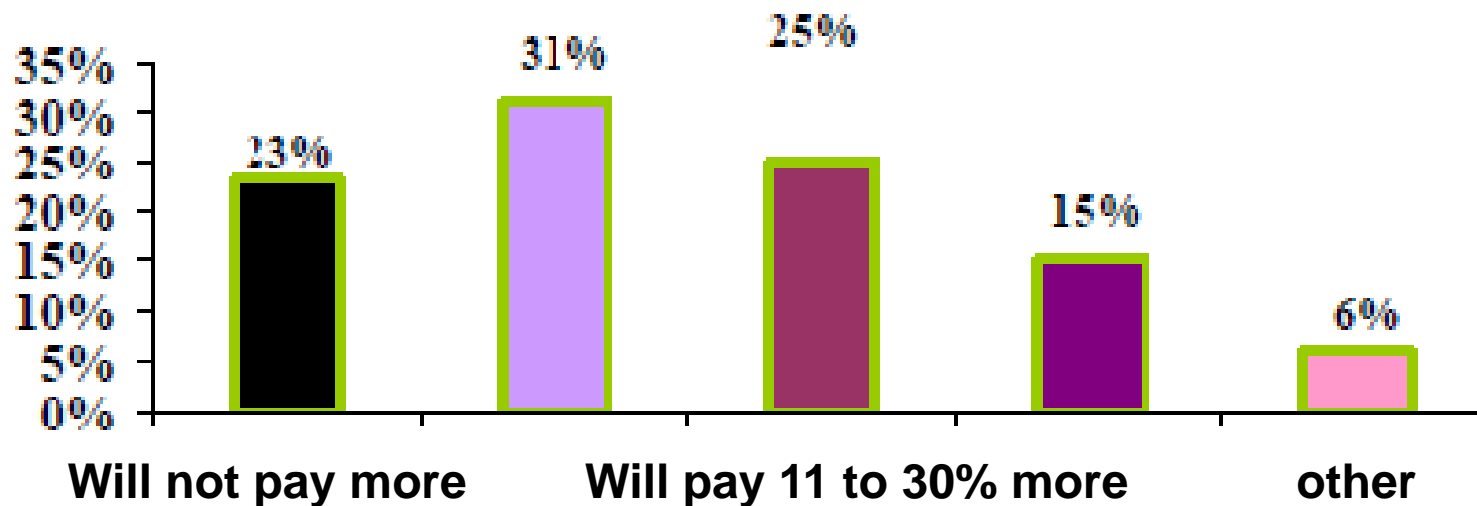


# Willingness to buy agricultural 'DOP's



Distribution of replies – would you like better to buy a “Hatzeva” brand watermelon?

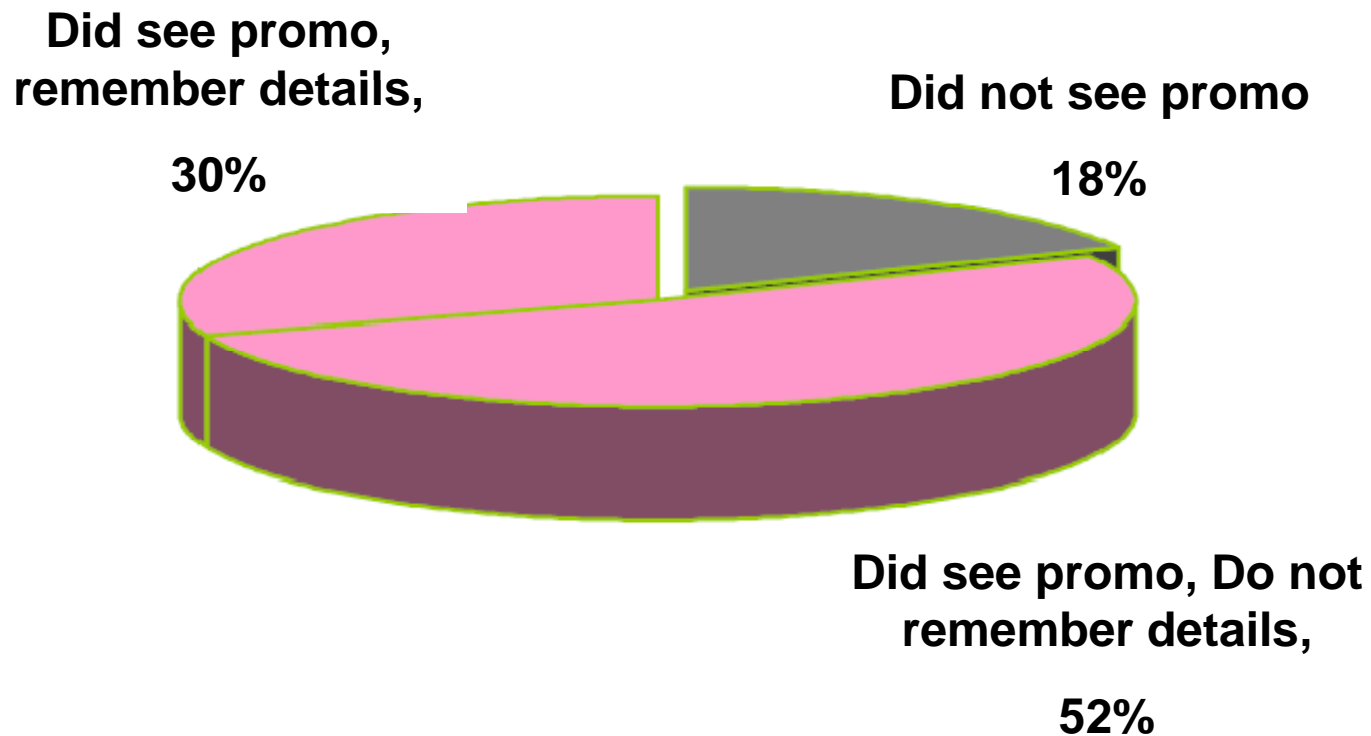
# Will people pay more for an agricultural brand associated with quality?



Will pay up to 10% more    Will pay more than 30% more

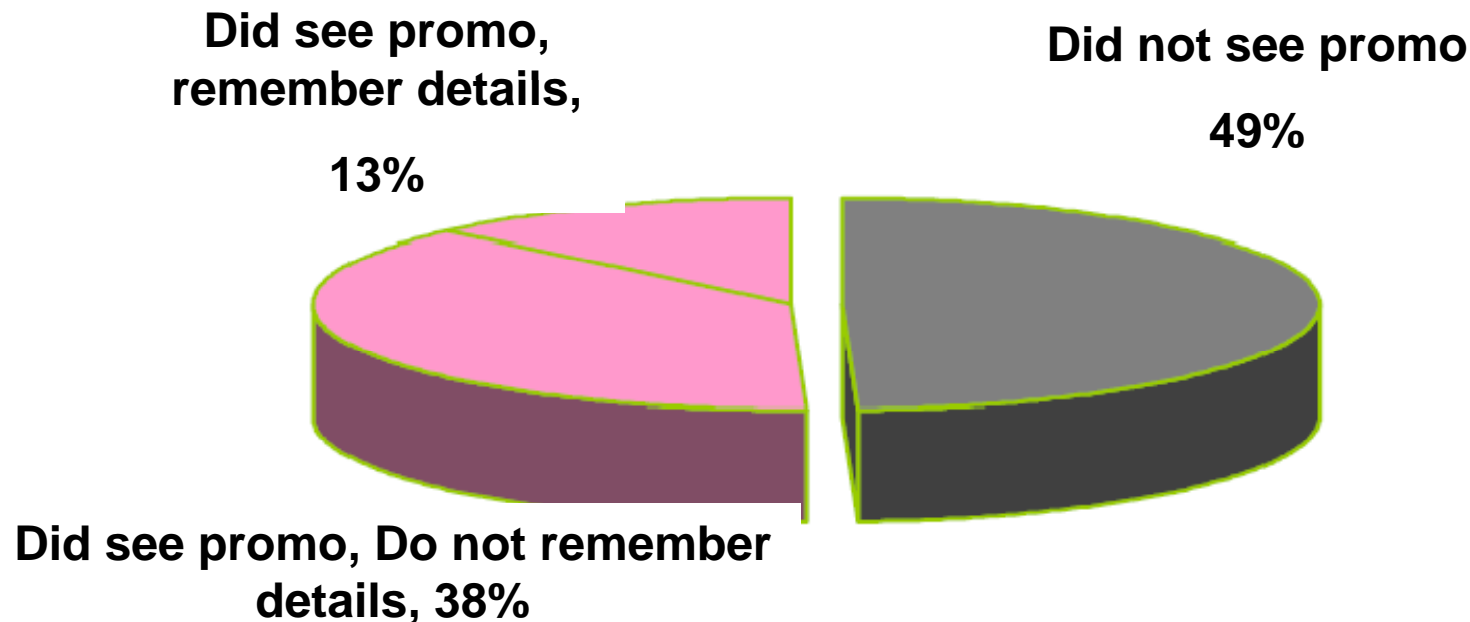
*The larger portion of the population are willing to pay more for GI!*

# Are consumers considering promotion for an agricultural product?



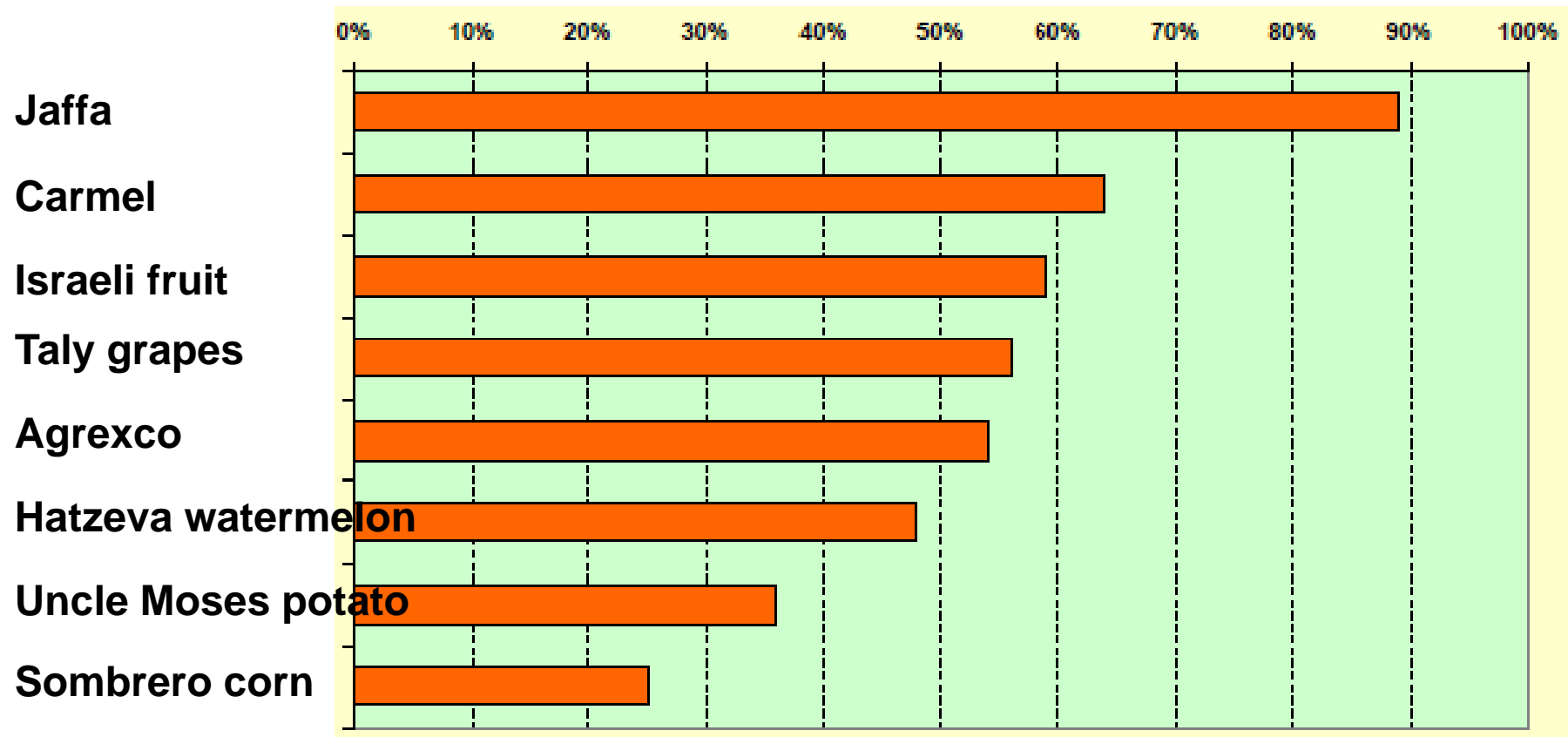
**Avocado case: 82% saw promo,  
12% of them consumed more following promo**

# Are consumers considering promotion for an agricultural product?



**“TALY” grapes case: 51% saw promo, 18% of them consumed more following promo**

# Awariness to agricultural DOP's



# International Legal Framework

Israel is a member of the World Intellectual Property Organization from 26 April 1970, a signatory to the Paris Convention for the Protection of Industrial Property from 24 March 1950 and signatory of the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration from 25 September 1966.

According to that Agreement appellations of origin registered in the International Register established by the Agreement are protected in all countries parties to that Agreement (among them France with 564 registrations and Italy with 26 registrations).

Israel has also signed the Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods on 24 March 1950. 1

Israel is a WTO Member from 21 April 1995

# National Legal Framework

## Relevant Regulatory Framework

Appellations of Origin (Protection) Law, No. 5725, of 7 July 1965, as last amended in January 2000 (hereinafter referred as “the Law”);

Appellations of Origin (Procedure of Registration of Appellations of Origin Originating in a Foreign Country) Regulations, No. 5727, of 6 February 1967.

## Type of Protection

Sui generis protection. It appears that no administrative protection is available; protection is provided only at the request of a third party.

An International registration of foreign GIs through the Lisbon Agreement is possible under the following conditions:

- 1.The GI must come from a State signatory of the Lisbon Agreement;
- 2.This International registration will only have effect in the countries signatories of the Lisbon Agreement.

## Scope of legislation

The scope of application of the Law concerns goods: agricultural, industrial or handicraft product.



# National Legal Framework

## Summary of the Operational Provisions

The law provides for the protection of appellations of origin and geographical indications:

Appellation of origin: “appellation of origin” means the geographical name of a country, region or locality contained in the name of a product and intended to convey that such product has its origin there and that its quality and properties are mainly due to that geographical area, including its nature and people;

Geographical indication: “Geographical indication” means an indication that identifies in Israel goods as originating in a given geographical area of a member state, or a region or part thereof, where a given quality, characteristic or reputation of the good is essentially attributable to its geographical origin;

In order to be protected appellations of origin and GIs have to be registered (Article 3 of the Law).

The Patent Office at the Ministry of Justice (the authority responsible for the registration) keeps a Register of AOs and GIs (Article 2 of the Law). The Register shall be established and kept under the supervision of the Registrar who is responsible for the registration of AOs and GIs, and examines the application first formally, and then substantially (Article 5 of the Law).

# National Legal Framework

There is an opposition procedure available within three months from the date of advertisement of the acceptance of the application (Article 9 of the Law). There is a cancellation (or “Striking-Out”, as indicated in the Law) procedure available for any interested person or on the initiative of the Registrar when the appellation has become a mere indication of type or provenance or if the conditions which served for the registration have ceased to exist (Article 14 of the Law). Further objections against the decisions of the Registrar may be submitted to an objection committee of three members appointed by the Minister of Justice.

The level of protection: No registered appellations of origin or geographical indications may be used in the cases when the genuine origin is indicated or used in translation or in combination with expressions such as “sort of”, “kind of”, “imitation” and “the like”. The use of false or misleading information as to the origin, nature or essential qualities of the product is also prohibited (Article 21A of the Law). Special protection is provided for wines and spirits in Articles 21B and 21C of the Law. The holder of the rights in a geographical sign whose rights have been infringed may apply to the Court.

The applications can be in two languages: Hebrew and English.



מועצת הזיתים  
مجلس الزيتون  
The Israel Olive Oil Board

# Olives in ISRAEL

- Olive for oil:
  - 210000 dunam (growing, 10% / year)
  - Oil production, 7000 ton
  - Mostly non-irrigated, only 40,000 irrigated:
  - New growing areas: Negev, Beit Shean, Golan
  - Traditional growing areas: Galilee, Jerusalem hills

» **USE saline or reclaimed water!!!**

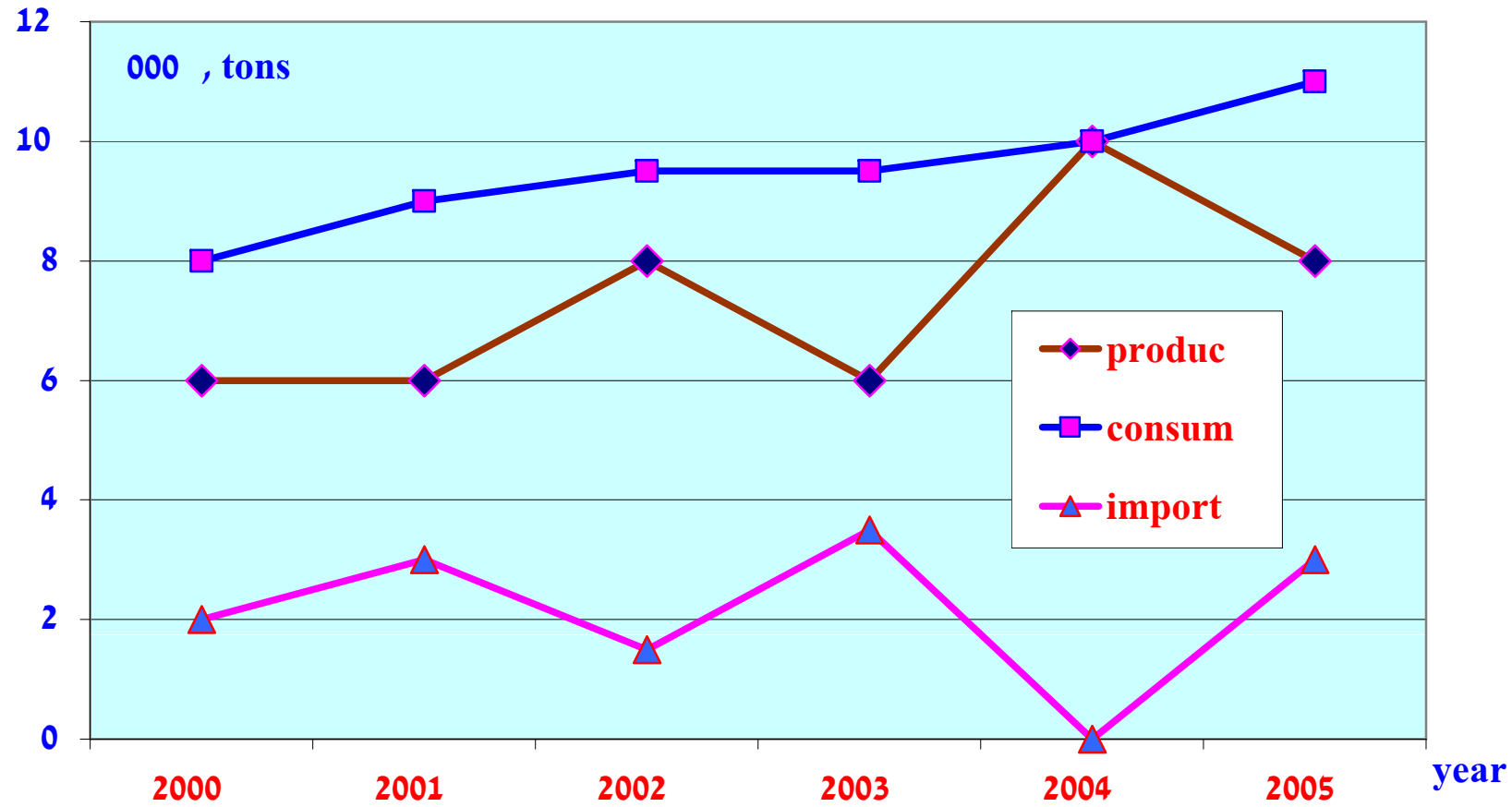


מועצת הזיתים  
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The Israel Olive Oil Board

## Olives in ISRAEL

- Table Olives:
  - 22,000 dunam (growing, 10% / year)
  - Fruit production, 15,000 ton
  - All irrigated
  - Due to limited capacity in plants up to 8,000 tons are transferred to oil production

# Trends in olive oil production and consumption in Israel



# Potential *GIs* in Israel?

- Traditional?
- One cultivar,
- How many growing areas?
- How do we protect it?

# Potential *GIs* in Israel?

- Modern?
- One cultivar - Barnea
- How many growing areas?
- How do we protect it?

# Potential *GIs* in Israel?

- Modern?
- Many cultivars – Unique growing conditions
- How many growing areas?
- How do we protect it?



# Potential GIs in Israel?

- Tradition and religion related?
- Many cultivars –
  - » Kosher?
  - » From the birth place of Jesus?
  - » From the Holly land?
- How many growing areas?
- How do we protect it?

# Roles for COI in developing GIs?

- What is the desired volume of production?
- How can the layman tell if a GI is approved? *A list of approved GIs*
- What is the effect of GIs on the whole market for olive oil and products?
- How to protect GIs:
  - Profile of ingredients
  - Individual profile of minerals
  - Chemistry?



# THANKS

For  
listening

