

IMPROVING SUSTAINABILITY OF LOCAL PIG BREEDS USING QUALITY LABELS – CASE REVIEW AND TRADEMARK DEVELOPMENT IN PROJECT TREASURE

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Abstract: The interest for traditional genetic resources, here comprised local pig breeds, has been increased for the last few decades. Yet, at the time being, majority of local pig breeds still need to be supported with subsidies in order to ensure their conservation. However, the best strategy is to have breed self-sustaining i.e. exploit the quality attributes and reputation of their products which denotes the importance of marketing strategy and intellectual property (IP) protection. IP refers to the rights associated with creations of the mind and includes also trademarks and geographical names with pros and cons for specific situations. In EU there are few success cases of using local pig breeds but the majority of breeds studied in project TREASURE remain untapped. Thus the ambition of the project TREASURE* is to develop a collective trademark that could represent a new “umbrella” including all breeds and pork chain products involved in the project (and open to other local breeds). The collective trademark will play a key role as it should represent a starting point for the definition of sustainable pork chain. Major socio-economic aspects related to the implementation of the collective trademark include rights, responsibilities and expected added value for end-users. TREASURE collective trademark is conceived on existing European Intellectual Property Systems, securing protection and recognition at international level: the "Madrid system" issued by WIPO and the European Union Trade Mark issued by EUIPO. Based on the results obtained by an internal survey conducted in TREASURE, we have identified the main features of the collaborative trademark: 1) it should attract end-users such as farmers, breeders associations and meat processors; 2) it should be developed and promoted by an operational committee of end-users, under the coordination and supervision of TREASURE Consortium; 3) it should emphasize local pig genetic resources as the key common point within the procedural guidelines, considering also other relevant aspects such as production systems and nutrition; 4) it should also explore possible collaboration or conflict with existing EU protected products (PDO, PGI, TSG) in order to optimally promote local products. The strategy to build-up the trademark will be presented involving all end-users possibly interested in joining the umbrella trademark.

Keywords: trademark; intellectual property; sustainability; local pig breeds; commercial exploitation.

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