

## REGISTERED JAMAICAN GI'S

- JAMAICA JERK
- JAMAICA RUM

## POTENTIAL GI'S

Jamaican products that may be protected as GI's include but are not limited to :

- ALLSPICE (PIMENTO)
- COCOA
- GINGER
- LOGWOOD HONEY



For more information contact us at:

Jamaica Intellectual Property Office (JIPO)  
18 Trafalgar Road  
Ground Floor,  
JAMPRO Building  
Kingston 10  
Phone: 876-946-1300/ 876- 946- 0789/ 876- 946-  
9216  
Fax: 876-927-6744  
E-mail: [info@jipo.gov.jm](mailto:info@jipo.gov.jm)

## GEOGRAPHICAL INDICATIONS



Protecting Jamaica's Unique Products;  
Promoting Local Development

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[www.jipo.gov.jm/](http://www.jipo.gov.jm/)



# Geographical Indications & Jamaica

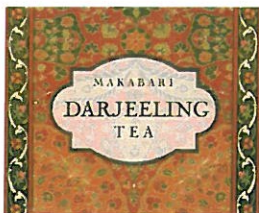
A Geographical Indication is a sign used on goods that connotes a specific geographical origin and is indicative of the product's high quality and reputation. The quality and standard of the good is attributable to its place of origin; Examples of this are Darjeeling Tea and Basmati Rice from India and Tequila from Mexico.



## What is so important about GIs?

Geographical Indications (GIs) have been used as a very powerful marketing tool for niche products in the European Union. As a result, Jamaica realised that with the popularity and reputation of the country name and 'things Jamaican', there was the potential to market products that would be identified as quality goods based on their origin.

Some world famous examples of names which are associated with products of a high standard and recognized as GI's are 'Darjeeling Tea' from Darjeeling, India and 'Champagne, from Champagne, France. The main feature of these product names are their reference to a particular geographical origin. When we hear these names, we think of special products which are deeply rooted in the places of origin.



## WHY DOES A GI NEED PROTECTION?

GIs help consumers around the world to identify the origin, quality and reputation of products. If these products are not adequately protected they can be misrepresented by dishonest merchants who deceive consumers and lead them into believing that they are buying a genuine product with specific qualities and characteristics from a particular geographical region, when they are in fact, getting an imitation.

As a result two things may happen:

1. the producers/ merchants who are holders of the GIs may lose business and suffer financially; and
2. the reputation of the product may be damaged.

For example if consumers wish to buy authentic Jamaican Jerk and are confused into buying another type of jerk they will not get the unique Jamaican Jerk flavour that they are looking for.



## HOW ARE GI'S PROTECTED?

The Protection of Geographical Indications Act (2004) establishes the legal framework for the protection of goods designated under the GI regime in Jamaica. Producers that observe a commonly defined code of practice and a control manual for the production of their products can effectively seek GI protection locally and internationally.

