MORE THAN JUST A NAME:
THE IMPORTANCE OF PROTECTING COMMON CHEESE TERMS

Geographical indications (GIs) are used to describe specialized products made in a specific region in a specific manner in order to protect the unique nature of that product.

A well-known GI is Idaho potatoes. No one would claim that this GI gives Idaho potato farmers the exclusive right to the word Idaho or the term potato.

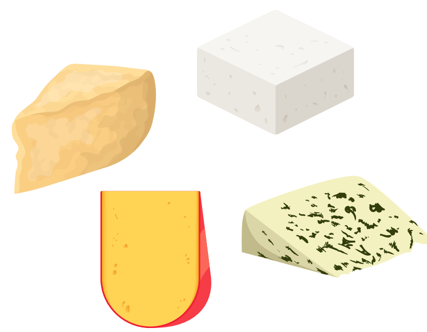
But that's exactly what the European Union (EU) is doing when it blocks exports of common terms such as parmesan, asiago or feta.

The EU misuses protections meant for proper GIs to monopolize common cheese terms and raise unjustified trade barriers to block American dairy exports. The U.S. is Europe's number one export market for cheese, but they have nearly shut out U.S. cheeses from their markets, contributing to a deeply unbalanced dairy trade deficit. These unfair EU policies are then "exported" to other markets via EU free trade agreements, thereby harming U.S. access to those markets as well.

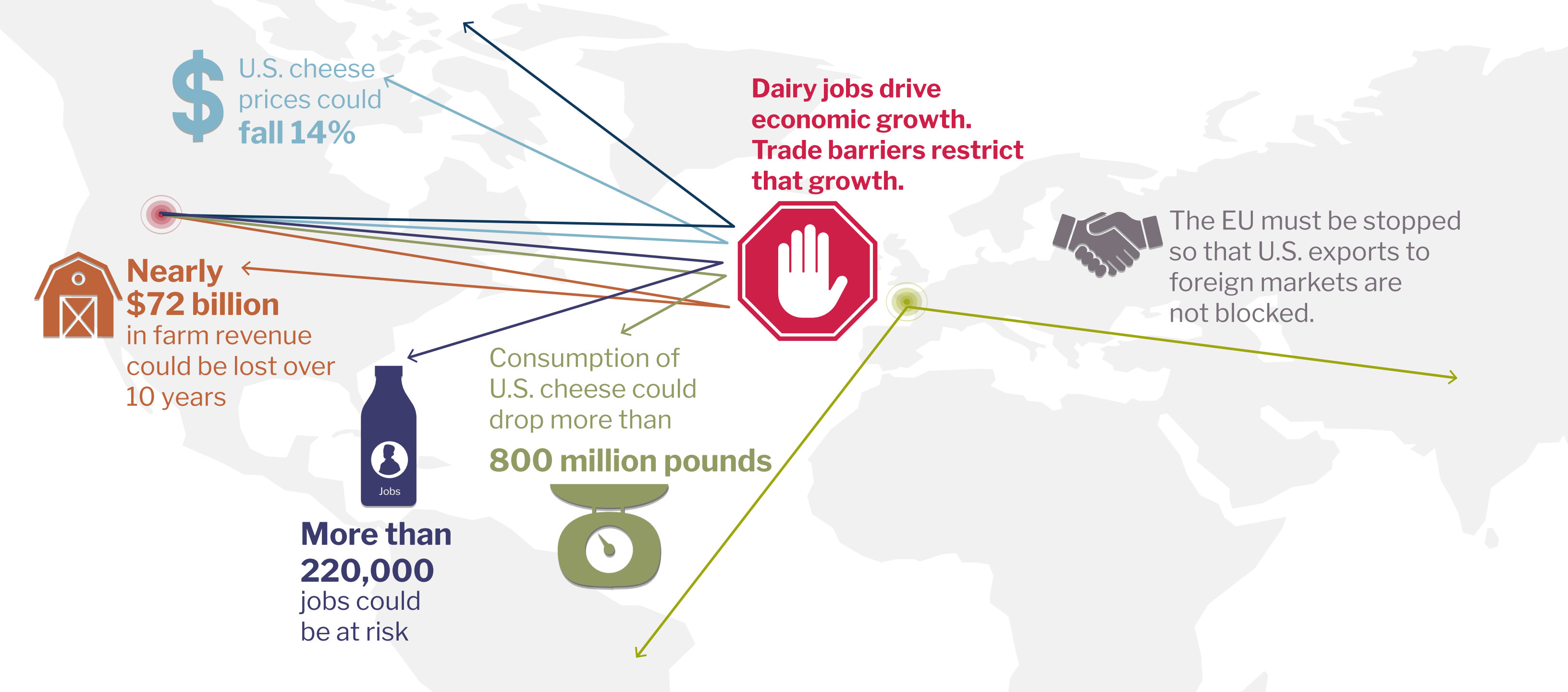
Protecting common cheese names means protecting U.S. dairy jobs.

THE EU CONFISCATED DOZENS OF CHEESE NAMES THAT ARE COMMONLY USED BY THE U.S. DAIRY INDUSTRY AND IS WORKING TO DO THE SAME IN MARKETS AROUND THE WORLD.

Including the common name cheeses: parmesan, asiago, feta, havarti and gorgonzola.



If the EU continues to advance its agenda to seize common names in markets around the world, a recent study forecasted a grave risk to the U.S. dairy industry.[1]



1) February 2019 study by Informa Agribusiness Consulting, commissioned by the Consortium for Common Food Names and USDEC.