



Conseil des  
appellations réservées  
et des termes valorisants

# Application Guide

- Designation of Origin (DO)
- Protected Geographical Indication (PGI)



# Designation of Origin (DO) and Protected Geographical Indication (PGI) Application Guide

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## 1. Introduction

Reserved designations play a multifaceted, essential role in our economy. For consumers, they generally guarantee the authenticity of foods that have specific characteristics.

They also prevent denomination imitation and encroachment of producers and their products. They promote know-how through strict adherence to specifications manuals, specifically designed to maintain quality and define the intrinsic characteristics of each product. Finally, from a social perspective, reserved designations significantly contribute to sustaining rural economic activity by allowing industry stakeholders to earn a substantial income, thereby stemming the rural exodus.

Products that bear designations, or those likely to be recognized as designations, are clearly unique products. For example, for products with territorial designations, the distinguishing factors are due primarily to their geographical origin, which provides products with the environmental and social conditions to form and develop the unique characteristics associated with their qualities.

The purpose of this guide is to inform the public and industry about the concept of territorial designations and to provide companies with a framework in order to practically help them prepare an application for recognition of a Designation of Origin (DO) or Protected Geographical Indication (PGI). The content of this guide was developed based on the provisions of the *Regulation Respecting Reserved Designations* (c. A-20.03, r.1) and the CARTV's Reference Manual on Recognition of a Designation With Reference to the Link with a Terroir.

The first chapter provides a brief description of the protection instruments available to businesses under Canadian and Québec laws. The second chapter allows you to select the protection

instrument best suited to your needs and to determine whether or not a reserved designation is the best choice. The third chapter covers the steps to be carried out before submitting a recognition application. The fourth chapter presents the review process that all recognition applications undergo. The fifth chapter describes the requirements associated with all territorial designations and whose compliance must be demonstrated in the file. Finally, the sixth chapter outlines the criteria used by the Conseil des appellations réservées et des termes valorisants to assess the items to be included in specifications manuals in the file.

**Note**

*This guide alone is not likely enough for those interested in submitting designation recognition applications. While the guide is intended to provide general information, it is important that the characteristics specific to each designation are included in the file. Applicants are therefore encouraged to contact the Conseil des appellations réservées et des termes valorisants (CARTV), which will help them prepare their files.*

## 2. Various protection instruments

To protect the commercial identification of their products, Québec businesses can select one or several protection instruments that best suit their respective needs.

Among protection instruments, we make the distinction between trademarks and geographical indications in the Canadian *Trade-marks Act*, and designations of origin, protected geographical indications, and designations of specificity in the Québec *Act Respecting Reserved Designations and Added-Value Claims*. These instruments are complementary and it is advisable to select the instrument or combination of instruments best suited to the situation. We will first describe the various instruments.

### 2.1 Instruments in the *Trade-marks Act*

**Note**

*This section is based on the Guide to Trade-marks by the Canadian Intellectual Property Office (CIPO) available at: [www.cipo.ic.gc.ca](http://www.cipo.ic.gc.ca)*

A trade-mark is a word (or words), a design, or a combination of these, used to identify the goods or services of one person or organization and to distinguish these goods or services from those of others in the marketplace. The Canadian *Trade-marks Act* provides for three categories of trade-marks and a list to protect certain protected geographical indications.

#### 2.1.1 Ordinary trademarks

An ordinary mark consists in a word (or words), a design, or a combination of these, used to identify the goods or services of one person or organization and to distinguish these goods or services from those of others in the marketplace.

Once the trademark is registered with the Canadian Intellectual Property Office (CIPO), it becomes the exclusive ownership of a company, which can use it throughout Canada for goods and services covered by the registration. This protection is valid only in Canada for a period of 15 years, renewable every 15 years. Registration costs vary between \$250 and \$300, depending on the delivery method chosen. Companies may apply directly or use the services of trademark agents.

You are not required to register your trade-mark — using a mark for a certain length of time can establish your ownership under common law. However, registration is direct evidence of ownership.

### 2.1.2 Distinguishing guises

A distinguishing guise consists in the shaping of goods or their containers, or a mode of wrapping or packaging goods, which distinguishes them as being produced by a specific individual or firm. For example, the triangular shape of the Toblerone® chocolate brand is registered as a distinguishing guise.

### 2.1.3 Certification marks

A certification mark is used by an individual or organization and licensed to others for the purpose of identifying goods or services that meet a defined standard.

This is a mark used by several companies (e.g., in the food industry, a group of producers, processors, retailers or suppliers that form a governing organization) to ensure quality, geographical origin, production method or other common characteristics of goods or services of these companies. Certification mark owners do not use marks themselves, but authorize their use, for appropriate compensation, to any person whose goods or services meet the common characteristics guaranteed by the specifications manuals or trademark regulations. For example, the Fédération des éleveurs de grands gibiers owns the “Grands gibiers du Québec certifiés” certification mark. To ensure product compliance, producers who are entitled to sell using the mark must meet a specifications manual.

### 2.1.4 Geographical indications

According to the Canadian *Trade-marks Act*, a protected geographical indication identifies a wine or spirit as originating where a quality, reputation or other characteristic of the wine or spirit is essentially attributable to its geographical origin, when the wine or spirit appears on the List of Geographical Indications held by the Registrar of Trade-marks.

## General trademark considerations

In general, under the *Trade-marks Act*, you may not register in French or English:

- clearly descriptive marks (for example “sweet” ice cream)
- “deceptively misdescriptive” marks
- words that denote a geographical location (for example, “Atlantic” cod)
- words, designs, and ideas that are similar to another person’s or another organization’s trade-mark
- trademarks that resemble certain symbols that are expressly prohibited under the *Trade-marks Act*

These latter include symbols (coats of arms, badges, crests, etc.) of national and international organizations and terms that are considered immoral or offensive. Other types of marks that may not be registered are plant variety denominations and protected geographical indications that apply to agricultural and food products other than wines and spirits. Some of these terms may however be used in the trademark if the applicant withdraws the exclusive rights with regards to the word or part of the trademark that cannot be registered.

## 2.2 Instruments in the Act *Respecting Reserved Designations and Added-Value Claims*

The *Act Respecting Reserved Designations and Added-Value Claims* provides for intellectual property instruments to protect designations that otherwise would not be eligible for a trademark.

Only the government or the Québec Minister of Agriculture, Fisheries and Food may recognize a designation and authorize an added-value claim. Control is then assigned to a department or agency appointed for that purpose by the government. In Québec, the **Conseil des appellations réservées et des termes valorisants (CARTV)** is the organization appointed to recommend designation recognition and to control and monitor recognized designations and authorized added-value claims.

Three designation categories are provided for under the Québec Act: designations with reference to the link with a terroir (i.e., territorial origin); designations with reference to a specificity; and

designations with reference to a production method. The Act also covers added-value claims.

### ***2.2.1 Designations with reference to the link with a terroir (territorial designations)***

This type of designation with reference to the link with a terroir includes the Designation of Origin (DO) and Protected Geographical Indication (PGI). In both cases, the designation recognizes primarily a link between a region or location and a product originating thereof by using a geographical designation.

#### **2.2.1.1 Designation of Origin (DO)**

The Designation of Origin implies that the product's distinctive properties are mainly due to its geographical origin. This includes human factors (know-how) and environmental factors, which ensure that the product cannot be completely reproduced in another geographical region.

This designation implies that all operations to produce the product take place within the same geographical region.

#### **2.2.1.2 Protected Geographical Indication (PGI)**

The Protected Geographical Indication implies that one or more product qualities, reputation or other distinguishing characteristics are attributed to its geographical origin.

In the case of a PGI, at least one of the production chain operations must take place within the defined region.

### ***2.2.2 Designations with reference to the link with a specificity***

The purpose of this type of designation is to highlight a specific characteristic of the product.

Everything that makes a product unique and that is claimed in its designation may be protected under the *Act Respecting Reserved Designations and Added-Value Claims*, if it is not possible under the *Trade-marks Act*. Historicity is not a factor involved in order to recognize a designation of specificity.

However, in the case of a so-called traditional designation of specificity, the product's

characteristic is the tradition. For example, the product must be produced using traditional raw materials, must have a traditional composition or must use traditional production or processing practices.

A product with an attestation of specificity can be manufactured anywhere in Québec.

### ***2.2.3 Designations with reference to the link with a production method***

This type of designation is intended for products which, due to their production (or manufacturing) method, differ from other products in the same category owing to characteristics that reflect specifications manuals, whose requirements are greater than those in force in the current regulations.

The production method may identify products manufactured throughout Québec.

### ***2.2.4 Value-added claims***

An authorized added-value claim identifies a special characteristic of a product, generally a method of production or preparation, which is sought by the consumer.

### 3. Is a reserved designation the most appropriate instrument?

All applications for recognition of a territorial designation must meet the following requirements:

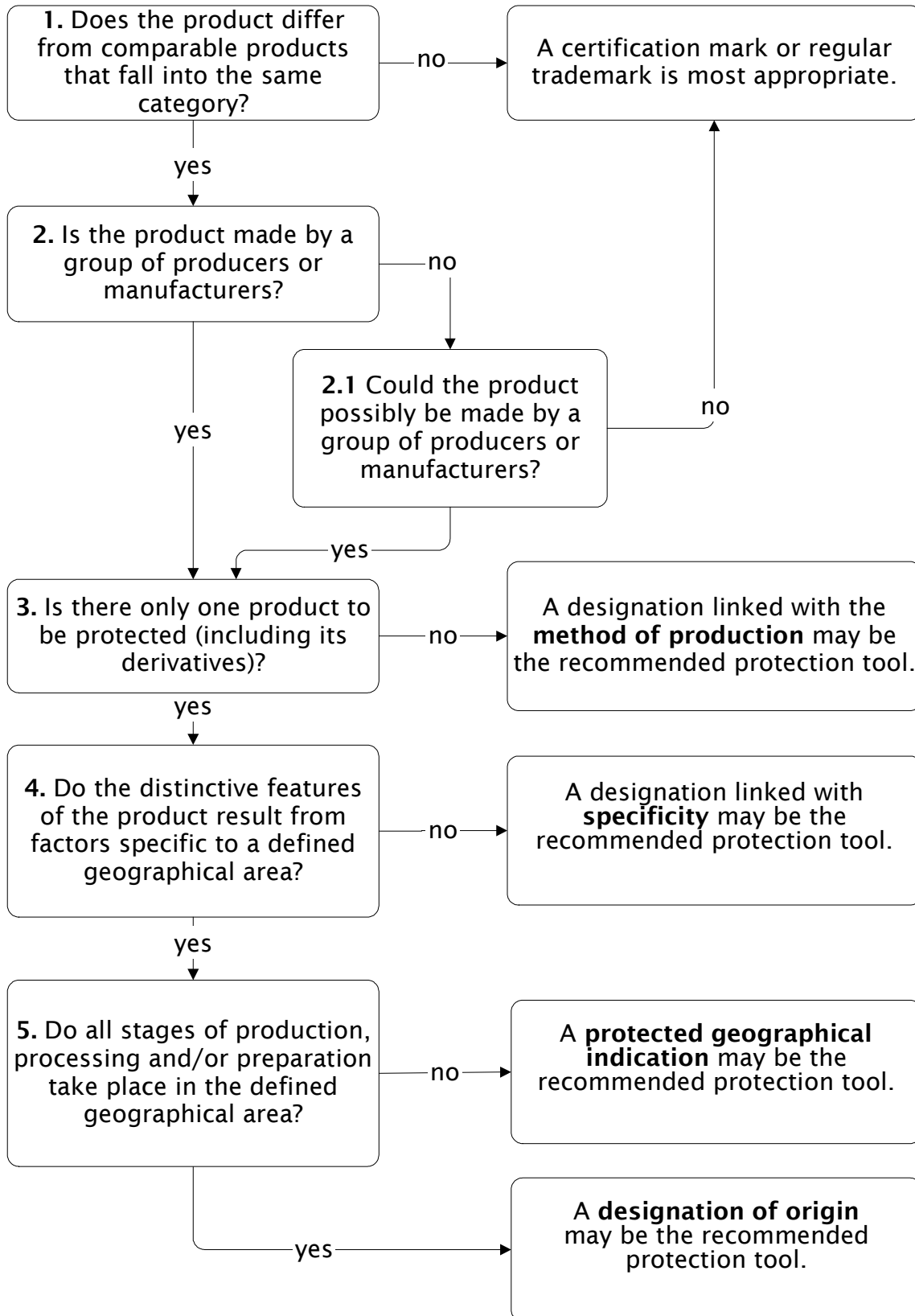
- a) The denomination to be protected must designate only one product and, where applicable, its derivatives, but not a group of diverse products. For example, “Orleans Island Know-How” cannot be protected using an DO or PGI because it is used to market various types of agricultural and craft products. However, is it possible to use a certification mark.
- b) The denomination to be protected must be geographic. The product must bear the name of an area (district, municipality, RCM, administrative region), as officially recognized by the *Commission de la toponymie du Québec*. This name may be either geographic or traditional, evoking an origin. To verify the relevance of a geographical name, please refer to: <http://www.toponymie.gouv.qc.ca/ct/topos/topos.html>.
- c) The designation to be protected represents a geographical region strongly associated with the product, allowing a link to be made between the product and region giving the product its name.  
  
To be recognized as a territorial designation, it is not enough that the product comes from this region or is made of 100% regional ingredients (see the definition of provenance indication in the Appendix).
- d) The designation to be protected must be used by a group of producers or processors, corresponding to the applicant group. The latter may be made up of partners interested in the designation, farming enterprises and agri-food companies, including retailers, distributors, agencies, etc., grouped within a legal corporate entity.  
  
To successfully promote the designation, strong collective support for the product must be created.
- e) The designation to be protected must designate a product whose features distinguish it from similar products (*Section 2.2 of the Regulation Respecting Reserved Designations*). This differentiation must be founded on and stem from the characteristic terroir from the proposed geographical area. The terroir is characterized by the combination of environmental characteristics

(soils, climate, relief) and human characteristics (culture, history, know-how). A terroir is defined and homogeneous.

- f) The designation to be protected must be known or must designate a product revealing an historical (not recent) or traditional characteristic. It follows that new products are not eligible for territorial designations.

If you are wondering how to select the protection tool(s) best suited for a product, we suggest using the following logic diagram. It will help you better grasp the specific requirements of various designations, understand the steps leading to their recognition and guide you in the process.

### *Reserved Designation Orientation Diagram*



## 4. Steps preceding recognition applications

### 4.1 Economic feasibility and opportunity study

Any group of producers or manufacturers that believes they have a product whose denomination might possibly become a reserved designation, but who wants to make an informed decision before preparing an application, should have an economic feasibility and opportunity study carried out. In that case, it may appeal to the *Programme d'appui au développement des appellations réservées* (Program to Support the Development of Reserved Designations), which is administered by the TRANSAQ and which provides financial assistance to hire an external consultant.

### 4.2 Developing specification manuals

If this economic feasibility and opportunity study concludes that it would be worthwhile for a group to have the product recognized as a Designation of Origin (DO) or Protected Geographical Indication (PGI), the group then drafts all of the criteria for production, appearance and taste which, according to its members, are essential in defining the product. This is called the specifications manual. To prepare it, the group may again utilize the *Programme d'appui au développement des appellations réservées*, which provides financial assistance to hire an expert consultant to coordinate the preparation of the specifications manual and, if necessary, to carry out certain tests or analyses needed to demonstrate the product's characteristics.

### 4.3 Preparing monitoring tools for product certification

Once the group approves the specifications manual, it may call upon a certification body to begin control operations on the field, before the specifications manual is finally approved by the CARTV, within the framework of the review of the recognition application. This "experimental" certification of a representative sample of producers/manufacturers makes it possible to prepare all the procedures leading to the certification body's granting of the initial compliance certificates for the approved specifications manual. A monitoring plan must be

drafted. This document will set out the strict requirements of the specifications manual in the form of inspection documents used by the audit officer during visits to producers/manufacturers. The monitoring plan defines the terms of the collaboration between the applicant group and the body to which its members will appeal in order to obtain product certification, how each point of the specifications manual will be controlled (documents, visits, tastings, analysis) and the frequency of these controls. Lastly, it specifies the penalties to be applied when non-compliance with the specifications manuals is discovered as well as the consequences for the operator. All of the steps to develop the monitoring plan are eligible for financial assistance under the *Programme d'appui au développement des appellations réservées*, which provides all the details regarding eligible expenses.

This control plan will allow any certification body that applies to the CARTV for accreditation to demonstrate that it is able to certify the product according to the approved specifications manual.

#### Note

*Any subsidies granted by the department under the Programme d'appui au développement des appellations réservées in no way guarantees the recognition of the requested reserved designation. The procedure for reviewing applications described in the following section will determine whether or not the file submitted leads to the recognition of a designation reserved.*

## 5. Application review process

The procedure leading to designation recognition is explained in detail in the CARTV's *Regulations for reviewing applications for recognition of designations, applications for amendment, interpretation or exemption from approved specification manuals*. In summary, applications must be sent to the Conseil des appellations réservées et des termes valorisants.

Under the *Regulation respecting reserved designations (c. A-20.03)*, recognition applications submitted by applicants must include the following information:

- The identification of the applicant, the nature of its activities and, where applicable, its legal structure, constituting act and internal by-laws;
- In the case of a group of applicants, that information also includes a list of the group members and the nature of their activities;
- The scope of the reserved designation;
- A list or the class of products that may be certified;
- A description of the product bearing the designation;
- The characteristics that distinguish it from other products of the same category;
- The benefits of such a type of production;
- The economic data and opportunities;
- The distribution network;
- The problems related to product imitation or forgery;
- A specification manual;
- A study comparing the main elements of the specification manual for the reserved designation whose recognition is applied for with the corresponding elements in a specification manual for a similar designation.

The specifications manual must include:

- a) The reserved designation whose recognition is applied for;
- b) A description of the product, including any raw materials used, where applicable, and the main physical, chemical, microbiological or organoleptic characteristics of the product;
- c) The delimitation of the geographical area;

- d) The elements establishing that the product originates from that geographical area:
  - 1. In time (based on the historical record);
  - 2. In space (based on traceability to ensure that the place of development, processing or production is located in the designation region);
- e) A description of the method by which product is obtained and where applicable, the local, fair and constant methods;
- f) The elements establishing the link with the geographical origin or geographical site:
  - 1. In the case of a designation of origin, the quality or features of the product must derive exclusively or essentially from its geographical site, comprising natural and human aspects;
  - 2. In the case of a protected geographical indication, the product must have a specific quality, reputation or some another characteristic attributable to its geographical origin;
- g) Control points and their assessment methods;
- h) References concerning the control structure (certification body, control mark);
- i) Labelling requirements.

The content of this guide is based on the above-mentioned elements. The file must be prepared taking into account the information about each point provided in this guide.

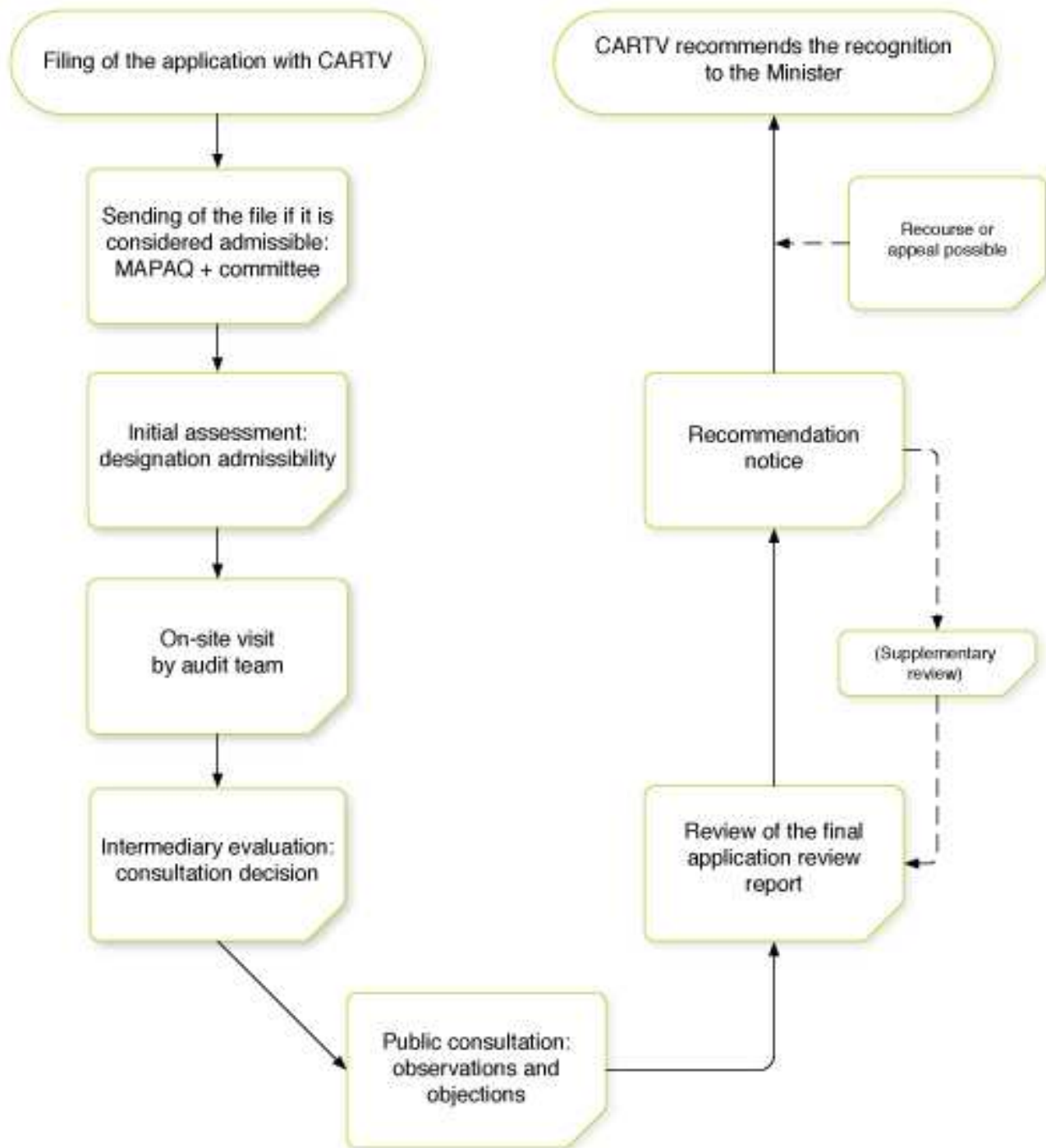
Once filed, the CARTV's division responsible for reviewing recognition applications forwards it to the Territorial Designations Committee (TDC). The TDC evaluates the file in several stages, including a field visit by an audit team, in order to meet the applicants, public consultation, which normally lasts 60 days, in order to collect objections and oppositions, where applicable. During this period, the draft specification manual associated with the application may be consulted at the CARTV and on its website ([www.cartvquebec.com](http://www.cartvquebec.com)).

The Territorial Designations Committee communicates with applicants and its members, as necessary, in order to request additional information or improvements to the proposed specifications manual. After the applicant group replies, the Secretariat of the CARTV's Division for Reviewing Recognition Applications drafts a final

report, which is then submitted to the Territorial Designations Committee, which will make a final decision on the file regarding a designation recognition recommendation. The Committee forwards the Board a notice of a recognition proposal or request denial, which is sent to the Minister.

The following diagram provides an overview of the CARTV's procedures for reviewing designation recognition applications.

***Main Steps for Reviewing Designation Recognition Applications (based on the CARTV's Regulations for Reviewing Applications for Recognition of Designations)***



## 6. Requirements for territorial designations (DO and PGI)

(Section 2. (2) of the *Regulation Respecting Reserved Designations*)

According to the type of designation requested, applicants for any type of territorial designation must demonstrate that in their file:

- a) One, several or all of the production, processing or preparation phases covered by the chosen territorial designation (DO or PGI) take place within the area specified in the specifications manual.
  1. For crops: growing, storage and packaging locations.
  2. For animals (meat): breeding, slaughtering and cutting locations.
  3. For processed products: raw material sources (divided between those coming from inside and outside the area) and the place of processing.
  4. For preparation: the preparation location.

In a DO application, it is mandatory that all stages of its realization, from raw materials to their processing through to the finished product, take place within the delimited region for which the product bears the name.

For a PGI, the stages give the product its special characteristics that must be localized within the delimited region for which the product bears the name.

- b) The product's existence originates from within the delimited zone in the designation, or perhaps the product existed within that zone over a period of time, before being re-updated. The documentation submitted must include background information testifying to the product's history, showing proof of the product's existence within the geographical zone, even though it has been subjected to interruptions.

The file must include key elements of the product's history, showing proof of the designation's use and notoriety, including its first utilization, and to the extent possible descriptions of the first product and its processing method, if applicable. Moreover historical reasoning justifying the product and its characteristics should be included. This would preferably include citations and references making historical links to the territory, with particular reference to any

aspects of human know-how. In this section the use of bibliographical references is mandatory, but when not be available oral evidence may be cited.

### **Comment**

*All PGI applications for a product whose temporal longevity is less than a generation may however be eligible for recognition, provided that all other conditions are met and that some reasons argue in favour of protecting the product.*

- c) The product is unique in itself and possesses added commercial value. The file describes the following aspects:
  1. The features that distinguish it from similar products:
    - i. Reference to similar products currently on the market;
    - ii. Points differentiating these from DO or PGI products (final characteristics, preparation methods, description, designation, local reputation and tradition, perceived quality);
  2. The advantages of that type of production;
  3. The economic data related to that production:
    - i. Magnitude of market in terms of production volume;
    - ii. Competing products;
    - iii. Commercial objective targeted;
    - iv. Expected economic impacts, etc.
  4. The distribution network;
  5. Potential problems with respect to product imitation or forgery;
  6. The economic prospects, including current and forecast data in particular with respect to:
    - i. Project's economic viability, operators who use the designation;
    - ii. Economic support from the regional agriculture and food sector (i.e., maintenance of agri-food activity);
    - iii. Regional impact from multifunctional perspective (tourism, etc.).

## 7. Evaluation criteria for items to be included in specifications manuals

(Section 3. (2) of the *Regulation Respecting Reserved Designations*)

The following items must be included in the specifications manual and in the evaluation criteria:

- a) The reserved designation whose recognition is applied for (Section 3. (2) (a) of the *Regulation Respecting Reserved Designations*), through identifying the terms (or group of terms) included in the application submitted:
  1. In all cases, the DO or PGI is a name identifying a product that is already known and on the market;
  2. The application normally includes the agricultural product to which a geographical name is added (e.g., *blueberry* from a given place);
  3. The generic names that may form part of a DO or PGI to better allocate them (meat, cheese, etc.) are excluded from the field of protection. Only the unique combination of all terms constituting the DO or PGI is protected;
  4. The names of any agricultural product being in conflict with the name of a plant variety or animal breed cannot be protected but may form part of the denomination;
  5. The overall denomination must not be generic (see definition of this term).
- b) A description of the product, including (Section 3. (2) (b) of the *Regulation Respecting Reserved Designations*):
  1. Any raw materials used (composition), if applicable;
  2. The major physical (pH, shape, appearance, etc.), chemical (presence/absence of additives, residues, etc.), microbiological (use of certain salts or enzymes, presence of sprouts, etc.) or organoleptic (taste, texture, colour, sensory profile, etc.) features of the product;
  3. The reports resulting from the analyses carried out on the product and on any of the above characteristics must be included in the file;

4. The product's state at point of sale:
    - i. Fresh, chilled, frozen, preserved (sterilized), pasteurized, etc.;
    - ii. In bulk or packaged;
  5. The scope of reference pertaining to the product's certification (at which stage of production and completion must the product be certified);
- c) The delimitation of the geographical area (Section 3. (2) (c) of the *Regulation Respecting Reserved Designations*)
    1. The geographical area is defined according to existing political divisions, the smallest unit being the municipality (boroughs in big cities are considered as municipalities). Although geographically the area may be discontinuous, the exclusion of municipalities within a coherent area is not acceptable.
    2. The justification for the area's delimitation and its geographical consistency is demonstrated by criteria established on the basis of the product's characteristics and directly associated with this area's *terroir*, especially if some production takes place outside the area proposed by the group. For a DO, it is important that the geographical area is coherent and that the pedoclimatic profile does not vary too much across the geographical area.
    3. The common characteristics belonging to the entire delimited area are identified. The delimitation corresponds to a list of municipalities, regional county municipalities, administrative regions (e.g., Maritime Québec, St. Lawrence Lowlands) or exceptionally all of Québec, ideally covering geographical areas or natural features, where certain characteristics influence the product.

d) According to the *Regulation Respecting Reserved Designations* Section 3. (2) (d), the elements establishing that the product originates from that geographical area:

1. Historical existence

The products originated in the delimited area and have existed there for a fairly long period, accounting for the fact that in some cases its existence in the area may have been interrupted for some time, before being revived by the current developers.

This demonstration is based on the historical records included in the documentation. Depending on whether the application concerns DO or PGI recognition (see comment on page 2 of this document), the historical aspect may pertain to most of the product's aspects or is reduced to a few particular elements. In all cases however a link must be made between the retained elements and the time frame to which they originally belonged as well as their region of origin. For example, if a product manufactured in a given region contains apples, the region must have an apple growing and processing history.

2. Traceability

The elements of this demonstration must ensure that the chain of possession of the product is identifiable from the start of its preparation through to labelling. Whether it is a PGI or DO, they demonstrate that one or all of the product's preparation stages take place within the geographical area.

For all products being designated with a territorial type appellation, a table should be included in the specifications manual illustrating the product's forward and backward traceability from production to marketing. When envisaged for a given product type, the use of indelible traceability symbols must be included in the specifications.

e) A description of the method by which the product is obtained, and where applicable, the local, fair and constant methods (Section 3. (2) (e) of the *Regulation Respecting Reserved Designations*).

1. The elements included in the description of the method used to obtain the

product must be specific and linked to delimited area. These elements are the certified characteristics forming the minimum requirements regarding the monitoring of raw materials, processing, preparation and packaging methods:

i. *Raw materials*: the pedoclimatic unit in production area, species/variety or specific breed, feeding, grassland management method, nature and origin of supplements, forbidden foods, storage and collection method specific to the raw material (targets), etc.

ii. *Processing*: storage, processing time, specific equipment, handling skills, ingredients (origin, crop type), additives, shapes and sizes, etc.

iii. *Preparation*: conditions and durations for curing, drying, aging, product's sensory profile, texture, etc.

iv. *Packaging* (if applicable): product-specific packaging, etc.

2. This description coincides with the scope of the product's certification (all operational stages for which the product must be certified), as specified in the file.

6.5.1 The description of fair, local and consistently used methods.

If existent, it is documented in the historical records. The key element is to demonstrate those certain characteristics allow a product to stand out from others, are enshrined in a collective or potentially collective name conveyed by the product, according to precise characteristics recognized by the production and preparation firms, and also consumers (traditional use). When the current method differs from key elements in the product's production method, this evolution can be justified by arguments concerning technology or public health.

- f) The elements establishing the link with the geographical origin or geographical site (Section 3. (2) (f) of the *Regulation Respecting Reserved Designations*):

Whereas DO products must demonstrate that their specificity and quality are "determined" by the geographical origin, it is important that the product's quality and characteristics are essentially or exclusively due to the geographical environment concerning natural and human factors.

Whereas PGI products must have genuine specificity and attributes that are "related" to their origin, it is important that the product possesses one or more of the following, attributable to its geographical origin:

1. A pre-defined quality corresponding to one of the product's unique attributes, as a result of location factors that influence the product.
2. A renowned reputation supported by documents, most often comprising two parts:
  - i. Current reputation, describing the extent of the product's notoriety (local, national or international). Various examples of documentary evidence showing the product's media treatment (i.e. newspaper articles), or the designation's usage in communications tools applied by intermediaries (i.e., restaurant menus, etc.). A survey administered by a recognized independent firm (at the group's expense) may be required.
  - ii. The opinion about the product's characteristics based on its reputation. Resulting from its anteriority, the product's reputation completes the historical file by providing evidence supporting the product's tangible and prolonged link with the geographic area.
3. Another characteristic might correspond to specific knowhow which helped give added value to the product, through comparing it to ordinary techniques (breeding, cultivation methods, production processes, etc.), insofar as this feature is related to the geographic area.

- g) Control points and their assessment methods.

To make it easier to develop the control plan, the applicant group identifies the control points that must be certified, based on the product's characteristics. For each control point, the specification manual must consider the relevant assessment methods and briefly present them in the form of a table that may resemble the following example:

DEVELOPMENT PROCESS STEP	CONTROL POINTS	EVALUATION METHOD
LIVESTOCK FEED	from foods	- document control of delivery orders
	food distributed	- document control of records - visual control -
	- ...	- ...

- h) References concerning the control structure (Section 3. (2) (h) of the *Regulation Respecting Reserved Designations*):

The applicant group must ensure that it can obtain certification for its products from one or more certifying bodies. All certifying bodies must be accredited under the *Act Respecting Reserved Designations and Valued-Added Claims* (A-20.03). The accreditation must result from an assessment of the compliance with the CARTV accreditation manual, including all of the ISO/IEC Guide 65: 1996 requirements. To be accredited within the scope of certification referring to the targeted appellation products, the certifying body must meet the requirements of these standards and meet any additional requirements from the CARTV accreditation criteria, and demonstrate that it applies a monitoring plan referring to the product for which an appellation is being requested. The accreditation's role is to issue compliance symbols attesting that the duly identified product has met the specifications and thus may bear the denomination.

Prior to designating a new body, the applicant group must inform the CARTV, which will subsequently ensure it has been accredited for the products referenced by the appellation.

i) Labelling requirements (Section 3. (2) (i)  
*Regulation Respecting Reserved Designations*):

In addition to the appellation name, the labelling elements involved above all else target the product's traceability. It is mandatory that labelling include: the certifying body's name and "designation of origin" or "protected geographical indication" or the official DO or PGI trademark logo.

If the applicant group members agree to it, this provision may also be used on the product's label to harmonize the size and graphic layout of references made to the protected denomination, as well as the logo representing it.

# Appendix 1

## Definitions

### **Applicant Group**

A legally constituted group of individuals or companies comprising all those economic players having a major involvement in the product's production or processing and represented if possible in a balanced manner such that no single interest predominates. This group is the designation applicant. It also manages the designation once it has been recognized and serves as a go-between with CARTV according to the following roles:

- Submits initial application for designation's recognition;
- Possesses labels or reference manuals used for product certification, including monitoring plans approved by the CARTV within the framework of the recognized designation;
- Submits application to have modifications made to specifications manual included with the recognized designation;

### **Denomination**

A group of words or a phrase (excluding words used individually) which refer to an actual geographic, toponymic, administrative, political, cultural or linguistic location, etc.)

### **Designation**

The identification of a product which, by virtue of its specific features or method of production, differs from other products in the same class.

### **Generic Denomination**

The designation allocated to a product, comprising a reference to the location or region where it was originally produced or marketed, but which has since become a common name for the product, regardless of its provenance (i.e. Brussels sprouts, Dijon mustard, Marseilles soap).

### **Generic Term**

General or global concept used to designate a type, group or general genus.

### **Geographic Milieu**

An area that has attained unique recognition due to its natural features (climate, soil quality, bacterial flora specific to a region) and human factors (local knowledge).

### **Labelling Model**

Label concept minimally consisting of the product's full denomination (indicating any possible variations), the name of the designation category according to which the designation is recognized, certified characteristics that add value to the product, and the indication of the certification body.

### **Origin**

Location where a product or one of its characteristic elements first appeared at the time of its first inception and the environment in which it originated.

### **Provenance**

Location from which product comes.

### **Provenance Indication**

Direct or indirect reference to geographical provenance of products or services. The product's provenance is determined by its place of manufacture or that of the base materials and components used, and without which the product's characteristics could not be attributed to the geographic location from which it originates.

### **Sensory Information**

Refers to a feature that affects sensory organs, such as product's taste, odour, colour, appearance or consistency.

### **Standard Product**

Product meeting minimal regulations in effect and mandatory fair selling practices. References to the standard product are at the provincial level and it is not certifiable.

### **Territorial Designation (or with reference to the link with a terroir)**

The identification of a product based on its production region, be it a protected geographical indication or a designation of origin.

### **Terroir**

Resources and limitations specific to a geographical area, including both physical (natural) and human factors. The *terroir* represents the mutual interaction of these two factors, developed over time.

### **Traceability**

Possibility of detailed tracking, both forward and backward, of all stages involved in production, processing and distribution, raw materials and ingredients used in a food product as well as relevant information on the product.



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