Abstract

Geographical Indications (GI) might be one of the oldest forms of Intellectual Property protected by law. But how did they evolve over time? What is the difference between traditional product and a geographically indicated one? We will discuss the different approaches of GI between U.S. and Europe. This has become of great importance considering that policy recommendations should help consumers choose food products based on real characteristics and not false slogans and claims.

Furthermore, we will explore what novel food products are and how to integrate them with traditional food in the same market. Especially, we will investigate a new and growing niche market: edible insects.