

# THE TERROIR OF INNOVATION

*A multi-disciplinary conference on cider  
and the development of geographical  
indications in Canada*



## DATE & TIME

*March 29, 2018  
1:30PM to 5:30PM  
Followed by a cocktail*

## ADDRESS

*CEIM, 20 Queen Street  
Montreal (third floor)*

# THE TERROIR OF INNOVATION

Canada is on a mission to increase the scope of protections for geographical indications (GIs). Once limited to wine and spirits, GIs now extend to a variety of agro-food products such as cider. As consumers are becoming increasingly sophisticated, crave more authentic products, and pay more attention to what they consume, stronger protections for added-value claims of food products are essential. Products must now speak to the socioeconomic context in which they were grown, marketed, and sold, and consumers demand better quality and hold producers and governments accountable to a greater extent than ever before.

Canadian provinces have been quick to recognize terroir-related food innovations and have introduced novel legislation to protect them. For example, Québec has designed an original law that supports and regulates the development of new local food products such as ice cider and ice wine. Efforts such as Québec's are particularly timely, as no Canadian products were included in the list of protected products under the Comprehensive Economic and Trade Agreement with Europe—the agreement only benefits European producers.

Please join us for this half-day multidisciplinary conference, which will examine the regulation, economics, and culture surrounding GIs through the lenses of science, ethics, society, and law. Experts from a variety of disciplines will use cider as a case study, a bone of contention, or, in its French rendition, la pomme de discorde!

Registration is required and space is limited.

Admission is free, or \$50 for those seeking CLE accreditation.

This seminar is accredited by a recognized provider for 3 hours of continuing legal education.

Please register via [Eventbrite.ca](https://www.eventbrite.ca).



# CONFERENCE PROGRAM

**1:30PM**  
**OPENING REMARKS**

**Martin Cloutier**  
**ESG UQAM**

**Pierre-Emmanuel Moyse**  
**CIPP, McGill Faculty of Law**

**1:35PM**  
**KEYNOTE**

**François Pouliot**  
**Domaine Neige**

**2:00PM**  
**PANEL ON TERROIR,  
FOOD & SCIENCE**

**Bitá Amani**  
**Queen's University Faculty of Law**  
**Intellectual Property & Novel Food**

**Matteo Ferrari**  
**University of Trento Faculty of Law**  
**Terroir Narratives & the**  
**Quality Paradigm**

**Karine Pedneault**  
**Université Saint-Anne**  
**Le terroir : Entre tradition, science et**  
**modernité**

**3:45PM**  
**BREAK**

# CONFERENCE PROGRAM

**4:00PM  
PANEL ON POLICY  
& REGULATION**

**Rémy Lambert**  
Université Laval

Les appellations réservées : avons-nous vraiment bien compris?

**Daniel Gervais**  
Vanderbilt University

Approche comparée des régimes juridique de protection des indications géographiques

**Marsha Cadogan**  
CIGI

What strategy for the Development of Geographical Indications in Canada?

**5:30PM  
CLOSING REMARKS  
& COCKTAIL**

**Martin Cloutier, UQAM**  
**Pierre-Emmanuel Moyse, McGill**

Please join us for a cocktail and cider tasting with sommèliere Nadia Dufour thanks to our generous sponsors

# CONFERENCE ORGANIZERS

Professeur titulaire au Département de management et technologie, de l'ESG UQAM et conduit des travaux sur les aspects économiques et managériaux dans le domaine bioalimentaire depuis près de 30 ans. Martin a effectué ses études en agroéconomie à la Faculté des sciences de l'agriculture et environnementales de l'Université McGill, et détient un doctorat de l'University of Illinois at Urbana-Champaign, en management agroalimentaire et management stratégique. Il a publié des travaux sur la coordination verticale entre les vigneron et les maisons de Champagne. Il mène des recherches auprès des transformateurs de cidre et s'intéresse particulièrement aux leviers du développement des entreprises de cet écosystème d'affaires sous un angle économique et managérial et aux impacts macroéconomiques de la filière.

**MARTIN  
CLOUTIER**

Associate Professor at the McGill Faculty of Law and the Director of the Center for Intellectual Property Policy. He is the founder and editor of the *Thémis Competition and Innovation Series* and Director of publications of the *Jurisclasseur Propriété Intellectuelle*. He is currently researching the social and legal costs of innovation and investigates the role of intellectual property in the tax, labour and commercial law discourses. As a practising lawyer, registered trademark agent and expert, he is frequently invited to intervene and plead before the courts. In 2007, he successfully pleaded in the case of *Euro-Excellence v. Kraft Canada* in front of the Supreme Court of Canada, one of the most important recent decisions of the decade in Intellectual Property.

**PIERRE-  
EMMANUEL  
MOYSE**

Jessica is a B.C.L./LL.B. candidate at the McGill Faculty of Law. She is the Centre for Intellectual Property Policy's Lallemand Scholar, and the founder and president of the McGill Food Law Society and the McGill Law Wine Tasting Club.

**JESSICA  
CYTRYN**

# PANELISTS

Elle détient un doctorat en biologie végétale de l'Université Laval avec une spécialisation en chimie des produits naturels. De 2007 à 2009, elle a été chercheuse scientifique pour le producteur de vin californien E&J Gallo Winery (Modesto, Californie). De retour au Québec, elle a mis en place un programme de recherche sur la production vinicole nordique, centré sur la viticulture et l'œnologie des cépages hybrides au sein du Centre de développement bioalimentaire du Québec (La Pocatière, Canada), puis à l'Institut de recherche en biologie végétale du Jardin Botanique de Montréal (Montréal, Canada). Elle est professeure-associée à l'Université Laval depuis 2012 et, depuis 2016, elle occupe un poste de professeure-chercheuse à l'Université Sainte-Anne, en Nouvelle-Écosse (Pointe-de-l'Église, Canada), où elle poursuit ses recherches sur la qualité des plantes destinés à la transformation alcoolique (raisin, pomme, houblon) et sur les particularités des productions alcooliques de climat froid.

**KARINE  
PEDNEAULT**

Associate Professor at Queen's University, Faculty of Law, Co-Director of Feminist Legal Studies Queen's, and Adjunct Professor in Osgoode Hall Law School's Graduate Professional Development Program in Intellectual Property. She is book editor for the Intellectual Property Journal. Dr. Amani is author of *State Agency and the Patenting of Life in International Law: Merchants and Missionaries in a Global Society*, (Aldershot: Ashgate Publishing Company, 2009), and *Trade-marks and Unfair Competition Law: Cases and Commentary*, 2nd ed. (Toronto: Carswell, 2014, with Carys Craig), as well as numerous articles and book chapters. She teaches and presents in the areas of intellectual property law, information privacy, and feminist legal studies. Dr. Amani has served as policy consultant for the government, briefly served as legislative drafter, and was annotations editor for the e-Laws Project. Dr. Amani is called to the Bar of Ontario (2000).

**BITA  
AMANI**

# PANELISTS

Marsha is a post-doctoral fellow with CIGI's International Law Research Program. Her research at CIGI is focused on the interrelationship between geographical indications and trademark laws, as well as the global implications of GIs in preferential free trade agreements. Marsha's research interests are in IP rights and international trade, IP rights and innovation and international law and development in a global context. She has a PhD in intellectual property rights law from Osgoode Hall Law School, York University. She is member of the board on Canada's International Law Association and is called to the Bar in Ontario.

**MARSHA  
CADOGAN**

Matteo is assistant professor of private law at the University of Trento, Italy, where he teaches Food law and Wine law. He has been a Marie Curie Fellow at the Faculty of Law of the McGill University, where he taught Comparative Food Law. He has widely published in different areas of food law, including food safety, geographical indications and labeling. A list of the publications can be found at: <http://www.lawtech.jus.unitn.it/index.php/people/matteo-ferrari>.

**MATTEO  
FERRARI**

# PANELISTS

Professor Gervais is the Milton R. Underwood Chair in Law at Vanderbilt University Law School and Director of the Vanderbilt Intellectual Property Program. In 2018 and 2019, he also holds a part-time Chair in Information Law at the University of Amsterdam. He is the current President of the International Association for the Advancement of Teaching and Research in Intellectual Property (ATRIP). Prior to joining Vanderbilt, he was the Acting Dean and University Research Chair at the Faculty of Law of the University of Ottawa (Common Law Section). Before he joined the Academy, Prof. Gervais was successively Legal Officer at the GATT (now WTO); Head of Section at WIPO; and Vice-President (International) of Copyright Clearance Center, Inc. (CCC). In 2012, he became the first law professor in North America elected to the Academy of Europe. He is an elected member of the American Law Institute.

**DANIEL  
GERVAIS**

Professeur à la faculté des sciences de l'agriculture et de l'alimentation de l'Université Laval. Il a occupé plusieurs fonctions au cours de sa carrière dont directeur de département puis vice-doyen à la recherche. Il a siégé sur plusieurs conseils d'administration dédiés au développement de l'agroalimentaire dont, le Conseil de l'agriculture et de l'agroalimentaire de la région de Québec et l'Association pour l'innovation en agroalimentaire. Il est membre du Centre d'expertise en gestion agricole. Il est également membre de l'Institut de la nutrition et des aliments fonctionnels et membre du comité scientifique de l'observatoire de l'offre alimentaire. Il a reçu le titre de chercheur Fellow du George Morris Center de Guelph. Il est l'auteur de plusieurs articles scientifiques, de nombreux rapports de recherche et de nombreuses conférences dans plusieurs domaines dont celui des appellations réservées.

**RÉMY  
LAMBERT**



*Thank You*

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