

# 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 geographical indications 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.  
Please register by email to [cippl.law@mcgill.ca](mailto:cippl.law@mcgill.ca).



CENTRE FOR INTELLECTUAL PROPERTY POLICY

CENTRE DES POLITIQUES EN PROPRIÉTÉ INTELLECTUELLE



*The Terroir of Innovation*

# CONFERENCE PROGRAM

**1:30PM  
OPENING REMARKS**

**Martin Cloutier**  
ESG UQAM

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

**1:35PM  
KEYNOTE**

**Nancy Gardner**  
Agriculture Canada  
Title of Keynote

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

**Bita Amani**  
Queens 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  
Définition scientifique de la notion  
de terroir

**Rémy Lambert**  
Université Laval  
Aspects politiques et économiques  
des appellations réservées

# CONFERENCE PROGRAM

**3:45PM  
BREAK & STUDENT  
PRESENTATIONS**

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

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

**Jessica Cytryn & Hannah Dean**  
**McGill Faculty of Law**  
**Title of Presentation(s)**

**Pauline Fernandez**  
**ITHQ**  
Regards sur les approches  
instrumentales & perceptives pour la  
valorisation des cidres de glace

**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?

**Richard Bastien**  
**R & J Oenology**  
Aspect réglementaires et terroir et  
incidences sur l'innovation

**Martin Cloutier, UQAM**  
**Pierre-Emmanuel Moyse, McGill**  
Please join us for a cocktail and cider  
tasting with sommeliere 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 vignerons 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.

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.

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

**MARTIN  
CLOUTIER**

**PIERRE-  
EMMANUEL  
MOYSE**

**JESSICA  
CYTRYN**

# PANELISTS

Il détient un diplôme national d’œnologue de l’université de Champagne-Ardennes. Il a cofondé en 2006 le cabinet de conseil œnologique ŒnoQuébec, et en 2008, il cofonde également RJ Œnology, fournisseur de produits œnologiques à travers le Canada. En 2013, il cofonde le laboratoire d’analyses œnologiques Œnoscience en partenariat avec le célèbre laboratoire Dubernet en France. Il est présent sur les conseils d’administration du Centre de Recherche Agroalimentaire de Mirabel et de l’Association Canadienne des Œnologues, formateur en production de boissons alcooliques à l’Institut de Technologie Agroalimentaire et jury sur les concours internationaux de vins.

**RICHARD  
BASTIEN**

La Dre Fernandez est chercheuse au Centre d’étude en Gastronomie de l’Institut du Tourisme et d’Hôtellerie du Québec. Elle a orienté sa formation universitaire vers la physiologie (Université Montpellier 1, France), les neurosciences et la cognition (Université Bordeaux 1, France) ainsi que la physiologie des sens et les méthodes d’évaluation sensorielle (Université de Lyon, France). Elle a obtenu son diplôme de doctorat en Neurosciences et Cognition où elle a notamment développé une expertise sur l’étude des jugements d’appréciation en situation réelle. Elle a assuré un poste de chargée d’étude à l’Institut Paul Bocuse, menant à bien des tests consommateurs et un panel sensoriel sur plusieurs produits de l’agroalimentaire, et a étudié le phénomène de la satiété sensorielle olfactive en contexte réel de consommation.

**PAULINE  
FERNANDEZ**

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.

**RÉMY  
LAMBERT**

# PANELISTS

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.

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 chercheure 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-chercheure 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.

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

**KARINE  
PEDNAULT**

**BITA  
AMANI**

# PANELISTS

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).

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.

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>.

**MARSHA  
CADOGAN**

**MATTEO  
FERRARI**

# PANELISTS

Professor Gervais focuses on international intellectual property law, having spent 10 years researching and addressing policy issues as a legal officer at the World Trade Organization (WTO), as head of the Copyright Projects section of the WIPO, and Deputy Secretary General of International Confederation of Societies of Authors and Composers (CISAC), and Vice-Chair of the International Federation of Reproduction Rights Organizations (IFRRO). He is the author of *The TRIPS Agreement: Drafting History and Analysis*, a leading guide to the text that governs international intellectual property rights. Before joining Vanderbilt Law School in 2008, He has been a visiting professor at numerous international universities and a visiting scholar at Stanford Law School. In 2017 he became Chairman of the International Association for the Advancement of Teaching And Research in Intellectual Property (ATRIP). He is a member of the American Law Institute.

Nancy Gardner bio [here](#).

**DANIEL  
GERVAIS**

**NANCY  
GARDNER**

*Thank You*

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