WIPO | LISBON
The International System of Appellations of Origin

REGISTRATION DATE

October 21, 2020

REGISTRATION NUMBER

GI-1152

CONTRACTING PARTY OF ORIGIN

Cambodia

GEOGRAPHICAL INDICATION

ម្រេចកំពត / Kampot Pepper

Transliteration Mrech Kampot

GOOD(S)

1. **Pepper**

BENEFICIARIES, NATURAL PERSON OR LEGAL ENTITY

1. Kampot Pepper Promotion Association (KPPA).

Address Angkor Chey I Village, Damnak Kantout Khang Tbaung Commune Kampong Trach District, Kampot Province, Cambodia

GEOGRAPHICAL AREA

Kampong Trach, Dan Tong, Toeuk Chhou, Chhouk and Kampot City, all of them in the province of Kampot;
Kep City and Damnak Chang Aeur, in the province of Kep.

LEGAL BASIS FOR THE GRANT OF PROTECTION IN THE CONTRACTING PARTY OF ORIGIN

1. Registration Number: KH/GI/00001/10.
Registration Date: April 02, 2010.

COMPETENT AUTHORITY

Department of Intellectual Property (DIP), Ministry of Commerce

Address Lot 19-61, MOC Road (113B Road), Phum Teuk Thla, Sangkat Teuk Thla, Khan Sen Sok, Phnom Penh

Cambodia

LANGUAGE OF THE INTERNATIONAL APPLICATION

English

WIPO | LISBON
The International System of Appellations of Origin

DATE D'ENREGISTREMENT

21 octobre 2020

NUMÉRO D'ENREGISTREMENT

GI-1152

PARTIE CONTRACTANTE D'ORIGINE

Cambodge

INDICATION GÉOGRAPHIQUE

ម្រេចកំពត / Kampot Pepper

Translittération Mrech Kampot

PRODUIT(S)

1. Poivre

BÉNÉFICIAIRES, PERSONNE PHYSIQUE OU MORALE

1. Association pour la promotion du Poivre de Kampot (APPK).

Adresse Angkor Chey I Village, Damnak Kantout Khang Tbaung Commune Kampong Trach District, Kampot Province, Cambodia

AIRE GÉOGRAPHIQUE

Kampong Trach, Dan Tong, Toeuk Chhou, Chhouk et Kampot City, tous dans la province de Kampot;
Kep City et Damnak Chang Aeur, dans la province de Kep.

BASE JURIDIQUE DE L'OCTROI DE LA PROTECTION DANS LA PARTIE CONTRACTANTE D'ORIGINE

1. Numéro d'enregistrement : KH/GI/00001/10.
Date d'enregistrement : 2 avril 2010.

ADMINISTRATION COMPÉTENTE

Department of Intellectual Property (DIP), Ministry of Commerce

Adresse Lot 19-61, MOC Road (113B Road), Phum Teuk Thla, Sangkat Teuk Thla, Khan Sen Sok, Phnom Penh

Cambodge

LANGUE DE LA DEMANDE INTERNATIONALE

Anglais

WIPO | LISBON
The International System of Appellations of Origin

FECHA DE REGISTRO

21 de octubre de 2020

NÚMERO DE REGISTRO

GI-1152

PARTE CONTRACTANTE DE ORIGEN

Camboya

INDICACIÓN GEOGRÁFICA

ម្រេចកំពត / Kampot Pepper

Transcripción Mrech Kampot

PRODUCTO(S)

1. **Pimienta**

BENEFICIARIOS, PERSONA FÍSICA O JURÍDICA

1. Asociación para la Promoción de la Pimienta de Kampot (APPK).

Dirección Angkor Chey I Village, Damnak Kantout Khang Tbaung Commune Kampong Trach District, Kampot Province, Camboya

ZONA GEOGRÁFICA

Kampong Trach, Dan Tong, Toeuk Chhou, Chhouk y Kampot City, todos en la provincia de Kampot;
Kep City y Damnak Chang Aeur, en la provincial de Kep.

FUNDAMENTO JURÍDICO DE LA CONCESIÓN DE PROTECCIÓN EN LA PARTE CONTRATANTE DE ORIGEN

1. Número de registro: KH/GI/00001/10.
Fecha de registro: 2 de abril de 2010.

ADMINISTRACIÓN COMPETENTE

Department of Intellectual Property (DIP), Ministry of Commerce

Dirección Lot 19-61, MOC Road (113B Road), Phum Teuk Thla, Sangkat Teuk Thla, Khan Sen Sok, Phnom Penh

Camboya

IDIOMA DE LA SOLICITUD INTERNACIONAL

Inglés

PARTICULARS CONCERNING THE QUALITY, REPUTATION OR CHARACTERISTIC(S) (RULE 5(3)) 1

DONNÉES CONCERNANT LA QUALITÉ, LA NOTORIÉTÉ OU D'AUTRES CARACTÈRES (RÈGLE 5.3))

DETALLES RELATIVOS A LA CALIDAD, LA REPUTACIÓN O LAS CARACTERÍSTICAS (REGLA 5.3))

PARTICULARS CONCERNING THE QUALITY; REPUTATION OR CHARACTERISTIC(S) (RULE 5.3)*

Product Specification of the Protected Geographical Indication: ម្រេចកំពត / Poivre de Kampot

Introduction

The main objective of this document is to state the product specification of the Protected Geographical Indication "ម្រេចកំពត" / "Poivre de Kampot", and it has been drafted in accordance with the content of art. 7
of Regulation (EU) No 1151/2012 of the European Parliament and of the Council, of 21 November 2012, on quality schemes for agricultural products and foodstuffs (hereafter referred as Regulation EU 1151/2012) and the provisions contained in Commission Implementing Regulation (EU)
No 668/2014, of 13 June 2014, laying down rules for the application of Regulation (EU) 1151/2012 (hereafter, Implementing Regulation
EU 668/2014).

As it will be shown further on, "ម្រេចកំពត" / "Poivre de Kampot" is a geographical indication that identifies a specific product originating in some districts of southern Cambodia whose quality and reputation is attributable to its geographical origin. The name, therefore, qualifies to be registered as a Protected Geographical Indication in the European Union.

As required by art. 8(1) in fine of Regulation EU 1151/2012, "ម្រេចកំពត " / "Poivre de Kampot" is protected as a Geographical Indication in the country of origin, Cambodia, along with its translation into English (see Registration certificate issued by the

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1 The Rules referred to above are those contained in the Common Regulations under the Lisbon Agreement and the Geneva Act of the Lisbon Agreement – Les règles mentionnées ci-dessus sont celles contenues dans le règlement d'exécution commun à l'Arrangement de Lisbonne et à l'Acte de Genève de l'Arrangement de Lisbonne – Las Reglas mencionadas anteriormente son las que figuran en el Reglamento Común del Arreglo de Lisboa y del Acta de Ginebra del Arreglo de Lisboa.

Department of Intellectual Property Rights of the Ministry of Commerce of the Kingdom of Cambodia). The protection in the country of origin was granted on 2 April 2010 and this has been, indeed, the first local product to get the status of Geographical Indication [NOTE: Together with "Kampong Speu Palm Sugar"].

It is worth mentioning that a sui generis system on Geographical Indication has been recently implemented in the country of origin. The specific Law on Geographical Indications entered into force on 20 January 2014. Before the passage of this Law, the subject matter was governed by Prakas [NOTE: Ministerial Regulation signed by the Senior Minister of Commerce] of the Minister of Commerce (Prakas No. 105 MOC/SM2009, dated 18 may 2009, which defined a provisional framework), under which the two pilot projects for Geographical Indications ("Kampot Pepper" and "Kampong Speu Pal Sugar"), which nowadays are the only two local Geographical Indications registered, were developed. Currently, several other products are being examined for its possible protection as Geographical Indications.

The Cambodian Law on Geographical Indications shares some important similarities with the European Union Regulations governing this subject matter, e.g.: similar definition of the concept (see art. 4), equivalent scope of protection (see art. 23) or the required implementation of a compliance control by an impartial body (see art. 26).

I. Identification of the Applicant Group

Name: Kampot Pepper Promotion Association (KPPA)
Registered: by Ministry of Interior Nº 293 on 12 December 2009
Address: Ankor Chey I, Damnak Kantout Khang Tbong, Kampong Trach, Kampot

The KPPA is an inter-branch organization that gathers all the producers and actors working with the specific product. In 2014, the Association is made up of 232 members, 215 of which are producers and 17 are operators. The Association remains statutorily open to the integration of new members as long as they comply with the Specifications of the Geographical Indication.

Although officially registered in December 2009, the Association has been working since the year 2008 when the producers grouped together in order to set up the Geographical Indication and carry out all the tasks required for such a recognition in Cambodia.

The KPPA's mains goals are to promote and defend "ម្រេចកំពត" / "Poivre de Kampot" and to preserve the producer's know-how and the product quality. These objectives serve both farmers' interests and the interest of other actors in the commodity chain and consumers.

Furthermore, the KPPA is entrusted, inter alia, with the following tasks:

- Conducting internal controls and acting as liaison with the external certification

body.
- Managing the data on membership and production volumes under the Geographical Indication.
- Promoting the Geographical Indication.
- Taking the necessary anti-fraud measures and acting as liaison with the institutions in charge of this protection (Intellectual Property Department, etc.).

II. Name of the Protected Geographical Indication

“ម្រេចកំពត” / “Poivre de Kampot”.

In its original script, in Khmer language, the name of the Protected Geographical Indication is: “ម្រេចកំពត”.

Its transcription in Latin characters, as required by art. 1(1) of Implementing Regulation EU 668/2014, is the following: “Mrech Kampot”.

Furthermore, the French version of the name, “Poivre de Kampot”, has been historically used to describe the specific product both in the defined geographical area and abroad; therefore, it is also proposed for registration.

As it is explained in Section VII - Link with the territory, it was under the French protectorate of the country that the specific product intensified its production and gained reputation, especially among the chef’s community of France. The French name “Poivre de Kampot” has been used ever since to describe the product either in trade or common language.
Examples of the effective use of the name in the commerce at the present can be provided and examples of the historical use of the name in trade and in common language are provided below in Section VII - Link with the territory.

It is worth mentioning that, likewise, in the original Book of Specification that applies to the protection of the Geographical Indication in the country of origin, the name of the product is also recorded in Khmer and French. The most recent version of the Book of Specification dated 17 February 2012.

III. Description of the Product

“ម្រេចកំពត” / “Poivre de Kampot” refer to the berries of two varieties of the species Piper nigrum L.; specifically, the Kamchay and the Lampong (or Belantoeung), locally known respectively as “small leaves” and “big leaves” varieties, grown in the area defined in Section IV of this document.

There are four different types of “ម្រេចកំពត” / “Poivre de Kampot” depending on the time of harvesting and the processing they receive afterwards:

- Green pepper: is the unripe fruit of the pepper plant, harvested when still young in the plant. It can be marketed and consumed either fresh (presented in clusters) or in brine or vinegar (presented either in full berries or clusters).
- Black pepper: harvested when the berries start to turn from green to yellow, they are afterwards dried. It can be presented in full berries or ground.
- Red pepper: is the dried product of fully ripe berries. It is presented in full berries.
- White pepper: produced from red or ripe berries and by a subsequent process of soaking. It is presented in full berries.

PHOTOS NOT DISPLAYED

The characteristic of the “ម្រេចកំពត” / “Poivre de Kampot” lies in its strong (but not “burning”) pungency, not aggressive but developing progressively in the mouth. Beside the spicy character, its aromatic intensity gives to “ម្រេចកំពត” / “Poivre de Kampot” its particular quality.

The grains of pepper show ideal physical conditions in terms of size and density.

The physical and organoleptic characteristics of the product are the following:

TABLE NOT DISPLAYED

As regards the specific characteristics of the different types of “ម្រេចកំពត” / “Poivre de Kampot”:

- The green pepper variety has a fresh citrus flavor and is less spicy than the dried varieties.
- Black pepper has a deeper, stronger and vaguely floral flavor with hints of flower, eucalyptus and mint. It can range from mildly sweet to intensely spicy.
- Red pepper is sweeter and less spicy than the black variety, but its flavor is more rounded. It delivers a powerful fruity aroma.
- In white pepper the outer skin of the fruit is removed after the process of soaking, this gives the product a different taste which carries notes of fresh grass and lime.

Consumption:

- Black, red and white pepper in berries can be used for a maximum period of 3 years after finishing the harvest season on 31 May.
- Ground black pepper can be used for a maximum period of 1 year after grinding.
- Fresh green pepper can be used for a maximum period of 7 days after harvesting.
- Green pepper in brine or vinegar can be used for a maximum period

of 1 year after processing.

The product is marketed in sealed packagings (of different materials and sizes) bearing the indications specified in Section IX – Labelling.

IV. Geographical Area

4.1. Administrative delimitation

From the administrative point of view, the geographical area for the production of "ម្រេចកំពត" / "Poivre de Kampot" consists of the following districts located in southern Cambodia:

- Kampong Trach, Dan Tong, Toeuk Chhou, Chhouk and Kampot City, all of them in the province of Kampot.
- Kep City and Damnak Chang Aeur, in the province of Kep.

MAP NOT DISPLAYED

4.2. Requirements for the land plots

Within the defined area, only land plots with good drainage capacities qualify for the plantation of pepper plants used for the production of "ម្រេចកំពត" / "Poivre de Kampot".

To assure the good drainage capacities, the plantations shall be located on the hillock or along the base of the mountain, and set up on lateritic rocky or sandy soil.

Other locations, such as foothills or plateaus can also be used for pepper plantations as long as they have good drainage capacities by its natural declivity. In these land plots a drain for the water shall be prepared by means of a canal of at least 0.80 meters deep surrounding the pepper plantation.

4.3. Specificity of the area with regard to the link

The provinces of Kampot and Kep are nearby the coast, where the rainy season lasts longer than the dry season and the annual average rainfall is higher than 2,000 mm. Due to it is location and the consequent influence of the sea breeze, the temperature of this region is lower than others in Cambodia.

On the other hand, this is an area with many hills and rice fields, therefore most of the plantation plots are located on the hills (elevated land) or the mountain foots.

It is this specific situation, clustered between the mountains (Dâmrei – literally "Elephants" – Mountains) and the sea (Gulf of Thailand), what gives the area its particular climate with

heavy and regular rainfalls.

V. Proof of the Origin of the Product

To ensure that the final product originates from the defined geographical area and comply with all the requirements of the Specifications both an internal and an external control are conducted [NOTE: Explanations as regards the implementation of control mechanisms in the case of the GI "ម្រេចកំពត " / "Poivre de Kampot" can be found in the following FAO's reports: "Linking people, places and products. A guide for promoting quality linked to geographical origin and sustainable geographical indications" (2009-2010) and "Rural development and agrifood product quality linked to geographical origin in Asia" (2009).]

The internal control, in order to verify the compliance of all the operators with the specifications, is implemented by the KPPA itself. The KPPA's inspectors have been trained by the external certification body.

The external control is implemented by the Ministry of Commerce, who works with an independent certification body ECOCERT S.A.

In this regard, contract between the KPPA and ECOCERT for the certification of products, certificate of conformity issued by ECOCERT in January 2014, sample of the external control reports issued by ECOCERT, sample of the internal control reports issued by the KPPA's inspectors.

The checks and controls conducted are the following:

5.1. Registration and accreditation of producers and operators

The operators (producers, processors and packagers) shall register at the KPPA and to be accredited according to the Specifications.

Each producer has to declare the land plot on which he wishes to produce "ម្រេចកំពត" / "Poivre de Kampot". The Association will check the compliance of the parcel with the requirements of the Geographical Indication, i.e.:

- The location of the parcel is inside the delimited area,
- The land plot complies with the criteria defined in Section 4.2 - Requirements for the land plots.

Each operator must sign a letter of commitment to follow the Book of Specification, and be inspected at least once a year.

Each operator must keep: statutes of the association, contract (letter of commitment), the

Book of Accounting matters and the Book of Specification.

5.2. Control of compliance with the Book of Specification

Two types of control are performed: internal control (by the KPPA) and external control is implemented by the Ministry of Commerce, who works with an independent certification body (ECOCERT S.A). A producer or operator cannot refuse access to the internal or external inspectors to the plots or to its facilities. He/She cannot refuse more than once an inspection schedule.

5.2.1. Control of production methods
Control without prior warning, at the producer level and other operators, is conducted in order to check the compliance of the production system (storage, post-harvest, packaging, etc.) with the Specifications.

5.2.2. Control on the product
Control on samples of products taken at the producer level or at the traders is conducted in order to check the compliance with the Specifications.

Before transportation of 200kg of more of "ម្រេចកំពត" / "Poivre de Kampot" outside the production area, the operator must inform the KPPA. The product shall be transported not earlier than 72 hours after the Association receives the official information, in order to leave time for the Association to control the origin of the pepper.

The control is done by taking samples from the producer or trader in order to analyze the characteristics of the product. Sensorial analysis can be performed in the external control.
5.3. Accounting matters" and traceability

Each operator in the commodity chain has to keep records of all transactions he operates on "ម្រេចកំពត " / "Poivre de Kampot" (volume produced and sold, purchases and sales for traders, etc.), in order to make these documents available for control purposes, and to declare stocks once a year. In addition, a traceability mechanism is set up in order to be able to track each batch and to identify the parcels where it was produced.

5.4. Actions undertaken in the event of non-compliance with the Specifications

Products that do not comply with the Specifications shall be withdrawn from the market.

Corrective measures and/or sanctions shall be applied against operators that do not comply with the Specifications. In this regard, a Sanction Catalogue, with three levels (i. remark, ii. warning and iii. rejection of a batch of product), exists and is enforced by both Ministry of Commerce, who works with an independent certification body (ECOCERT S.A) and the KPPA.

VI. Method of Obtaining the Product

6.1. Crop management

6.1.1. Land plot
Only land plots located within the defined geographical area with good drainage capacities are selected for the plantation of the pepper plants.

To assure the good drainage capacities, the plantations shall be located on the hillock or along the base of the mountain, and set up on lateritic rocky or sandy soil.

Other locations, such as foothills or plateaus can also be used for pepper plantations as long as they have good drainage capacities by its natural declivity. In these land plots a drain for the water shall be prepared by means of a canal of at least 0.80 meters deep surrounding the pepper plantation.

Furthermore, the land plot must be close enough to a source of water in order to facilitate irrigation.

PHOTO NOT DISPLAYED

Type of soil

6.1.2. Plant varieties
Only two varieties of the species Piper nigrum L. can be used for the production of "ម្រេចកំពត" / "Poivre de Kampot": Kamchay and Lampong (or Belantoeung), locally known respectively as "small leaves" and "big leaves" varieties.

These two varieties must come from the defined geographical area.

PHOTOS NOT DISPLAYED

6.1.3. Plantation
Pepper vines are planted on small linear billons. A space of at least 1.80 meters shall separate the vines, with a visible location for the input of natural fertilizers (manure) and new soil.

To protect the young plants from the sunshine a shelter shall be built and maintain on the plantation, at least, until the plants are 3 years old.

PHOTOS NOT DISPLAYED

Plantation of pepper in vine with a space of at least 1.80 meters

6.1.4. Maintenance
Only natural fertilizers are used, mainly based on input of additional soil land manure, with the possibility of using other organic fertilizers (for example: application of cow dung and bat guano, or fertilizers produced by the farmers from rice field crabs).

Fertilization shall be implemented at least once a year, between May and July, for full periods of 3 years, but in the 4th year the implementation of the fertilization is up to the producer.

Water is supplied during dry season; therefore, the land plot must be close enough to a source of water arranged to facilitate the irrigation.

The land plot must be supplied with exogenous soil at least once every 2 years if the soil is insufficient to protect pepper plant with the increase of water. From June to December, the soil must be hoed to break up, allowing water penetration and destruction of soil pests such as termite.

The use of herbicides is not allowed.

PHOTOS NOT DISPLAYED

6.1.5. Pest control
Mainly natural means are used to fight the pests that can affect the plants. Those are normally produced from local plants.

In case of inefficiency of the natural means for the purposes of pest control, the use of only those chemical insecticides rated as moderately hazardous (Class II “Green color”) and slightly hazardous (Class III “Blue color”) according to the World Health Organization’s classification is allowed.

The doses and time before harvest must be carefully respected, including the harvest of green pepper. In this regard, the guide to good use of pesticides of the Ministry of Agriculture, Forestry and Fisheries of the Government of Cambodia must be respected.

6.2. Harvest and post-harvest

6.2.1. Harvest
Harvest is done by hand.

Before harvesting and picking the peppers, harvesters must wash with soap all parts of their bodies that are directly in contact with the pepper. Buckets of clean water and soap are arranged at the plantation site during the harvest season.

Containers used to contain pepper must be cleaned with soap or detergent.

- Black and red pepper:

For black and red pepper, the harvest shall start from 1 January to 31 May when the stem color of pepper berries start being yellow until some berries start being ripe. The pepper can be harvested cluster by cluster or berry by berry. They may be harvested in several times during the whole harvesting season.

To produce red pepper only the fully ripe berries are selected, either while harvesting (in such a case, they may be harvested berry by berry) or after harvest (by selecting the red berries from the clusters).

- White pepper:

White pepper is produced from berries that are red or ripe at the time of harvesting, and are afterwards soaked.

- Green pepper:

Green pepper can be harvested at any time when the berries are still of green color.

6.2.2. Post-harvest operations

- Drying process (for black, red and white pepper):

The producers have to dry the pepper on nylon, mat or tent and above the cement areas.

As long as these areas are not available, the producers can dry their pepper on nylon, mat or tent and above the soil. The nylon, mat or tent used for drying must be disinfected before harvesting the pepper.

The drying area must have a system to prevent domestic animals.

- Soaking (only for white pepper):

To produce white pepper, berries are soaked in boiling water during a maximum period of 5 minutes, and then soaked in cool water during a maximum period of 48 hours. After that, the exocarp of the berry is removed in order to get the white pepper.

- Sorting berries:

The sorting of berries is done in order to eliminate the foreign bodies, grain of other colors, small size berries and unwanted plant residues.

The sorting is done in very good sanitary conditions to prevent microbiological

contamination and chemical contamination. The operators must clean all parts of their bodies that are directly in contact with the pepper.

Black pepper can be cleaned, either when just harvested or after the drying process, into the water during a maximum of 5 minutes.

PHOTOS NOT DISPLAYED

Sorting berries

- Pickling (when it applies, and only for green pepper):

Pickle is done by putting the green pepper (either in berries or clusters) in brine or vinegar.

- Storage:

The storage of the final product is done in a location well ventilated, protected from sunshine and humidity, and capable of preventing any chemical and microbiological contamination. The pepper shall not be directly on the ground.

- Packaging:

The product must be packed in a neutral material, suitable for food, new and which does not interact with the pepper.

The packaging must be sealed and also marked with the individual batch number (provided to ensure the traceability of the product). The packaging shall also bear the identifications provided in Section IX – Labelling which guarantee the authenticity of the product.

6.3. Specific steps that that must take place in the geographical area

Packaging is not restricted to the defined geographical area. The rest of the steps described in this Section must take place within the defined geographical area.

VII. Link with the Territory

A causal link exists between both the reputation and the quality of the specific product and its geographical origin.

7.1. Reputation: history of the production of pepper in the defined area and its recognition as a high quality product

- The golden age of Kampot pepper

Pepper production in Cambodia is mentioned in documents as old as the reports of the Chinese explorer Tchéou Ta Kouan in the 13th century.

However, it was at the end of the 19th century that the province of Kampot witnessed a real "pepper fever" with the arrival of the French colonists. At the beginning of the next century the production of this spice in Kampot intensified reaching up to 8000 tons per year. In the middle of the 20th century the production of Kampot pepper, which stabilized at around 3000 tons per year, was of exceptional quality. By that time, the name of Kampot had become strongly associated to pepper, and the product was well-known especially in France and the rest of Europe. Kampot pepper was highly appreciated for its quality, particularly among the chef's community in France and Europe.

The history and notoriety of Kampot pepper is well documented and illustrated in the book "Kampot, miroir du Cambodge. Promenade historique, touristique et littéraire" (Editions YOU-FENG, Paris, 2003) written by Luc Mogenet, a respected geographer and rural-development economist who studied the history of this region. He talks about pepper cultivation that brought Kampot prosperity toward the end of the 19th century; in the 1920's, almost all of the pepper consumed in France came from that region of Indochina, according to this author.

Mogenet's book is probably the literary work that describes with greatest detail the history of Kampot pepper between the 19th and 20th centuries. However, references to this product and its history can be found in many other works.

The French magazines "Paris-match" (nº 969-977 of the year 1967) and "Connaissance des arts" (Societe Française de Promotion Artistique, nº 189 of the year 1967) published an article called "Phnom Penh, Angkor - un monde perdu et retrouvé" with the following content: "bien d'autres visages' c'est Phnom-Penh et le Bouddha d'Or, un shopping en cyclo-pousse au quartier des argentiers, un restaurant sur l'eau ou l'on sert la meilleure des soupes chinoises. Et n'oubliez pas d'acheter votre poivre de Kampot" –
"… And do not forget to buy your Kampot pepper"–.

The "Bulletin du comité des travaux historiques et scientifiques" and the "Bulletin de la Section de géographie" (Imprimerie nationale, 1915), the book "Un hiver au Cambodge : chasses au tigre, à l'éléphant et au buffle sauvage" (Edgar Boulangier, Mame 1887), the "Bulletin économique de l'Indochine"
(vol. 6, 1903), etc. are other documents that tell about the production of Kampot pepper within this age.

- The dark days

The production of Kampot pepper had to undergo a dramatic stop due to the Khmer Rouge regime and the civil war.

In 1975 the Khmer Rouge took over the country and put in place a regime of terror that ruled the country for the next 5 years. Land and people were monopolized in order to grow rice almost exclusively. During this period, 2 million Cambodians disappeared, infrastructure was destroyed and intellectual elites systematically eliminated.

These 5 years of terror and the civil war that followed put a stop to the pepper production in Kampot. Pepper farms almost completely vanished and only a few poles remained out of the million that were still in place in the 60's.

- A new era

At the end of the 20th century, with the relative calm restored in the country after the elections of 1998, producers' families of Kampot and Kep came back to their ancestral land. Coming from several generations of pepper producers, they naturally cleared the land left abandoned and started cultivating pepper again using the traditional methods inherited from their ancestors.

The demand for Kampot pepper never ceased, not even during the almost complete stop of the production imposed by the past circumstances. This scenario contributed to a constant rise of the production since this new era started, however still on a small scale and far from the figures reached during the first half of the 20th century.

With the support of private business and development organizations, a project to protect Kampot pepper as a Geographical Indication started up in 2006. An inter-branch organization gathering all the actors of the industry – the KPPA – was set up, a Book of Specification was drafted, by putting in common the knowledge of all the producers, and, finally, the protection was officially granted in April 2010. All of that coincided with the elaboration and implementation of a legal framework for protecting Geographical Indications in Cambodia; which was one of their commitments following the adhesion of this country to the World Trade Organization.

To illustrate the above, a brochure called "Protected Geographical Indications in Cambodia" was prepared by the Ministry of Commerce and the Ministry of Agriculture, Forestry and Fishery in May 2010, as well as a brochure with the title "Launching of Kampot Pepper and Kampong Speu Palm Sugar promotion campaign" of October 2009. These two documents explain both processes, the establishment of a regulatory framework for Geographical Indications in Cambodia and the setting up of the first local protected Geographical Indication, Kampot pepper.

Given the reputation of the "ម្រេចកំពត " / "Poivre de Kampot" in the European market and the actual demand for this product, a Community Collective Trade Mark consisting of the French name of the product – "Poivre de Kampot" – was also registered with the Office for Harmonization of the Internal Market. The trade mark was applied for by the KPPA on 19 August 2009, and registered on 10 May 2010 under the nº 8497406. Copy of the

registration certificate and the Regulation of Use of the collective trade mark can be provided.

The restart of the production of Kampot pepper attracted the attention of the media, both nationally and internationally, thus, the product recovered its former glory.

Several documentaries praising the quality of the product, and telling about its specificity, have been produced and broadcasted worldwide, e.g.:

- The famous English chef Rick Stein made a documentary about Cambodia and Kampot pepper that was broadcasted worldwide by the BBC ("Rick Stein's Far Eastern Odyssey", Programme 1). It was first transmitted on 19 July 2009 with several repetitions afterwards.
- The Cambodian channel APSARA TV produced and broadcasted in 2009 a documentary about the Kampot pepper and the concept of Geographical Indication.
- The French TV channel M6, on 25 October 2009, emitted a documentary called "Nouveaux produits, nouvelles habitudes : révélations sur nos assiettes", within the programme "Zone Interdite", that mainly focussed on Kampot pepper.
- The show "Les petits plats du Grand Mékong" of TÉLÉRAME dedicated a programme to the pepper from Kampot; transmitted on 14 May 2014.

The Kampot pepper is nowadays mentioned, and described as a pepper of the finest quality, in many tourism and culinary-related guides, e.g.: "Lonely Planet Cambodia" (by Lonely Planet, Nick Ray, Greg Bloom. 2014), "Consumed: Food for a Finite Planet" (by Sarah Elton. 2013), "Gordon's Great Escape Southeast Asia: 100 of my favourite Southeast Asian recipes" (by Gordon Ramsay. 2011), "The Rough Guide to Cambodia" (by Beverley Palmer, 2013), etc. Likewise, an article on this product, with the title "Kampot's black gold", was published in the "Bangkok Airways Inflight Magazine" of March 2014.

All the above proves that the "ម្រេចកំពត" / "Poivre de Kampot" enjoys a reputation that it is attributable to its geographical origin.

7.2. Quality of the product due its geographical origin

Furthermore, the specificity of the product, that lies in its strong (but not "burning") pungency and its aromatic intensity, is related to the specific conditions of the area and the local production methods.

- Conditions of the defined area

Good drained soil and high average rainfalls are conditions needed for the production of a high-quality pepper.

As described in Section 4.3 - Specificity of the area with regard to the link, the provinces

of Kampot and Kep have a climate with heavy and regular rainfalls; the wet season lasting longer than the dry season. Therefore, not only the average rainfall is high in the defined area (higher than 2,000 mm annually) but also well distributed along the year, what has a direct influence on the quality of the product, specifically on its aroma and its balanced pungency.

On the other hand, the topography of the area allows most of the plantation plots to be located on the hills (elevated land) or the mountain foots and, thus, increasing the drainage capacity of the soil.

- Local production methods

As regards the human factors, two specific techniques of the pepper growing process used by the farmers of the defined area can be identified:
- The raising of soils to elevate the pepper plantation and digging an irrigation canal around the plantation to ensure good drainage.
- The regular inputs of new soil to the plantation.

These techniques aimed at ensuring good drainage of the soil also contribute to the production of a pepper with intense aroma and balanced pungency.

On the other hand, the regular inputs of new soil as well as other measures taken in the plantation (i.e. wide space between the poles, ensuring shade for young plants) contribute to the production of pepper with good density and size.

Those specificities are enhanced in a report prepared by the Ministry of Agriculture, Forestry and Fisheries of the Kingdom of Cambodia and the Centre d'Etudes et Développment Agricole (CEDAC) in 2008, comparing the production methods used in Kampot, on the one hand, and Memot district (Kampong Cham province) and Snuol district (Kracheh province), on the other hand.

VIII. Control Body

The Ministry of Commerce is responsible for verification of compliance with the Product Specification.

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Tel: (855-23) 866 469 and (855-23) 866 114
Fax: (855-23) 866 469
Website: www.moc.gov.kh
Email: cambodiaip.dip@gmail.com

ECOCERT S.A. is in charge of the certification of the products of the

KPPA's members. For this purpose, the body carries out inspections at the producer level and analysis on the products. Furthermore, ECOCERT is responsible for the training of the KPPA's inspectors and supervises the internal control.

IX. Labelling

The packets and containers of the product shall bear the name "ម្រេចកំពត" or "Poivre de Kampot". The name may be accompanied by its translation into the official language of the territory where the product is marketed (e.g. Kampot Pepper for English speaking countries), in a font size at least as big as the biggest other letters in the packaging. The expression "Protected Geographical Indication" shall be depicted close to the name "ម្រេចកំពត" or "Poivre de Kampot" that may be accompanied by a translation.

The packaging must be marked with an individual batch number (provided to ensure the traceability of the product).

The labeling shall also include, clearly visible, the following indications:

- The collective logo (depicted below), in the corresponding language:

LOGOS NOT DISPLAYED

or

- The national logo for Cambodian Protected Geographical Indications (depicted below).

LOGO NOT DISPLAYED

Optionally, it may also include the logo of Protected Geographical Indication (or alike) of other countries or regions where the "ម្រេចកំពត" / "Poivre de Kampot" enjoys a recognition of this kind.

* The Rules referred to above are those contained in the Common Regulations under the Lisbon Agreement and the Geneva Act of the Lisbon Agreement.