



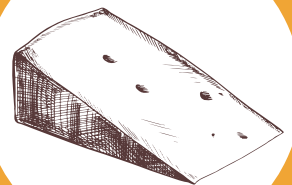
# Safeguarding American Food and Export Trade Yields (SAFETY) Act

## Standing Up for American Agriculture

American farmers and companies rely on common food and beverage names – long part of the public domain, like parmesan, chateau or bologna – to market and sell their products. Unfortunately, over the last decade, the European Union has used its economic and political influence to impose provisions in trade agreements that abuse geographical indication (GI) protections with the intent to block U.S. agricultural products from reaching key international markets.

These unfair trade practices monopolize generic food and beverage names and eliminate competition from foreign producers. More than just a labeling issue, stripping the right to use common names for marketing products that consumers know and love has real and lasting effects, especially during times of economic unease and inflation.

When common terms are banned, farmers and manufacturers suffer market losses and consumers face fewer choices, high prices, and in some cases lower quality products.



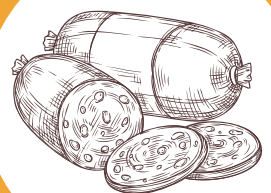
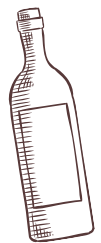
### The Impact for American Ag

Common name defenders have worked with allied companies and organizations around the world to raise the profile of the common names issue and pressure policymakers to fight against the EU's abuse and misuse of GI rules.

***But at the end of the day, we need the U.S. government to step up to the negotiating table and prioritize the protection of common names. This bill is a decisive step in making that happen.***

Defending our ability to use common names is not only critically important for our economic viability to grow, but is also an issue of simple fairness.

Together, we can negotiate with our trading partners robust protections for specific common food and beverage terms and establish a system that works for American producers.





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### What the Bill Would Do

#### Amend the Agricultural Trade Act of 1978 to:

##### **I Define Common Names**

- The Secretary of Agriculture would determine a list of common names that:
  - Are customarily used for an agricultural commodity or food product, and
  - Are typically used in marketing and/or packaging of products.
- Currently, there is no definitive list of common names. This ambiguity enables the EU and other foreign countries to claim common names as GIs, and essentially shut American producers out of certain markets.
- This will be the first effort by the U.S. government to elevate protections for common food and beverage names.

### Staff Contacts

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Ashlynn Beninga

**Sen. Tammy Baldwin**  
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**Rep. Dusty Johnson**  
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**Rep. Jim Costa**  
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##### **2 Direct the Secretary of Agriculture to “coordinate with the U.S. Trade Representative to proactively negotiate with foreign trading partners to defend the right to use common names for agricultural commodities in their markets.”**

- This section calls for USDA and USTR to use bilateral, plurilateral, or multilateral agreements, memoranda of understanding, and other instruments to ensure that American producers will be able to use the common names as identified by USDA in food and beverage exports.
- The Secretary of Agriculture and U.S. Trade Representative would be required to submit a report to Congress every two years, detailing their efforts and successes in protecting common names around the world.
- Over the past 10-plus years, the EU has prioritized this issue, and has been more aggressive than the U.S. This section is crucial to raising the ambition of the U.S. government to level the playing field for American common name food and beverage producers.

