

Letters

Delicate delicacies

- 1 SIR — The European Union is not trying to "claw back" every food name that is used for generic food stuff in the United States, and certainly not through trade negotiations ("Stressed are the cheesemakers", July 19th). But there are food names where the value to consumers derives from their traditional association with particular regions — Roquefort, Gorgonzola, and so on.



Someone paying a premium price should know they are getting the genuine article.

- 2 The bottom line is simple: it is wrong to free ride on the reputation of the original high-quality product or to confuse consumers about its true origin.
- 3 And in fact a lot of American producers support the European approach to promoting speciality food and wine names. This is not about trade protectionism. On the contrary, the good protection of wine names in Europe and America has helped our trade in wine to boom. European consumers know that a Napa Valley wine is a wine of distinction and do not wish to be fooled by misleading labels. American consumers deserve nothing less with European products, be it Bayerisches Bier, Scotch whisky or Parmigiano Reggiano.

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SIR — Kraft Parmesan is to Parmigiano Reggiano as meatloaf is to Kobe beef. Those who can't tell the difference do not merit a warning.

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