

# GI tag to Cumbum grapes of Tamil Nadu

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**In news**— Tamil Nadu's famous **Cumbum Panneer Thratchai**, also known as **Cumbum grapes** recently earned the Geographical Indication tag or GI tag.

## **About Cumbum grapes-**

- **The Cumbum valley also called Kambam Valley located at the Western Ghats in Tamil Nadu is known as the 'Grapes city of South India' and cultivates the Panneer Thratchai.**
- The valley includes lands between Thekkadi Hills, Varusanadu Hills, and Kodaikanal Hills.
- This variety which is also **known as Muscat Hamburg** constitutes almost 85% of the grape-growing areas in Tamil Nadu.
- **Theni district is one of the highest grapes producing areas of Panneer Thratchai.**
- However, the 'Panneer' variety is chiefly **associated with Cumbum Valley**, where the cultivation area covers around 2,000 acres at 10 villages
- The agro climate and the soil condition of the Cumbum region is very conducive for the cultivation of the Muscat variety. This variety is **popular for its quick growth and early maturity**. This ensures that the crop is **available in the market almost throughout the year.**
- The rich soil and water of the land are said to enhance the flavor of the natural fruit. The grape bunches are medium to large in size and compact in nature.
- **The grapes grown are suitable for making wine, spirit, jams, canned grape juice and raisins.**
- **The Panneer grapes were first introduced in Tamil Nadu by a French priest in 1832.**
- **These grapes are rich in vitamins, tartaric acid and**

**antioxidants** and reduces the risk of some chronic diseases.

- They are also known for a superior taste apart from the **purplish-brown colour**.

### What is GI Tag?

- According to the World International Property Organization or WIPO, a GI or Geographical Indication Tag is used for products which have specific geographical origin or have qualities that can be attributed specifically to the region.
- In addition, the qualities, characteristics or reputation of the product should be essentially due to the place of origin.
- Once a product gets this tag, any person or company cannot sell a similar item under that name.
- This tag is valid for a period of 10 years following which it can be renewed.