

International dispute over naming of foods

By Latoya Dennis, NPR

What's in a name? It's an age-old question Juliet once asked Romeo in Shakespeare's famed play.

Today, it's a serious question between the U.S. and the European Union, which has said it wants U.S. food makers to stop using European names.

But depending on what food you're talking about, a name could be a lot, says Kyle Cherek, the producer and host of a TV show called Wisconsin Foodie. Cherek argues that certain products are so unique that only one country or region should be allowed to lay claim. So, for example, he says only onions from Vidalia, Ga., should be called American Vidalia, and Lambic beer absolutely has to come from a specific valley in Belgium.

But not everything fits into that category. Take, for instance, cheddar cheese – which is big business in Wisconsin.

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