

Protected designation of origin and its contribution to territorial agro-industrial development: The case of "Bocadillo Veleño" in Colombia.

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Abstract – Industrial property protection mechanisms have recently positioned themselves in emerging economy countries as tools to promote local development. However, some Protected Designations of Origin (PDO) have not had the expected impact in terms of economic and social growth, as is the case of the PDO of "Bocadillo Veleño" in Colombia, a sweet guava paste wrapped in a natural Bijao leaf. Therefore, the research sought to answer the following questions: Why has the PDO "Bocadillo Veleño" failed to generate the expected impact? And how can a PDO seal promote territorial development?

The methodology used was a single case study with multiple units of analysis. The means of collecting information were semi-structured interviews, questionnaires to measure sustainability indicators associated with the PDO and records to determine collaboration networks through the Social Network Analysis approach.

Among the results, an inventory of endogenous strengths is presented that allow the development of agroturism projects for business integration around the PDO. It was possible to establish that the absence of an institutional accompaniment has not permitted an understanding of the potentialities of the PDO, and the actors of the system present weak bonds of cooperation and trust that have slowed down the sector dynamics around the PDO.

Key words: Bocadillo Veleño, Case Study, Social network analysis, Sustainability, Territorial development.

INTRODUCTION

Emerging economies countries are betting on obtaining recognition through the protection by industrial property tools, for their local development. Such is the case of obtaining Protected Designations of Origin (PDO), Protected Geographical Indications (PGI) and Collective Trademarks. Colombia has been no exception and in the last 16 years has obtained twenty-nine PDOs. Some PDOs have not had an impact in terms of economic and social growth. One of the cases is the PDO of "Bocadillo Veleño" granted on June 15, 2017 through the resolution 35076 of the Superintendence of Industry and Commerce.

In this sense, the research seeks to answer the following questions: why has the "Bocadillo Veleño" PDO failed to generate the expected impact? And how can

a PDO seal promote territorial development? The objective of the study focused on analyzing: "The use and management of the "Bocadillo Veleño" PDO.

METHODS

The methodology used was a single case study with multiple units of analysis, based on Yin's methodology Yin (1994). Data collection methods included semi-structured interviews, questionnaires to measure sustainability indicators associated with the PDO and records to identify collaborative networks. The structure of the case is presented in Table 1.

The entire guava value chain and its agroindustry participated in the study: "Bocadillo Veleño" entrepreneurs, guava producers, bijao leaf producers, consumers and institutions linked to the sector.

To complement the study, the Social Network Analysis (SNA) method proposed by Borgatti et al. (2013) was used to identify the density of the network through the collaboration links between the actors in the system in a past and present state.

Table 1. Design of the case study for the analysis of the PDO of the "Bocadillo Veleño".

Name of the case: Evaluation of the Denomination of Origin of the "Bocadillo Veleño" as a mechanism for the promotion of rural development.	
Type of case: Single with multiple units of analysis.	
Research Questions: How can a designation of origin seal promote territorial development? Why has the PDO of "Bocadillo Veleño" not generated the expected impact?	
Instruments: Informed consent, questionnaires, semi-structured interviews, databases, public policy documents at the national, regional and local levels.	
Criteria for interpretation of results: Triangulation of Information	
Analysis units	Theoretical proposition
History of obtaining the PDO	Knowing the past events allows us to identify the system and the events that managed to consolidate and obtain the protected designation of origin.
Use and management of the PDO	The correct direction of governance and institutionality are key to the operation of a protected designation of origin.
Level of trust and cooperation between actors	Cooperation and trust between actors make it possible to energize endogenous networks and lead them to participate in global scenarios

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Proposal of projects to guide the good use of the PDO of "Bocadillo Veleño"	The development of projects duly articulated with the different actors in the sector (quadruple helix) are catalysts for the proper use of appellations of origin.
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Source: Own elaboration

RESULTS

To respond to the first unit of analysis, three phases were established to achieve the PDO of the "Bocadillo Veleño": The first phase dates to 2007, with an initiative of the European Union, the Local Economic Development Agency. The second phase began in 2013 when the Swiss Economic Cooperation with its COLIPRI project entered the territory and began the socialization phase of the project. The third phase was decisive as new guava and bijao associations were created, the history of the product, the market, territorial anchorage, authenticity and characterization through organoleptic tests were demonstrated. Finally, the federation was created and PDO recognition was requested before the Superintendence of Industry and Commerce, which was obtained on June 15, 2017 through resolution 35076. COLIPRI intervention was from 2013 to 2018.

The second unit of analysis allowed determining there was an increase of 71% in employment and visibility of products thanks to the impact of the PDO, however, they manifest weak bonds of trust between the actors of the system, absence of institutional and governmental accompaniment is identified in this type of seals and a high lack of knowledge in agribusiness. The use of the PDO is still very low, as only 5.81% of producers have been interested in obtaining authorization for its use.

The third unit of analysis of the case study identified that the collaboration ties between actors were much stronger in the past system/before obtaining the PDO (?), as shown in Figure 1, where the density of the network was higher, while the current system, shown in Figure 2, shows fewer ties and consequently a lower density of the network.

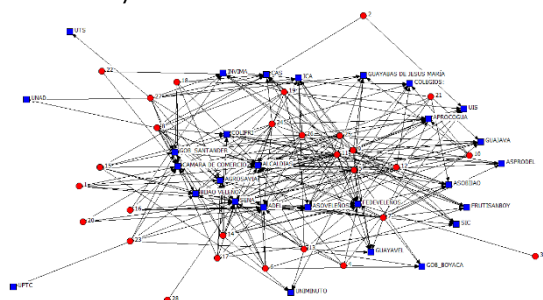


Figure 1. Collaboration Network of the Past System
 Source: Our elaboration based on UCINET software

In the fourth unit of analysis, the factors to be strengthened through projects were identified as: institutional and stakeholder cohesion, governance support, innovative processes, profit improvement in primary sector producers, and communication mechanisms among stakeholders. The following projects have been proposed: Internal and external alliances, training in agribusiness, creation of working tables by business units, creation of a touristic route, strengthening of the circular economy carried out by the bijao

agroindustry and inclusion of chairs related to the PDO in local Universities.

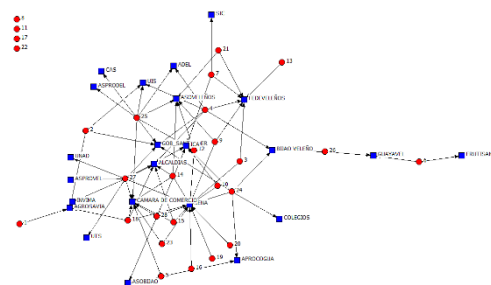


Figure 2. Collaboration Network of the Present System
 Source: Our elaboration based on UCINET software

CONCLUSIONS

It was possible to identify that the territorial actors needed the intervention of external entities such as the European Union and the Swiss Cooperation to work as a team and achieve the certification of the Bocadillo Veleño PDO. This fact is perceived in two ways: i) It confirms the lack of trust and credibility among the same territorial actors; ii) The financial investment has been made by COLIPRI, and there has been a lack of interest from the local and national government in supporting the management of this type of processes and recognition.

The "Bocadillo Veleño" PDO has not achieved its economic development because it is still a very recent denomination that needs to be supported by institutions. Moreover, there is a lack of knowledge of its potential from the producers and consumers. In addition, the lack of cohesion among stakeholders has slowed down the proper use of the PDO. Finally, it has been determined that territorial development can be achieved after conducting an inventory of endogenous capacities, identifying the great potential at the territorial level, especially in the creation of an agrotourism route around the PDO that integrates producers of guava, bijao leaf, bocadillo, gastronomy, hotels, and handicrafts. All this development will be carried out from the union of producers, institutions, governance, and consumers.

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