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

Autores:
Claudia Jazmín Galeano Barrera
Claire Philippoteaux
Norman Aguilar Gallegos
Edgar Mauricio Mendoza García
Andrea Fontecha Hernández
Paola Pineda Suárez
Efrén Romero Riaño
Objective of the case:

Analyze the use and management of the PDO "Bocadillo Veleño" through a case study, identifying the opportunities for territorial development through this type of certification.
Some Findings

- PDOs are based on the association with the place of origin, they create a unique differentiation that cannot be imitated and the attribute of origin cannot be duplicated.
- Social sustainability is a critical dimension in the case studies.
- Governance, partnership, trust and cooperation are fundamental to the efficient use of the PDO.
Table 1. Design of the case study using Yin’s methodology. (2003)

<table>
<thead>
<tr>
<th>Analysis Unit</th>
<th>Theoretical Proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>History of obtaining DOP’s Seal</td>
<td>Knowing the past facts allows us to identify the system and events that were able</td>
</tr>
<tr>
<td></td>
<td>to consolidate and obtain the seal of origin.</td>
</tr>
<tr>
<td>Use and management of the DOP</td>
<td>The correct governance and institutional framework are key to the functioning of</td>
</tr>
<tr>
<td></td>
<td>a seal of origin.</td>
</tr>
<tr>
<td>Level of trust and cooperation among stakeholders</td>
<td>Cooperation and trust among stakeholders can energize endogenous networks and lead</td>
</tr>
<tr>
<td></td>
<td>them to participate in global arenas.</td>
</tr>
<tr>
<td>Proposal of projects to guide the proper use of</td>
<td>The development of projects duly articulated with the different actors in the sector</td>
</tr>
<tr>
<td>the “Bocadillo Veleño’s” DOP</td>
<td>(quadruple helix) are catalysts for the proper use of seals of origin.</td>
</tr>
</tbody>
</table>
Results

Guava Value Chain and its Agroindustry

Figure 1. Actors Interviewed for the Case Study
Results
History of obtaining of DOP´s Seal

Joining forces made the protection of our product and its place of origin a reality.

Phase I
- European Union (EU)
- ADEL
- Bocadillo Producers’ associations

Phase II
- Project COLIPRI (DOP)
- Guava Producers’ associations
- Bijao Producers’ associations
- History, market and territorial anchorage
- Stakeholder consultation

Phase III
- FEDEVELEÑOS – Federation of entrepreneurs of the “Bocadillo Veleño” production chain.

Timeline for the process of obtaining the PDO for Bocadillo Veleño
Own elaboration

Resolution No 35076 June 15, 2017
Main shortcomings of the system according to participating stakeholders

What do you consider to be the greatest obstacle to the articulation of the guava sector and its agroindustry?

- Institutional and Stakeholder Cohesion: 48%
- Governance: 25%
- Innovative Processes: 11%
- Utilities: 9%
- Communication: 7%

Main obstacles of the system.
Social Network Analysis

Running time: 00:00:01
Output generated: 08 jul. 21 20:40:54
UCINET 6.730 Copyright (c) 2002-2021 Analytic Technologies
Social Network Analysis


Current System (2018-2021)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Past System</th>
<th>Current System</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Size</td>
<td>28</td>
<td>23</td>
</tr>
<tr>
<td>Number of Loops</td>
<td>249</td>
<td>75</td>
</tr>
<tr>
<td>Density</td>
<td>0.341</td>
<td>0.116</td>
</tr>
<tr>
<td>Loose Nodes</td>
<td>0</td>
<td>4</td>
</tr>
<tr>
<td>Average Grade</td>
<td>8.8</td>
<td>2.67</td>
</tr>
<tr>
<td>Network Centralization</td>
<td>0.50 Output</td>
<td>0.43 Output</td>
</tr>
<tr>
<td></td>
<td>0.46 Input</td>
<td>0.24 Input</td>
</tr>
</tbody>
</table>
Proposal of projects to catalyze local development

Endogenous Capabilities

"Cultural Heritage".
Decrees and ordinances for the protection of folklore.

"Intangible cultural heritage of the nation"
Proposal of projects to catalyze local development

Some proposals to begin to address the needs of territorial stakeholders

- Institutional and Stakeholder Cohesion
- Governance
- Innovative Processes
- Utilities
- Communication

Building from the territorial base/Needs

Key factors for project proposals at the territorial level

- Internal and external alliances
- Working Tables
- Agribusiness training (export) (Reduce supply chain)
- Tourist route
- Circular economy of the bijao agroindustry: NTC, Research
- Appropriation of the use and benefits of the D.O.
- Fair Trade
- Inclusion of professorships in universities and education centers (generational change).
Conclusions

✓ PDO alone is no guarantee of development. It requires the articulation and systematization of territorial forces, policies and strategies.
✓ Stakeholders in the system do not yet understand the importance of the PDO.
✓ It was possible to articulate the actors in the formulation and development of projects to strengthen the system and promote the use of the PDO.
✓ The research exercise made it possible to identify the past and present state of the system, differentiate the density of the network and design strategies to strengthen the relationship and collaboration between actors.
✓ Sensitization of the stakeholders: when the results were socialized and graphically observed, they showed interest in reestablishing the connections and collective work was initiated for this purpose.

✓ It was shown that a higher density of the network and greater links achieved better results for the system, currently there are very few results in the development of projects, the application for the use of the PDO of the Bocadillo veleño has been paralyzed and the actors have been dispersed.
Thanks!

Gracias!

Danke!

Merci!

Grazie!