The control plan of agricultural and non-agricultural GIs: the Cinderella of collective action?

Flavia GUERRIERI, M.Sc.
PhD Candidate University of Amsterdam (Center for Information Law, IViR)
Affiliated PhD Student, UMR-INNOVATION (CIRAD)

Delphine MARIE-VIVIEN, PhD
Deputy Director, UMR INNOVATION (CIRAD)
Introduction

Background
The extension of EU system of agri GIs to non-agricultural products is currently discussed at the EU level.

In France, a system of protection of GIs for non-agri products (IGPIA) exists since 2014

Methodology
Comparative legal analysis French PDO/PGI system vs. IGPIA system; analysis of product specifications (PS); analysis of statutes; analysis of control plan (CP); 'mirroring' PS and CP; semi-structured interviews.
Problem statement

Why Cinderella?
The control plan is an often under-estimated document, but it reveals key information concerning (1) the link to origin and (2) collective action in agri and non-agri GIs.
## Product comparison: finding common grounds

<table>
<thead>
<tr>
<th>Huile essentielle de Lavande de Haute-Provence AOP (PDO)</th>
<th>IG Absolue Pays de Grasse (IGPIA)</th>
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</thead>
<tbody>
<tr>
<td><strong>Raw materials:</strong> Population Lavander</td>
<td><strong>Raw materials:</strong> aromatic plants (28 species)</td>
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<tr>
<td><strong>Value chain:</strong> 86 lavender growers, 12 processors (including cooperatives and associative distilleries); 19 stakeholders are <em>both</em> lavender growers and distillery owners.</td>
<td><strong>Value chain:</strong> 25 plant growers are represented by the association <em>Fleurs d’Exception Pays de Grasse</em>; 7 processing industries.</td>
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<td><strong>Link to origin:</strong> Natural factor (pedo-climatic conditions) + human factor (cultivation of raw materials <strong>AND</strong> transformation process).</td>
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‘Mirror test’: PS and Control Plan

Huile Essentiel de Lavande de Haute-Provence AOP (PDO)

Check-point distribution along the value chain:

Raw material quality and production

Location of plot (doc + insp; RM producer)
Conditions of production, potential of production (doc + insp; RM producer)
Variety (doc + insp; RM producer)

Processing
Harvest, yield, traceability (doc; ODG; processor and/or RM producer)

GI product
Distinctive characteristics & quality of GI product (olfactive/analytical tests; processor and/or RM producer)

Control type:
External and internal
‘Mirror test’: PS and Control Plan

IG Absolue Pays de Grasse

Check-point distribution along the value chain:

Control type:

ONLY external; quality control on GI product carried out individually by each processor on his premises.
Learning from the Control Plan: control system in France

PMO: Producer Management Organisation ; CB: Control Body
Learning from the Control Plan: impact of control management on collective action

Producers & processors = horizontal & vertical integrated approach

Producers & processors = vertical coordination where two separate decision-making centers are characterised by different degrees of collective engagement
Rediscovering the Control Plan

• The control plan is a key tool to understand essential attributes of GIs (e.g., the link to origin and collective action patterns) but there is no obligation, in the PDO/PGI system in France, to make it public.

• It should be recognised as a valuable diagnostic tool by researchers and public authorities to understand (a) producers’ choices to justify the link to origin and (b) strengths and weaknesses of localised collective action.

• As Cinderella, public and accessible control plans, would finally be recognised at their true value, as key operational and diagnostic tools for GI collective action.
Thank you for your attention!

f.guerrieri@uva.nl
delphine.marie-vivien@cirad.fr