Participatory Guarantee Systems (PGS): a tool to improve the effectiveness of Geographical Indications in short food supply chains; the case of Parma district.

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Worldwide perspectives on Geographical Indications
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• PGS: origin and principles
• PGS beyond Organic Agriculture
• Case study: Parma district
• PGS and GIs: possible synergies
Participatory Guarantee Systems (PGS) are locally focused quality assurance systems. They certify producers based on active participation of stakeholders and are built on a foundation of trust, social networks and knowledge exchange (IFOAM, 2004).

- **Origin:** Organic Agriculture (since 40 years)
- **Data:** 235 PGS in 77 Countries;
- **More than 1 million producers certified (FAO/IFOAM)**
- **Trend:** Constant growth, new Countries recognizing PGS
PGS PRINCIPLES

- Participation
- Shared Vision
- Transparency
- Trust
- Horizontality
- Learning Process
PGS BEYOND ORGANIC AGRICULTURE

- Evolution of standards and certification: PGS tool suitable for various schemes
- Hybridization of standards
- Multi-certification
- Interest by new sectors beyond Organic
- New pilot projects
- Example: Slow Food PGS in Presidia and in the new Slow Food Coffee Coalition
PARMA DISTRICT – DES

- **DES**: District of Solidarity Economy
- PGS since 2012
- 40 producers PGS certified
- Market channels:
  - Local markets in Parma
  - Alternative food networks (GAS)
  - Hybrid forms (on-line; restaurants; direct sale)
Visite di Garanzia Partecipata Pgs
giovedì 16 giugno
h 15:00 in azienda
h 14:30 car sharing da Parma
info e conferme
Wendy
347 979 7489

Cantina
LA BANDINA
16/6
16 GIUGNO 2022
STRADA BANDINA 3 - CASATICO
RESEARCH AND METHODOLOGY

Research questions:
• Does PGS certification enhances or replaces the value of quality perceived by consumers?
• Does PGS increases the product value thanks to the trust established between producers and consumers?
• Can PGS represent an opportunity for Gis, to facilitate combinations with other labels?

• Methodology: questionnaires to producers; Social Network Analysis

• Data: 40 questionnaires distributed to DES producers (ongoing - 50% responses to date)
PRELIMINARY RESULTS

• 100% producers received a PGS visit
• 44% of producers participated in PGS visits

The majority of producers considers:
• PGS useful to establish trust relations with customers
• PGS useful to establish relations of mutual support among producers
• PGS to be cheaper and less time consuming compared to other certifications
Q. Would you quit your Organic certification to switch to PGS only?

• YES: 23.5%
• NO 76.5%

Q. Is PGS alternative or complementary to other certifications?

• ALTERNATIVE: 41%
• COMPLEMENTARY: 59%
NEXT STEPS OF THE PARMA CASE STUDY

• Social Network Analysis for the PGS DES
• UNIPR support to DES to improve management, communication and marketing of PGS
• UNIPR research project: explore multi-certification options for LAFS and possible synergies with GIs
• Parma Biodistrict: GIs producers will deal with control system including PGS
PGS AND GIS: POSSIBLE SYNERGIES

• **Complementarity** of PGS with GI control systems
• Suitable for small GIs targeting local markets
• Suitable for new GIs in Developing Countries
• Need for more research and pilot projects
THANK YOU

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