



UNIVERSITÀ DI PARMA

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

Michele Maccari, Filippo Arfini, Marianna Guareschi

**Worldwide perspectives on Geographical Indications
Montpellier, 6th July 2022**

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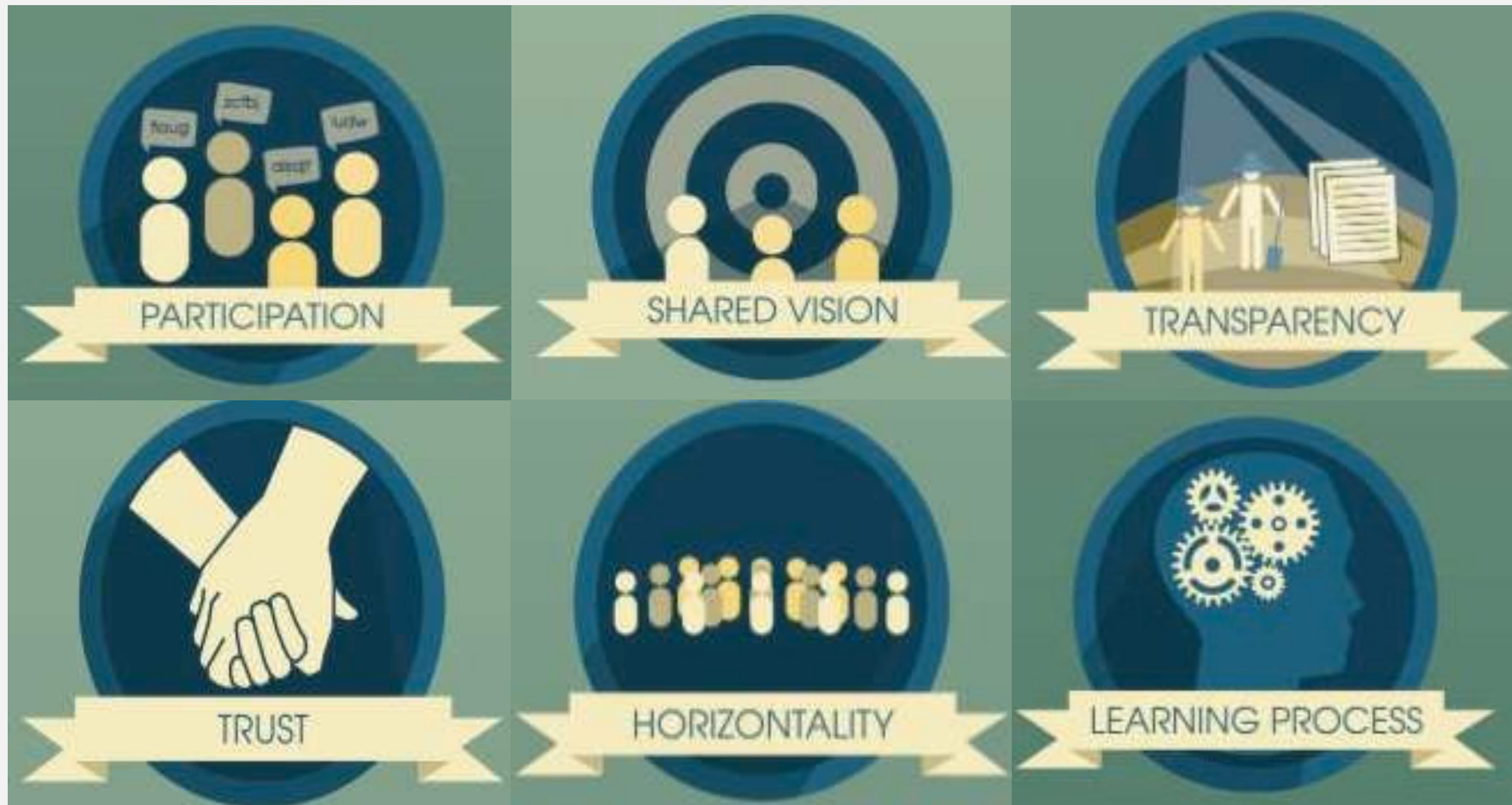
- PGS: origin and principles
- PGS beyond Organic Agriculture
- Case study: Parma district
- PGS and GIs: possible synergies

PGS INTRODUCTION

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).

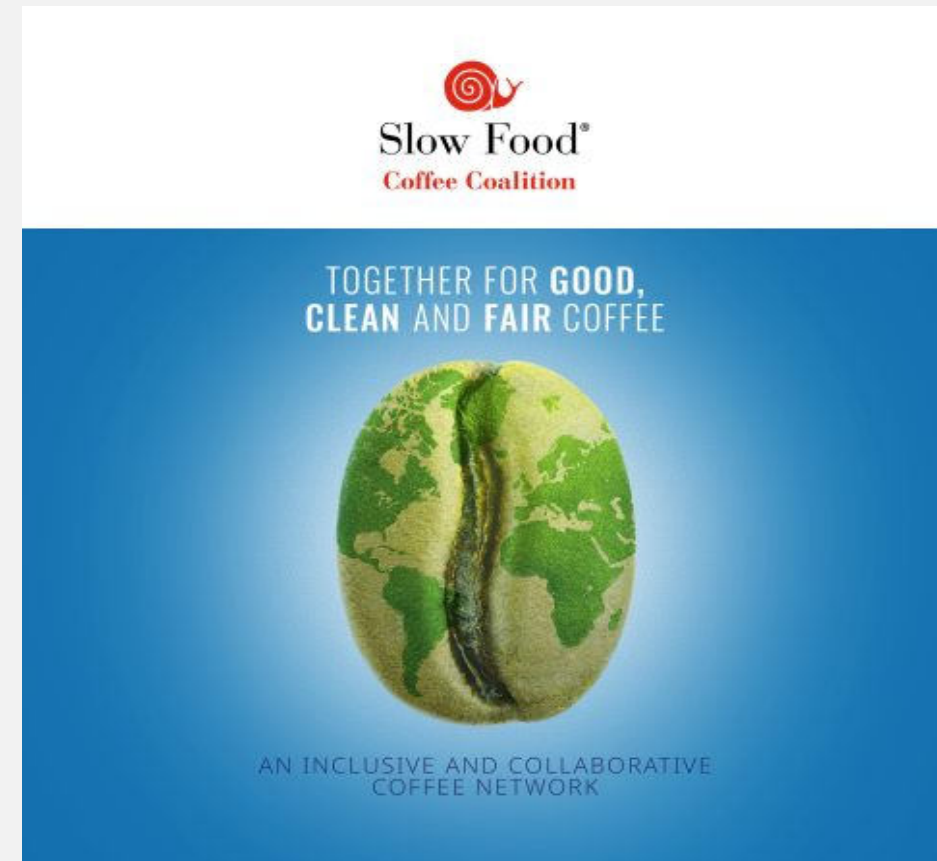
- **Origin:** Organic Agriculture (since 40 years)
- **Data:** 235 PGS in 77 Countries;
- More than 1 million producers certified (FAO/IFOAM)
- **Trend:** Constant growth, new Countries recognizing PGS

PGS PRINCIPLES



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)



**SISTEMA
DI GARANZIA
PARTECIPATA**



Sistema di Garanzia Partecipata

PGS IN DES PARMA

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



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

PRELIMINARY RESULTS

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

Filippo.arfini@unipr.it

Marianna.guareschi@unipr.it

Michele.maccari@unipr.it