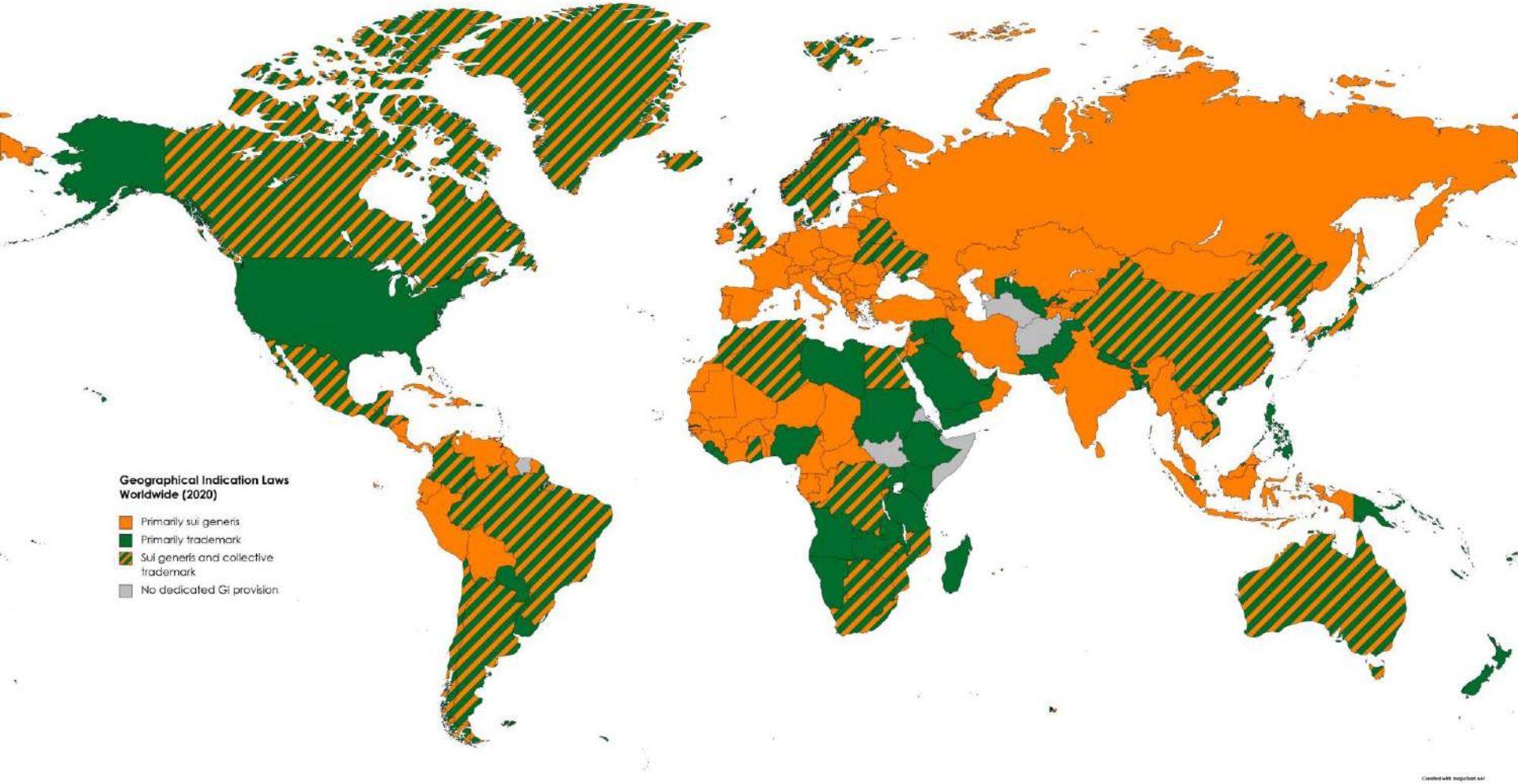
Worldwide Perspectives on Geographical Indications
Montpellier, France – 5 to 8 July, 2022

The patrimony blind spot of Geographical Indication in state-centred governance: Mikawa region agri-food products in Japan

Hart N. FEUER, Fatiha FORT

Worldwide development of GIs



- Increasing dominance of *sui generis* GIs following TRIPS (1992)

WIPO (2018) estimates 59,500 GIs in 82 countries.

Differing perceptions outside of EU core

By consumers, heritage producers

- An elite government "brand" honoring distinct heritage agri-food producers
- Maintenance of territorial traditions, diversity and traditional knowledge
- Fraud prevention and mark of high subjective quality

By government, recent agri-food producers, EU/trading partners

- Focus on high objective/technical quality
- Collective certification can be efficient for large and small producers
- Protecting rural livelihoods and preserving traditional culture
- Smooth integration to international trade agreements
- Support tradition within modernity; small producers and industrial actors

Contradicting perceptions outside of EU core

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- Smooth **integration to international trade** agreements
- Support tradition within modernity; small producers **and industrial actors**

Consumers

Longstanding Heritage Producers

Patrimony protection

Elite producers

High perceived quality

Fraud prevention

Rural livelihoods

Government

Recent Agri-food Producers

Technical quality

Large, industrial actors supported

Global markets and trade agreements

Perceptions of GI Governance
EU vs Other Regions

Ideal of European GIs

- Bottom-up collective approach centered around producer group
- Content of the GI defined by consensus and negotiation
- Patrimony and reputation of the product is defining concern, centered around heritage culture, diversity, and exclusivity

Reality in many new GI regions

- In East Asia, governance of GIs has been predominantly state-centered
- State plays an interventionist coordinating role or final cultural arbitrator
- Economic development and global trade focus

Potential problems arising from this divergence

- Privileging of economic output and inclusive/permissive GI content can disadvantage small heritage producers
- Contradictions and conflicts in Japan are a warning sign for governments in Asia and elsewhere who impose a politicized market logic on GI

Case Study: Mikawa region, Japan

- Mikawa Province was an old province rea that today forms the eastern half of Aichi Prefecture (Nagoya)

- Vibrant trade and luxury area along the Tokaido Road near Okazaki castle of the Tokugawa Ieyasu
  - Miso, Sake, Mirin, Shoyu (soy sauce), Salt, etc.

- The Tokugawa shogunate governed Japan during the Edo period from 1603 to 1868.

Mikawa region



Mikawa province
until 1872



Aichi Préfecture
from 1872

Kokonoe Mirin









- 250-year history, one of 7 surviving *hon mirin* producers
- Fermented product from rice, koji, shochu liquor. Aged for one year+
- Inclusive region is famous for mirin and sake
- **Limited interested in GI**
- **Limited contact with neighboring mirin producers**

Hatcho Miso









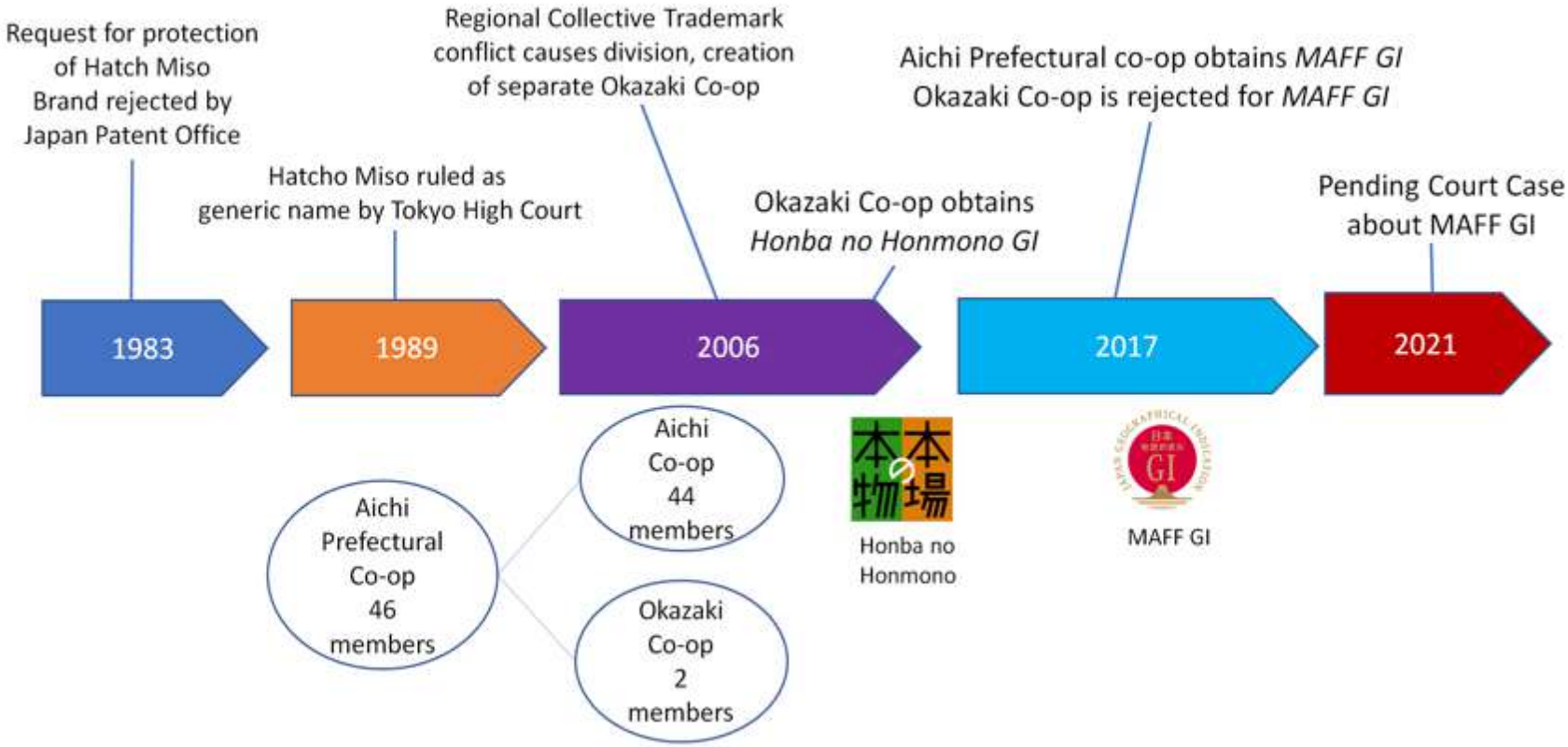
- Two breweries with 600+-year history, others ~200 years or modern
- Made from soybean, salt. Long aging (1-2 years)
- The region of original two breweries is called “Hatcho District”
- **Major conflicts between old and new producers**
- **MAFF sided with recent producers; ongoing lawsuit.**

Ancient “Old glory” Products Struggling with GI?

- Historical Hindrances to Collaborative Governance
  1. Long-standing competitive animosity
  2. Absent incentives for sectoral collaboration

- Recent Hindrances to Collaborative Governance
  1. Disputes over minimum standards
  2. Technical quality control vs. Subjective quality control
  3. Competing options for branding

The Hatch Miso protection long history



Government arbitration and privileging of inclusive producer groups

Top-down control disadvantages heritage producers
Simplification & consolidation toward minimum standards – part of the "inclusive" expansionist market orientation of MAFF's GI limits differentiation, dilutes exclusivity.

Shared governance model of producer groups is unattractive
Kokonoe Mirin. Dynamism of heritage mirin products is at odds with static regional heritage governance. GI producer groups are not the venue for intersection of innovation and respect for heritage.

Hatch Miso: MAFF can justify privileging inclusivity as an effort to revitalize a declining miso sector, while historical producers view this as allowing industrial producers to free ride on long-established reputation and marginalize small producers voting power.

Conclusion

- New GI countries do not necessarily ascribe to the European “spirit of GI” centered around patrimony, diversity, preservation of producer livelihoods.
- The top-down approach show some biases in the prioritization of elements for qualification and valorization due to divergences between heritage value and commercial potential. By intervening in "heritage valorization" in order to meet its objectives of modernizing the rural world, the State also directly or indirectly redefines local heritage in its own way.
- Merit-based or democratic mechanisms of GI governance centered on pride, fraud-prevention, and reputation are replaced by public strategic concerns reflecting political goals, such as inclusivity, efficiency, upscaling, and export.
  - For Hatcho Miso, rivalries concerning authenticity and exclusivity led to duelling GI applications and a deterioration of cooperative behaviour
  - For Kokonoe Mirin, longstanding competition between breweries in the region and the lack of differentiation offered by the GI label failed to galvanize mirin producers in the Mikawa region to cooperate.
- Conventional intellectual property frameworks might be more effective for allowing “frenemies” to work together for territorial development.



IRQUALIM Occitanie

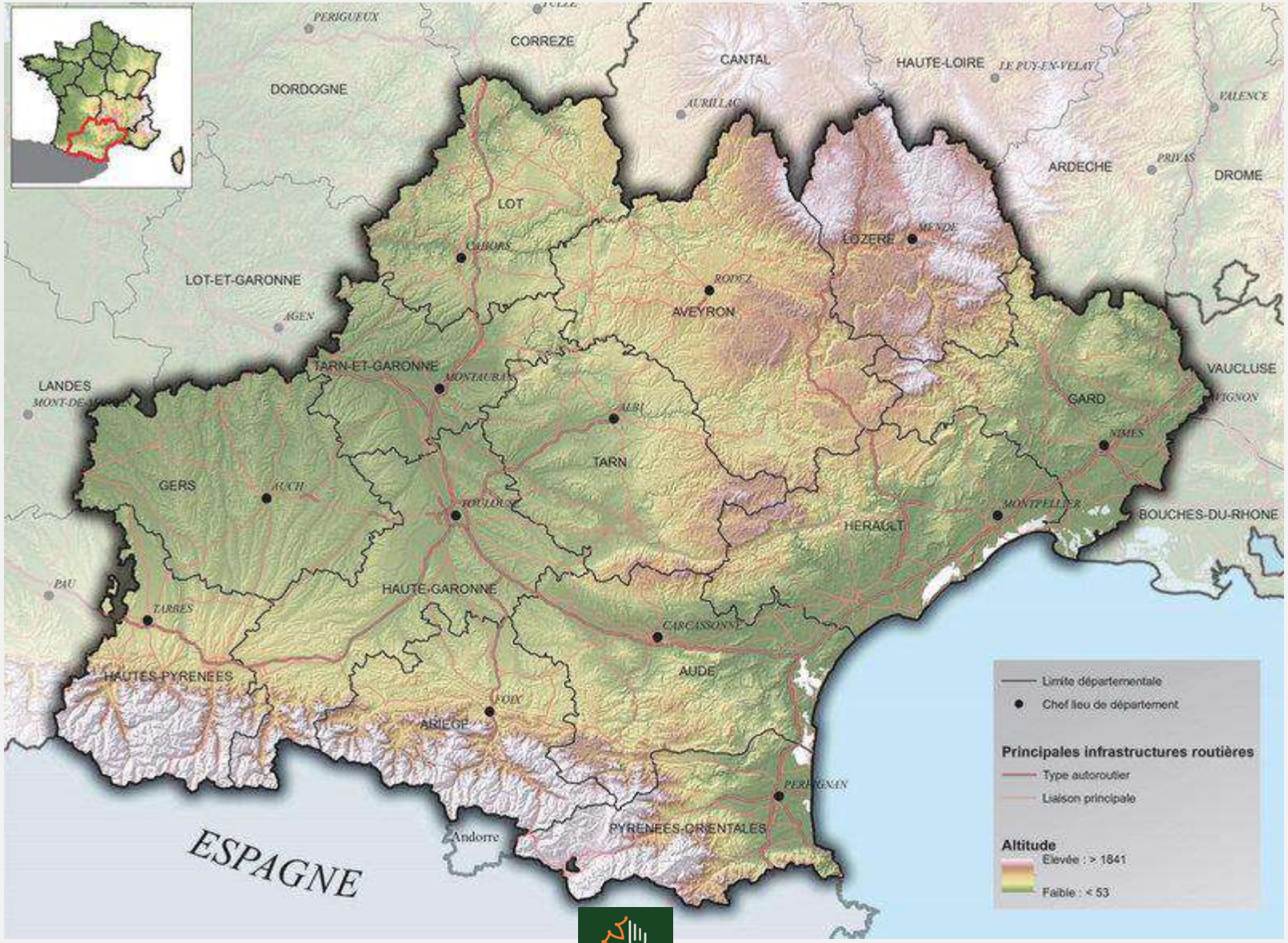
Le développement des IG, une priorité stratégique pour la Région Occitanie Pyrénées Méditerranée

Montpellier, le 5 juillet 2022

La Région Occitanie Pyrénées · Méditerranée

IRQUALIM

Occitanie



2 Massifs: Pyrénées et Massif Central

2/3 SAU en zone défavorisée

4 climats : Méditerranéen, Continental, Océanique et Montagnard

Histoire
Tradition
Culture
Territoires

Culture du collectif

IRQUALIM Occitanie

Occitanie

Aucune production agricole compétitive et rentable en Occitanie sur le strict ratio Volume – Prix

=>

Recherche de Valeurs Ajoutées

SIQO: donner un nom aux produits

À Inscrire dans un tout: Tourisme et Agritourisme, Circuits Courts et Vente Directe, Semences, fruits et légumes primeurs, recherche, innovation, formation....

- **INSTITUT REGIONAL DE LA QUALITE AGRICOLE ET AGROLIMENTAIRE D'OCCITANIE**
- Association loi 1901
- Création 1992
- **Initiative professionnelle** issus d'un consensus
- **Soutien constant et sur la durée de la Région Occitanie**
- Missions - ACCOMPAGNER, DÉVELOPPER, FÉDÉRER ET VALORISER GRÂCE À LA FORCE D'UN COLLECTIF :
  - Développer et valoriser le patrimoine régional : une expertise qui passe par la maîtrise des différents outils de valorisation de l'agriculture et l'agroalimentaire
  - Défendre et représenter ses membres : contribution à une politique régionale en faveur du développement des démarches de valorisation, porte parole au-delà des frontières, soutien à la structuration des filières régionales
  - Fédérer les acteurs et favoriser les échanges
  - Observer et mesurer l'impact des SIQO
  - Innover grâce à l'enseignement et la recherche : chaire In'Faaqt
- Membres: Membres institutionnels (CRA, CCI, CMA, AREA, Syndicats, COOP...); membres utilisateurs d'un SIQO (ODG et Interpro), membres associés (DRAAF, Région, DREETS, CACG, CRT, INAO)

IRQUALIM

Occitanie



IRQUALIM Occitanie

Occitanie

- 1ère région d'Europe par le nombre et la diversité des produits sous SIQO : 248 démarches
- 6 exploitations sur 10 engagées dans au moins une démarche SIQO
- 1er vignoble du monde en IG (AOP et IGP)
- 1 installation sur 4 en Bio
- Un peu moins de 50 % du CA de la ferme Occitanie est SIQO

IRQUALIM

Des mesures d'accompagnement adaptées...

Un dispositif spécifique Région Occitanie

Aide à l'émergence :
- Élaboration de cahier des charges
- Définition du produit, analyses sensorielles et organoleptiques
- Conception et création d'outils de communication
- Études de marché

Aide au démarrage :
- Appui technique pour diffuser les pratiques

Aide au développement et à l'adaptation :
- Réalisation de diagnostic stratégique de développement
- Appui aux actions collectives de mutualisation
- Révision de cahier des charges

Aide aux actions de promotion des produits sous SIQO

Des mesures du Développement Rural FEADER / PSN

- Soutien au nouvelles participation aux régimes qualité (3.1.1)
- Actions d'information et de promotion des produits engagés dans une démarche qualité (3.2.1)

Un encouragement aux opérateurs FEADER / PSN :

- Critères de sélection des dossiers
- Majoration des taux d'intervention

Un investissement dans la durée

IRQUALIM Occitanie

Suivre nos actualités:

Occitanie

IRQUALIM
Chemin de Borde Rouge
31320 AUZEVILLE TOLOSANE
Tel: 05 61 39 59 78
Mail: info@irqualim.fr

https://irqualim.fr et https://qualivores.fr

IRQUALIM
Occitanie

MERCI DE VOTRE ATTENTION

Fin de la présentation

Kashkaval of Pindos



REGION OF EPIRUS
DIRECTORATE OF RURAL ECONOMY & VETERINARY SERVICES
R.U. OF IOANNINA
DEPARTMENT OF PLANT & ANIMAL PRODUCTION
***Vicky Igoumenidou*, Agriculturist**

Region of Epirus, GREECE

HELLENIC REPUBLIC
REGION of EPIRUS









Region of Epirus is located at the northwestern side of Greece.

- **Covers a territory of 9.203 Km^2, consisting of mountainous areas, wetlands, seashores and fertile plains.**
- **Main characteristics of its primary sector are the small and fragmented agricultural areas, the broad variety of soil and climatic conditions and the very rich biodiversity**

For previous developmental systems, these features were considered as serious drawbacks…

Region of Epirus, GREECE

….nowadays these features, leading to the production of local products with exceptional quality and a long history and tradition, are perceived as a good background for the implementation of a strategy aiming towards the….

production, certification and distribution of HIGH ADDED VALUE LOCAL PRODUCTS.

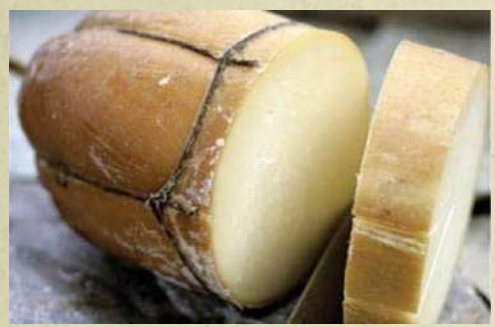
The Region of Epirus has a longstanding record in the production of a broad variety of traditional artisanal cheeses, well known for their unique distinctive texture, flavor and aroma.

These characteristics are clearly connected with their production terroir, emerging the need of supporting their proper certification and promotion in order to maintain and strengthen their production volume.

Epirus cheeses

Currently, the following cheeses certified as PDO products are produced within the region territory:

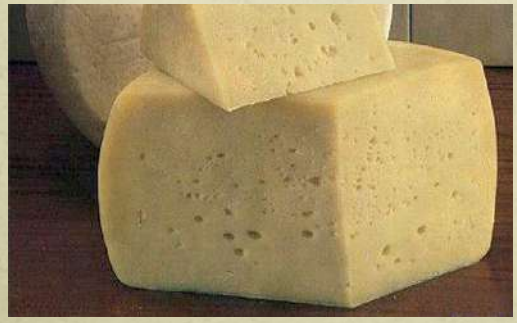
Metsovone



Feta



Kefalograviera



Galotyri



Kashkaval of Pindos

In the context of a continuing effort to maintain and promote the tradition of producing unique, high quality artisanal cheeses the Epirus Region has considered as intriguing case *Kashkaval of Pindos,* a traditional paste filata cheese produced seasonally by *sheep* and *goat* milk in the mountains of Pindos as a farmhouse product.



***Kashkaval of Pindos* is a well-known local cheese produced and exported in large quantities for at least three centuries. Its production was diminished after the 2nd World War but during the last years an increasing interest for its production and marketing is observed, initiated by consumers' demand.**

Kashkaval of Pindos

In respond to this demand, the Governor of Epirus has several activities, which were performed by the Directorate of Rural Economy and Veterinary of Ioannina. These activities concern the:

1. **Creation-gathering of *Kashkaval of Pindos* Producers' Union**

2. **Determination and verification of its peculiarities and unique features. In this respect, the Dept. of Dairy Research of the Hellenic Agricultural Organization DIMITRA has implemented a wide research campaign, which was published in Intl. Scientific Journals**

3. **Collection of numerous historical data, *retrieved from books, references and scientific journals,* concerning its production technology, fame and history.**

Kashkaval of Pindos

4. Assigning the Agricultural University of Athens as authority for composing an application dossier for the certification of Kashkaval of Pindos as PGI (Protected Geographical Identification) product.

***Following the evaluation-acceptance of the request by the Greek Ministry of Rural Development & Foods, the application dossier is currently under evaluation by the EU authorities*.**

Kashkaval



Pindos constitutes the biggest mountain range of Epirus containing many picturesque villages such as Metsovo, Samarina, Syrako etc.

Traditionally, their inhabitants' lives are closely connected with sheep and goat breeding to produce mainly milk, meat and wool. In this respect, the art of cheese-making, using high-quality milks is part of their tradition.

Among the variety of cheese-products, Kashkaval comprises one of the most traditional and popular commodities.

Kashkaval spreading into Balkans

During the 18th century, the living conditions of Greek population within Ottoman Empire were harsh. Thus, a large portion of Pindos villagers were forced to travel abroad using several mountain trails, since at that time the countries borders were not clearly defined.

Thus, they were able to develop trades throughout Balkan Peninsula by travelling often with their horses to carry various products such as wheat, oil, wool and cheese in these markets.



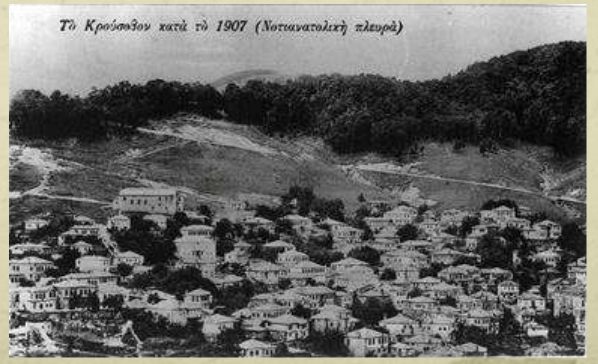


Kashkaval spreading into Balkans

In this context, a large portion of Epirus and West Macedonia regions population emigrated to Serbia, Austro-Hungarian Empire, Eastern Rumelia etc, exchanging with the locals, habits, culture, recipes, products etc. Based on written historical monuments during the 19th century, merchants from Pindos mountain villages (eg Metsovo) commercialized in Venice, Istanbul, Alexandria, Odessa, Vienna, Budapest, products such as barrels, wool textiles and Kashkaval cheese.

Thus, the Kashkaval cheese was adopted by many nearby countries to become part of their tradition.





Kashkaval spreading

- **Nowadays the production of Kashkaval cheese is spread to many regions and countries, including Bulgaria, Romania, Albania, Hungary, Northern Macedonia, Ukraine, Turkey, Italy, Moldova, Lebanon, Israel, Tunisia, Morocco, Syria**

- **A crucial difference from the original version comprise the utilization of caw milk in these countries instead of sheep-goat milk.**











Kashkaval of Pindos

….is a whitish to pale yellow semi-hard cheese, with a cylindrical or parallel shape prepared using a special procedure.

Has a buttery, slightly sour and slightly salty taste that differentiates this cheese from similar products.

Its texture is cohesive and compact, with minimal holes and no skin. These structural characteristics are due to the cheese-making procedure used for its preparation.

The milk used for its preparation is characterized by high fat content and an intense-rich aroma.



Kashkaval of Pindos

Production procedure

The production procedure **is composed by two steps. One implemented traditionally in the mountains concerning the on-site coagulation of milk that was produced during the summer period to a cheese mass. The latter was cut and placed into baskets and transported to the adjacent lowland areas.**





The second step of cheese-making process includes the regeneration and re-kneading of the cheese mass in hot water and the maturation stage.

The cheese mass kneading process in hot water has the advantage of permitting the utilization of fresh and/or increased acidity milks.

Kashkaval of Pindos

preparation procedure

Its structural characteristics of cohesive-compact texture and minimal holes come from the applied cheese-making procedure, which includes the cheese mass shredding and re-kneading in hot water when the pH reaches the desired acidic value.

Specifically, the cheese mass is left to mature and then cut into slices, which are immersed in high temperature water. Thus, the cheese mass becomes very malleable like a dough and can easily be molded both in water and/or on the cheese table. This results in, after maturation, a homogeneous product, with an elastic-cohesive texture and no cracks.

The Kashkaval of Pindos cheese has obtained quality-taste during 2021 awards in PRODEXPO and the International Taste Institute

Pictures of Kashkaval production in Greece during the last century

Kilkis
Vermio









Pictures of Kashkaval production in Greece during the last century

Metsovo





Pictures of Kashkaval production in Greece during the last century

Metsovo





Region of Epirus Strategy

HELLENIC REPUBLIC
REGION of EPIRUS

Traditional Agricultural Product → **Foodstuff (*Business Product*)** → **Visibility, Marketing**

Region of Epirus Strategy, Next Steps

HELLENIC REPUBLIC
REGION of EPIRUS

- **For *<u>Kashkaval of Pindos</u>***

✓ **Product promotion the through participation in National, European and International Food Fairs and Exhibitions. Action implemented by its Dept of Tourism.**

- **For *non-certified traditional Agricultural Products and Foodstuffs***

✓ **Initiate a campaign for their location-registration.**

✓ **Implement a preliminary study to determine the suitable for certification products.**

✓ **Proceed with the necessary studies for the composition of relative application dossiers.**

Thank you for your attention!!!!



Bayerisches Staatsministerium für
Ernährung, Landwirtschaft und Forsten

Governance of GIs and the role of regional and local public actors: Bavaria

Montpellier, 5th July 2022

Hannah Lindermayer
Unit M1 | Market and Quality Policy

[1] Introducing Bavaria
The Free State in figures

- Largest Federal state of Germany at 70,550 km² (a little larger than Ireland)
- 13 million inhabitants (GER: 83 million)
- 85 % of Bavaria are rural areas
- 3.2 million ha of agricultural land; about 104,000 farm holdings with application for EU direct payments
- Every third German agricultural holding is located in Bavaria
- Small/"inefficient structures" – high costs

➢ Known for its rich culture
lively traditions; intact nature
sustainable agriculture and forestry



Bavaria: 182 inhabitants/km²

NRW: 524 inhabitants/km²

MV: 69 inhabitants/km²

[1] Introducing Bavaria
European protection of origin in Bavaria

Bavarian GIs

32	Agricultural Products and Foodstuff
1	Aromatized Wine
8	Wine
12	Spirit Drinks

In the application process

Iphöfer Echter-Berg (Wine)

Fränkisches Hiffenmark (Rosehip jam)

Oktoberfestbier





[2] Protection & Promotion of Geographical Indications
Bavarian Measures

I DATABASE – Basic Information
290 Specialties at a Glance





- Over 290 regional specialties
- Extensive collection of specialties, stories, recipes and pictures "Mini-Specifications
- Building the database since 30 years - together with the implementation of the first GI Regulation 2081/92

[2] Protection & Promotion of Geographical Indications
Bavarian Measures

I DATABASE – Basic Information
290 Specialties at a Glance

Spezialitätenland Bayern
Heimat der Genüsse

II SUPPORT

- Responsibilities & Organizational Structure
- Specification & Registration Process

[2] Protection & Promotion of Geographical Indications
Bavarian Measures

I DATABASE – Basic Information
290 Specialties at a Glance

Spezialitätenland Bayern
Heimat der Genüsse

II SUPPORT
- Responsibilities & Organizational Structure
- Specification & Registration Process

III PRODUCER CONTROLS
- Efficiency & Bundling

[2] Protection & Promotion of Geographical Indications
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Spezialitätenland Bayern
Heimat der Genüsse

II SUPPORT
- Responsibilities & Organizational Structure
- Specification & Registration Process

III PRODUCER CONTROLS
- Efficiency & Bundling

IV PROMOTION Projects
- *(National) State co-financing*
- *Promotion of GIs in domestic market*

WeltGenussErbeBayern



- Creation of the brand ***World Culinary Heritage Bavaria*** by StMELF in 2009 for Bavarian GIs
- 2010 first Bavarian EU project
- Joint promotional activities of *alp* with producer groups
- Support of *alp* in the acquisition of EU funds

alp Bayern
Agentur für Lebensmittel
Produkte aus Bayern

[2] Protection & Promotion of Geographical Indications
Bavarian Measures

I DATABASE – Basic Information
290 Specialties at a Glance

Spezialitätenland Bayern
Heimat der Genüsse

II SUPPORT
- Responsibilities & Organizational Structure
- Specification & Registration Process

III PRODUCER CONTROLS
- Efficiency & Bundling

IV PROMOTION Projects
- *(National) State Co-Financing*
- *Promotion of GIs in Domestic Market*

WeltGenuss Erbe Bayern

V Representing Bavarian interests in Europe‘s multi-level system

German Patent and Trade Mark Office
Federal Ministry of Justice and Consumer Protection
Federal Ministry of Food and Agriculture
European Commission
European Parliament
oriGIn Organization for an International Geographical Indications Network
AREPO

[3] Reform of the Regulation

Impulses from a Bavarian perspective

In terms of transparency and efficient controls

- Harmonized regulations for product labeling for all product sectors – with a few product-specific exceptions
- Active registration of producers in the control system (before first placing on the market)
- public register on the Internet, in which in which all controlled producers are listed
- Indication of the responsible control body or authority on the package (similar to the regulations in the organic sector)



Vielen Dank - Thank you very much

Hannah Lindermayer
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Paper | Governance of GIs and the role of regional and local public actors: Bavaria

Authors | Prof. Dr. Richard Balling, Dr. Karola Schober, and Hannah Lindermayer





Catalan Food Strategic Plan 2021-2026

A roadmap for a strategic industry





Generalitat de Catalunya
Departament d'Agricultura, Ramaderia, Pesca i Alimentació

Consell Català de l'Alimentació

Introduction

Food lies at the **intersection** between **agriculture**, **health**, **the environment** and **consumers.** The way these fields and their stakeholders interact is the way in which we shape our future

Catalan Food Strategic Plan 2021-2026

An interdepartmental and cross-industry instrument to build a healthy, resilient sustainable, safe, and universally accessible food System, which lays the Foundation of Catalonia's National Food Agreement

Plan structure

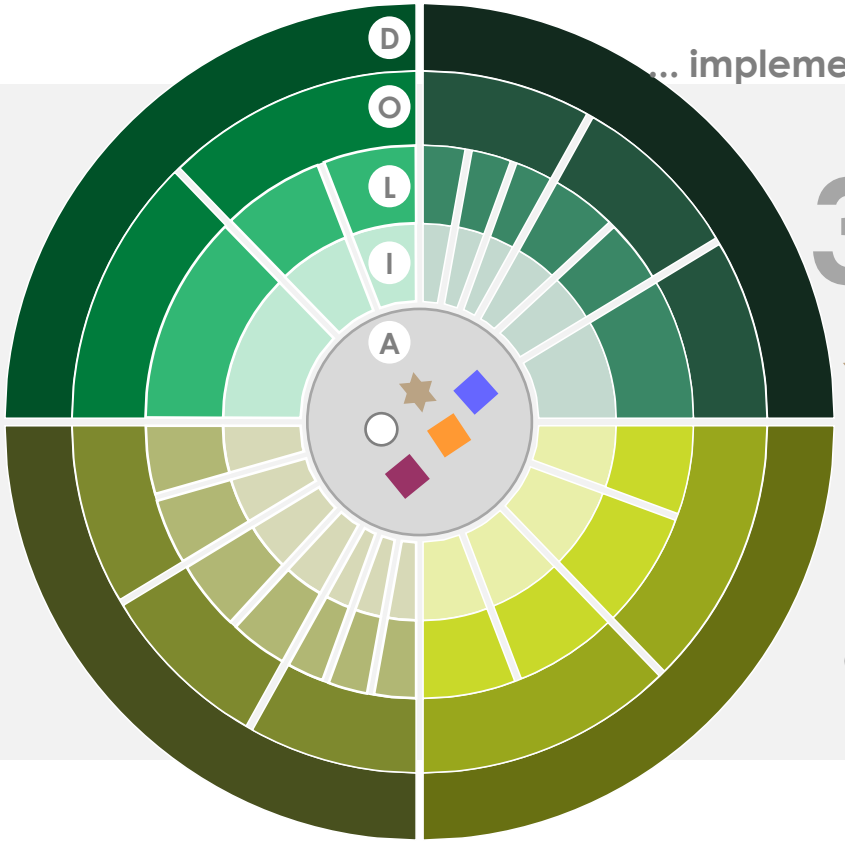
The Plan features

4 dimensions

10 strategic objectives

20 strategic lines

55 initiatives



... implemented through:

301 actions

106 Transformative actions

96 Instrumental actions
*(classified in **3 fields**)*

99 Specific actions

D **Dimensions** O **Strategic Objectives** L **Strategic lines** I **Initiatives** A **Actions**

Transformative actions
Specific actions
Instrumental actions

CATALAN FOOD COUNCIL



Plan methodology

1 year of intense and collective work by all stakeholders in the food value chain to achieve a consensus driven roadmap for Catalonia's Food sector

1/ Technical diagnosis

Analysis of the **current situation of the food industry** and identification of **strengths, weaknesses, threats and opportunities**

9 Work groups

220 experts

2/ Strategic framework

Plan **Strategic Definition** (**mission, vision and values**) and identification of **global challenges** and **strategic lines**

7 work groups

91 experts

Themed participatory sessions

3/ Operational framework

Definition and consolidation of **initiatives and** actions to be implemented

19 Work groups

131 experts

Territorial participatory sessions

4/ Dashboard

Description of the **governance framework** and **definition of PEAC's tracking and monitoring KPIs**

1 group **24** people

Cross-cutting advisory *(Multidisciplinary group)*

Plan methodology

The **participatory process** was conducted in **two stages**:

Prioritization of strategic lines

7 **Themed** participatory sessions

355 people*

49 institutions

354 **proposals,** useful to present amendments to the first proposal of strategic lines

452 Total participants

Deployment of actions in the territory

6 **Territorial** participatory sessions

97 people

38 institutions

153 Action proposal

148 Good practices

High impact of Plan proposals

69% of proposals (406 proposals) were already partially or completely included in the starting document, but were useful to introduce amendments and nuances

15% of proposals (88 proposals) were included in the document as new proposals

16% of proposals (96 proposals) were not included in the document

(*) Including people who participated in this stage(107), those who sent proposals through participa.gencat.cat (78), the DARP professionals who participated in the pilot session (42) and those who completed the initial poll on objective prioritization (128)

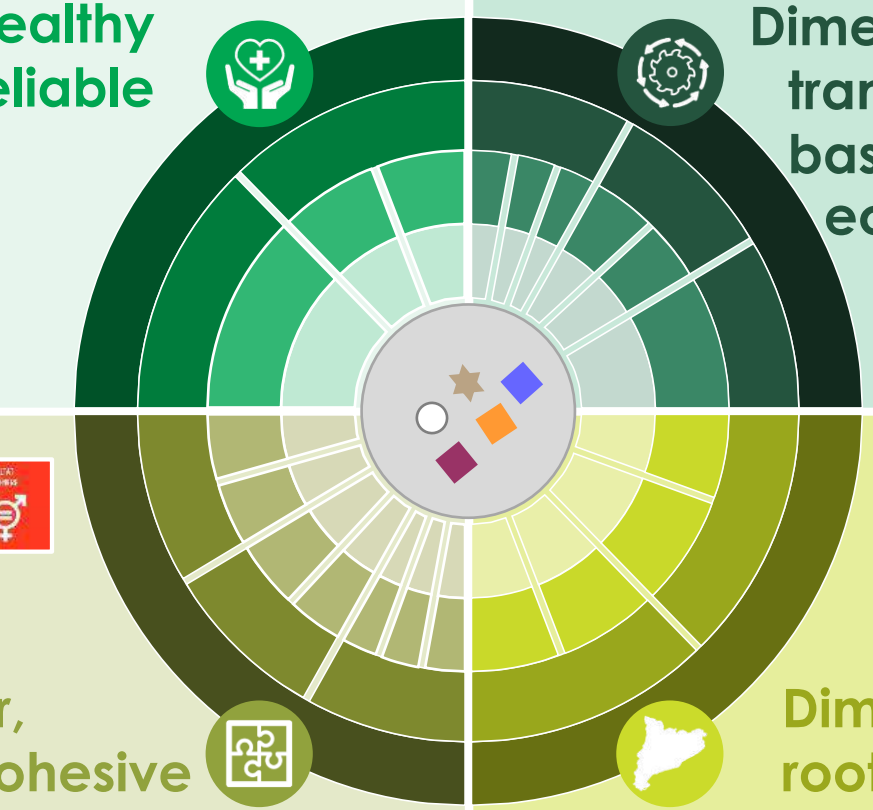
Plan connection with SDG

Dimension 4. Healthy and reliable



Dimension 1: Sustainable, transformative, and based on circular bio-economy







Dimension 3. Fair, equitable and cohesive



Dimension 2. Local and rooted in the territory

Strategic Food Plan for Catalonia 2021-2026

MISSION

To articulate a competitive, integral and sustainable food system rooted in the territory and based on its diversity, producing accessible, healthy and high quality food acknowledged by consumers

VISION

To transform Catalonia into a model country in terms of food excellence, acknowledged and valued by all food value chain stakeholders, both nationally and internationally

WHICH FOOD SYSTEM DO WE WANT?

SUSTAINABLE AND TRANSFORMATIVE

- Mitigating the climate emergency
- Generating value and based on circular bioeconomy
- Oriented towards a greater degree of self-sufficiency

LOCAL AND ROOTED IN THE TERRITORY

- Facilitating the rooting of the population in the rural and maritime areas of Catalonia
- Powering food self-esteem

FAIR, EQUITABLE AND COHESIVE

- Fostering social sustainability and access to food
- Guaranteeing a fair and equitable value distribution among all food value chain stakeholders
- Promoting collaboration and cooperation between all stakeholders of the chain

HEALTHY AND RELIABLE

- Reinforcing healthy food habits
- Promoting safety, quality and trust by consumers and markets

HOW ARE WE GOING TO ACHIEVE IT?

- Creation of a food public procurement law
- Support of a new regulatory framework incentivizing the transition towards sustainable models
- Creation of the Agri-food Chain Observatory
- Formalization of the Catalan Agency for the Official Control of the Food Chain
- Creation of the collaborative ecosystem of the Research and Innovation Alliance FoodCat
- Development of intelligent labelling to promote conscious consumption
- Support local products' online distribution networks
- Definition of a new funding model for the Catalan Food System
- Promote the digital and technological transformation of the agri-food system
- Design an integral advisory program
- Support business models based on circular bioeconomy
- Support the organization, structuring and sizing of the industry

NATIONAL FOOD AGREEMENT

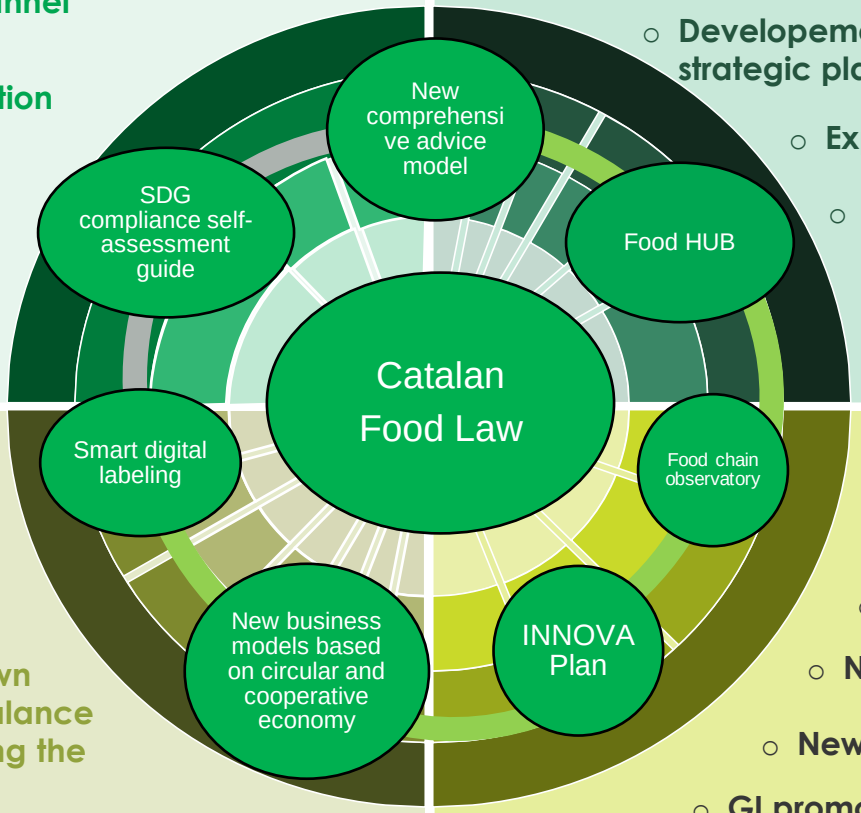
Main measures 2022

Dimension 4. Healthy and reliable

- Food channel
- Mediterranean diet promotion
- Inclusion in teaching plans

Dimension 1. Sustainable, transformative, and based on circular bio-economy

- Developement of Law 3/2020 of Food waste and strategic plan
- Exports - economic support
- Digital transformation
- Sustainable farming regulation



Dimension 3. Fair, equitable and cohesive

- IT tool for calculating production costs
- Normative provision laying down requirements for the correct balance of the food chain and structuring the sector

Dimension 2. Local and rooted in the territory

- Shared infraestructures – econòmic support
- Support for Young people and entrepreneurs
- Women leadership
- National Food Awards
- New food strategy label
- GI promotion measures

Catalan GI



- ✓ 12 PDO (excluding wine)
- ✓ 11 wine PDO + Cava
- ✓ 12 PGI

GI specific measures



FÒRUM INDICACIONS GEOGRÀFIQUES, UN VALOR OCULT DEL TERRITORI

MENJA'T L'ORIGEN

Generalitat de Catalunya
Departament d'Acció Climàtica, Alimentació i Agenda Rural

Amb la col·laboració de: AREPO · aliments d'origen

Les indicacions geogràfiques són els distintius que permeten associar l'origen geogràfic d'un producte amb unes característiques determinades, amb l'aval de les administracions públiques. A Catalunya tenim actualment 24 indicacions geogràfiques vigents de productes agroalimentaris diversos: 12 denominacions d'origen protegit (DOP) i 12 indicacions geogràfiques protegides (IGP). L'objectiu d'aquest fòrum és debatre sobre el potencial de les indicacions geogràfiques per posicionar un producte en el mercat gràcies als seus valors de qualitat diferenciada, proximitat i sostenibilitat, entre d'altres, i per ser el motor de desenvolupament econòmic d'un territori.

Activitats complementàries per al públic presencial:
- Taller de tast de producte amb DOP
- Joc Escape Room de l'oli d'oliva català
- Visita a l'exposició "Menja, actua, impacta"

(*) Activitat gratuïta. Places limitades. S'assignaran per ordre d'inscripció

Aforament limitat.

Inscripcions:

Enllaç al formulari d'inscripció

31 de maig de 2022 - Fundació Catalana de l'Esplai (C/ Riu Arnoia, 44-54, 08820 El Prat de Llobregat, Barcelona) **Programació de l'acte**

Dinamitzat per Pep Nogué

Recepció i benvinguda

9.30 h Recepció i registre de participants

10.00 h Benvinguda
Carmel Mòdol, secretari d'Alimentació del Departament d'Acció Climàtica, Alimentació i Agenda Rural (DACC) de la Generalitat de Catalunya

Bloc 1. Situació actual i perspectives a Europa

10.10 h ***Prioritats per a les indicacions geogràfiques en política europea.***
Paolo De Castro, membre del Parlament Europeu, i Carmel Mòdol, secretari d'Alimentació de la Generalitat de Catalunya

El paper de les indicacions geogràfiques com a motor de desenvolupament del món rural.
Simona Caselli, presidenta d'AREFLH i experta en indicacions geogràfiques de la Regió Emília Romagna

Indicacions geogràfiques, un camí cap a la sostenibilitat.
Emilie Vandecandelaere, economista agrícola de l'Organització de les Nacions Unides per a l'Alimentació i l'Agricultura (FAO)

Indicadors de sostenibilitat en les IG catalanes.
Cristina Massot, subdirectora general d'Indústries i Qualitat Agroalimentàries del Departament d'Acció Climàtica, Alimentació i Agenda Rural de la Generalitat de Catalunya
Chema Gil, director del Centre de Recerca en Economia i Desenvolupament Agroalimentari (CREDA)-UPC-IRTA

11.30 h Pausa - cafè

Bloc 2. En primera persona. Experiències d'èxit

12.00 h IGP Foie gras d'Anec del sud-oest/OrlGin France. Agnes Loth, enginyera de producte

DOP Jabugo. José Antonio Pavón, director general

Consorzio per la tutela dell'olio Toscano IGP. Christian Sbardella, director de Màrqueting i Comunicació

IGP Poma de Girona. Jaume Armengol, president

IGP Calçot de Valls. Dalmaci Clotent, president

Dinar

13.30 h Degustació de productes catalans amb DOP i IGP.

Amenitzat amb l'activitat complementària:
- Taller de tast de producte amb indicació geogràfica

Bloc 3. *Storytelling*. La importància del relat

15.00 h ***La comunicació de les indicacions geogràfiques, una comunicació que apunta al cor.***
Carles Mera, expert en Màrqueting i Comunicació i fundador de Vinexus

La història darrere un aliment.
Cristina Massot, subdirectora general d'Indústries i Qualitat Agroalimentàries del DACC de la Generalitat de Catalunya.
Zein Kallas, coordinador de l'àrea de Competitivitat del Sector Agroalimentari del Centre de Recerca en Economia i Desenvolupament Agroalimentari (CREDA)-UPC-IRTA

Bloc 4. Taula Rodona "Origenalitat"

16.00 h Joan Gòdia, director general d'Empreses Agroalimentàries, Qualitat i Gastronomia del DACC de la Generalitat de Catalunya

Laurent Gomez, secretari general de l'Associació de les Regions Europees dels Productes d'Origen (AREPO)

Rosabel Hernández, cap de la Secció de Suport al Teixit Productiu Local, Diputació de Barcelona

Josep Pere Colat, president de la Federació Catalana DOP-IGP

Fernando Tercero, responsable de Proximitat de Caprabo

Mònica Escudero, periodista freelance i coordinadora del Comidista (@ElComidista)

Cloenda

17.30 h Teresa Jordà, consellera d'Acció Climàtica, Alimentació i Agenda Rural de la Generalitat de Catalunya

Activitats complementàries

18.00 h
- Visita a l'exposició "Menja, actua, impacta"
- Escape Room de l'oli d'olive català

18.30 h Fi de l'acte

#ProductesCatalans
#MenjatLOrigen

Conclusions

Programme for the promotion of Catalan GI





agricultura.gencat.cat

Thank you





The WIPO Lisbon System – EU accession to the Geneva Act

Lisbon Agreement and Geneva Act –

EU accession

Klaus Blank

AGRI.G.1

Pre-history of the Lisbon System

- *Paris Convention of 1883 for the Protection of Industrial Property:*
  - *National treatment*
  - *Priority given to registered IP rights*
  - *Minimum standards of protection*
- *Madrid Agreement of 14 April 1891 for the Repression of False or Deceptive Indications of Source of Goods*
- *Madrid Agreement Concerning the International Registration of Marks (1891)*

The Lisbon System

- *Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (1958, 1967)*
- *Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications (2015)*

- Established to facilitate the international protection of appellations of origin (AOs) and geographical indications (GIs) through a single registration procedure (“simple and accessible”)
- Administered by WIPO, which keeps the International Register

The Lisbon System



European Commission

The Lisbon System : review of the Lisbon Agreement

Objectives of the revision:

(i) refinement of the legal framework;

(ii) extension of the Lisbon System to all GIs;

(iii) possibility of accession by intergovernmental organizations;

making the system more attractive for users and prospective new Members, while preserving its principles and objectives.

European Commission

Geneva Act : new features

1. Accession for intergovernmental organizations possible

2. Definition of geographical indications in Article 2 (1)

3. Enhanced recognition of the different means of protection of AOs and GIs at national and regional level: *sui generis*, trademarks (collective/certification marks), administrative systems (e.g. labelling), legislation on unfair competition

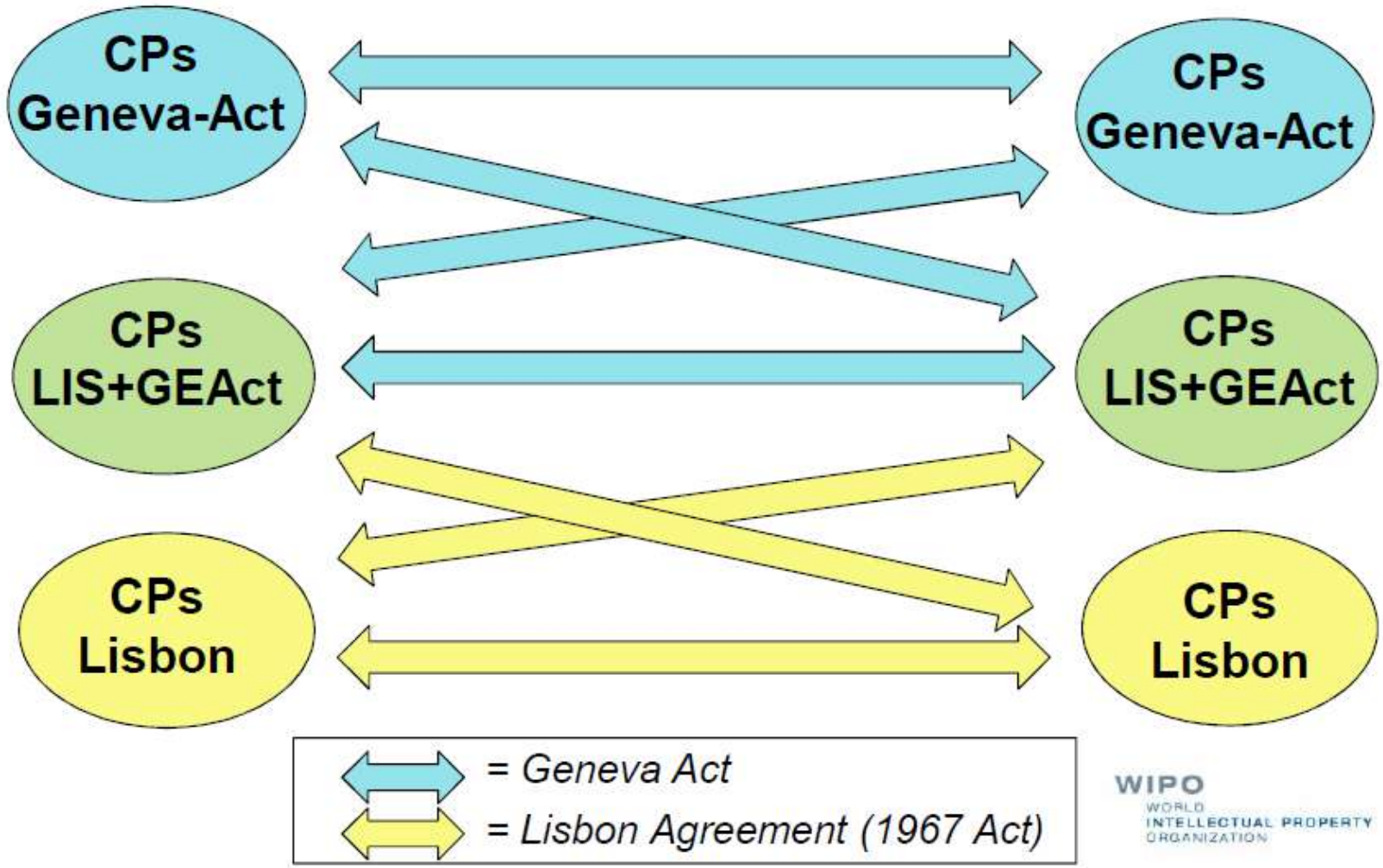
4. Precision regarding exceptions and limitations of protection

5. Possibility to request payment of individual fees

The Lisbon System after the accession of the European Union

European Commission

Relationship among Contracting Parties to the Lisbon Agreement and/or the Geneva Act



WIPO
WORLD INTELLECTUAL PROPERTY ORGANIZATION

European Commission

Geneva Act – Regulation (EU) 1753/2019 Principles

- European Commission is the Competent Authority referred to in Article 3 of the Geneva Act, responsible for the administration of the Geneva Act in the territory of the Union and for communications with the International Bureau of the WIPO under the Geneva Act.
- Therefore, COM files applications with the WIPO International Bureau for the international registration of agricultural GIs, wines and spirits GIs
- Member States may request the Commission to register EU GIs in the Geneva Act on their own initiative or following a request by GI holders.

Geneva Act – Regulation (EU) 1753/2019 Transition from Lisbon Agreement

- Transition to the Geneva Act of appellations of origin that were registered in the old Lisbon Agreement by the seven EU MS parties to that agreement:
- Regulation 2019/1753 distinguishes between those already protected under an EU GI regulation, those falling within the scope of EU protection but not protected, and those falling outside the scope of the EU protection (i.e. non-Agri GIs).

Thank you

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Slide xx: element concerned, source: e.g. Fotolia.com; Slide xx: element concerned, source: e.g. iStock.com

European Commission



EU-Mercosur Agreement: The challenges of the geographical indication market

Guilherme Fracarolli

Road map

- Introduction
- Methods
- The agreement
- Discussion
- Recommendations
- Conclusions









Introduction

- ➢ Economic blocs
- EU
- Mercosur;
- ➢ Agreement
- 2019;
- Producers, consumers, industry and commerce;
- Legal instrument.







Methods

- Qualitative
- Economic blocs
- Sustainable development
- Agreement’s statements
- Institutional embeddedness
- Comparative approach

The agreement’s results



OVERVIEW

- Agreement’s principles;
- Exports and imports;
- GIs in this context.

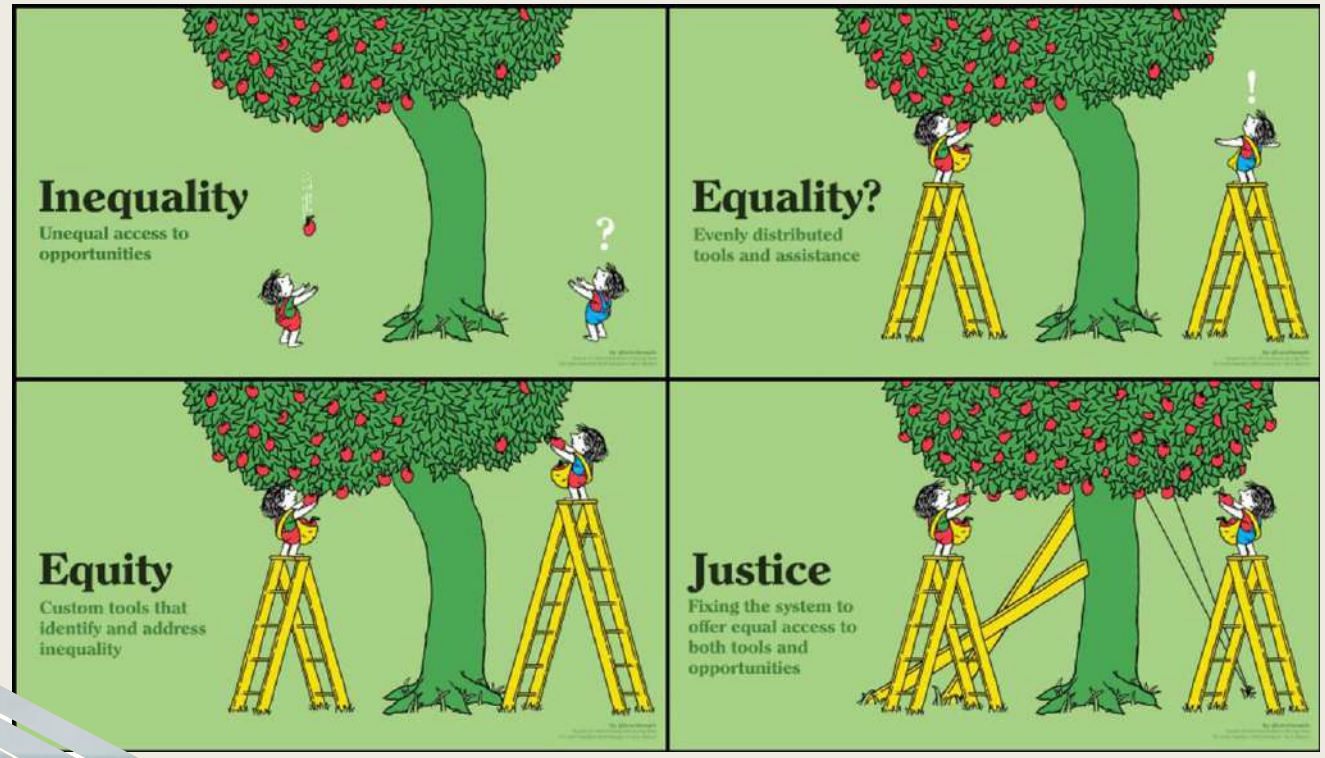
SPECIFICS

- GI protection;
- Allusive terms;
- Compete, cooperate and exchange;
- Brands.

TRADE AND SUST. DEVELOPMENT

- Integration of sustainable development;
- Sustainable development agreements;
- Climate change, bio-diversity and forest management, among others.

Discussion



Source: “Addressing Imbalance,” by Tony Ruth for the 2019 Design in Tech Report.

- Contradictions;
  - Countries
  - Institutions
- Sust. Development models;
- GIs and non-tariff barriers.



Recommendations

1. Address the institutional asymmetries and compensation mechanisms;

2. Create tools to promote sustainable development in promoting sustainable agrarian systems;

3. Set goals and to promote SDGs;

4. Financialize GI economies towards equilibrium.







Conclusions

The agreement is positive step towards standardization of norms and institutionalization of rules. Also, by referencing sustainable development and stimulating cooperation improves the GI trades between both blocs. However, by setting the same standard without addressing compensations or public policies it can compromise sustainable development and enhance market assymetries and inequalities in the long run.



The results of the markets do not happen by mere chance or the free action of an invisible hand. Instead, markets result from social constructions and the embeddedness of factors, such as networks, performance and institutions.

Thank You

Guilherme Fracarolli

Agr. Engineer @ Ministry of Agriculture, Livestock and Food Supply – Brazil

Researcher @ SOCIUS - Research Centre in Economic and Organizational Sociology

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Montpellier, July 6th 2022

FCT Fundação para a Ciência e a Tecnologia

This work was supported by FCT, I.P., the Portuguese national funding agency for science, research and technology, under the Project UIDB/04521/2020

RÉPUBLIQUE FRANÇAISE
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cirad
LA RECHERCHE AGRONOMIQUE POUR LE DÉVELOPPEMENT

FAO
FIAT PANIS

INSTITUT NATIONAL DE L'ORIGINE ET DE LA QUALITÉ

INTERNATIONAL MECHANISM FOR GI PROTECTION

ARTICULATION ET GRADATION DES RÉGIMES DE PROTECTION ISSUS DES ACCORDS BILATÉRAUX UE - PAYS TIERS ET DU DROIT INTERNATIONAL PUBLIC :

UN DÉFI POUR LA PROTECTION INTERNATIONALE DES IG

JULY 5, 2022

1. La protection juridique des IG au titre des accords bilatéraux ou le compromis entre harmonisation et adaptation des pratiques et du droit

- La Commission européenne: : un acteur déterminé et moteur dans la promotion les IG
  - ❖ Multiplication des accords bilatéraux sur les IG avec Pays Tiers
  - ❖ Formes variées

- Des accords bilatéraux avec des niveaux de protection juridique différenciés

- Le socle juridique minimum pour les IG: ADPIC (comprenant art. 23 : protection additionnelle ou renforcée)

- Dispositions juridiques variables pour les IG:
  - ❖ Mise en œuvre d'un droit sui generis, spécifique aux IG
  - ❖ Protection par rapport aux évocations et détournement de notoriété
  - ❖ *Phasing out* (période de cessation progressive)
  - ❖ *Grandfathering clause* (clause d'antériorité)
  - ❖ Coexistence avec les marques antérieures
  - ❖ Mise en œuvre/ *enforcement*

→ Exemples des accords UE et Chine, Canada, Japon

2. Les IG comme culture juridique et politique particulière

- Les accords bilatéraux comme corpus juridique nouveau pour plusieurs Pays Tiers: la mise en relation

  - ❖ Nécessité d'adaptation et d'acculturation du droit et des pratiques à mettre en œuvre pour la protection des IG
  - ❖ Nécessité d'associer de nombreux acteurs à différents niveaux: administrations centrales et locales, producteurs, consommateurs, services des fraudes, des douanes, Office de PI, juges, avocats

- **Le succès d'intégration des dispositions de l'accord bilatéral pour la protection des IG conditionné à la préexistence et à la connaissance des IG dans le droit et la culture du Pays Tiers**

Illustrations:

- ❖ Problématiques liées à la langue
- ❖ Problématiques par rapport au caractère comparable des produits
- ❖ Niveau d'intervention des pouvoirs publics habituellement admis dans le Pays Tiers

→ Communication, promotion et coopération pour assurer la diffusion et le renforcement du modèle des IG

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INSTITUT NATIONAL DE L'ORIGINE ET DE LA QUALITÉ

Merci pour votre attention!!

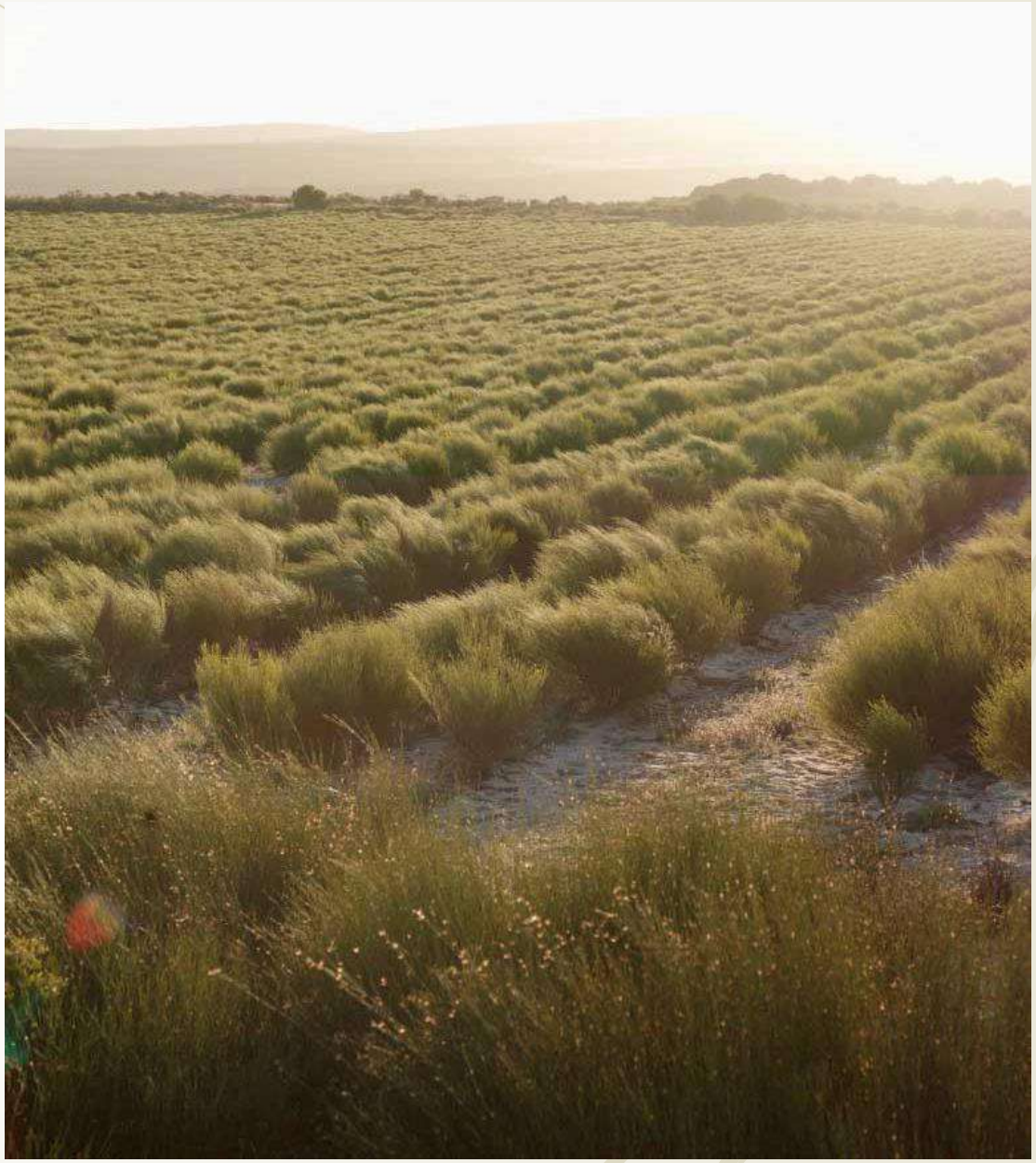
www.inao.gouv.fr

a.levy@inao.gouv.fr

‘ROOIBOS’ / ‘RED BUSH’

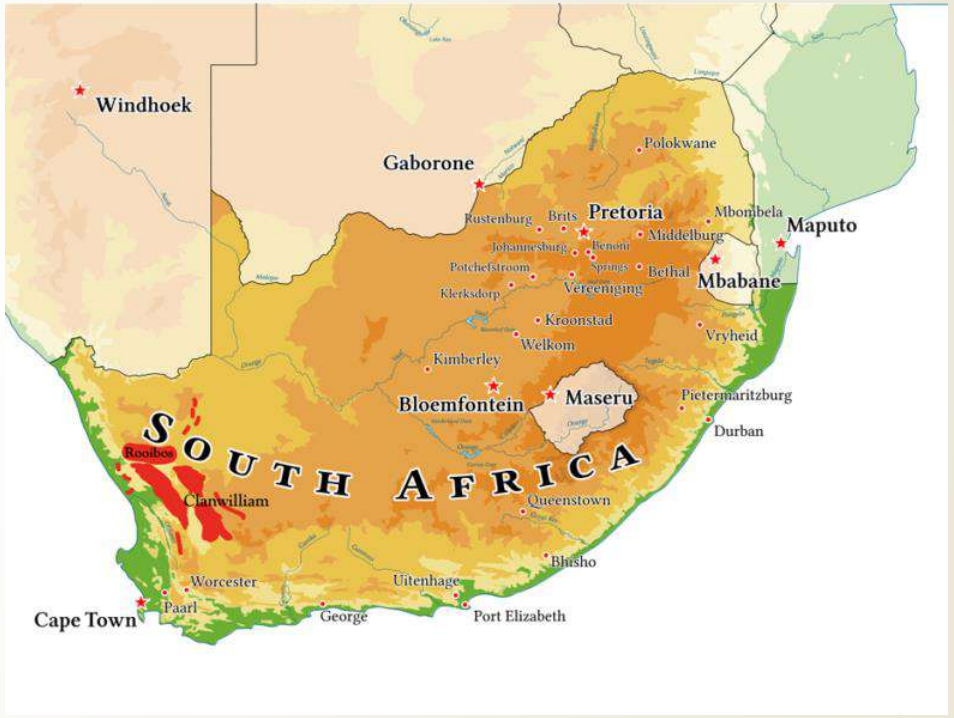
The first African GI included in the EU Register

5 July 2022



The home of Rooibos

- ‘Rooibos’ is an herbal tea from the plant Aspalathus linearis which only grows in the South-Western Part of South Africa
- Cape Floral Region is a UNESCO World Heritage Site
- Less than 0.5% of the area of Africa but is home to nearly 20% of the continent's flora
- Successful transition to cultivation and one of few economically important fynbos plants





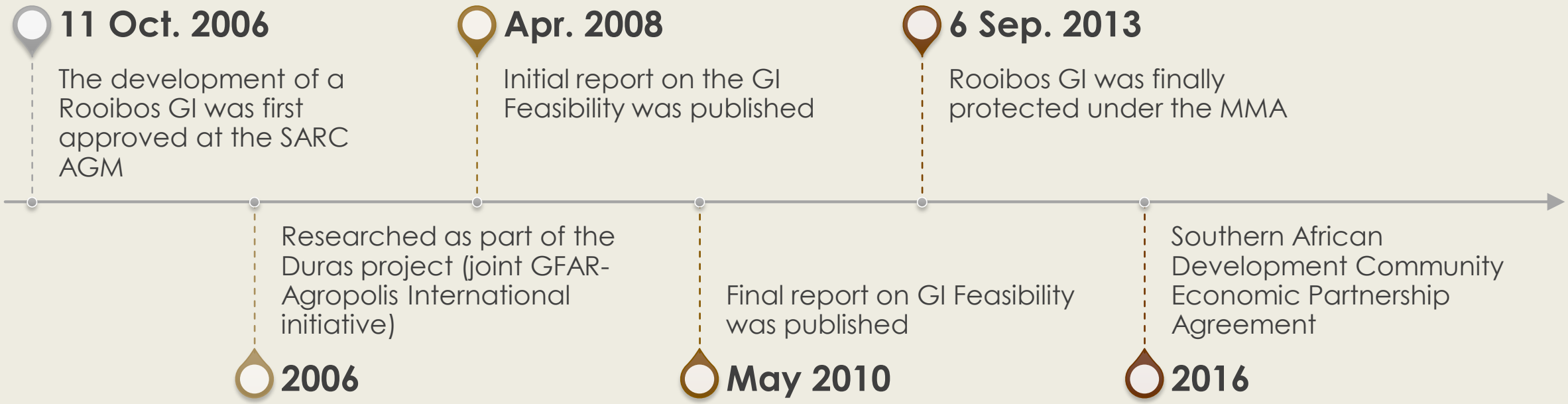
Why a GI for Rooibos?

Rooibos Trademark registered by Forever Young in 1994 – use of word by other parties in the US prohibited – SA Government & Rooibos Ltd won case

In 2013 the French Compagnie de Trucy, attempted to register exclusive use of the word Rooibos in France – SARC filed an objection with the French trademark authority

Not only about protecting the name, but also linking it to the region

Process for the development of the GI



From the EPA to the EU register

- Rooibos not appearing on the EU GI register
- Ability to use PDO status, logo and acronym in all EU languages
- High consumer-recognition of PDO logo
- Direct rather than negotiated right for producers
- Ease of application for further GI protection

Process for submission and approval

21 Aug. 2018

Initial application submitted

Three sets up revisions as requested by the EU Commission submitted

29 Apr. 2019, 20 Dec 2019 & 20 Feb. 2020

6 Aug. 2020

Single Document was published in the Official Journal of the EU for comment

Meeting with parties who submitted the objections & agreement reached

8 Oct. 2020

9 Nov. 2020

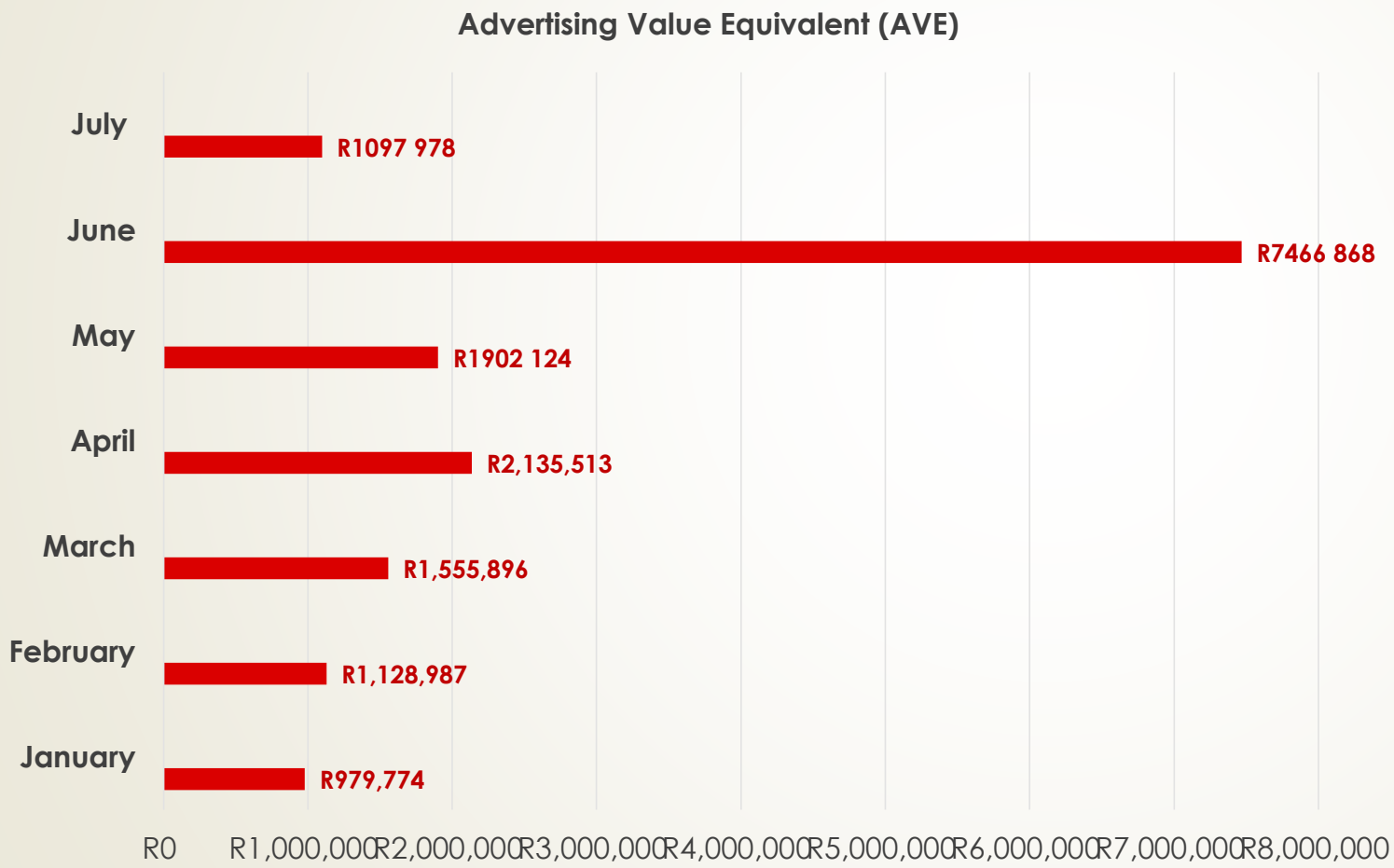
Resolution submitted to the EU

Supported by EU Commission in Pretoria, dtic, Western Cape Government & EU Commission review committee



31 May 2021 'Rooibos' / 'Red Bush' received the honour to be the first product from Africa awarded the coveted status of 'PDO' in the European Union's (EU) Register of Geographical Indications (GI).

Real benefit to the product



June was an exceptional month due to the announcement of Rooibos' inclusion as a PDO GI in the EU.

Additional 76 340kg per month of exported on average after the inclusion in the EU GI Register; an increase of 11,6%.

Observations for other producers

- Rooibos Industry could directly apply to EU but important to recognise and work through national authorities – opened diplomatic channels which proved very valuable
- Very long and complicated process, the comments and support received from the EU Commission was very valuable.
- Objections should be approached in a positive way. Benefit from years of practical experience & contributions prevented challenges which would only materialise at a later stage.

Lessons from DURAS to now

- Importance of having an appropriate domestic valorisation system.
- Need a credible and inclusive custodian of the GI.
- Challenges of translating foreign legal prescripts into local product realities.
- Technical institutional support framework as important
- Opportunity created for other GI created by an Industry paving the way
- Realisation that the development of a GI is a long and complex process
- Immediate increase in domestic and international interest in Rooibos


Thank you!

ORGANISATION AFRICAINE DE LA PROPRIETE INTELLECTUELLE

OAPI

CONFERENCE SUR LES PERSPECTIVES MONDIALES CONCERNANT LES IG

MONTPELLIER, 5-6 JUILLET 2022

LES INDICATIONS GEOGRAPHIQUES DANS L'ESPACE OAPI



Michel GONOMY- OAPI

L'OAPI, en cinq points



- **Office commun de 17 Etats africains**
- **Loi uniforme en matière de PI** (Accord de Bangui)
- **Procédures communes de protection des droits**
- **Titres communautaires**
- **Appui à la promotion de la PI dans les Etats membres**

La vision de l'OAPI

- **Un office de propriété intellectuelle moderne et performant au service du développement des Etats membres**



« Le système de la propriété intellectuelle est avant tout un outil de développement économique et social des Etats ». *(Plan stratégique de l'OAPI 2018-2022, p. 2)*

Evolution de la protection des IG à l'OAPI

ACCORD DE BANGUI (Annexe VI)

ACTE DE BANGUI 1 (1977)

APPELLATION D'ORIGINE (Références à Lisbonne, Acte de 1958)

ACTE DE BANGUI 2 (1999)

INDICATION GEOGRAPHIQUE (Références aux ADPIC)

ACTE DE BAMAKO (2015)

INDICATION GEOGRAPHIQUE (Références aux ADPIC + Lisbonne, Acte de 2015)

Les années 2000 : décennies charnières pour les IG

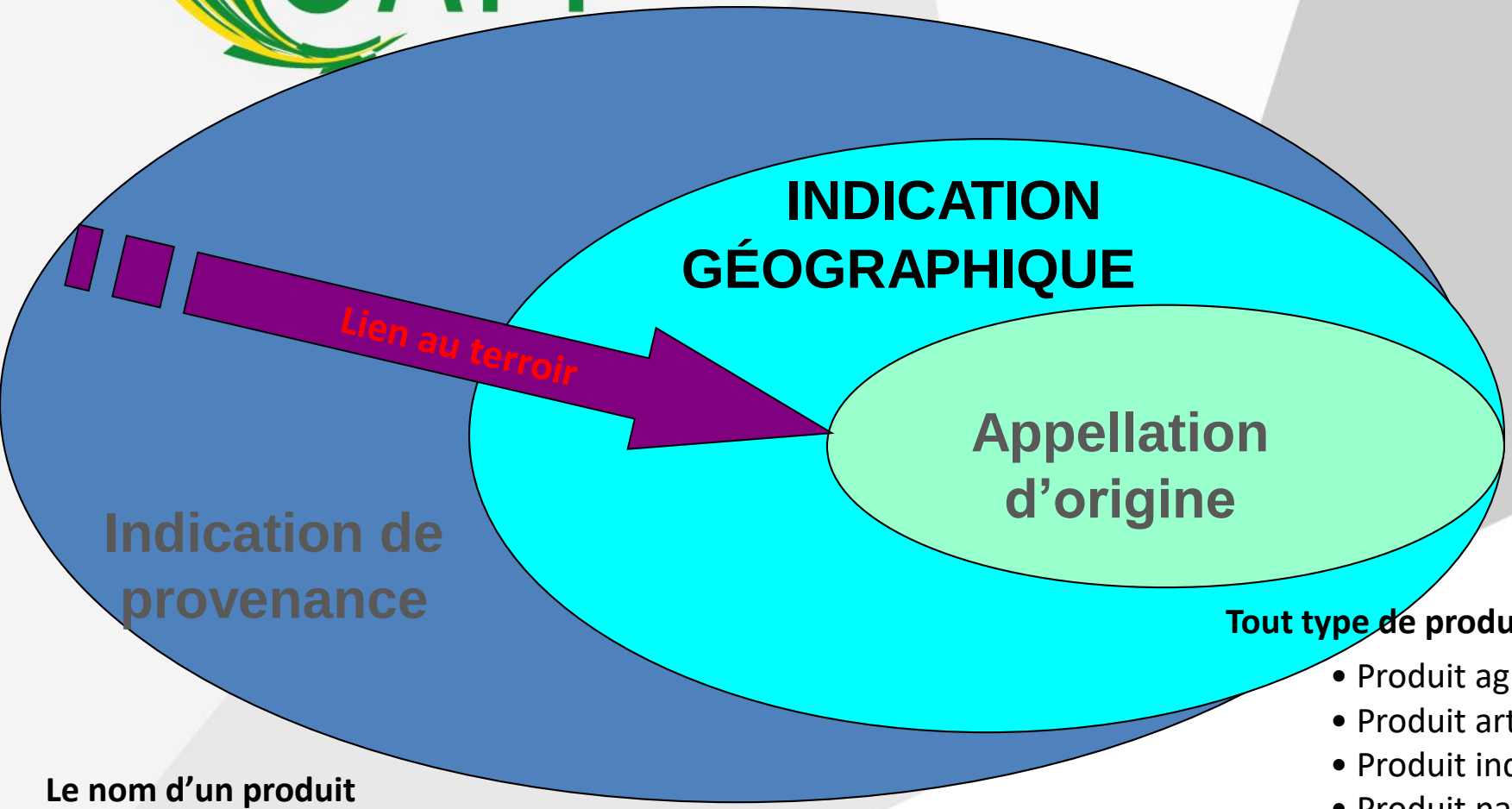
- **23 – 25 janvier 2000** : Premier séminaire régional sur les IG, à Conakry (OAPI-OMPI-INPI)
- **7 décembre 2005** : Déclaration ministérielle de Ouagadougou (pour une implémentation des IG)
- **2006** : Enregistrement de la première IG à l'OAPI (Champagne)
- **6 octobre 2008** : mise en place d'un projet régional sur les IG (PAMPIG)
- **2013:** première IGP de l'OAPI
- **3 juin 2022** : Déclaration d'Abidjan, vers une adhésion au système de Lisbonne

1. CADRE JURIDIQUE ET INSTITUIONNEL

ORGANISATION AFRICAINE DE LA PROPRIETE INTELLECTUELLE

OAPI

Un seul identifiant géographique : l'IG



Le nom d'un produit auquel est adjoint un identifiant géographique

Tout type de produit

- Produit agricole
- Produit artisanal
- Produit industriel
- Produit naturel

Un système unifié de reconnaissance des produits IGP



■ «Ce logotype est un signe officiel de qualité publique destiné à être apposé sur les étiquettes et les emballages des produits dont les noms ont été enregistrés comme Indication Géographique Protégée par l'OAPI »

QUELQUES CHIFFRES

Les premières IG (PAMPIG 1)

Réputation croissante des terroirs et pays de production, accroissement des revenus des producteurs





Pour le Café
Prix de vente du café a doublé après l'enregistrement

Pour le poivre de Penja
- 2500 F/ Kg avant l'IG
- 8000 F/KG en 2014
- 15 000 F/Kg en 2015

Production multipliée par 3 en 4 ans et 40% du produit est exporté

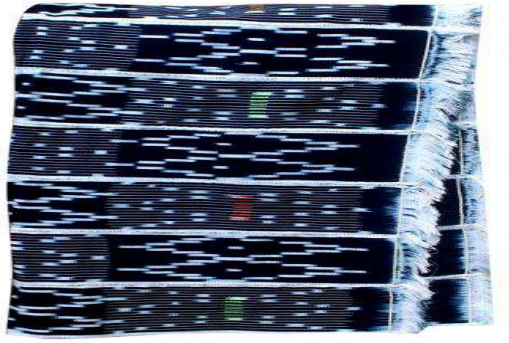


Pour le miel:
- **2500 Fcfa/L avant l'IG chez les apiculteurs;**
- **5500 Fcfa/L en 2017 chez les apiculteurs**
- **6500 à 14000 Fcfa/L le litre dans les super marchés de la capitale selon le conditionnement**

- ❖ Sociales
- ❖ Economiques
- ❖ Eco-tourisme

En perspectives (PAMPIG 2)

Pagnes Baoulé



Attiéké des Lagunes



Baronne de Guinée



Gari Sohoui de Savalou







Pain de sucre du Bénin



Huile d'Angonlin

Cacao rouge du Cameroun

En guise de conclusion

Faire des Indications Géographiques un outil qui « *contribue au rayonnement des produits de terroir et de l'artisanat*

… Et que leur protection ait « *un impact positif sur les revenus des producteurs*, la protection de l'environnement et le développement du tourisme ».

Déclaration ministérielle de Ouagadougou et d'Abidjan, 7 décembre 2005



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OAPI



PROMOTION AND PROTECTION OF LOCAL PRODUCTS IN DEVELOPING COUNTRIES - THE ROLE OF THE STATE

Worldwide Perspectives on Geographical Indications
Montpellier, France; 5 – 8 July 2022

Paola Guerrero Andreu, IP Lawyer, Seal of Origin Programme Coordinator

Protection of products at place of origin

What is required?



Illustration designer (icons): Constanza Rodríguez

Chile

Chile, it's place in the world



Chile

Chile, it's place in the world



Chile

Attributes



- Chile is the longest country in the world (4.329 km);
- Chile is very narrow (445 km maximum);
- Chile has a set of climates and natural features;
- Chile has a large variety of local products "*made in Chile*".

Chilean products

Legal framework



Paine Watermelon (GI)/Sandía de Paine (IG)

- Special laws for some products: Pisco, Pajarete, Vino Asoleado and Winery Zoning (under the regulation of Ministry of Agriculture);
- International treaties signed by Chile;
- General system established under Chilean Industrial Property Law (This system is administered by INAPI)

Seal of Origin Program

Adding value to traditional chilean products

Seal of Origin Program

Description



Pastries of La Ligua (GI)/Dulces de La Ligua (IG)

- Seal of Origin program was launched in July 2012;
- A joint initiative between the IP Office of Chile (INAPI) and the Ministry of Economy;
- The Seal of Origin itself as a certification mark;
- The Seal of Origin program includes: GI, AO, certification and collective marks
- **Product to market proposal:**

  (a) Promotion, preservation, protection and development of traditional and unique products of Chile;

  (b) Strengthen relationships within local communities.

Catalogue of protected products

2012 - 2022



Doñihue Mantos and Cloaks (AO)/
Chamantos y Mantas Corraleras de Doñihue (DO) (DO)

- **38** products protected;
- Including: crafts, agricultural products, fresh and processed products, sea products;
- Diverse interconnected entities: local governments, municipalities, producers associations, artisans associations and other local groups.

Catalogue of protected products

Areas of concern

Sustainability

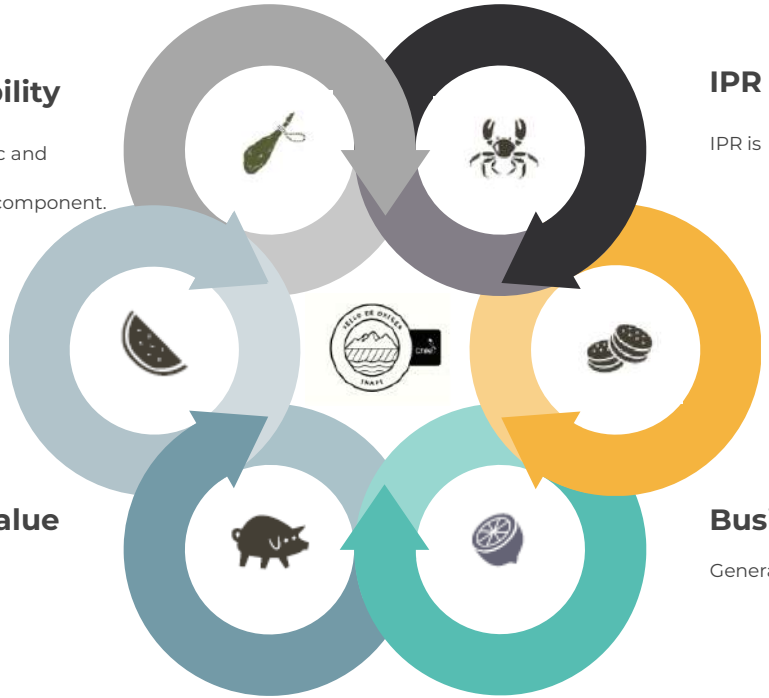
Social, economic and environmental component.

IPR value

IPR is not an end in themselves.

Control systems

Traceability and quality.



Governance

Benefits for all actors in the value chain (producers, artisans and external stakeholders)

Collective actions value

Strengthening collective action.

Business models

Generate value.

Illustration designer (icons): Constanza Rodríguez

The role of the State

Relevant information



Lluta Corn (GI)/ Maíz de Lluta (IG))

- Most products are located in rural and isolated areas;
- 7 out of 38 local products are located in impoverished areas;
- Most products derive from family based subsistence farming;
- Traditional and ancestral knowledge;
- Covid pandemic effects.

Active role of the State

Why is it important?


Pica Lime (GI)/ Limón de Pica (IG)

- **BECAUSE,** there are living traditions or expressions, inherited from our ancestors and passed on to our heirs;
- **BECAUSE,** Protected local products can promote the social capital through collective actions;
- **BECAUSE**, Protected local products can mobilize local economies;
- **BECAUSE,** Protected local products can generate a relationship between the communities and their specific terrain/*terroir*;
- **BECAUSE,** Protected local products can be part of an integral territorial development strategy.

The role of the State

Necessary actions



Salt of Cáhuil, Boyeruca, Lo Valdivia (AO)/
Sal de Cáhuil, Boyeruca y Lo Valdivia(DO)

- Coordinated and comprehensive work is required from different government agencies (Agriculture, Economy, Tourism, Culture, etc.);
- Active support (education/ training);
- To promote alliances between producers and artisans with academic and research institutions;
- Provisions for public policies for local territorial development that consider local products protected under IPR.

Final insights



- Protection systems for local products require concrete actions that promote their strategic use;
- The active role of the state can contribute to the building of bonds of trust between the different actors linked to local products;
- Local success can contribute to improving local economies and overcoming poverty in developing countries;
- It is important not to forget: ***"They can't do it alone" (producers and artisans)*** (Luis Fernando Samper, international consultant, INAPI+Origin 2021)



Thank you!

paola.guerrero.andreu@gmail.com

The GI policy in Georgia

Tengiz Kalandadze

Irakli Kasradze

05/07/2022

Montpellier, France

GEORGIA is situated at the junction of eastern Europe and western Asia



Georgia - Cradle of Wine

- Georgia - 8 000 years of unbroken tradition of winemaking
- 525 indigenous grape varieties





8000 vintages

La Cité du Vin – Bordeaux, France

Georgian wine exhibition 31 July – 30 November, 2017

National IP Center of Georgia



Sakpatenti

A governmental independent agency, with own budget

Determination the state policy in the field of IP

Administering all IP rights including GIs

Representation of Georgia in the WIPO and other International Organizations

Examination of applications, issuing titles of protection and keeping the register

Raising public awareness

Related organizations

The Ministry of Environment Protection and Agriculture

National Food Agency

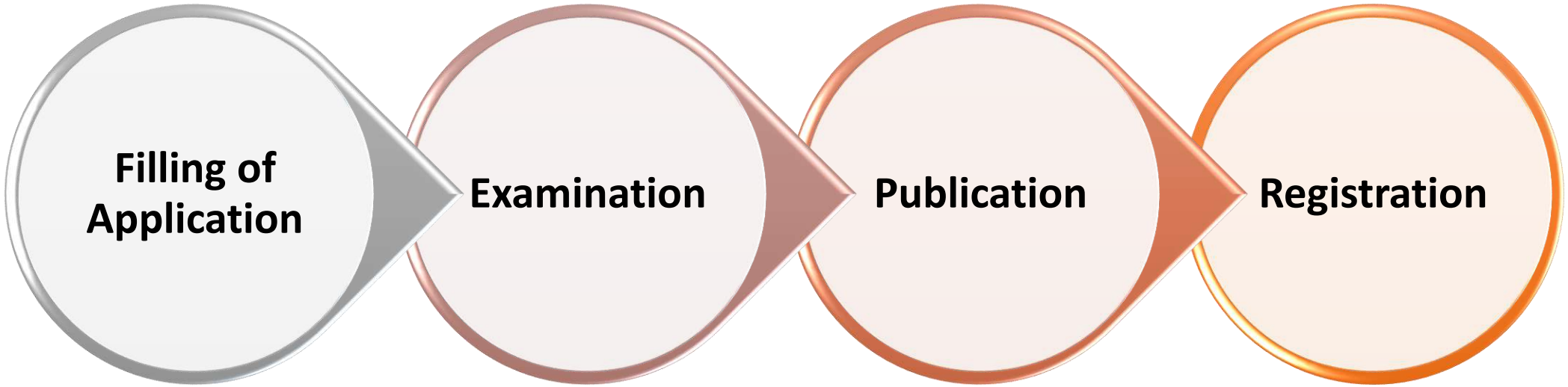
National Wine Agency

Legal Framework

1998 – The Georgian Law on Vine and Wine
1999 – The Georgian Law on Appellations of Origin and Geographical Indications of Goods
2002 – Presidential Decree on the protection of designation of origin
2012 - Food/Feed Safety, Veterinary and Plant Protection Code



Registration Procedure



Georgian Registered AOs and GIs

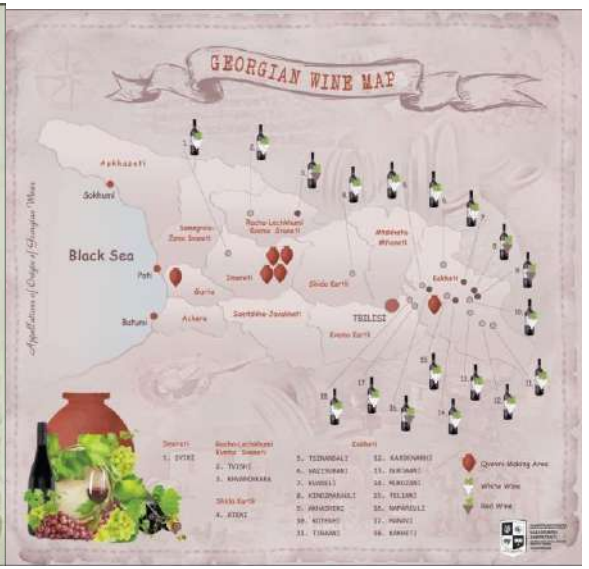
National Intellectual Property Center of Georgia – Sakpatenti

34 AOs and 23 GIs (since 2005)

1 Handicraft







QVEVRI - ქვევრი - handicraft



- is the first non-agricultural product
- Qvevri wine-making method was approved by UNESCO with the status of intangible cultural heritage, which indicates the uniqueness of this method and is a message to the whole world that wine is an inseparable part of ancient Georgian culture
- The originality of Qvevri is based on numerous contemporary research, historical sources and archaeological artifacts and represents an intellectual product of the Georgian people, a specimen of applied art, which has found industrial development.

Monitoring of Protected GI’s

Internal Control

Covers all stages: Production, manufacture, processing;

Traceability

External Control (outside of GI area)

Controlling of Market

Internet

Promotion

Advertising Campaign, including on the internet

Protection of Georgian AOs or GIs abroad

In 29 countries of the world under the Lisbon agreement (18 wines and 2 mineral waters);

Bilateral agreements EU, Switzerland, UK, Ukraine;

Direct registrations Russian Federation, Kyrgyz Republic, Kazakhstan and other countries;

In China, USA and in other countries on the basis of certification marks (some wines)



Foreign AOs or GIs protected in Georgia

Lisbon Agreement for the Protection of Appellations of Origin and their International Registration (Georgia is a party since 1999)

Bilateral agreements EU, Switzerland, UK, Ukraine;



Managing of Georgian GIs abroad

Promotion

Monitoring of markets

Enforcement actions


1912
JAUNPILS
SULGUNI
45%


1912
JAUNPILS
SULGUNI
45%

Khvanchkara vs Kvanzkali

Kindzmarauli vs Kinzmali (Estonia)






KHVANCHKARA
BULGARIAN WINE


KHVANCHKARA
RED SEMI-SWEET TABLE WINE
BULGARIAN WINE

Georgian Wine Export Statistics 2021

In 2021 **107 million bottles** of wine were exported from Georgia to **62 countries**

35% was Protected by Appellation of Origin





International partners

WIPO

EU

FAO

oriGIn

Current actions

Switzerland - Georgia Intellectual Property Project (GESIP)

Modernization of legislation

oriGIn Georgia

Plans & Challenges

To increase engagement of private sector in managing and controlling of AOs & GIs

To assist associations of producers to elaborate proper marketing strategy

To explore new export markets for AO & GI products to better benefit from added value

To deal with enforcement of Georgian AOs & GIs on foreign markets



Thank you for your attention!!!

iraklikasradze@sakpatenti.gov.ge

GI Development in Georgia

July 2022, Montpellier France



For BIOtiful Life!
Organic product. Rural diversity.

ელკანა
ELKANA
Since 1994

History

- Georgian law on GIs adopted in 1999 entered into force in 2002. Since 2017 the law is under revision.
- The fist products protected internationally were 5 wines of Protected Appellation of Origin (PAO) in 2005 – Khvanchkara, Mukuzani, Akhasheni, Tsinandali and Gurjaani, followed by other PAO wines and mineral waters; after 2011 chacha, dairy and other products registered as PGIs
- Currently registered:

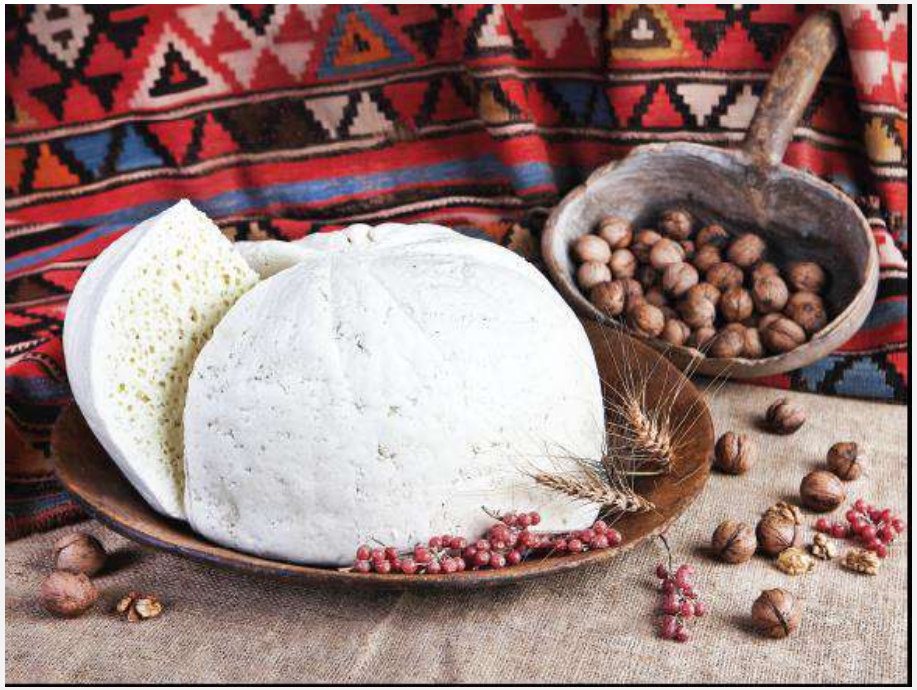
34 PAO - wine (25), mineral water (8), and a cheese “Tushetian Guda”

23 PGI – chacha, churchkhela, dairy (13), honey (3), Qvevri, tea, greens, potato, tangerine

About the project

- FAO EBRD project - “Support to Sustainable Value Chains through the Development of Geographical Indications in the Dairy Sector”, 2017-2019
- Partners – Ministry of Environmental Protection and Agriculture (MEPA) & National Intellectual Property Center (Sakpatenti)
- Implementing partners – Elkana (Georgia), REDD (Switzerland)
- Main objective - to help improve and further implement the existing national institutional framework for Geographical Indications (GIs), as well as explore the potential benefits offered by a well-developed GI system in the country





Project outcomes

- The Sulguni and Tushetian Guda specifications upgraded and internal control system has bean developed.
- The control plan for the two pilots developed with participation of producers, NFA and local certification body CaucasCert and with the help of international experts.
- The study tour organised in France and Switzerland, for producers, certification staff and public authorities
- Producers participated in CHEESE! Fest in Bra and Terra Madre-Salone del Gusto in Turin.





Project outcomes

The marketing strategy, quality logos and promotional material developed

Logos - Sulguni PGI





Logos – Tushetian Guda PAO

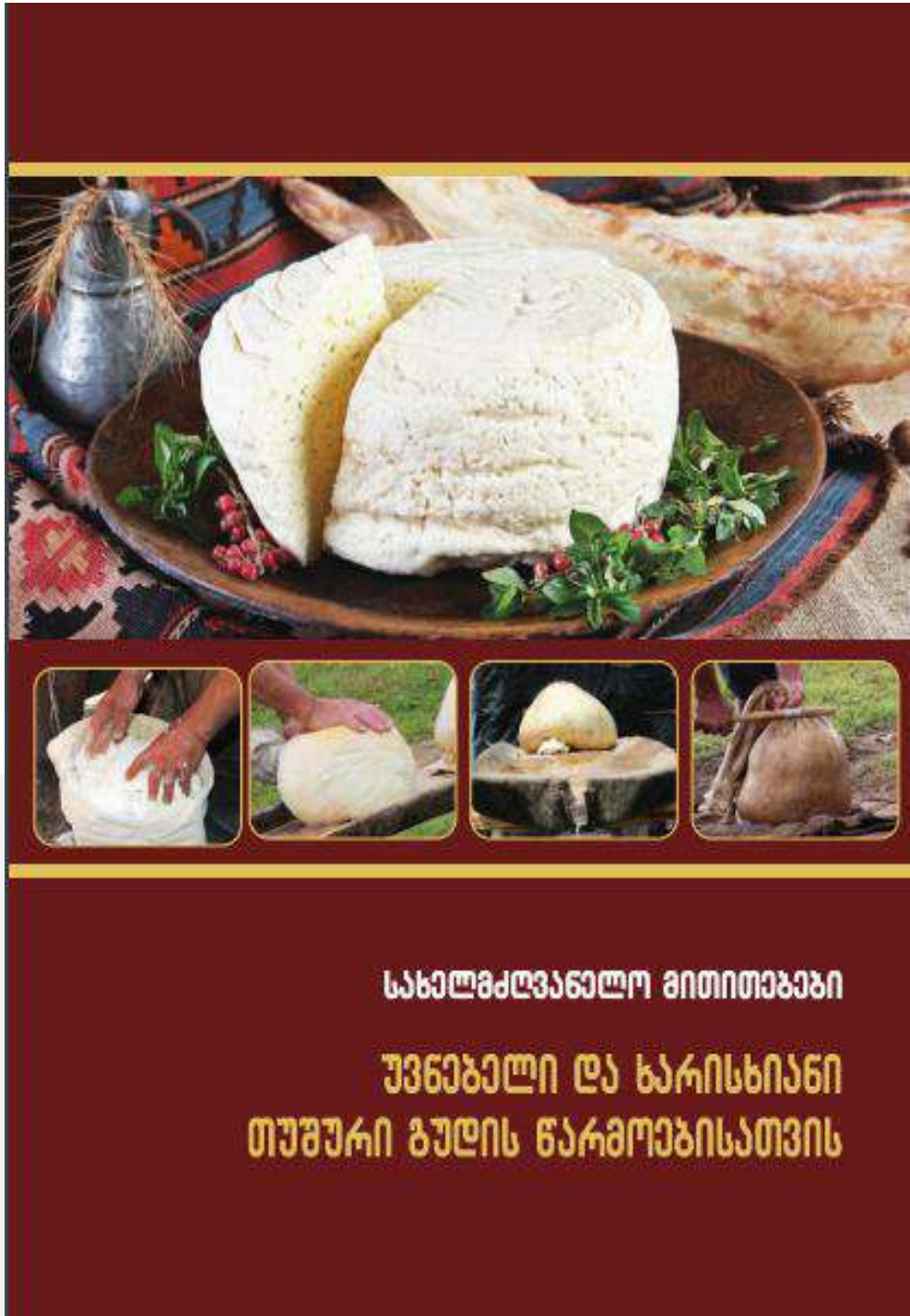






Project outcomes

- In cooperation with the Ministry of Environmental Protection and Agriculture (MEPA) and the National Food Agency (NFA) a food safety guidelines for Sulguni and Tushetian Guda developed; at legislative level, Decree n. 173 on food safety flexibility measures for small holders and traditional products revised and upgraded, for the introduction in the Decree of Georgian PGI and PAO to be entitled for specific flexible rules.
- Capacity building for public authorities involved in GIs (MEPA, NFA and Sakpatenti) and Elkana staff carried out on procedures for application and examination of a GI request, sharing the French experience and system through the participation of INAO and French GI Associations.
- An atlas of 56 origin-linked products developed



Conclusion

- The project helped on triggering policy dialogue between private and public sector stakeholders, allowing to discuss, negotiate, and find commonly agreed solutions to different issues.
- Showed importance of producers' associations in managing GI products.
- Built local capacities for supporting producers' associations in development of internal control system for the GI product management



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Les Indications Géographiques (IG) en Côte d'Ivoire : acquis et défis

UNIL | Université de Lausanne

CSRS
Centre Suisse de Recherches Scientifiques en Côte d'Ivoire

Kouakou Philipps Kouakou* ; Charlemagne Nindjin ; Dominique Barjolle

Université Félix Houphouët-Boigny

PLAN



1- Introduction

Les Indications Géographiques :

- ❑ Protection des démarches d'actions territorialisées
- ❑ Valeur ajoutée aux produits de qualité (Orger et al., 2010)
- ❑ OAPI : 4 produits (Bohoussou, 2020 ; https://urlz.fr/hQ8L)
- ❑ Côte d'Ivoire : Pas encore de produits enregistrés
  Plusieurs atouts
  Plusieurs initiatives

Quels acquis ; quels défis ?

Objectif : Présenter les acquis et défis en matière d'IG en CI

2- Méthodologie

Synthèse bibliographique

- ❑ **Articles scientifiques**
- ❑ **Rapports d'étude**
- ❑ **Sources en ligne :** https://www.wipo.int/reference/fr

  http://www.oapi.int/index.php/fr

  http://www.oipi.ci/
- ❑ **Mots clés :** IG/Produits du terroir et/en Côte d'Ivoire

3- Résultats (1/6)

Produits à potentiel IG identifiés

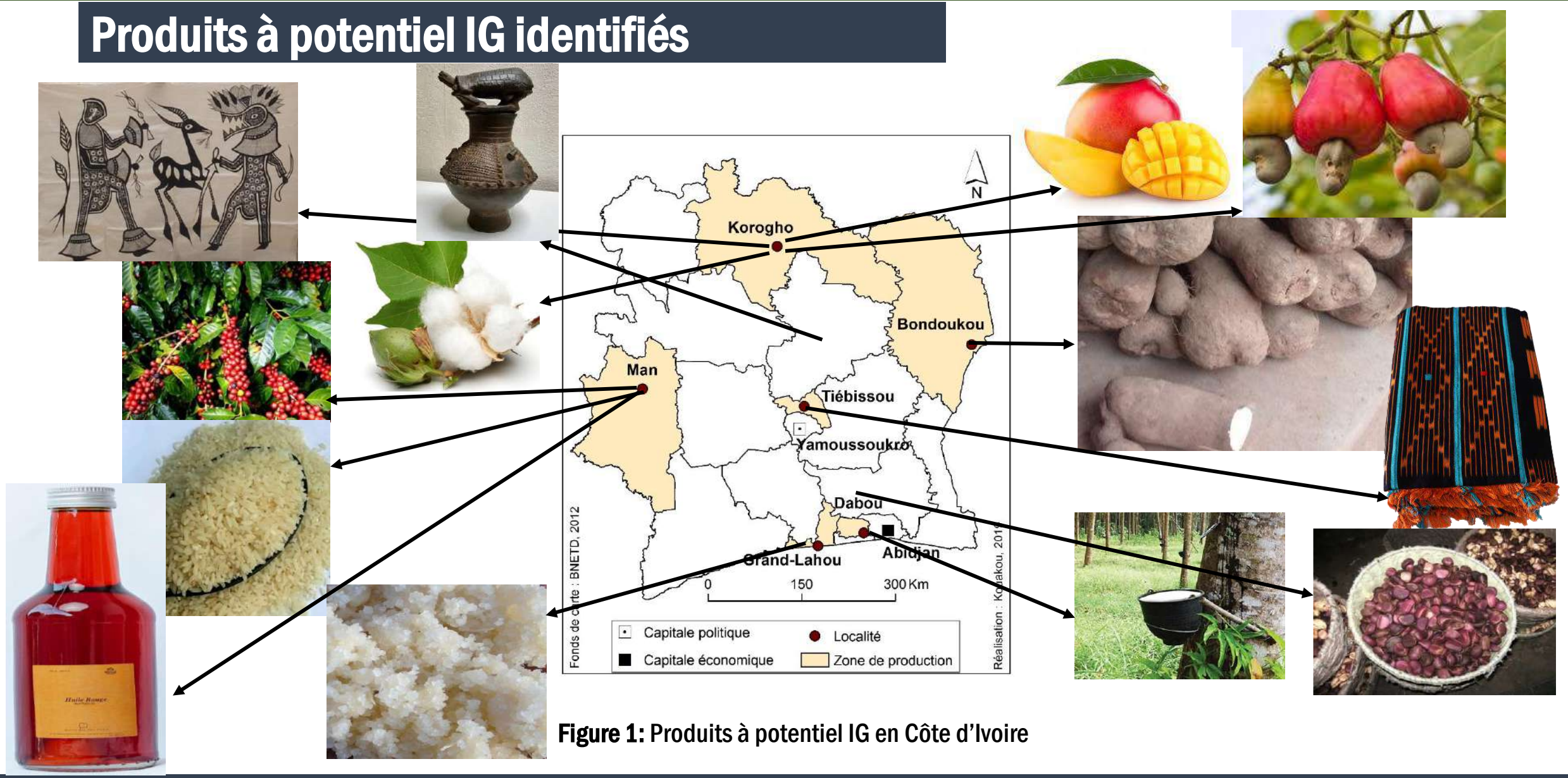


Figure 1: Produits à potentiel IG en Côte d'Ivoire

3- Résultats (2/6)

Apport de la recherche

Attiéké des lagunes

- Mets originaire des peuples du Sud
- Spécificité liée au savoir-faire ; usage de matériels spécifiques
- Espace géographique commun, entaillé de surface lagunaire (https://urlz.fr/hQ8l)
- Caractérisation des opérations unitaires de la fabrication (https://urlz.fr/hQ8l)

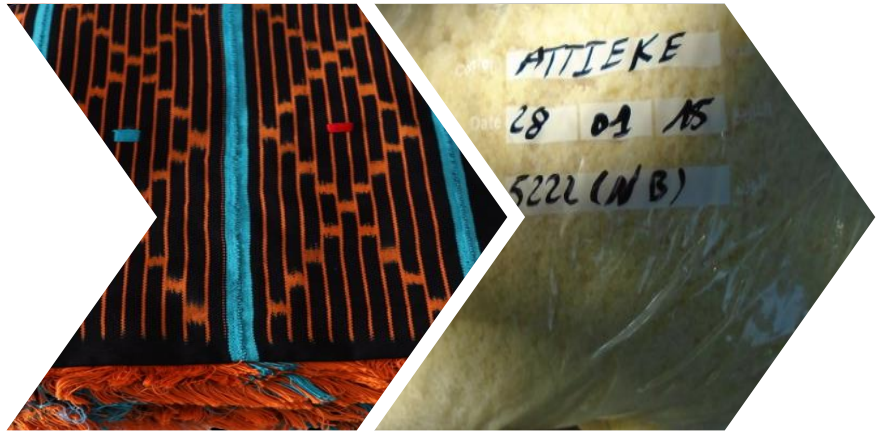
3- Résultats (3/6)

Apport de la recherche

Igname Kponan de Bondoukou	Géotraçabilité et Cartographie de le zone de production (Kouakou et Anoh, 2019)
Noix de cola de Sikensi	Enquête sur la conservation, lien à l'origine (https://urlz.fr/hQ8a)

3- Résultats (4/6)

Initiatives en cours



PAMPIG2, OAPI, 04 mai 2020 :
Demande de proposition pour l'accompagnement à la structuration en groupement, à l'élaboration du cahier des charges, du modèle économique et du plan d'actions en vue de la reconnaissance en IGP (https://urlz.fr/hQ8a)



CR Gontougo, 03/11/2021 (DP N°.152/2021) : demande de proposition pour l'accompagnement, l'identification géographique en vue de sa labellisation en IG

3- Résultats (5/6)

Cadre juridique et règlementaire

International

- Arrangement de Lisbonne concernant la protection des appellations d'origine et leur enregistrement international du 31 octobre 1958, révisé à Stockholm le 14 juillet 1967
- Convention instituant l'organisation mondiale de la propriété intellectuelle signée à Stockholm le 14 juillet 1967
- Accord de Marrakech instituant l'organisation mondiale du commerce, notamment l'Accord sur les aspects des droits de propriété intellectuelle qui touchent au commerce (ADPIC) du 15 avril 1994 (OAPI, 1999)

Régional et national

- Principe de Comité National des IG acté par l'OAPI
- OIPI : Service national de propriété intellectuelle

3- Résultats (6/6)

Faiblesses institutionnelles et organisationnelles

- Des initiatives qui ne capitalisent pas les acquis des actions déjà menées
- Producteurs peu associés aux actions entreprises
- Créé par décret *N°2012-699 du 1er août 2012*, le CMC tarde à débuter ses travaux
- Absence d'organisations collectives ou groupement d'association solide

4- Conclusion et recommandations

Institutions étatiques	Opérationnaliser le CMC
Bailleurs et programmes	Capitaliser les expertises existantes ; CSRS
Acteurs locaux ou producteurs	Mise en place d'organisations de producteurs ; politique nationale conséquente







JE VOUS REMERCIE !

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MINISTRY OF AGRICULTURE
AND FORESTRY

DIRECTORATE OF STRATEGY DEVELOPMENT

2022 JULY

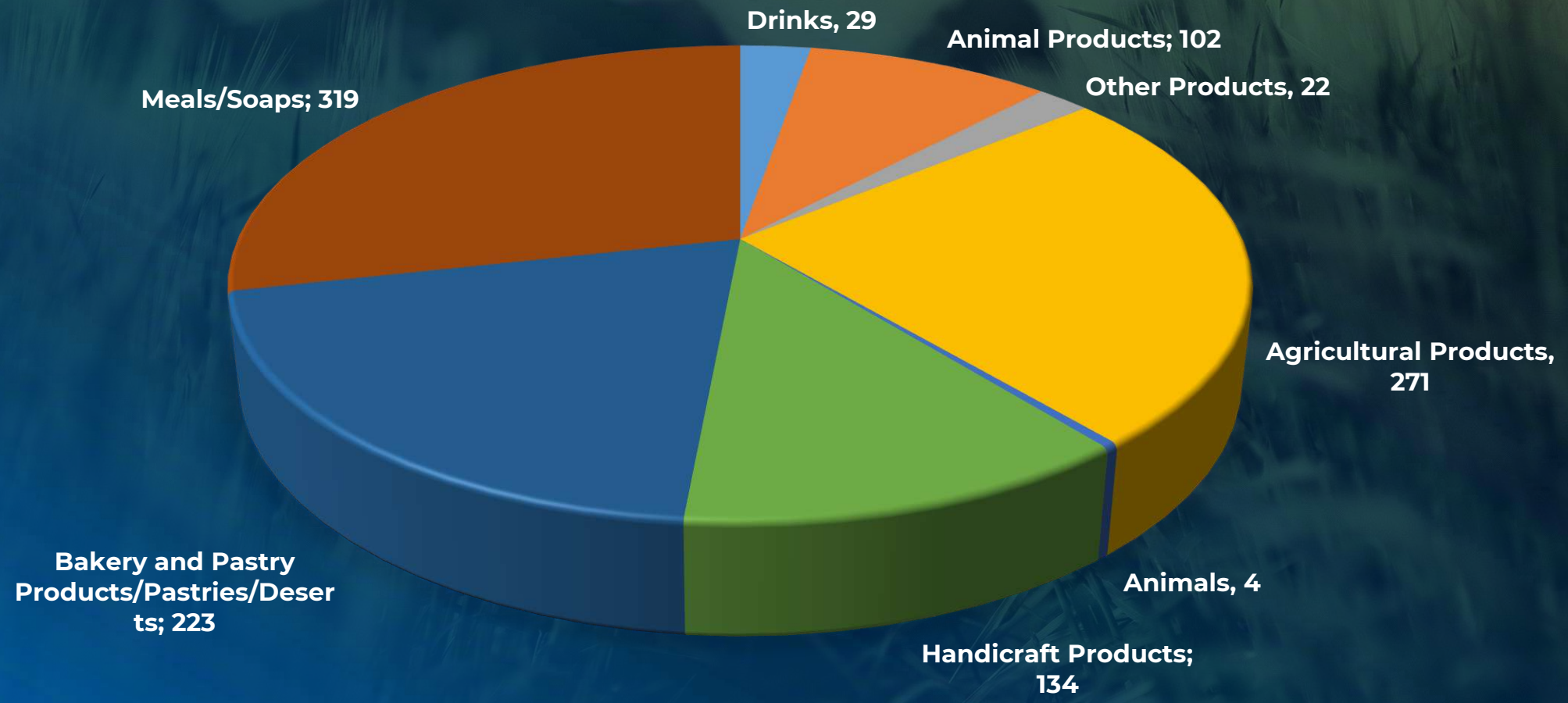
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REGISTERED PRODUCTS	**1139**
Food and agricultural products	**983 (%86)**
Other products	**156**

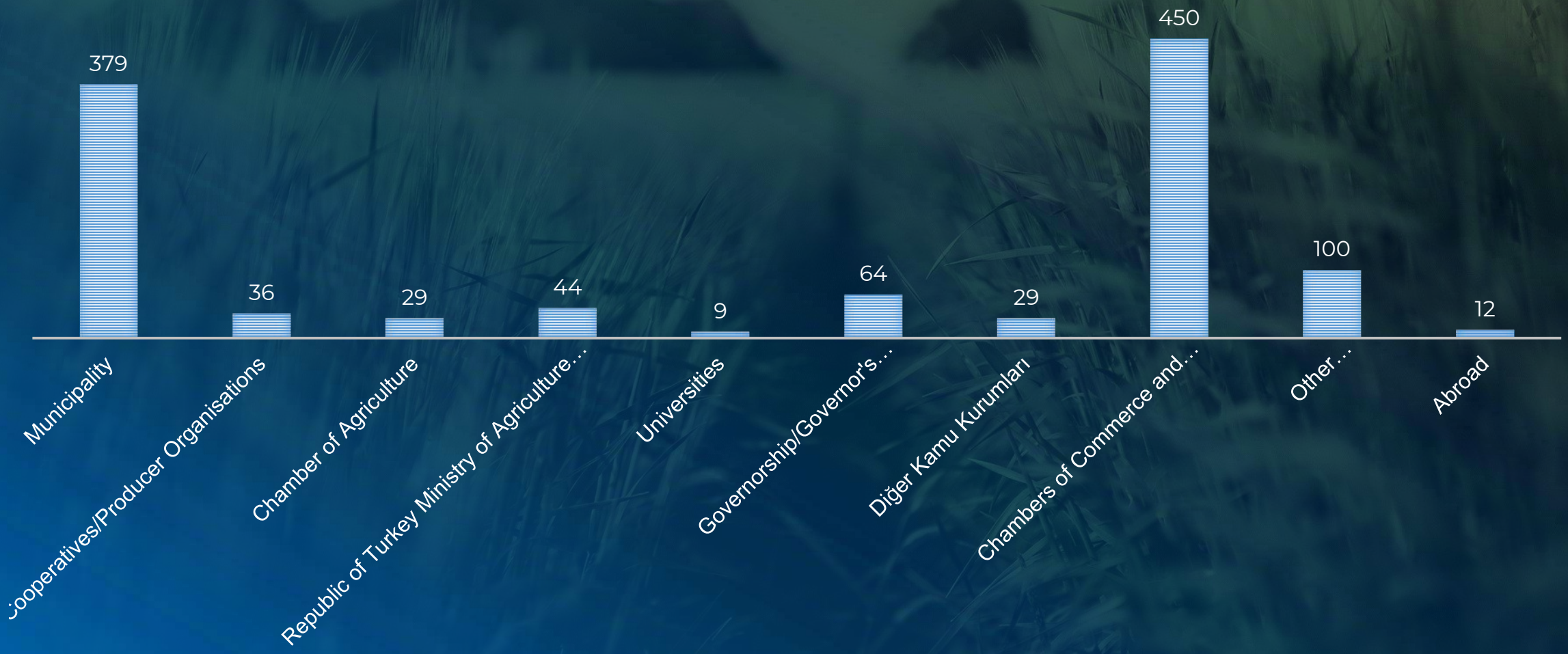
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REGİSTERED GI'S



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AND FORESTRY

TESCİL ETTİRENLER



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AND FORESTRY

EU REGİSTERED PRODUCTS



ANTEP BAKLAVASI



AYDIN İNCİRİ



MALATYA KAYISISI



GİRESUN TOMBUL FINDIĞI



AYDIN KESTANESİ



MİLAS ZEYTİNYAĞI



BAYRAMİÇ BEYAZI



TAŞKÖPRÜ SARIMSAĞI

REPUBLIC OF TÜRKİYE
MINISTRY OF AGRICULTURE AND FORESTRY

What we are doing

- Coordination of GI Registrations at the Ministrial Level
- Regional Events
- Our geographical indications book with stories
- Preparation Procedures of Audit Draft Regulation regarding to GI's
- İnternational Cooperation
- News about GI's Preparations
- Public Announcements Promotional Films

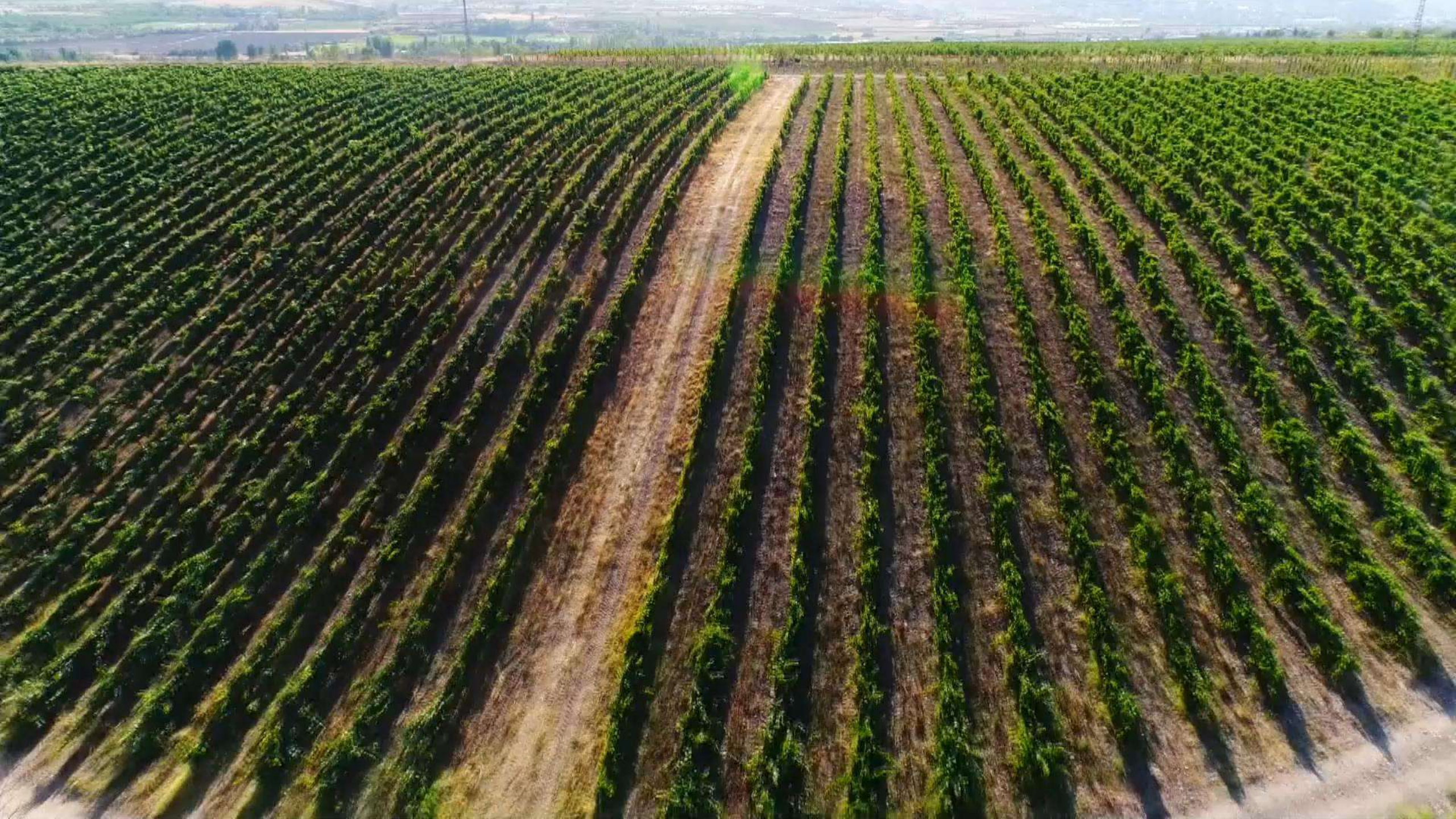




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AND FORESTRY

PLANNED WORKS

1. Studies for the commercialization of GI registered Products
2. Book Publishing
3. Implementation of Audit Regulatıon
4. GI Workshop on the way to EU
5. Regional Events



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REPUBLIC OF TÜRKİYE
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SIRADAKİ GELSİN

Bayramiç Beyazı ve Taşköprü Sarımsağı AB tescilli Coğrafi işaret tescilini aldı

Antep Baklavası, Aydın İnciri, Malatya Kayısısı, Aydın Kestanesi ve Milas Zeytinyağı'ndan sonra Bayramiç Beyazı ve Taşköprü Sarımsağı AB Tescilli 6 ve 7. coğrafi işaretli ürünlerimiz oldu.



tescilli lezzetlerimiz dünyanın dilinde

Coğrafi işaretler belirgin niteliği ve ünü itibariyle kökeninin bulunduğu bir yöre, alan veya bölgeyle özdeşleşmiş ürünleri gösteren bir işarettir. Yetiştiği coğrafyadan kaynaklı bir üne veya ayırt edici bir özelliğe sahip olan ürünler coğrafi işaretlerle tescillenebilir. Türkiye'nin ulusal bazda 700'e yakın coğrafi işaretli ürünü var. Bunlardan Antep Baklavası, Aydın İnciri ve Kestanesi, Malatya Kayısısı ve Milas Zeytinyağı AB tescilli Coğrafi İşaretini aldı. Sırada Bayramiç Beyazı ve Taşköprü Sarımsağı AB tescilini bekliyor.



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KARS BÖLGESEL ETKİNLİK



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KASTAMONU BÖLGESEL ETKİNLİK



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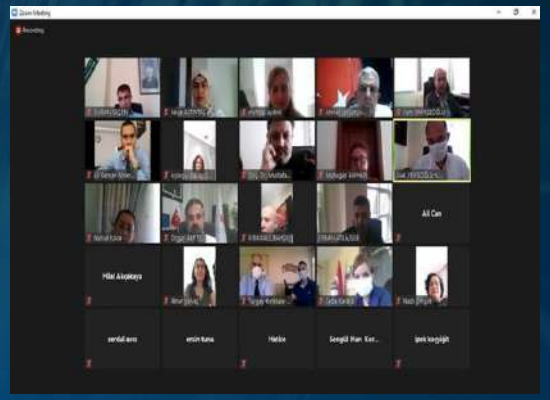
















COĞRAFİ İŞARET ALAN ÜRÜNLERİMİZİN ÜNÜ ÜLKE SINIRLARINI AŞIYOR

Ülkemizde coğrafi işaret tescili alan özgün ürünlerimiz, bir bir Avrupa Birliği tescili alıyor. Yörenin havasından, toprağından ve suyundan aldığı özellikleriyle, lezzeti üstün bir zeytinden elde edilen Milas'ın zeytinyağı Avrupa Birliği tarafından tescil edildi. Taşköprü sarımsağı ve Bayramiç beyazı da Avrupa Birliği tescili yolunda.

Sema ÖZAY



MİLAS ZEYTİNYAĞINA AB TESCİLİ

Milas Ticaret ve Sanayi Odası tarafından 2014 yılında başvurusu yapılan ve 2016 yılında ülkemizde coğrafi işaret tescili alan Milas zeytinyağı Avrupa Birliği tescili aldı. Milas zeytinyağı; Gaziantep baklavası, Aydın inciri, Aydın kestanesi ve Malatya kayısısından sonra AB'den tescil alan 5. milli ürünümüz oldu.

Milas zeytinyağını eşsiz yapan tarafı, meyvemsi aromaya sahip oluşu. Meyvemsiliğinde dikkat çeken özellikleri turunç, portakal, mandalina ve limon aroma kokularının hâkim olmasıdır.

Milas zeytinyağını eşsiz yapan tarafı, meyvemsi aromaya sahip oluşu. Doğada yağmur sularıyla olgunlaşan tanesi küçük Memecik çeşidi zeytinden; verimi yüksek, sarı yeşil arası renkte, orta değerde meyvemsi aromaya sahip üst sınıf bir natürel zeytinyağı yağ elde edilir. Meyvemsiliğinde dikkat çeken özellikleri turunç, portakal, mandalina ve limon aroma kokularının hâkim olmasıdır.

TAŞKÖPRÜ SARIMSAĞI AB TESCİLİ YOLUNDA

Türk Patent ve Marka Kurumu tarafından Taşköprü Belediyesinin müracaatı üzerine 2010 tescil edilen Taşköprü sarımsağı, AB tescili almak için gün sayıyor.

Kastamonu'nun Taşköprü ilçesinde yetiştirilen ve yöre halkı tarafından "beyaz altın" olarak nitelendirilen Taşköprü sarımsağı; aroması, kükürtlü uçucu yağların miktarı, mineral madde ve vitaminler yönünden zengin besin değeri, başlarının iri ve kaliteli olması gibi özellikleriyle diğerlerinden ayrılıyor. Onu farklı yapan en önemli özelliği ise bileşiminde diğer çeşitlerde yok denecek kadar az bulunan selenyum elementinin yüksek miktarda bulunuşu. Bu özelliklerinin yanı sıra kuru madde oranının yüksekliğinden ötürü uzun süre depolama ve nakliyeye dayanıklı olmasıyla da üstün bir çeşittir.

Şubat sonu-mart ayı başında ekimine başlanan ve temmuz ayında hasat edilen Taşköprü sarımsağı ülkemiz sarımsak ihtiyacının yaklaşık yüzde 25'ini karşılamakta olup yörede çok önemli bir geçim kaynağı. Temmuz ayının ilk haftası hasat edilmekte olup bu tarihten önce satılan sarımsaklar Taşköprü sarımsağı değildir. Uluslararası koruma sağlayan AB tescili için ilanda olan Taşköprü sarımsağının, yakın bir zamanda tescil edilmesi bekleniyor.



Taşköprü sarımsağını farklı yapan en önemli özelliği ise bileşiminde diğer çeşitlerde yok denecek kadar az bulunan selenyum elementinin yüksek miktarda bulunuşu.

TIKLA DİNLE



Bayramiç beyazında tam verime yatmış 5-6 yaşlı meyve ağaçlarında beslenme ve iklim koşullarına bağlı olarak ortalama dekara 2-3 ton verim alınıyor. Ağaç başına verim 40-50 kilogram arasında değişiyor.

BAYRAMİÇ BEYAZI AB TESCİLİ İÇİN HAZIR

Bayramiç Ziraat Odasının başvurusuyla 2012 yılında tescil ettirilen Bayramiç beyazı AB tescili için ilanda olan bir nektarin çeşidi. Çanakkale'nin Bayramiç ilçesinde Kaz Dağları'nın eteklerinde yetiştirilen Bayramiç beyazı: meyve kabuğu tüysüz yeşilden sarıya çalan renkte, sert, sulu, meyve kokusu ve lezzeti mükemmel, çok tatlı ve yuvarlak şekilli bir ürün. Kendine özgü rengi, tadı, kokusu ve aroması ile diğer nektarin çeşitlerine göre kısmen daha uzun süre dayanması ve pazarlarda yüksek fiyat bulması nedeniyle sadece Bayramiç yöresi üreticilerinin değil diğer bölgelerdeki üreticilerin de talep ettikleri bir nektarin çeşidi.

Çanakkale Bayramiç ilçesinde bugüne kadar yapılan bilimsel çalışmalar sonucu, Bayramiç beyazı nektarinlerinin yörede tamamen çekirdekten yetiştirilmesi nedeniyle, belirgin bir varyasyonun ortaya çıktığı görülmüştür. Bayramiç beyazında tam verime yatmış 5-6 yaşlı meyve ağaçlarında beslenme ve iklim koşullarına bağlı olarak ortalama dekara 2-3 ton verim alınıyor. Ağaç başına verim 40-50 kilogram arasında değişiyor.

Meyve eti sertliği bakımından Bayramiç beyazı, Early Red şeftali çeşidi gibi en sert dokulu meyveleri oluşturan grup içinde. Beyaz nektarin sert olmasından dolayı hasat zamanında zarar görmüyor. Ömrünün bir ay kadar daha uzun oluşu da şeftaliden farklı tarafı.

*Haber için gerekli bilgiler SGB Stratejik Pazarlama Daire Başkanlığından alınmıştır.

REPUBLIC OF TÜRKİYE
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TAIEX









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ULUSLARARASI İŞBİRLİĞİ









REPUBLIC OF TÜRKİYE
MINISTRY OF AGRICULTURE
AND FORESTRY

AUDIT MECHANISM IN GEOGRAPHICAL INDICATIONS

A new draft regulation on the inspection of geographical indications and traditional product names related to agriculture and food has been prepared.





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REGULATIONS BROUGHT

At least 10% of the entrepreneurs who have been given a certificate of conformity by the control body will be audited by the official control officer of the Provincial Directorate,

If it is determined that the entrepreneur's practices contrary to the provisions of the Regulation are detected, the registered product will be banned from the certification system for a period of five years,

An administrative fine will be imposed if the label and packaging design of unregistered products resembles the label and packaging design of the registered product,

An administrative fine will be imposed in case of production, imitation or adulteration that does not comply with the registration document,

Counterfeit and adulterated products will be confiscated.

REPUBLIC OF TÜRKİYE
MINISTRY OF AGRICULTURE
AND FORESTRY

RESPECTFULLY…

stratejikpazarlama@tarimorman.gov.tr

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Towards a better inter-institutional coordination, for an efficient and full operation of the GIs delegate entities in Colombia

Pineda-Suarez, P.; Philippoteaux C.





Worldwide perspectives on geographical indications: an international conference for researchers, policy makers and practitioners
Montpellier, 5 - 8 July 2022

Introduction



Only 15 GIs have a delegate entity (Regulatory council)

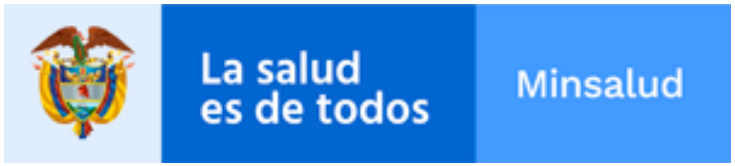
12 GIs are agroindustrial products

The delegate entities do not manage to implement a control system linked to their code of practice, because of:

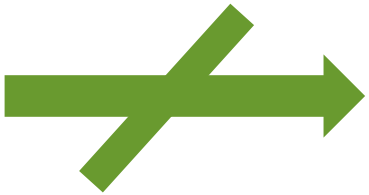
- A lack of inter-institutional coordination
- A weak follow-up and support from the Government

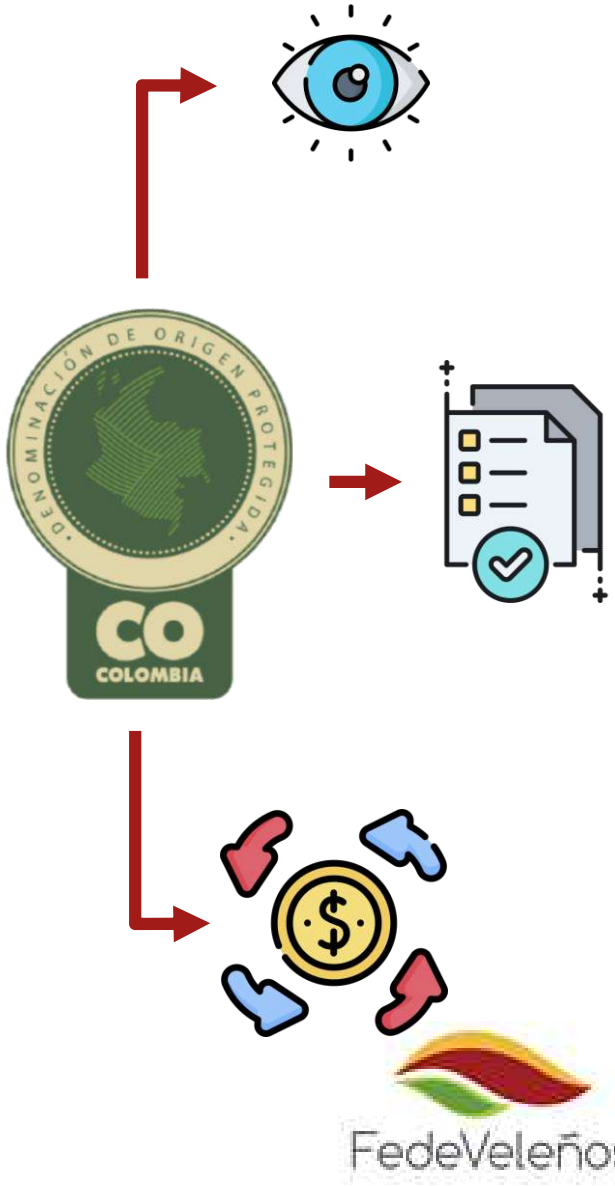
FedeVeleños

Introduction









Objetive

To validate that the lack of inter-institutional coordination makes difficult a complete and efficient operation of the delegate entities of the Colombian GIs: Case study of the SIC (IP office) and INVIMA (health and sanitary regulatory office)

Methodology

Focus	Type of study	Data collection technique
• Qualitative	• Exploratory	• Observation • Interviews

Method	Sample
• Qualitative	• Convenience

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Sample



Declaration:
June 27, 2017

Delegate entity:
FedeVeleños

Characteristics :
Uniform color; odor and flavor typical of processed guava and firm consistency. It has two (2) layers of white guava and in the center, a layer of red guava. It has a dry, rough and opaque external appearance, inside it is shiny and moist. It has the aroma of ripe guava and bijao.



Declaration:
December 6, 2011

Delegate entity:
It does not have one yet.

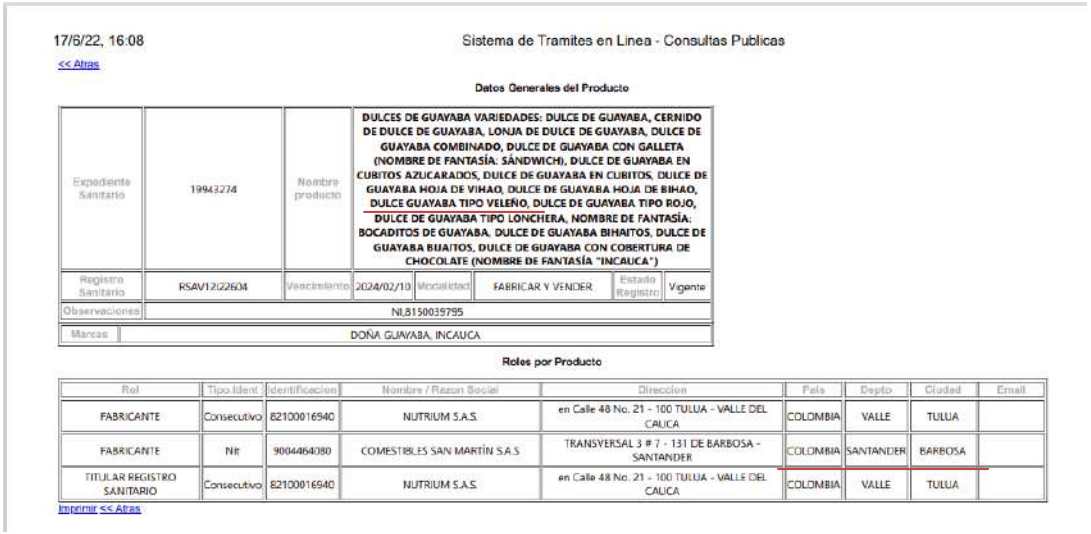
Characteristics :
Predominantly acidic flavor of moderate intensity and mild bitterness. Aroma between strong rancid and moderate rancid, semi-hard texture, dry, does not melt easily when rubbed between the fingers, without sandiness, does not have a smooth surface.

FedeVeleños

Results

Labeling conflicts:

Producers register a name that is actually the name of a GI.



17/6/22, 16:08 Sistema de Tramites en Linea - Consultas Publicas

<< Atras

Datos Generales del Producto

Expediente Sanitario	19943274	Nombre producto	DULCES DE GUAYABA VARIEDADES: DULCE DE GUAYABA, CERNIDO DE DULCE DE GUAYABA, LONJA DE DULCE DE GUAYABA, DULCE DE GUAYABA COMBINADO, DULCE DE GUAYABA CON GALLETA (NOMBRE DE FANTASÍA: SÁNDWICH), DULCE DE GUAYABA EN CUBITOS AZUCARADOS, DULCE DE GUAYABA EN CUBITOS, DULCE DE GUAYABA HOJA DE VIHAO, DULCE DE GUAYABA HOJA DE BIHAO, DULCE GUAYABA TIPO VELEÑO, DULCE DE GUAYABA TIPO ROJO, DULCE DE GUAYABA TIPO LONCHERA, NOMBRE DE FANTASÍA: BOCADITOS DE GUAYABA, DULCE DE GUAYABA BIHAITOS, DULCE DE GUAYABA BIJAITOS, DULCE DE GUAYABA CON COBERTURA DE CHOCOLATE (NOMBRE DE FANTASÍA "INCAUCA")

Registro Sanitario	RSAV12I22604	Vencimiento	2024/02/10	Modalidad	FABRICAR Y VENDER	Estado Registro	Vigente
Observaciones	NI,8150039795						
Marcas	DOÑA GUAYABA, INCAUCA						

Roles por Producto

Rol	Tipo.Ident	Identificacion	Nombre / Razon Social	Direccion	Pais	Depto	Ciudad	Email
FABRICANTE	Consecutivo	82100016940	NUTRIUM S.A.S.	en Calle 48 No. 21 - 100 TULUA - VALLE DEL CAUCA	COLOMBIA	VALLE	TULUA	
FABRICANTE	Nit	9004464080	COMESTIBLES SAN MARTÍN S.A.S	TRANSVERSAL 3 # 7 - 131 DE BARBOSA - SANTANDER	COLOMBIA	SANTANDER	BARBOSA	
TITULAR REGISTRO SANITARIO	Consecutivo	82100016940	NUTRIUM S.A.S.	en Calle 48 No. 21 - 100 TULUA - VALLE DEL CAUCA	COLOMBIA	VALLE	TULUA	

Imprimir << Atras

17/6/22, 16:10 Sistema de Tramites en Linea - Consultas Publicas

<< Atras

Datos Generales del Producto

Expediente Sanitario	20052628	Nombre producto	BOCADILLOS, ~~BOCADILLO VELEÑO~~, BOCADILLO CON GALLETA, BOCADILLO CON AREQUIPE

Registro Sanitario	RSAD12I81512	Vencimiento	2022/09/17	Modalidad	FABRICAR Y VENDER	Estado Registro	Vigente
Observaciones	NI,9005094677						
Marcas	GIRASOL - BOCANOS						

Roles por Producto

Rol	Tipo.Ident	Identificacion	Nombre / Razon Social	Direccion	Pais	Depto	Ciudad	Email
FABRICANTE	Nit	9005094677	BOCADILLOS COLOMBIANOS S A S	CRA 72Q Nº 36A SUR-45	COLOMBIA	D.C.	BOGOTA	
TITULAR REGISTRO SANITARIO	Nit	9005094677	BOCADILLOS COLOMBIANOS S A S	CRA 72Q Nº 36A SUR-45	COLOMBIA	D.C.	BOGOTA	

Imprimir << Atras

FedeVeleños

Results

Labeling conflicts:

Sanitary norms / code of practice

- Calentamiento

  Se calienta la leche con el fin de llevarla a una temperatura óptima para el cuajado. Se debe calentar entre 32 - 36ºC en una marmita o una olla, agitando constantemente el producto para mantener una temperatura homogénea y evitar su ahumado.

- Maduración

  El Queso Paipa se deja madurar una vez desmoldado sobre madera dispuesta de tal forma que permita la ventilación del queso y evite la presencia de microorganismos contaminante. La madera utilizada no puede producir olor, color y sabor. Generalmente los tipos de madera utilizado son pino o cedro macho.

  El mueble empleado se denomina zaranda (exclusivo para la maduración del queso Paipa) y la maduración se realiza durante un periodo mínimo de 3 semanas, en un cuarto a temperaturas entre 15 – 20°C y humedades relativas entre 65-70% naturales de la región.

The Paipa cheese is sold a a semi-mature cheese.

REPUBLICA DE COLOMBIA

MINISTERIO DE SALUD

RESOLUCION NUMERO 02310 DE 1986
(24 de Febrero de 1986)

Por la cual se reglamenta parcialmente el Título V de la Ley 09 de 1979, en lo referente a procesamiento, composición, requisitos, transporte y comercialización de los Derivados Lácteos.

EL MINISTRO DE SALUD

En uso, de las atribuciones que le confiere la Ley 09 de 1979,

DISPOSICIONES GENERALES Y DEFINICIONES

RESUELVE:

CAPITULO VII

DEL QUESO

ARTICULO 42. De las clases de queso.

Según las características del proceso. se distinguen las siguientes:

1. FRESCO: Es el producto higienizado sin madurar, que después de su fabricación está listo para el consumo

2. SEMIMADURADO: Es el producto higienizado que después de su fabricación se mantiene un tiempo mínimo de diez (10) días en condiciones ambientales apropiadas para que se produzcan los cambios bioquímicos y físicos característicos de este tipo de queso.

MADURADO: Es el producto que después de su fabricación permanece un tiempo determinado en condiciones ambientales apropiadas para que se produzcan los cambios bioquímicos y físicos característicos de este tipo de quesos

Cuando el queso se elabora a partir de leche higienizada, este tiempo no debe ser menor de veinte (20) días. Cuando se elabore a partir de la leche cruda este tiempo no debe ser menor de treinta (30) días

4. MADURADO POR MOHOS: Es el producto higienizado que después de su fabricación se mantiene un tiempo mínimo de diez (10 días en condiciones ambientales apropiadas, para que se produzca cambios bioquímicos y físicos de maduración, debidos principalmente al desarrollo de mohos específicos en su interior, en su exterior o en ambas partes.

5. FUNDIDO: Es el producto higienizado obtenido por molturación. mezcla, fusión y emulsión. mediante tratamiento térmico y agentes emulsionantes. de una o más variedades de quesos semimadurados o madurados.

FedeVeleños

Conclusions

- In Colombia, the GI should be understood as a collective sign in a broader way. The delegate entity should and cannot be the sole responsible for the good use, authorization and control of the GI, but should also rely on the technical support from the Government entities.

- It is necessary to involve other public institutions, not just to support the delegate entity, but from the start of the GI process, so that they can participate in the evaluation of the GI dossier, and ensure a certain harmony between regulations, by doing a normative impact analysis, or by agreeing on a regulation exception for the GI.

FedeVeleños

Conclusions

- GIs should be able to sit at the table together with the IP office (SIC in Colombia) to develop a work plan with concrete actions, that go further than just the IP regulation. Only this way would it be possible to have stronger delegate entities, and GIs with a real impact and an important visibility. The size, the administrative organization and the reality of these delegate entities in Colombia have not yet allowed them to have this discussion, and most of them prefer to fulfill their obligations with other control entities, sometimes including the GI.

FedeVeleños

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INVIMA, « 8 pasos para obtener su registro sanitario» [Online]: https://www.invima.gov.co/8-pasos-para-obtener-su-registro-sanitario-de-alimentos .

FedeVeleños

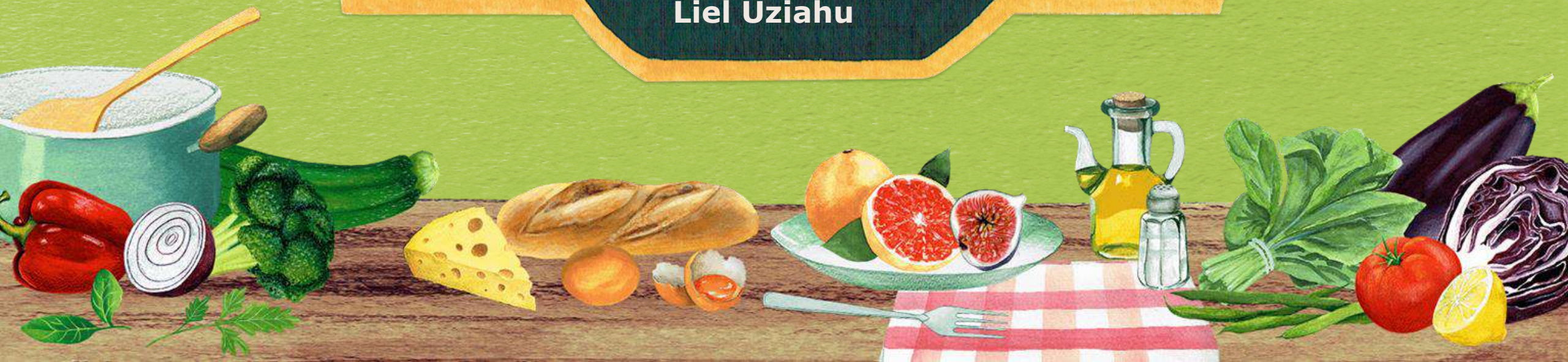

¡Gracias!

Israeli geographical indications - Unrealized potential that can be realized?

Worldwide Perspectives on Geographical Indications

Montpellier, France – 5 to 8 of July 2022

Liel Uziahu



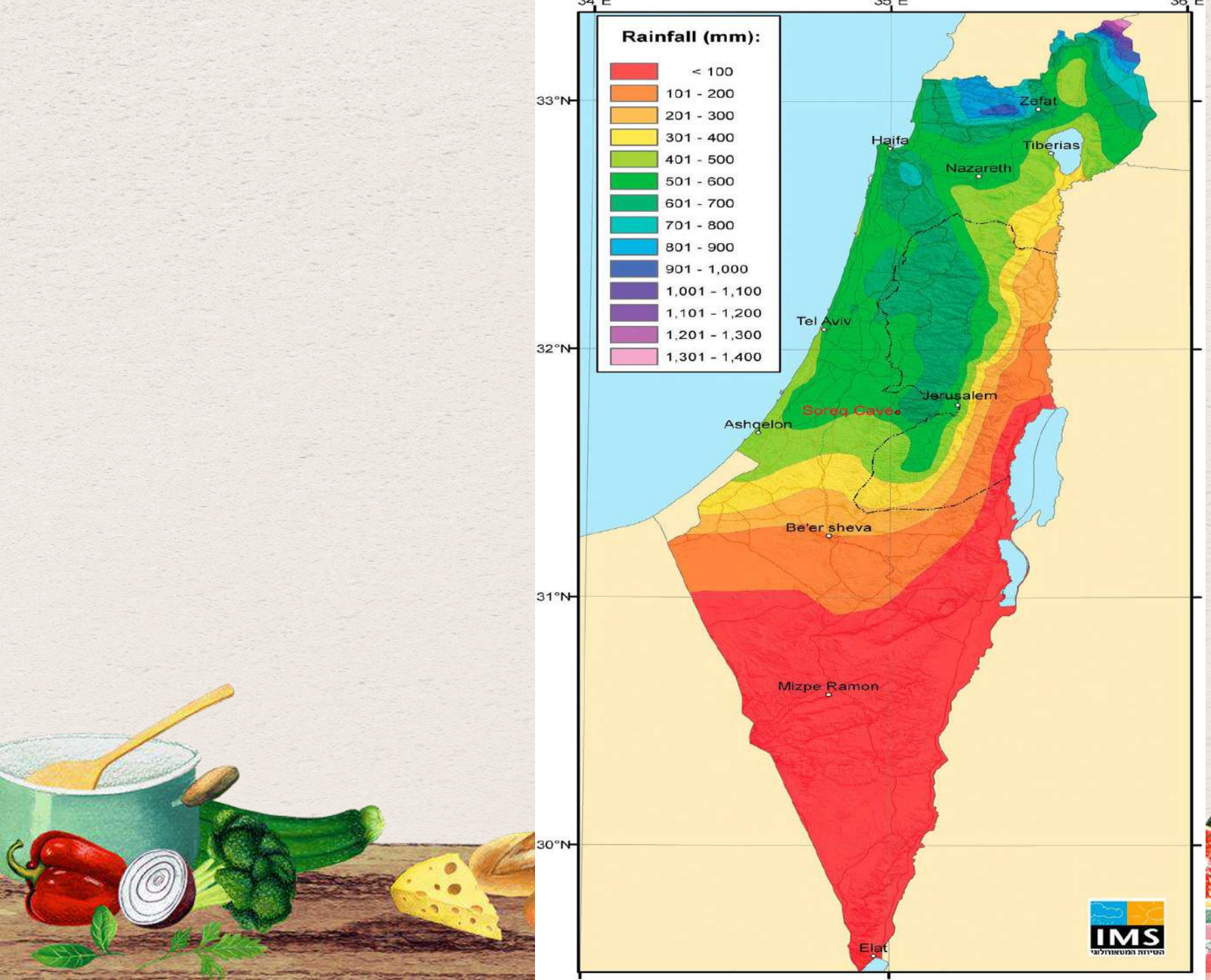
Roadmap

1. The potential for registration of Israeli GIs
2. Legal framework
3. Jaffa oranges case
4. Israeli wine industry
5. Difficulties
6. Results
7. Conclusions




BOLLINGER
BAILEYS
The ORIGINAL
Jose Cuervo
ESPECIAL
BLUE AGAVE
Creamy GORGONZOLA
ROYAL PARK




Rainfall (mm):
< 100
101 - 200
201 - 300
301 - 400
401 - 500
501 - 600
601 - 700
701 - 800
801 - 900
901 - 1,000
1,001 - 1,100
1,101 - 1,200
1,201 - 1,300
1,301 - 1,400
34° E
35° E
36° E
33°N
32°N
31°N
30°N
Zefat
Haifa
Tiberias
Nazareth
Tel Aviv
Jerusalem
Soreq Cave
Ashqelon
Be'er sheva
Mizpe Ramon
Elat
IMS



Legal framework

- **Israel is a member of the Lisbon Agreement**
- The Israel Appellations of Origin and Geographical Indications Law, 1965.
- Sui generis protection system



Some facts about the Israeli register



The Israeli register lists 1010 GIs and AOs:

- Most of them are French
- Most of them are related to beverages (especially wines) or food
- There is one AO for the buttons



Jaffa oranges case

- "JAFFA" was registered in 1968 for citrus fruits grown in various areas of Israel.
- All the AOs and GIs that have been registered so far in Israel, except for JAFFA, originate abroad.
- Israel joined as a member of the Lisbon Agreement in the 1960s, mainly to protect this geographical indication – JAFFA



JUDEA WINES



יקבי יהודה
Yehuda
Vineyards & Wineries



אזור היין יהודה (כינוי מקור)*





יינות יהודה

כינוי מקור (אפלסיון)
5,000 שנות ייצור יין



המטבע שהתגלה בחפירות
בועז זיסו ואמיר גנור
מטעם רשות העתיקות
בחורבת עתרי

* כולל אזורי המשנה:
הרי יהודה (כינוי מקור).
מורדות יהודה (כינוי מקור).

הלב הירוק

מטה יהודה.
מובילים באיכות החיים.

Israeli wine industry



Challenges

- A new standard for Israeli wine
- A map of Israel’s wine regions (1977)
- There are no known rules of growth and production of this type.



Results

- The American perspective on GIs



Results

- Lacunas in the legal framework that make it difficult to register GIs in Israel.



Results

- Commercial interests



Conclusions

- The American perspective weakens the locality and blurs the unique traditions.



Conclusions

- The legal framework must be addressed:
  - a mandatory classification of wine regions
  - supervision of the use of wine region names on labels of Israeli wine bottles.



Conclusions

- Raising awareness by public authorities among consumers and manufacturers about the many benefits



THANK YOU!



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AGRICULTURAL RESEARCH FOR DEVELOPMENT

Food and Agriculture Organization of the United Nations



The limits of inclusion in Geographical Indications Should we exclude any exclusion?

François CASABIANCA – INRAE Centre of Corsica France

Delphine MARIE-VIVIEN – CIRAD UMR Innovation Montpellier France

INRAE
la science pour la vie, l'humain, la terre

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AGRICULTURAL RESEARCH FOR DEVELOPMENT

Rationale : Be more inclusive !

- Inclusiveness = A great worth of our times

- However GI : selecting producers, places, products to be recognized while others remain outside
- Thus exclusion is frequent in Gis

- **Should we track down any form of exclusion and seek to eliminate it in order to move towards an “ideal” GI, ie fully inclusive?**

Material and methods

- Scope of expertise of the co-authors

- Design of specifications and state policy regulations in several continents
  French INAO and other European countries
  South-East Asia
  Northern Africa
  Latin America

- Inclusion / exclusion in delimitation, technical choices, governance

Main findings = a lot of exclusions observed

- *in productive sphere* / Location and elaboration techniques

Area delimitation = new boundaries among neighbors
Specification contents = local resources, technical capacities and know-how often unequally distributed

- *in consumption sphere*

Remunerating the efforts = selecting the buyers / less affordability
Targeting relevant markets = depriving local customers / less accessibility

- *in governance practices*

Upstream producers, small producers or poorly organized or dispersed in remote parts of the area = less capacity to participate to the collective management of the GI, including controls and certification procedures

Discussion : distinguish necessary and unnecessary exclusions

- *Some exclusions are necessary*

Productive sphere, area delimitation and technical choices = conditions for providing guarantees of uniqueness
Make the recognition efficient on the market

- *Some exclusions are non acceptable*

Governance practices discriminating actors in the decision making process / social capital, market power
Value sharing along the chain (Ex. milk prices in cheese long chains)
Accompaniment of all producers in case of demanding specification revision

- *Some exclusions must and can be regulated*

Generations transmission of typicalness among local connoisseurs = targeting children in canteens, fairs and markets within the area

Conclusions : Exclusion as dialogic object

- Exclusions are necessary in GI as every place-based production
  No “ideal GI” fully inclusive !

- Make sure that such exclusions are democratically decided
- Avoid any discrimination and ensure an effective participation of all concerned actors

- **Inclusion is core in ethical issues of GI**

Perspectives mondiales sur les indications géographiques
Montpellier (France), 05 juillet 2022

THEME:

POUR UNE CONSECRATION DE LA NOTION DE PRODUITS IGEABLES EN CONTEXTE AFRICAIN: Un moyen pour atteindre un but sans bruit

Présenté par :

Estève DEGLA,

Administrateur du Commerce

Chef du Service Juridique de l'Agence Nationale de la Propriété Industrielle du Bénin (ANAPI)

Point focal IG

PLAN

I. **Un constat**
II. **Un postulat**
III. **L'igéabilité, une salle d'attente de l'IG**
IV. **L'igéabilité, un prétexte pour aller plus vite et plus loin**

I- UN CONSTAT

Du poivre de Penja au Café Ziama Macenta et du Miel Blanc d'Oku à l'Ananas Pain de Sucre du Plateau d'Allada, il s'est écoulé des années…

Il s'est écroulé trop d'année…

II- UN POSTULAT

Pourtant les pays africains ont un niveau de créativité et d’inventivité incroyable!

Les ninjas sont d’origine béninoise. Le saviez vous?

Le Héviosso dans le pays Fon au Bénin **(appelé ailleurs «ninja»)**. Il *s'agirait d'un ancien roi d'Ifé divinisé ; gardien de l'ordre, c'est lui qui poursuit et foudroie les voleurs. C'est le dieu de l'orage et de la foudre*



Cet objet s'appelle une **Hache de Héviosso**.

Fiche Technique: Ethnie fon du Sud Bénin, ancienneté présumée vers 1600, matière principale: bois, hauteur en cm: 38, poids en gramme: 310, lame extrêmement tranchante à la partie supérieure. Vendu en France à African primitive art gallery, Galerie Bruno Mignot



Cas des produits igéables par département et par commune au Bénin

Départements	Communes	Produits identifiés
littoral :	Cotonou	Crevette grise du Bénin
Atlantique	Allada, Ouidah,	Sel de djègbadji de Ouidah, Ananas (Pain de sucre) du Bénin, le Café de Niaouli, Aulacode du Bénin
Plateau	Kétou	Lafun de Kétou, Masque Guélèdè de Kétou
Zou	Abomey Bohicon, Cové	Lio de wahoué, Agonlinmi (huile d'arachide d'Agonlin), les toiles tissées d'Abomey,
Collines	Savalou,Glazoué, Dassa-Zoumé	Gari sohoui de Savalou, Laboko (igname) de glazoué, piment de glazoué
Mono	Lokossa, Comé	Huile rouge (Zomi) de Comé
Atacora	Natitingou, WasaPéhunco	Riz de montagne de l'Atacora (à approfondir), le miel de l'Atacora,
Borgou	Parakou, Tchaourou	Fromage peulh (wagachi), Anacarde du Bénin, Beurre de Karité du Bénin
Alibori	Kandi,Malanville, Gogounou	Fromage peulh (wagachi), Oignon de Malanville

III- L'igéabilité, une salle d'attente de l'IG

Critères d’analyse de potentiel IG africaines

- Spécificité du produit, c’est-à-dire le lien au terroir et la notoriété ;

- Capacités et mobilisation des acteurs ;

	Spécificité du produit et notoriété	Capacités et mobilisation des acteurs	Contexte et développement économique.	Atouts	Contraintes
Ananas pain de sucre du Bénin	Existence de notoriété et d'études prouvant lien à l'origine	Il existe un niveau d'organisation appréciable des acteurs	Contexte favorable	Contribution à l'accroissement Niveau d'organisation appréciable Trois projets disponibles pour accompagner le produit (PAMPIG, PARASEP, FAO, PADA) Existence cahier de charge Existence d'un organisme de défense Plusieurs études sur l'ananas	IG déjà enregistré mais problème de mise en valeur
Huile d'Agonlin	Existence de notoriété Lien à l'origine prouvée par une thèse	Il existe un niveau d'organisation appréciable des acteurs	Contexte favorable	Lien à l'origine prouvé Existence de cahier de charge Demande de marque collective Etude sur le consentement à payer Etude recensement des acteurs	Produit fabriqué hors de la zone d'origine par les originaires (cotonou, calavi etc)

	Spécificité du produit et notoriété	Capacités et mobilisation des acteurs	Contexte et développement économique.	Atouts	Contraintes
Gari sohoui de savalou	Existence de notoriété Lien à l'origine prouvée	Il existe un niveau d'organisation appréciable des acteurs	Contexte favorable	Etude recensement des acteurs Existence cahier de charge	Produit fabriqué hors de la zone d'origine
Fromage peul wasgashi	Existence de notoriété Lien à l'origine prouvée	Pas d'organisation Existence de groupement	Contexte favorable	Existence cahier de charge	Les acteurs demandent le changement du nom et veut le nom peul wagassiré
Lio de wahoue	Existence de notoriété Lien à l'origine	Pas d'organisation	Contexte favorable	Existence cahier de charge	
Huile Zomi de comé MONO	Existence de notoriété Lien à l'origine prouvée	Pas d'organisation Existence de groupement	Contexte favorable	Etude recensement des acteurs	Production dans plusieurs départements< Production au Togo

	Spécificité du produit et notoriété	Capacités et mobilisation des acteurs	Contexte et développement économique.	Atouts	Contraintes
Anacarde du Bénin	Lien à l'origine pas prouvé	Assez d'organisations	Contexte favorable	Produit exporté	Production dans les pays voisins
Beure Karité du Bénin	Existence de notoriété Lien à l'origine pas prouvé	Assez d'organisation	Contexte favorable	Produit exporté	Production dans les pays voisin
Riz de montagne de l'Atacora	Lien à l'origine probable A prouver	Assez d'organisation	Contexte favorable	Typicité du produit	
Lafun de kétou	Lien à l'origine probable A prouver	Pas assez d'organisation	Contexte favorable	Produit exporté Existence d'étude sur le produit	

Un Gari Igéable…



De l’huile igéable…



L'ananas pain de sucre : 1ère IG du Bénin



Niveau d’instruction encore faible pour comprendre la démarche IG



Formation des Chefs de village



IV- L'IGEABILITE, UN PRETEXTE POUR ALLER PLUS VITE … PLUS LOIN…

DOUBLE INTERET

- Permettre aux producteur de vite avoir un titre, même s'il est provisoire et révocable.

- - Permettre au consommateur de tester les produits et de participer ainsi à la décision d'accorder ou non l'IG: Attribution de l'IG au mérite.

NECESSITE DE REVISER LES TEXTES POUR LE BIEN DES TETES

- **DELIVRANCE D'UN CERTIFICAT D'ENREGISTREMENT PROVISOIRE POUR LES PRODUITS A FORT POTENTIEL IG**

- **RENFORCER LES CONTRÔLE ET AUTORISATION DE MISE SUR LE MARCHE**

- **VEILLER CEPENDANT A NE PAS AVOIR UN BOOM DE PRODUITS SUR LE MARCHE**

MERCI DE VOTRE BIENVEILLANTE ATTENTION !

AGENCE NATIONALE DE LA PROPRIETE INDUSTRIELLE DU BENIN (ANaPI)

01 BP: 363 Cotonou (BENIN)
Tél. (229) 21.31.02.40
Fax: (229) 21.31.46.08

URL: http://www.anapi.benin.org

E-mail: anapi.benin@gmail.com



Complexities in interesting New World producers in Old World GI customs

Justin Hughes
Loyola Law School
Loyola Marymount University
Los Angeles, California

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Complexities in interesting New World producers in Old World GI customs



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TSDR | ASSIGN Status | TTAB Status *(Use the "Back" button of the Internet Browser to return to TESS)*

IDAHO

Word Mark	IDAHO
Goods and Services	IC A . US A . G & S: Potatoes and potato products, namely fresh, frozen, refrigerated and dehydrated potatoes. FIRST USE: 19390701. FIRST USE IN COMMERCE: 19390701
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	76542379
Filing Date	September 3, 2003
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	October 5, 2004
Change In Registration	CHANGE IN REGISTRATION HAS OCCURRED
Registration Number	2914308
Registration Date	December 28, 2004

https://tmsearch.uspto.gov/bin/showfield?f=doc&state=4803:lauw7e.2.205 Page 1 of 2

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Refine Search (live)[LD] AND (Idaho)[COMB] Submit

Current Search: (live)[LD] AND (Idaho)[COMB] docs: 233 occ: 804

Export displayed results (1 ~ 50) .csv

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead	Class(es)
1	97435815		IDAHO ELITE INSPECTION TEAM	TSDR	LIVE	
2	97449149		LOOSE SCREW BEER CO. IDAHO USA EST. 2020 CHEERS TO THE CRAZY ONES	TSDR	LIVE	
3	97008442		IDAHO JONES	TSDR	LIVE	
4	97374099		FOREVER IDAHO	TSDR	LIVE	
5	97360920		BEST PLACES TO WORK IN IDAHO	TSDR	LIVE	
6	97347808		GO IDAHO DUMPSTER (WE BRING IT YOU FILL IT WE DUMP IT)	TSDR	LIVE	
7	97343235		IDAHO TRUE CONSERVATIVES	TSDR	LIVE	
8	97317184		CERTIFIED IPP PORK	TSDR	LIVE	
9	97316004		IDAHO TOOLS AND HARDWARE	TSDR	LIVE	
10	97308799		PURE IV IDAHO	TSDR	LIVE	
11	97297719		MAKE IT IDAHAPPEN	TSDR	LIVE	
12	97285016		NORTH IDAHO MOBILE UNDERCOATING	TSDR	LIVE	
13	97275445		NORTH IDAHO LIFE	TSDR	LIVE	
14	97265469		IDAHOPS	TSDR	LIVE	
15	97255926		CWI COLLEGE OF WESTERN IDAHO	TSDR	LIVE	
16	97255786		IDAHO COMMUNITY FOUNDATION	TSDR	LIVE	
17	97251653		UNITED FAMILIES IDAHO	TSDR	LIVE	
18	97207153		IDAHO FIRST	TSDR	LIVE	

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- Coomawarra
- Gaelong
- Gundagai
- Manjimup
- Tumbarumba
- Yarra Valley

- Waikato
- Waipara Valley
- Wairarapa

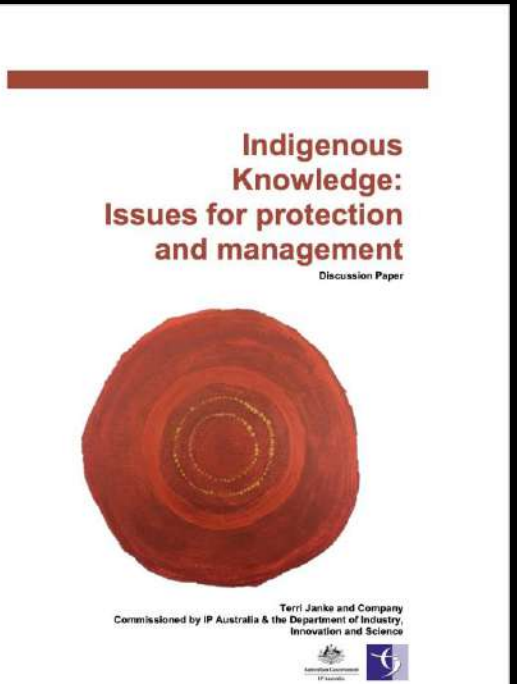
- Naramata Bench
- Niagara
- Okanagan
- Simikameen

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List of Trade Associations/ National Groups for Artisanal Cheese Making

Name	Location	Link
California Artisan Cheese Guild	California	https://cacheeseguild.org/about/
Maine Cheese Guild	Maine	https://mainecheeseguild.wildapricot.org/directory
Massachusetts Cheese Guild	Massachusetts	https://www.macheeseguild.org/meet-our-cheesemakers
Sustainable Farming Association	Minnesota	https://www.sfa-mn.org/artisan-cheese-making/
Vermont Cheese Council	Vermont	https://vtcheese.com/members/
Washington State Cheesemakers	Washington	http://washingtoncheese.org/our-members/

Some highly individualized artisanal cheese names in the U.S.

Carmody ◦ Crescenza ◦ Pepato ◦ Emigrant ◦ Uintah Jack ◦ Squeaky Bee ◦ Clothbound Flagship Reserve Cheese ◦ No Woman ◦ Marco Polo ◦ Berkshire Blue ◦ Fromage a Trois ◦ Crocodile Tear ◦ Mont St. Michel ◦ O'Banon ◦ Old Kentucky ◦ Wabash Cannonball Four Corners Caerphilly; Ascutney Mountain ◦ Dorset ◦ Equinox ◦ Manchester ◦ Mettowee ◦ Pawlet ◦ Rupert ◦ Red Hawk ◦ St. Pat ◦ Pierce Point ◦ Clabbered Cottage Cheese ◦ Crowley Cheese ◦ Blossom ◦ Cabecou ◦ Chabis ◦ Crottin ◦ Chef's ◦ Taupinière ◦ Humboldt Fog ◦ Bermuda Triangle ◦ Purple Haze ◦ PsycheDillic ◦ Black Creek Buttery ◦ Guapier ◦ Grisdale Goat ◦ Red Daria ◦ Reposée ◦ Weebles ◦ Wynochee River Blue ◦ Lionza ◦ Fiscalini Clothbound Cheddar ◦ San Joaquin Gold ◦ Condisend ◦ Barick Obama ◦ **Bi-PartisanFil-A-Buster** ◦ Palin Comparison ◦ Otentique ◦ Redmondo ◦ Saint Olga ◦ Jupiter's Moon ◦ Astraea ◦ Rivers Edge Chèvre ◦ Tarentaise ◦ Abondance ◦ Pondhopper, Antigo ◦ Shushan Snow ◦ Battenkill Brébis ◦ Frere Fumant ◦ Serena ◦ Serenita

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Geographical indications: protection of a name or a logo? A risky shift

Delphine MARIE-VIVIEN, François CASABIANCA

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Researcher in Law
UMR Innovation, Montpellier France
delphine.marie-vivien@cirad.fr

Introduction

- GIs: exclusive right of use of a name for products complying with the GI specifications = intellectual right, usually codified in the IP law

- Actual context of internationalization : multi-certifications identified by particular labels and logos, especially in the agri-food sector:
  - AB, Fair trade, etc…

- Influences GI : increasing use of GI logos next to the GI name
  - logo specific to the GI product
  - an official national logo applying to all GIs in the country.

- Question:
  - Is the name not enough to attract consumers and are logos necessary to bring guarantees of authenticity?
  - Is such use of logos at risk, the risk of losing the protection of the name?

3 situations

- name protected with a mandatory logo
- name protected without official logo (not existing or being optional)
- logo protected while the name remains free of use within the geographical area

Increased use of logos worldwide

- EU agrifood GIs:

  – mandatory > 2012 for EU products, optional foreign products.
  – < 2012 : possibility ‘protected designation of origin’/‘protected geographical indication’
  – No procedure

- India:
  – optional for Indian products and not allowed for foreign products
  – Procedure: approval by the GI registry

- Thailand:
  – only if controls of the compliance of the product with the GI specification
  – Procedure : authorisation by the DIP, for 2 years
  – Practice: no enforcement of products not using the logo

Increased use of logos worldwide

- OAPI countries:
  - mandatory



  - only for products packaged in the geographical area: controlled by the collective management organisation.
  - but GI name cannot be used alone without the OAPI logo
  - What happens for GI product whose specification authorizes final packaging outside the geographical area?
    - No right to use the logo and no right to use the GI either!

Increased use of logos worldwide

- Latin America countries where DO systems: have been set up before Asia and Africa (Andina Community): Chili, Colombia
  - few countries have national logo
  - generally facultative, for promotion







- Cairn's group: Argentina
  - Low level of protection of the name :
    - name free of use for all producers in the geographical a
    - Logo to identify the GI/DO products
  - efforts for making the name well known :
    - benefiting to all products from the area, GI or not
    - GI name becoming a mere indication of source.





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Evolution of Objectives of logos

- Inform consumers that the name is a GI
  - not all consumers are aware the product is an origin product, especially on the long distance market, a tool for marketing.
- Identification of GI products on the market to facilitate checks.
  - strengthen the market regulation and the fight against frauds and misuses on the names.
- Logos : becoming a proxy for the certification warranties and a warning sign for the authorities in charge of the controls.

An evolution at risk?

- Concept of an IPR on a name, based on the creation of the reputation of a product in a given place by a localized collective whose common production rules make this reputation possible is put at risk by its association with a logo.
  - GI logo becoming a simple brand - club,
  - GI name being a simple indication of source, without exclusive right on it
- far from the expected territorial development objectives
- urgent to reaffirm the reservation of the name, which goes hand in hand with the endogenous dimension of the GI =
  - specifications established by a group representing all the actors
  - An affirmation endorsed by the wines and spirits producers in the EU: have fight against mandatory use of the logo



Thank you for following this presentation

delphine.marie-vivien@cirad.fr

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Border Wines: Terroir Across Contested Territory in Central Europe and the Middle East

Daniel Monterescu (CEU)

Former Chaire EHESS/Iméra en études transrégionales/ Visiting Prof. Kyoto University/ Sommelier (Italy & WSET diploma candidate, Austria)

Nature/Culture/Politics

Oh, the leaky boundaries of man-made states! How many clouds float past them with impunity; how much desert sand shifts from one land to another; how many mountain pebbles tumble onto foreign soil in provocative hops!

Need I mention every single bird that flies in the face of frontiers or alights on the roadblock at the border? A humble robin - still, its tail resides abroad while its beak stays home. If that weren't enough, it won't stop bobbing!

Only what is human can truly be foreign. The rest is mixed vegetation, subversive moles, and wind.

Wisława Szymborska, Psalm (1976)

Pompeo Wine: Colonial Gastro-diplomacy

- Psagot Winery in the Occupied Territories and the "antisemitic" rulings of the European Court of Justice (2018) and the Canadian Federal Court (2019) regarding food mislabeling “Made in Israel".
- «Provenance : colonie israélienne»



CEO of Psagot: “A statement about morality” -- #madeinlegality

"We at Psagot Winery are moved by the historical turn and express our gratitude by releasing a limited edition of a wine bearing Secretary of State Mike Pompeo's name … The radical and antisemitic decision issued by the European Court of Justice led to the US Secretary of State's revolutionary announcement on the legality of Jewish settlement in Judea and Samaria.

The support of the US administration strengthens our ongoing struggle against the boycott and the hypocritical campaign managed by the European Court of Justice. We are privileged to lay another brick for the Zionist settlement movement in this good land."

Terroir vs. Territory: The Dialectic of Border Wines

- Territorialization of Terroir: Terroir as a political project (patrimonialization and nationalization of wine)

- Terroir-ization of Territory: The commodification and pacification of the contested border-zone

Terroir Going Global: “Food with a birth certificate”

“Keen observers of the global food and wine scene will have noticed that over the past 10 years it has become, if anything, less global. Gone are the days when a restaurant would be praised for its shipments of foreign seafood – ‘local’ is in. Wine too has seen a resurgence of *terroir fervor*, with both New and Old World winemakers touting the specialness of their plot of land, be it a sprawling valley or a postage stamp. A winemaker’s passion, they insist, is so intimately related to the land that the winemaker is an integral part of terroir.”

MW Debra Meiburg “Terroir Fervor”

How well does terroir travel?

“Moving beyond the idea that ‘terroir is adaptable, wine actors articulate terroir’s normative principles as constant, but describe terroir’s natural and human practices in locally contingent ways, nuancing our understanding of stability and change in how culture unfolds within a globalized cultural context” (Cappeliez 2017: 24).

Economy of Singularities: “vins de terroir” vs. “vins de marque”

“The vine is here! It's the terroir... Brands are a part of Anglo-Saxon culture [...] Here we cultivate an appellation of origin. Brands get forgotten, like people.”

Mondovino (2004) Domaine de Montille, Burgundy

Lucien Karpik: The 'economy of singularities'

"Singular products are characterized by quality uncertainty, which creates [...] opacity and opportunism... When products are singularities, when the actors give more weight to qualities than to price [...] *choice takes the form of judgment*" (p. 39)

Relational Bordering and Ordering

- The historicity of the territorial border as place (rather than a "line" or an "edge"): "the boundary is not a spatial fact with sociological consequences, but a sociological fact that forms itself spatially" Georg Simmel's (1997: 142)
- The border "generates connections and relations as well as disconnections and separations, across space and time... borders mark the locations of stories so far " (Green, 2010: 264)
- While performing the border produces the "territory effect," thinking of terroir as performance allows us to speak of the "terroir effect" as a social process of production and signification of places and things vinous (Monterescu, 2017)

Imperial Borders and Colonial Frontiers

- Terroir Contraction: From Imperial **Borders** to National Borders (Tokaj, Burgenland, Steiermark, Algeria)

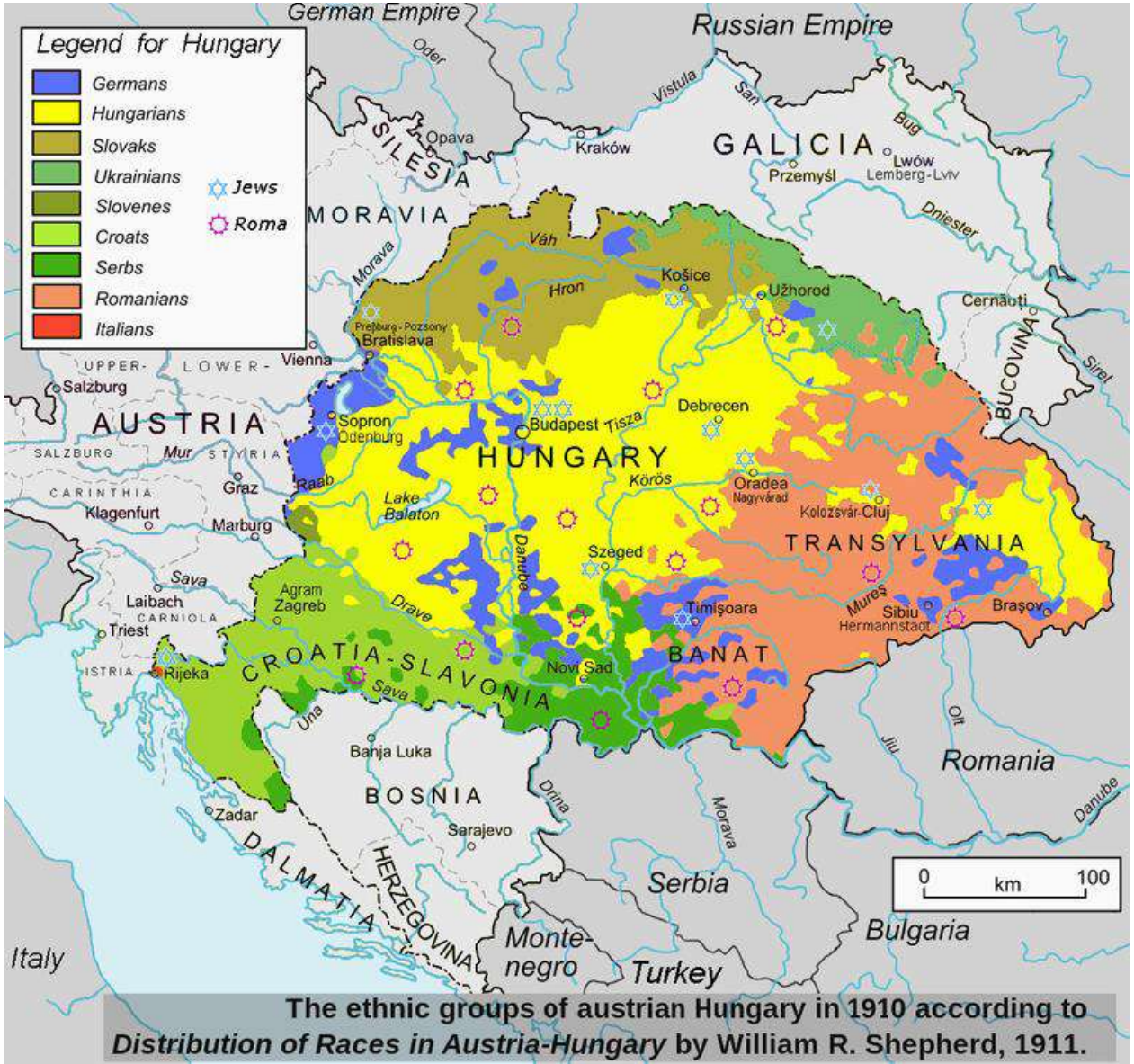
- Terroir Expansion: Settler Colonial **Frontiers** (Israel/Palestine, New World)

Terroir Contraction

Tokaji Border Wine
From the Austro-
Hungarian Empire
to the Traumatized
Nation (Trianon 1920)



Kingdom of Hungary (1000-1946)

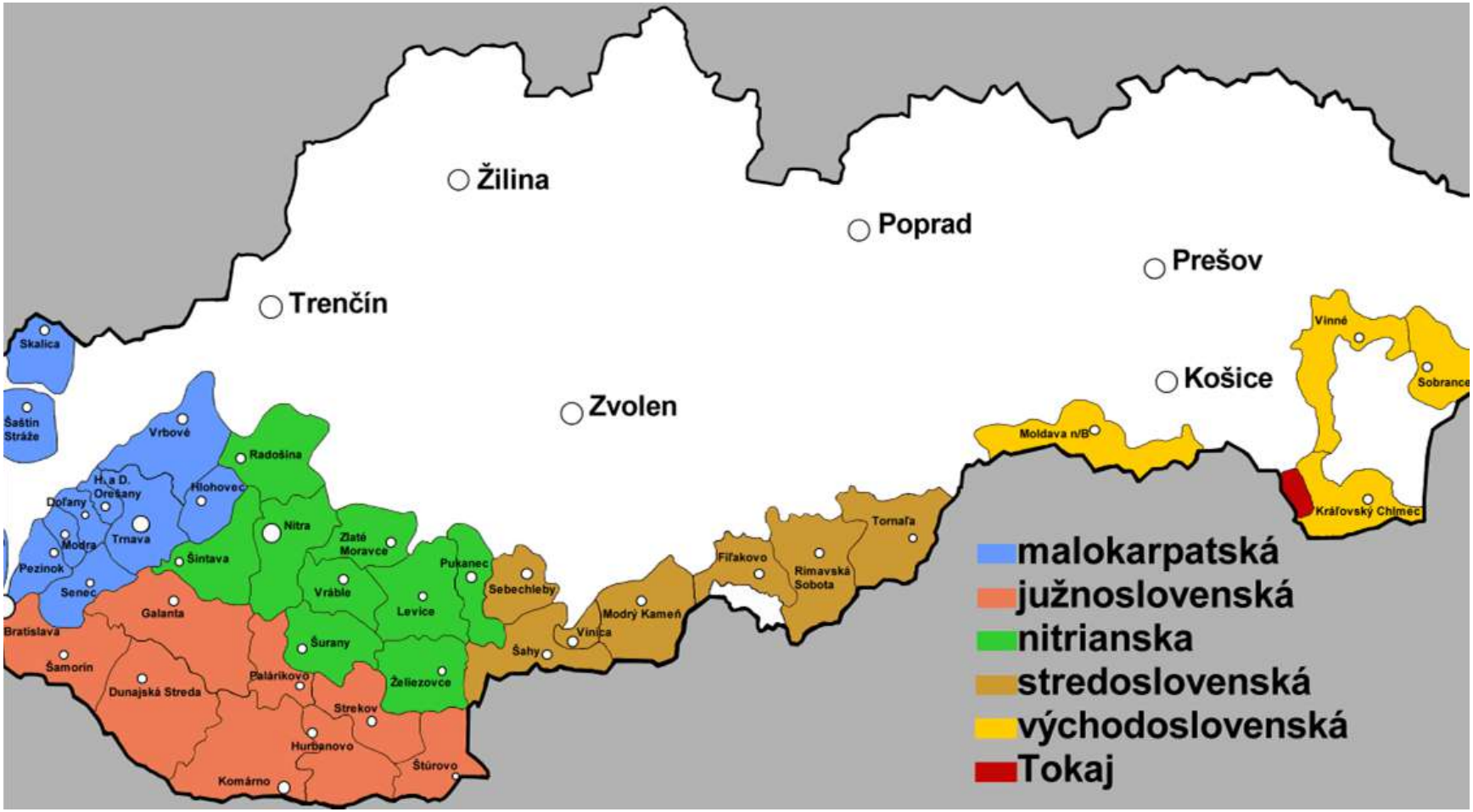


The ethnic groups of austrian Hungary in 1910 according to *Distribution of Races in Austria-Hungary* by William R. Shepherd, 1911.


SLOVENSKÉ
NOVÉ MESTO
ÚJHELY

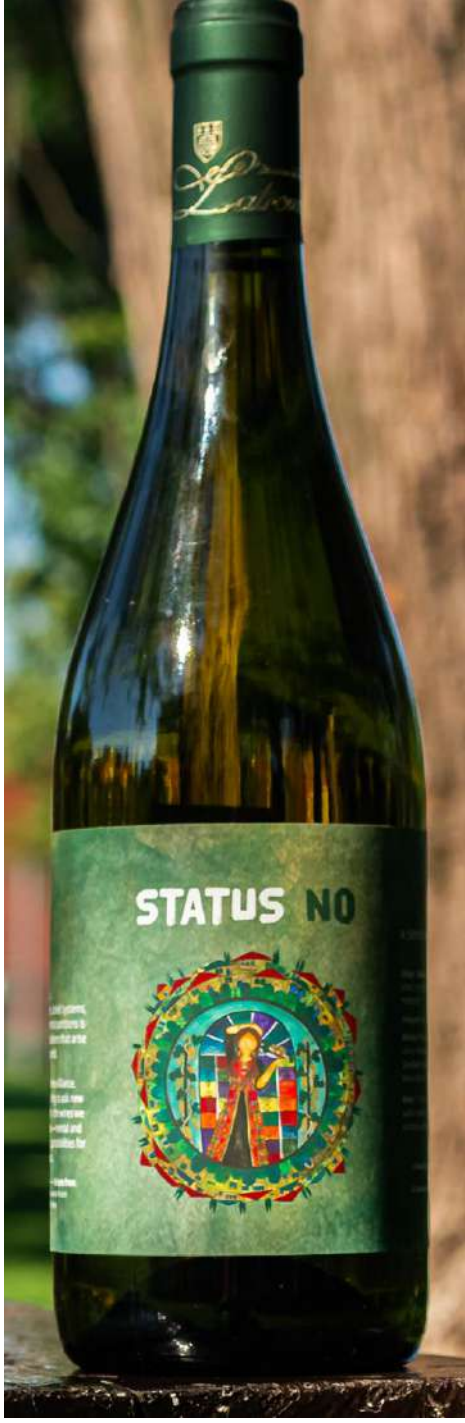

Czech Rep.
Slovakia
Austria
Hungary
Romania
Croatia
Serbia
Malá Tŕňa
Slovakia
Sátoraljaújhely
Viničky
Slov. Nové Mesto
Zemplén Mountains
Hercegkút
Sárospatak
Bodrogolaszi
Tokaj Wine Region
Tolcsva
Szerencs
Tállya
Erdőbénye
Bodrog
Hungary
Olaszliszka
Rátka
Mád
Szegi
Szerencs
Bodrogkisfalud
Bodrogkeresztúr
Tisza
Tokaj
Mezőzombor
Tarcal
0
12 km

Slovakian Tokaj: GI Nationalization



Terroirisation of Territory

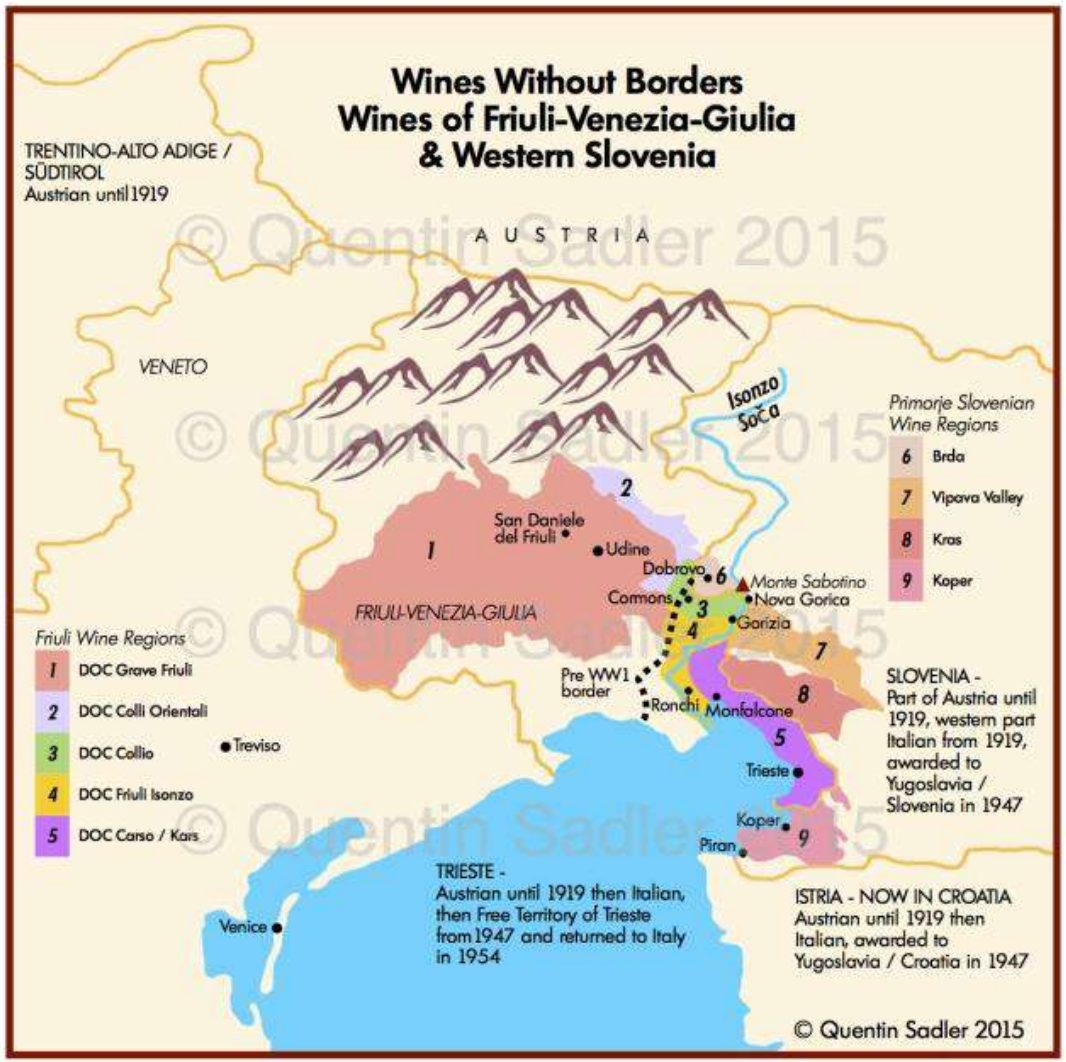
- Borderless Wine Alliance (Israel/Palestine, Lebanon, Italy): “We view borders—mental and physical—not as a limitation but as endless possibilities for something harmoniously new.”
- Bormedence (Carpathian Basin Wine in Greater Hungary): “We truly believe that the Carpathian Basin is an organic unit connected in man and wine”
- Native American Indigneous Wines (USA)



North Adriatic: One Terroir, Three Countries

Paul Balke:

Friuli Venezia Giulia, West Slovenia, Istria, and Kvarner.

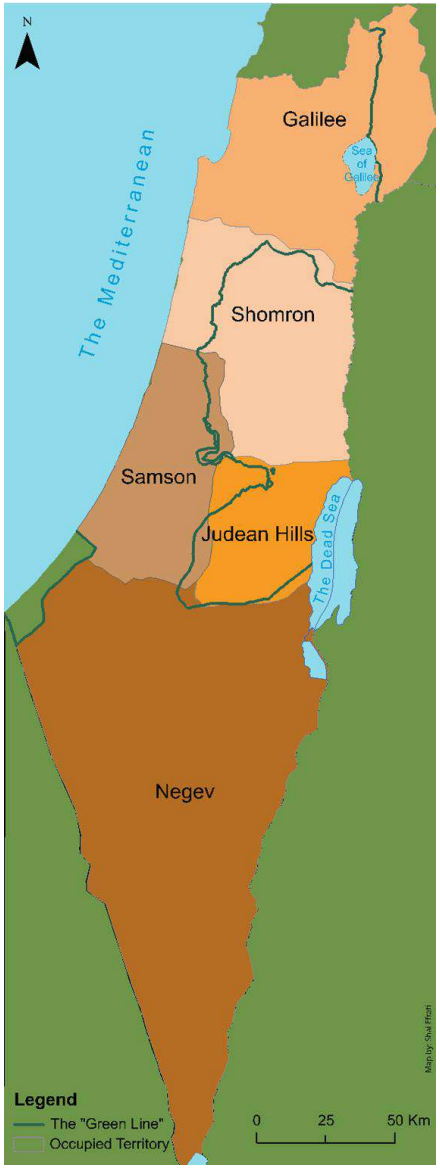


Terroir Expansion: Land of Israel Wine Map

(IPEVO Israel Professional Enology Viticulture Organization 2020)

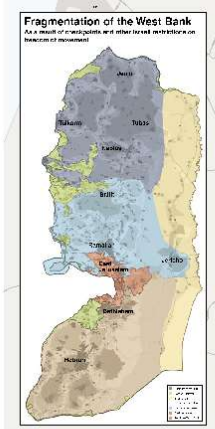


Israeli Wine Regions: the Politics of Laterality



The Separation Barrier In the West Bank

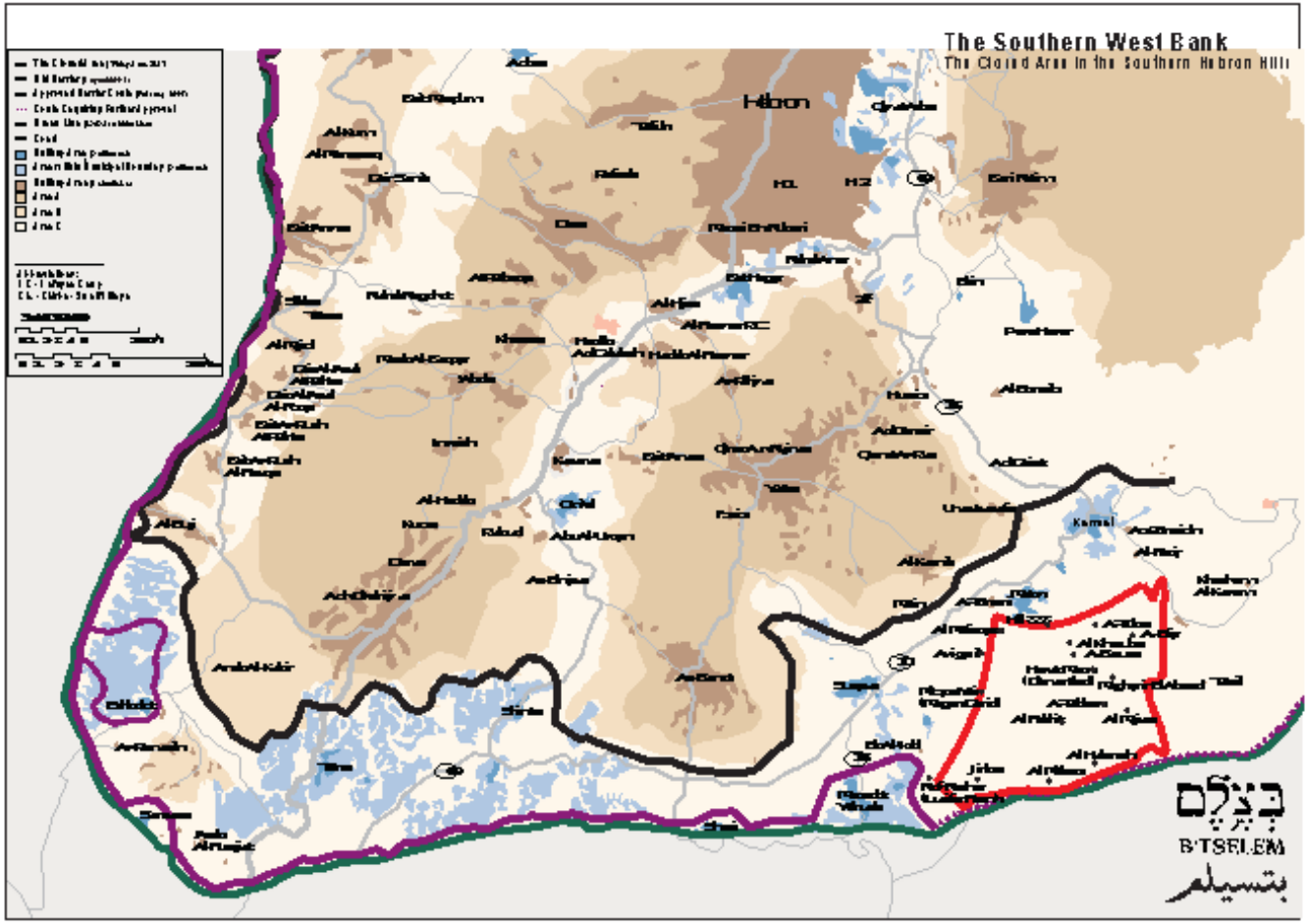
February, 2008





Dead Sea

בצלם
B'TSELEM
بتسيلم


The Southern West Bank
The Closed Area in the Southern Hebron Hills
Hebron
H1
H2
B'TSELEM
בצלם
بتسيلم

Location of Yatir Forest



Temple Wine

Since ancient times the mountain soil was considered very fertile for wine making. After the fall of the second Temple, the area of YATIR becomes a center of Jewish population. The many remains found in this regent, point to a very rich wine making industry, as well as a water project, that took place here, at the YATIR forest, situated 600-800 meters above sea level on the mountain slop. The wine brought to the Temple in ancient times, was made in this regent.

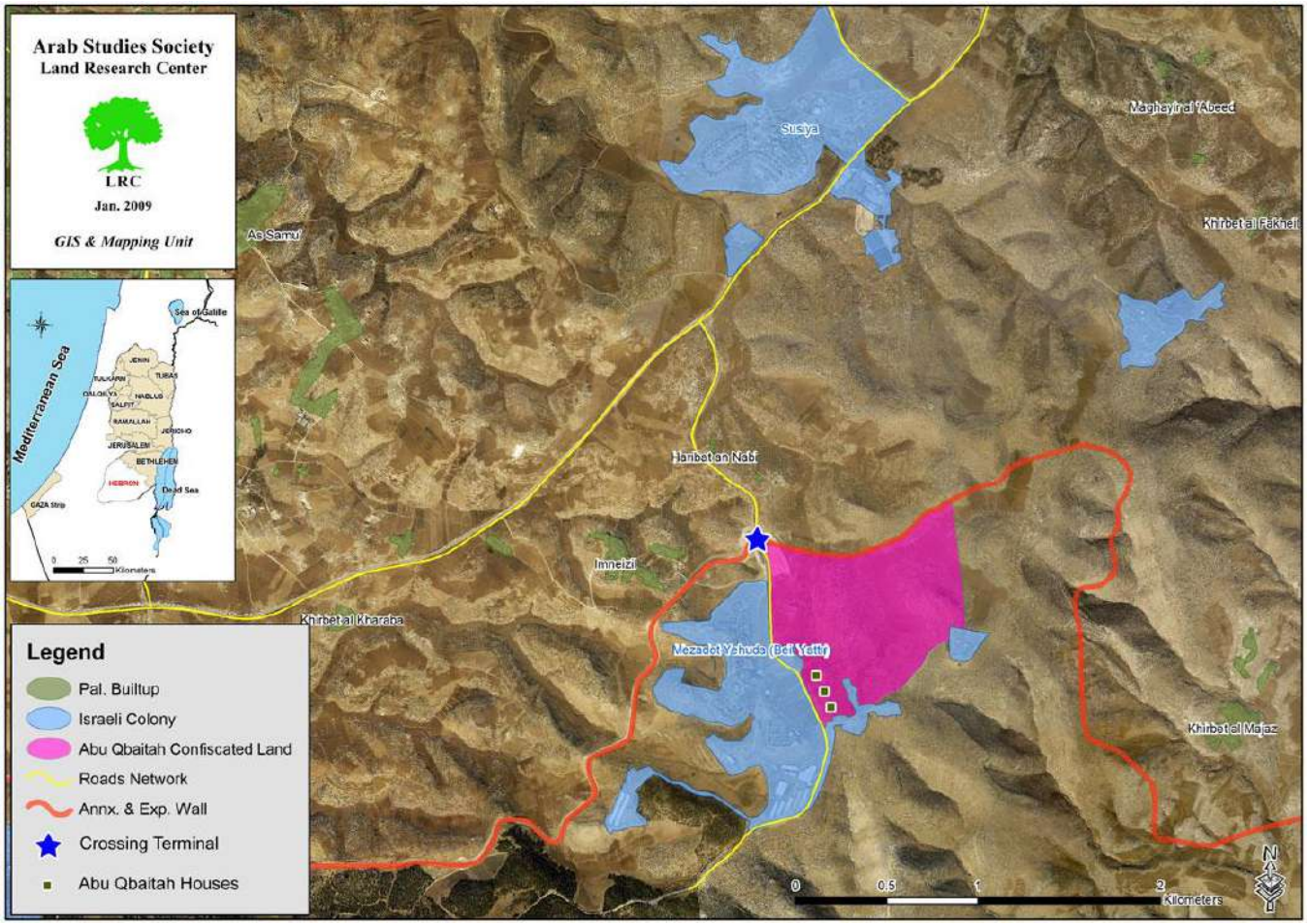




The “South” As Frontier: The Era of Terroir

“The Hot South: The new wine country? Yatir winery released a new wine brand known as Darom (South). It expanded the boundaries of terroir and declared the South region as the new wine country. The Israeli wine sector is in the midst of self-searching in recent years. In the era of terroir, we can find typicity in the region, which creates a unique story that projects itself on our identity. Yatir Winery doesn’t have to invent a story. The region and the terroir speak for themselves.”

Expropriation, Expansion



Lion of Judah: Jerusalem Coat of Arms



Lion II: Yatir Logo



Men at Work



Religious observant



The Indigenous Turn: Varietal Terroir

The New York Times

Israel Aims to Recreate Wine That Jesus and King David Drank

By Jodi Rudoren

Nov. 29, 2015

The construction of the “Separation Barrier”



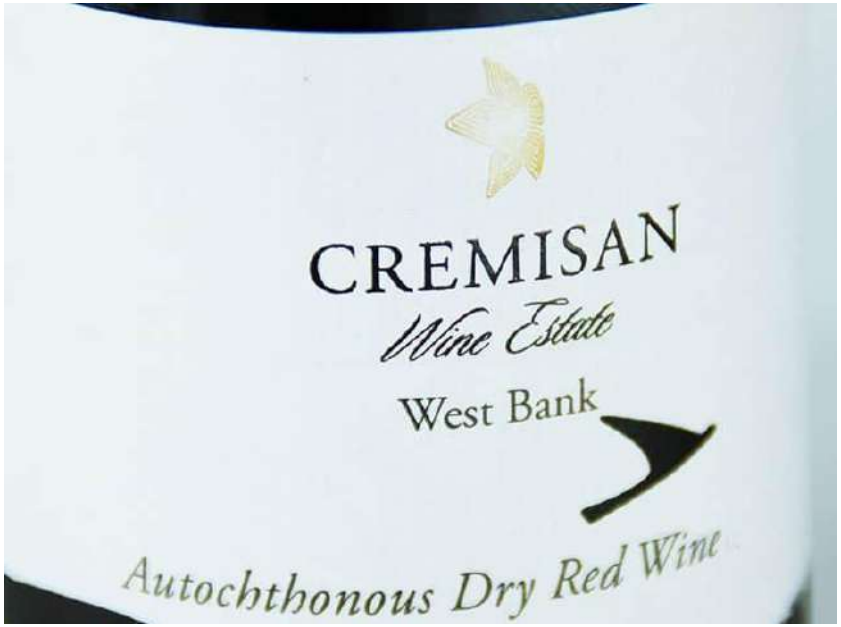
Gastronationalism: Recanati's Marawi 2014: "The Most Important Wine of the Year"

"The Marawi 2014 is the first commercial Israeli wine produced from a local, indigenous variety with roots in antiquity. As such, it will eventually be recorded in the annals of Israeli wine" (Haaretz)

Essentialist Relativism: Varietal Terroir and Terroir as Genetics

“The adaptation of the grape variety to the region is not only at the level of what makes the best wine, but what survives, and can grow in arid conditions. The story of terroir is less about the people and more about the genetic background that has developed here over a long period of time. These varieties underwent selection and adaptation to very dry and very hot conditions. We had a break of 1300 years because of the Muslim period, it’s a long time, but with the tools we have today, we can reconstruct.” (Drori)

Cremisan's autochthonous wine series



Cremisan


HAMDANI &
JANDALI
"STAR OF BETHLEHEM"
CREMISAN
90
Wine Spectator
DABOUKI
"STAR OF BETHLEHEM"
CREMISAN
89
Wine Spectator
BALADI
"STAR OF BETHLEHEM"
CREMISAN
87
Wine Spectator

The Marawi trilingual label (Recanati's "ancient wines" series)



The Colonial Politics of Indigeneous-ness

"[A]s settlers are non-indigenous, they are forever indigenising... The question then is how to be efficient self-indigenisers." (Veracini 2015: 270)

"In theoretical terms, one crucial distinction between colonialism and settler colonialism as separate formations is that the first aims to perpetuate itself whereas the latter aims to supersede itself… that is, when the settlers cease to be defined as such and become 'natives,' and their position becomes normalized. In other words, a settler colonial project that has successfully run its course is no longer settler colonial." Veracini (2013: 29)

Palestinians in Beit Jala protest Israel's plans to partition their land (Ryan Rodrick Beiler ActiveStills)



Canaan Khoury, Taybeh Winery: The Indigeneous Longue Durée of Terroir

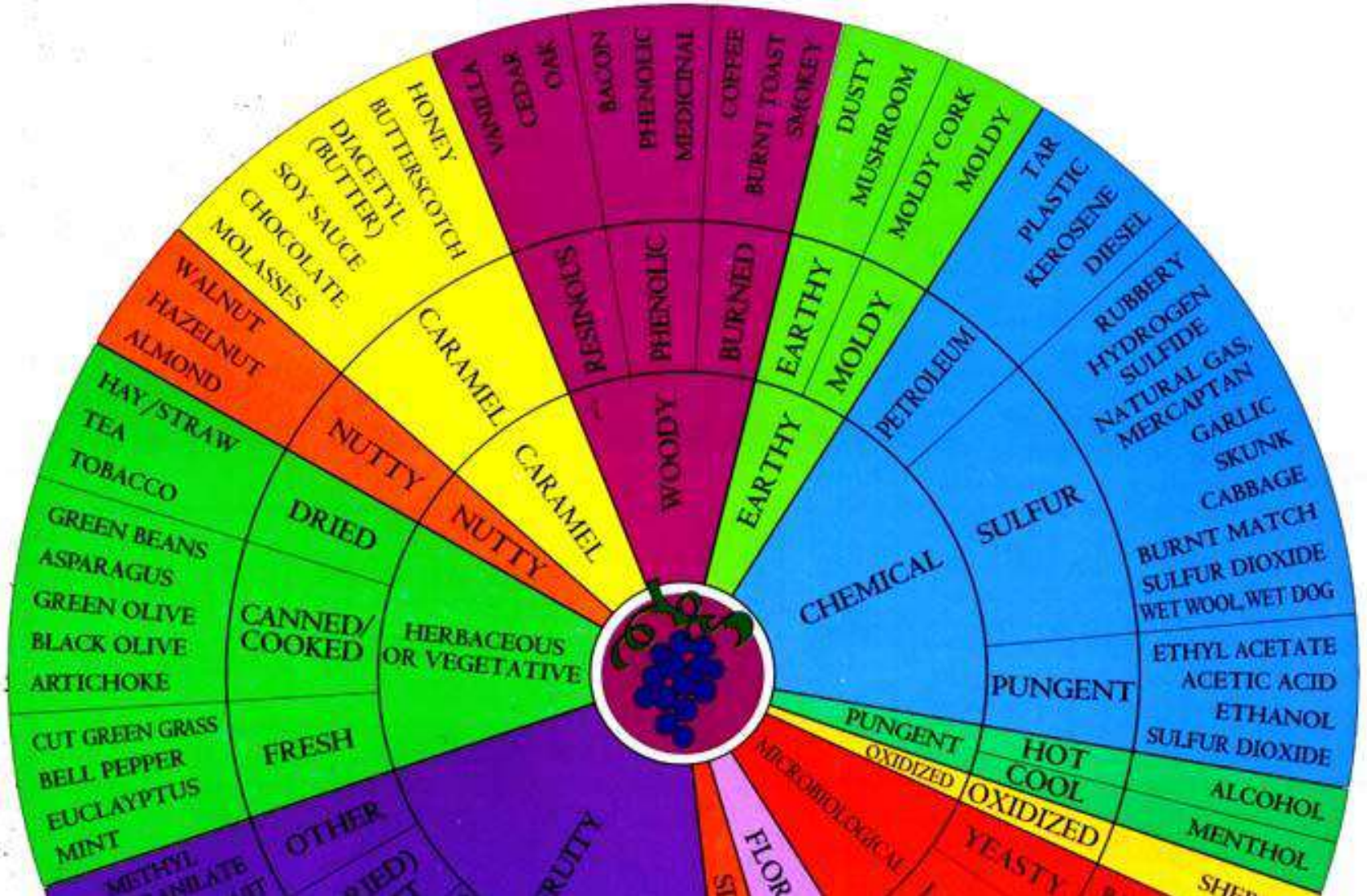
“You can easily produce a flawless fine, by bringing a vine from Italy or France, planting it, giving it the right conditions that it needs, the right soil, to make the wine with the right amount of Sulphur and everything—it will be flawless, but it will not be a wine with character, in the local sense of the word.”

Reverse Engineering Terroir?

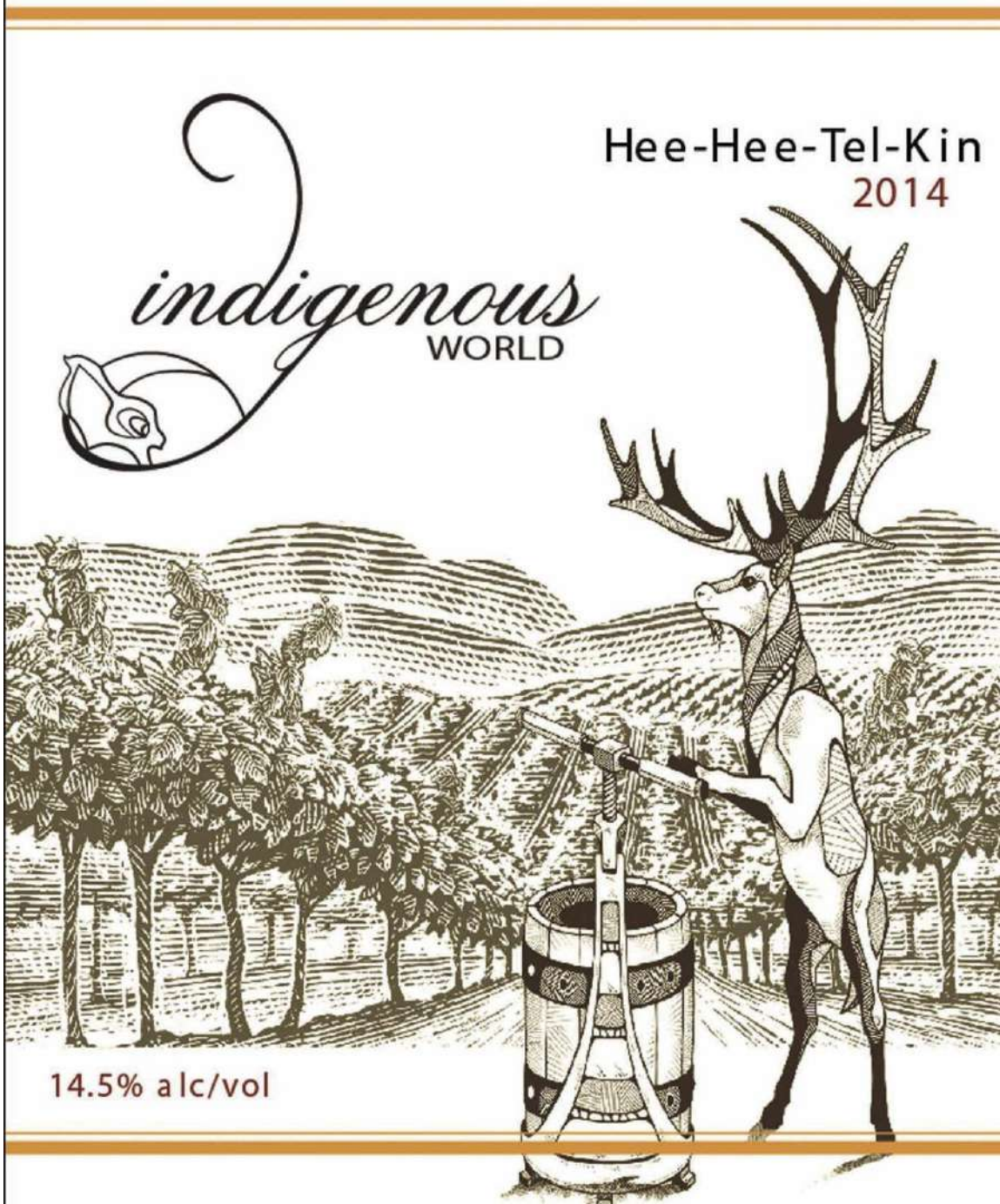
“By definition, indigeneity is something one comes from, and not something one goes to” (Gurevitch & Aran).

Argument: Liquid indigeneity is an ongoing relational process whereby wine operates as a vehicle of indigenizing authenticity and temporality across the fields of economy, science, and politics.

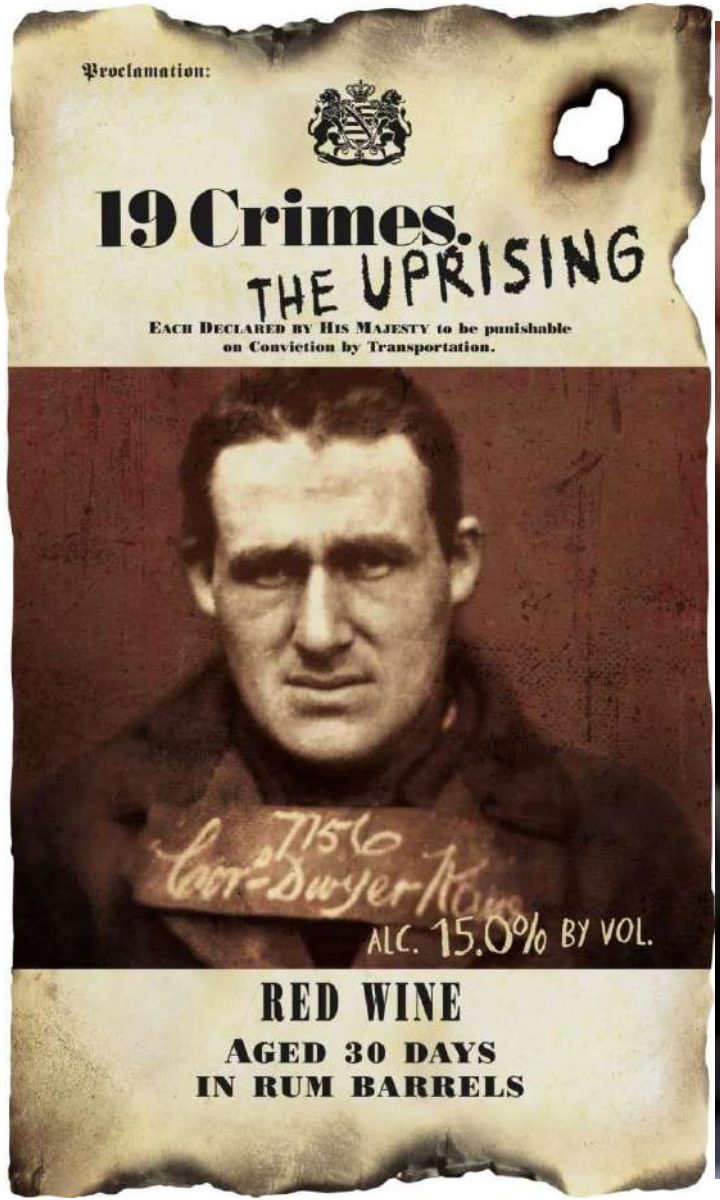
Aroma Wheel (UC Davis)

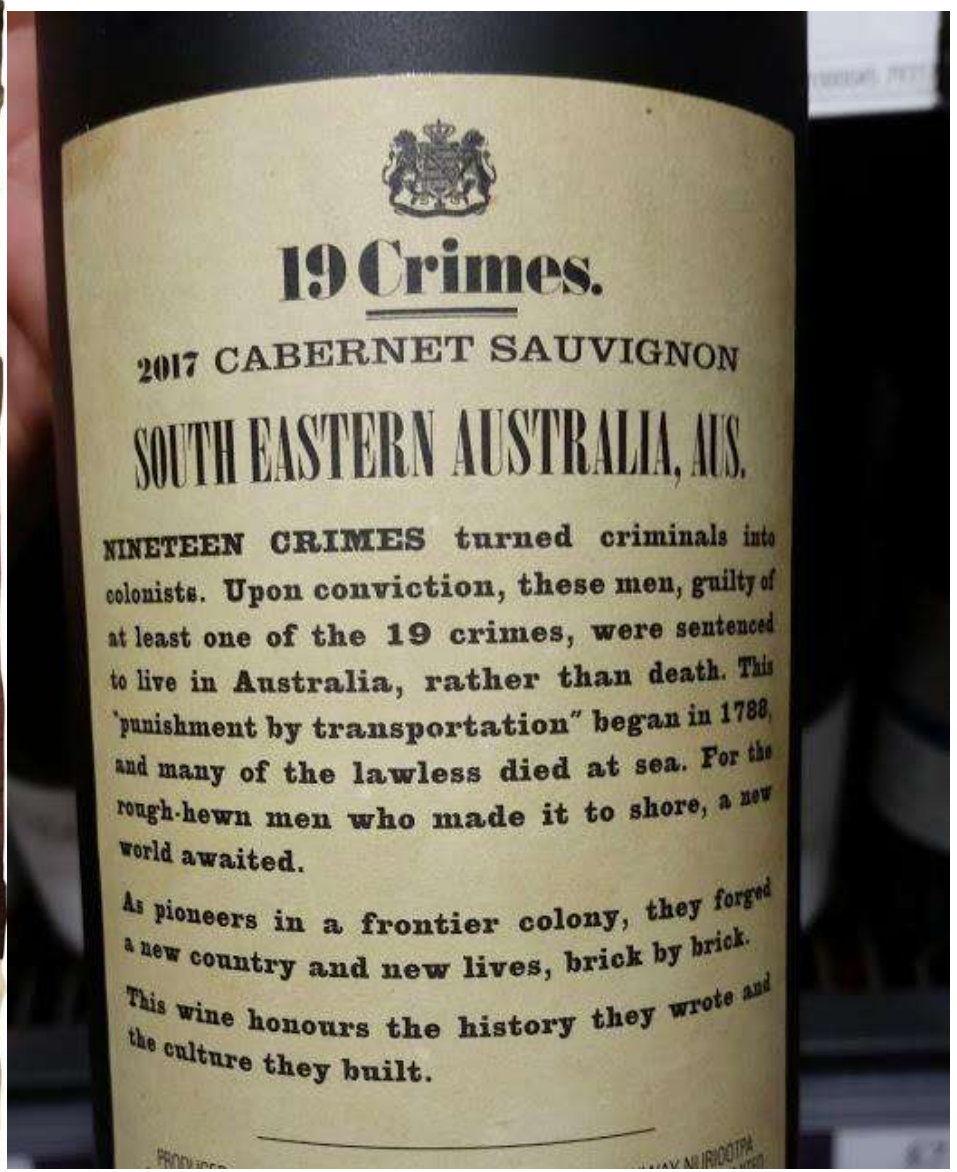


“When you taste an Indigenous World wine, you are tasting fruit from the land that has supported the Syilx people for over 10,000 years.”



Branding Settler Colonialism





An Augmented Reality (AR) experience

"It's a story that's very true to our hearts. It's very emotional. It's full of qualities like persistence and patriotism. We thought this is a great way to tell the country of origin story, to tell the history of Australia and how it came to be through the heroes and heroines, who happened to be convicts at the time. ... We wanted to make a hero of the people who led that life. It was about going out and finding real-life heroes who inspired us, whose story was very interesting. And it was a great way to encapsulate the story of Australian colonization."


19 Crimes.
THE UPRISING
2017
RED WINE
PART-AGED
IN RUM BARRELS
19 Crimes.
CHARD
19 Crimes.
THE UPRISING
2017
RED WINE
PART-AGED
IN RUM BARRELS
19 Crimes.
CHARD

Snoop Dogg Values: “rule breaking, culture creating, and overcoming adversity, through hard work and perseverance”



CHÂTEAU MARSYAS®

BARGYLUS®
GRAND VIN DE SYRIE

Les Vignobles de la Famille Johnny R. Saadé

Deux Terroirs, Deux Vins, Une Famille

Liban & Syrie

LE DÉFI SYRIEN

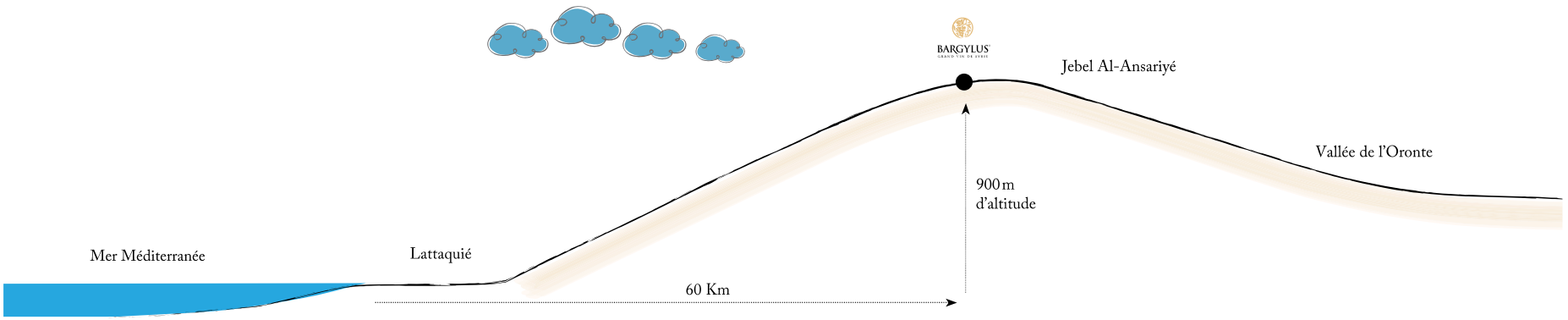
Faire du vin en Syrie relève d'un réel défi étant donné l'absence de culture et d'infrastructures liées à la vigne. La tâche devint encore plus difficile avec le déclenchement de la guerre en Syrie. Les frères Saadé ont été, depuis, dans l'impossibilité de s'y rendre depuis le début du conflit en 2011.

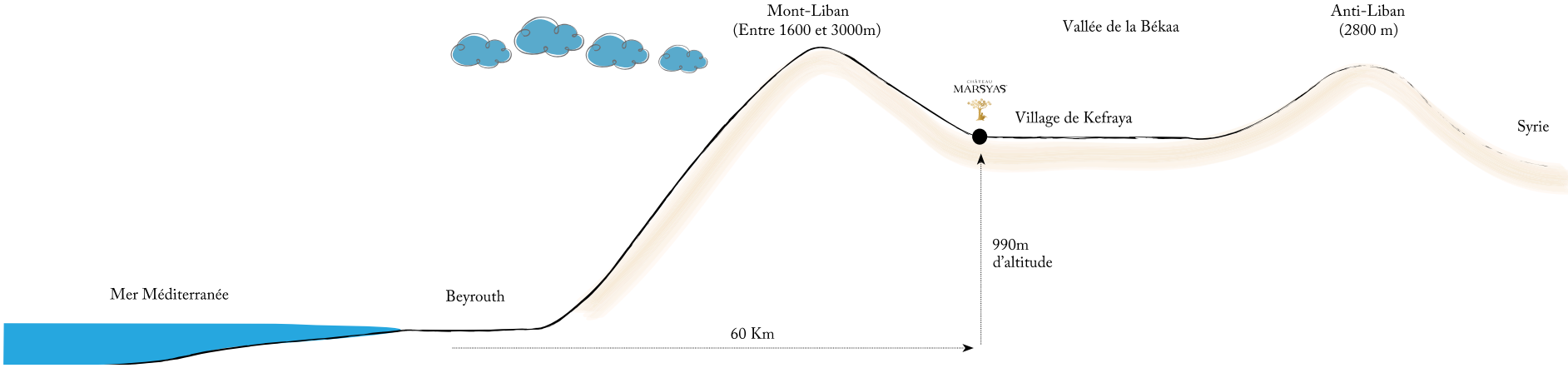
Outre les problèmes sécuritaires évidents (Tirs de mortiers etc...), Bargylus fait face depuis, à un véritable casse-tête logistique: les vendanges sont faites au téléphone par les deux frères. Des échantillons des différents cépages et pour les différentes parcelles sont envoyés par taxis successifs afin d'être goûtés à Beyrouth et décider ainsi de la date des vendanges. Les tests de laboratoire sont également envoyés à l'étranger. Des contorsions sont faites afin d'exporter les vins.

LE DÉFI LIBANAISE

À la guerre en Syrie vint s'ajouter la crise politique, économique et sécuritaire libanaise.

La terrible explosion du port de Beyrouth du 4 Août 2020 a atteint les Saadé dans leur chair. Karim et Sandro étaient en réunion avec leur père dans leurs bureaux situés à moins de 600 mètres du port de Beyrouth lorsque l'impensable eut lieu. Plus de 3000 kg de nitrate d'ammonium sont à l'origine de la tragédie.


BARGYLUS
Jebel Al-Ansariyé
Vallée de l'Oronte
900 m
d'altitude
Mer Méditerranée
Lattaquié
60 Km


Mont-Liban
(Entre 1600 et 3000m)
Vallée de la Békaa
Anti-Liban
(2800 m)
CHÂTEAU
MARSYAS
Village de Kefraya
Syrie
990m
d'altitude
Mer Méditerranée
Beyrouth
60 Km

LE TERROIR DU DOMAINE DE BARGYLUS

Typiquement méditerranéen, Bargylus marie avec élégance la force et la finesse: la gamme aromatique se définit par le fruit frais et la minéralité transmise de sols très caillouteux. En bouche, l'équilibre entre la sucrosité provenant d'une pleine maturité, d'un soleil généreux et la salinité provenant du calcaire, permet à Bargylus de transmettre la forte identité du terroir et un goût inimitable.

Chateau Musar



In the 12th Century France makes its first appearance in the Musar story with the arrival of the Hochar family (pronounced Hoshar) who arrived in Lebanon with the Preux Chevalier during the period of the Crusades. The relationship with France remains intertwined and is at the core of the Musar story. The French connection next re-emerges in 1857 when Jesuit missionaries introduced the first of the French varietals (Cinsault) into the region from French governed Algeria.

.

- The modern day of story of Musar begins in 1930 when on return from a visit to France the young Gaston Hochar founded Chateau Musar in the cellars of the 18th century Mzar Castle in Ghazir. Lebanon was under French administration at this time and there was an unprecedented demand for wine. After starting as more of a hobby it became a serious passion following the development of what became a lifelong friendship with Major Ronald Barton of Langoa-Barton who was

Winemaking

Seven years in the making, Château Musar Red is a blend of Cabernet Sauvignon, Carignan, and Cinsault from vineyards near the Bekaa Valley villages of Aana and Kefraya on gravelly soils over limestone. Planted from the 1930s onwards, yields are low from these mature bush vines (average age: 40 years): Between 15 to 35hl per hectare.

AGING: The varietal components in Château Musar Red undergo lengthy fermentation in cement vats at temperatures below 30°C. 6 months after the harvest they are transferred into French barrels (oak from the forest of Nevers) for one year.

Grapes of Wrath: Philokalia



Pajzos Winery Tokaj



Champagne in England:
Taittinger (left) and McGrath MW exchange flags



Dialectic Indigeneity: Hyper-terroir

"The settler-native question is a political question. It is also a historical question. Settlers and natives belong together. You cannot have one without the other, for it is the relationship between them that makes one a settler and the other a native. To do away with one, you have to do away with the other." (Mamdani 2001: 63)

Untranslatable Categories (Cassin): metaphysics of particles and ontological nationalism -- Geist, Pravda, Mimesis

In order to find the meaning of a word in one language, this book explores the networks to which the word belongs and seeks to understand how a network functions in one language by relating it to the networks of other languages.

To speak of *untranslatables* in no way implies that the terms in question, or the expressions, the syntactical or grammatical turns, are not and cannot be translated: the untranslatable is rather what one keeps on (not) translating.

In a sense, nothing is untranslatable; but *in another sense*, everything is untranslatable; translation is another name for the impossible. (Derrida, *Monolingualism of the Other)*

Terroir and Baladi: A “natural language”

- **From a thing to a signifier**
- **From signifier to a global signified token?**
- **A simulacrum of authenticity?**

How well does terroir travel?

“Moving beyond the idea that ‘terroir is adaptable, wine actors articulate terroir’s normative principles as constant, but describe terroir’s natural and human practices in locally contingent ways, nuancing our understanding of stability and change in how culture unfolds within a globalized cultural context” (Cappeliez 2017: 24).

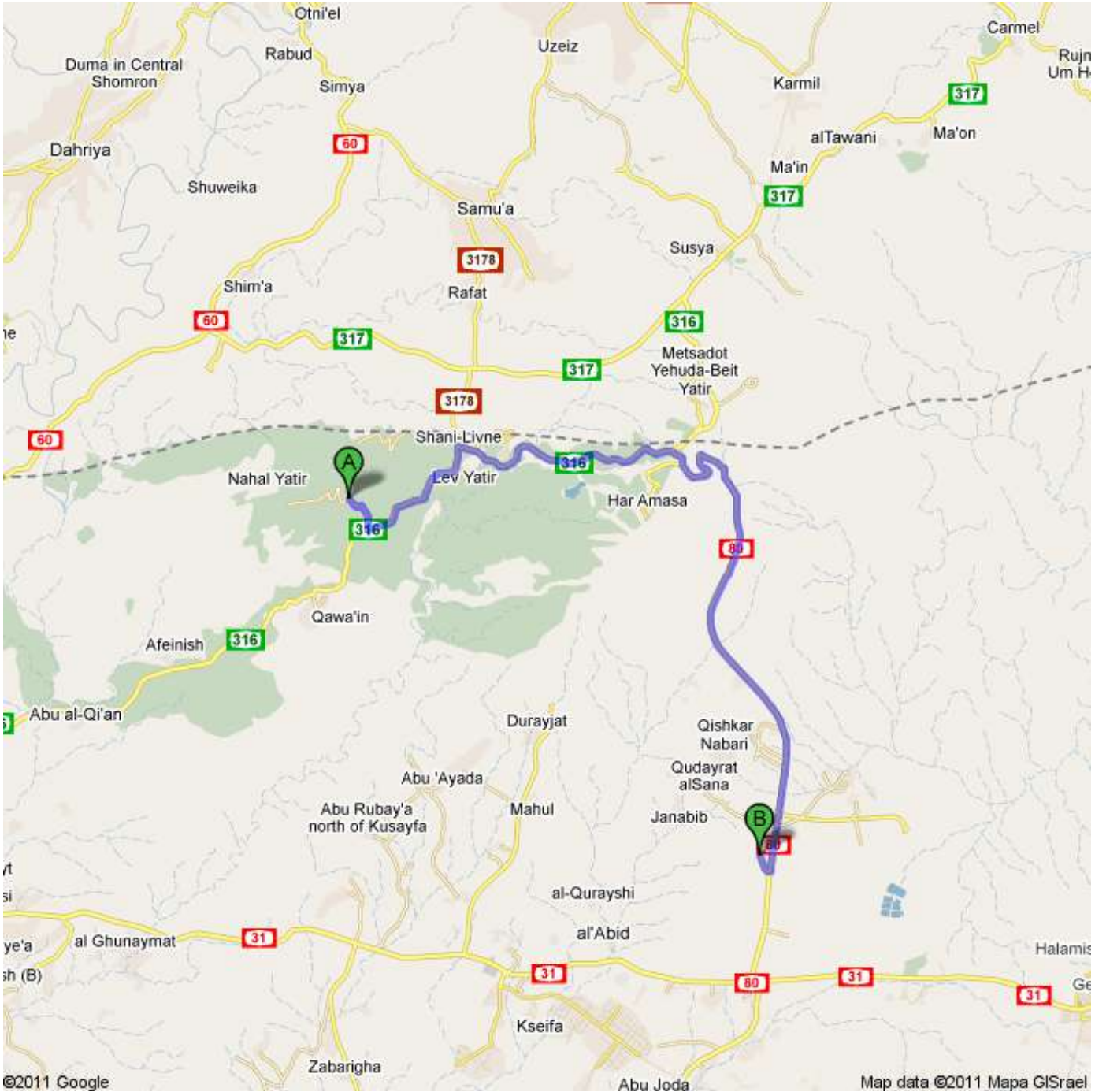
THE BORDER STORY SOR FAR...

THE END.

AT LEAST UNTIL OUR NEXT TASTING OF INDIGENOUS WINES

“It’s necessary. It’s possible. It’s ours”

- http://www.myesha.org.il/?CategoryID=305&ArticleID=3083


Otni'el
Rabud
Uzeiz
Carmel
Duma in Central Shomron
Simya
Karmil
Dahriya
alTawani
Ma'on
Ma'in
Shuweika
Samu'a
Susya
Rafat
Shim'a
Metsadot Yehuda-Beit Yatir
Shani-Livne
Nahal Yatir
Lev Yatir
Har Amasa
A
B
Qawa'in
Afeinish
Abu al-Qi'an
Durayjat
Qishkar Nabari
Qudayrat alSana
Abu 'Ayada
Abu Rubay'a north of Kusayfa
Mahul
Janabib
al-Qurayshi
al'Abid
al Ghunaymat
Kseifa
Zabarigha
Abu Joda
60
317
3178
316
80
31
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Map data ©2011 Mapa GISrael

The Indigenous Turn: Between Terroir and Territory

The New York Times

Israel Aims to Recreate Wine That Jesus and King David Drank

By Jodi Rudoren

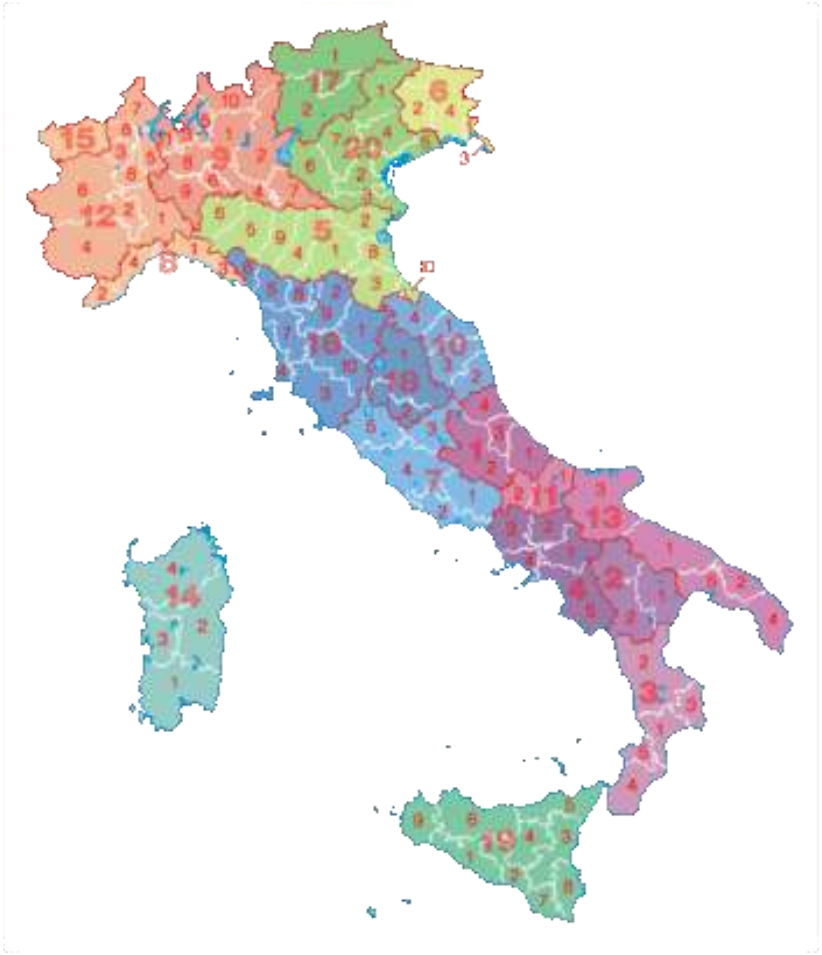
Nov. 29, 2015

Liquid Indigeneity:

Indigenous Wines, Science and the Colonial Politics of the Local

Daniel Monterescu (CEU)
Sommelier (3rd level Italy, WSET diploma candidate, Austria)

Italian 20 Administrative/Wine Regions







Beginnings: “Language of Values”



Yatir Forest



Desert Wine





Tonnellerie Radoux Inc. “uses the tightest-grain oak selected from different forests throughout France, Eastern Europe & US”



Entrance to Winery



Mediterranean Monism

A window of opportunities opened in the last 15 years, which are also dramatic years in the Israel wine industry… we started to indigenize new varieties in addition to the delusional quartet [noble grapes] that Rothschild had brought from India in 1880. We forgot we are in the Mediterranean basin, a warm place. If instead of "grazing in foreign field" in the cold North of France and on the other side of the globe, we had looked here to our neighbors who have a wine industry ten times better, like in Lebanon which has the most interesting wines in the Middle East, or go to Greece that has 300 local varieties in a comparable climate...Why do I need to go to New Zealand to bring a bird I have here? There's nothing but Mediterranean-ism because here is where we live. This is the climate, this is nature, these are the aromas, this is the sea, this is the land. This is the terroir, the birds, the bees. He who doesn't connect to the land here, it will spew him out literally, as it did throughout history.

Mediterranean Meditations

- Meta-strategies for colonial liquid Mediterraneanism: Differentiate, Expand and Indigenize
- Med. logic of Schismogenesis (complementary and symmetrical), “Narcisism of small differences”
- Dialectic of Articulation: signification and transformations (”There’s nothing but Med.”, “New Middle East”, “Wandering Jew”)
- Wine Circular Connectivities: imagination, networks, rootedness

Zionization of Wine: The Juice of Consensus

Rachel: How can you evacuate a bustling metropolis like Yitzhar? How can you evacuate a place where wine is made? Wine is the juice of the consensus! Do you know that we make wine here? It's Tuscany right here!

Anchorman: That you produce wine doesn't change the fact that in any future agreement you'll have to evacuate the Territories.

Rachel: Don't say Territories! When you say Territories you break the people apart. Say Tuscany.

Anchorman: Ok. So for parts of the Israeli public, your very presence in Tuscany is an obstacle to peace.

Rachel: What do you want from me? Talk to the Italians!

M. DARWISH: WERE IT UP TO ME TO BEGIN AGAIN

Were it up to me to begin again, I would make the same choice. Roses on the fence.

Share my bread, drink my wine, don't leave me alone like a tired willow.
I love lands not trod over by songs of migration, or become subject to passions of blood and desire.

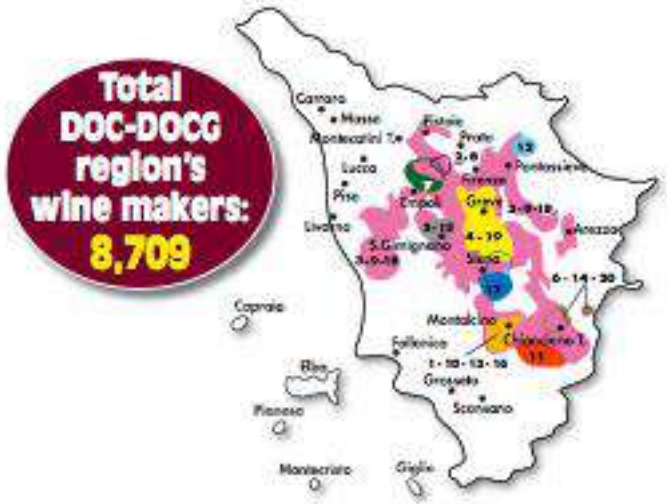
If I return, I will return to the same rose and follow the same steps.
But never to Cordoba.

Vertical scaling: Rigid Appellation System
Tuscany: 5 IGT, 29 DOC, 6 DOCG



D.O.C.G.
- 15 Morellino di Scansano

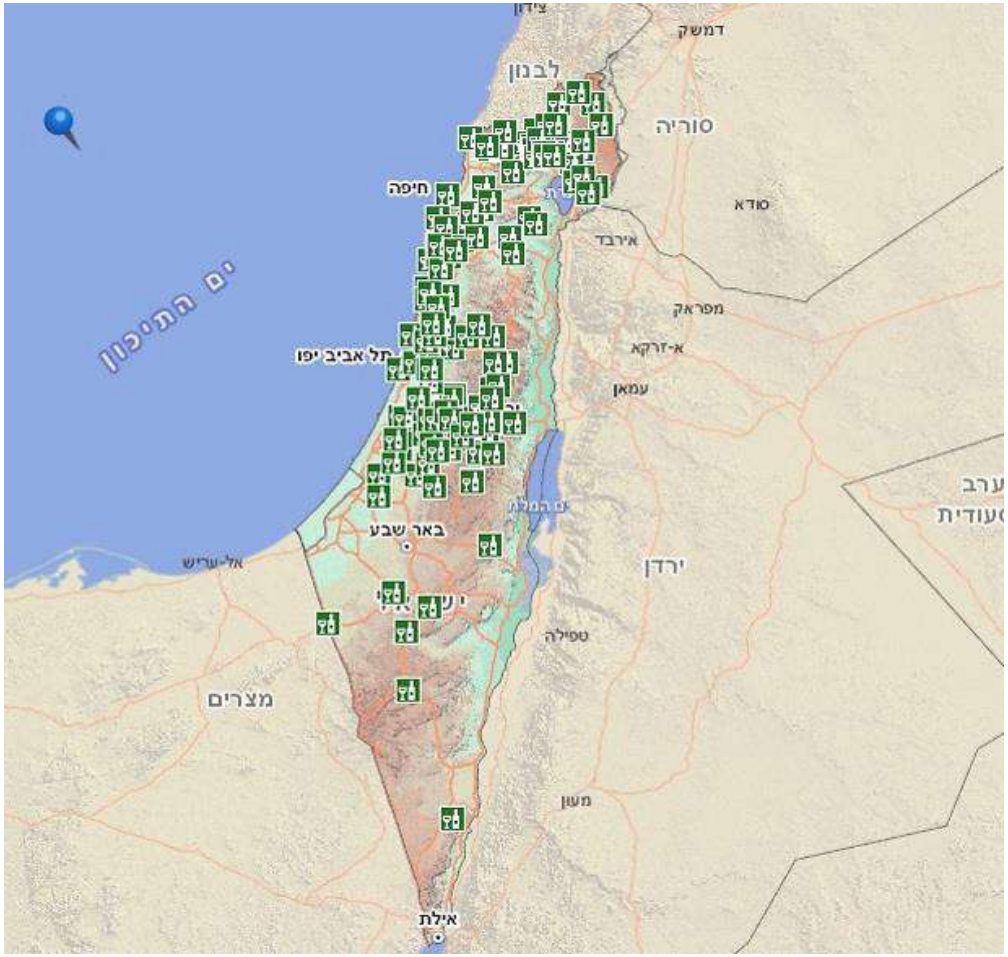
D.O.C.
- 1 Ansonica Costa dell'Argentario
- 2 Bianco della Valdinievole
- 3 Bianco di Pitigliano
- 4 Bianco Pisano di San Torpè
- 5 Bolgheri or Bolgheri Sassicaia
- 6 Candia dei Colli Apuani
- 7 Capalbio
- 8 Colli di Luni
- 9 Colline Lucchesi
- 10 Cortona
- 11 Montecarlo
- 12 Montecucco
- 13 Monteregio di Massa Marittima
- 14 Montescudaio
- 16 Parrina
- 17 Sovana
- 18 Valdichiana
- 19 Val di Cornia
- 20 Elba



D.O.C.G.
- 1 Brunello di Montalcino
- 2 Carmignano
- 3 Chianti
- 4 Chianti Classico
- 5 Vernaccia di San Gimignano
- 6 Vino Nobile di Montepulciano

D.O.C.
- 7 Bianco dell'Empolese
- 8 Rosato di Carmignano and Barco Reale di Carmignano
- 9 Colli dell'Etruria Centrale
- 10 Moscadello di Montalcino
- 11 Orcia
- 12 Pomino
- 13 Rosso di Montalcino
- 14 Rosso di Montepulciano
- 15 San Gimignano
- 16 Sant'Antimo
- 17 Val d'Arbia
- 18 Vin Santo del Chianti
- 19 Vin Santo del Chianti Classico
- 20 Vin Santo di Montepulciano

מתוך אתר .יקבים בישראל .מעצמת יין (צילום מסך)בפיתוח טלדור ,govmap



Settlements Wine Operation



Bulgaria's Wine Regions



No Man’s Land


Brand Story
The 5-mile strip of land between Bulgaria's primary border and the main frontier with its southern neighbours - a narrow strip of land which previously separated the worlds of Socialism and Capitalism - is an environmental paradise, pollution-free with preserved wildlife. The vines here bask in the sun, producing succulent and rich fruit. The first No Man's Land was born in 1998 in the vineyards growing in the virgin 'no man's land' strip between the state borders.
Read more
NO MAN'S LAND
Български

Brand Story

The border is a remarkable place, its history is a magnet for journalists, partners and clients. Not too long ago it was a place of armed soldiers, barbed wire and electric signalling systems. Today, you can see the survey tower and enjoy a fantastic vista of vineyards, as well as some history.

In 1995, we had a local name for the area denoting the specific border fence. "I was showing the area to a group of British journalists, Charles Metcalfe (www.wineeducators.com/charles_metcalfe.html) and Bill Knott among them, and we were approaching the border checkpoint. As I was talking about the history of the place and we reached the fence, Bill said: "Ah, No Man's Land! This would make a great brand." I filed to have the trademark registered the following day", says Filip Harmandjiev, Damianitza's owner.

The first wine, a 1995, was a blend between Melnik and Cabernet Sauvignon, and went to market in 2000. Designing the label took about 5 months.

NO MAN'S LAND

Bruno Latour -- Atterrir/Landing

"From Hungary to France, from Italy to England, from Russia to the United States, large numbers of people are acting as if to say: "if not the globe, at least let us have our *terroirs*!" The white race, pork meat, nation, flag, caliphate, family, it really doesn't matter what—as long as we're not left with nothing. Everyone to the lifeboats! Of course, these communities are imaginary; not a patch remains of those former lands, now obliterated by globalisation. But one utopia for another: it is understandable that we should cling to the one that seems the least up-in-the-air."

"Terroir, Globe, Earth—A New Political Triangle" (2016)

Economy of Singularities: “vins de terroir” vs. “vins de marque”

“The vine is here! It's the terroir... Brands are a part of Anglo-Saxon culture [...] Here we cultivate an appellation of origin. Brands get forgotten, like people.”

Mondovino (2004) Domaine de Montille, Burgundy

Le Sol Barresian – Petain et le Pinard -- Clos du maréchal Pétain(Beaune)

- Enfin, un tel engouement pour le vin renvoie aussi à « l'ode au vin » que le maréchal Pétain avait publié le 27 juillet 1935, un hommage « au pinard des poilus » : « le vin a été, pour les combattants, le stimulant bienfaisant des forces morales comme des forces physiques. Ainsi a-t-il largement concouru, à sa manière, à la victoire »19.

De territoires en terroirs du vin

- , d'une *délimitation* dite *territoriale* indiquant une *aire géographique,* à une *liste des terroirs* déterminant une *aire de production.* La référence au terroir a pris le pas sur la simple indication de provenance.
- *Ce n'est pas la région qui a donné son nom à l'appellation ; c'est l'appellation qui peu à peu... a fini par constituer la région.*62

”Retour au local”

Neoregionalisme antisysteme .. Censé s’opposer aux forces mortiferes du liberalism mondialisé

”Village coutumier contrace le village planétaire” » vertus de la solidarité communitaire » contre « les sociabilités contractuelles »Pieiller evelyne 2018

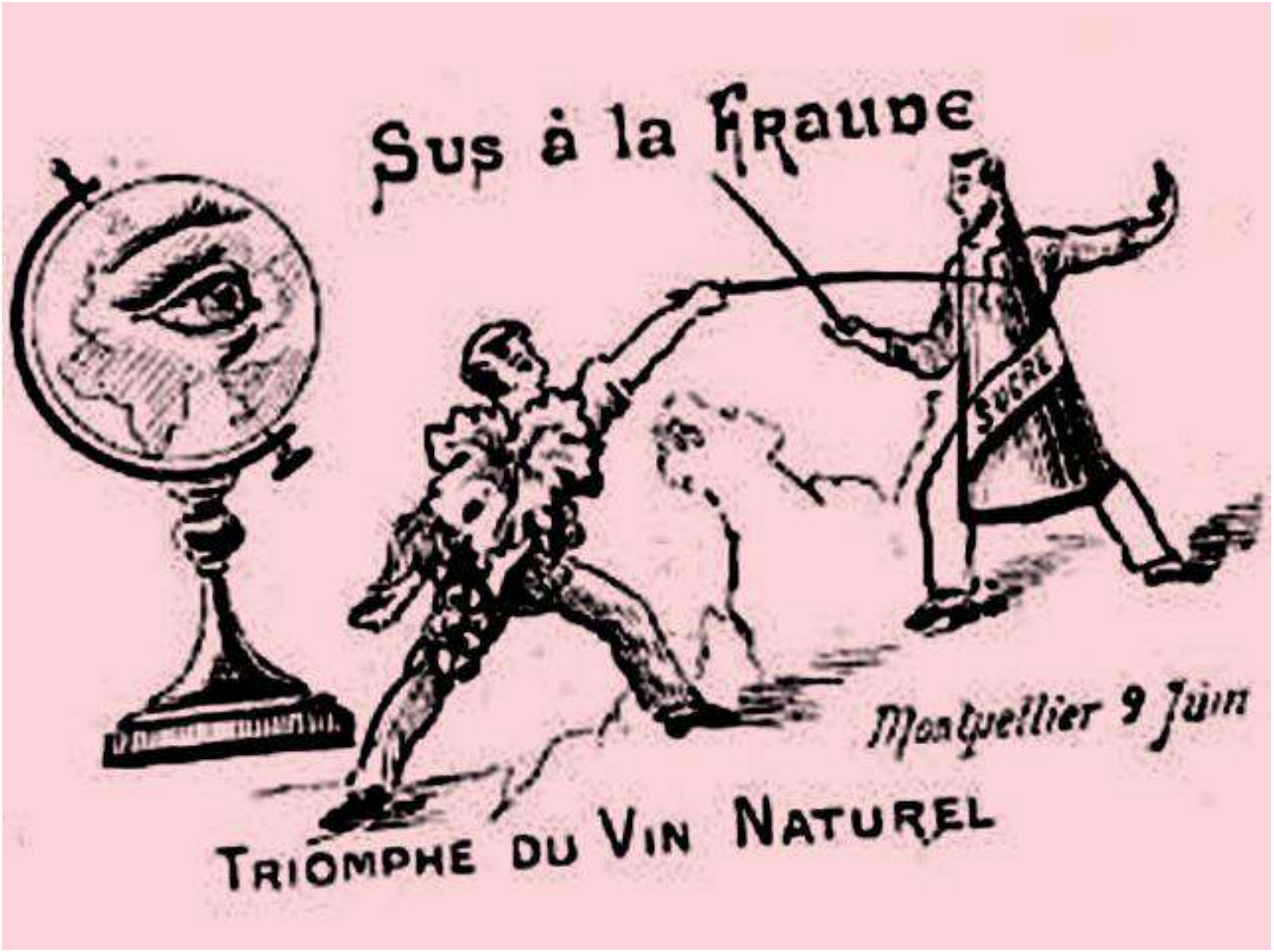
Manif pour tous – preservation des modes de vie traditionels, de l ancrage local, de l enraceinment …

CEO of Psagot: “A statement about morality” -- #madeinlegality

"We at Psagot Winery are moved by the historical turn and express our gratitude by releasing a limited edition of a wine bearing Secretary of State Mike Pompeo's name … The radical and antisemitic decision issued by the European Court of Justice led to the US Secretary of State's revolutionary announcement on the legality of Jewish settlement in Judea and Samaria.

The support of the US administration strengthens our ongoing struggle against the boycott and the hypocritical campaign managed by the European Court of Justice. We are privileged to lay another brick for the Zionist settlement movement in this good land."


A BAS L'INTERMÉDIAIRE
GUSTAVE
FABRE
NIMES
CONSOMMATEURS !
pour avoir votre vin pur
achetez-le directement
au PRODUCTEUR
Gustave FABRE Propre Viticulteur à NIMES
Envoi du Prix courant sur demande
PAL


Sus à la Fraude
SUCRE
Montpellier 9 Juin
TRIOMPHE DU VIN NATUREL



"Avoir tant de bon vin et pas pouvoir manger de pain" Béziers, juin 1907



Vive le Vin Naturel!

Vin Naturel

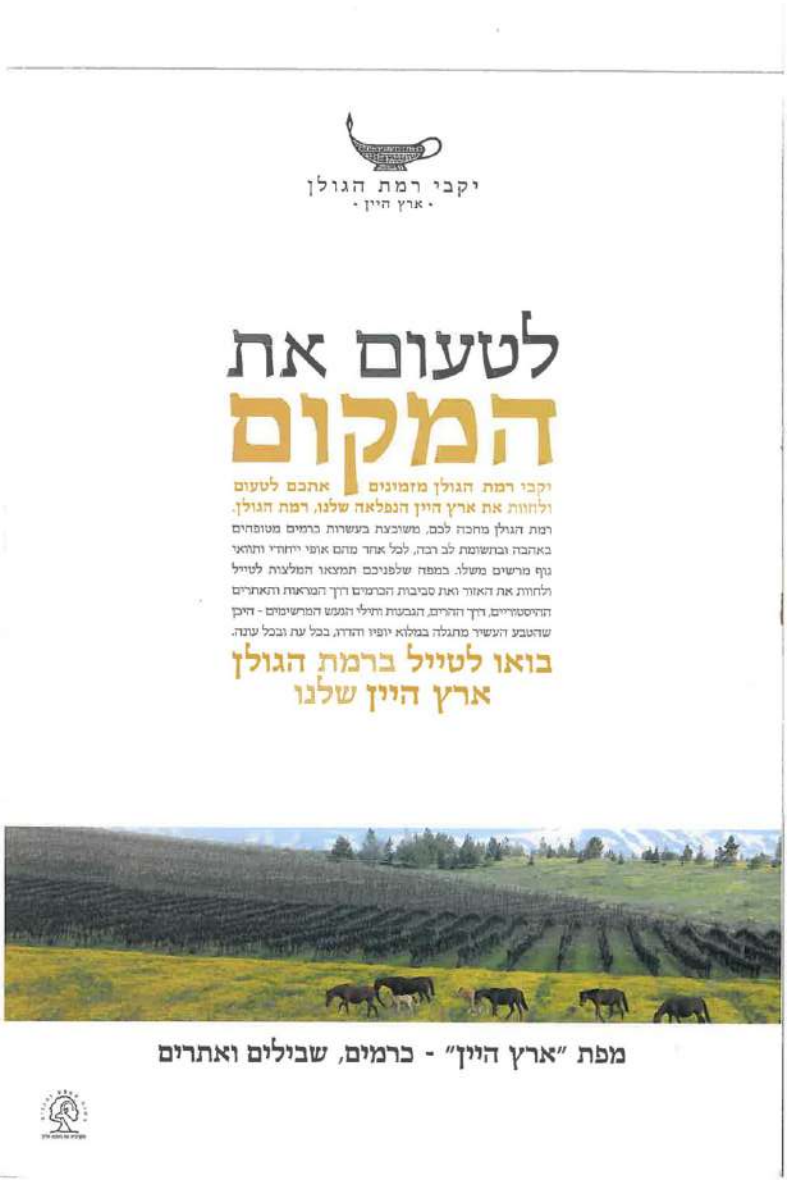

Vin de France
Produce of France
I prefer to be where I am
Vinifiés et mis en bouteille par
Anders Frederik Steen
& Anne Brunn Blauert
75cl ale. 13,5%vol

The Rise and Fall of the World's Largest Wine Exporter



“Tasting the Place”: Terroir beyond Banal Nationalism

Creeping Annexation:
The Golan Heights:
“Our Wine Country”



Terroir Expansion & Colonial Frontiers

1880s-1962: Fraud, vin ordinaire, overproduction, AOC, decolonization, border retreat





Questionning the global diffusion of GI as a policy model

Rafael Villota S, PhD

Lessons from the implementation of Geographical Indication. *"Café de Galápagos"*

05/07/2022
Montpellier

Co-auteurs :
M. Mariani
M. Jon Zinsli
M. Michaud

PAUL INSTITUT BOCUSE | RESEARCH Science & Innovation

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LER

USFQ

I. Équateur.

II. Contexte des GIs en Équateur

III. Système de contrôle

IV. Îles Galápagos

V. Contexte des GIs en Galápagos

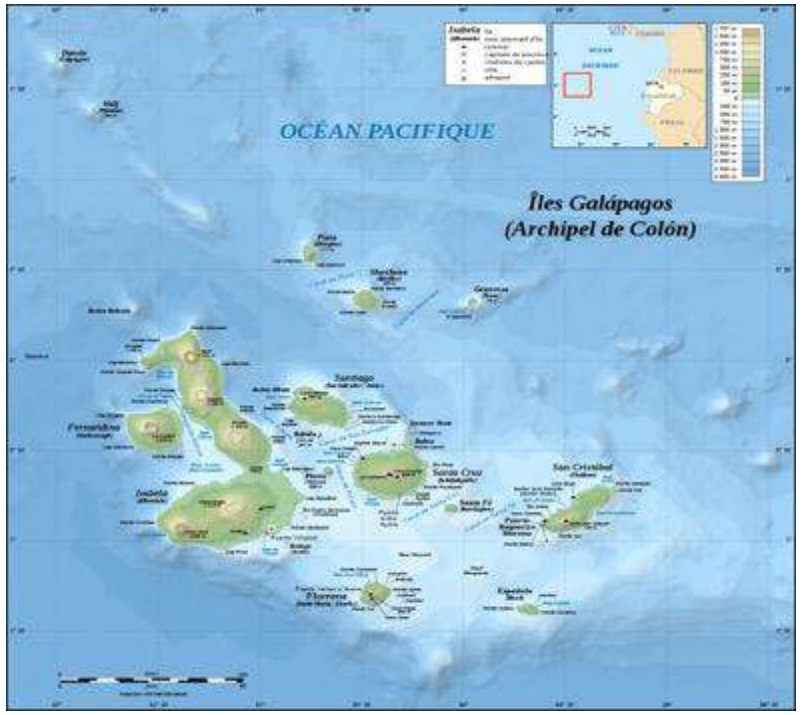
VI. Conclusions



Juana Aguirre
49 years old
Coffee producer

Photo: VILLOTA Rafael, 2019

ÉQUATEUR



- **Superficie :** 283 520 km2, (moins de la moitié de la superficie de la France)
- **Nombre d'habitants :** 18 millions d'habitants.
- **Langue :** Espagnol
- **Economie :** basée sur les exportations de pétrole 60%, les produits agricoles 30% et autres.

Contexte des IG en Équateur

6 Indications Geographiques

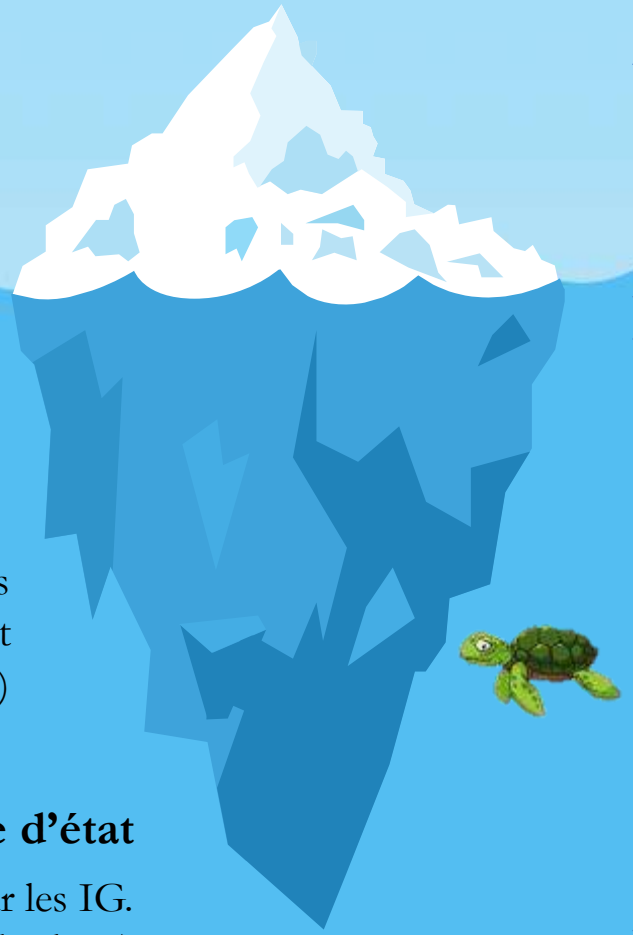
- Café des Galápagos
- Café Loja
- Cacao
- Cacahuète d'Amazonie
- Fruit du Dragon amazonien
- Miske

Culture

Absence de culture sur les IG et leurs avantages potentiels (producteurs et consommateurs)

Politique d'état

Faible politique d'état pour les IG. (Manque de budget)



Opportunites

- Développement pour les producteurs.
- Accès aux marchés internationaux
- Amélioration de la qualité et du prix

Rôle des organismes internationales (EU, INAO)

Application de systèmes étrangers dans un pays dont les conditions sont différentes.

Source :
Travail de terrain, Rafael Villota. 2018, 2019, 2020.

I. Équateur.

II. Contexte des GIs en Équateur

III. Système de contrôle

IV. Îles Galápagos

V. Contexte des GIs en Galápagos

VI. Conclusions

I. Équateur.

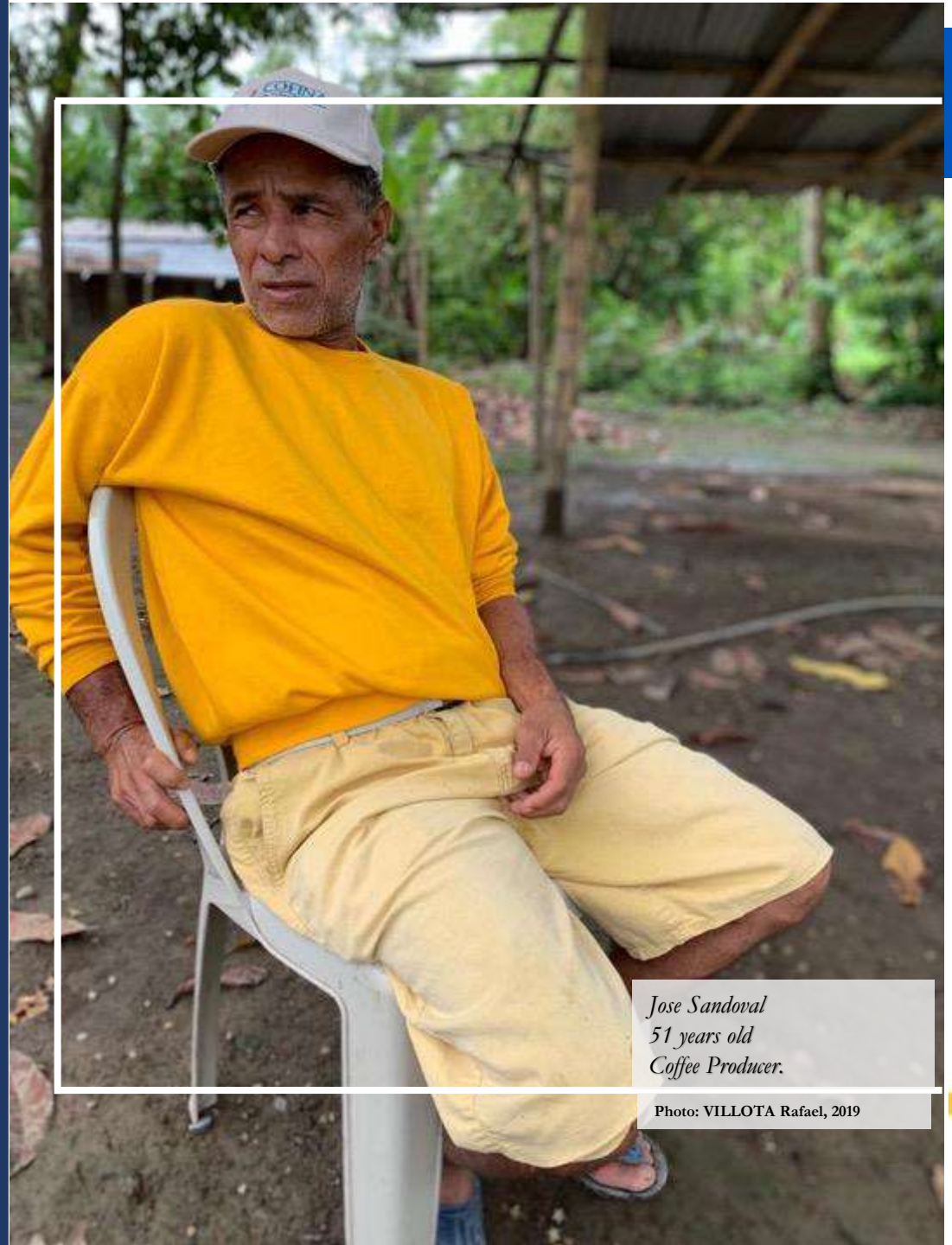
II. Contexte des GIs en Équateur

III. Système de contrôle

IV. Îles Galápagos

V. Contexte des GIs en Galápagos

VI. Conclusions

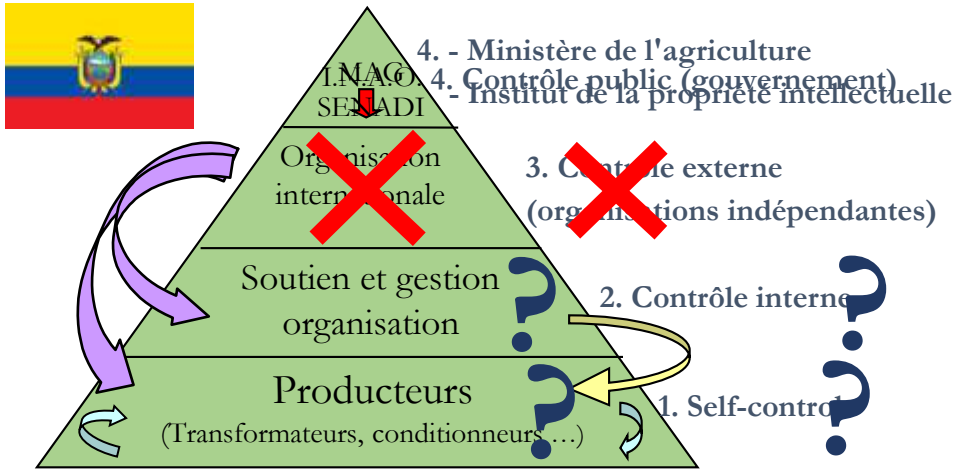


Jose Sandoval
51 years old
Coffee Producer.

Photo: VILLOTA Rafael, 2019

Système de Contrôle

France & Équateur



Sources:

- INAO National Institute of Origin and Quality
- Jacques Paloc, September 2019
- Ecuadorian Institute of Intellectual Property
- Ministry of Agriculture Ecuador

I. Équateur.

II. Contexte des GIs en Équateur

III. Système de contrôle

IV. Îles Galápagos

V. Contexte des GIs en Galápagos

VI. Conclusions

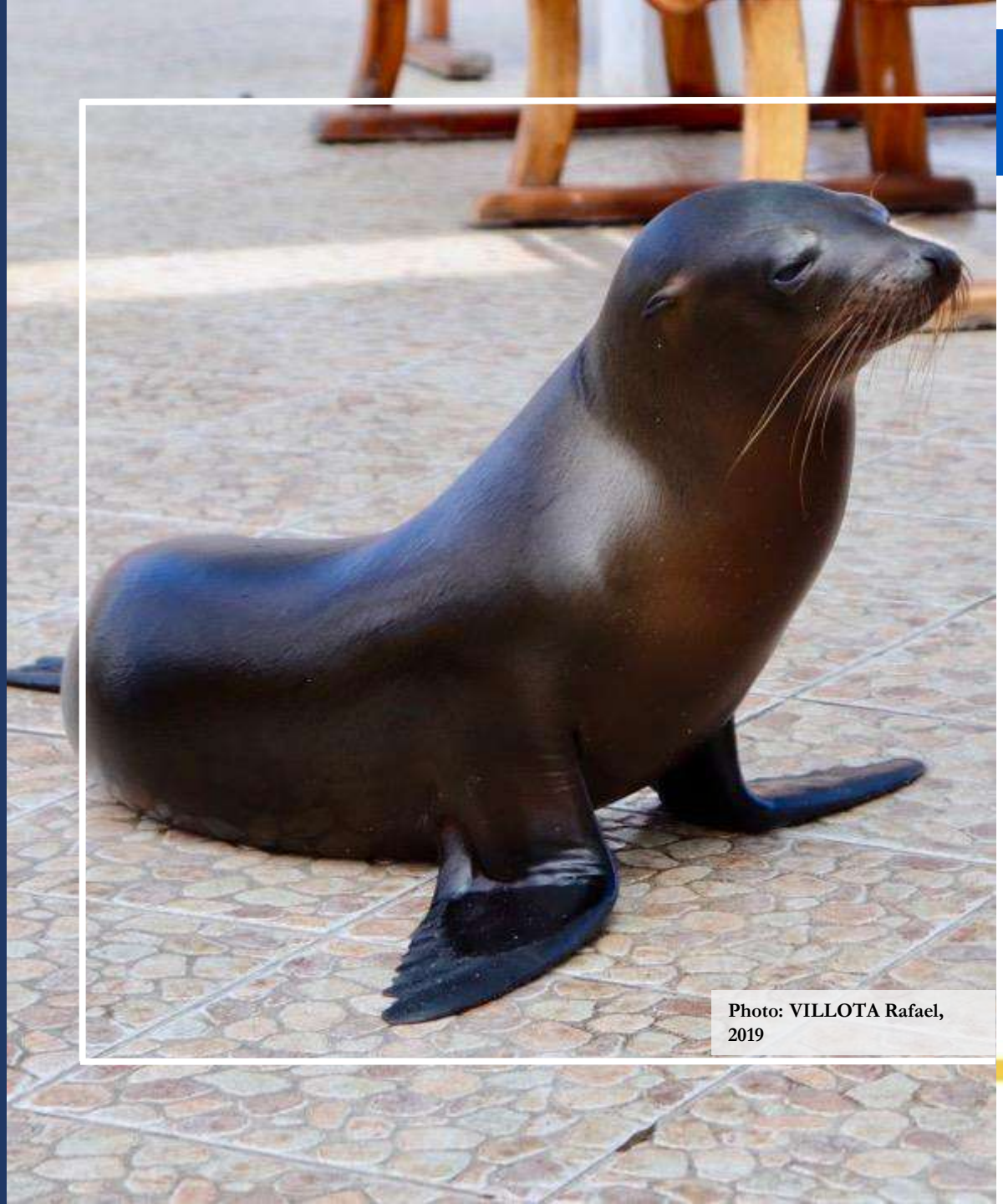


Photo: VILLOTA Rafael, 2019

Îles Galápagos



- **Superficie :** 8010 km², 95% est une zone protégée (parc national)
- **Population :** 26 640 hab.
- **Économie :** repose à 85 % sur l'industrie du tourisme et de l'hôtellerie.
- **Producteurs: P**rofessionnels à 100% Vs. **A**mateurs (Hobby)

I. Équateur.

II. Contexte des GIs en Équateur

III. Système de contrôle

IV. Îles Galápagos

V. Contexte des GIs en Galápagos

VI. Conclusions

1. Juillet 2014 : Importation et emballage de café en provenance du continent.
2. Déc. 2014 : Création du cahier des charges de l'IG.
3. Janvier 2015 : Première visite et assistance de l'INAO.
4. Mars 2015 : Création de la coopérative producteurs de café.
5. Sept. 2015 : Reconnaissance de IG "Café de Galápagos » IG par pression politique ?
6. Mars 2017 . L'utilisation de l'IG est accordée à la coopérative.
7. 2017, 2018 : Visites et ateliers de l'INAO.
8. Décembre 2019 : 12 premiers producteurs avec IG.

Context Geographical Indication "Café de Galapagos"

Xavier Moreno
34 years old
Coffee Producer.

Photo: VILLOTA Rafael,

I. Équateur.

II. Contexte des GIs en Équateur

III. Système de contrôle

IV. Îles Galápagos

V. Contexte des GIs en Galápagos

VI. Conclusions



Mariano Zambrano
29 years old
Coffee Producer.

Photo: VILLOTA Rafael, 2019

Conclusions IG "Café Galapagos"

1. **Faible adaptation au système équatorien.**
2. **Système Top – Down.** (Marlin, 2019)
3. **Changement des politiques publiques (changement du gouvernent).**
4. **Faible information destinée aux producteurs (technique, juridique et marketing)**
5. **Manque d'agences de contrôle et de certification externes.** (La Torre 2020)

Merci.
Gracias

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Geographical Indications and Collective Marks in South America: it's not all about the label. Cultural Factors and Networked Governance

Patricia Covarrubia & Kerry Purcell

Lay out

1. Geographical Indications and Collective Marks – background

2. A window of what is happening in South America – issues

3. A proposal: a network as a potential solution

    a) International Network Approach
    b) Social Network Approach

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Geographical Indications and Collective Marks

Aim

- Protect from misappropriation - economic rights

What is *protected*?

- What you see: protect name/sign of products
- What they see: may protect integrity + intrinsic value
  - ❖ the role of associations AND GIs' application

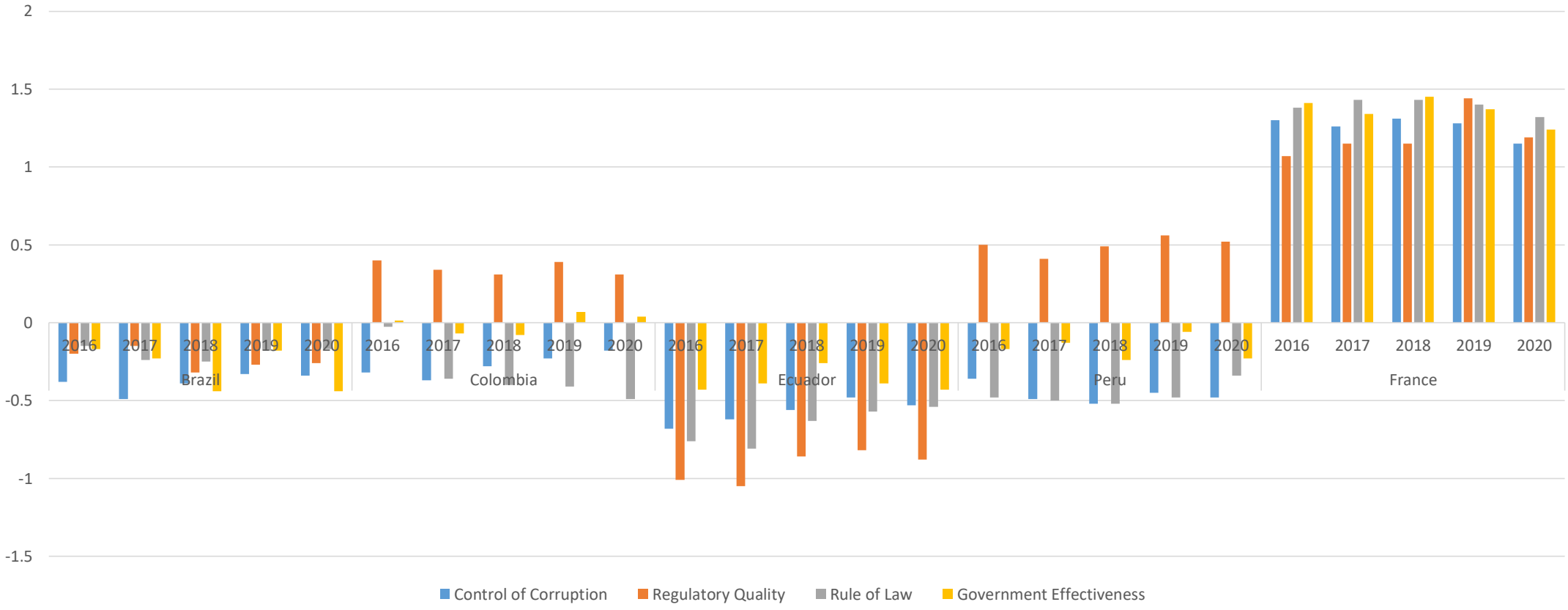
Legal Framework

Open to agricultural and non-agricultural products

- TRIPS
- Lisbon Agreement
  - ❖ Geneva Act
- Bilateral trade agreements

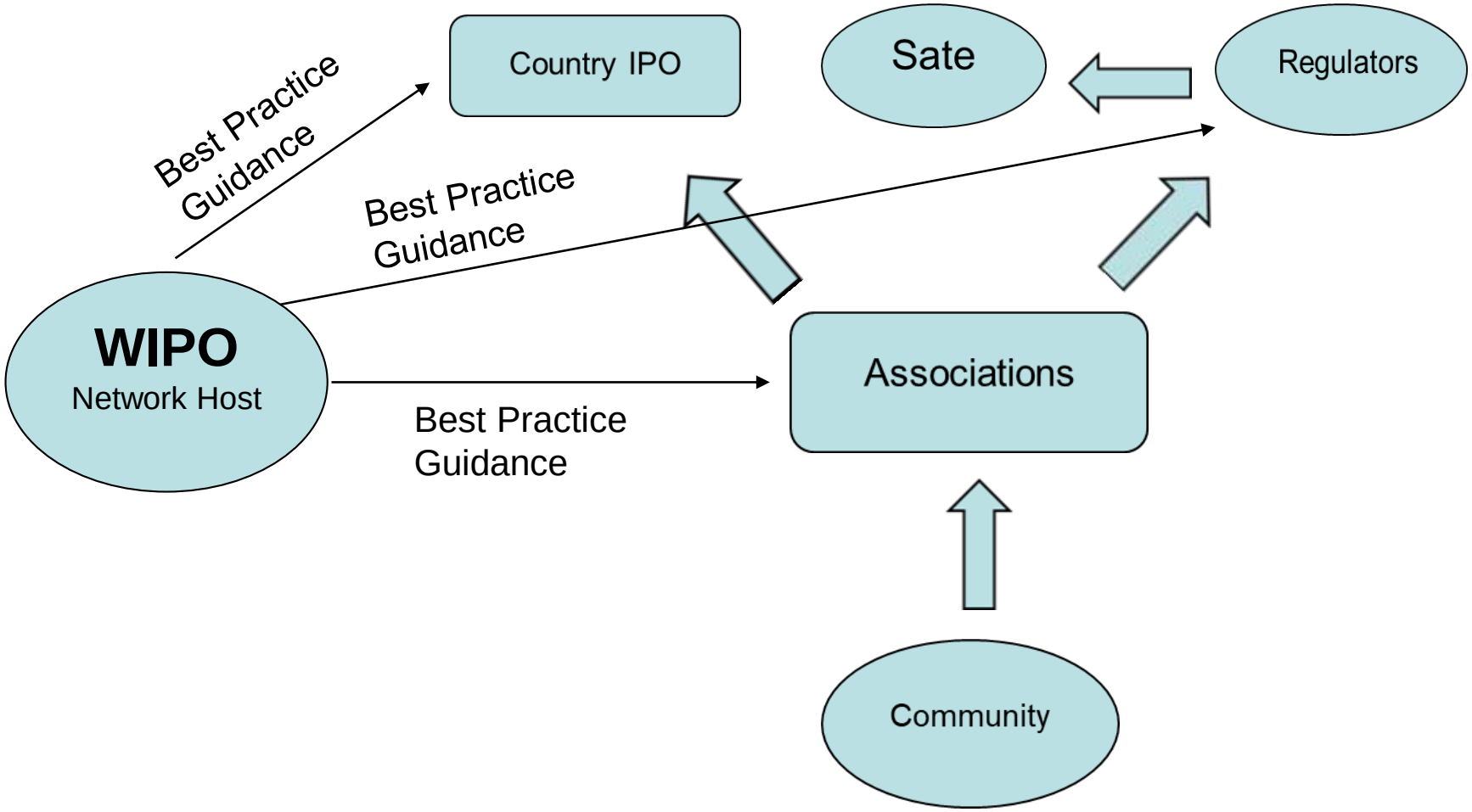
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South America – issues



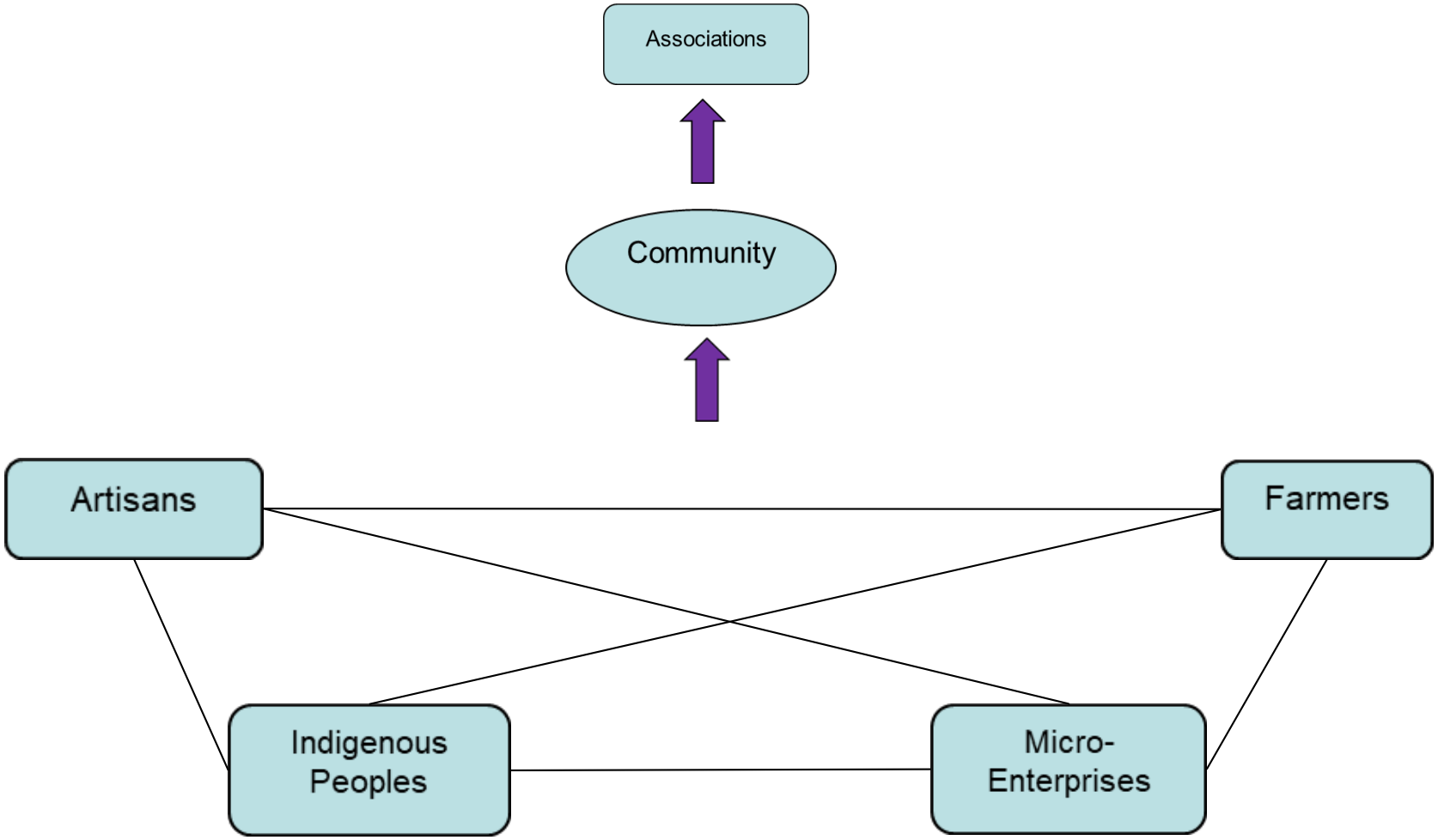
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GI Registration: A Proposed Solution



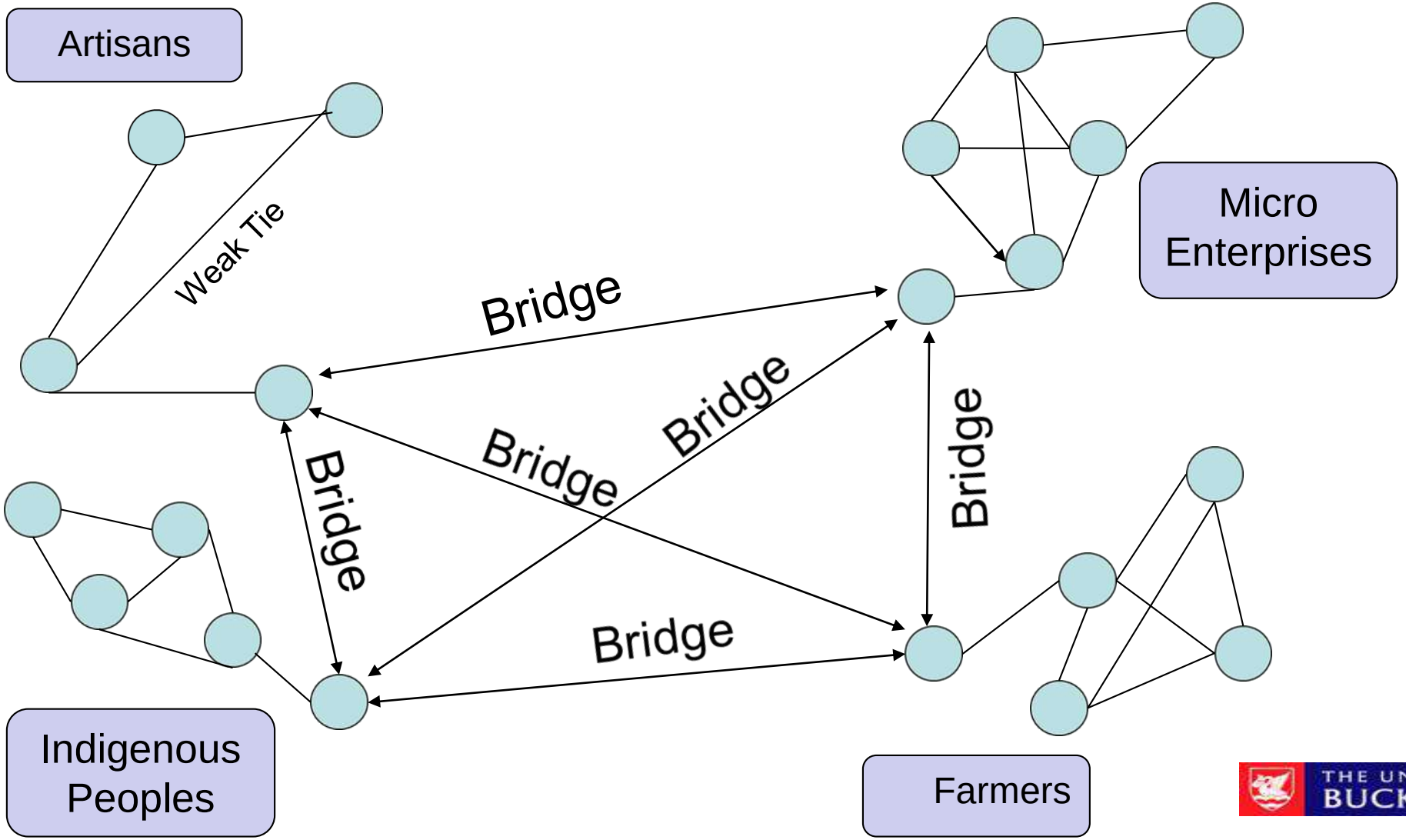
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Network Engagement: A Social Networked Approach



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Social Networks: Network Bridging



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Conclusion

1. Regional issues
2. Challenges
3. Solutions

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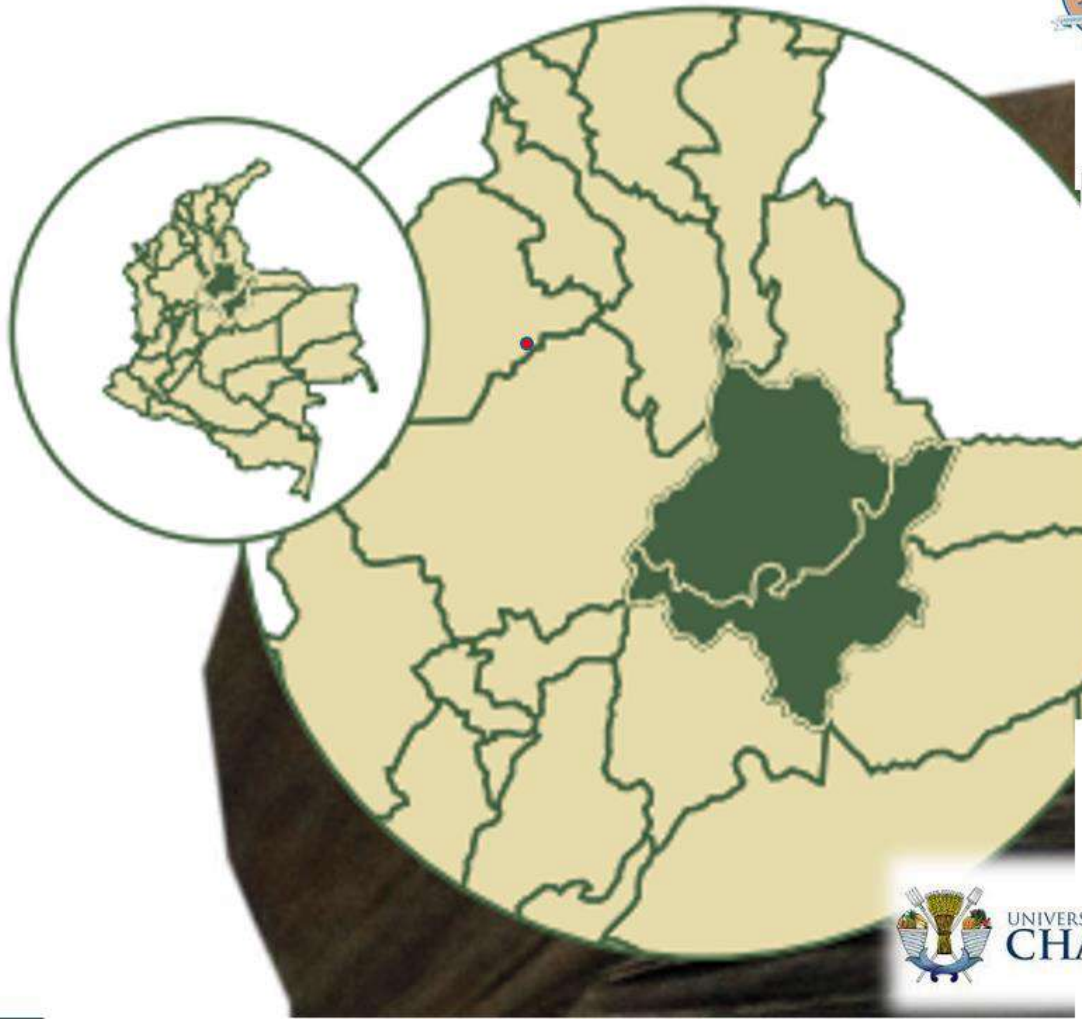


“Protected designation of origin and its contribution to territorial agro-industrial development: The case of "Bocadillo Veleño" in Colombia”

Autores:

Claudia Jazmín Galeano Barrera
Claire Philippoteaux
Norman Aguilar Gallegos
Edgar Mauricio Mendoza García
Andrea Fontecha Hernández
Paola Pineda Suarez
Efrén Romero Riaño

DOCTORADO EN INGENIERÍA
Con enfoque hacia la innovación y el emprendimiento de base tecnologica
Resolución No. 363 DEL 14 de enero de 2016 y 06296 del 6 de abril del 2016 Vigencia 7 años.



Universidad de Santander UDES

SENA

SENNOVA
Sistema de Investigación, Desarrollo Tecnológico e Innovación

FedeVeleños

OCyT
OBSERVATORIO COLOMBIANO DE CIENCIA Y TECNOLOGÍA



UNIVERSIDAD AUTÓNOMA CHAPINGO

IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

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.

Methodological description

Table 1. Design of the case study using Yin's methodology. (2003)

Case Type: Unique with multiple units of analysis.	
Research Question: How can a seal of origin promote territorial development?	
Tools: Informed consent, questionnaires, semi-structured interviews, databases, public policy documents at national, regional and local levels.	
Criteria for interpretation of results: Triangulation of information	
Analysis Unit	**Theoretical Proposal**
History of obtaining DOP´s Seal	Knowing the past facts allows us to identify the system and events that were able to consolidate and obtain the seal of origin.
Use and management of the DOP	The correct governance and institutional framework are key to the functioning of a seal of origin.
Level of trust and cooperation among stakeholders	Cooperation and trust among stakeholders can energize endogenous networks and lead them to participate in global arenas.
Proposal of projects to guide the proper use of the "Bocadillo Veleño´s " DOP	The development of projects duly articulated with the different actors in the sector (quadruple helix) are catalysts for the proper use of seals of origin.

Results

Guava Value Chain and its Agroindustry

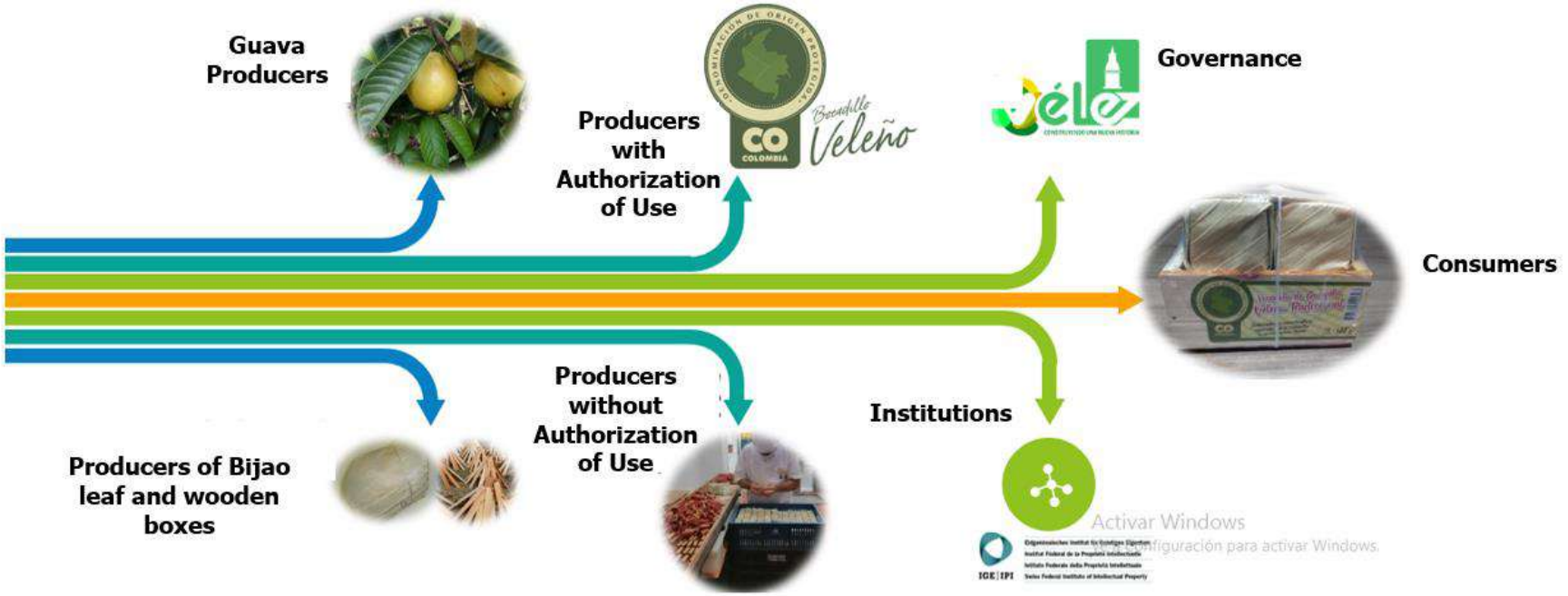


Figure 1. Actors Interviewed for the Case Study

DOCTORADO EN INGENIERÍA

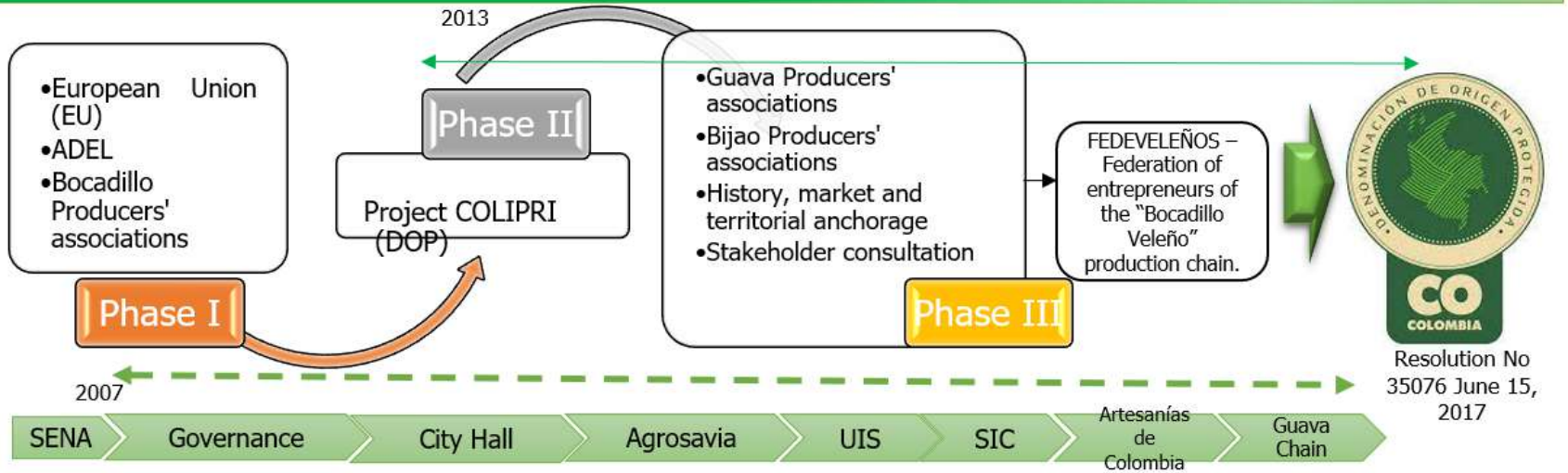
Results





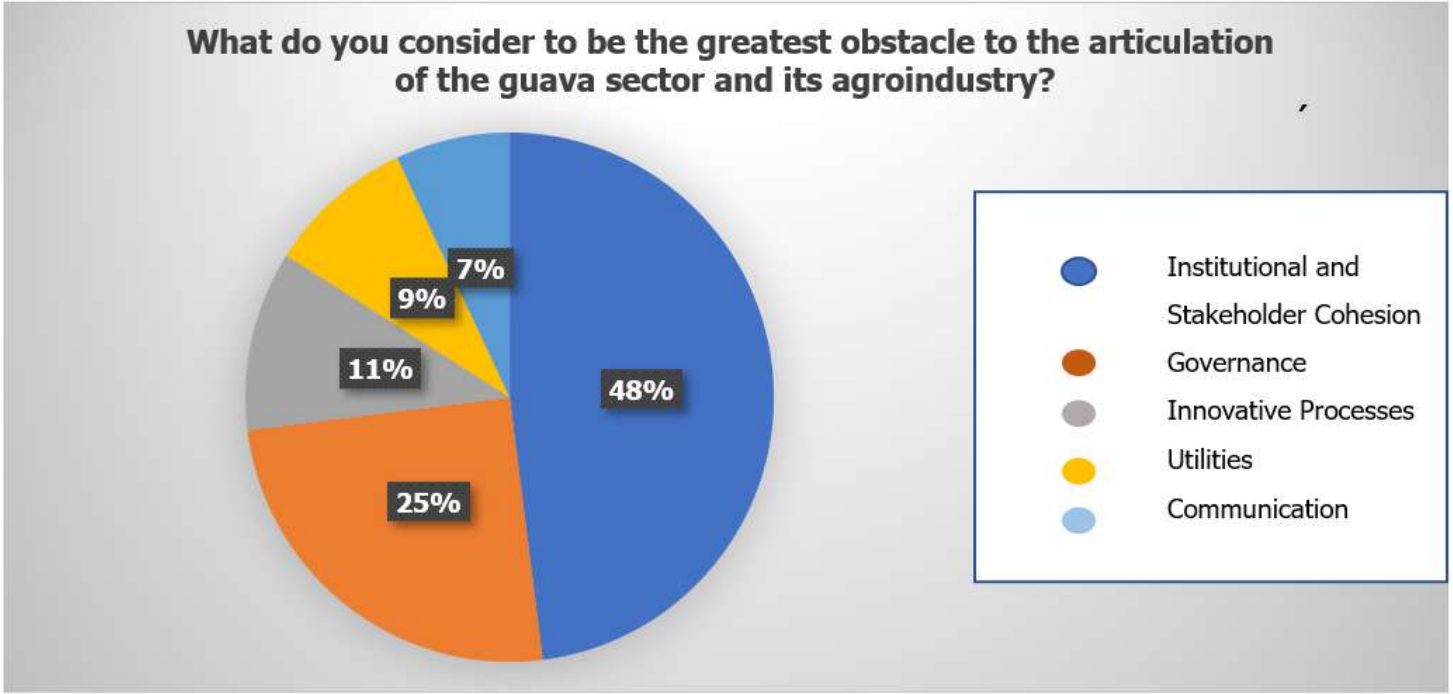
History of obtaining of DOP´s Seal

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



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

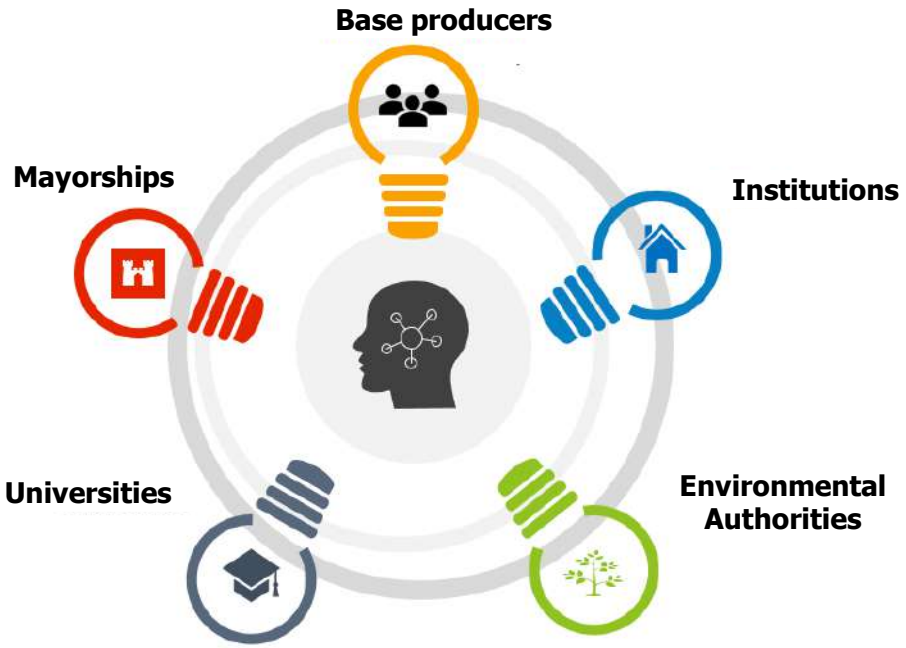
Main shortcomings of the system according to participating stakeholders



Main obstacles of the system.

DOCTORADO EN INGENIERÍA

Social Network Analysis



A continuación por favor marque con una X las Instituciones con las que ha tenido, presenta o le gustaría establecer vínculos para el desarrollo de proyectos y actividades comerciales.

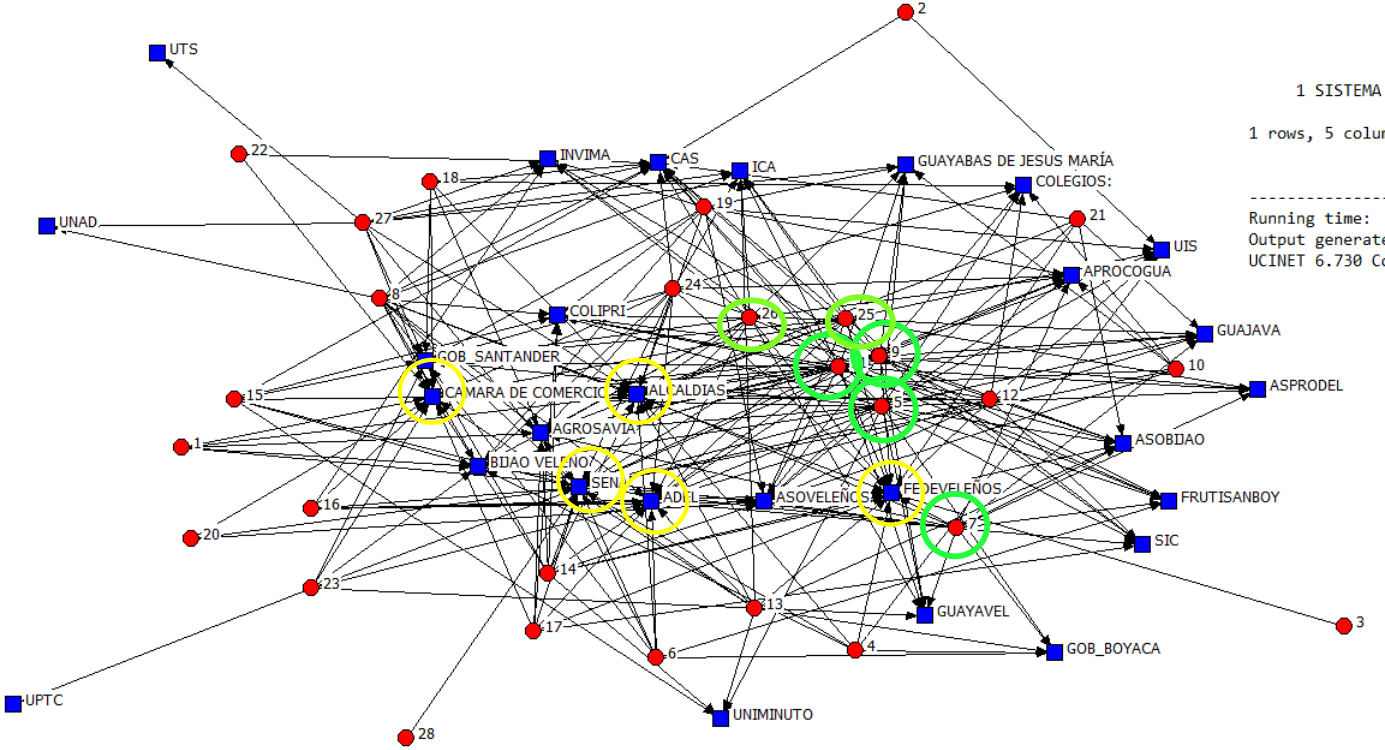
Se entiende como proyecto un conjunto de ideas y objetivos que se desarrollan con el fin de dar solución a un problema o lograr una oportunidad de mejora a nivel de las operaciones de la empresa y el producto y/o servicio final.

Se entiende por actividades comerciales a aquellas transacciones o intercambio de productos y servicios entre Instituciones o empresas.

En colaboración con los proyectos o actividades comerciales realizadas con el sistema agrícola y por ende con la DOP, por favor, responda lo siguiente:

He realizado proyectos o actividades comerciales con:		A cuales de las siguientes entidades conoce y ***acordaría*** una reunión, si coincidieran en un espacio de trabajo		***Estoy realizado*** por lo menos 1 proyecto o actividades comerciales con:		Entidades que de acuerdo con sus intereses, ¿desea conocer para hacer un proyecto?		***No me gustaría*** realizar proyectos o actividades comerciales con	
SENA	X	SENA	X	SENA		SENA	X	SENA	
FEDEVELEÑOS	X	FEDEVELEÑOS	X	FEDEVELEÑOS		FEDEVELEÑOS		FEDEVELEÑOS	
AGROSAVIA	X	AGROSAVIA	X	AGROSAVIA		AGROSAVIA	X	AGROSAVIA	
CAMARA DE COMERCIO	X	CAMARA DE COMERCIO	X	CAMARA DE COMERCIO		CAMARA DE COMERCIO	X	CAMARA DE COMERCIO	
ALCALDIAS		ALCALDIAS	X	ALCALDIAS		ALCALDIAS		ALCALDIAS	
GOBERNACIÓN Cúal:_____		GOBERNACIÓN Cúal:_____	X	GOBERNACIÓN Cúal:_____		GOBERNACIÓN Cúal:_____		GOBERNACIÓN Cúal:_____	
ASOVELEÑOS		ASOVELEÑOS	X	ASOVELEÑOS		ASOVELEÑOS	X	ASOVELEÑOS	
GUAJAVA	X	GUAJAVA	X	GUAJAVA		GUAJAVA	X	GUAJAVA	
GUAYAVEL		GUAYAVEL	X	GUAYAVEL		GUAYAVEL		GUAYAVEL	
APROCOGUA		APROCOGUA	X	APROCOGUA		APROCOGUA		APROCOGUA	
ASPRODEL		ASPRODEL	X	ASPRODEL		ASPRODEL		ASPRODEL	
GUAYABAS DE JESUS MARÍA		GUAYABAS DE JESUS MARÍA	X	GUAYABAS DE JESUS MARÍA		GUAYABAS DE JESUS MARÍA		GUAYABAS DE JESUS MARÍA	
ADEL	X	ADEL	X	ADEL		ADEL	X	ADEL	
UNIVERSIDAD: Cúal:_____		UNIVERSIDAD: Cúal: UIS	X	UNIVERSIDAD: Cúal:_____		UNIVERSIDAD: Cúal: UIS	X	UNIVERSIDAD: Cúal:_____	

Social Network Analysis

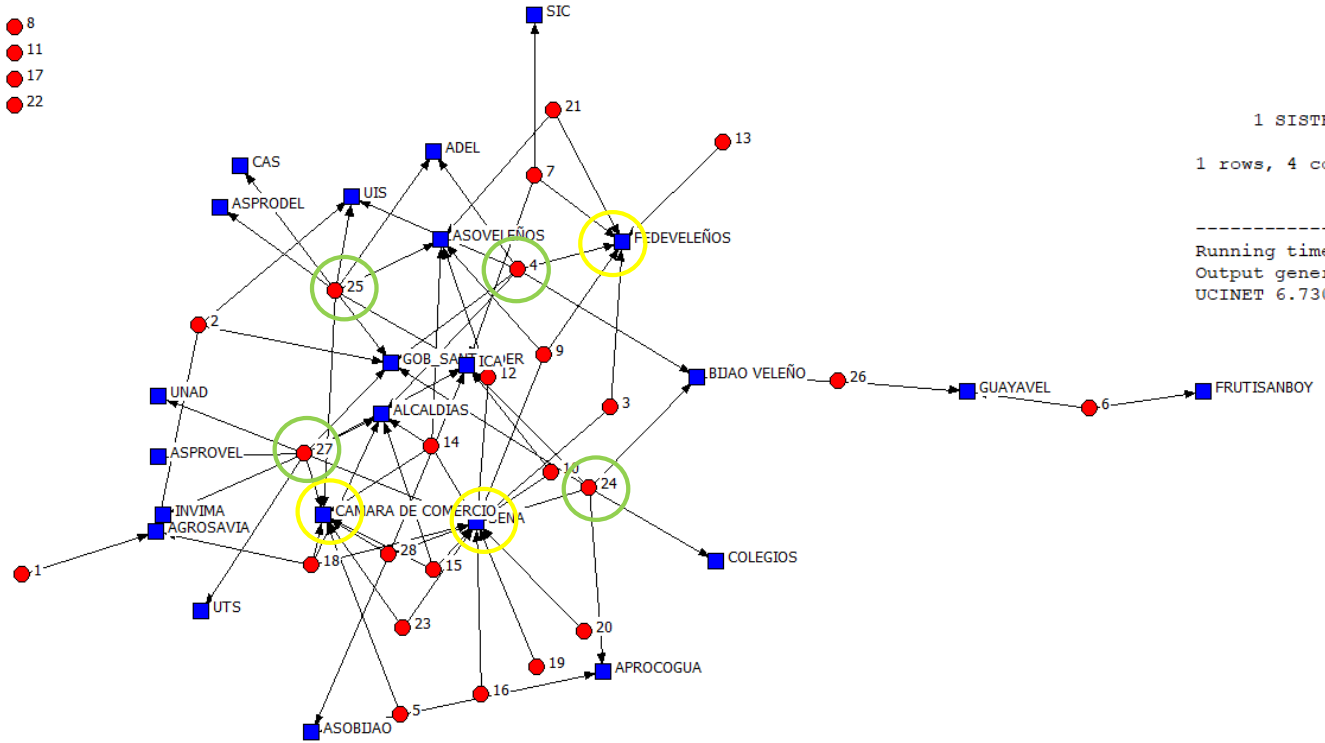


	1 Density	2 No. of Ties	3 Std Dev	4 Avg Degree	5 Alpha
1 SISTEMA PASADO	0.341	249	0.474	8.893	0.935

1 rows, 5 columns, 1 levels.

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



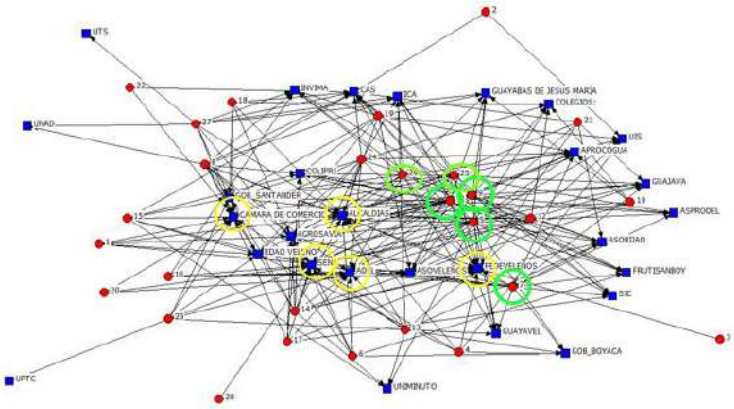
	1 Densit y	2 No. of Ties	3 Std De v	4 Avg De gree
1 SISTEMA PRESENTE	0.116	75	0.321	2.679

1 rows, 4 columns, 1 levels.

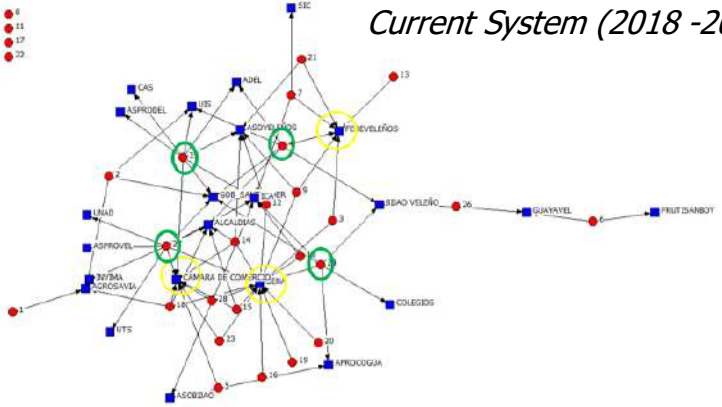
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Social Network Analysis

Past System (2013-2017)

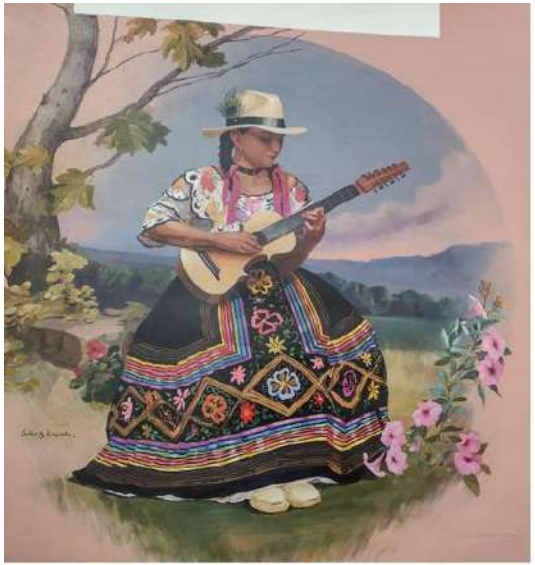


Current System (2018 -2021)



Indicator	Past System	Current System
Network Size	28	23
Number of Loops	249	75
Density	0.341	0.116
Loose Nodes	0	4
Average Grade	8.8	2.67
Network Centralization	0.50 Output 0.46 Input	0.43 Output 0.24 Input

Proposal of projects to catalyze local development









Endogenous Capabilities

"Cultural Heritage".



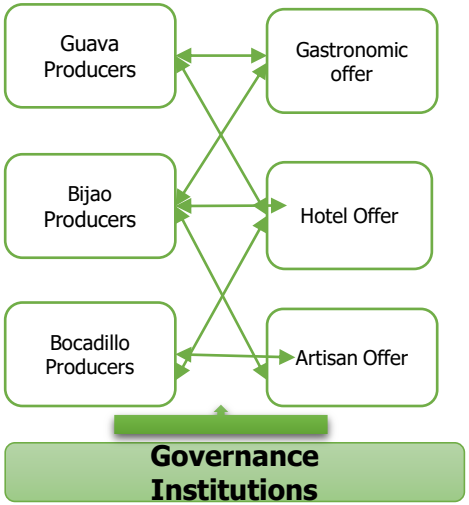


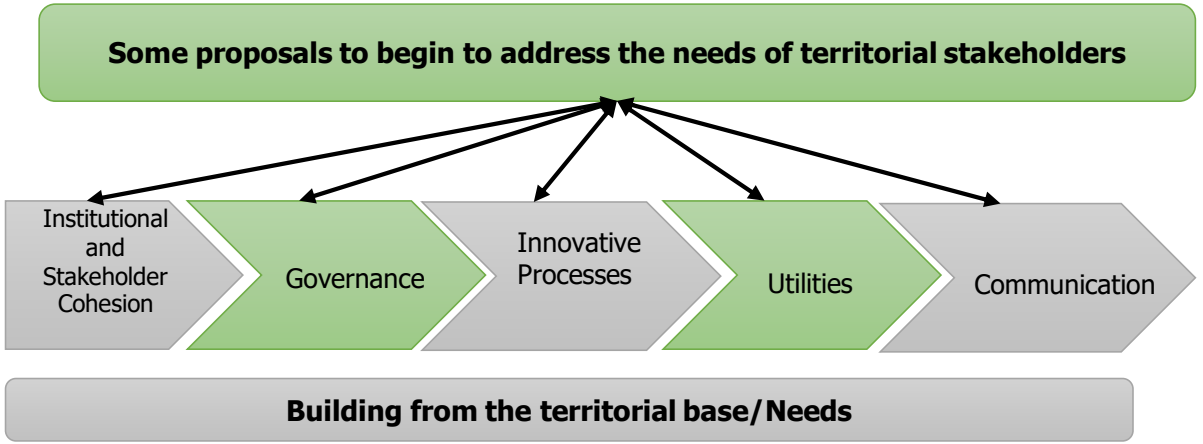



Decrees and ordinances for the protection of folklore.

"Intangible cultural heritage of the nation"

Proposal of projects to catalyze local development





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.

Conclusions

- ✓ 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!

Forces et faiblesses dans la gouvernance des Indications Géographiques (IG) à Bahia et des IG des Farines de Manioc du Bresil

Nina Paloma Neves Calmon Siqueira Branco, Doctorante Sociologie ED624 – 5ème année
Lara Conceiçao Campos Pena, Doctorante Ecole des Nutriments - Université Fédérale de Bahia
Alcides Dos Santos Caldas, Professeur Institut de Géographie - Université Fédérale de Bahia
Ryzia De Cassia Vieira Cardoso, Professeure Ecole des Nutriments - Université Fédérale de Bahia


ABAIRA


INDICAÇÃO DE PROCEDÊNCIA
Sul da Bahia


Oeste da Bahia
INDICAÇÃO DE PROCEDÊNCIA


IBGE
MAPA DAS
INDICAÇÕES GEOGRÁFICAS
2019
INPI


PIAUÍ
PERNAMBUCO
ALAGOAS
SERGIPE
BAHIA
MINAS GERAIS
Recife
6
Maceió
47
Aracaju
32
Salvador
62
41
29
57
14
ABAIRA
Salinas
Sul da Bahia

L’IG Abaíra de cachaça

- obtenue en 2014.
- L'association a été fondée en 1996 avec des agriculteurs familiaux et l'objectif initial était de correspondre à la législation sur les spiritueux du ministère de l'agriculture et du fisc fédéral pour ainsi faire face collectivement à l’adéquation des alambics.
- L’IG Abaíra possède 6 organisations dans le réseau de soutien de l’IG,
- 144 producteurs qui commercialisent en utilisant l'IG et 1150 producteurs dans la région de l'IG qui n'ont pas le label IG.
- gestion dans l’association APAMA avec une commercialisation dirigée par la coopérative COOPAMA, également responsable de l'embouteillage et de l'étiquetage des bouteilles de cachaça.









Parole des acteurs:

"Dieu merci, nous avons conquis l'IG, l'indication géographique, c'est-à-dire la microrégion d'Abaíra, au prix d'un travail acharné pendant de nombreuses années, mais nous sommes encore impatients que l'IG soit réellement reconnue par les consommateurs, c'est la grande difficulté que je vois".

L’IG Sud de Bahia de cacao

- obtenue en 2018.
- La première organisation de la filière est une organisation étatique centralisée liée au ministère de l'agriculture et créée en 1957 la Commission exécutive du plan de culture du cacao (CEPLAC).
- Depuis 2001, elle bénéficie de la présence de l'Association des producteurs de cacao (APC) qui a lancé les débats sur le thème de l'IG pour la région cacaoyère en 2010.
- L'IG du cacao émerge comme un choix collectif de stratégie de développement régional.
- une grande IG géographiquement et bien structurée, par le réseau de gouvernance fédéré composé de 14 coopératives et 6 associations membres de l'Association Cacau Sul Bahia.
- 3470 producteurs associés (et 30.000 producteurs dans la région en dehors de l'IG), et 178 producteurs en usage de l'IG commercialisant du cacao.
- Le réseau de soutien de l'IG Sud de Bahia était composé de 32 organisations au moment de sa demande. Ce réseau a été mobilisé et accompagné pendant 2 ans par le SEBRAE.
- La région et le réseau ont connu la création d'une université supérieure et des cours techniques dans le cacao et le chocolat par les institutions d'enseignement et de recherche.
- en 2021 ce nombre d'organisations associées au réseau de gouvernance de l'IG du cacao et du chocolat de qualité de Bahia couvre entre 40 et 50 organisations.



Parole d’acteur:

"l'un des facteurs de succès c’est vous, d'une manière ou d'une autre, ou en coopérative, ou via...(projet implicite, comme cela a été le cas avec l'IG Sul Bahia pendant des années), ayez des professionnels engagés pour exécuter l'indication géographique, parce que cela ne veut pas dire qu'un producteur, un agriculteur ne peut pas le faire, le problème est que soit il produit, soit il résoudra les questions relatives à l'indication géographique, et alors, bien sûr, sa priorité sera de produire, parce que sinon... c'est son gagne-pain. Donc, c'est aussi un facteur de succès...”



L’IG de l’Oeste de Bahia de Café



- obtenue en 2019
- une IG qui provient de l'agrobusiness et des grands producteurs (grandes propriétés et capital disponible pour l'investissement), qui se sont organisés grâce à la haute technologie pour produire dans une région aride grâce à une irrigation planifiée et qui ont cherché ensemble des stratégies pour valoriser cette production de qualité supérieure.
- 20 agriculteurs qui se sont réunis en 2013 pour organiser la chaîne dans la région occidentale (ils ne sont plus que 16 actuellement).
- l'exportation de "grains verts" de café, après l'acquisition de l'IG, celle-ci est mentionnée dans les contrats de commercialisation, sans qu'il y ait une utilisation effective de celle-ci en 2021.
- Une amélioration de la qualité du travail pour les travailleurs employés au niveau du droit du travail, des conditions de dortoir, alimentation et transports significative dans l’organisation du processus d’IG.
- a 7 organisations dans le réseau de soutien de l'IG, 16 membres sur l'IG en 2021, associés à l'Association ABACAFE et à la Coopérative COOPROESTE.

En synthèse ces IG Baianaises

- Disposaient des producteurs déjà bien mobilisés dans leur démarche d'amélioration de la chaine productive qui étaient convergentes avec l'IG.
- Disposaient des ressources importantes dans la filière du Café et du Cacao.
- Disposaient des réseaux de soutien bien établis.
- Ne disposaient pas des conflits significatifs (notamment en matière d'acceptation du nom géographique).

Les IG de farine de manioc au Brésil et le projet d'IG Copioba

- 2017, Central Juruá, Acre
- Soutenue par EMBRAPA et SEBRAE
- Cahier de charges plus stricte sur les maisons de farine
- En 2021 aucun producteur commercialisait avec l'IG même si 4 étaient préparés
- Le commerce avait commencé avec des grands réseaux de distribution dans le processus de l'IG
- Organisation difficile des agriculteurs familiaux.

- 2019, Amazonie
- Soutenue par SEBRAE
- Cahier de charge avec des adaptation plus simples
- Organisation difficile des agriculteurs familiaux (grandes distances séparés par la rivière.)
- En 2021 ils avaient 3/4 des agriculteurs prêts pour l'usage de l'*IG*
- Commercialisation plus directe avec des distributeurs

- 2019, Bragança, Para
- Soutenue par l'Etat localement
- Cahier des charges avec des adaptations plus simples.
- Pas encore de commercialisation avec l'IG en 2021 car temps d'adéquation des unités productives.



Des points en commun à la filière de la farine de manioc

- Des agriculteurs familiaux plus démunies scolairement avec le besoin d'assistance.
- Toutes IG et projet d'IG ont connue des conflits lors du établissement de la délimitation territorial et sur le nom géographique.
- Des organisations plus neuves et fragiles.
- Reposent beaucoup au réseau de soutien.
- Besoin des politiques publiques stables avec de l'appui pérenne.

Parole d'acteur:

« Ce n'est pas si facile…, comme s'ils restaient sur le banc de touche assistant à ce qui va arriver, si on a du succès tout le monde embarque, n'est-ce pas? ... c'est une culture et il y a plusieurs aspects, qui est la question politique, les politiciens dans les municipalités nous encouragent historiquement à être dépendants d'eux et à ne pas réussir, par nos propres efforts, par nos propres articulations. Donc, ça n'a jamais marché, l'association n'a pas pu se lancer, elle n'a pas pu lever des fonds, elle n'a pas pu rendre des comptes, elle s'est endettée et puis... voilà quelque chose que tout le monde savait déjà. En quelque sorte c'est historique. Nous avons donc peu d'associations qui ont réussi et que nous pouvons examiner (...). Mais si les institutions n'ont pas été assez proches pour leur prendre par la main et faire cette responsabilisation, ce n'est pas par mauvaise foi, c'est parce qu'elles n'ont pas la pratique et le faible niveau d'éducation a un gros impact là-dessus. C'est presque comme être sous tutelle, vous savez, on en a beaucoup besoin, c'est pour ça que c'est un mélange, les gens qui regardent de l'extérieur disent : bon sang, mais c'est pas l'institution qui devrait faire l'invitation, ça devrait être les agriculteurs. Mais s'ils ne le font pas, ça ne se fera pas. Ceux qui sont à l'extérieur ne comprennent pas parfois : mais SEBRAE est toujours en train de nous gérer en tutelle... En fait, non, si on s'arrête, si on lâche prise, c'est tellement ténu que ça va s'effondrer. C'est pourquoi nous avons encore besoin d'une impulsion, avec beaucoup d'efforts, nous soutenir et faire attention à ne pas les laisser sous notre aile pour qu'ils puissent marcher avec leurs propres jambes. »


Foto: Carlos Augusto
Publicado no Jornal Grande Bahia

Merci!





- ninapa@gmail.com

Traditional Speciality Guaranteed or Geographical Indication for protecting Jamón Serrano

Vicente Gimeno

Assistant Professor of Commercial Law

Academic. Coord. Magister Lvcentinvs

University of Alicante



Index

- ❖BACKGROUND
- ❖CURRENT SITUATION
- ❖IN FAVOR OF MOVING TO GIs
- ❖AGAINST MOVING TO Gis
- ❖KEY QUESTIONS



BACKGROUND



- 1st Spanish TSG → Date of registration 13/11/1999
- Class 1.2. Meat products (cooked, salted, smoked, etc.)
- Some statistics (Spanish Ministry of Agriculture):

  -In 2020 were commercialized 15.843.332 pieces

  -In 2020 the economic value of theTSG Jamón Serrano was 803,92 mill.€

CURRENT SITUATION

- From TSG to GI → *work in progress*
- Promoted by the Serrano ham Foundation and the National Meat Processing Industries Association of Spain (ANICE)
- Started in September, 2016
- Favourable resolution by the DG Ministry of Agriculture in January, 2022
- Proposed Designation Specifications is identical. The geographical area is the peninsula and the islands



In favor of change to GI

- Most of the Spanish Serrano ham sector
- Main reasons:
  - -Restrict the geographical area
  - -More protection
  - -Managing bodies







Against the change to GI

- Third country producers and some Spanish ham GIs
- Main reasons:

  -geographical exclusion

  -Spanish ham GIs dilution





Key questions

- Is “Serrano” a generic term?
- Is it possible designate Spain as a geographical area?





Merci beaucoup pour votre attention!!



Vicente Gimeno Beviá vicente.gimeno@ua.es

Universitat d'Alacant
Universidad de Alicante
Departament de Dret Mercantil i Dret Processal
Departamento de Derecho Mercantil y Derecho Procesal





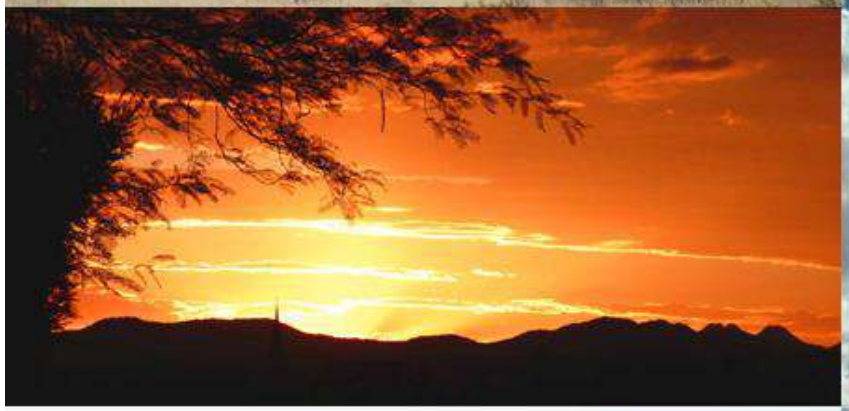
“The Karoo Lamb story”
Politics, regulations, contestation, and self interest in the process to register Karoo Lamb as a GI in South Africa

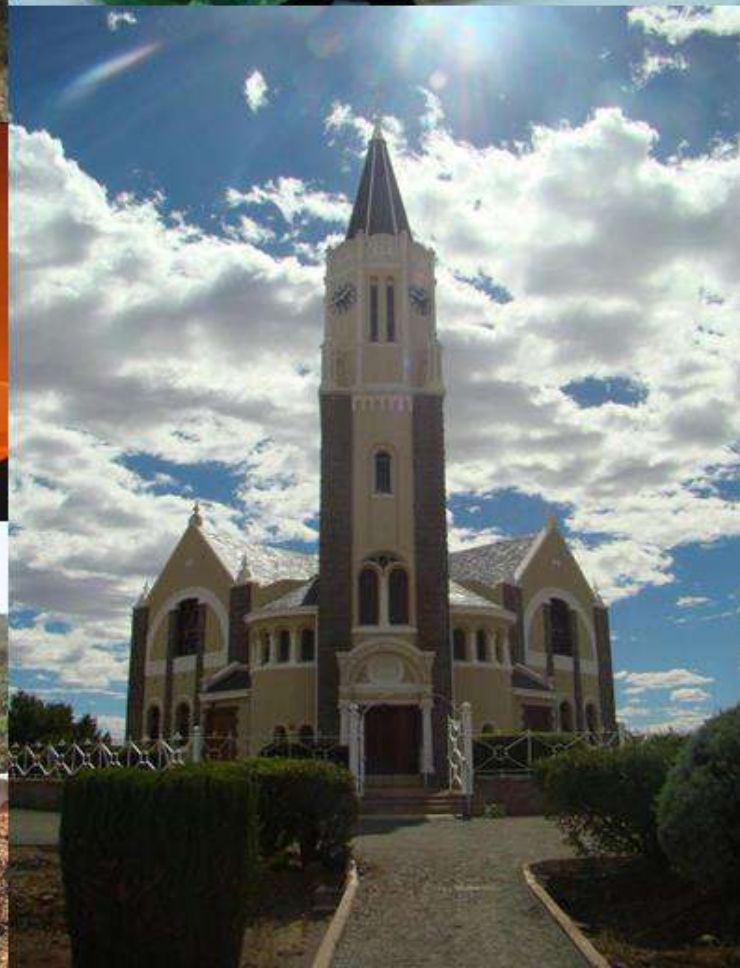
Prof Johann Kirsten, Stellenbosch University, South Africa



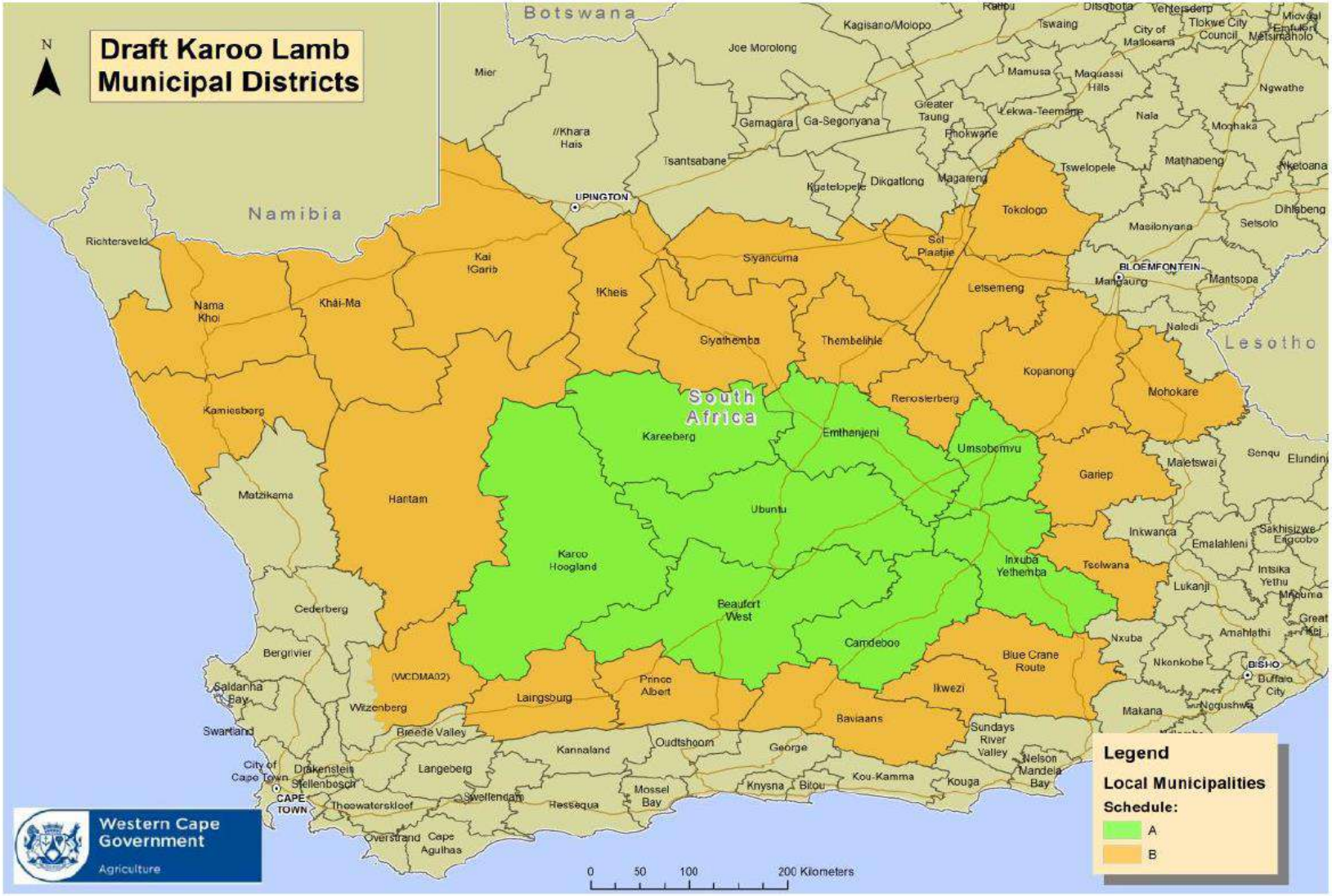




Where is the Karoo?



Typical Karoo shrubs

Name of karoo bossie / grazing plant					
SILVER KAROO	SKAAP BOSSIE	KAPOKBOS	RIVIERGANNA	ANKERKAROO	PERDEBOS
Scientific name					
Plinthus karrooicus	*Penzia Spinescens*	*Eriocephalus ericoides*	*Salsola glabrescens*	*Pentzia incana*	*Pteronia glauca/ Rosenia humilis*
Attributes identified in the grazing plants					
Dusty Woody Damp Camomile	Eucalyptus Bitter	Woody Bitter Eucalyptus Lavender Minty	Dusty Sandy Soapy Woody Damp/Musty	Sage-like Eucalyptus Lavender Bitter	Sage Lavender Camomile
					

Initial steps to protect Karoo Lamb in absence of *sue generis* legislation

- DURAS project : 2006-2008
- Development of protocols and standards – a 4-year process in consultation with producers and abattoirs
- Protocols approved in May 2010 by Department of Agriculture via “Meat Regulations”.
- Certification mark designed and approved and registered in March 2011.
- By end of 2011 Karoo Lamb as a meat of origin protected by:
  - Rules of use, production protocol
  - Certification mark (protected by IP legislation)
  - 3rd party audits
  - Producer organisation and membership fees

Final certification mark



Meat carcass stamp



Key attribute of certified Karoo supply chain: Traceability

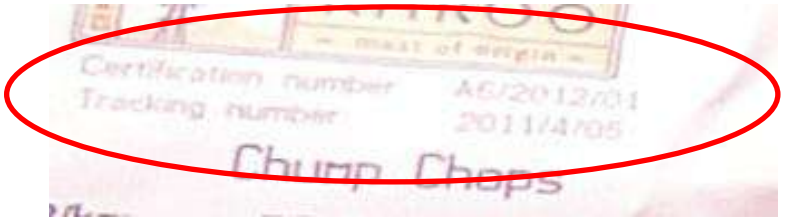








[KAROO MEAT OF ORIGIN : The official Karoo Development Foundation website]



Karoo Lamb obtained GI status in Europe

- Negotiations for the Economic Partnership Agreement, 2013-2016
- EU required mechanisms to protect GIs in South Africa
- SA offered Merchandise Marks Act as the legal mechanism
- Karoo Lamb, Rooibos and Honeybush used as test cases based on early evidence from DURAS project
- Opposition to Karoo Lamb application for protection by retailer and farmers – politics resulted in refusal
- EU negotiators took Karoo Lamb Case file to Brussels
- Confirmed GI status and included in Protocol 3 to the SADC-EU EPA

South Africa finally gets *sue generis* Legislation for GIs

- Regulations for registering GIs: R.447 of 2019 gazetted in March 2019.
- 1st attempt for Karoo Lamb GI submitted in June 2019, rejected in December 2020
- Stakeholder meeting in Feb 2020 to discuss opposition by stakeholders
- 2nd application submitted in July 2020, published for comment 2020, again rejected in April 2021
- Realization that regulations are prohibitive and SA will never be able to register a GI
- Amendments introduced – 3rd round of amendments discussed in June 2022 – agreement.
- Opportunity set for new application to register Karoo Lamb as a GI

Conclusion

- Karoo Lamb has all the characteristics of a ‘origin based food product’
- Several empirical studies to show link to territory
- But – opposition from retailer, farmers, packers who have vested interest in private control over Karoo Lamb as a niche product
- Regulations also prohibitive – amendments could help.
- After 16 years there is hope that Karoo Lamb will finally be protected as a GI in South Africa

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GIs, certification marks and collective marks – are they serving different purposes and value propositions?

Katarina KOMPARI, Legal Department, EUIPO
5-8 July 2022

EUIPO
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OVERVIEW

TMs

- Individual
- Collective
- Certification

GIs

- Nature
- Means of protection
- Scope of protection





- Ex-officio examination of TM applications
- GIs as earlier rights

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LEGAL FRAMEWORK

EU legislation
GIs

- Regulation (EU) No 1308/2013 -*wines*;
- Regulation (EU) 2019/787 - *spirit drinks*;
- Regulation (EU) No 1151/2012 -*agricultural products and foodstuffs*.

- GIs that enjoy protection in the EU through **international agreements to which the EU is a party** Article 7(j) EUTMR.

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GEOGRAPHICAL INDICATIONS in EU

EU GI REGULATIONS

- Identification of a product
- Product specification
- Collective right
- 3rd party controls

1 Geographical area + 2 Specific product + 3 Link between 1 and 2 = GI





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EU COLLECTIVE MARKS

Art 74-82 EUTMR **Art 2(3) EUTMIR** **Art 16 EUTMIR**	**Description**	**Regulations of Use**
	Ownership	**Specific ground of refusal: Misleading**

1. An EU collective mark shall be an EU trade mark which is described as such when the mark is applied for and is capable of distinguishing the goods and services of the members of an association from those of other undertakings. Associations of manufacturers, producers, suppliers, or traders […], as well as legal persons governed by public law, may apply for EU collective marks.

2. By way of derogation from Article 7(1)(c) EUTMR, signs or indications which may serve, in trade, to designate the geographical origin of the goods or services may constitute EU collective marks. An EU collective mark shall not entitle the proprietor to prohibit a third party from using in the course of trade such signs or indications, provided that he uses them in accordance with honest practices in industrial or commercial matters; in particular, such a mark shall not be invoked against a third party who is entitled to use a geographical name.

INTERFLORA FLEUROP

Agriturist

eu.bac ESCO european association of energy service companies

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EU CERTIFICATION MARKS

Art 83-93 EUTMR Art 2(3) EUTMIR Art 17 EUTMIR	Description	Regulations of Use
	Ownership	Specific ground of refusal: Misleading

Art. 83 (1) EUTMR: An EU certification mark shall be described as such [...] and is capable of distinguishing goods or services which are certified by the proprietor of the mark in respect of material, mode of manufacture of goods or performance of services, quality, accuracy or other characteristics, with the exception of geographical origin, from goods and services not so certified. (2) Any natural or legal person may apply [...] provided that such person does not carry on a business involving the supply of goods or services of the kind certified.







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GEOGRAPHICAL INDICATIONS AND TRADE MARKS

	GIs	Individual TM	Collective marks	Certification marks
Definition	Name or indication which identifies a product with specific geographical origin	Distinguishing the goods or services of one undertaking from those of other undertakings	Distinguishing the goods or services of the members of an association from those of other undertakings	Distinguishing goods or services certified by the proprietor from those not so certified
Essential function	Geographical origin	Commercial origin	Collective commercial origin	Compliance with certification scheme
Geographical terms	YES	NO	YES	NO (EU) YES (National)
Right to use	Any operator complying with specifications	Proprietor and licensees	Association members Bona Fide Third Parties	Certified users Bona Fide Third Parties* Not the Proprietor

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THANK YOU

Protecting GIs through EU collective marks

Worldwide Perspectives on Geographical Indications

6 July 2022



Dr. Anke Moerland
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Maastricht University

Overview

I. EU collective mark protection for geographical indications

II. Shortcomings of the EU collective mark system
   a. Associations of producers
   b. No causal link required
   c. Function of collective marks
   d. Distinctive geographical collective marks

III. Recommendations

Part I
EU collective mark protection for GIs



EU geographical collective marks

- Art. 74.2 EUTMR: collective marks
  - Derogation from absolute ground of refusal Art. 7.1.c EUTMR (indications that designate geographical origin

- Very **limited** number (ECTA 2021)

- Protection of **figurative signs**



- <u>Goal</u>: enhanced protection against counterfeit products in markets beyond the EU (Wirsig, Heisrath 2021)

Part II
Shortcomings of EU collective mark systems



Associations of producers

- Art. 74.1. EUTMR: “associations of manufacturers, producers, suppliers of services, or traders […] as well as legal persons governed by public law”
- Guidelines Part B Chapter 15:
  - private associations with a common purpose or interest
  - own legal personality and capacity to act
  - private companies cannot be the owner of an EU collective mark unless it shows that its **internal structure is of an associative nature**
- **Consequence**
  - No guarantee that applicant group represents the entire producer group of the product/services concerned

No causal link required

- Regulations governing use (Art. 75.1 EUTMR, Art. 16 EUTMIR) do not require establishing link with origin
  - "given quality, **reputation** or other characteristic is **essentially attributable** to geographical origin" (Art. 5 Reg 1151/2012)
- **Consequences**
  - Collective marks cannot guarantee a close link between the product and geographic origin
  - Non-compliance with TRIPS Agreement (definition of the link) and Geneva Act (protection against evocation, prohibition for GIs to become generic)

Function of collective marks

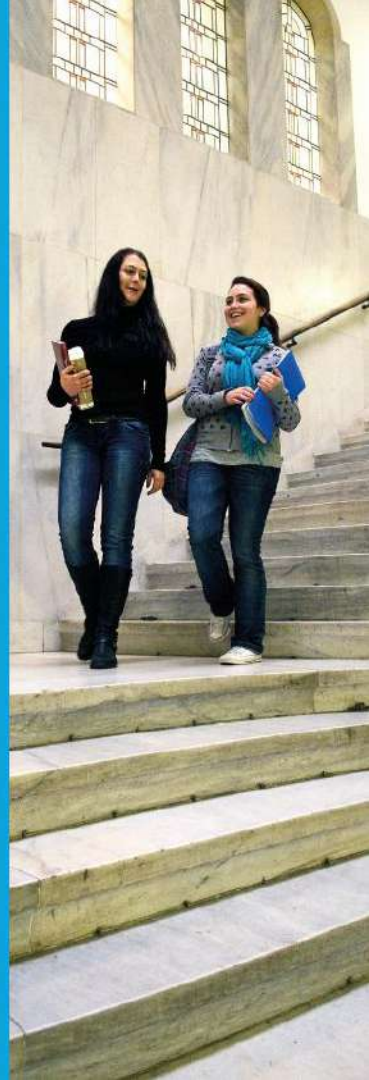
"a Community collective mark is a sign allowing goods or services to be distinguished according to which association is the proprietor of the mark and not according to their geographical origin"
(CJEU Darjeeling para. 41)

- **Scope of protection** limited to confusion against commercial origin
  - GIs: guarantee to consumers geographic origin and qualities inherent in them
  - Collective marks: distinguish goods from members of association from those of other association or members
- **Genuine use** in relation to trade marks function – not to certify certain standards (CJEU Grüne Punkt)

Distinctive geographical collective marks

- CJEU Darjeeling, Halloumi v Bbqloumi: a geographical collective mark has weak distinctive character
- Important **determining factors**
  - "elements which enable the consumer to distinguish the goods or services of its members from those of other" (*Halloumi v Bbqloumi*)
  - Distinctive character **through use** (where applicable)
  - Need for **composite** marks
- **Consequences** for scope of protection
  - CJEU: all factors including similarity of goods/services need to be taken into account
  - Weak distinctive character nevertheless reduces likelihood of confusion

Recommendations



Recommendations

- Collective marks currently do not serve as an alternative to GI protection but as **additional protection**
  - Focus on figurative and composite marks
  - Protection for geographical names instead of causal link
- **For alternative protection**, changes would be needed:
  - Require **evidence** of representation of entire producer group
  - Add requirement for geographical collective marks to show **link** with origin
- Otherwise, allow **certification marks** for geographical indications
  - Guarantee **function** – different from collective marks

Thank you for your attention!

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AN EXAMINATION OF THE LEGAL FRAMEWORK FOR ORIGIN-LINKED GOODS IN ZIMBABWE: PRODUCER PERSPECTIVES ON LEGAL PROTECTION OF CHIPINGE COFFEE

OUTLINE

- COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE
- CASE STUDY: CHIPINGE COFFEE
- METHODOLOGY
- OBSERVATIONS
- CONCLUSION

COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE

TRADEMARK

- COMMON LAW – UNLAWFUL COMPETITION OR PASSING OFF
- STATUTE - TRADE MARKS ACT (CHAPTER 26:04)
- OTHER LEGISLATION THAT HAVE A BEARING ON TRADEMARKS – BRANDS ACT (CHAPTER 19:03), COMPETITION ACT (CHAPTER 14:28) AND MERCHANDISE MARKS ACT (CHAPTER 14:13)

COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE

TRADEMARK

"A MARK WHICH IS USED OR PROPOSED TO BE USED IN RELATION TO GOODS OR SERVICES FOR THE PURPOSE OF:

1. INDICATING A CONNECTION IN THE COURSE OF TRADE BETWEEN THE GOODS OR SERVICES AND SOME PERSON HAVING THE RIGHT, EITHER AS PROPRIETOR OR AS REGISTERED USER, TO USE THE MARK, WHETHER WITH OR WITHOUT ANY INDICATION OF THE IDENTITY OF THAT PERSON
2. DISTINGUISHING THE GOODS OR SERVICES IN RELATION TO WHICH THE MARK IS USED OR PROPOSED TO BE USED, FROM THE SAME KIND OF GOODS OR SERVICES CONNECTED IN THE COURSE OF TRADE WITH ANY OTHER PERSON; BUT DOES NOT INCLUDE A CERTIFICATION MARK"

COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE

S.31 (1)(A) USE REQUIREMENT FOR REGISTRATION

RIGHTS CONFERRED

1. RIGHT TO USE THE MARK IN RELATION TO GOODS OR SERVICES FOR WHICH THE TRADEMARK IS REGISTERED
2. RIGHT TO EXCLUDE OTHERS FROM USING THE TRADEMARK
3. ASSIGNMENT (WITH OR WITHOUT GOODWILL)

COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE

CERTIFICATION MARK

SECTION 42 (1) - MARK THAT DISTINGUISHES GOODS OR SERVICES CERTIFIED BY ANY PERSON IN RESPECT OF ORIGIN, MATERIAL, MODE OF MANUFACTURE OR PERFORMANCE, QUALITY, ACCURACY OR ANY OTHER CHARACTERISTIC FROM GOODS OR SERVICES NOT SO CERTIFIED

- CANNOT BE REGISTERED IN THE NAME OF A PERSON WHO CARRIES ON TRADE IN THE GOODS OR SERVICES OF THE KIND CERTIFIED
- RIGHTS CONFERRED SIMILAR TO TRADEMARK (S.43)
- NO ASSIGNMENT WITHOUT CONSENT OF REGISTRAR (S.48)

COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE

COLLECTIVE MARK

"A MARK THAT IS CAPABLE OF DISTINGUISHING, IN THE COURSE OF TRADE, GOODS OR SERVICES OF PERSONS WHO ARE MEMBERS OF AN ASSOCIATION FROM GOODS OR SERVICES OF PERSONS WHO ARE NOT MEMBERS OF THE ASSOCIATION" (S.100A (1)

- APPLICATION FOR A COLLECTIVE MARK IS DONE BY THE ASSOCIATION (S.100A (2)
- RIGHTS CONFERRED, DURATION AND RENEWAL SAME AS FOR A TRADEMARK

COLLECTIVE IP LEGAL FRAMEWORKS IN ZIMBABWE

GEOGRAPHICAL INDICATION

- GEOGRAPHICAL INDICATIONS ACT (CHAPTER 26:06) ENACTED IN 2001

  "AN INDICATION, HOWEVER EXPRESSED, WHICH IDENTIFIES A PRODUCT AS ORIGINATING IN A PARTICULAR AREA, WHERE SOME QUALITY, REPUTATION OR OTHER CHARACTERISTIC OF THE PRODUCT IS ESSENTIALLY ATTRIBUTABLE TO ITS GEOGRAPHICAL ORIGIN" (S.2)

- BROAD RANGE OF POSSIBLE APPLICANTS FOR REGISTRATION (S.16)
- APPLICATION SPECIFY THE PRODUCT AND THE QUALITY, REPUTATION OR CHARACTERISTIC OF THE PRODUCT WHICH IS ATTRIBUTABLE TO ITS GEOGRAPHICAL ORIGIN (S. 17 (1)(A)(III) AND (IV)

CHIPINGE COFFEE



- FOUR DISTRICTS IN EASTERN HIGHLANDS:

  CHIPINGE, CHIMANIMANI, MUTARE AND MUTASA.
- APPROXIMATELY 418 130 HECTARES.
- CLIMATICALLY SUITABLE FOR COFFEE CULTIVATION

  HIGH ALTITUDES ABOVE 900 METRES,

  TEMPERATURES AVERAGE BETWEEN 24 AND 26 DEGREES CELSIUS,

  RAINFALL AVERAGING 1000MM PER YEAR AND RICH SOILS.

METHODOLOGY

- QUALITATIVE RESEARCH
- EXPLORATORY CASE STUDY
- PRIMARY DATA COLLECTED VIA INTERVIEWS USING A SEMI-STRUCTURED QUESTIONNAIRE (MEMBERS OF A COOPERATIVE, ZIMBABWE COFFEE MILLS AND ZIMBABWE IP OFFICE)
- SECONDARY DATA FROM LEGAL AND POLICY DOCUMENTS, RESEARCH REPORTS, NEWSPAPER ARTICLES

OBSERVATIONS

ISSUES THAT IMPEDE THE ADOPTION OF THE LEGAL PROTECTION STRATEGY:

- LIMITED KNOWLEDGE/AWARENESS OF TRADEMARKS AND GEOGRAPHICAL INDICATIONS
- INSTITUTIONAL DEFICIENCIES
- GAPS IN THE LAW

OBSERVATIONS

POSSIBLE LEGAL OPTIONS FOR CHIPINGE COFFEE

TRADEMARK

- GEOGRAPHICAL NAMES *PER SE* CANNOT BE REGISTERED AS TRADEMARKS IN PART A OF THE REGISTERS (12 (1)(D) OF THE TRADE MARKS ACT)
- ACQUIRED DISTINCTIVENESS CAN BE A GROUND FOR REGISTRATION (S13 (2)
- POSSIBILITY OF LICENSING

OBSERVATIONS

COLLECTIVE MARK

- APPLICATION FOR REGISTRATION SHOULD BE DONE BY AN ASSOCIATION AND MUST BE ACCOMPANIED BY A COPY OF THE CONSTITUTION OF THE ASSOCIATION (S.100A (2)
- POSSIBILITY FOR AN INTERESTED PERSON TO REGISTER A MARK AND SUBSEQUENTLY TRANSFER IT TO AN ASSOCIATION ONCE IT IS CONSTITUTED (S.34 (1)
- PROVISIONS INSUFFICIENT TO ADDRESS COLLECTIVE MARKS I.E. S100A NO RULES GOVERNING THE USE OF THE COLLECTIVE MARK

OBSERVATIONS

CERTIFICATION MARK

- CERTIFICATION MARK IN RESPECT OF ORIGIN, MODE OF PRODUCTION OR QUALITY (S42.1)
- THREE POTENTIAL HURDLES:
    - PROPRIETORSHIP (S.42(1)
    - CERTIFYING ENTITY (S.44 (5)(A)
    - RULES GOVERNING USE (S.44(2)

OBSERVATIONS

GEOGRAPHICAL INDICATION

- REGISTRATION BY AN ASSOCIATION OF PRODUCERS OR REPRESENTATIVE BODY (S.16)
- STRONG ORIGIN LINK NECESSARY
- TWO POSSIBLE HURDLES:

    RULES OF GOVERNANCE

    COLLECTIVE GOVERNANCE STRUCTURE

CONCLUSIONS

- PURPOSE OF A LEGAL PROTECTION SCHEME CHIPINGE COFFEE
- CENTRALITY OF ZCM IN ANY SCHEME
- PREFERENCE FOR A COLLECTIVE LEGAL PROTECTION SCHEME
- POSSIBILITY OF CERTIFICATION MARK (SHORT TERM) & GEOGRAPHICAL INDICATION (LONG TERM)

THANK YOU!

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cirad
AGRICULTURAL RESEARCH FOR DEVELOPMENT

Food and Agriculture Organization of the United Nations

Worldwide Perspectives on Geographical Indications

Montpellier, France, 5-8 july 2022







An International Conference for Researchers, Policy Makers and Practitioners

From Região da Mantiqueira de Minas Gerais" IP to "Mantiqueira de Minas" DO:

a case study of a change in a type of Brazilian geographical indication

Patrícia M S Barbosa, Adriana Carvalho Pinto Vieira, Kelly Lissandra Bruch e Liliana Locatelli

Montpellier, 06.2022



https://www.instagram.com/p/CPBaOyLBVzZ/

Mantiqueira
de Minas
Denominação de Origem

https://www.instagram.com/p/CUfBMS3rBJt/


South America





Brazil

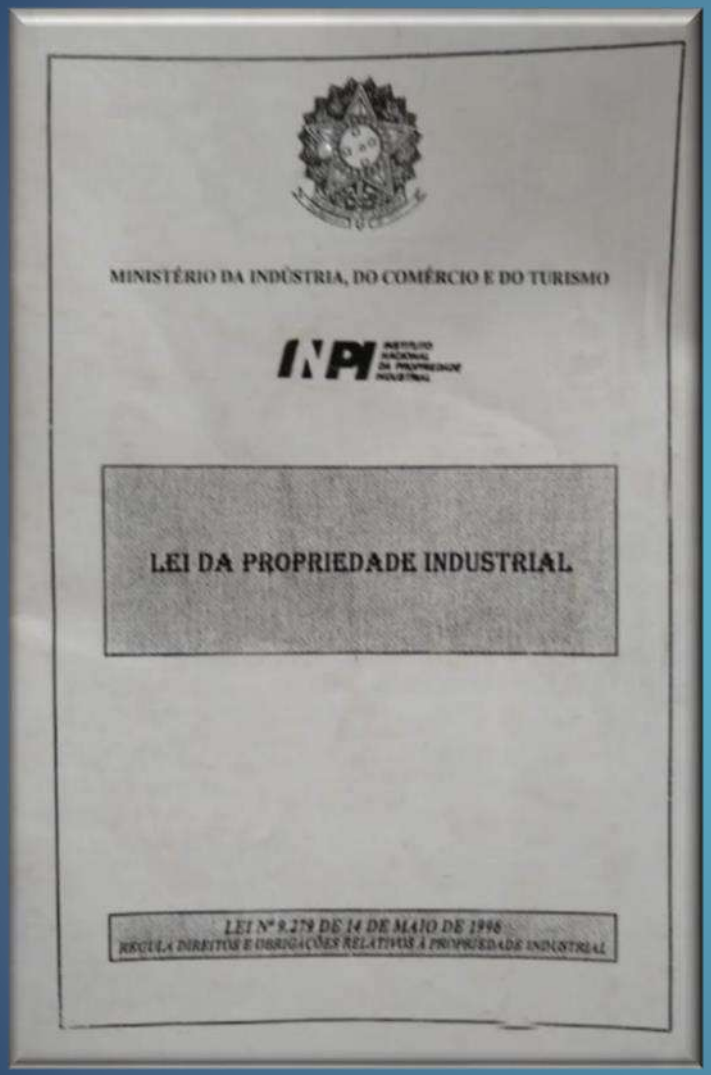


Minas Gerais



Minas Gerais

Mantiqueira de Minas



INTRODUCTION

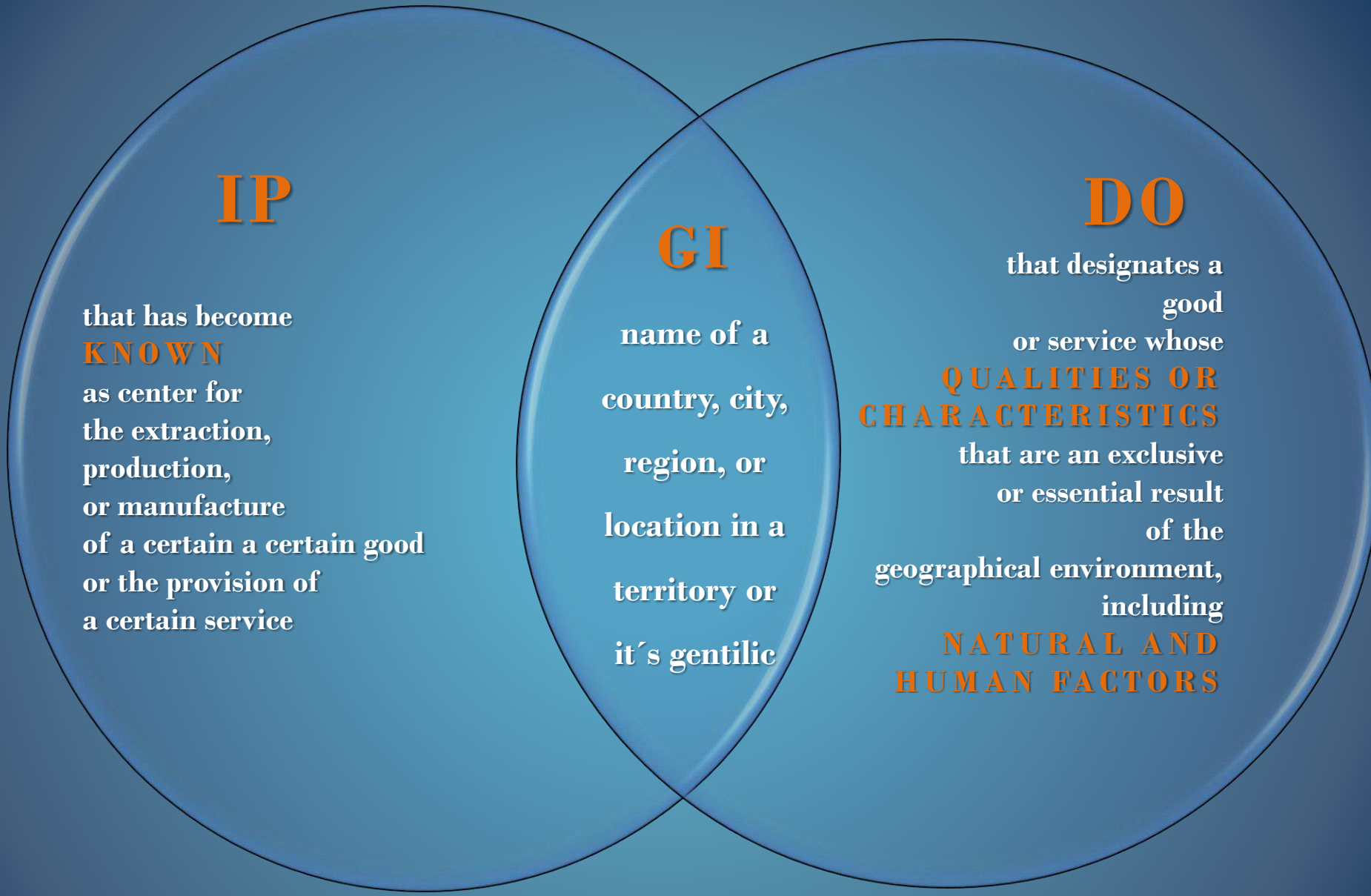
Brazilian legislation recognized Geographical Indications only in 1997 and as a industrial property.

Unlike Europe the law defines Geographical Indications (GI) in two types:

INDICATION OF PROVENANCE (IP)

AND

DENOMINATION OF ORIGIN (DO)

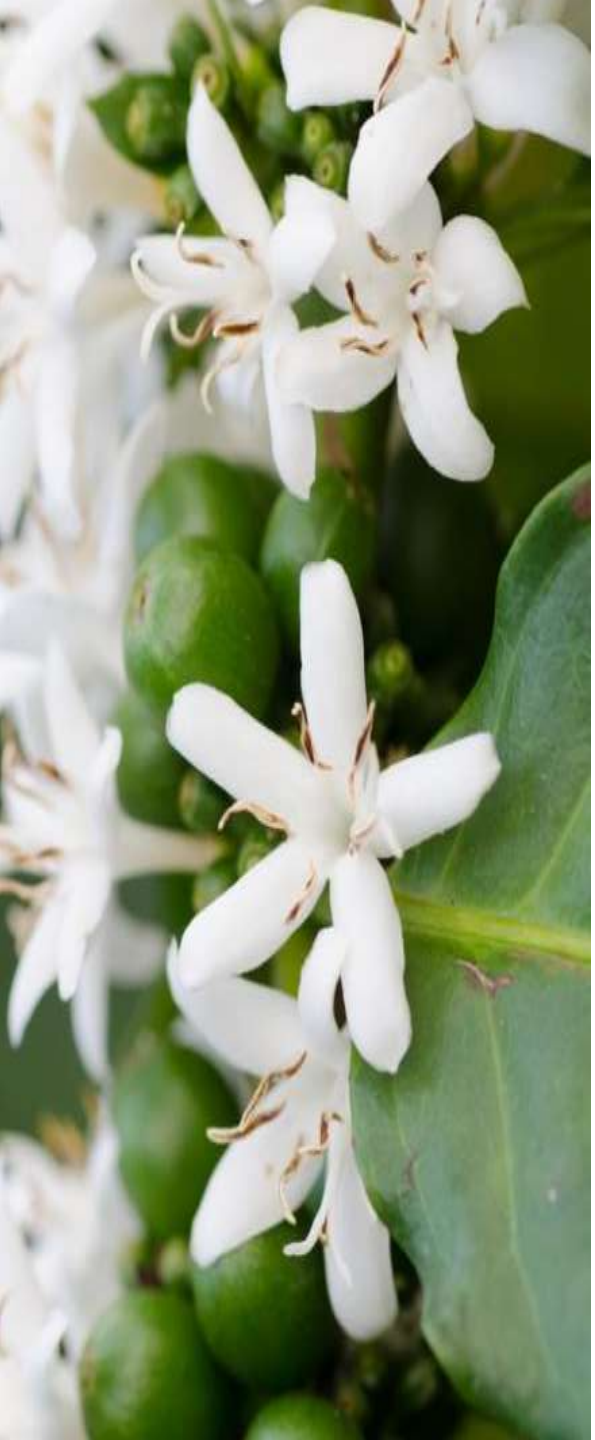


LPI/96 arts. 176 a 178



Brazil protects agricultural and non-agricultural products, handicrafts and services

LPI/96 arts. 176 a 178



AIM

analyse how the distinctive sign Geographical Indication related to origin available in Brazil was being used by the regional producers of the Mantiqueira de Minas.



METHODOLOGY

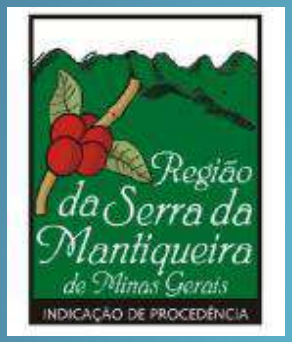
Analyze of the legal parameters of geographical signs in Brazil.

Study the specific case of the Mantiqueira de Minas, the first Brazilian geographical indication amendment.

RESULTS

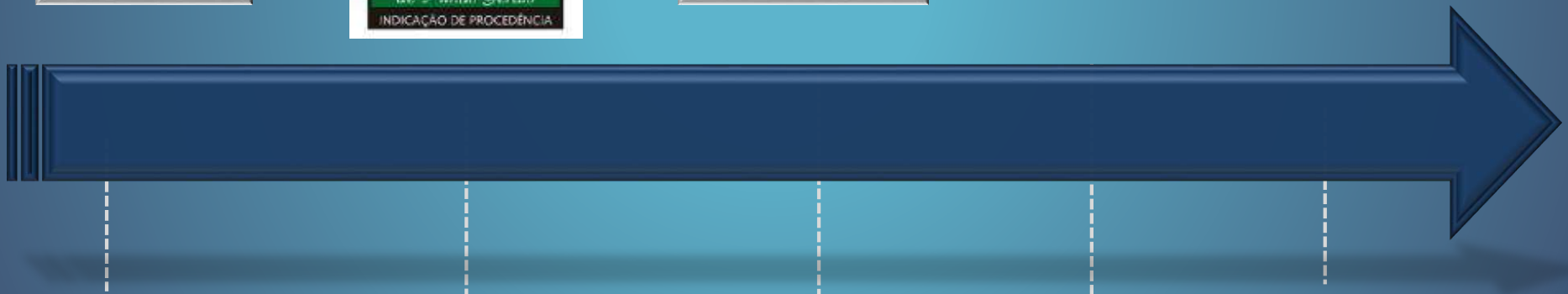












2006 — Brands

2007 — March Brand; July IP

2013 — Collective Trademark

2016 — DO

2020 — DO Amendment

ITEM	IP	DO
Geographical name	Região da Mantiqueira de Minas Gerais	Mantiqueira de Minas
Geographical representation	Região da Serra da Mantiqueira de Minas Gerais INDICAÇÃO DE PROCEDÊNCIA	Mantiqueira de Minas Denominação de Origem
Geographical área delimited	22 towns	25 towns
Technical specifications	**Coffee 85% of the plantations between 1000 e 1200m of altitude**	**coffee above 1040 meters of altitude**
Type of registration	IP	DO



RESULTS

- 8.095 producers;
- 82% small producers (mainly by family;
- LOCALIZATION:

South of Minas Gerais State

https://www.instagram.com/p/CBlRi-mDmE2/


BRASIL
MG
MM
Mantiqueira
de Minas
Denominação de Origem



RESULTS

- Production area: 57.000 acres;
- Annual production: 1.370.000 sacks (60 kgs);
- Harvest is reaped manually due to the large amount of hills and ranges in the area;

https://www.instagram.com/p/CCazlpgBNwS/


Tradição e Vanguarda na produção de cafés raros e surpreendentes!
Mantiqueira de Minas
Denominação de Origem



RESULTS

To use the DO one MUST:

- **Plant, harvest and process in the delimited area;**
- **Conform to the technical specifications (CET);**
- **To comply with the rules and regulations adopted by the CET;**



RESULTS

To use the DO one MUST:

- **Adopt good agronomic practices;**
- **Conform to the environmental and social legislation;**
- **Implement an adequate post-harvest processing;**

(SCA Methodology).



RESULTS

To use the DO one MUST:

- **Obtain at least 83 points by the American Specialty Coffee Association**

  (SCA Methodology).

Currently, the coffee from the region is among the winners of major world competitions, such as the renowned Cup of Excellence.



Farm in Carmo de Minas
90,14 points - Cup of Excellence - Brazil 2021
95,85 points in 2005 world wide record







https://www.instagram.com/p/CDjfNIcB-hO/

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Thank You

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www.euipo.europa.eu

International Cooperation on GIs: EU funded projects

Alexandra MAYR
July 2022

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OVERVIEW

GI ACTIVITIES IN NON-EU COUNTRIES

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EUIPO CONTRIBUTION

- **The EUIPO works closely with the European Commission to:**

  i) improve IP systems in non-EU countries

  ii) facilitate/implement FTA negotiations;

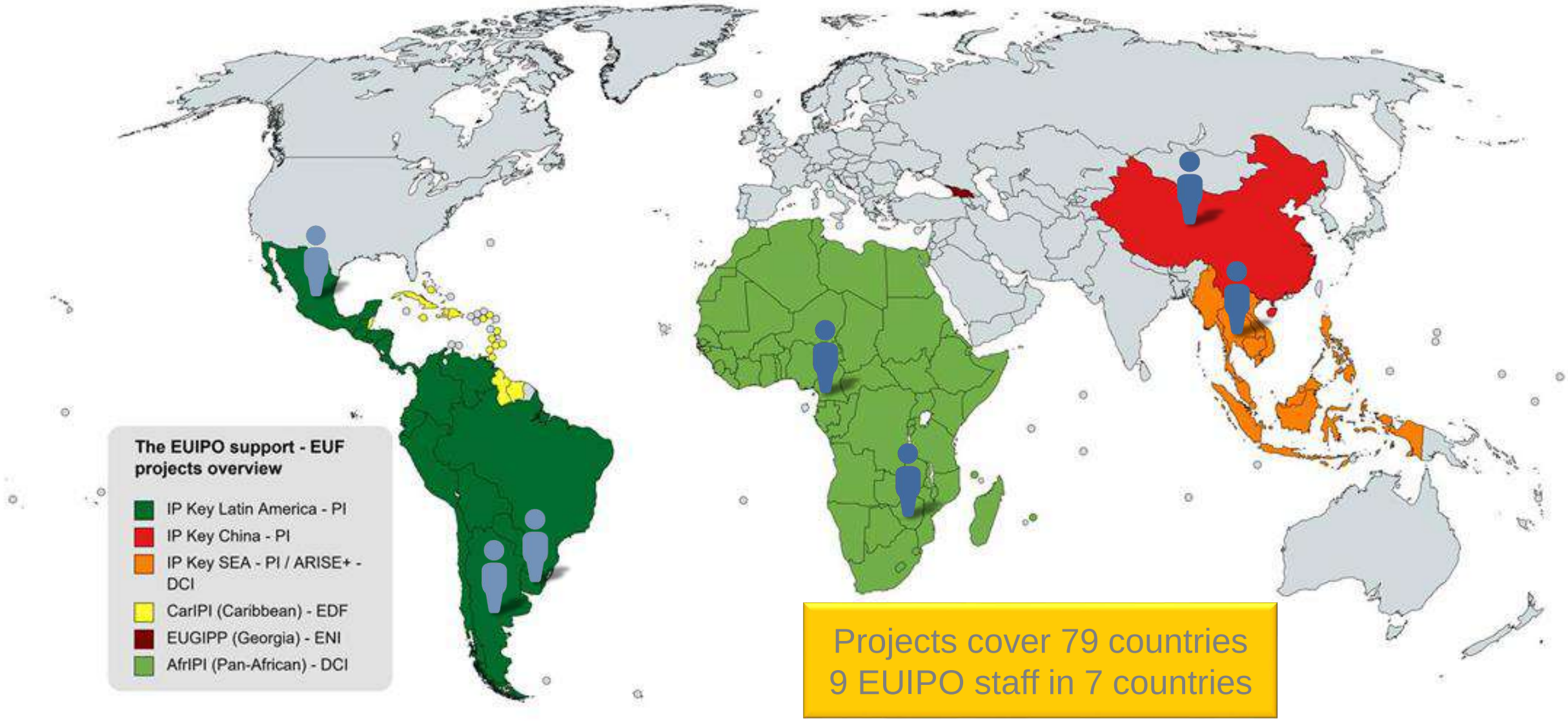
  iii) level the playing field for EU businesses

- **EU policies support (on trade, cooperation, development, neighbourhood, etc…)**
- **The EUIPO implements EU external actions:** 11 projects since 2012
- **The EUIPO co-funds on average 30%**
- **Geographical Indications** one of the IPR covered

7 active projects: 44 M EUR
EUIPO contribution: 11M

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EU FUNDED PROJECTS – GEOGRAPHICAL COVERAGE

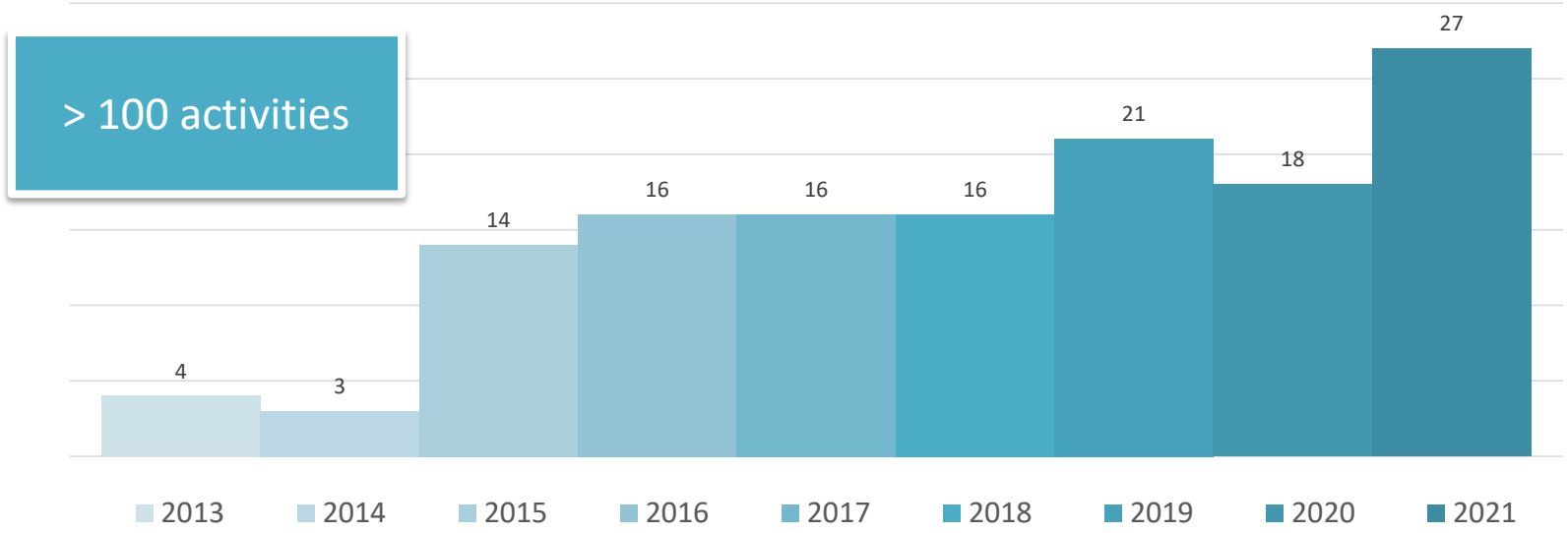


Projects cover 79 countries
9 EUIPO staff in 7 countries

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ACTIVITIES CARRIED OUT IN EU FUNDED PROJECTS BY EUIPO

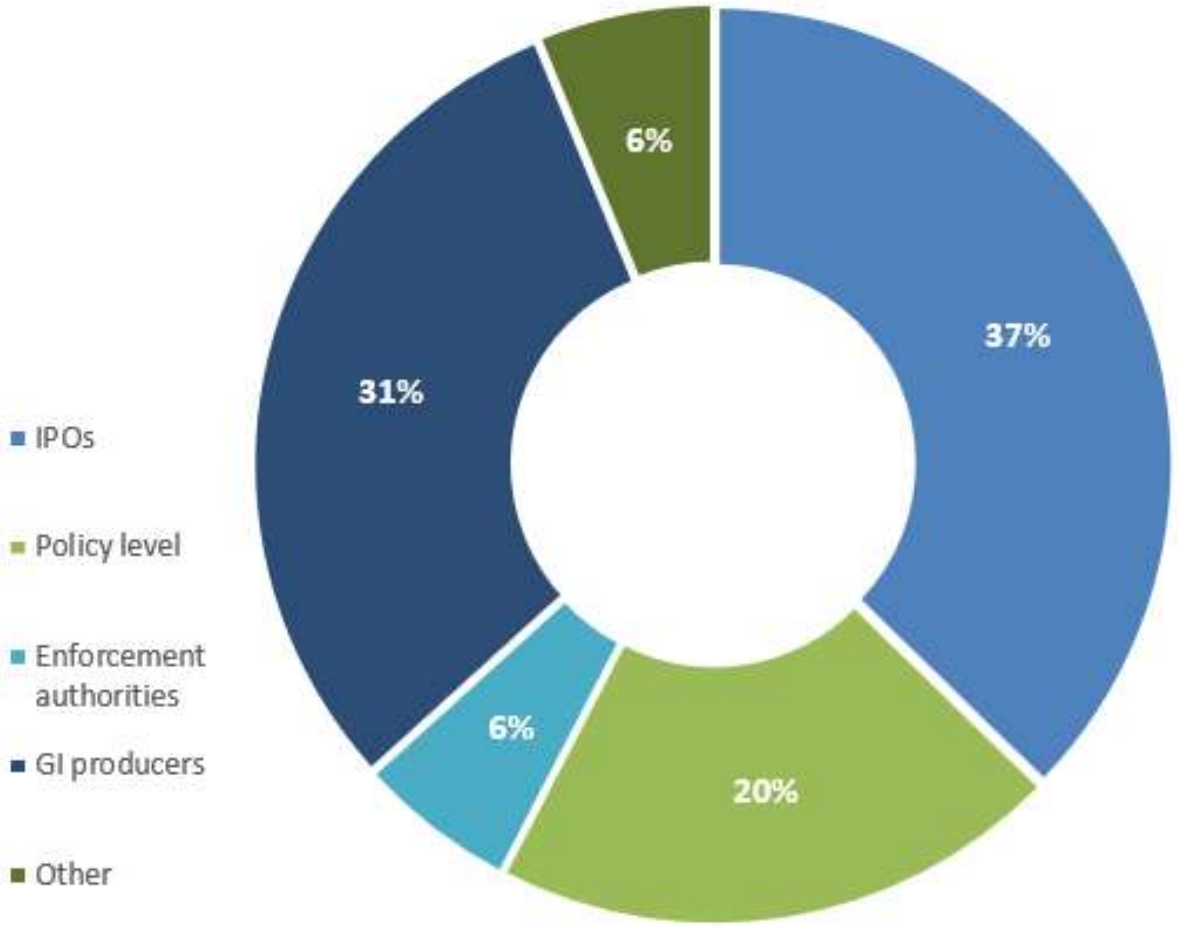
- **PROMOTION** of GI systems, and of specific GIs
- **TECHNICAL ASSISTANCE** and exchange of good practice regarding GI laws and GI administration practice, as well as TM laws and practice to safeguard strong GI protection,
- **TRAINING** to build capacities of stakeholders to effectively implement GI protection (examiners, producers, control bodies, practitioners, and enforcement authorities)



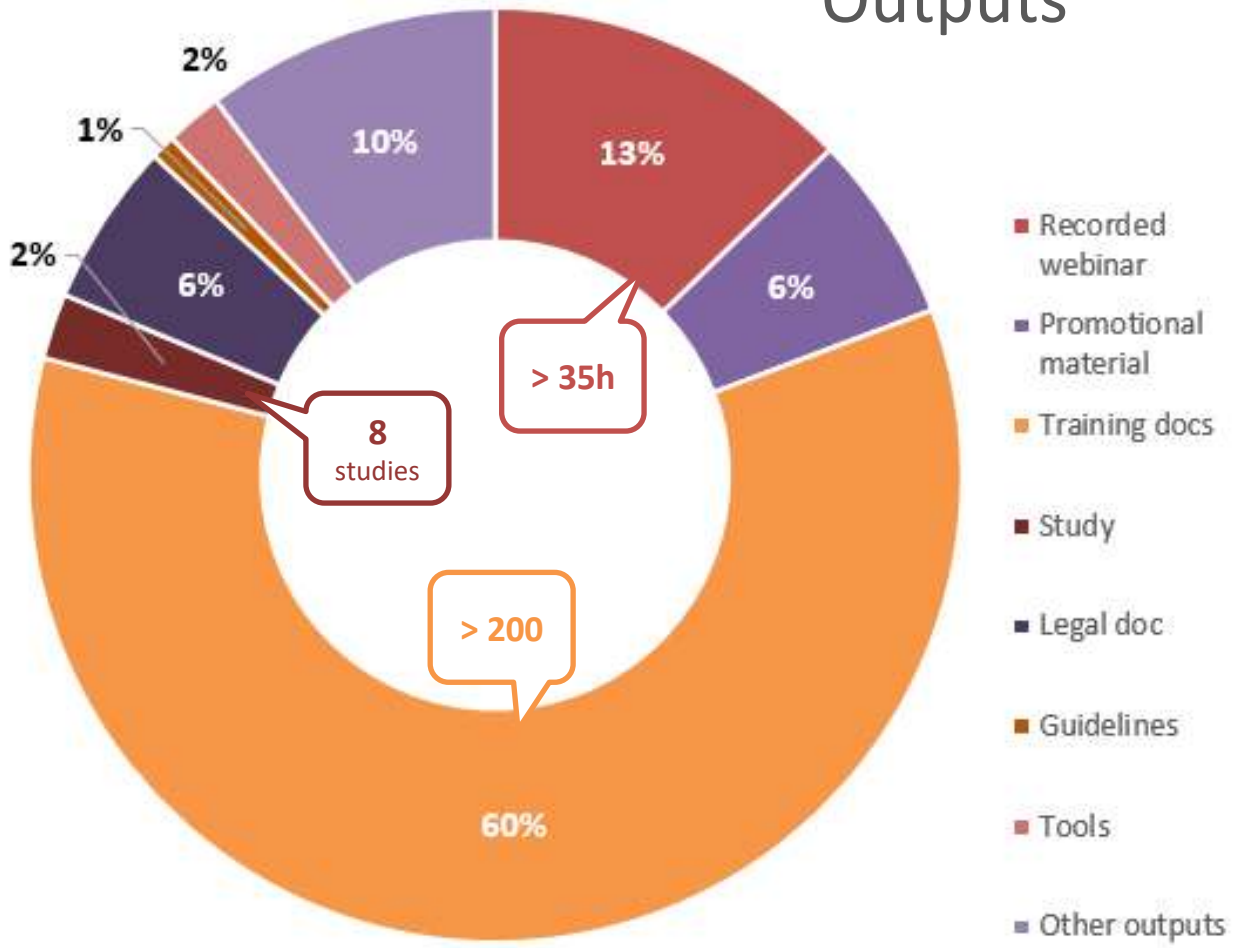
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TARGET AUDIENCE AND OUTPUTS

Target audience



Outputs



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WHAT HAS BEEN ACHIEVED?

- ✓ New or reformed GI legislation and registration frameworks
- ✓ Share EU practice in relation to GIs and TMs
- ✓ Countries joining the Geneva Act of the Lisbon Agreement
- ✓ GI protection agreements / FTAs supported
- ✓ GIs groups supported (creation, specifications, applications)

→ EUIPO gained in-house capacities on GI policy and implementation, insights into GI producers challenges, extensive network of stakeholders

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RESULTS OF ACTIONS IMPLEMENTED BY EUIPO

HIGHLIGHTS

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HIGHLIGHTS: GI LAWS AND REGISTRATION FRAMEWORKS

- Draft sui-generis law on GIs for Nigeria
- GI Model Law, Regulations and Forms for CARIFORUM countries
- Studies on feasibility of sui-generis GI legislation in Philippines, Brunei







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AfrIPI

Funded by the European Union

AFRICA INTERNATIONAL TRADE & COMMERCE RESEARCH

FEDERAL MINISTRY OF INDUSTRY, TRADE & INVESTMENT

IP-FIRST

NATIONAL CONFERENCE
ON CREATING LEGAL AND INSTITUTIONAL FRAMEWORKS FOR GEOGRAPHICAL INDICATIONS IN NIGERIA

Abuja, Nigeria
17-18 February 2022



OPENING CEREMONY



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Hon. Vice President
Federal Republic of Nigeria



Otunba Adeniyi Adebayo
Hon. Minister
Federal Ministry of Industry, Trade and Investment



Dr. Mohammad Mahmood
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Director at European Commission, Agriculture and Rural Development



Titilope Ojo
Master of Ceremony

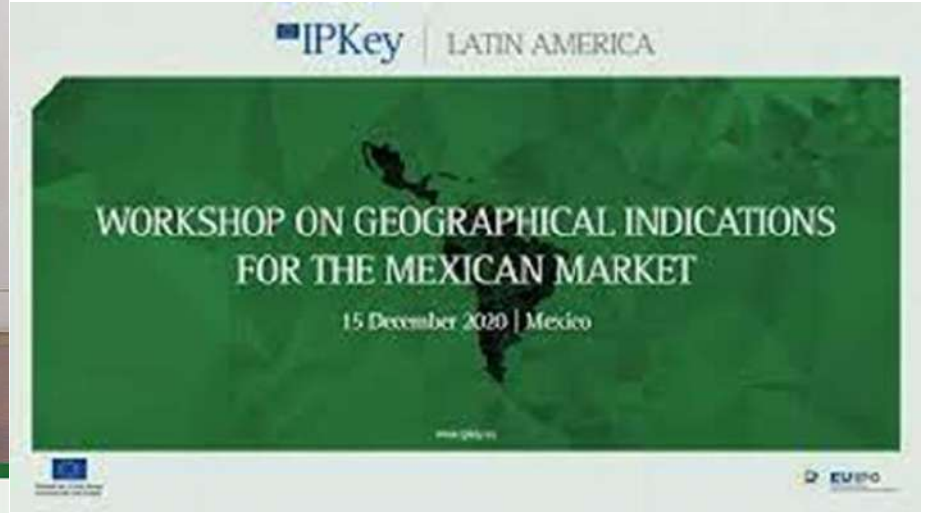
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HIGHLIGHTS: ACCESSION TO GENEVA ACT OF LISBON AGREEMENT

- Technical assistance for Lao PDR
- Technical exchanges with Mexico







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HIGHLIGHTS: GI PROTECTION AGREEMENTS SUPPORTED

- EU-China GI Landmark Agreement 100+100
- EU-CARIFORUM EPA / GI negotiations
- EU-Peru and Colombia / Mexico / Mercosur TAs
- EU-Singapore FTA
- EU-Vietnam FTA
- ….







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HIGHLIGHTS: TAILORED TRAINING FOR SPECIFIC STAKEHOLDERS

WEBINAR

TRADEMARKS AND GEOGRAPHICAL INDICATIONS: SYNERGIES, CONFLICTS & CASE LAW ANALYSIS

21 October I 09:00 - 11:00 AST I ZOOM

CCJ ACADEMY FOR LAW

carIPI
Intellectual Property Rights & Innovation

SPEAKERS

MODERATOR



LILYCL
BELLA
Executive Dire
Jamai

USTICE
ERSON
emy for Law



Working Group meeting in the framework of the EU-China Action Plan on customs enforcement of IPR



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HIGHLIGHTS: KAMPOT PEPPER REGISTRATION





KAMPOT PEPPER

POIVRE de KAMPOT

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HIGHLIGHTS: PENJA PEPPER SUPPORTED



PENJA
GROUPEMENT REPRESENTATIF I.G POIVRE DE PENJA
G.I PENJA'S PEPPER ASSOCIATION

GIview English

Country penja Back to search res...

Poivre de Penja

Country/ies of origin	Type
Cameroon	Protected Geographical Indication (PGI)

Priority date	File number	Product type	Basis of protection
18/09/2020	PGI-CM-02635	Food	EU register

Status	Product category
Registered	Class 1.8. Other products of

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HIGHLIGHTS: GI GROUPS SUPPORTED





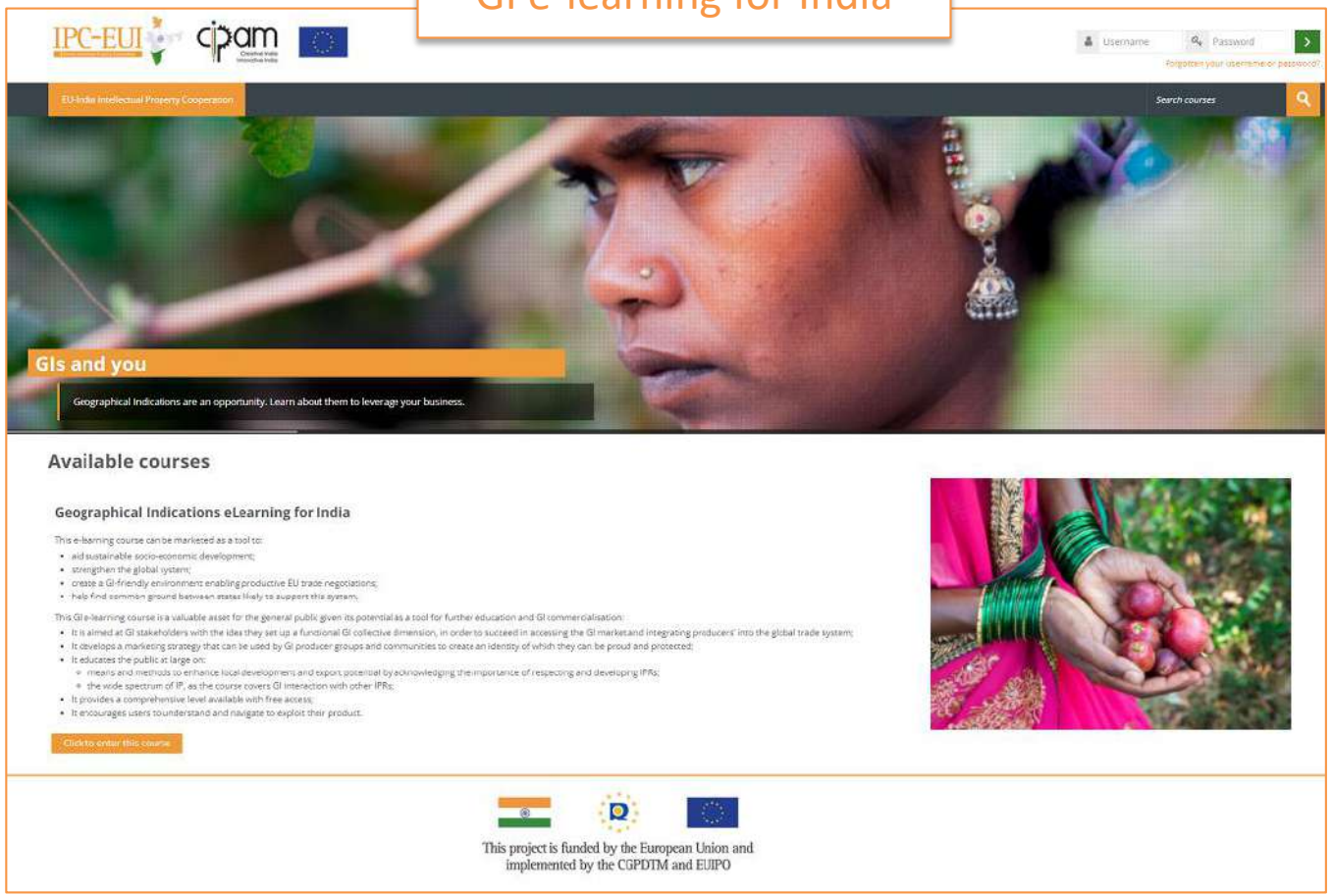




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HIGHLIGHTS: E-LEARNING COURSES FOR ALL PUBLICS

GI e-learning for India



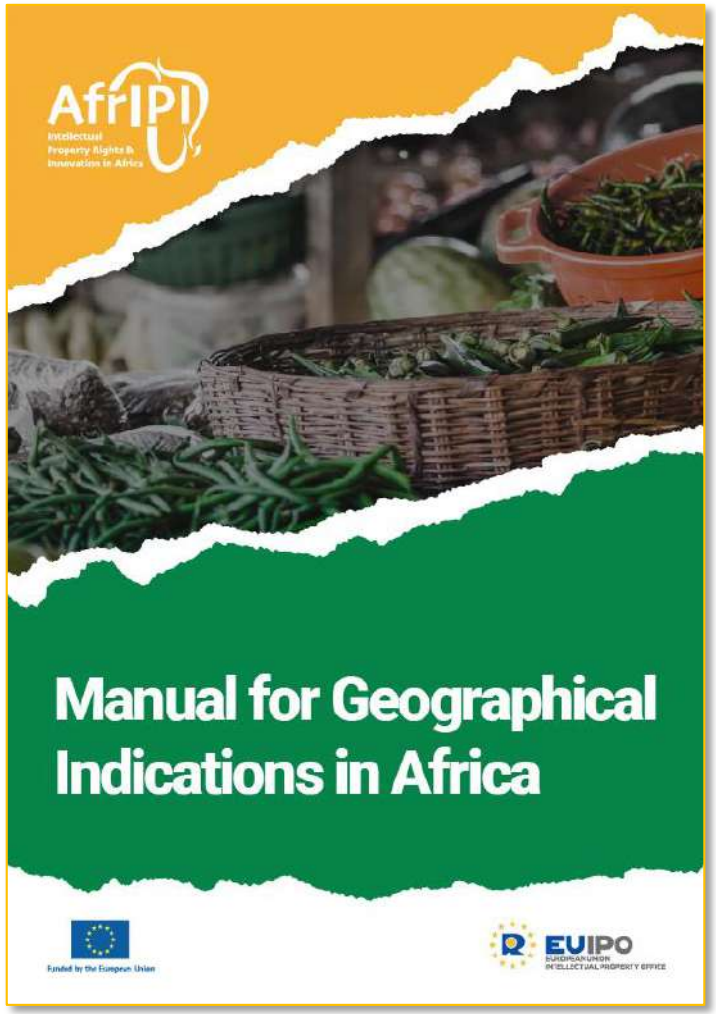
Protecting OLPs using GIs



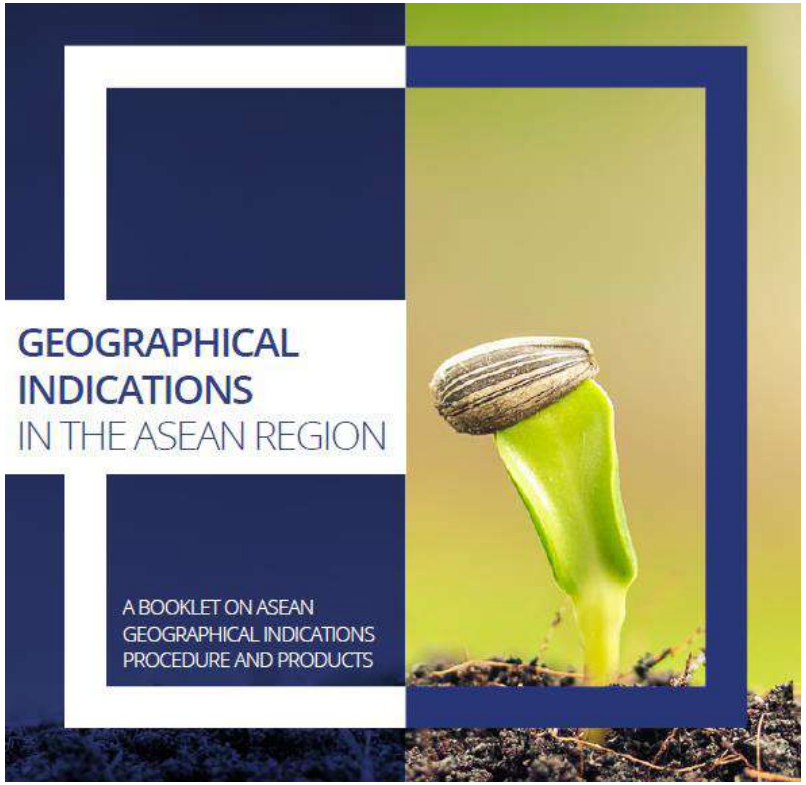
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HIGHLIGHTS: GI PROMOTION – DATABASES, WEBSITES, BOOKLETS

The Pan-African
Geographical Indications
information hub



asean GI Database



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WEBSITE and SOCIAL MEDIA ACCOUNTS



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Thank you

PERSPECTIVES MONDIALES SUR LES INDICATIONS GÉOGRAPHIQUES

Sélectionner les produits à enregistrer en Indication Géographique : démarche mobilisée et résultats obtenus pour quatre pays africains

Montpellier, le 06.07.2022



P. Pédelahore, M. Gonomy, D. Sautier, C. Cerdan, F. Thouillot et S. Fournier

On peut se demander que fait cette communication qui parle du tout début de l'aventure du processus d'enregistrement d'une IG dans une session qui nous dit …



" IG : reconnaître un droit de PI n'est pas la fin de l'histoire »

…. et qui nous invite à

" élaborer des stratégies en faveur des indications géographiques ou des marques collectives **après l'enregistrement** "

C'est que le succès post enregistrement d'une IG dépend en partie de l'attention que l'on a porté au départ au choix de l'IG



Plan

1) Contexte de ce travail

2) Démarche et méthode

3) Résultats

4) Discussion

5) conclusion



1) Contexte et justification

















- **Un travail mené en 2018 dans le cadre du projet PAMPIG 2** PROJET D'APPUI A LA MISE EN PLACE DES INDICATIONS GEOGRAPHIQUES DANS LES ETATS MEMBRES DE L'OAPI

- Mis en œuvre par l'OAPI bénéficie d'un financement de l'AFD depuis 2008 (PAMPIG 1 : 2008-2014, PAMPIG 2 : 2018-2024) et l'appui technique du CIRAD

Pourquoi sélectionner les produits à enregistrer et à développer en IG ?



L'enregistrement et le développement d'un produit en IG prend du temps et demande un fort investissement des acteurs => sélectionner les produits et les filières qui présentent les caractéristiques les plus intéressantes pour être enregistrés et développés en IG

Quels sont les produits à retenir pour le Bénin, le Cameroun, la Côte d'Ivoire et la Guinée et comment les choisir ?

2) Démarche et méthode





Cette démarche propose quatre étapes pour conduire le processus aboutissant au choix des produits :

1. Identification des produits *(biblio + personnes ressource)*
2. Caractérisation des produits
3. Notation et classement des produits

(2 missions terrain)

4. Sélection des produits *(séminaire final)*

Sources bibliographiques utilisée pour l'étape n°1 : Identification des produits



African Union
United and Strong Africa

AFRICAN UNION

DEPARTMENT OF RURAL ECONOMY AND AGRICULTURE

CONTINENTAL STRATEGY FOR GEOGRAPHICAL INDICATIONS IN AFRICA

April 2017

1

DRAFT CONTINENTAL STRATEGY FOR GEOGRAPHICAL INDICATIONS IN AFRICA

Country	GI or potential GI	Status
Algeria	DATTE deglet nour de Tolga FIGUE sèche de Beni Maouche OLIVE de Sig	On going process
Benin	Fromage Wagashi Noix Anacarde du Bénin Ananas Pain de Sucre Huile de Palme « zomi » de Comè Huile d'arachide d'Agonli Gari de Savalou Afitin locust bean seasoning Kerstingellia geocarpa bean Lagenaria & Curbis sp. seeds « egusi » Cossette d'igname Igname lamboko/pouna	No registration
Burkina Faso	Beurre de karité du plateau Mossi Haricots verts Souflou	No registration

Type 1: Des listes à l'échelle nationale

Avantages :

Couverture nationale, Utilisation simple/rapide, Premier classement parfois déjà réalisé

Inconvénients :

Caractérisation peu détaillée

Critères de sélection et appréciations différentes selon les listes

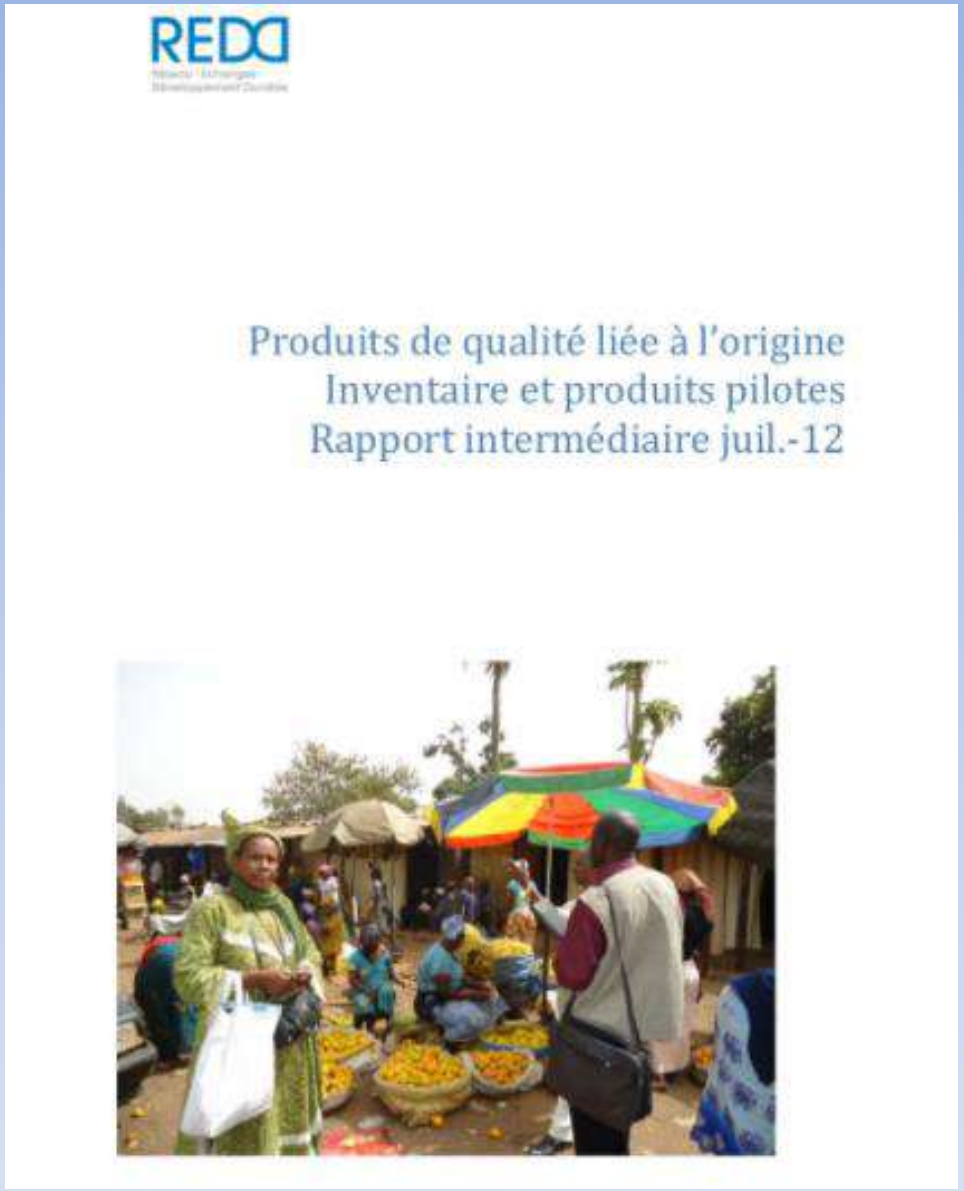


Données utilisées pour une première identification, caractérisation et classement des filières IG potentielles

Type 2 : Des travaux d'identification antérieurs à l'échelle régionale.

(Inventaire participatif « exhaustif » méthode FAO-ORIGIN, REDD Guinée région de Kindia 2012)

=> + précis et documentés mais sur quelques zones seulement



Type 3 : Des fiches produits

=> + précises et argumentées mais sur quelques produits seulement

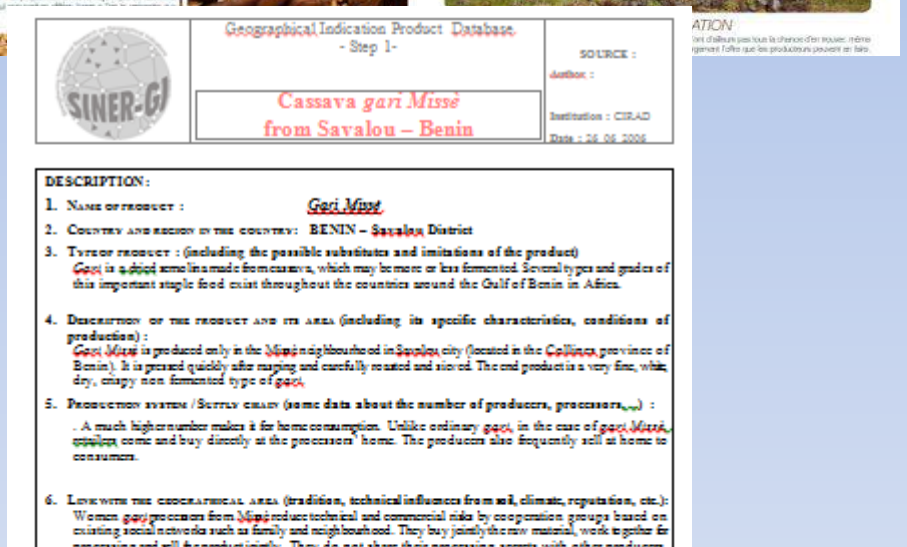

Au bord de la mangrove

Le riz de wonkifong et le sel de coyah

MODE DE PRODUCTION

UN ENVIRONNEMENT PHYSIQUE A HAUT POTENTIEL

DESCRIPTION DU PRODUIT


Geographical Indication Product Database
- Step 1-

SOURCE :

Cassava *gari Missé* from Savalou – Benin

DESCRIPTION :

1. Name of product : *Gari Missé*
2. Country and region in the country : BENIN – Savalou District
3. Type of product : (including the possible substitutes and imitations of the product)
Gari is a dried semolina made from cassava, which may be more or less fermented. Several types and grades of this important staple food exist throughout the countries around the Gulf of Benin in Africa.
4. Description of the product and its area (including its specific characteristics, conditions of production) :
Gari Missé is produced only in the Missé neighbourhood in Savalou city (located in the Collines province of Benin). It is pressed quickly after reaping and carefully roasted and stored. The end product is a very fine, white, dry, crispy non fermented type of *gari*.
5. Production system / Supply chain (some data about the number of producers, processors,...) :
. A much higher number makes it for home consumption. Unlike ordinary *gari*, in the case of *gari Missé*, retailers come and buy directly at the processors' home. The producers also frequently sell at home to consumers.
6. Link with the geographical area (tradition, technical influences from soil, climate, reputation, etc.):
Women *gari* processors from Missé reduce technical and commercial risks by co-operation groups based on existing social networks such as family and neighbourhood. They buy jointly the raw material, work together for processing and sell the product jointly. They do not share their processing secrets with other producers. Although the raw cassava does not significantly affect the quality of the end-product, the localisation of the processing and thus the know-how is very important. For consumers, *gari* produced using the same methods as *gari Missé*, but outside the Missé neighbourhood, lacks the quality and reputation of the real thing.
7. Market and reputation (size, price premium, traceability, growth) :
Gari Missé has a small and limited, but stable and faithful niche market. It enjoys a price premium of about 60% above the price of ordinary, mechanised *gari*. But its output is much lower.
8. Applicant / holder (if any) : - void -

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

- *Gari Missé* from Savalou shows that a quality local staple can fetch a premium price on local markets without any legal protection or public support.
- It illustrates how quality and price can be regulated locally through social networks.

For a staple like *Gari Missé*, which enjoys a price premium but has a limited and endogenously regulated market, protection may be a future prospect. But it is not currently a priority for producers.

Category :

☒ Origin Product ☐ GI product ☐ Recognized GI

Type 4 : Des articles scientifiques, des thèses ou des rapports de mission qui portent sur une filière IG potentielle

Avantages :
Caractérisation souvent précise, fondée et qui permet de bien comprendre l'ensemble des problématiques de la filière (dimension historique, organisationnelle et économique…)
Inconvénients :
Ces documents ne sont pas disponibles pour tous les produits/filières IG identifiées à partir des documents de type 1 ou 2



Données utilisées pour compléter et consolider l'identification, la caractérisation et le classement des filières IG potentielles issues des deux étapes précédente (doc de type 1, 2 et 3)

Etape n°2 la caractérisation des produits

(2 missions terrain)



La méthode propose la grille suivante

Critère	Données à renseigner
Reconnaissance en IG et Faisabilité de l'enregistrement	Spécificités du produit Lien au terroir Notoriété Faisabilité de la délimitation, du contrôle et de la traçabilité
Capacités collectives d'action des acteurs locaux	Structuration et importance des organisations existantes Niveau de leur motivation par rapport à l' IG
Potentiel commercial, emplois et environnement	Volumes et prix actuels et futurs du produit IG Impact de l'IG sur l'emploi et l'environnement
Appuis de l'Etat ou de projets	Situation passée, actuelle et future

Un critère essentiel car l'enregistrement du produit ne suffit pas à garantir son succès commercial et les retombées positives pour les acteurs des filières concernées

Etape n°3 la notation et le classement des produits



Barème de notation => vers une objectivation de la notation

Les critères/indicateurs ont été notés de 0 à 4 :

Par exemple pour la variable « **Reconnaissance en IG »** et l' indicateur **« Niveau de notoriété actuel »** nous avions les modalités et les notes suivantes :

- pas de notoriété = 0
- notoriété au niveau du département = 1
- notoriété au niveau de l'Etat = 2
- notoriété au niveau sous régional (pays voisin Afrique de l'ouest ou du centre) = 3
- notoriété internationale (hors Afrique) = 4

Par exemple pour la variable « **Organisation des producteurs »** et l' indicateur **« Niveau d'organisation des producteurs et de leur intérêt pour la démarche IG »** nous avions les modalités et les notes suivantes :

- Pas d'organisation = 0
- Organisation existe mais peu fonctionnelle = 1
- Organisation fonctionnelle mais peu intéressée par IG = 2
- Organisation fonctionnelle, et intéressée par IG = 3
- Organisation fonctionnelle, intéressée par IG et ayant déjà démarré des actions dans ce sens = 4

Exemple de notation : cacao rouge du Cameroun

Reconnaissance en IG (lien de la qualité à l'origine)		Organisation des producteurs		Potentiel commercial emplois et impacts environnementaux		Appuis de la part de l'Etat ou d'un projet	
1. Caractéristiques spécifiques du produit	**2**	1. Niveau d'organisation des producteurs et de leur intérêt pour la démarche IG	**3**	1. Importance commerciale potentielle du produit, emplois et impacts environnementaux	**2**	1. Appui à l'organisation des producteurs	**3**
2. Preuves et éléments de démonstration du lien au terroir et de sa profondeur historique.	**3**	.				2. Appui à l'amélioration de la qualité (cahier des charges déjà rédigé)	**3**
3. Niveau de notoriété actuel du produit.	**2**					3. Appui équipement de transformation ou de conditionnement	**3**
4 Faisabilité de la délimitation et des systèmes de traçabilité, et de contrôle de l'IG	**4**						
Moyenne	**3**		**3**		**2**		**3**
TOTAL	**11**						

Classement des produits

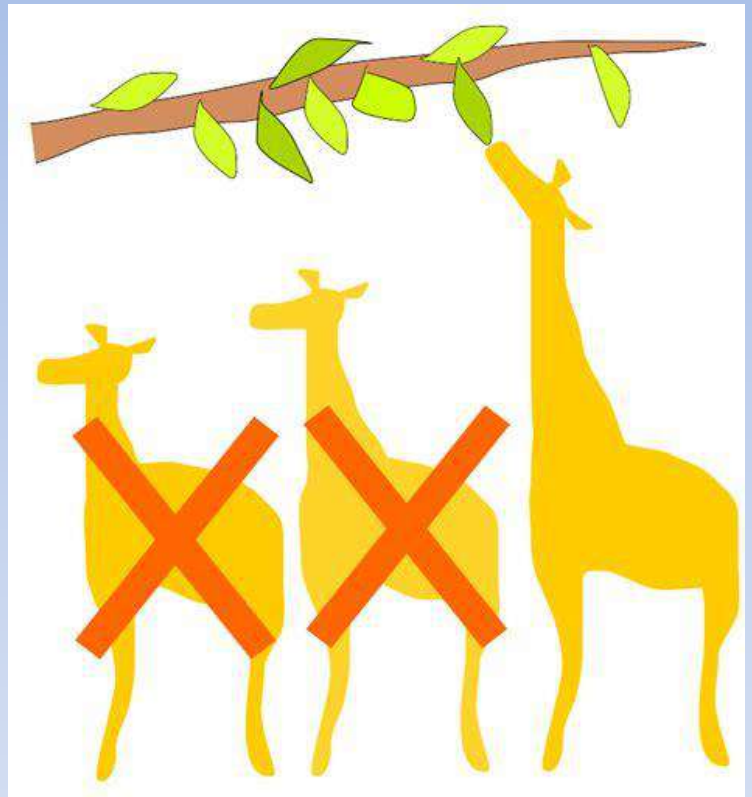
N°	Produit	Indicateurs/notes				Total points
		Reconnaissance en IG	Organisation des producteurs	Potentiel commercial	Appui de l'Etat ou de projets	
1	Attiéké des Lagunes	3,5	3	3	3	12,5
2	Pagne du pays Baoulé	3,5	2,5	3	1	10
3	Café de Tonpki	3	3	3	1	10
4	Huile de Man	3,5	2,5	3	0	9
5	Toiles de Korhogo	4	1	2	2	8
6	Poterie de Katiola	4	1	2	1	8
7	Mangue des savanes	2	3	3	0	8
8	Café de Sanwi	2	2	2	0	6
9	Café de Bélier	2	2	2	0	6
10	Riz des montagnes	2	2	2	0	6
11	Maïs violet de Katiola	2	2	1	1	6
12	Noix de Kola de Sikensi	2	2	2	0	6

Exemple de la notation et du classement des produits IG potentiels pour la Côte d'Ivoire

Etape n°4 : la sélection des produits

- Basée sur la présentation des notes, des caractéristiques du produit et de la filière ainsi que sur les points d'attention relevés par les études et les experts

- Basée aussi sur d'autres critères (nombre d'IG par pays, pas deux produits similaires, …) mais qui n'ont pas modifié la sélection liée aux notes.

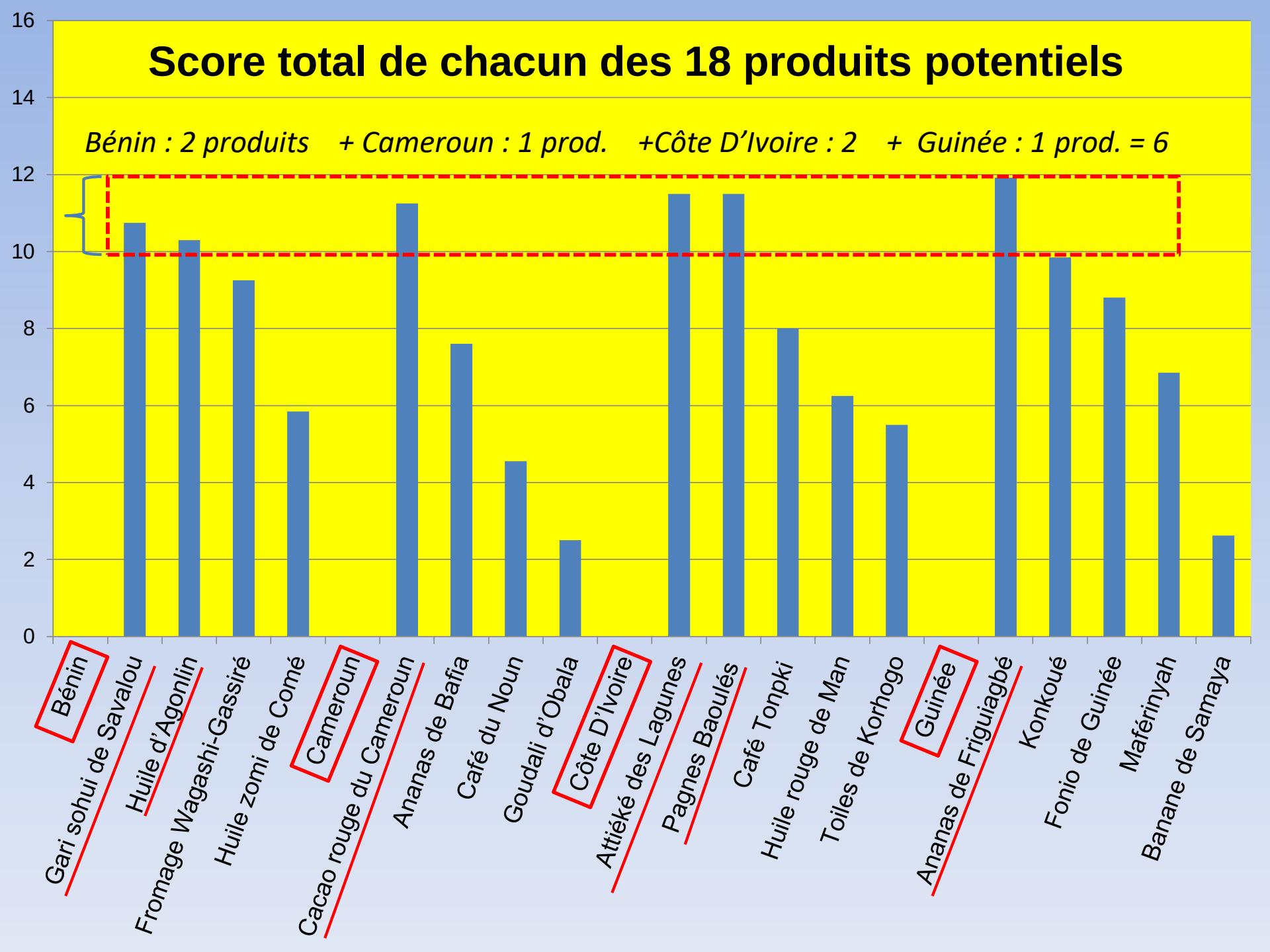


3) Résultats



Résultats des différentes étapes :

Etape	Nombre de produits
Identification	117
Caractérisation (1ère mission)	42
Présélection (1ère mission)	18
Caractérisation (2ème mission)	18
Sélection finale	6


Score total de chacun des 18 produits potentiels
Bénin : 2 produits + Cameroun : 1 prod. +Côte D'Ivoire : 2 + Guinée : 1 prod. = 6
16
14
12
10
8
6
4
2
0
Bénin
Gari sohui de Savalou
Huile d'Agonlin
Fromage Wagashi-Gassiré
Huile zomi de Comé
Cameroun
Cacao rouge du Cameroun
Ananas de Bafia
Café du Noun
Goudali d'Obala
Côte D'Ivoire
Attiéké des Lagunes
Pagnes Baoulés
Café Tonpki
Huile rouge de Man
Toiles de Korhogo
Guinée
Ananas de Friguiagbé
Konkoué
Fonio de Guinée
Maférinyah
Banane de Samaya

4) Discussion



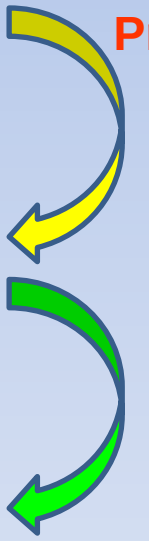
Sur les critères de caractérisation des produits

- Les critères retenus dans ce travail sont liés en partie au contexte projet et aux objectifs fixés *(appui de l'Etat ou projets, 1 seul critère pour économie, emploi et environnement, …)*

- Il est bien sur possible/utile d'adapter en partie cette grille à vos propres objectifs, situations et moyens *(par exemple faire du critère « impact environnemental » un critère à part entière, critère genre)* + adaptation du coefficient de chaque critère

Sur la pression de sélection aux différentes étapes

Etape	Nombre de produits
Identification	117
Caractérisation (1ère mission)	42
Présélection (1ère mission)	18
Caractérisation (2ème mission)	18
Sélection finale	6



Pression de sélection

85% éliminés

67% éliminés

Un équilibre « optimum » à trouver…

Conclusion

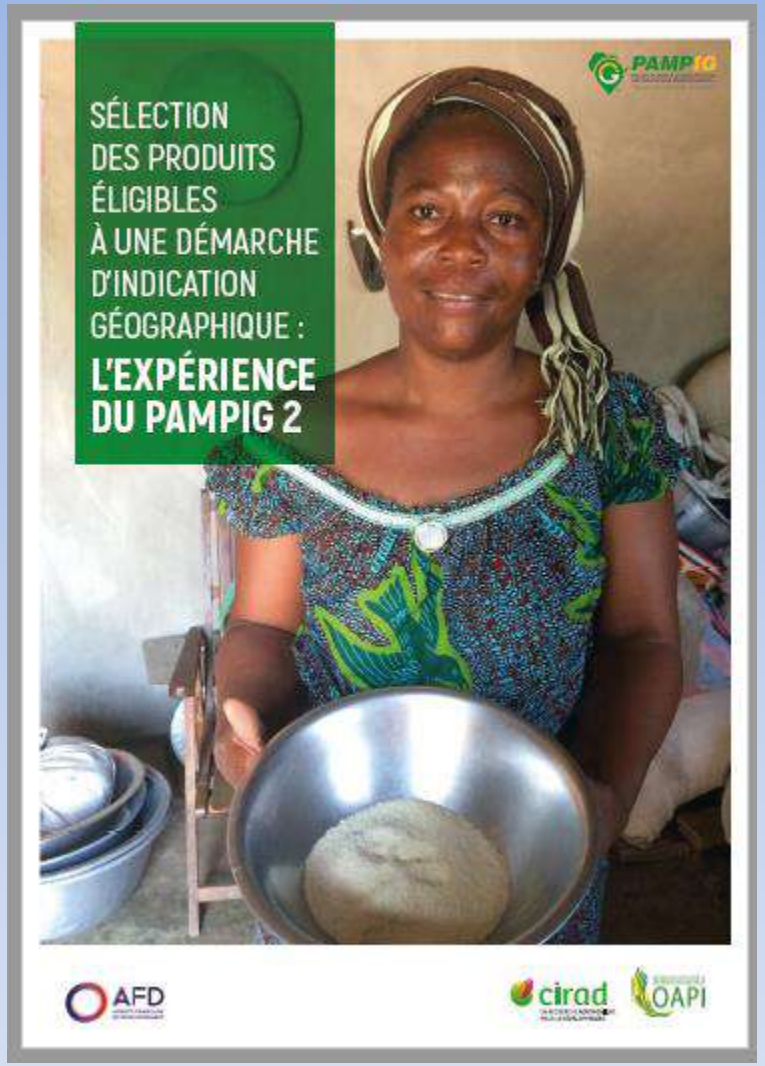


- Bien qu'il soit en pratique parfois difficile de renseigner de façon précise l'ensemble des critères, et que les notations peuvent un peu varier entre experts…

- … ce type de démarche et de grille de caractérisation permet d'aider à objectiver et à légitimer le choix des produits et à « démarrer » les activités de terrain de façon plus assurée

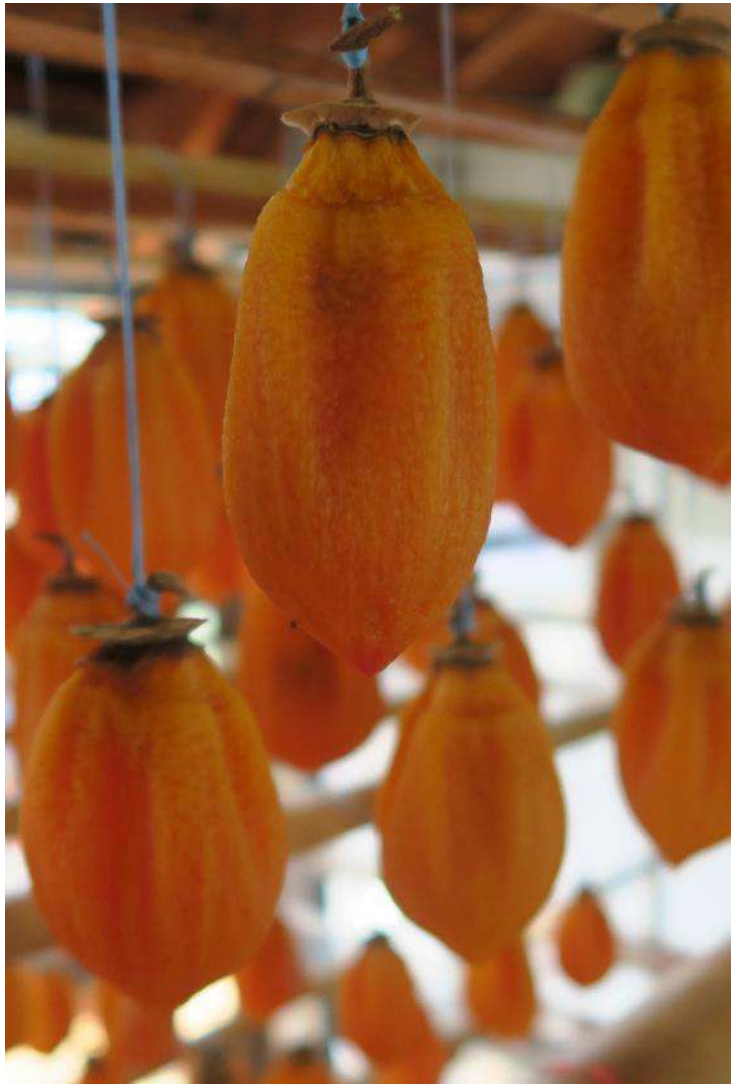
Pour en savoir plus ….

https://agritrop.cirad.fr/598161/



MERCI POUR VOTRE ATTENTION

philippe.pédelahore@cirad.fr



Worldwide Perspectives on Geographical Indications, 5-8 July 2022

The scope for developmental dynamism after Geographical Indication specification: The case of Japanese kaki

Naoko TAKAHASHI [1]

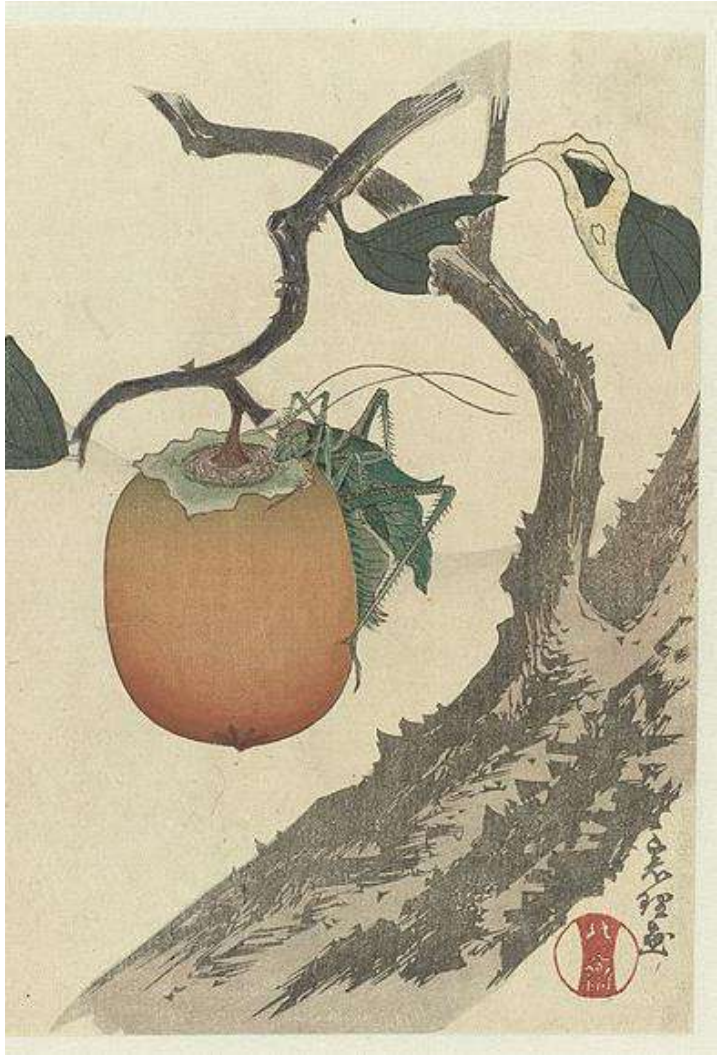
Hart N. FEUER [2]

1. Institute of Developing Economies (IDE-JETRO), Japan (Naoko_Takahashi@ide.go.jp)
2. Graduate School of Agriculture, Kyoto University, Japan (feuer.hartnadav.4e@kyoto-u.ac.jp)

Research Background

- Japanese Ministry of Agriculture, Forestry and Fisheries (MAFF) introduced the Japanese *sui generis* GI system in 2015.
- It followed the European criteria in a technical sense, but left much flexibility about the extent to which they codified terroir (Gangjee, 2017)
- *Hoshigaki* (dried persimmon) GIs have developed "lowest common denominator" degree of specification to accommodate producers' divergent approaches.
  - Vague (wide) specification for small production area
  - Flexible standards for larger production area





Research objective

Is the permissibility of minimalistic terroir standards in the Japanese GI providing space for differentiation ("developmental dynamism") after certification, or merely sanctioning limited territorial connection?

Fieldwork and Data

Four Japanese GI Hoshigaki production

- Open-ended interviews with producers, organizers, and retailers in two sites (Autumn 2018)
- Retail observation (online and in stores) 2018-2022
- Books of specification from MAFF
- Publicly available documents (marketing, websites, other agri-food certifications)



Table 1. GI Hoshigaki Production (as of July 2020)

GI Name	*Ichida*	*Noto Shika Koro-gaki*	*Dojo Hachiya*	*Higashi izumo no Maruhata*
Registration	July 2016	October 2016	December 2017	December 2019
Number of producers (Farm)	~1800	135	68	16
Cultivation Area (ha)	260	84	~10	15









Methods

Evaluate:

- ✓The degree of terroir specification of the GI standards
- ✓Extent of differentiation and authenticity possible by standards
- ✓Scope and realization of developmental dynamism beyond the standards

From the perspectives of most critical terroir dimensions:

- *Geographical*
- *Physical*
- *Technical*

Results

Geographical dimension

Focus of geography on contribution to processing

- Climate, variety, elevation concerned with drying

Cultivation imprecisely codified to retain flexibility

- Ecological conditions (soil, climate, exposure, etc.) not concerned with persimmon cultivation

Long history

- 200-1000 years
- Local heirloom variety often referenced





Physical dimension

Aesthetic considerations dominate

- Focus on appearance, such as colour, shape and weight of the final product
- Not much organoleptic information except sweetness
- These attributed to the Kaki variety and processing methods

Mandatory requirements are limited in scope

- Smaller areas have less explicit requirements
- Larger area (Ichida) offers flexible “comparative standards”
- Presumption of active self-monitoring and participatory guarantee


Spears



Technical dimension

Limited differentiation through unique processing

- Processing is nearly consistent among all GIs, except:
  - Symbolic custom of “brooming” the fruit surface (Dojo Hachiya)
  - Prohibition of sulfur fumigation (Higashi Izumo)
- Agriculture and cultivation aspects left largely unspecified

Mechanization follows production scale

- Largest site (Ichida): recommendation for mechanization to homogenize quality
- Medium-size area (Noto Shika): some strictly defined elements
- Small areas (Dojo Hachiya / Higashi Izumo): no, or only primitive machines (e.g., fan)

Avoiding lock-in to strict technical standards

- Perpetuation of tradition without concise requirements for labor
- Provision of innovative “space” in production for young entrepreneurs to express

Conclusion

- Hoshigaki producers in Japan have long rationalized and innovated their product at the individual level ('developmental dynamism'), while the GI system in 2015 required *shared* specification
- To overcome idiosyncrasies while retaining shared territorial identity, GI producers have focused on outcome rather than inputs
  - Shape, texture, and aesthetic of the final product with limited specification of cultivation, ecological features, and processing
- Books of Specification are designed to retain sufficient space for developmental dynamism (flexible / less explicit standards according to the production scale)
- The wide range of approaches to specification is resulted from strategic behavior by producers with extensive experience in branding.
- The toleration of such standards "gaming" has implications for the integrity of the GI policy as a marker of heritage.

Thank you for your listening!

For any questions and comments, please contact to

Naoko_Takahashi@ide.go.jp and/or

feuer.hartnadav.4e@kyoto-u.ac.jp

Reference

- Gangjee, D. S. (2017). From Geography to History: Geographical Indications and the Reputational Link. In: I. Calboli & N.-L. W. Loon (Eds.), Geographical Indications at the Crossroads of Trade, Development, and Culture: Focus on Asia-Pacific, pp. 36–60. Cambridge University Press.

Silent GIs registered in the EU: What is at Stake?

A Zappalaglio (University of Sheffield / Max Planck Institute)
G Belletti (University of Florence)
A Marescotti (University of Florence)

Research question:

- How many ‘silent GIs’ *for agricultural products and foodstuffs* can be found in the EU GI register and what does this tell us?
- ***Definition:*** GIs that after their registration, or nonetheless during a relevant period of time, have fallen into disuse or are employed considerably beyond their expected potential

Importance of the question

- Gain a better understanding of the EU GI register of agrifood GIs and of its functioning
- Contribute to the discussion on ‘silent GIs’. Two possible conflicting positions:
  - A GI which is not or rarely used: (a) has no impact on the marketplace; (b) is detrimental to those that truly work; (c) negative impact on trade mark registrations;
  - The market dimension is not decisive: (a) GIs prevent misappropriation and genericization; (b) ‘keep the door opened’ for future use; (c) recognise the existence of the product for various economic purposes, e.g. tourism.

The Law

Art 54(1) Regulation 1151/2012 (cf art 14, DM 14 October 2013 (Italy); art 26 May 2022 Proposal):

1. The Commission may, on its own initiative or at the request of any natural or legal person having a legitimate interest, adopt implementing acts to cancel the registration of a protected designation of origin or of a protected geographical indication or of a traditional speciality guaranteed in the following cases:

(a) where compliance with the conditions of the specification is not ensured;

(b) where no product is placed on the market under the traditional speciality guaranteed, the protected designation of origin or the protected geographical indication for at least seven years.

The Commission may, at the request of the producers of product marketed under the registered name, cancel the corresponding registration.

Issues concerning the application of the rules

- The Max Planck Institute's '*Study on the Functioning of the EU GI System*' (Zappalaglio, Guerrieri, Carls, Gocci, February 2022) found that:
  - Cancellation procedure rarely used (4 cases for Agrifood GIs, 2 for Wines)
  - Some national authorities not interested in taking initiative
  - Some national authorities not considered parties having 'legitimate interest' (e.g. German DPMA)

Methodology: how to find ‘silent GIs’

- **Sample:** Italian PDO/PGIs, Product Class 1.6 (fruit, vegetables and cereals fresh or processed). 118 products.
- Criteria:
  1. **Legal:** The GI has been inactive for an administrative perspective (**50** cases found among registrations until 2015; **56** in total)
  2. **Economic:** three alert situations: Silent PDO/PGIs, when production turnover below the €20,000 threshold in all three years 2018-2020; Suspicious PDO/PGIs, when production turnover between €20,000 and €50,000 in all three years 2018-2020; Doubtful PDO/PGIs, where turnover is zero (not available) but there are not entirely negligible quantities of certified product.

Result of the economic assessment

Typology	Number of PDO/PGIs	As % of total
Silent	15	12.7%
Suspicious	3	2.5%
Doubtful	7	5.9%

Source: Our elaborations on ISMEA data

The combined application of the Legal and Economic criteria has led to the identification of 21 products (17,7%).

Next steps

1. Desk research aimed at gathering info on the status of the GI, e.g. is there an updated website? Are there recent news about the product etc…
2. Identification and analysis of representative case studies to investigate the *causes/reasons* of the non-use/under-use.

Thank you very much!

Dr Andrea Zappalaglio (a.zappalaglio@sheffield.ac.uk)

Prof Giovanni Belletti (giovanni.belletti@unifi.it)

Prof Andrea Marescotti (andrea.marescotti@unifi.it)








Challenges and Mediation of Collective Action in the Implementation of Geographical Indications: Turkish Experience

Prof. Dr. Sertaç Dokuzlu

Bursa Uludag University - Türkiye

Potential Benefits of GIs

- ✓ Premium price
- ✓ Increase in market share
- ✓ Fairer distribution in value chain
- ✓ New market opportunities
- ✓ Protection the quality of the product
- ✓ Protection the reputation of the product
- ✓ Ensuring the sustainability of production
- ✓ Better farm management
- ✓ Supporting rural development
- ✓ Supporting rural tourism

Reveal the Benefits with Good Management

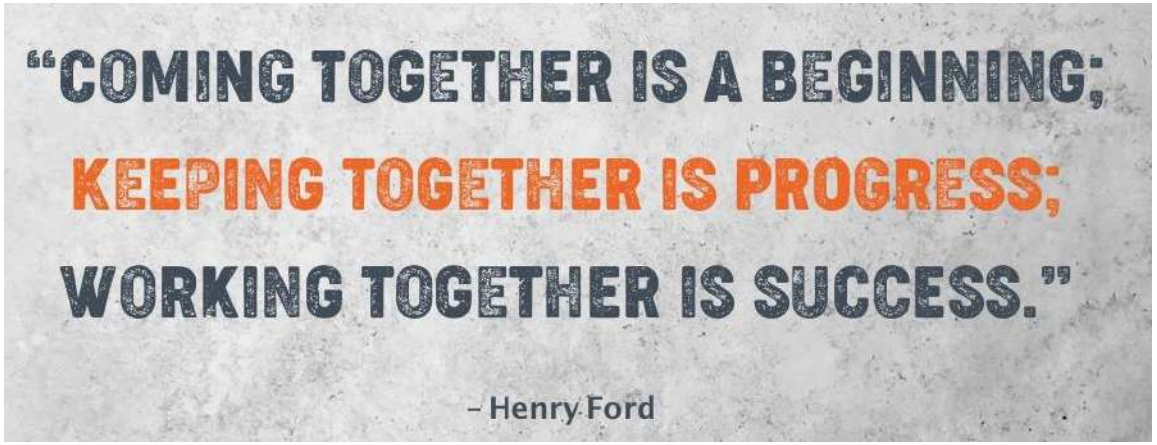


- Well-established organization
- **Well-designed registration**
- **Traceable system**
- Continuously control
- **Training of every stakeholder**
- **Promotional activities**

Good Management requires **Collective Action**



Main Challenges of Collective Action



- Difficulties to understand that GI is a collective right
- Weak link between registrant and actors in the value chain



Main Challenges in Collective Action

Asymmetry of

- Information
- Scale of farms/companies
- Bargaining power
- Marketing opportunities



Main Challenges of Collective Action

- Large geographical area and high number of actors in the value chain
- Political pressures
- Vote anxiety of some NGOs
- Damaged relationships from the past
- Distrust among actors
- Reluctance to share cost of GI management (control, certification, promotion, marketing activities, etc.)

Prevent Problems before they Occur in Collective Action



- Determine all content of the GI file with the majority consensus of the stakeholders
- Determine a key person who has good leadership skills and is accepted by most stakeholders in the value chain.
- Keep the group small at the beginning - grow step by step
- Keep the group scale in balance (do not try to integrate large scale and small or micro scale stakeholders at the same time)

Prevent Problems before they Occur in Collective Action

- Support the GI organization to establish their own rules (incentives, restrictions, penalties etc.)
- Organize training all stakeholders on GI continuously
- Ensure stakeholders understand that GI is a collective right (by trainings, study tours,collaboration with well-established GI organizations etc.)
- Organize out-of-business collective actions (picnics, dinner, etc.)
- Support the families, especially children of stakeholders (special training programs, employment and internship opportunities, scholarships etc.)



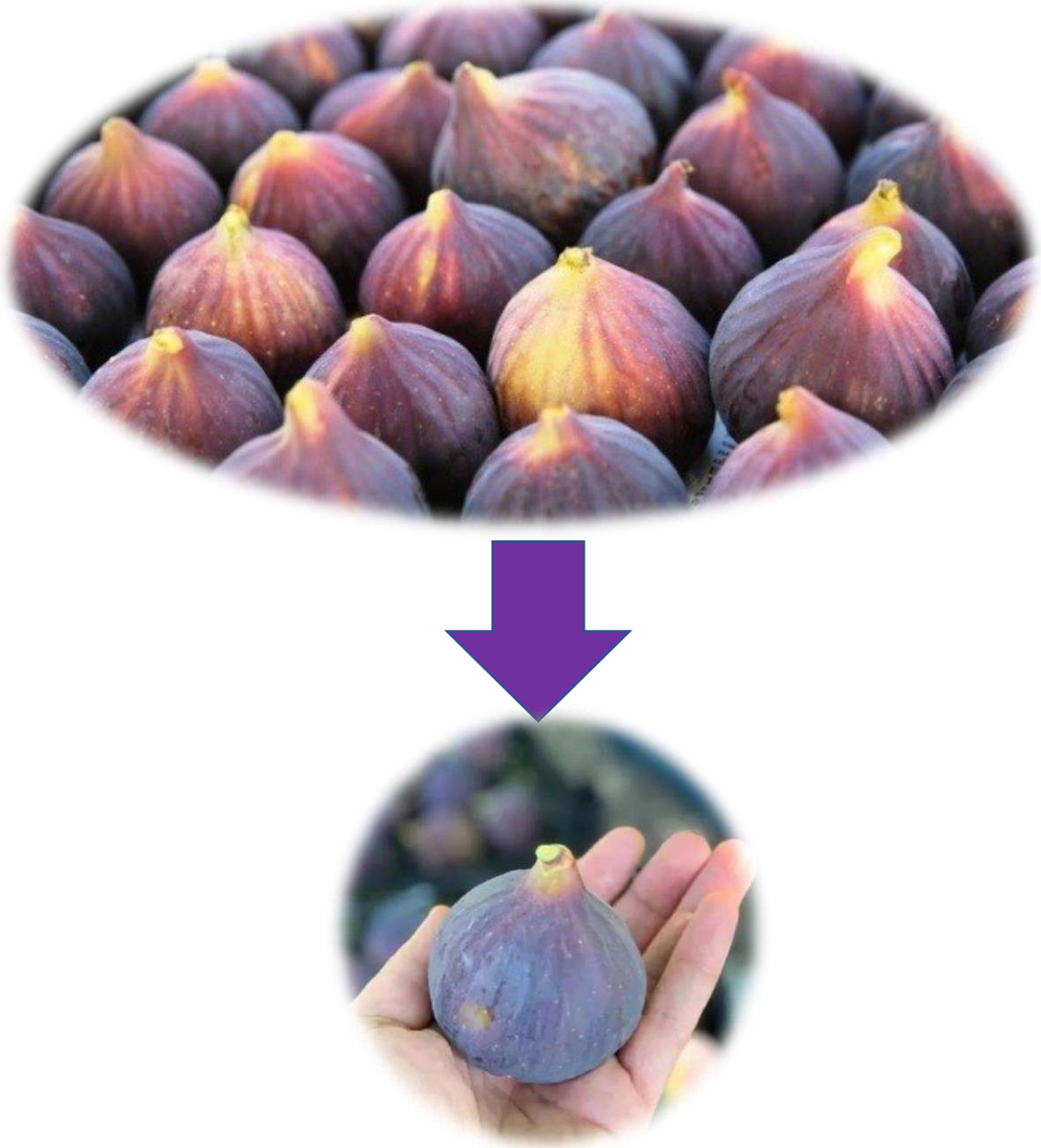


Mediation of Problems in Collective Action

- Support to establish a consortium that includes all stakeholders of the GI value chain
  - Organizing stakeholder meetings
  - Keeping board of directors in balance (private companies/traders - producers/producer groups)
  - Using public institutions as mediators (ministry, intellectual property organizations, research institutions, universities, etc.)
  - Creating of GI registration content together with consortium members – consensus
  - Establishing a sustainable and flexible legal entity – avoid establishing that is difficult to manage legal entities

Mediation of Problems in Collective Action

- Create a fair cost and revenue distribution system among value-chain actors (proportional according to production amount)
- Demand the products of producers/traders gradually. Don't try to manage all their product at once as GI without establishing an efficient traceable control system.



Case Studies: Gemlik Zeytini (Gemlik Table Olive)

Challenge: The largest olive cooperative of Türkiye demanded to use the GI logo on the whole product (some of the products were out of the geographical area) of their members without control. There was vote anxiety.

Mediation: GI registrant and public institutes organized meetings. The meaning and rules of GI were explained. Product differentiation was advised (using GI labels only for the product that is controlled and inside of the GI area)

Results: The cooperative still does not use GI. However, the small-scale cooperatives and SMEs that use GI labels under control increased their market share and profit. The open-door policy is implemented. Some of the farmers transferred to another cooperative.



Case Studies: Bursa Siyah İnciri (Bursa Black Fig)

- **Challenge**: Farmers were not willing to involving in the GI system and reluctant to share the cost of control.
- **Mediation**: FAO Project, several training activities, technical tour to France, support of the experts of FAO, Ministry of Agriculture, and University to prepare GI registration and marketing activities. Procurement of portable analyses equipment.
- **Results**: Increase in the number of producers in the GI system, higher profit, premium sale price, and reduced control costs.







Case Studies: Türk Çam Balı (Turkish Pine Honey)

FAO & EBRD Project aimed to support a sustainable honey value chain through GIs in Turkey.

The first step was identifying the actors of the value chain.











Case Studies: Türk Çam Balı (Turkish Pine Honey)

- **Challenge**: The biggest producer union rejected to work together with the private sector and be a member of the consortium
- **Mediation**: Ministry of Agriculture played a mediator role and one of the Agricultural Institutes applied for GI. Stakeholder meetings, national study tours, workshops, and training were done and will continue.
- **Results**: 3 years later establishment of the consortium began. CoP was determined by the whole actors in the value chain in consensus. Applied for GI.

Case Studies: Türk Çam Bal (Turkish Pine Honey)

Next Steps: An International study tour, marketing activities, and transfer of the registration from the Ministry to the Consortium.



Last word..





You may start from top to bottom

However

You should build your strategy from bottom to top

Good practices will guide other producer groups















Thank you

Novel conditions or just new paths for re-territorialization through Geographical Indication:

Case study of Yamanashi wine GI in Japan

STÉPHANE FOURNIER, HART N. FEUER, AARON J. KINGSBURY, KAE SEKINE

(PHOTOS : H. FEUER)



Interrogating the GI impacts…

GI, a juridical tool to protect the name

With the capacity to differentiate the product and create value

Subject to the capacity of the stakeholders to collectively manage the common resource that is the GI (the reputation of the product)



…in a specific context: Japanese wine sector

History

- Centuries of *budou-shu* production
- Wine production since the Meiji era (mid-19th century)
- A wine boom from 1998

The dominant system: the vinification of imported grape juice concentrate

But a growing development of “Japanese wine” and an evolution of Law

A favorable context for the development of GI wines ? What impacts ?

Start of GIs in the wine sector

- Yamanashi wine GI in 2013
- 4 others from 2018 to 2021



Results – Yamanashi wine: An inclusive and downstream-driven GI

GI registration was initiated by the Yamanashi Prefecture Wine Manufacturers' Association

- led at that time by Mercian (Kirin Holdings), now managed by Suntory

Several wineries, still experimenting with different grape varieties and techniques

- Very inclusive Specifications

Complex relationships between wineries and grape farmers

- Wineries: consider grape farmers as substitutable suppliers of raw materials
- Grape farmers: very reluctant to enter the wine industry when the table grape market is very lucrative



Origin of Grapes	100% Yamanashi Prefecture
Varieties of Grapes	42 varieties, including hybrids
Sugar adding	Allowed: 10g/100ml for Koshu, 6g/100ml for Vinifera, 8g/100ml for other varieties
Production area	Entire Yamanashi Prefecture
Specificity	Organoleptic: Well-balanced wine with clear tastes and aromas Chemical: Alcohol 8.5-20.0%

Results: a GI that can bounce back from changes in the sector

Limits of « spot markets » between grape farmers and wineries

- New forms of contracts, increasingly advantageous to grape growers

New forms of horizontal cooperation between wineries and with the smaller winegrowers

Yamanashi grape producers' new innovative capacities in producing grape varieties more suitable for winemaking

Development of agri-tourism and wine festivals in the region, which benefits from its proximity to Tokyo



Discussion

A process of relocalization, which may lead to a « re-territorialization »?

A need to go further in reducing power asymmetry

Product specificity, Specification and the construction of a scarce territorial resource: a key process in GI development



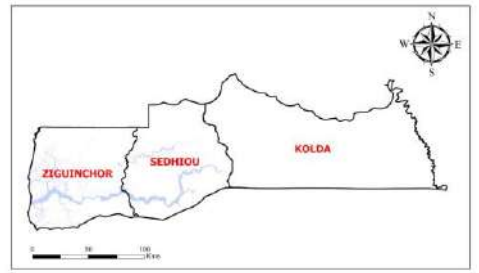
Conférence « Perspectives mondiale sur les indications géographiques »
Montpellier, 5-8 juillet 2022

« Madd de Casamance »
Une IG pour répondre à de multiples enjeux de durabilité au Sénégal

STÉPHANE FOURNIER, **PAPE TAHIROU KANOUTÉ**, MAÏMOUNA SAMBOU, FANTA SOW

Le madd de Casamance





Madd (*Saba senegalensis)* *:* liane sauvage poussant en forêt et dont les fruits sont consommés frais ou transformés en jus ou conserves.

La Casamance naturelle : Un nom géographique très réputé, un écosystème spécifique, le « poumon vert » du Sénégal et un Pôle Territoire test

- précipitations abondantes (plus de 800 mm/an) associées à un réseau hydrographique très important et un climat « sub-guinéen », complexe et spécifique.
- Un écosystème très riche avec une biodiversité importante : zones côtières, mangroves, forêts, vallées…
- la région du pays la plus pourvue en forêts (597 459 ha de forêts sont classés, soit 56 forêts classées), avec de nombreuses espèces forestières et produits forestiers non ligneux dans ces forêts
- Et une intime relation entre les traditions culturelles et les pratiques de gestion des ressources naturelles: bois sacrés, interdits à caractères conservatoires appelés « Tong »

!

Le madd de Casamance

- Une forte réputation des produits d'origine Casamance auprès des consommateurs nationaux et de la diaspora , des produits associés à la qualité, « naturel », « bio »

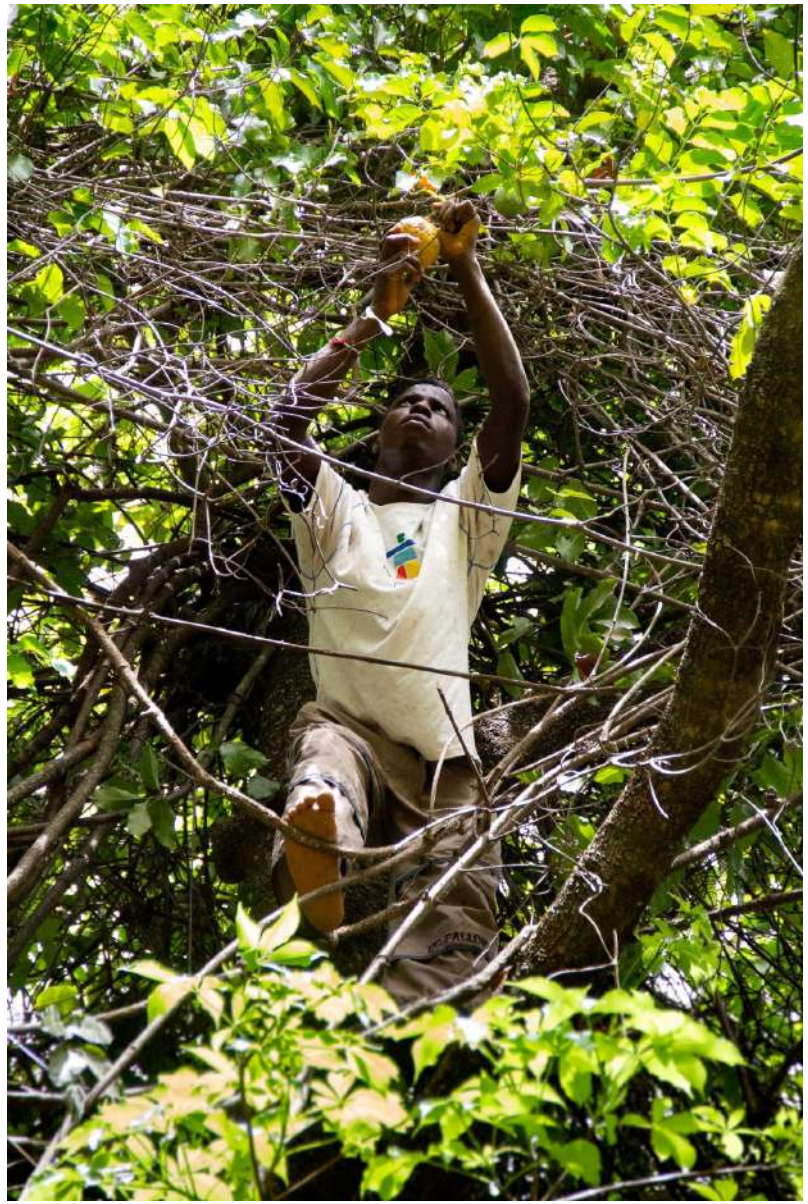
- Les produits forestiers non ligneux (PFNL), des filières OUBLIEES ou ORPHELINES, peu soutenues par les pouvoirs publics

Le madd de Casamance, un produit unique ! Emblématique, cité par l'Office du tourisme dans le Livret des 20 arbres remarquables de la Casamance
















Wari

Les IG au Sénégal

Un fort potentiel, en cours d'inventaire: Slow Food, ETDS, (Bagal *et al.*, 2018)

Le Sénégal est signataire de l'accord de Bangui de l'OAPI.

Mise en place d'un cadre juridique national:

- 12 décembre 2019 : arrêté créant et fixant les règles du Comité National des Indications Géographiques au Sénégal (CNIG).
- Réunion d'installation officielle du CNIG le 18 novembre 2020 à Dakar, puis formation des membres les 1 et 2 juillet 2021

Particularité: la mobilisation des acteurs précède la mise en place du cadre de gouvernance national (comité national IG)

Vers la première IG sénégalaise

Etudes Repérage Identification des acteurs et principaux problèmes:2017

Mobilisations des acteurs & Intérêt des acteurs manifeste pour l'IG: depuis 2017

Création de l'association porteuse de l'IG: 2019

Délimitation de la zone géographique: 2019

Élaboration du Cahier des Charges: 2019 – 2021

Mise en place du plan de contrôle…

Examens et études complémentaires: 2022

Taxe, Publication,

Gestion des éventuelles contestations auprès de l'OAPI

Gestion du marché, Promotion, marketing du produit

Mise en œuvre et Gestion des droits

Marketing territorial

Reproduction du système et gestion des ressources

REPERAGE DE L'IG → **CONSTRUCTION DE L'IG** → **ENREGISTREMENT DE L'IG** → **GESTION DE L'IG**

2017 - 2018 | **2019 - 2022**







L'IG « madd de Casamance »

Un processus bottom-up et graduel

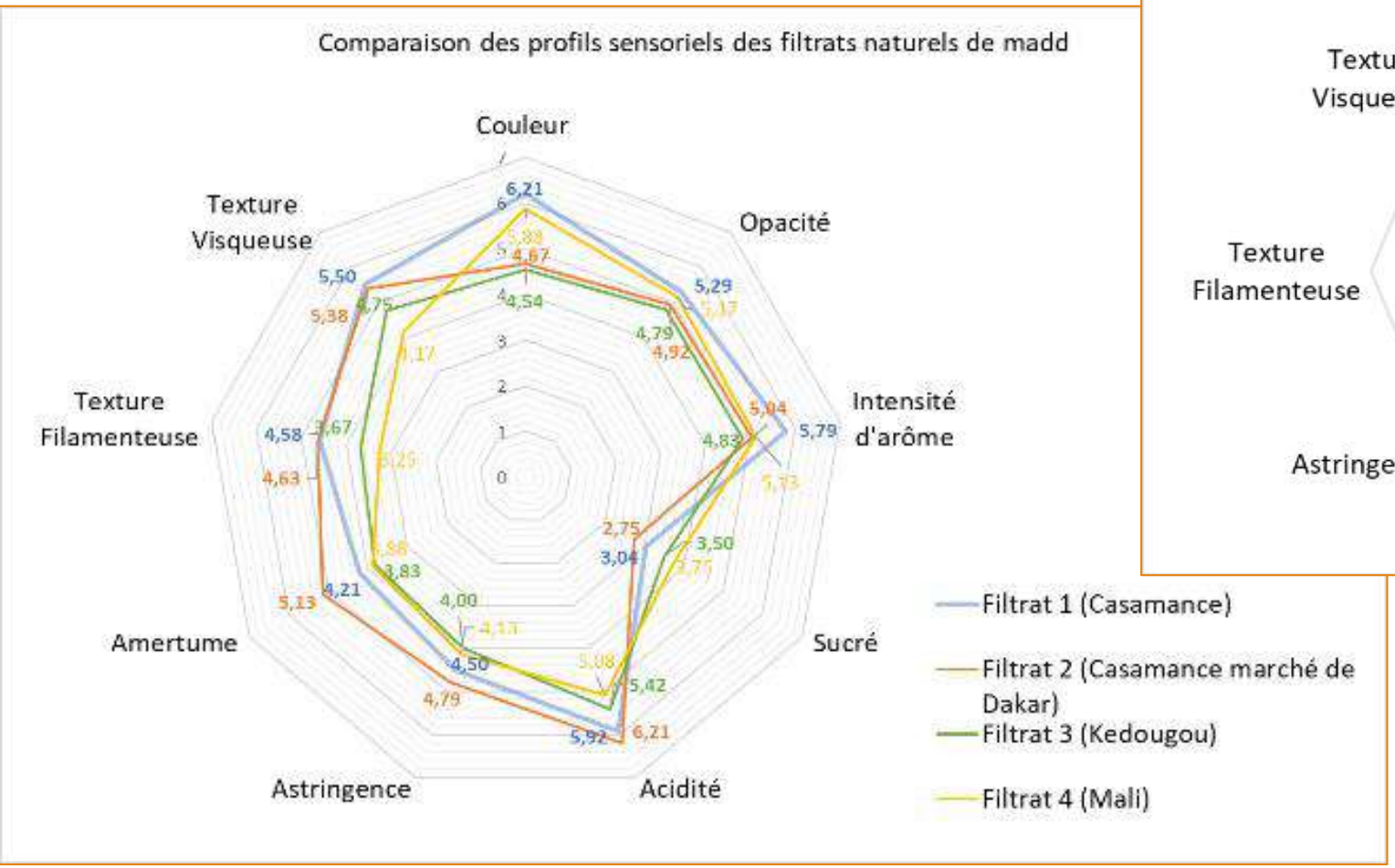
- Une demande de la part des acteurs locaux dès le séminaire régional de 2017 sur les IG au Cap Skirring: le rôle de l'information et de la sensibilisation
- Une demande portée par les femmes transformatrices de la région de Ziguinchor: le rôle du channel Captain
- Une première étude de la faisabilité et de l'intérêt de la mise en place de l'IG en 2017
- De multiples études, missions en 2018 et 2019 (évaluation prospective, formation des acteurs locaux…)
- En 2019, structuration de l'association porteuse après plusieurs réunions dans les différents bassins de collecte : Association pour la Protection et la Promotion de l'Indication Géographique *Madd de Casamance*, ou APPIGMAC
- 2019/2022 (Covid…) : construction du cahier des charges par un comité constitué au sein de l'APPIGMAC.
- Le rôle de la facilitation locale et de l'animation territoriale (ETDS)

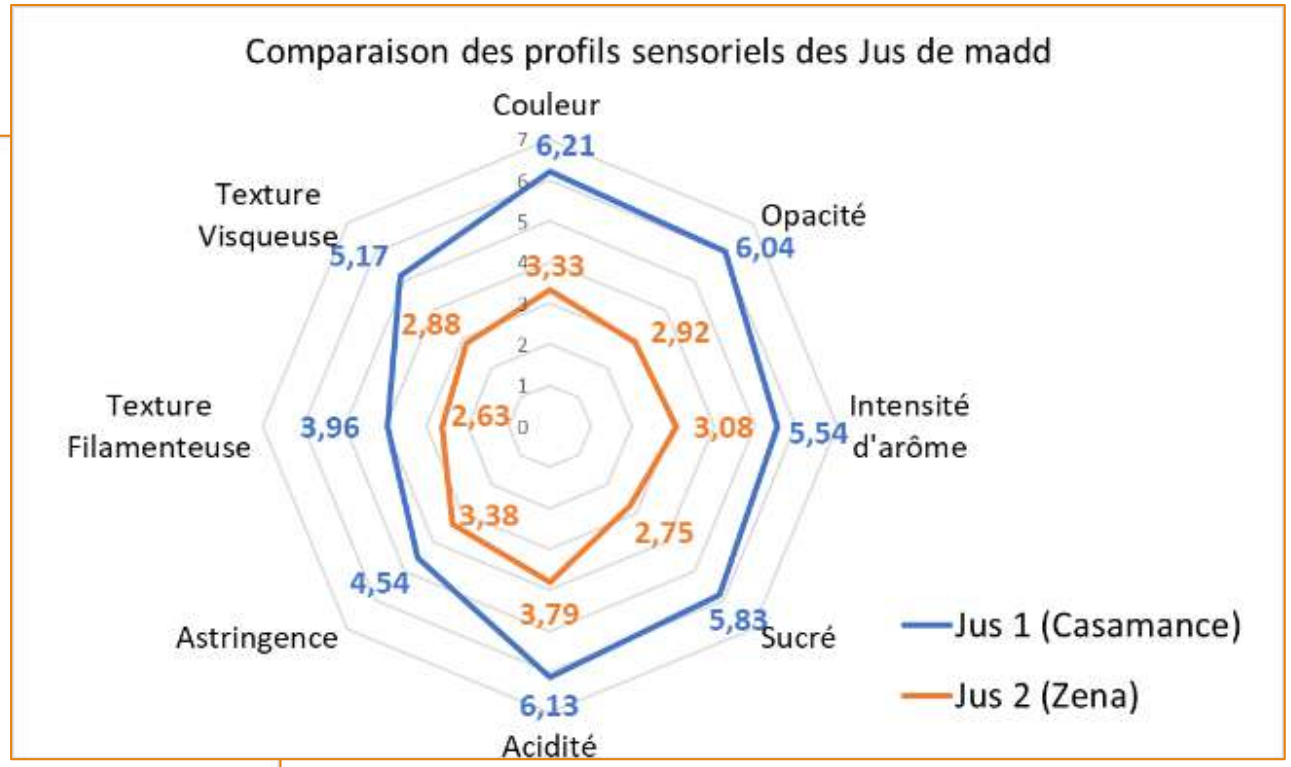
L’IG « madd de Casamance »

Une IG rendue possible par **la démonstration de la réputation et de la spécificité du produit** en 2020 :

- D’autres origines sont présentes sur le marché sénégalais (Mali, Guinée, Côte d’Ivoire)
- La Casamance : « origine préférée » de 83,5 % des personnes interrogées pour le madd frais
- Démonstration de la spécificité du madd frais et des produits transformés grâce à des analyses sensorielles

Spécificité du madd de Casamance et des produits transformés





Des problèmes résolus, permettant la demande d'enregistrement

Une IG sur le fruit frais et/ou les produits transformés ?

- Souhait des acteurs locaux d'inclure (et coordonner) les cueilleurs et les transformatrices
- Démonstration d'une spécificité et d'une réputation des produits transformés en Casamance en plus du fruit frais

⇒ IG « madd de Casamance » : fruit frais cueilli en forêt et 5 produits transformés (nectar, sirop et trois types de conserves)

Comment établir la traçabilité pour un produit de cueillette ?

- Des groupes de cueilleurs mobiles…
- Mais le risque de présence en Casamance de madd non casamançais est très faible : cela a permis de mettre en place un système de contrôle simple et efficient (des centres de contrôle et de conditionnement, associé à un contrôle de l'APPIGMAC).
- Enjeu de la traçabilité : assurer l'origine casamançaise du produit dans les zones de consommation (de fréquentes usurpations du nom à Dakar).

Comment contrôler les pratiques de cueillette, la qualité des fruits et les procédés de transformation?

- Un double dispositif : des contrôles inopinés des groupes de cueilleurs et des unités de transformation par le Bureau de l'APPIGMAC, ainsi que le passage obligatoire du « madd de Casamance » frais par des centres de conditionnement où l'APPIGMAC contrôle sa qualité.

D’importants impacts attendus (1/2)

Préservation de l’environnement et de la ressource :

- Préservation des forêts casamançaises grâce à une meilleure valorisation du madd (oppositions plus fortes aux feux de forêts et à l’abattage illégal) et du madd grâce à l’interdiction de la coupe des lianes
- Valorisation des mécanismes communautaires de conventions locales,
- Implication effective des collectivités territoriales dans la gouvernance de la ressource (droit conféré par la loi sur la décentralisation)

Sécurité sanitaire :

- La commercialisation sous IG n’est possible que pour des fruits cueillis à maturité, stockés 2 jours maximum avant la vente / transformation, sans maturation artificielle ni traitement post-récolte (les fruits cueillis verts et mûris artificiellement causant des intoxications alimentaires)

D’importants impacts attendus (2/2)

Un outil de développement de la filière :

- Représentation des différentes professions et équilibrage des rapports de force au sein de l’APPIGMAC : une meilleure coordination des cueilleurs, meilleure reconnaissance de leur métier et coordination des transformatrices
- Un monopôle des acteurs casamançais sur un produit d’origine, naturel et éthique, cueilli et transformé / vendu à maturité permettra des relations plus équilibrées avec les commerçants dakarois (bana-bana)

Un outil de développement local :

- Possibilité de lutter contre les tentatives d’usurpations du nom « Casamance » constatées et ainsi d’augmenter les prix de vente des produits sous IG.
- Des augmentations de prix aux cueilleurs sont déjà constatées cette année après le triage effectué à Thiobon (zône test du conditionnement du frais): 111 F CFA le kilo dans les marchés de Bignona (madd non trié et contrôlé) contre 166 F CFA pour le kilo trié et contrôlé à Thiobon
- Une transformation certifiée du « madd de Casamance » possible uniquement dans un rayon de 200 kms autour la zone de cueillette : réduction de la concurrence entre les artisanes casamançaises et les unités semi-industrielles du nord du pays.
  - possibilité pour la transformation hors zone de faire des produits « à base de madd de Casamance IG »

Conclusions et défis restants à relever

Cependant, des défis restent à relever:

- Le défi de la construction d'un modèle économique APPIGMAC lui garantissant une durabilité dans son fonctionnement
- La construction d'un modèle économique viable de la filière
- la nécessité du maintien d'un équilibre et d'une démocratie interne entre acteurs socio-professionnels dans les relations de pouvoir (hommes/femmes/jeunes),
- Le défi d'organiser les cueilleurs, acteurs très peu structurés afin d'une meilleure reconnaissance de leur métier
- La question de la gestion de la divergence des intérêts entre cueilleurs et transformatrices/commerçants : gestion/harmonisation du prix pour un produit issu de cueillette libre?
- La gestion du droit d'utilisation du nom « Madd de Casamance » : la question des acteurs en dehors de la zone géographique (exemple des transformatrices à Dakar), les différentes options

Conclusions et défis restants à relever

REPERAGE DE L'IG

Etudes Repérage Identification des acteurs et principaux problèmes:2017

Mobilisations des acteurs & Intérêt des acteurs manifeste pour l'IG: depuis 2017

CONSTRUCTION DE L'IG

Création de l'association porteuse de l'IG: 2019

Délimitation de la zone géographique: 2019

Élaboration du Cahier des Charges: 2019 – 2021

Mise en place du plan de contrôle…



ENREGISTREMENT DE L'IG

Examens et études complémentaires: 2022

Taxe, Publication,

Gestion des éventuelles contestations auprès de l'OAPI

GESTION DE L'IG

Gestion du marché (prix, volumes), Promotion, marketing du produit, pilotage de la filière (gestion des données, R&D, etc)

Mise en œuvre et Gestion des droits

Marketing territorial

Reproduction du système et gestion des ressources



Soyez en Madd!



Valorisons nos terroirs

IG

Madd de Casamance





cirad
LA RECHERCHE AGRONOMIQUE POUR LE DÉVELOPPEMENT

Organisation des Nations Unies pour l'alimentation et l'agriculture

Perspectives mondiales sur les indications géographiques

Montpellier, France 5-8 juillet 2022







Une conférence internationale pour les chercheurs, les décideurs politiques et les praticiens

Le rôle du capital social dans la mise en œuvre des IG-s : application dans un territoire albanais

Préparé par : Elda MUCO (doctorante)

UNIVERSITÉ PAUL VALÉRY MONTPELLIER 3

CIHEAM IAM MONTPELLIER

LABORATOIRE DE GEOGRAPHIE ET D'AMENAGEMENT DE MONTPELLIER

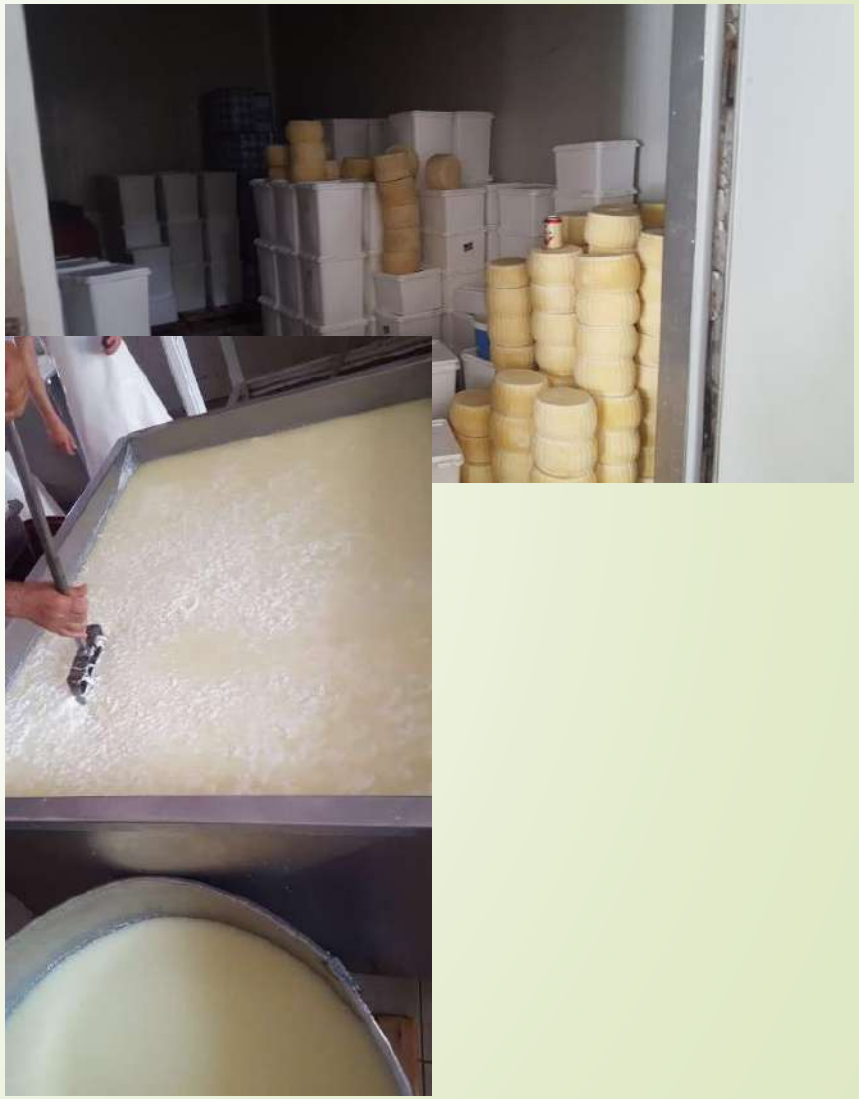
Juillet 2022

Le fromage de Gjirokastra

- Le fromage de Gjirokastër ➔ produit bien connu dans le pays
- longue histoire de tradition et de transformation➔ l'élevage la première source de revenus de la région.

Enjeux :

- Usurpation
- Perte de parts de marché
- Ne pas recevoir de bénéfices réels du produit



Contexte théorique (1/2)

- Les produits typiques jouent souvent un rôle central dans les stratégies de développement des acteurs locaux dans les zones rurales (*Pacciani B. et al, 2001 ; Pecqueur, 2001*).
- Les indications géographiques (IG), peuvent être transformées en vecteurs de développement (*Santini F. et al, 2013*) très importants pour le développement local et territorial, non seulement dans les pays développés, mais aussi dans les pays en développement (*Pecquer, 2001 ; Rangekar, 2004*).

Une marque collective de qualité qui protège et souligne l'origine géographique des produits sur le marché.

Contexte théorique (2/2)

- D'autres recherches suggèrent que les systèmes de qualité européens tels que les indications géographiques (IG) pourraient être une solution possible pour éviter les faibles bénéfices des producteurs (*Kokthi E. et al, 2016 ; Kokthi E. et Kruja D., 2017 ; Kokthi E. et al, 2015*).

Cependant, ces systèmes de qualité ne peuvent être un instrument de protection possible que si les producteurs coopèrent à chaque étape de la valorisation du produit et de la création de l'IG.

- Les conditions qui rendent possibles les réseaux et le processus de coopération, et/ou la volonté des acteurs locaux de coopérer, sont fortement liées, entre autres, au concept de capital social.

L'objectif de cette étude est d'analyser le niveau de coopération autour d'une implémentation d'un IG (potentielle), dans un territoire donné (municipalité de Gjirokastra, sud de l'Albanie), avec un produit spécifique (fromage de Gjirokastra), en utilisant le concept de capital social.

A travers :

- Le capital social de type structurel et cognitif
- Les définitions des relations (bonding, bridging et linking)





Capital social: un élément intangible du développement

Capital social: ensemble des normes et des réseaux qui facilitent l'accès aux ressources et l'action collective (*Woolcok et Narayan, 2000, Banque Mondiale, 1998*).

- Normes et valeurs ➔ des règles informelles d'interaction des groupes sociaux (éléments cognitifs du capital social).
- Les réseaux ➔ des règles formelles de fonctionnement de la communauté (éléments structurels du capital social).

Capital social: désigne également l'ensemble des institutions (formels ou informels) qui facilitent le fonctionnement de la société (*Coleman, 1998*).

Capital social et relations sociales

- **Bonding :** réseaux avec une forte densité, entre les membres qui sont interconnectés parce qu'ils se connaissent et interagissent fréquemment les uns avec les autres.
- **Bridging :** relations sociales entre les individus qui ont des intérêts communs mais appartiennent à des groupes sociaux différents. Contrairement au bonding qui fait référence à la densité des relations dans le groupe, bridging fait référence a la fréquence des relations entre les groupes.
- **Linking:** relations entre les individus et les groupes de différentes couches sociales. Renvoie à une hiérarchie où le pouvoir, le statut social et la richesse sont accessibles aux différents groupes (Woolcock 2001).

Si la présence de *bonding* et *linking* peut avoir des effets négatifs dans le processus de développement, *bridging* n'a que des effets positifs (*Banque Mondiale, 1998*).

Est-ce que le capital social présent permet l’organisation des acteurs autour l'implémentation d’un IG?

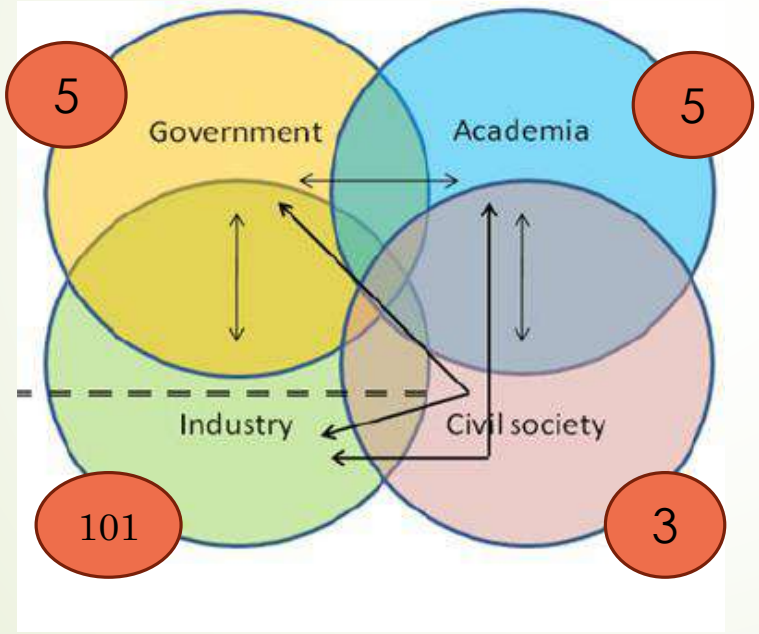
Méthodologie

La pré-diagnostic

- L'identification des acteurs

- Périmètre de la zone d'étude (4 unités administratives)

- L'élaboration des questionnaire : semi structuré



Échantillonnage



Le diagnostic



- Travail de terrain : enquêtés

- 101 enquête réalisés auprès les éleveurs et producteurs de fromage

Méthodologie

Macro Niveau

- La confiance institutionnelle
- Cadre légal
- Formalité et fiscalité

Meso Niveau

- Nombre d'associations
- Participation civique
- Action collective

Micro Niveau

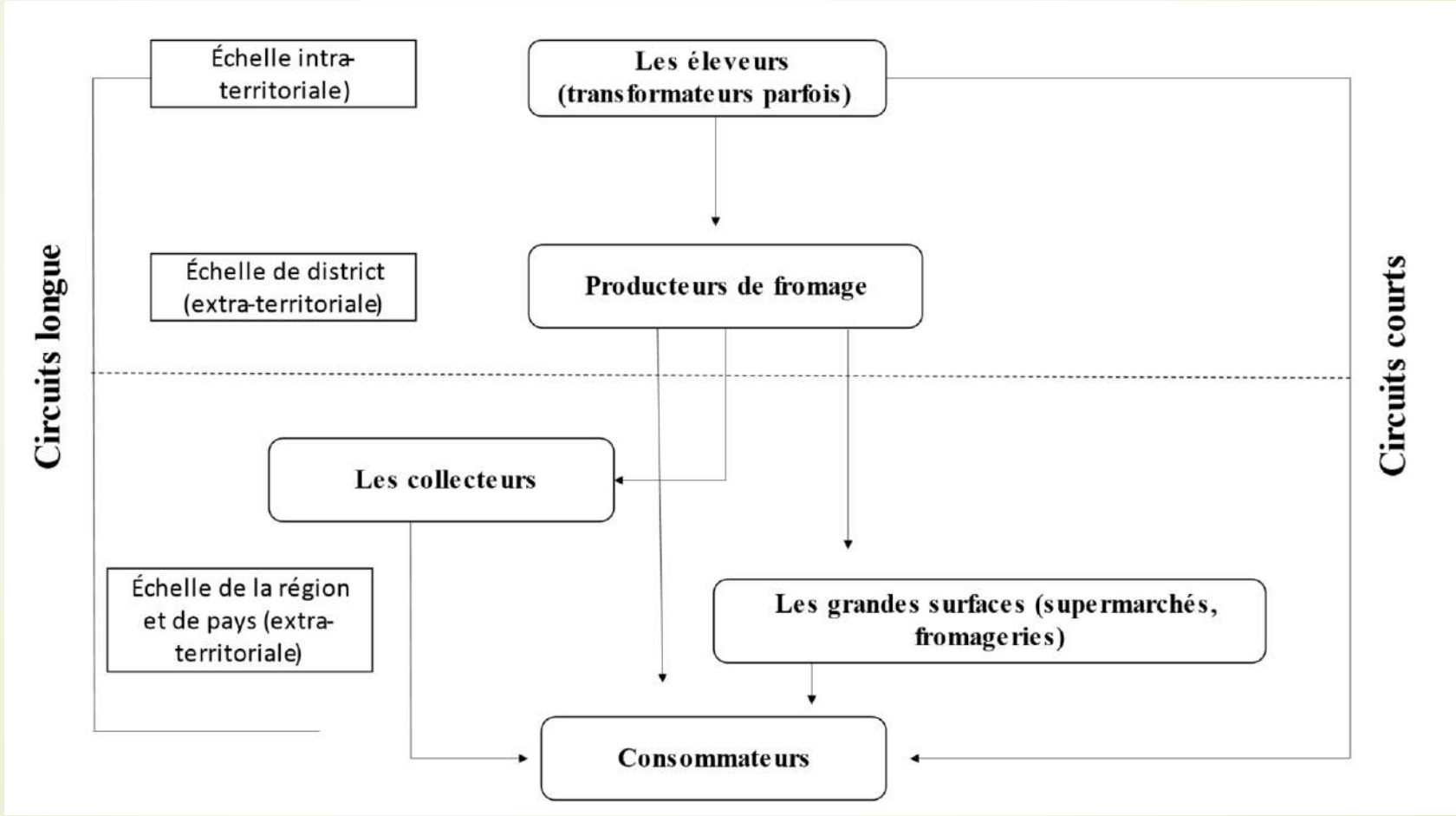
- Solidarité
- Réciprocité
- Confiance
- Coopération

Linking — Bridging — Bonding

Structural SC — **Cognitif SC**

SCAT (Banque Mondiale, 1998)

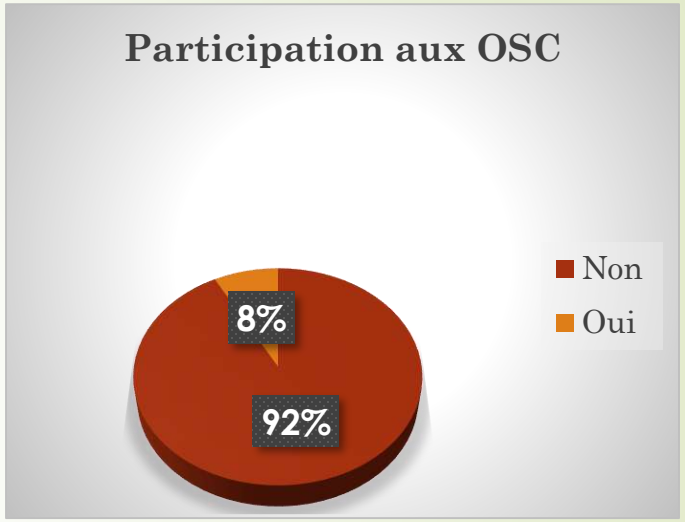
Les acteurs de la filière



Résultats: CS Structurel

Capital social structurel faible:

- participation civique très limitée
- Liée au manque d'associations et d'organisations dans la zone d'étude
- Entrave la création et l'expansion des liens entre les groupes
- Entrave la coopération et le développement rural dans la zone



Bridging: faible niveau de *bridging*

- une société fermée dans un groupe restreint.
- les sociétés qui ne développent pas de relations bridging sont plus susceptibles de ne pas coopérer les unes avec les autres.

Linking: faible niveau de linking

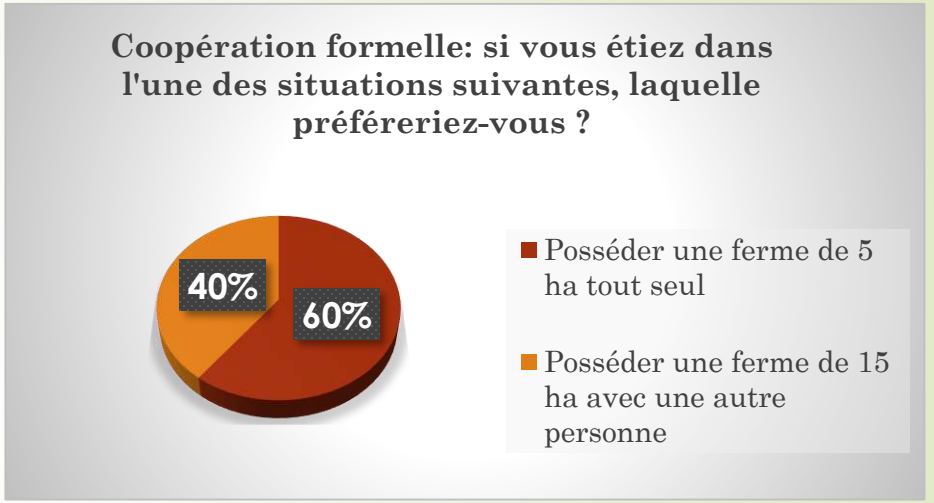
- peu d'échanges entre les institutions et la communauté.
- peu de communication entre la communauté et le gouvernement local ce qui augmente les coûts de transaction, augmente les tentatives de corruption et entrave l'activité des autorités locales.
- entrave la mise en œuvre des projets de développement dans la zone d'étude.

accès difficile au crédit publique.

Résultats: CS Cognitif

Capital social cognitif forte:

- Crée des groupes fermés dans un petite communauté
- Son niveau ne permet pas une coopération efficace
- Cela empêche les acteurs de s'organiser ensemble dans le but de valorisation.



Bonding: une forte présence de *bonding*

- rend la société inactive, ce qui implique un manque d'innovation dans la région.
- le *bonding* peut mener à la corruption ou à des activités criminelles.
- une société influencée par une forte relation bonding est moins susceptible de coopérer avec des -
- membres extérieurs à la famille ou au groupe amical.

Conclusion

Le capital social présent ne favorise pas les réseaux de coopération :

- Le capital social ne permet pas la bonne valorisation de ce produit.
- La méfiance et la manque de mobilisation d'acteurs empêchent la coopération et l'action collective.
- La forte présence du *bonding* résulte de l'histoire de la zone et de l'organisation de son ancienne économie illégale;
- Cela rend difficile l'ouverture à des groupes extérieurs malgré la position géographique favorable de la zone.

Merci de votre attention!



Can a geographical indication help foster cooperation? Evidence from the Bolaven Plateau (Lao PDR)

Isabelle Vagneron, Stéphane Guéneau, Delphine Marie-Vivien

Introduction

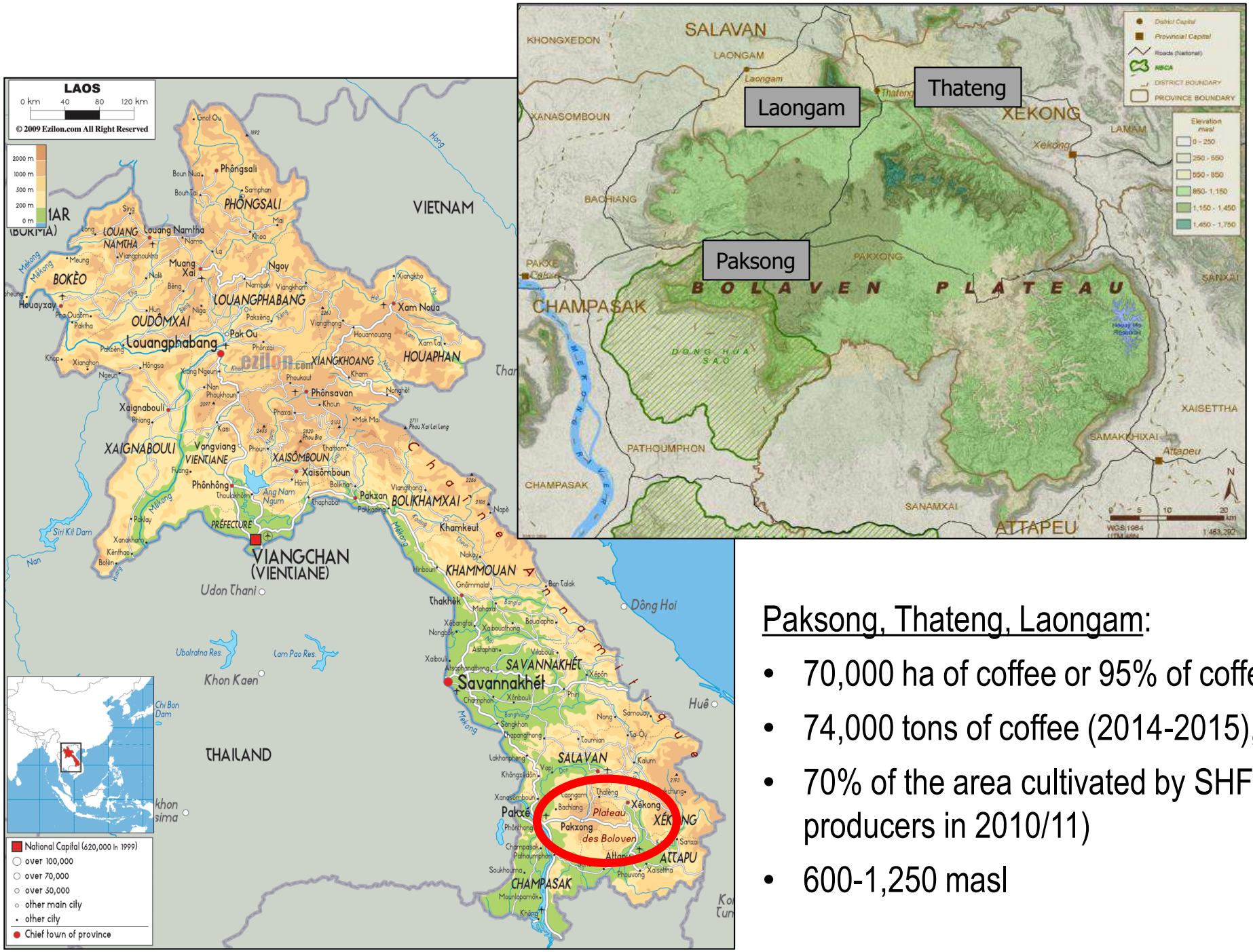
- **Geographical indications**: *"indications that identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographic origin".* (TRIPS)
- **Collective action & organization** considered as a key element of success for GIs (Paus & Reviron, 2010)
- **GI systems represent specific types of collective action**, that involve *"a set of actors engaged in creating value and improving the strategic marketing position of the GI product and (…) in the activation and reproduction of those local resources (natural resources, knowledge, social capital), which make the GI product specific"* (SINER-GI).
- In many countries, to register a GI, the actors must set up a representative organization and adopt common code of practice.

Certifications & GIs as high-value market opportunities for smallholder farmers

- **Advantages of certification**:
  - capture higher margins associated with improved quality (reputation of quality),
  - better valorize local resources,
  - internalise social and environmental costs of production,
  - better connect producers and consumers through information (place, production methods, people).
- **Limitations**: little scope for decision making, impose high costs on smallholders and exclude those who are unable to comply.
- **Specificity of GIs**:
  - Stakeholders (including smallholder farmers) are involved in the definition of the rules for using the label,
  - Social benefits (traditional knowledge, sense of belonging)
  - *Strong collective action* through the building of a new GI collective organization (facilitators, common vision, favorable institutional context).

Coffee production in the Lao PDR

- The Lao PDR has emerged as a coffee producing country over the past 20 years.
- **Specific features** of the Laotian coffee sector: long history of coffee production (1920s), favorable conditions of altitude, climate & soils (only Robusta grown at this altitude/latitude).
- **Continuous support** from the government and donors, Bolaven Coffee is considered as a strategic commodity by the GoL (ADS 2025, 8th NESDP). Support to GI since 2007.
- Laotian coffees are **exported with a discount** (USD 0.21-0.30$/kg) on world markets (poor reputation, low compliance with international quality standards, unreliable export quantities).
- **Persistent low coffee prices** → smallholders do not invest in their plantations → lower yields, higher losses due to pests → some coffee farmers switch to more profitable crops.



Paksong, Thateng, Laongam:

- 70,000 ha of coffee or 95% of coffee surfaces
- 74,000 tons of coffee (2014-2015),
- 70% of the area cultivated by SHFs (~ 25,000 producers in 2010/11)
- 600-1,250 masl

A very heterogenous sector…

- On the **Bolaven Plateau**:
  - many smallholder farmers, less than 20% are organized (CPC, JCFC),
  - foreign investors have been setting up plantations / factories since the 2000s (land concessions);
  - over 30 trading companies (production, processing, brokers/exporters),
  - one coffee trader/exporter company (Dao-Heuang Group) commercializes around 70% of all Bolaven coffee production (3 in 1 coffee factory and exports).
- A variety of **markets & marketing strategies**:
  - Conventional coffee (Thailand, Vietnam),
  - Certified (organic, FT) & specialty coffees (Europe, USA, Japan, Taiwan),
  - **Bolaven Coffee geographical indication** registered in October 2020,
  - Domestic market: local roasters & coffee shops (pre-Covid).

Lack of genuine interprofession…

- LCA has expanded: 15 to 71 members
- Majority of exporters (83%) and stakeholders from the South (82%),
- Very few 'new' stakeholders –*e.g.,* roasters, coffee shops, baristas, franchises.
- Chair and vice chair unchanged since 2017
- Issues of representation, governance and transparency.

- **Lao Coffee Association**
  - **1994**: creation of the **Lao Coffee Exporters' Association**
    - Joint responsibility of LNCCI & MoIC
    - Objectives: to strengthen and oversee the sector & to to give a greater to the private export sector.
  - **2017**: the LCA becomes an economic association (PM Decree on Associations No. 238)
    - Joint responsibility of MoHA, MoIC, MoST, MoF and MAF.
    - Objectives: to promote exportable coffee production and high quality products; to bring together coffee value-chain stakeholders & ensure they comply with the legislation of the Lao PDR; to collect statistical data on planting, production, roasting and exports.
- **Conseil National du Café Lao / Lao Coffee Board**
  - **2010**: creation through Prime Minister Decree 58/PM.
  - Objective: to overcome the difficulties related to the involvement of several ministries and encourage coordination at the ministerial level. Acts as a Steering Committee for the coffee sector in Laos.

Too many challenges to overcome?

- **Heterogenous stakeholders**:
  - no consensus on production methods,
  - little interest for differentiation & price premiums,
  - little value-added from GI for those engaged in certification/specialty markets,
  - little incentives for quality improvement (illegal traders from Vietnam).
- **Difficult institutional environment:**
  - new legal framework for GI registration (decree on application of GI registration, guideline for registration),
  - lack of research on coffee,
  - poor business environment (unlicensed traders),
  - competition between donors/ministries.
- **Lack of trust** along the value-chain → **little collective action / cooperation**.
- **Little involvement** of the coffee stakeholders in the GI construction process. A Task Force was set up involving a few committed stakeholders, local government agencies (DoST, PAFO,DoIC, CREC) and LCA.

Conclusion



- Different stakeholders with different interests & strategies + intense competition (free-riding).
- The value chain has **no genuine inter-profession → lack of cooperation and trust**
  - Between the LCA and most of the producers (CPC),
  - Between the buyers (Laotian/Vietnamese),
  - Between the downstream/upstream parts of the chain,
- **Difficult to discuss & share → no clear consensus** on what is/should be Bolaven coffee **→ overall quality of coffee remains low** (few incentives to produce quality).
- **GI** = very new process, unable to overcome existing power relations within the coffee sector. The GI cannot alone save the coffee sector…




LAO
COFFEE

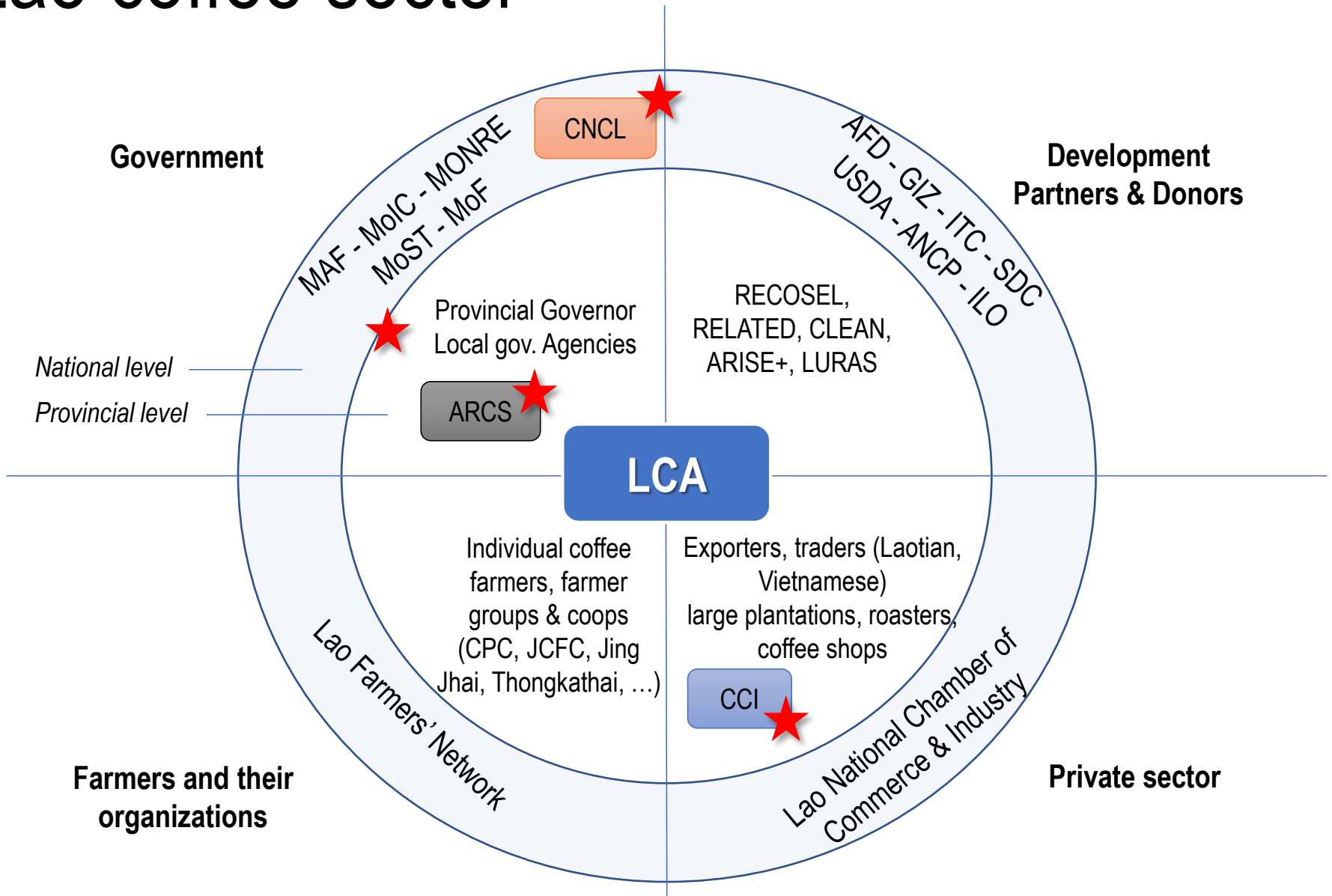








The Lao coffee sector



Year	Project	Activities
2007-2009	Project on the Establishment of Geographical Indications (PEIG)	• Setting up the national legal framework for GIs, • Trainings & workshops on GI awareness, • Bolaven coffee, + 5 other pilot products.
2010-2014	Projet de Renforcement des Capacités Commerciales de la filière café lao (PRCC café II)	• Support to the Lao Coffee Board (CNCL): • Promotion of the Lao coffee origin, • Identification of niche markets • Work on the « Bolaven Coffee » GI.
2013-2014	GI expert missions	• Review of the code of practices, control plan. • Focus on the actions of the GI management group and revision of the workplan.
2015-2016	Project for the Promotion of Rural Development through Development of Geographical Indications at Regional Level in Asia (AFD/FAO RAP)	• New orientations for GI registration in Laos. • Finalisation of the legal framework for GI registration • Technical support to create an interprofessional body to become the appliquant for GI registration. • Roadmap set up for GI registration of Bolaven Coffee (2016)

Governance GI systems in Serbia & Montenegro

- Special overview of Arilje Raspberry protection and governance -

Food and Agriculture Organization of the United Nations

European Bank for Reconstruction and Development

Short overview of GI registration and certification system

GI in Serbia

Registered by IPO, with consulattions of the Ministry of Agriculture, Forestry and Water Management (MAFWM)

MAFWM in Competent Authority for certification, approving Control plans and authorising certification bodies

Certification bodies are authorised and performing controls and certification

After certification, producers apply to the IPO to obtain the Authorised user status

GI in MNG

Registered by the Ministry of Agriculture and rural development

Control (internal control) plan is part of the application/CoP, approved by the Ministry

Certification body/ies authorised by the Ministry

GI products in Serbia

- More than 60 products registered
- 13 certified products (food products)

Food



Agriculture and food products

Non-food



Handicrafts, traditional products

Services

Health services

GI products in MNG

- No certified products yet

GI Governance structures in Serbia

- Only certified producers/products have functional producer organisation/association
- Associations have organised internal controls (different quality and level of organisation – work in progress)
- Group certification – supporting small producers and enhancing the process quality
- Support to producer associations from projects and advisors

Arilje raspberry example of governance

- Original CoP defined as top-down activity, leaded by professors and consultants with cooling chambers, little producer involvement
- High level of silent conflict between producers and cooling chambers on processes, responsibilities and economic impact
- Intiative of one group to start certification showed that the CoP is too detailed and certification is going to be huge

ARILJSKA
MALINA

Governance and success story of Arilje raspberry

- CoP analysis and change was done by the group of enthusiasts – long and hard process working with institutions overlapping their jurisdictions
- Producer's association led the process, mobilising both producers and cooling chambers
- Positive person with high qualities and trust of all sides is crucial for the success
- Small and big – working together – multi-stakeholders process facilitated

Public institutions – role in the GI governance - challenges

- Two institutions are in charge of the process – overlapping of actions or lack of interest/accountability
- Too complex process for producers – achieved improvements through different projects
- Too long time for the new Law to be adopted – EU aligned Law
- EU registration is “on-hold” for adinistrative reasons

Good points in governance system

- Producer organisations understand their responsibilities and taking active role in the processes
- Roof organisation – OriGInal formed – advocating and project implementation
- Prepared product specifications for EU registration
- External facilitation is crucial to overcome conflicts an facilitate the process

ОРИ
ГИ
НАЛ
Савез произвођача производа са географским пореклом

Thank you and enjoy – it's the raspberry season!





A Model of Geographical Indications' Product Spesification for ASEAN Countries

Worldwide Perspectives on Geographical Indications

Centre de Coopération Internationale en Recherche Agronomique pour le Développement
& Food and Agriculture Organization

Montpellier, France, July 5-8, 2022

Miranda Risang Ayu Palar, Ph.D.

Head of IP Centre on Regulation and Application Studies,
Department of Law on Information, Communication Technology & Intellectual Property,
Faculty of Law, Universitas Padjadjaran, Indonesia

BACKGROUND

- Until present, member countries of the Association of Southeast Asian Nations (ASEAN) have different legal means to protect Geographical Indications (GIs) in their national levels
- The difference is derived from the flexible legal means requirement in article 22 of TRIPS Agreement
- Interestingly, IP cooperation between ASEAN members has led to a share interest of having similar standards of GI Product Specification (GIPS).

THE IMPORTANCE OF GI PRODUCT SPECIFICATION

1. GIPS in many countries is a substantial requirement to obtain GI registration
2. GIPS forms a legal basis to grant an exclusive right to use a GI
3. GIPS establishes the geographical originality of the product: the causal link between the GI product and its geographical origin
4. GIPS forms a legally binding contract that guides all members of the CMO-GI to conduct the production process and quality control on the products
5. GIPS provides the consumers with a solid guarantee regarding the GI product's reputation, quality and/or characteristic, and if applicable, with the sustainability of the product's geographical environment as well.

(EUIPO et.al., 2020).

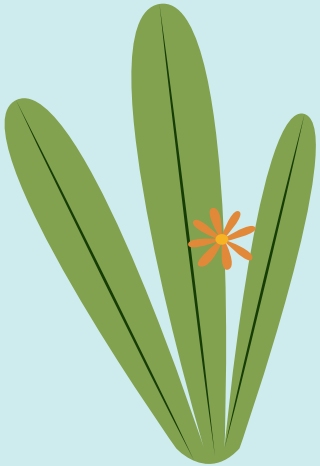
THE IMPORTANCE OF GI PRODUCT SPECIFICATION

- Under the system of the Geneva Act's Appellation of Origins (AO) and Geographical Indication (GI), GIPS is important because it provides a clear guidance to control the quality and characteristics of GI goods/products those are exclusively or essentially connecting the protected goods with their geographical origins.
- GIPS is not literally required by TRIPs Agreement. However, in practice, a product specification is a precondition to ensure that a GI object meets all requirements to obtain legal protection.

THE RIGHT HOLDERS

- GIPS ascertains that a Collective Management Organization on Geographical Indication (CMO-GI) is the legal holder of an exclusive right to use a GI

- CMO-GI in ASEAN can consist of:
  - local producers and/or processors
  - local or traditional farmers or breeders
  - local operators
  - landowners
  - indigenous people
  - a tribe or a clan
  - local artists
  - local traders



- In several countries, the CMO-GI can also consist of a local government (ex-officio) on behalf of the producer association of the GI product

GI PRODUCT SPECIFICATIONS IN ASEAN COUNTRIES



- In **Brunei Darussalam**, there is no specific form of GIPS. GI in Brunei Darussalam is protected under the general Trademarks protection system, especially Collective Marks, and the protection against unfair competition in business practices, especially Certification Marks.



- In **The Philippines**, similarly with Brunei Darussalam, GI is protected under the general Trademarks protection system. It is based on the Trademarks Law and the Intellectual Property Code of the Philippines (IP Code) [Republic Act No. 8292, as amended].



GI in **Cambodia** is protected by Law on GI, Declaration of Procedures for Registration and Protection of GI (December 23, 2016), and Geneva Act of the Lisbon Agreement.

Elements of GIPS in Cambodia include:

name, type, GI label, main characteristics/features, production process, geographical area, link between a product and its geographical territory including its history, process of quality control, controlling body and competent authority, and the members of GI right holders.

GI in **Indonesia** is protected by Law on Trademarks and GI 20/2016, Government Regulation 51/2007 about GI, and the Minister of Justice and Human Rights' Regulations No. 12/2019 and its Amendment No. 10/2020.

Elements of Description Document of GI in Indonesia include:

name of GI, name of the protected good/product, GI label, characteristic and quality of the good/product, link between the good/product and its geographical environment (natural and/or human factor/s, including history and tradition of the GI usage), production process, method of quality control, GI map, and GI right holders.



GI in **Thailand** is protected by GI Protection Act B.E. 2546.

Elements of GIPS in Thailand include:

photograph of GI product, description of the production process, GI label, GI map indicating the scope of the geographical area, description about linkage between the product and the geographical origin by explaining the geographical environment of the origin, description about quality, reputation, properties or other characteristic of the product, and document indicating that the product originates from the specific geographical area.



GI in **Lao PDR** is protected by Law on IP No.01/NA (20 December 2011), Decision of the Minister of Science and Technology on the Implementation of GI under the Law on IP No. 1119 (25 October 2016), Paris Convention, TRIPS Agreement, and Geneva Act of the Lisbon Agreement.

Elements of a Book of GI Specifications in Lao PDR include:

specific geographical area of production, the conditions of the product, the process of quality control especially internal controls, the list of the GI producers and operators, and the rules pertaining the controlling targets as well as the internal regulation of the right-holders association.



GI in **Myanmar** is protected by Trademarks Law (2019) and Pyidaungsu Hlattaw Law No. 3 (30 January 2019) on Trademarks and GI Law.

Elements of GI Specification in Myanmar include:

GI name, nationality and address of the applicant organization, the region of GI production, description of the products to which the GI applies, significant features, quality or reputation of the GI product under the relevant GI, and the link between the features, quality or reputation of the product and its place of origin.



GI in **Malaysia** is protected by GI Act 2000.

Elements of GI Specification in Malaysia include:

geographical area consisting demarcation map, proof of origin, class of good, description of good, quality, reputation or other characteristic of the good, causal link between the geographical area and the quality, reputation or other characteristic of the good, specific steps in production that must take place in the identified geographical area, and facultative elements which include: description of labelling and award/recognition from authorized body or from an inspection body authorized in verifying compliance.



GI in **Singapore** is protected by GI Act 2014, GI Rules 2019 and Trademarks Act (Cap. 332).

Elements of GI Specification in Singapore include:

category of good, geographical area, description of good to which the GI applies, particular characteristic differs from other goods of the same category, and the good's quality, reputation or other characteristics essentially attributable to the geographical origin. These could relate to natural and/or human factors, or the reputation of the good that is essentially attributable to the place of origin.



GI in **Vietnam** is protected by Civil Code 2005, Criminal Code 2015, IP Law 2005, Decrees, Circular, Joint Circulars, and IP international legal instruments, notably: Paris Convention, TRIPS Agreement, international regional and bilateral agreements, and memorandums of cooperation related to GI.

Elements of GI Specification in Vietnam include:

GI name, description of GI product, natural and human factors decisive to the reputation, quality and characteristics of the product, link between the characteristics, quality or reputation of the product with its geographical condition, depiction of GI area in words and map those are determined by a justified method, proof that the product originates from such geographical area, proof that a GI has been protected in the country of origin (foreign GI), description of a local and stable method of production, and the mechanism of self-control on the characteristics and/or quality of the product.

SHARED MAIN ELEMENTS OF GI PRODUCT SPECIFICATIONS IN ASEAN COUNTRIES

Identity

GI name, GI logo, type of GI product, collective management organization, country of origin.

Territory

GI map depicting the geographical area where the GI product is produced

Reputation, Quality, Characteristic

Reputation, quality and/or characteristic/s caused by the GI's geographical environment

Link

Causal link between a GI product with its geographical environment, including natural and/or human factor/s.

Control of Compliance

Method, subject, object, frequency, intensity, and sanction in the controlling system framework

Conclusion

A model of GIPS would be best formed according to the shared main elements of GIPS in ASEAN countries as the minimum standards.

Regarding ASEAN countries whose GIs' objects are protected by Collective Marks and/or Certification Marks, GIPS can be used as an additional compulsory/facultative document in the application for protection of the marks. GIPS should mainly substantiate the reputation of the product as a secondary significance, so the GI logo that tends to be regarded as a descriptive mark can get a strong capability to distinguish through use.



thank you

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Disparities in recognizing GIs: causes, consequences, possible evolutions

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F

Introduction

- Geographical Indications (GI) are labels indicating that a product possesses "a" specificity linked to the territory of origin,
- The **criteria** on which the recognition of the GI is based should be stable, shared and known by the different countries
- But … the implementation of GIs does not offer full guarantees in this regard / great diversity of qualities communicated under the large umbrella of the GI

Rationale

- To what extent can a rating system be considered reliable if it does not always present equivalence, neither conceptual nor practical, between countries?
- How appropriate is a global system that benefits countries with a lower level of requirements to recognize GI?
- What are these drifts in the recognition process due to?

Sources of Drifts

- Technical
- Political
- commercial

At a Technical level

- **Ambiguities** that come from the regulations themselves, especially under the PGI (but not only)
- The consideration of **reputation** as a sufficient element to support a differentiation through PGI.
- The consideration (or not) of **human factors** (such as know-how) as essential.
- **Diverse interpretations** of these elements explain, in part, the range of GI products that present a low degree of specificity with a weak link with their territory.

Source at the political and institutional level

- The presence of officials with little specific technical training in the GI
- Mechanisms of institutional organization for monitoring and control undemanding regarding the technical bases of the GI,
- The pressures that can be exerted for a product to be recognized through GI, although there are no technical bases that justify
- the combination of several of them.
- Independence and absence of conflict of interest is required (but not always ensured) between the GI recognition bodies and the political power.
- Health standards, poorly adapted to artisanal productions, marginalize local products in their more typical versions.

Source at the commercial level

- **Market-oriented** strategies can also lead to select only the products (and then process, genetics and practice) adapted to the wishes of certain market niches outside of the area of origin.
- It can lead to the marginalization of typical systems and products and on the other hand to loss of specificity.

Framework

Technical	Political and Institutional	Commercial
Reputation as a sufficient element to support a differentiation through PGI. Territorial Anchorage (only symbolic quality) vs Territorial Typicity)	Structures with little demand for technical analysis (Spain, or Austria, Costa Rica). Recognition of a GI product with a national area (ex. Feta in Greece, Café de Costa Rica)	**Selection of processes and products according to market criteria.** **Domination of a short-term vision where GI is reduced as a fashion.**
New products with superior commercial quality (Kiwi del SEB).	Influence of political actors on technical decisions.	**Loss of specificities in the production and product processes.**
The technical proof is enough (Cerdan et al. 2011).	Inclusion of IPs within Qualified GIs (Brazil)	
Industrial techniques (silage, milk pasteurization, cosmopolite breeds) accepted while other GI products prohibit them.	Sanitary and commercial regulations little adapted to "handmade" products. Counter-selection of local systems and products	**Marginalization of local systems and products based on local markets or short chains (Champredonde, 2014).**

Consequences

- True place-based product vs territorial anchoraged products
  - great differences in cost of production or inclusion of new technologies, margins and incomes as well.
  - i) Coexistence in a given country: GI products with contrasted situations
  - ii) Competition between countries: Countries with a large number of products benefit from the GI policy including products with low legitimacy.
  - iii) Asymmetries between continents: Europe presents a large number of recognized products compared to continents such as America, Asia or Africa.
- Confusion at customer level
- The credibility of the GIs is affected

Conclusions

- Indications of source (a relation to the territory without any specificity) should be **clearly differentiate** from indications of origin (the place associated to specificity)
- The protection of names would be reserved to the GI …

  …. new debates could take place around the exclusive use of the name
- This would contribute to achieving a more objective and reliable system, in view of its perpetuation.

EIPIN Innovation Society

European IP Institutes Network – Innovation Society

Innovating the link to origin: Is there a difference between PDOs and PGIs?

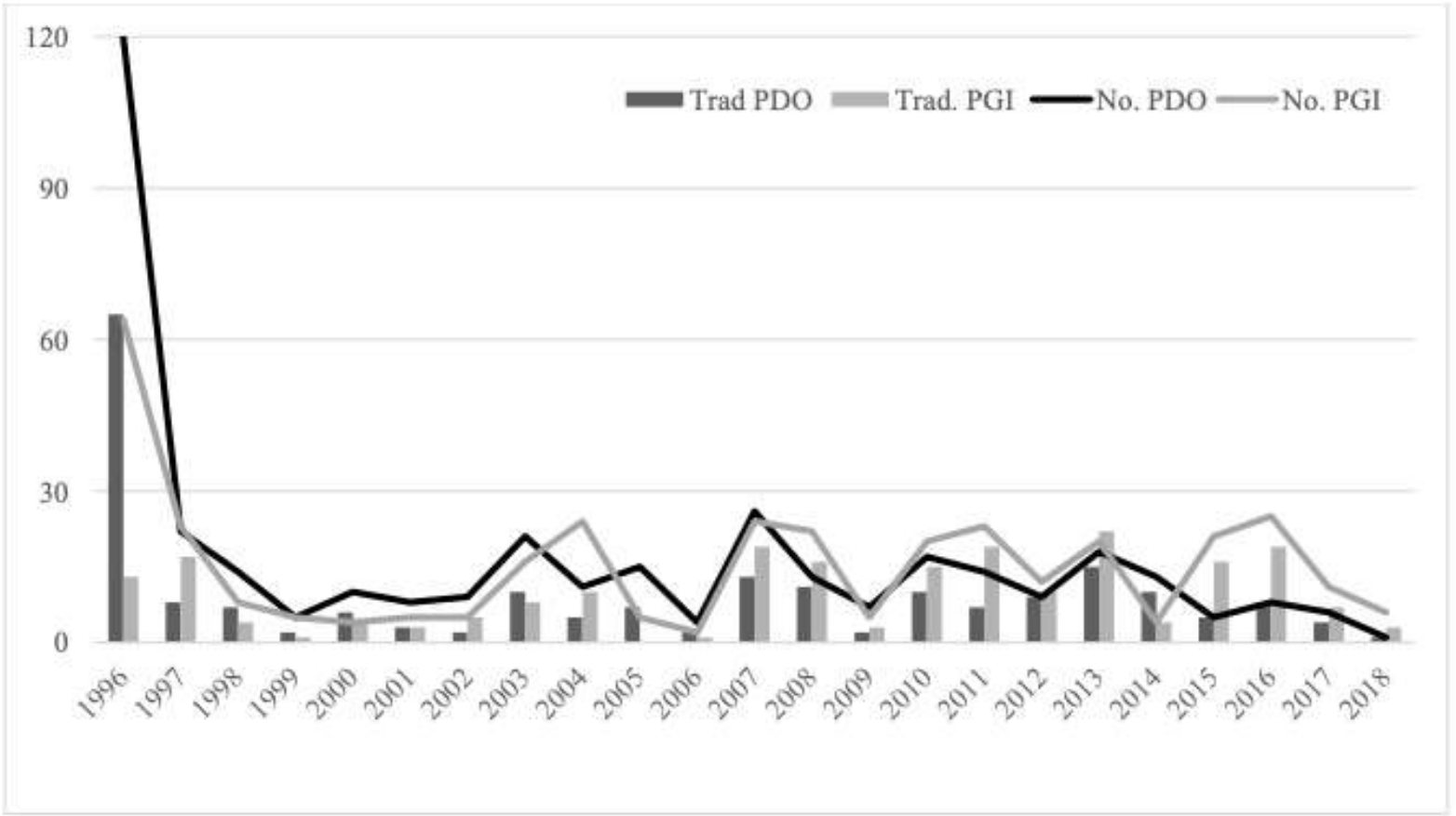
Worldwide Perspectives on Geographical Indications
Montpellier 06.07.2022

Maurizio Crupi, LLM
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and Maastricht University
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The joint doctoral programme EIPIN Innovation Society and its results received funding from the European Union's Horizon 2020 research and innovation programme under the Marie Skłodowska-Curie grant agreement No 721733.

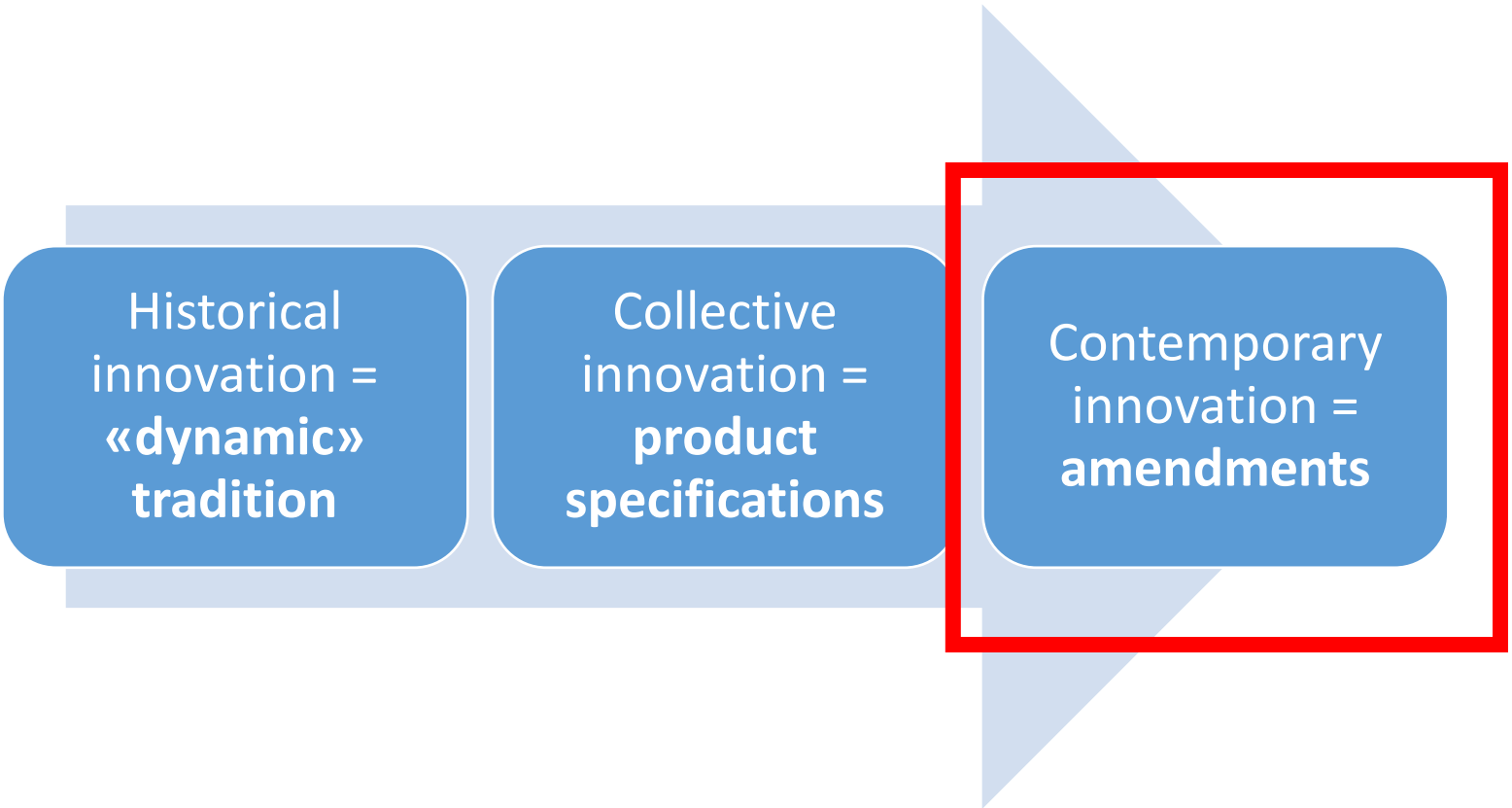
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Universität Augsburg University
Université de Strasbourg

Tradition in EU GIs



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Relationship between tradition and innovation



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GIs and amendments

Marescotti, A., and others, (2020) 'Are Protected Geographical Indications Evolving Due to Environmentally Related Justifications? An Analysis of Amendments in the Fruit and Vegetable Sector in the European Union' *Sustainability* 12(9) 3571.

Zappalaglio, A., and others, (2022) Study on the functioning of the GI system, Max Planck Institute for Innovation and Competition, Research Papers.

Is there any correlation between the amendments and the quality scheme?

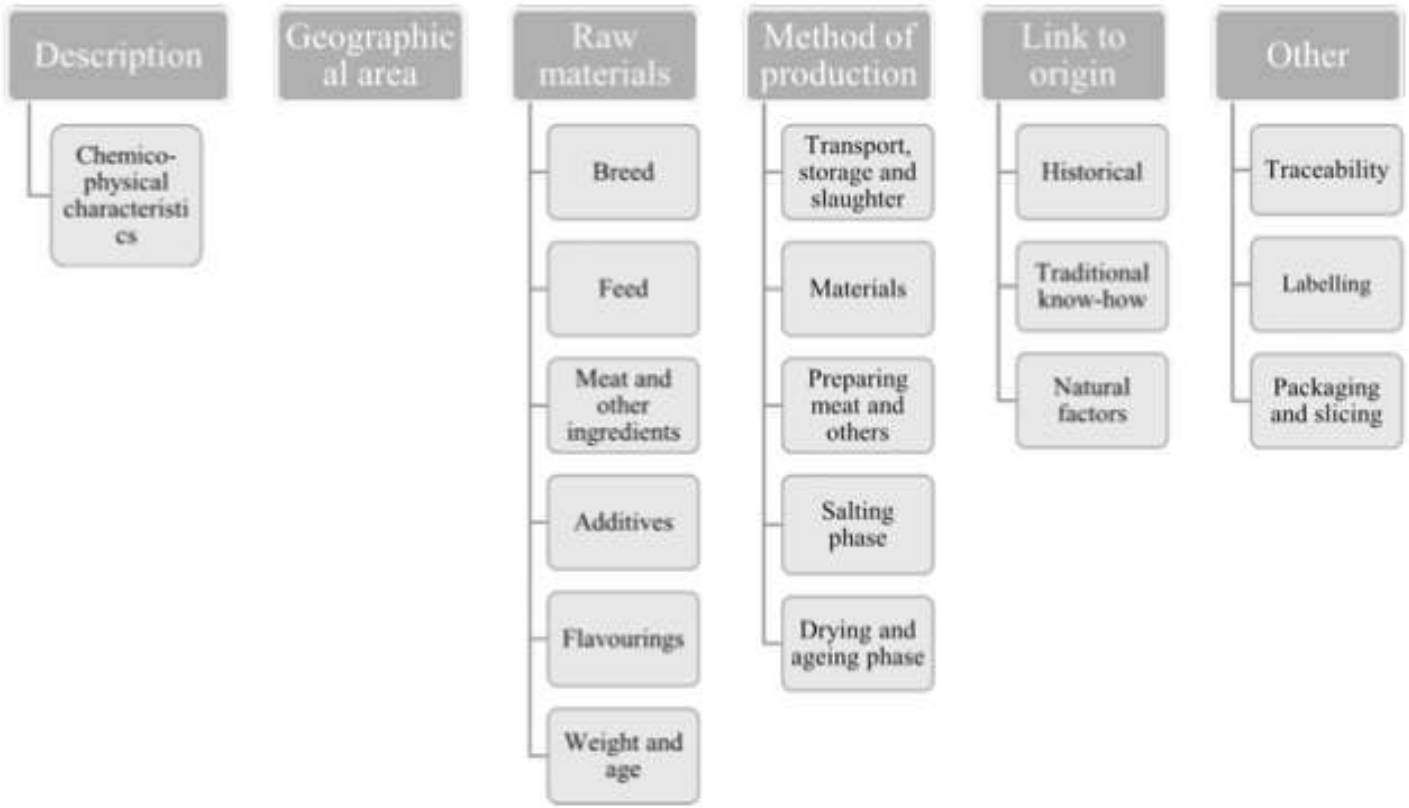
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Methodology

- Directed content analysis of the amendments for processed meat products (class 1.2).
- Minor (standard) and non-minor (Union) amendments for EU PDOs and PGIs approved before 30 June 2022.
- Amendments are classified as ‘more flexible’, ‘stricter’ or ‘both’.

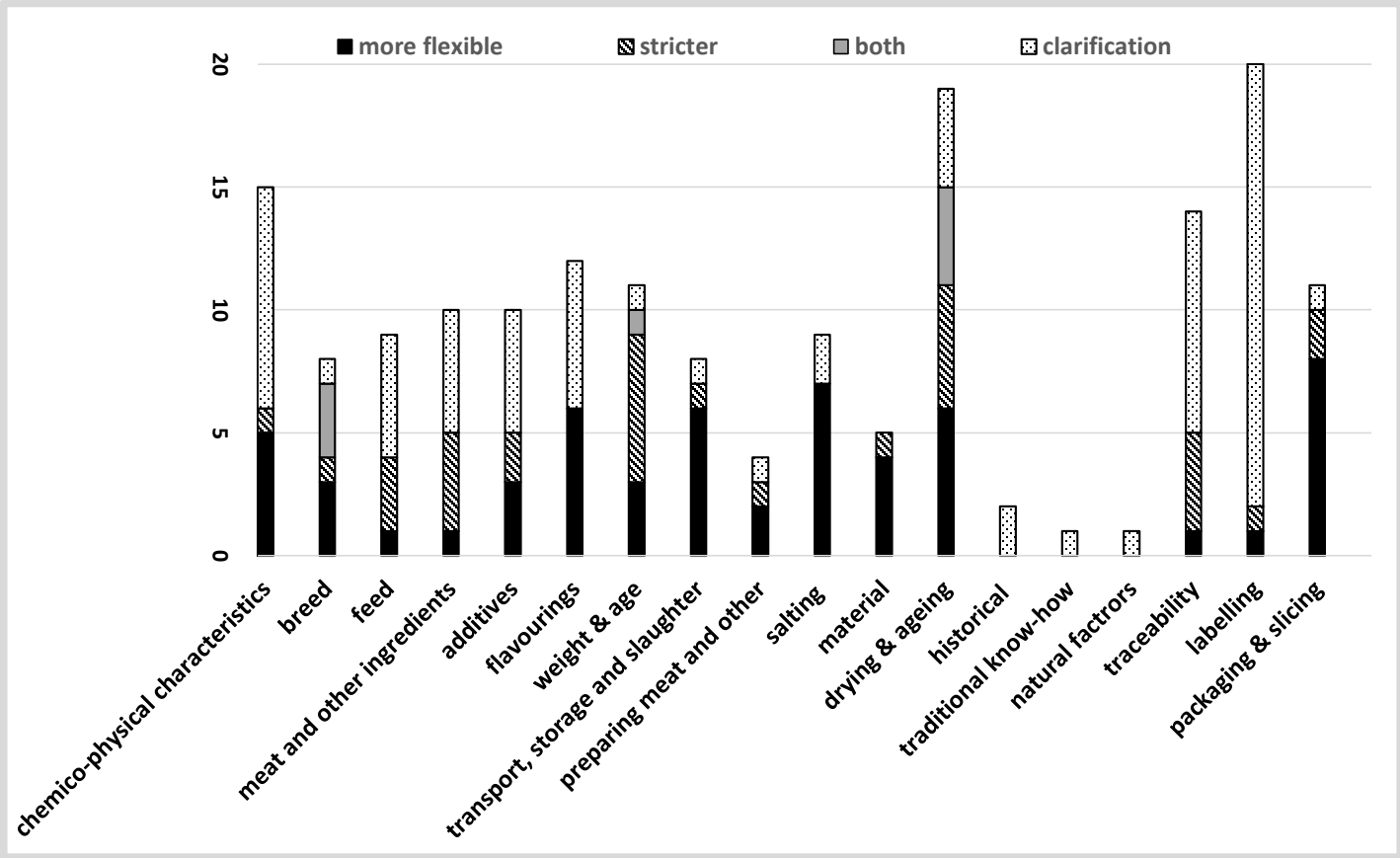
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Code structure



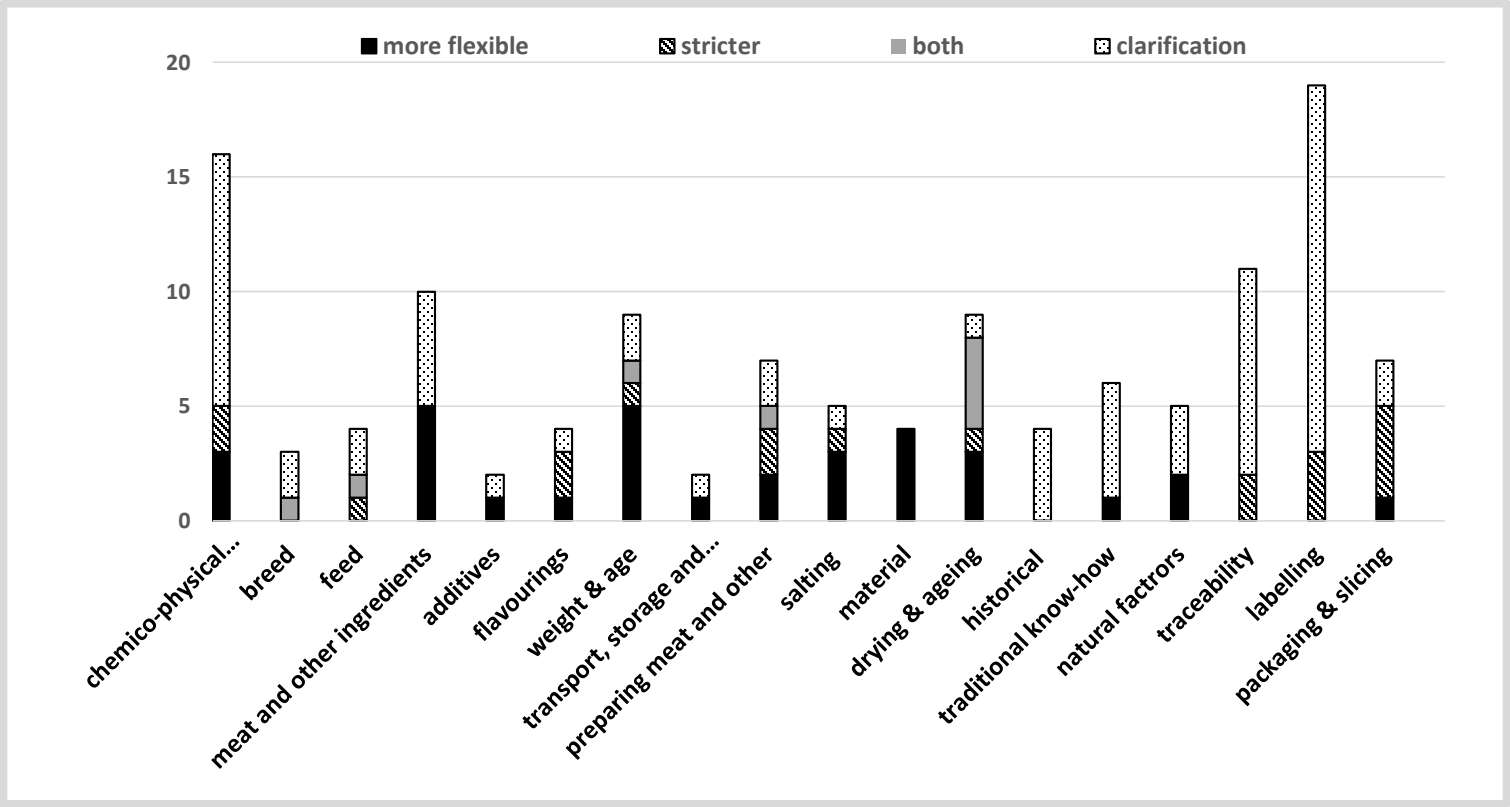
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Results for PDOs



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Results for PGIs



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Analysis of the amendments

	PDO	PGI
Description of the product	clarifications	clarifications
Geographical area	clarifications	clarifications
Raw materials	stricter	more flexible
Method of production	more flexible	more flexible

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Reasons for the amendments

	29 PDO	30 PGI	29 PDO	30 PGI
	Raw materials	Raw materials	Method of production	Method of production
Change raw materials	2	5	0	0
Food safety	5	1	5	9
Legal provisions	7	6	1	1
Market needs	5	9	9	4
Modern practice	2	2	13	13
More accurate description	51	37	11	24
Quality	7	6	11	7
Traditional practice	5	2	12	4
Climate change	0	0	4	1

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Conclusions

Raw materials:

- PDOs adopt stricter amendments
  - broad exception Art. 5(3) remains unchanged
- PGIs allow more flexibility
  - 4 products extended the origin of raw materials outside the area of production

Method of production:

- both PDOs and PGIs provide more flexibility
- no significant difference between the quality schemes

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Une conférence internationale sur
« PERSPECTIVES MONDIALES SUR LES INDICATIONS GÉOGRAPHIQUES »

Analyse de la mise en place de l'IG dattes « Deglet Nour de Tolga » en Algérie






6 Juillet 2022
Montpellier, France

Mme BACHA F. : Master of science (IAMM-CIHEAM)
Mme El Hadad-Gauthier F.: Enseignant-chercheur (IAMM-CIHEAM)

Plan de la présentation

1. Contexte et problématique
2. Objectif de l'étude
3. Méthodologie de travail
4. Principaux résultats

1 Contexte et problématique

A l'instar des pays européens, une dynamique pour protéger et valoriser des produits de terroir sous IG dans les pays sud de la méditerranée s'est instaurée. Ces initiatives sont soutenues par une volonté politique des pouvoirs publics dont l'objectif est d'entrainer un développement territorial et local, soutenu, intégré et durable (Fort, 2014).



1 Contexte et problématique

En Algérie comme ailleurs, la promotion des produits de terroir peut être à la base d'un processus de développement rural durable.

Depuis 1971, sept (07) vins ont été labélisés sous appellation d'origine garantie (VAOG) algérienne.



Ce n'est qu'après 2016, que trois produits ont été labélisés sous IG et AO : les figues sèches de Beni Maouche, le fromage de Bouhezza et les dattes Deglet Nour de Tolga (Biskra), suite à la mise en œuvre d'un projet de jumelage avec l'Union Européenne dans le cadre de l'accord d'association, qui a appuyé la mise en place d'un système de reconnaissance de signes de qualité liés à l'origine.

1 Contexte et problématique

Néanmoins, d'après la littérature , pour avoir des impacts : économiques, environnementaux et sociaux positifs, le système de reconnaissance sous IG doit être mis en place sous certaines conditions qui sont les facteurs clés de la réussite de celle-ci. Ces facteurs sont primordiaux à la réussite d'une IG:

- ❑ Le cadre institutionnel et juridique efficace ;
- ❑ Un bon cahier des charges ;
- ❑ Une qualité distinguable ;
- ❑ Des efforts de marketing ;
- ❑ Une volonté de consommateurs à payer ;
- ❑ Des stratégies de commercialisation communes ;
- ❑ Une bonne gouvernance ;
- ❑ Un appui par les pouvoirs publics.

(Giovannucci et al., 2009, OMPI, 2020, Vandecandelaere, 2011 ; Rangnekar, 2004 ; Herman, 2011 ; Vandecandelaere (2011, 2018) ; Sylvander et al., 2006 ; Belletti et al, 2014 ; Bagal et al., 2011 ; Amsalem et Rolland, 2010, Dollé et Tekelioglu, 2008 ; Belletti et al., 2014 ; Vandecandelaere et al., 2009, Ministère de l'agriculture français, 2014) (Dollé, et Tekelioglu, 2009).

2 Objectif de l'étude et question de recherche

Analyse approfondie sur la mise en place des dispositifs de labellisation et de certification en Algérie avec une étude de cas de la labellisation Indication Géographique de Deglet Nour de Tolga en Algérie

Quel sont les facteurs clés de succès ou de freins d'une telle valorisation des dattes Deglet Nour de Tolga sous signe IG ?



01 Comment le choix du label a été effectué ?

02 Quelle est le rôle des pouvoirs publics en tant qu'acteur institutionnel et le rôle des autres acteurs ?

03 Quel est le niveau des exigences du cahier des charges de l'IG et quels sont les effets sur l'inclusion/exclusion des producteurs ?

04 Quel est le rôle de l'organisation des producteurs dans la gestion du label et le rôle de l'Etat sur l'appui quant à la réussite du label ?

Démarche Méthologique

Des entretiens semi directifs ont été réalisés avec des personnes ressources et l'examen de la littérature existante

Personnes ressources: membre de comité national de labellisation, chargé de contrôle et de certification, formateurs et chercheurs qui ont travaillé sur le sujet ainsi que les producteurs et conditionneurs des dattes .

La mise en place de processus de la labellisation

- Contexte de la mise en place du système de labellisation : genèse du projet
- Cadre institutionnel et réglementaire qui régit le processus
- Cartographie des acteurs qui interviennent dans le processus de labellisation

Etat de la filière dattes en Algerie

- Flux de production et d'exportation en Algérie et à Biskra
- Spécificté du térrioire de Tolga pour les dattes Deglet Nour (Justification du choix du label)
- Intérêt de la labellisation des dattes Deglet Nour de Tolga pour les pouvoirs publics et pour les acteurs de la filière

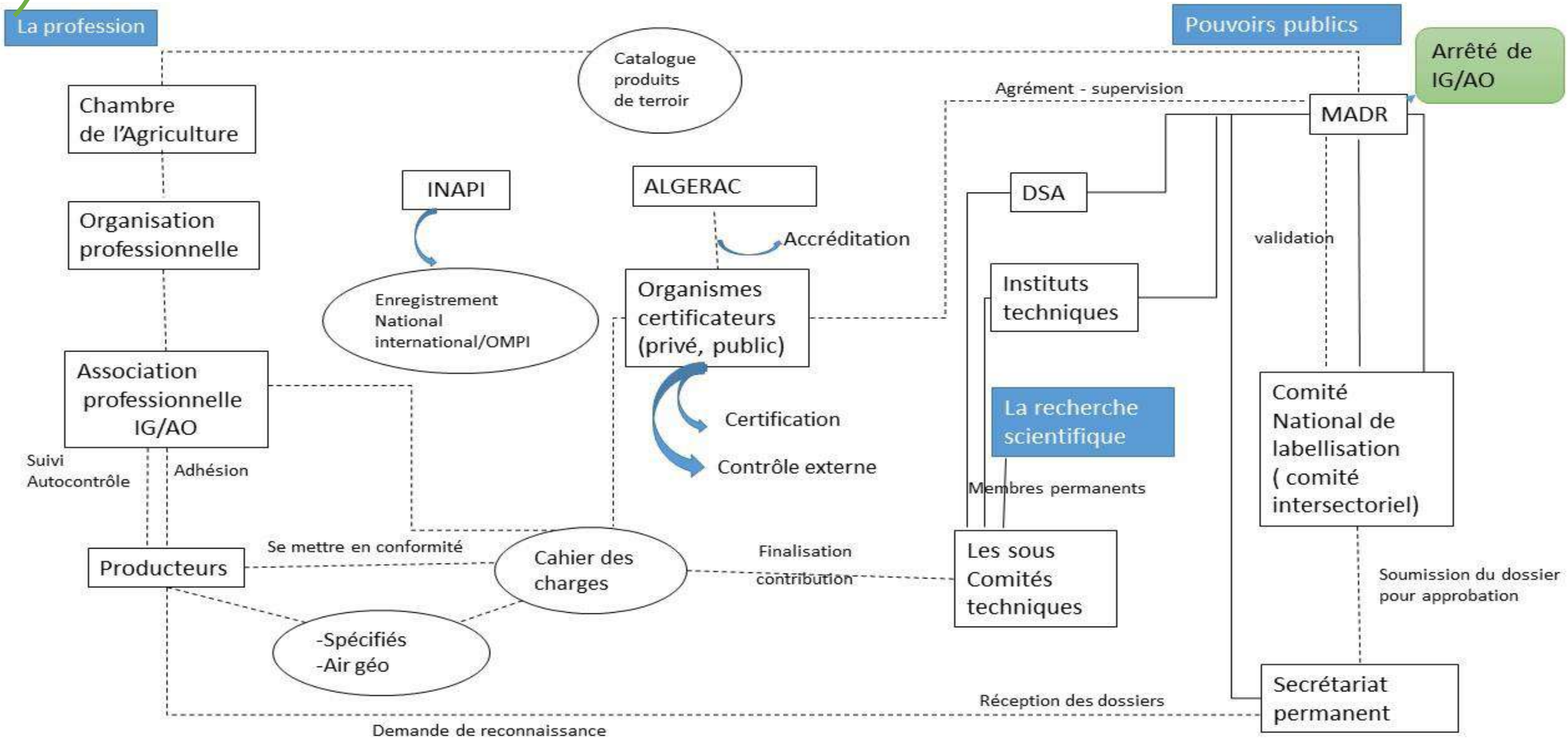
Analyse des contenus des cahiers des charges et des stratégies des acteurs

- Description et justification des contenus du cahier des charges
- Analyse et discussion sur les stratégies des acteurs
- Facteurs institutionnels et organisationnels qui déterminent les freins ou le succès du label

Principaux résultats

4

Processus de labellisation en Algérie



2 Schéma chronologique de la labellisation IG des dattes Deglet Nour de Tolga

ACED : 2010

Volonté de l'association des exportateurs des dattes de valoriser leur produit

ITDAS : 2004- 2010

Conception d'un projet de cahier des charges par l'institut technique

MADR : 2010

Décision du Ministère (MADR) du 18.01.2010 attribution de l'indication géographique de la datte « Deglet Nour de Tolga ,

2013:

Décret exécutif n° 13260- du 7 juillet 2013 qui a fixé les règles d'organisation générale du dispositif de reconnaissance de la qualité en 2013

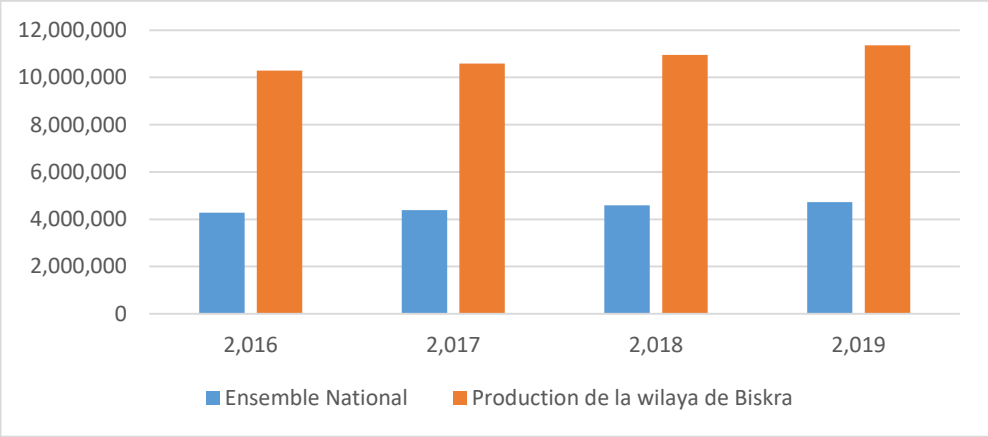
2014 :

Lancement du projet de jumelage portant appui pour la mise en place d'un système de reconnaissance de la qualité : dattes de Tolga comme produit pilote

2016 :

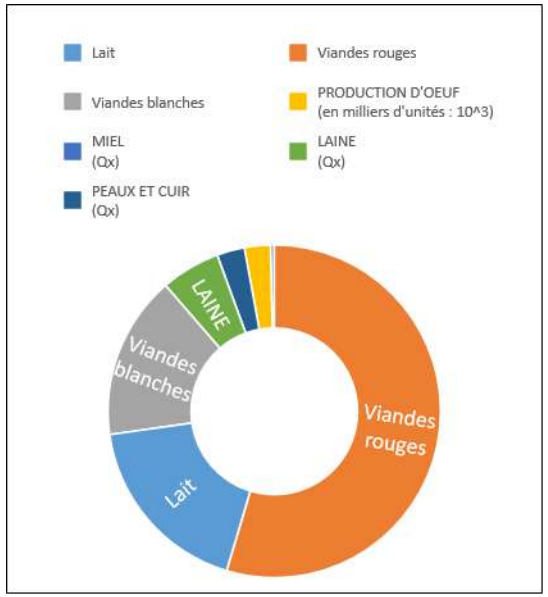
Arrêté du 22septembre 2016 portant attribution du signe distinctif de reconnaissance de la qualité du produit agricole en Indication géographique de la « Datte Deglet Nour de Tolga »

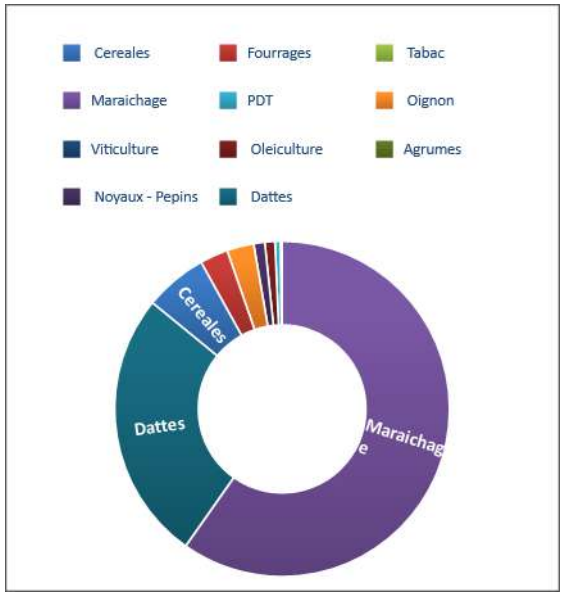
4 Wilaya de Biskra



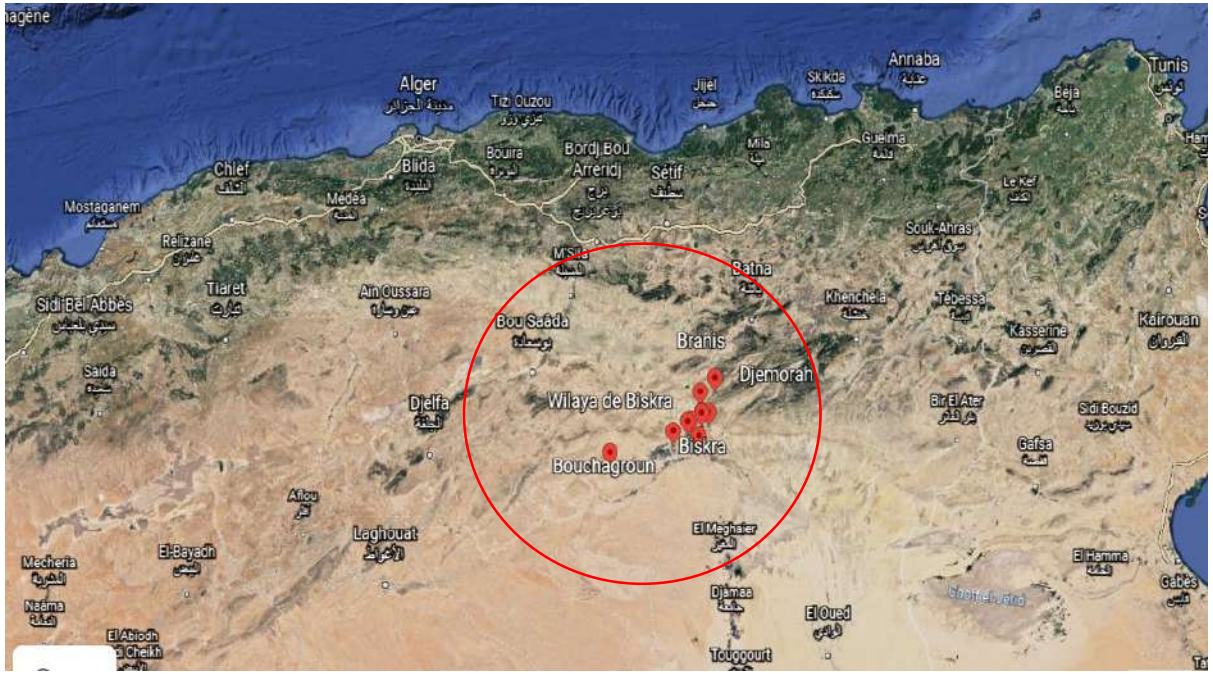
En 2019, Le nombre de palmiers dans la wilaya est estimé à **4 345 800** palmiers dont la variété Deglet Nour est la plus présenté avec environ **734 460 palmiers** et dont la production pour une saison agricole s'élève à **4 723 000 Qx** pour l'ensemble des variétés et de **3 070 000 Qx** pour la variété Deglet Nour.

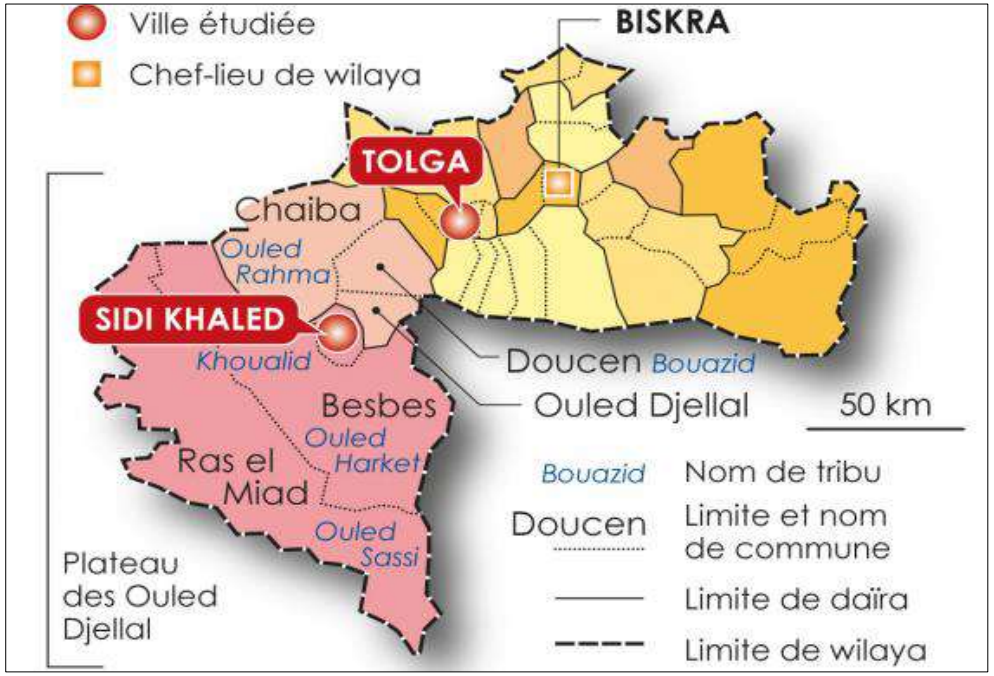
42% de la production totale





5 Spécificité du Territoire de Tolga





- Tolga est le berceau de la variété Deglet Nour comme en atteste une abondante littérature. Depuis des siècles, la région de Tolga est connue pour la qualité exceptionnelle de ses dattes. Historiquement la Datte Deglet Nour de Tolga a toujours été conditionnée dans la wilaya de Biskra, principalement dans les 10 communes de production. Les spécificités naturelles du climat, sol et de l'eau d'irrigation du territoire donne une qualité spécifique à la variété Deglet Nour. La texture hydrogéologique a permis d'avoir une datte de qualité supérieure.

6 Le choix de l'IG pour Deglet Nour de Tolga

- Une volonté des pouvoirs publics de soutenir la filière dattes qui représente un potentiel d'exportation ainsi que la crainte d'usurpation de Deglet Nour de Tolga et la perte du volume dans le circuit informel. (La mise en place de cette labellisation est dans une approche Bottom douwn et avec le concours et l'appui de l'UE).

- Les exportateurs des dattes à Biskra ont vu l'intérêt de la labellisation afin de se positionner sur le marché européen. Conscients de la qualité de leurs produits, ils souhaitaient le distinguer par la reconnaissance du terroir de production. L'enregistrement de l'IG à l'international permettait de diffuser la réputation des produits au delà des frontières à l'instar d'autre pays producteurs exportateurs tel que la Tunisie.

7 Analyse des cahiers des charges

- La labellisation des dattes Deglet Nour de Tolga est dans l'approche plutôt défensive puisqu'elle défend une solide réputation dans le but de sauvegarder les pratiques traditionnelles utilisées généralement dans la région. Les spécificités définies dans le cahier des charges décrivent essentiellement les pratiques existantes, selon les producteurs : des opérations de tri, de conservation et de présentation sont indispensables dans la préservation de la qualité. Les producteurs qui ne pratiquent pas les procédures culturales et de conditionnement décrites dans le cahier des charges sont exclus.

8 Organisation des acteurs

- L'association regroupe les différents acteurs de la chaine de valeurs : producteurs, conditionneurs, exportateurs afin qu'il ait des échanges entre les acteurs comme la vente et l'achat. Néanmoins, ils se sont organisés au sein de l'association pour déposer une demande sous IG. Par la suite cette organisation collective n'a pas servi comme plateforme de négociation et de concertation des acteurs notamment pour construire des stratégies communes de commercialisation. Les membres de l'association de Tolga, n'ont pas l'esprit de groupement et la culture de l'organisation. Ils se sont regroupés pour demander un label collectif, par contre ils ont gardé l'esprit entrepreneurial individuel. Leurs relations relèvent de l'esprit social (relations familiales, voisinage et autre...), ce qui engendre des accords informels et de partage de l'information. Ceci n'est pas sans intérêt, les valeurs de partage et d'entraide renforce les liens entre eux, mais l'organisation collective nécessaire à la valorisation commerciale n'est pas solide.

9 Cadre institutionnel et juridique

- Le cadre juridique et institutionnel est récent, le processus de labellisation sous signe IG/AO est opérationnel, mais il n'est pas finalisé. Le processus d'accréditation des organismes certificateurs est toujours en cours. Les producteurs qui veulent exporter se sont trouvés face à la difficulté de certification de leur produit. Ceci a initié un désintérêt des professionnels à la labellisation de leur produit sous IG et c'est l'une des raisons principales de la faiblesse de l'adhésion à l'association ces dernières années.

Les facteurs clés de succès de la labellisation de Deglet Nour de Tolga sous IG	Les facteurs qui freinent la réussite de la labellisation de Deglet Nour de Tolga sous IG
1. La notoriété du produit. 2. Le savoir-faire du consommateur local. 3. Organisation de la profession (typologie des acteurs au sein de l'association): L'association regroupe les différents acteurs de la chaine de valeurs : producteurs, conditionneurs, exportateurs afin qu'il ait des échanges entre les acteurs comme la vente et l'achat. 1. Les travaux de recherches préalables . 2. Un potentiel en qualité et en volume . 3. Des outils de communication : Le guide du demandeur, les procédures de contrôle, un site internet spécial pour les produits labellisés sous IG /AO. 4. Participation des acteurs de la filière à la rédaction des cahiers des charges.	1. La commercialisation. 2. Une faiblesse de marketing du label. 3. Le contrôle et certification L'ITDAS est l'organisme étatique chargé d'assurer les missions de contrôle à titre transitoire conformément à la réglementation en vigueur. Néanmoins, le certificat octroyé par l'ITDAS reste non opposable aux normes exigées à l'international. Donc en matière d'exportation, ce certificat est insuffisant. 4. Organisation au sein de l'association : L'association n'a pas de programme, ni un plan d'action. Les relations sont souvent informelles. Leur fonctionnement est basé sur la cotisation des membres de bureau. Ils n'ont pas un compte financier. Il a suffi de se regrouper pour avoir le label. Par la suite, ils ne font pas beaucoup d'efforts sur la gestion et la promotion de leur label. 5.Une faible motivation des producteurs par rapport à l'adhésion 6. La lenteur de la mise en place du processus de certification.

Conclusion

- L'étude a montré que la labellisation de dattes Deglet Nour de Tolga est une volonté politique avec une adoption des acteurs de la filière. L'intérêt pour l'Etat est de protéger le savoir-faire local ainsi que la variété qui fait partie du patrimoine. Pour les producteurs de Tolga, Ils sont conscients que leur territoire a une notoriété et ils souhaitaient le valoriser.

- L'analyse des contenus des cahiers des charges et des stratégies des acteurs, a montré que les facteurs qui freinent la réussite de cette labellisation sont d'ordre institutionnel et organisationnel. Le cadre juridique et institutionnel sont finalisés mais montrent des insuffisances notamment dans le processus d'accréditation des organismes certificateurs. D'un autre coté, d'ordre organisationnel pour la gestion du label et de l'association. L'organisation collective nécessaire à la valorisation commerciale n'est pas solide.



Merci pour votre attention
Thank you for your attention
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GIs & Domain names: Darkness still or rays of hope?

Speaker: Latha R Nair
Partner – K&S Partners, India
Montpellier, July 6, 2022

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Intellectual Property Attorneys

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WIPO's Second Domain name report - 2001

Developments from 2001-2021

What is new in 2022?

The unfinished agenda

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WIPO's 2nd Domain Name Report 2001

"The mere registration of a geographical indication as a domain name by someone with no connection whatsoever with the geographical locality in question, however cheap and tawdry a practice, does not appear to be, on its own, a violation of existing international legal rules ……..".

"Existing rules, therefore, would offer only a partial solution to the problem of what is perceived to be the misuse of geographical indications in the DNS".
"…there is a major problem in respect of applicable law because of the different systems that are used, at the national level, to protect geographical indications".

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2001-2021 - GIs emerged as a collective brand

International treaties, regional treaties, bilateral treaties and national legislations for GIs

Certification mark and collective mark protection for GIs by many countries

Several landmark judgements protecting GIs in common law as well as civil law countries including some developing countries like India

Enactment of GI laws by Asian and African countries

Recognition of products other than wines and spirits as GIs in Asia and Africa

Establishment of organizations like ORIGIN that represents GI stakeholders

Recognition of GIs by brand associations such as INTA and marques

Enactment of the Geneva Act

GIs facilitating social and economic change in communities and acting as a tool for achieving SDG

Overall global awareness of GIs in academic, legislative, judicial and policy platforms are at all time high by 2021

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What is new in 2022?

2022/0089 (COD)

- Proposal for a REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on European Union geographical indications for wine, spirit drinks and agricultural products, and quality schemes for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2017/1001 and (EU) 2019/787 and repealing Regulation (EU) No 1151/2012 dated March 31, 2022

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What is new in 2022?

Recital 18 says that protection of GIs should also apply to domain names

Recital 25 says that relationship between domain names and protection of GIs should be clarified in the context of application of remedy measures, recognition of GIs in dispute resolution, and fair use of domain names.

Recital 25 again says that persons with legitimate interest in GIs applied for registration prior to that of a domain name should be empowered to request for the revocation or the transfer of the domain name in case of conflict

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What is new in 2022?

Article 27.1 - GIs are protected against:

(i) any direct/ indirect commercial use for dissimilar goods if such use exploits or dilutes the GI's reputation;

(ii) all incorrect usages evoking the GI or accompanied by expressions such as 'style', 'type'

(iii) false and misleading usage on packaging; and

(iv) any other misleading practice to create a false impression as to origin

Article 27.3

Article 27.1 also applies to a domain name containing or consisting of a registered GI

Article 33(3)(d)

Powers and responsibilities of a producer group includes the power to –

register an individual, collective or certification trade mark;

containing, as one of its prominent elements, a GI for the relevant product

to protect the GI in the domain name systems outside the EU

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What is new in 2022?

Article 34.1 -Protection of geographical indication rights in domain names

- CCTLD registries in EU must revoke / transfer domain names to the relevant producer groups following ADR or court procedure, if such domain names were registered without rights or legitimate interests in the GI or are registered or used in bad faith and such use contravenes Article 27

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What is new in 2022?

Article 34.2 -Protection of geographical indication rights in domain names

- CCTLD registries in the EU must ensure that any ADR procedure for domain names disputes recognise GIs as rights that may prevent a domain name from being registered or used in bad faith.

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What is new in 2022?

Article 34.3 -Protection of geographical indication rights in domain names

- EC may adopt measures entrusting EUIPO to establish and manage a domain name information and alert system.
- Such a system would provide a GI applicant with information about the availability of the GI as a domain name including that about identical domain name registrations.
- Under such measures, CCTLDS in the EU would also be obliged to provide EUIPO with the relevant information and data

The unfinished agenda - how to rescue our Cinderella?

A WIPO SC proposal in 2014 to expand UDRP's scope to include GIs was opposed by the US on grounds that GIs protected under sui generis systems are not TMs and that national Gi systems do not scale to a system of international protection like TMs

The lockdowns that ensued the pandemic has triggered enhanced online trading. The practices during lockdown has made online trading the preferred way

For a GI producer body, use of the GI as part of the domain name that resolves to a website lends credibility and authenticity to a customer

More than ever before, the denial of a place for GIs in DNS is hugely disadvantageous to right holders and consumers

It is important for producers, practitioners, academics and all GI lovers to start influencing the policy makers in their respective countries to support this process.

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Do you have any
questions? Thank you
for your attention

Empirical Investigation of Fraud Practices in GI initiatives in France and Vietnam

Actors, Types & Drivers

Barbara Pick, Research associate, CIRAD

Worldwide Perspectives on Geographical Indications
Montpellier, France – 5 to 8 of July, 2022

- Fraud practices can be defined as the use of the GI name and/or logo for products that are not elaborated according to the rules of the GI specification and that do not originate from the GI area

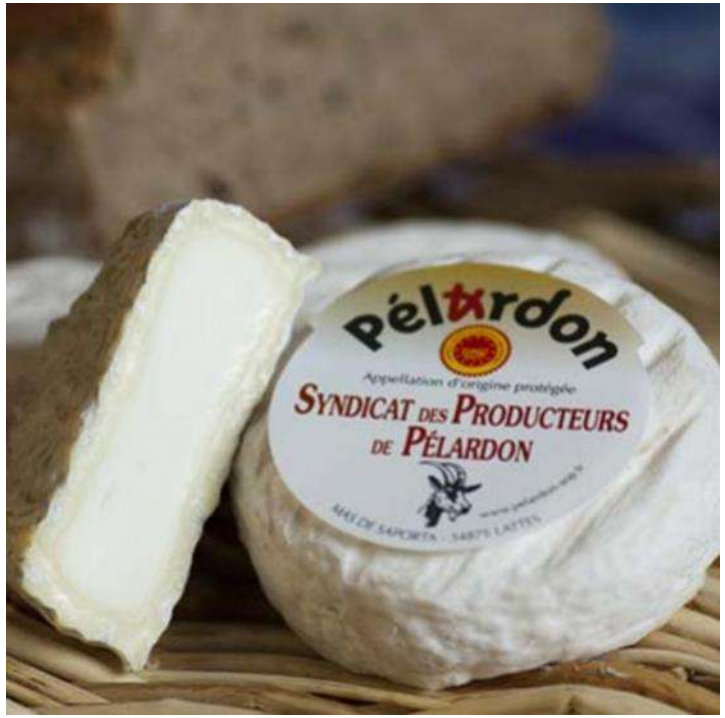
- Growing number of instances of misappropriation of origin names
  - ✓ About 40 million kilograms of tea are sold worldwide as Darjeeling tea every year, while the production of genuine Darjeeling tea is only 10 million kilograms
  - ✓ The usurpation of the name 'Karoo lamb' (from South Africa) is commonplace
  - ✓ The value of GI infringing products in the EU represents € 4.3 billion per year, constituting 9 % of the total volume of products sold as GI

- Important function of GIs: to protect consumers and producers' interests against fraud and unfair competition practices by preventing name usurpation which results in loss of revenue for the genuine producers while misleading consumers in their purchasing decisions

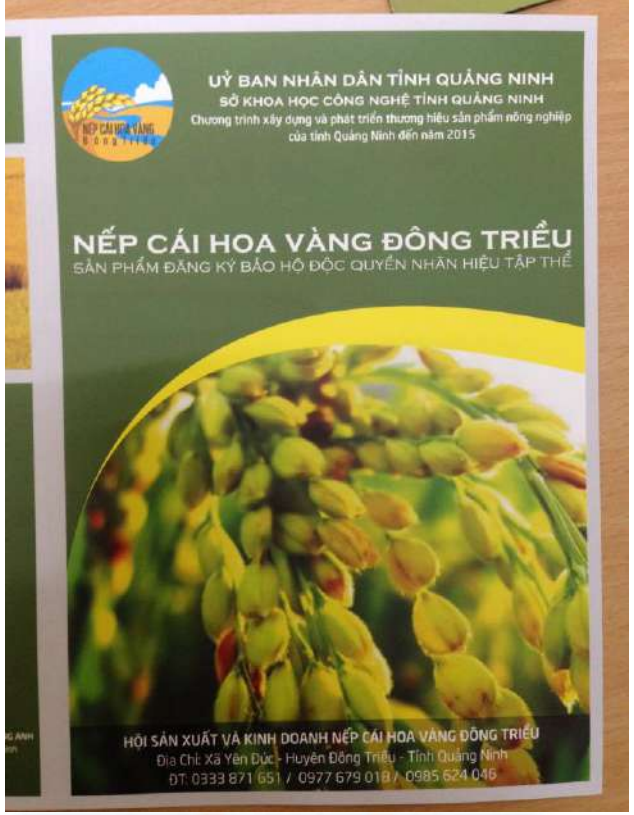
CASE STUDIES

- France:
  - Bouchot mussels from the Mont St Michel Bay (2006; 2011)
  - Pélardon cheese (2000; 2001)

- Vietnam:
  - Sticky rice from Dong Trieu (2013)
  - Star anise from Lạng Sơn (2007)
  - Fried calamari from Hạ Long (2013)


Pélardon
Appellation d'origine protégée
SYNDICAT DES PRODUCTEURS DE PÉLARDON


LES MOULES AOP DE LA BAIE DU MONT-SAINT-MICHEL
MOULES DE BOUCHOTS
BAIE DU
MONT ST MICHEL
APPELLATION D'ORIGINE PROTÉGÉE


UỶ BAN NHÂN DÂN TỈNH QUẢNG NINH
SỞ KHOA HỌC CÔNG NGHỆ TỈNH QUẢNG NINH
Chương trình xây dựng và phát triển thương hiệu sản phẩm nông nghiệp của tỉnh Quảng Ninh đến năm 2015
NẾP CÁI HOA VÀNG ĐÔNG TRIỀU
SẢN PHẨM ĐĂNG KÝ BẢO HỘ ĐỘC QUYỀN NHÃN HIỆU TẬP THỂ
HỘI SẢN XUẤT VÀ KINH DOANH NẾP CÁI HOA VÀNG ĐÔNG TRIỀU
Địa Chỉ: Xã Yên Đức - Huyện Đông Triều - Tỉnh Quảng Ninh
ĐT: 0333 871 651 / 0977 679 018 / 0985 624 046


CHẢ MỰC HẠ LONG
Minh Phúc
Chả mực giã tay
SẢN PHẨM ĐẢM BẢO CHẤT LƯỢNG - GIAO HÀNG TẬN NƠI THEO YÊU CẦU
ĐT: 0918.059.566 - 0916 212 835
CSSX: Ô 12/B12 Khu đô thị Cột 5 - Cột 8, P. Hồng Hà - TP. Hạ Long - QN




Lạng Sơn



RESULTS

- Before the GI registration :
  - ✓ Fried calamari from Hạ Long: the name was being used on squid products that came from the neighbouring Quang Yên District
  - ✓ Bouchot mussels from the MSM Bay: 20,000-30,000 tonnes of mussels were sold every year under the name ‘Mont Saint-Michel’ while only 10,000-12,000 tonnes were grown in the area
  - ✓ Pélardon cheese: the name was being used on goat cheeses produced in Spain where production costs were lower, which resulted in cheeses sold as ‘Pélardon’ with rock-bottom prices
- After the GI registration :
  - ✓ Fried calamari from Hạ Long: some producers were found to use more flour and less calamari than prescribed by the GI specification to reduce production costs
  - ✓ Sticky rice from Dong Trieu : some farmers mix sticky rice with normal rice which is easier and less costly to grow
  - ✓ Star anise from Lạng Sơn : use of the GI logo by the company as a private trademark on the packaging of both star anise and other products like cinnamon

Star anise from Lạng Sơn : use of the GI logo on cinnamon



Discussion

1.
Fraud practices before the GI registration

Perception of a common risk led local actors to seek a GI protection



External actors

free-riding on the established reputation of the name in the marketplace

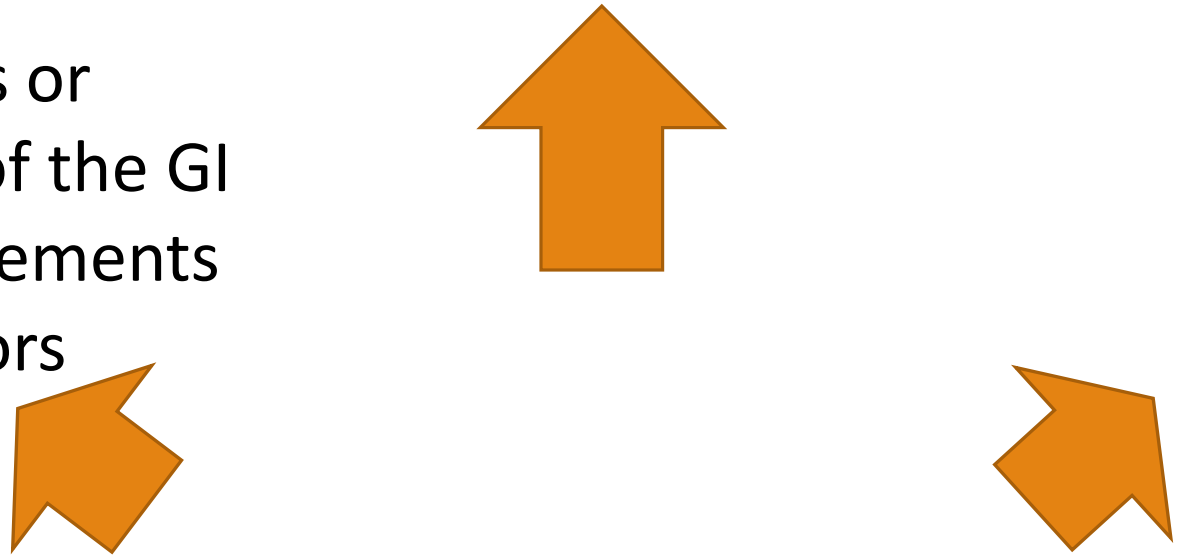


Common characteristic: strong reputation on the market

2.
Fraud practices after the GI registration

Top-down approach to GIs:
little understanding, adhesion and commitment of local actors

Low awareness or misunderstanding of the GI concept and requirements among GI actors



Economic interests: reduction of production costs

Actors from inside the GI system

3.
Quid of the quality control systems?

Quality controls in France

- Regulation 1151/2012 requires MS to designate the competent authority(ies) responsible for official controls
- The establishment of quality control mechanisms is a prerequisite for the recognition of GIs in France: (1) self-monitoring; (2) internal controls; (3) external controls
- GI producer groups can choose the certification body for the external quality controls

Quality controls in Vietnam

- GI applications in Vietnam must include information on self-control mechanisms only
- No requirement as per internal and external control plans
- State management of external quality controls : high number of state agencies involved with unclear, undefined or redundant functions

→ Problems of efficiency, consistency, coordination and non-transparent practices

Conclusion & Recommendations

- Fraud and unfair competition practices may derive from both inside and outside the GI system.

- Before the GI registration, outside actors may free-ride on the reputation of the products and the commercial success of the origin names.

- After the GI registration, these practices may be conducted by inside actors in contexts where the post-registration stage is not adequately organised at both the regulatory and practical levels and where the over-involvement of the state results in little understanding and adhesion of local stakeholders while creating opportunities for non-transparent practices.

- Identify and characterise the Critical Points of Frauds (CPF) in the supply chains, also considering online sales
- Increase understanding of why fraud practices develop, how they are likely to evolve, and how they can be prevented and effectively countered by efficient control systems, appropriate legal and institutional measures and better awareness, understanding and adhesion of local actors
- Co-create solutions with stakeholders for each of these CPF
- Strengthen the control systems and improve the existing legislative framework, including on e-commerce
- Use of innovative tools (field-deployable solutions to support the early detection of adulteration of products), lab-based analytical strategies and confirmatory methods, traceability systems and analytics to authenticate GI-labelled products

Thank you
for your attention

E-mail: barbarapick@yahoo.fr

Appellations of origin and geographical indications in the wine sector: historical overview of the evolution of these two notions, the role of the OIV as an intergovernmental organisation of the vitivinicultural sector

Worldwide perspectives of geographical indications

Montpellier, France 5-8 July 2022

Tatiana SVINARTCHUK

OIV, Chief of Economy and Law Unit



ABOUT THE OIV

Scientific and technical reference **intergovernmental organisation** on the vine and wine sector

Main objectives:

Inform its Member States of measures concerning producers, consumers and other players in the vine and wine products sector

Assist other international organisations, especially those which carry out standardisation activities

Contribute to the **international harmonisation of existing practices and standards**, improving the conditions for producing and marketing vine and wine products, and helping ensure that the interests of consumers are taken into account

+500 Experts

Independent professionals of the sector that contributes to the research and publications

48 Member States

countries responsible most of the production and consumption of wine in the world

Observers

non-Member States, organisations, regions or territories

OIV



48 MEMBER STATES

Algeria
Argentina
Armenia
Australia
Austria
Azerbaijan
Belgium
Bosnia-Herzegovina
Brazil
Bulgaria
Chile
Croatia
Cyprus
Czech Republic
France
Georgia
Germany
Greece
Hungary
India
Israel
Italy
Lebanon
Luxemburg
Malta
Mexico
Moldavia
Montenegro
Morocco
Netherlands
New Zealand
Norway
Peru
Portugal
Republic of North Macedonia
Romania
Russia
Serbia
Slovakia
Slovenia
South Africa
Spain
Sweden
Switzerland
Turkey
United Kingdom
Uruguay
Uzbekistan

OIV



Observers:

EU - European Union
AIDV - International Wine Law Association
Amorim Academy
AREV - Assembly of Wine-Producing European Regions
AUIV - International University Association of Wine
CERVIM - Centre for Research, Environmental Sustainability and Advancement of Mountain Viticulture
FIVS - International Federation of Wines and Spirits
OENOPPIA - Oenological Products and Practices International Association
UIOE - Union Internationale des Œnologues
VINOFED - World Federation of Major International Wine and Spirits Competitions
ASI - Association de la Sommellerie Internationale
WIM - Wine in Moderation

Yantaï (China), prefecture-level municipality

Ningxia Hui autonomous region, China

OIV

Protection of AO and GI has always been part of OIV's attributions since its creation in 1924

Agreement of 29th November 1924 (article 1)

"Office sera chargé de soumettre aux gouvernemebrs toutes propositions succeptibles d'assurer aussi bien dans l'intérêt **du consommateur** que dans **celui du producteur** … la protection des appellations d'origine des vins

Agreement April 2001 (article 2.2.c)

The OIV's activities shall be:

….

(c) submit to its members all proposals relating to:

(ii) protecting geographical indications, especially vine and wine growing areas and the related appellations of origin, whether designated by geographical names or not, insofar as they do not call into question international agreements relating to trade and intellectual property,

4 concepts related to the origin of the product:

- Indication of provenance
- Indication of origin
- Traditional denomination
- Appellation of origin

Possible ways of protection

- Protection of consumers
- Protection against abusive commercial practices
- Specific protection

1947

1° Définition de l'appellation d'origine

Un vin ou une eau-de-vie de vin ne peut porter une appellation d'origine que si celle-ci est consacrée par des usages et une renommée constatée.

Cette renommée doit résulter de caractères qualitatifs déterminés par les facteurs suivants :

1° Des facteurs naturels, dont le rôle est prépondérant : le climat, la nature du sol, le ou les cépages, l'exposition. Ces facteurs permettent de définir une aire de production qui doit être délimitée.

2° Des facteurs dus à l'intervention de l'homme, dont le rôle est plus ou moins important ; méthodes de culture, de vinification, et, pour les eaux-de-vie, procédés de distillation.

Aucun produit viticole ne peut donc jouir d'une appellation d'origine et des avantages qui y sont attachés, s'il ne provient, tout au moins, d'une aire de production et de cépages nettement déterminés.

1st definition: 1947 APPELLATION OF ORIGIN

OIV (1947)	Lisbonne (OMPI, 1958)
• The **uses and notoriety** of the product and area	• *Not requirea*
• *Not requirea*	• Geographical name
• Natural factors (soil, climate, exposure)	• Natural factors
• Human factors	• Human factors
• **Minimum condition:** Defined grape varieties and production area	• *Not requirea*

"This definition (OIV) is that of the 'Club' of historic and traditional appellations" (Tinlot, 1989)

2d definition: 1992 Recognised Appellation of Origin and Recognised Geographical Indication

A single definition of an Appellation of Origin does not reflect the realities of certain countries.

Definitions of RGI and RAO

- Geographical name is required (traditional dénomination is allowed, as an exception)
- Recognised by the country's authorities
- RAO: natural **AND** human factors
- RGI: natural **OR** human factors
- Specificities for wines and spirituous beverages:
  - Wines: 100% harvest in the in the area indicated for both RGI and RAO
  - Spirits: 100% harvest in the area inducated for RAO and decisive phase of production in the area for RGI

1994: adoption of TRIPS agreement by the WTO, only Gis are included

3d definition: 2021 Appellation of Origin and Geographical Indication

Need for revision:

- Inclusion of more countries, compliance with main IP multilateral agreements
- Growing interest of new countries
- Taking into consideration practical constraints of vinegrowing areas
- min % of grapes harvested in the area

New definitions: GI and AO

- Geographical name or reference to a geographical name
- Denominations protected in the country of origin
- 85% min of grape harvested in the area for GI (wines)
- References to TRIPS agreement and Geneva act of Lisbonne agreement

2010: international definition of TERROIR

Vitivinicultural "terroir" is a concept which refers to an area in which ***collective knowledge*** *of the interactions between the identifiable* ***physical and biological environment*** *and* ***applied vitivinicultural practices*** *develops, providing distinctive characteristics for the products originating from this area.*

"Terroir" includes specific soil, topography, climate, landscape characteristics and biodiversity features.

2021: Sustainability/terroir. In the current works of the OIV, the link between the place of production and the social and cultural roles played by the sector is reinforced in the resolutions related to sustainable vitiviniculture.

The role of the OIV is not the enforcement of the legal protection of GI and AO, but rather to contribute to harmonisation of these concepts and to facilitate creation of multilateral instruments for effective international legal protection.

Since its creation in 1924 the OIV is working on these aspects. The notoriety and importance of these concepts all over the world, their consideration in major international agreements on the subject is clearly a success for the whole sector.

THANK YOU
FOR YOUR ATTENTION

INTERNATIONAL ORGANISATION OF VINE AND

WINE

Tatiana SVINARTCHUK, chief of
Economy and Law Unit
5-8th July 2022



Worldwide Perspectives on Geographical Indications
Montpellier, France, 5-8 July 2022

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-esimated document, but it reveals key information concerning (1) the link to origin and (2) collective action in agri and non-agri GIs.

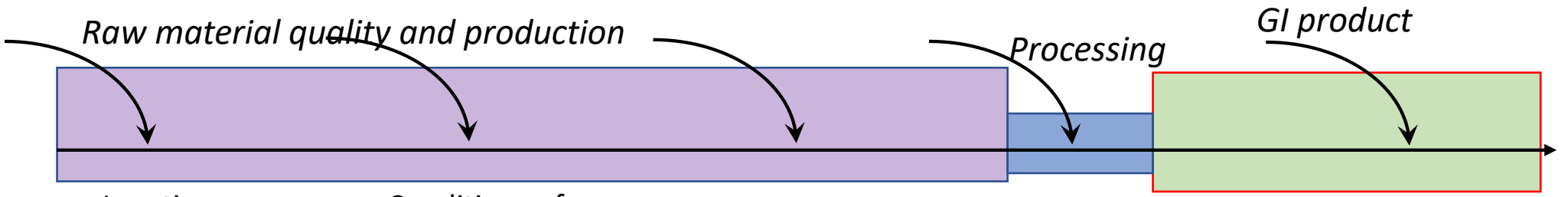
Product comparison: finding common grounds

Huile essentielle de Lavande de Haute-Provence AOP (PDO)	**IG Absolue Pays de Grasse (IGPIA)**
Raw materials: Population Lavander	**Raw materials**: aromatic plants (28 species)
Value chain: 86 lavander growers, 12 processors (including cooperatives and associative distilleries); 19 stakeholders are *both* lavander growers and distillery owners.	**Value chain:** 25 plant growers are represented by the association *Fleurs d'Exception Pays de Grasse*; 7 processing industries.
Link to origin: Natural factor (pedo-climatic conditions) + human factor (cultivation of raw materials **AND** transformation process).	**Link to origin:** natural factor (pedo-climatic conditions) + human factor (cultivation of raw materials **AND** transformation process).

‘Mirror test’: PS and Control Plan

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

Check-point distribution along the value chain:



Location of plot (**doc + insp;** **RM producer**)

Conditions of production, potential of production (**doc + insp;** **RM producer**)

Variety (**doc + insp;** **RM producer**)

Harvest, yeld, traceability (**doc**; **ODG;** **processor and/or RM producer**)

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

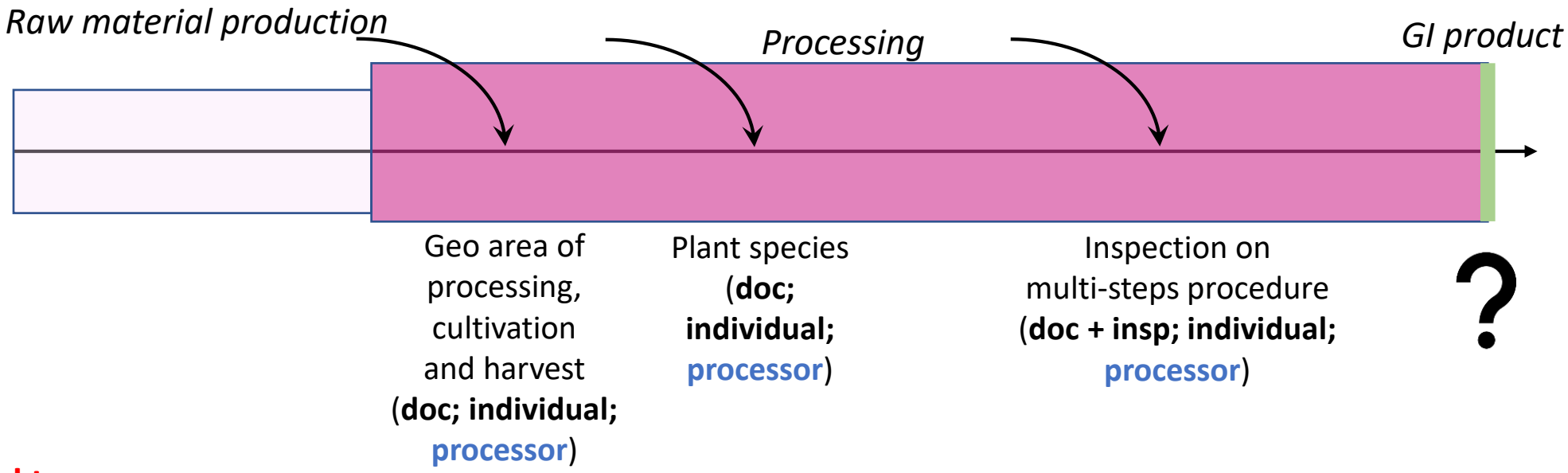
Control type:

External and internal

‘Mirror test’: PS and Control Plan

IG Absolue Pays de Grasse

Check-point distribution along the value chain:

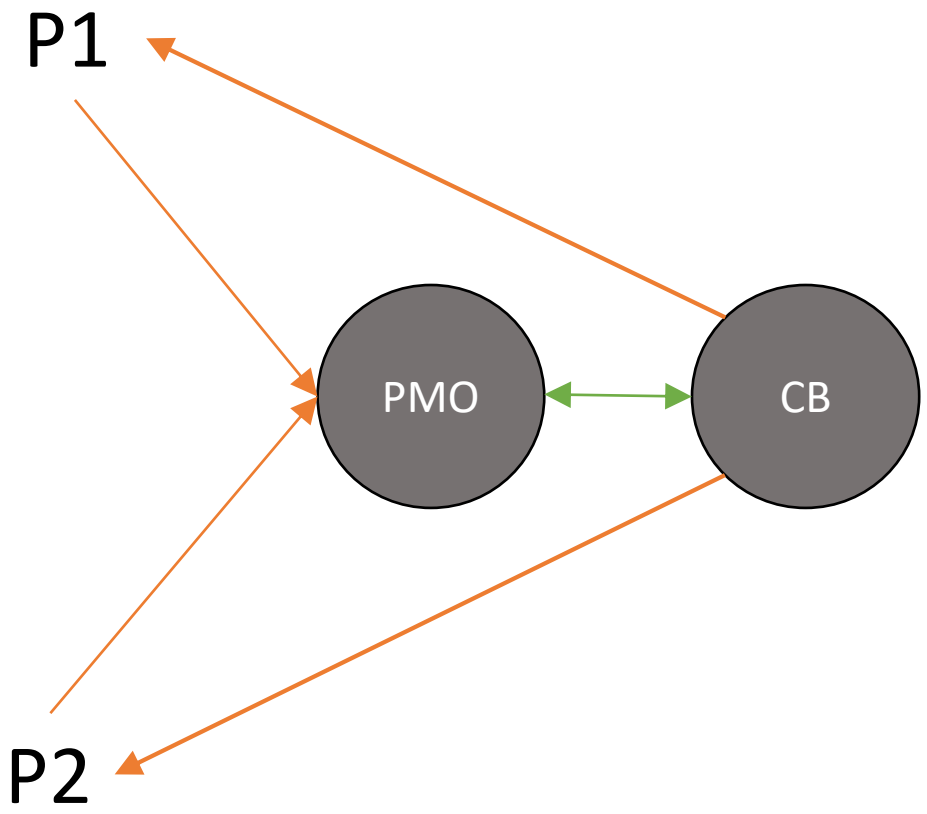


Control type:

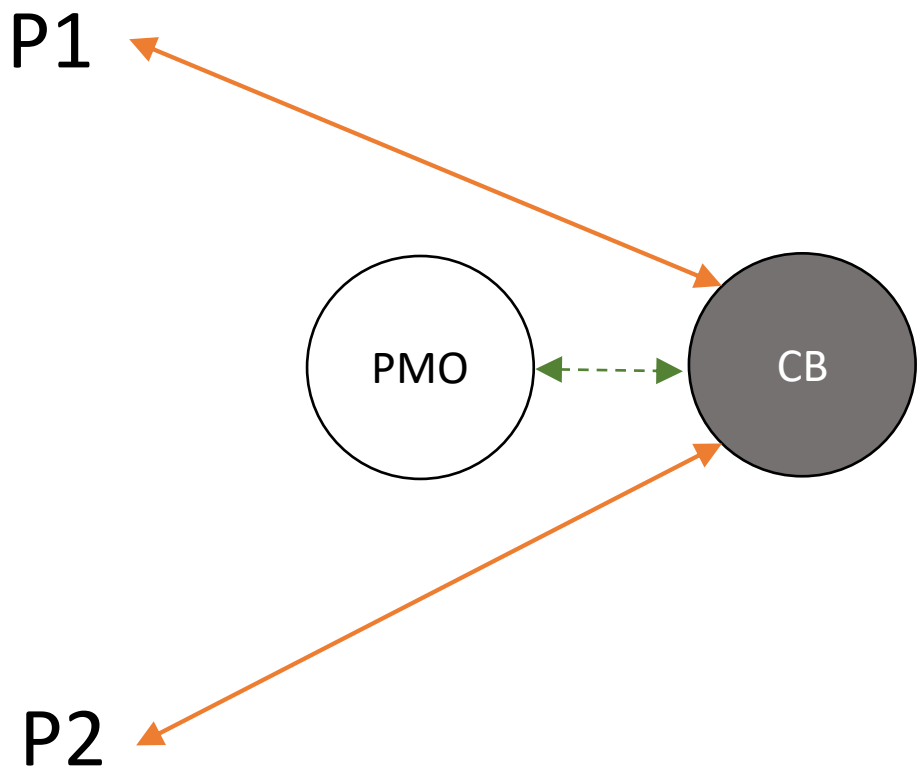
ONLY external; quality control on GI product carried out individually by each processor on his premises.

Learning from the Control Plan: control system in France

PDO/PGI system



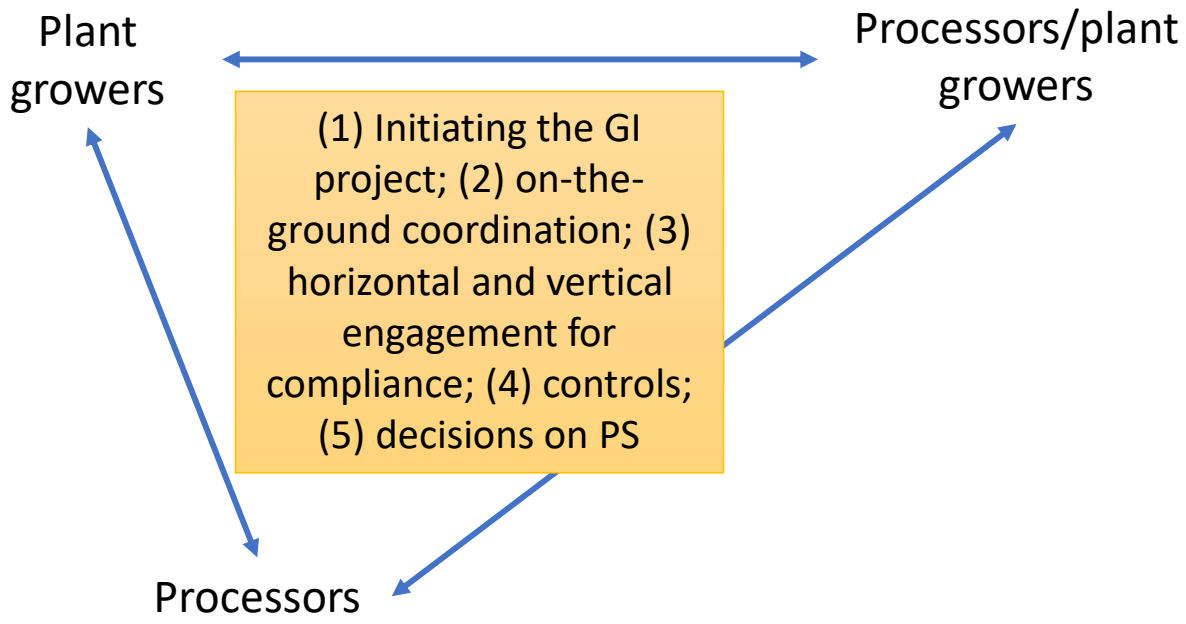
IGPIA system



PMO: Producer Management Organisation ; CB: Control Body

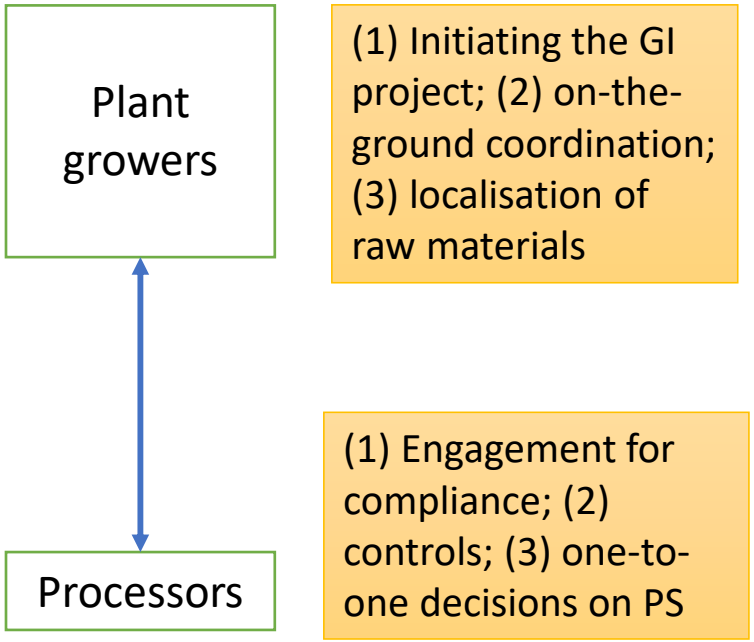
Learning from the Control Plan: impact of control management on collective action

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



Producers & processors = horizontal & vertical integrated approach

IG Absolue Pays de Grasse



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!

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delphine.marie-vivien@cirad.fr

GI Development in Georgia

July 2022, Montpellier France



For BIOtiful Life!
Organic product. Rural diversity.

ელკანა
ELKANA
Since 1994

History

- Georgian law on GIs adopted in 1999 entered into force in 2002. Since 2017 the law is under revision.
- The fist products protected internationally were 5 wines of Protected Appellation of Origin (PAO) in 2005 – Khvanchkara, Mukuzani, Akhasheni, Tsinandali and Gurjaani, followed by other PAO wines and mineral waters; after 2011 chacha, dairy and other products registered as PGIs
- Currently registered:

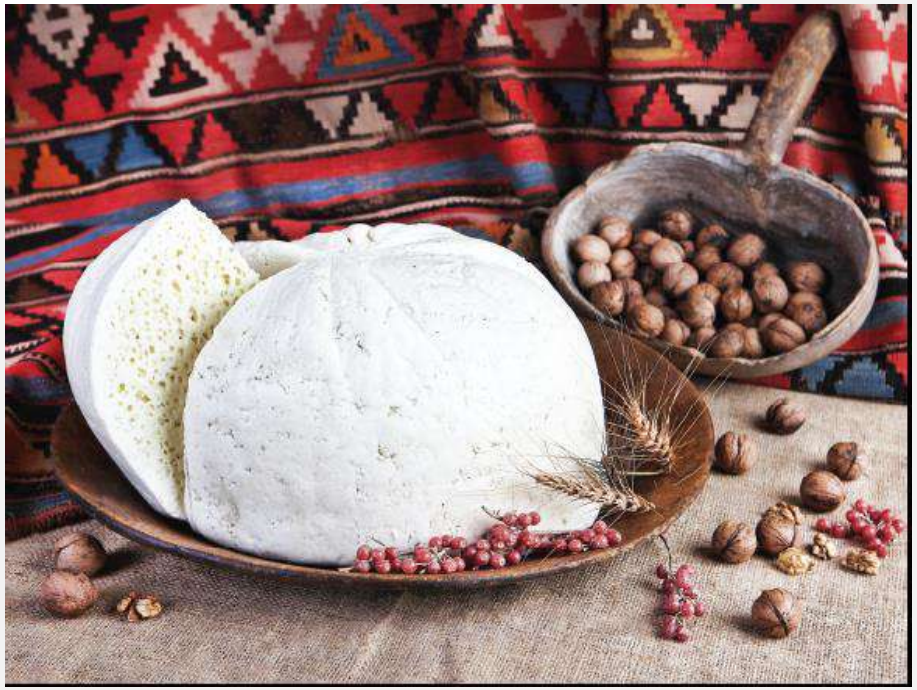
34 PAO - wine (25), mineral water (8), and a cheese “Tushetian Guda”

23 PGI – chacha, churchkhela, dairy (13), honey (3), Qvevri, tea, greens, potato, tangerine

About the project

- FAO EBRD project - “Support to Sustainable Value Chains through the Development of Geographical Indications in the Dairy Sector”, 2017-2019
- Partners – Ministry of Environmental Protection and Agriculture (MEPA) & National Intellectual Property Center (Sakpatenti)
- Implementing partners – Elkana (Georgia), REDD (Switzerland)
- Main objective - to help improve and further implement the existing national institutional framework for Geographical Indications (GIs), as well as explore the potential benefits offered by a well-developed GI system in the country





Project outcomes

- The Sulguni and Tushetian Guda specifications upgraded and internal control system has bean developed.
- The control plan for the two pilots developed with participation of producers, NFA and local certification body CaucasCert and with the help of international experts.
- The study tour organised in France and Switzerland, for producers, certification staff and public authorities
- Producers participated in CHEESE! Fest in Bra and Terra Madre-Salone del Gusto in Turin.





Project outcomes

The marketing strategy, quality logos and promotional material developed

Logos - Sulguni PGI





Logos – Tushetian Guda PAO

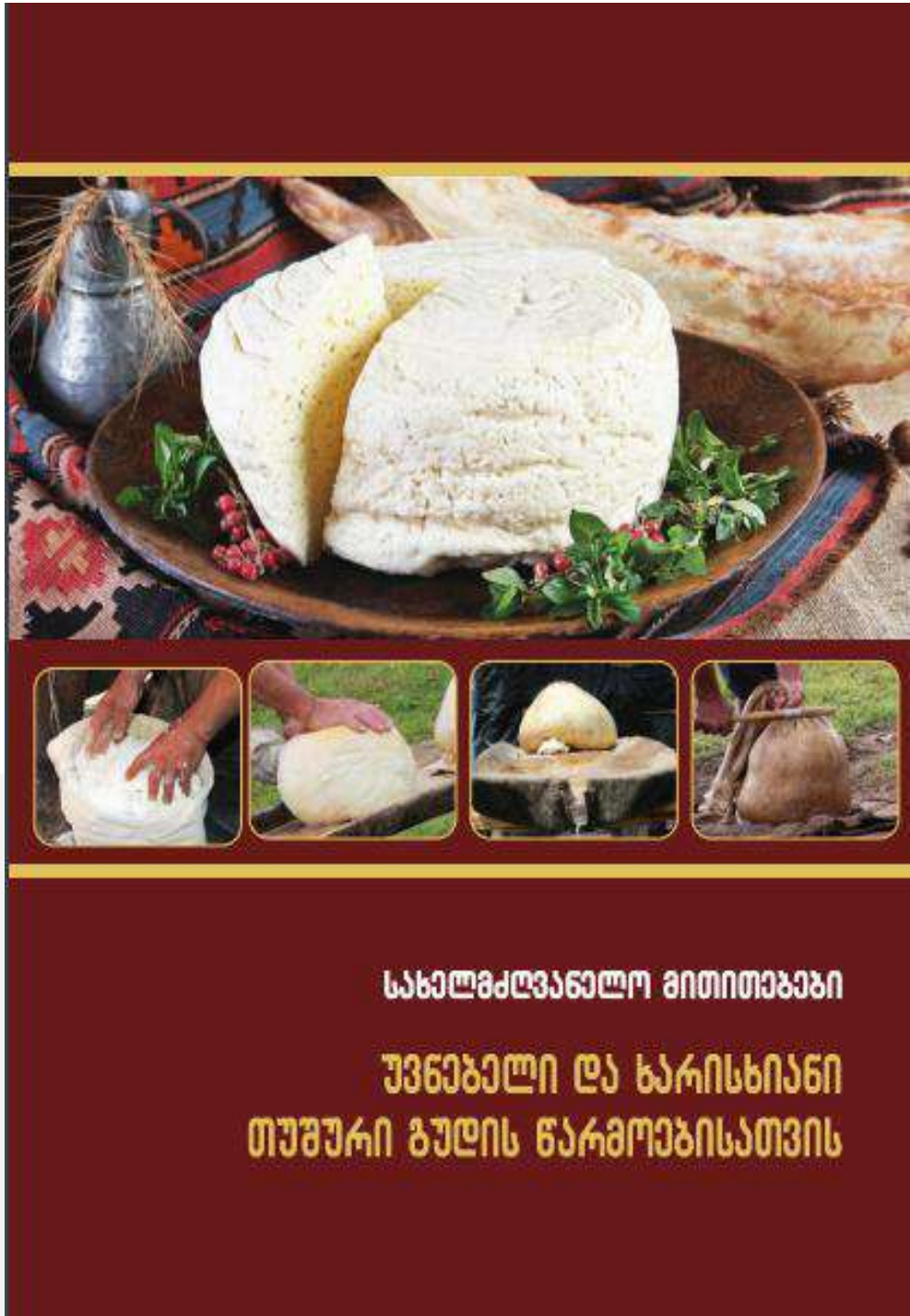






Project outcomes

- In cooperation with the Ministry of Environmental Protection and Agriculture (MEPA) and the National Food Agency (NFA) a food safety guidelines for Sulguni and Tushetian Guda developed; at legislative level, Decree n. 173 on food safety flexibility measures for small holders and traditional products revised and upgraded, for the introduction in the Decree of Georgian PGI and PAO to be entitled for specific flexible rules.
- Capacity building for public authorities involved in GIs (MEPA, NFA and Sakpatenti) and Elkana staff carried out on procedures for application and examination of a GI request, sharing the French experience and system through the participation of INAO and French GI Associations.
- An atlas of 56 origin-linked products developed



Conclusion

- The project helped on triggering policy dialogue between private and public sector stakeholders, allowing to discuss, negotiate, and find commonly agreed solutions to different issues.
- Showed importance of producers' associations in managing GI products.
- Built local capacities for supporting producers' associations in development of internal control system for the GI product management



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Organic product. Rural diversity.





Developing Geographical Indications in Iran

Mona Kananian
Local Economic Development & Value Chain Facilitator & Specialist
Iranian-Swiss Intellectual Property Project Representative in Iran
Montpellier, July 2022

IGE | IPI
Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

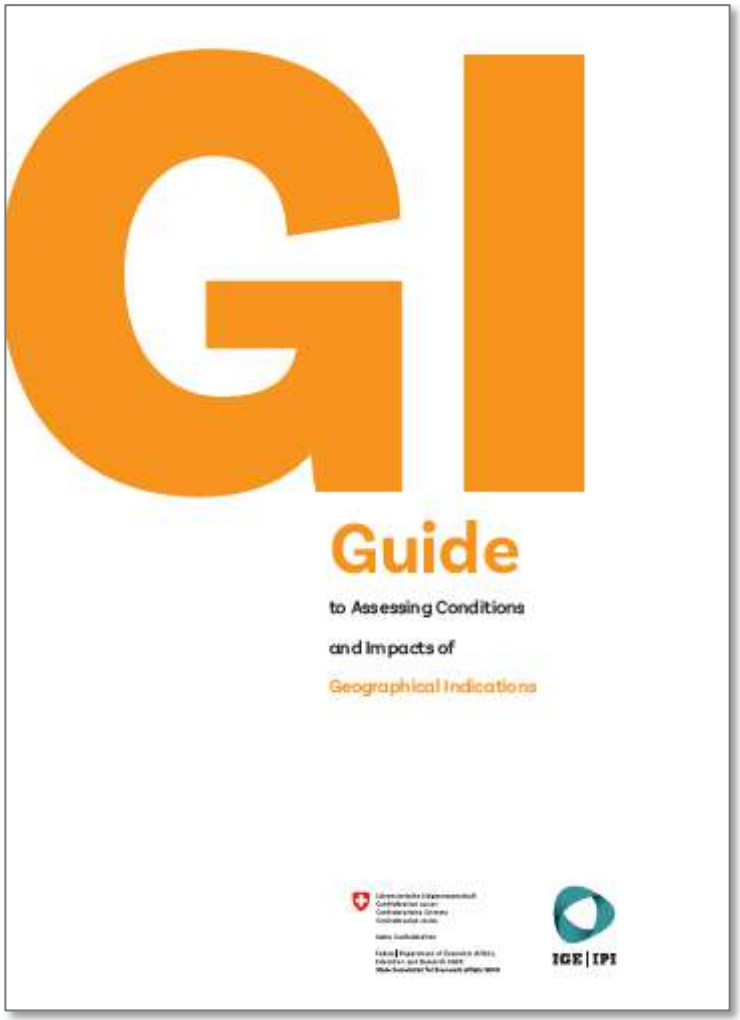
Iran, Cradle of mankind – 176 Registered GIs

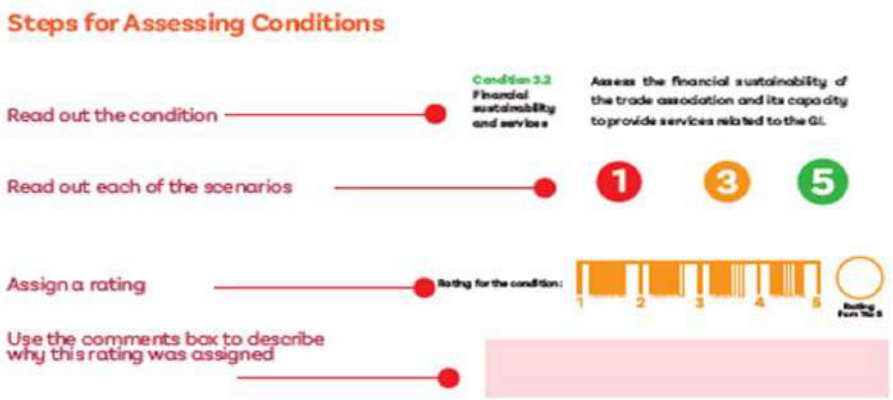


IGE | IPI

Analysinig GI value chains in Iran

Using the GI Impact Evaluation Guide developed by the Swiss Federal Institute of Intellectual Property (IPI)







IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

Developing methodology, selection criteria, and survey questionnaire to assess the Iranain GIs

Selection criteria

The selection of the 2 GIs aims at identifying GIs with the best potential of development in terms of sales, margin redistribution, incomes, local development and environmental

Criteria	questions n°
1. VC stakeholder´s comprehension of what a GI is	4, 6, 7, 9-11, 13,
2. Existence/quality of the code of practice, knowledge of what it should contain, as well as participation and representation of the various VC stakeholders in the process of setting it out	6-13, 23
3. Existence, administration and promotion of a GI seal for the product by VC stakeholders[4] (Knowledge on the process for authorizing use of the GI seal; the proportion of producers and artisans that are authorized; Faculty of the trade association to authorize use of the seal; capacity of the trade association to control use without affecting levels of trust; How and when the GI seal is used by the VC stakeholders; Existence of initiatives to promote the GI seal)	19
4. Level of political/organizational complications existing in the value chain	No of primary and secondary producers, 1-4, 7-9
5. Existence of a real producers' association and its capacity and legitimacy	1, 3, 6-10
6. Existence of cooperatives, clusters, or organisations around which producers can be organised and mobilized	1, 3, 6-10
7. Financial sustainability of the producers' association, cooperatives, clusters, etc. and its capacity to provide services related to the GI producers.	20
8. Efficiency of communication among members of the producers' association, cooperative, cluster, etc.	4, 7, 9, 13-15
9. Actions taken by the producers' association, cooperative, cluster, etc. to prevent plagiarism, usurpation and unfair competition	17, 18, 20,
10. Capacity of the producers' association, cooperative, cluster, etc. to gather information and use in decision-making	7-11, 13, 14
11. **Well identified ground for using the GI (usurpation, infringement, reduced quality, limited/local reputation)**	17, 18

On-line survey questionnaire

Name of the GI: _____

Respondent name and contacts:

Name: _____

Phone: _____

Email: _____

Role/responsibility of the respondent:

_____

_____

_____

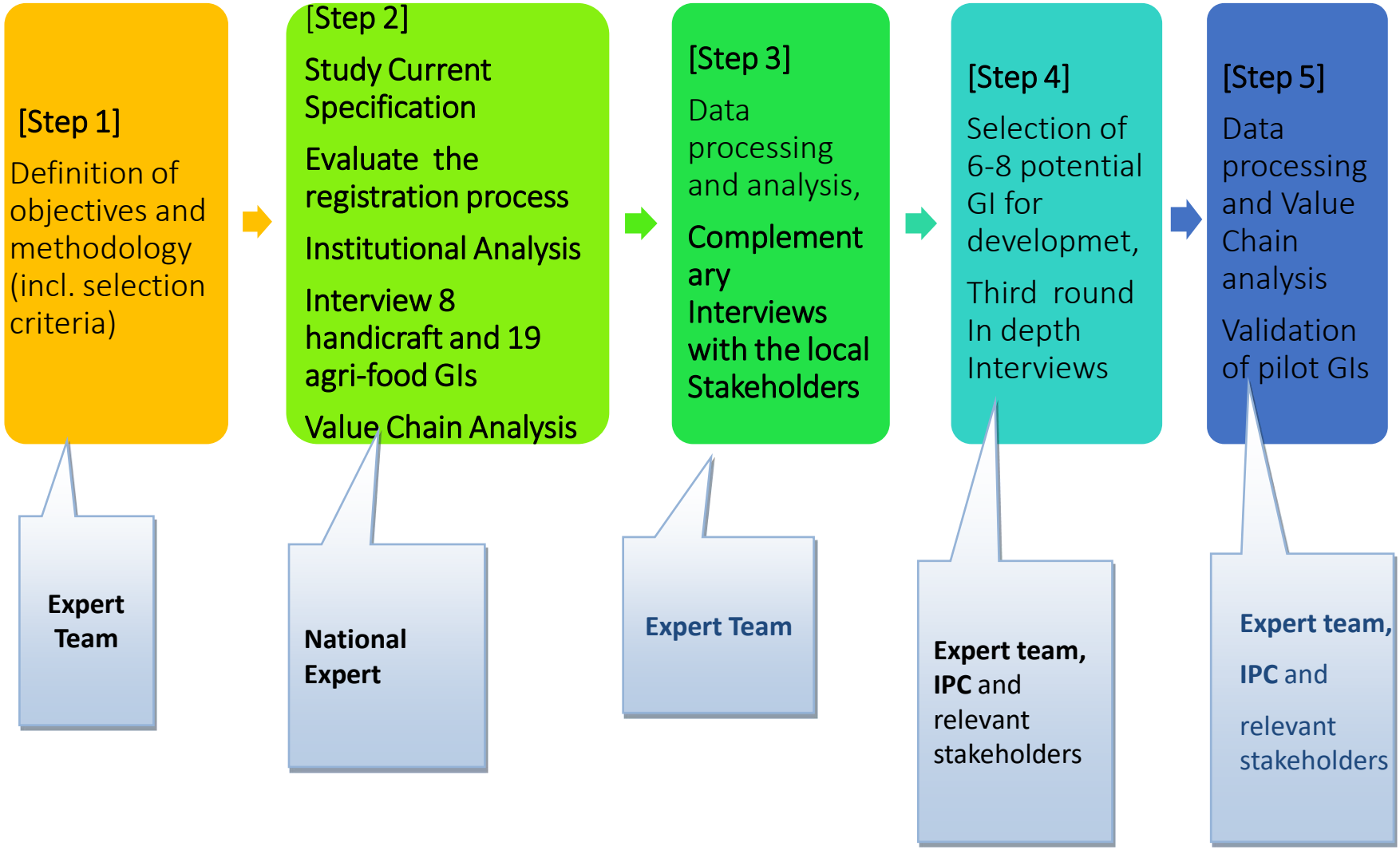
Approximative number of producers of the GI:

Primary (raw material): _____. **Secondary (processing):** _____

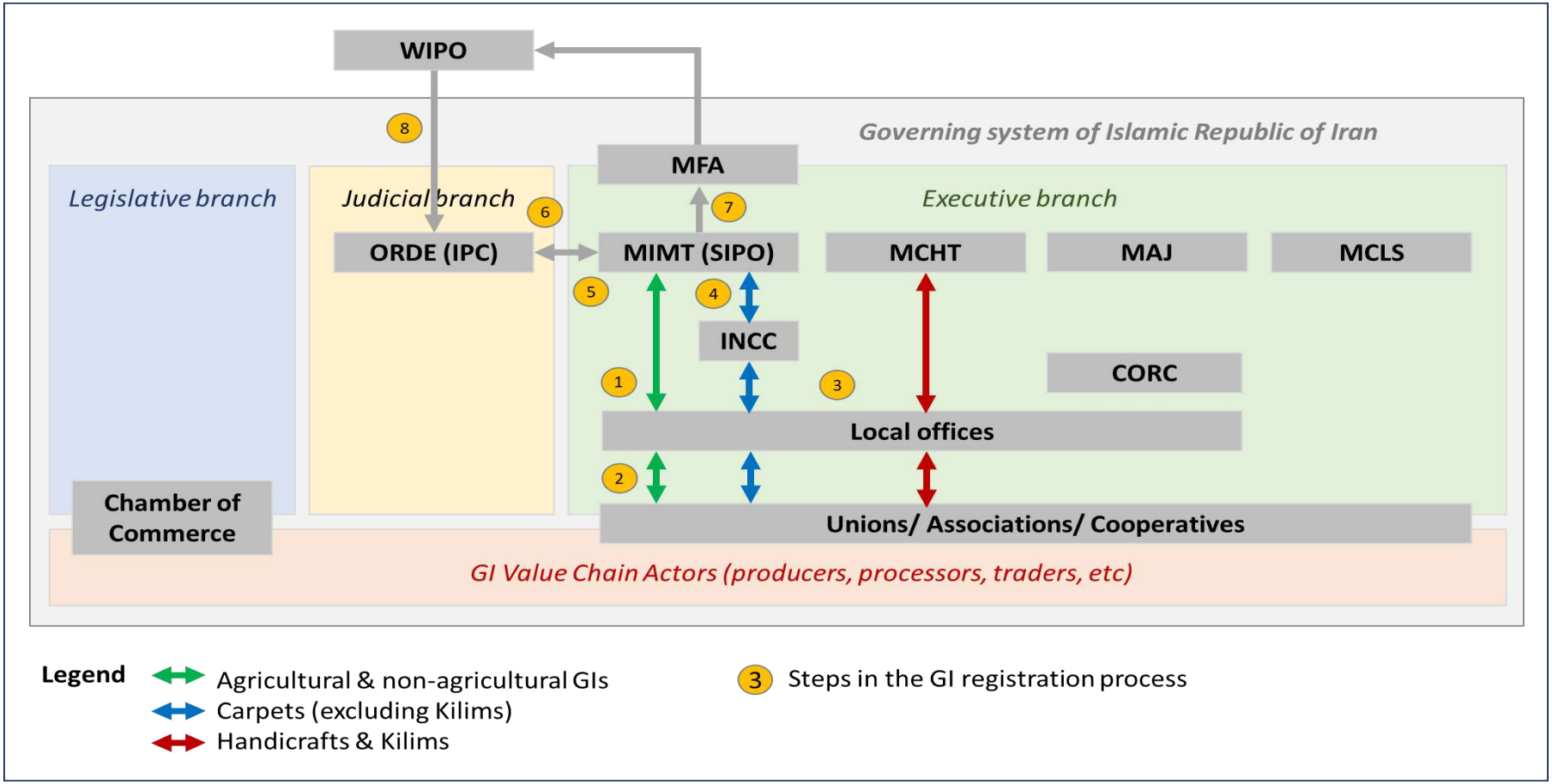
Information about the stakeholders of registered GI

1. Who are the people and organizations involved in the production and trade to the GI? *List all types of stakeholders, quantify and qualify them (e.g., about 2000 farmers producing*

Methodology to Assess GIs: Steps and stakeholders



Iranian GI registration procedure at a glance



Value chain 1 - Zilou of Meybod GI (cotton rug)









Value chain 2 - Piarom Date of Hajiabad GI (datte)







IRSIP Project Technical Support to the Two Value Chains

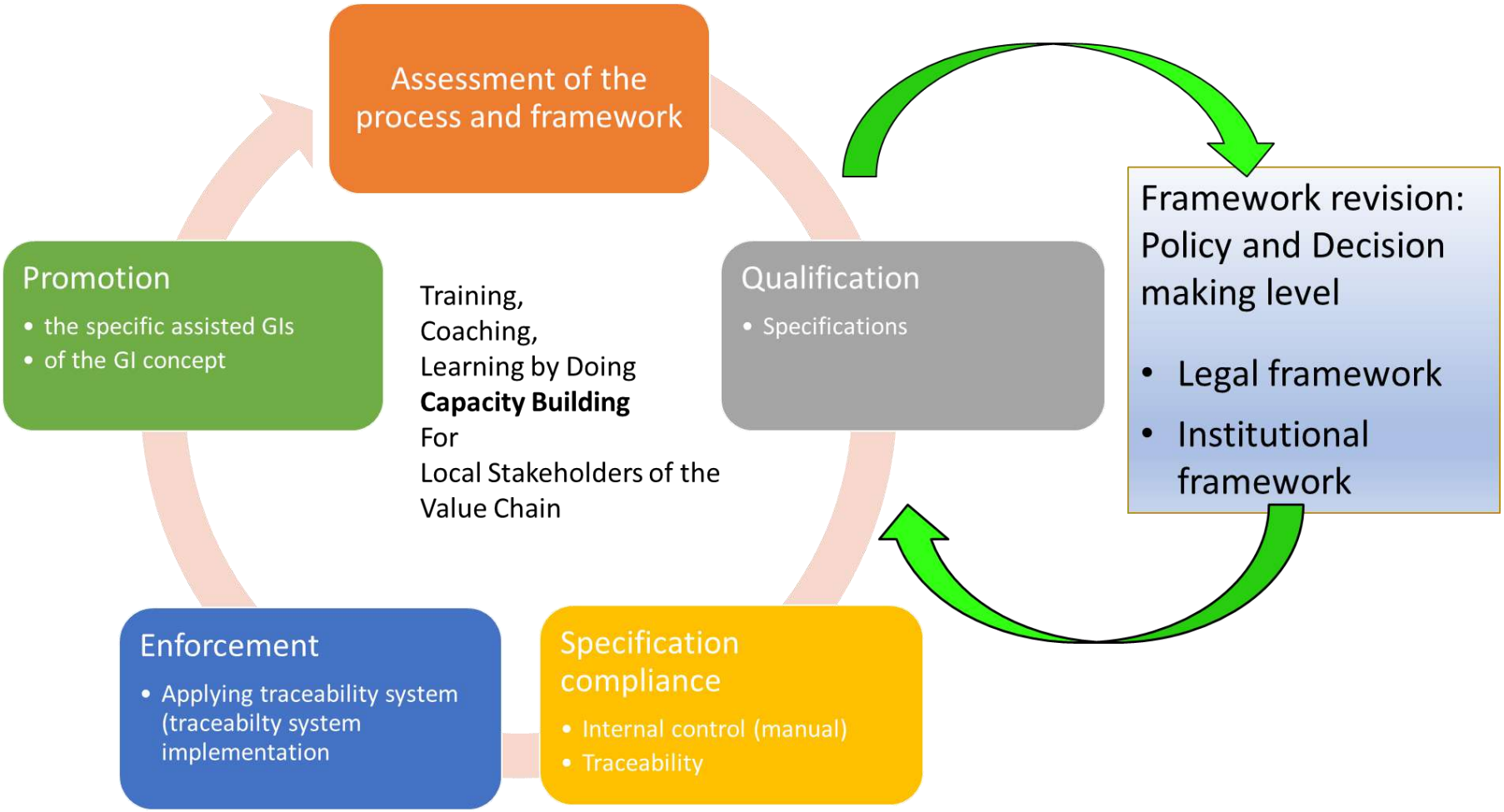
Technical issues

- Formulating a sound Code of Practice
- Developing a pragmatic Control manual
- Establish and manage the traceability system
- Establishment and Empowering of the producers' organization managing the GI

Organisational issues

- Why do we need a GI organization?
- What can the GI organization offer?
- How should the GI organsiation be oragnised?

Tailor-made Intervantions: System Development Approach



First Strategic National GI Workshop with Public Institutions

Building of 3 thematic groups

- Elaboration of a joint National Vision & Strategy on GIs for Iran
- Development of Awareness Raising & Capacity Building strategy
- National Control system





Building together the *«Iranian GI House»*



For more information please contact:
IRSIP Project Representative Mona.Kananian@eda.admin.ch
IRSIP Project Manager: Zeinab.Ghafouri@ipi.ch

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Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

For a Successful GI system:

- **Put efforts in Pre-registration phase !!!**
- **The importance of Human Factor, Professional Facilitator.**
- **GIs offer more than mere registration and legal protection.**
- **A true mind shift among public and private actors by involving them more deeply within functional multi-stakeholder processes is necessary.**
- **Put Local Value Chain Stakeholders at the heart of the GI scheme.**
- **Capacity development activities targeting public and private sectors are crucial.**

Only with a participatory approach and spirit a collaborative GI sector culture will be triggered,

Aiming at value addition (particularly in rural areas), employment, and increased (GI sector) competitiveness.



La mise en œuvre sur le terrain d'une IG pour promouvoir le développement local :l'expérience tunisienne de la figue de Djebba

Lemia Chekir Thabet – Coordinatrice du *projet PAMPAT 2*
ONUDI ***l.chekir-thabet****@unido.org*

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Ministère de l'Agriculture, des Ressources Hydrauliques et de la Pêche
DGPA

Ministère de l'Industrie et des PME
DGIA

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APIA Agence de Promotion des Investissements Agricoles

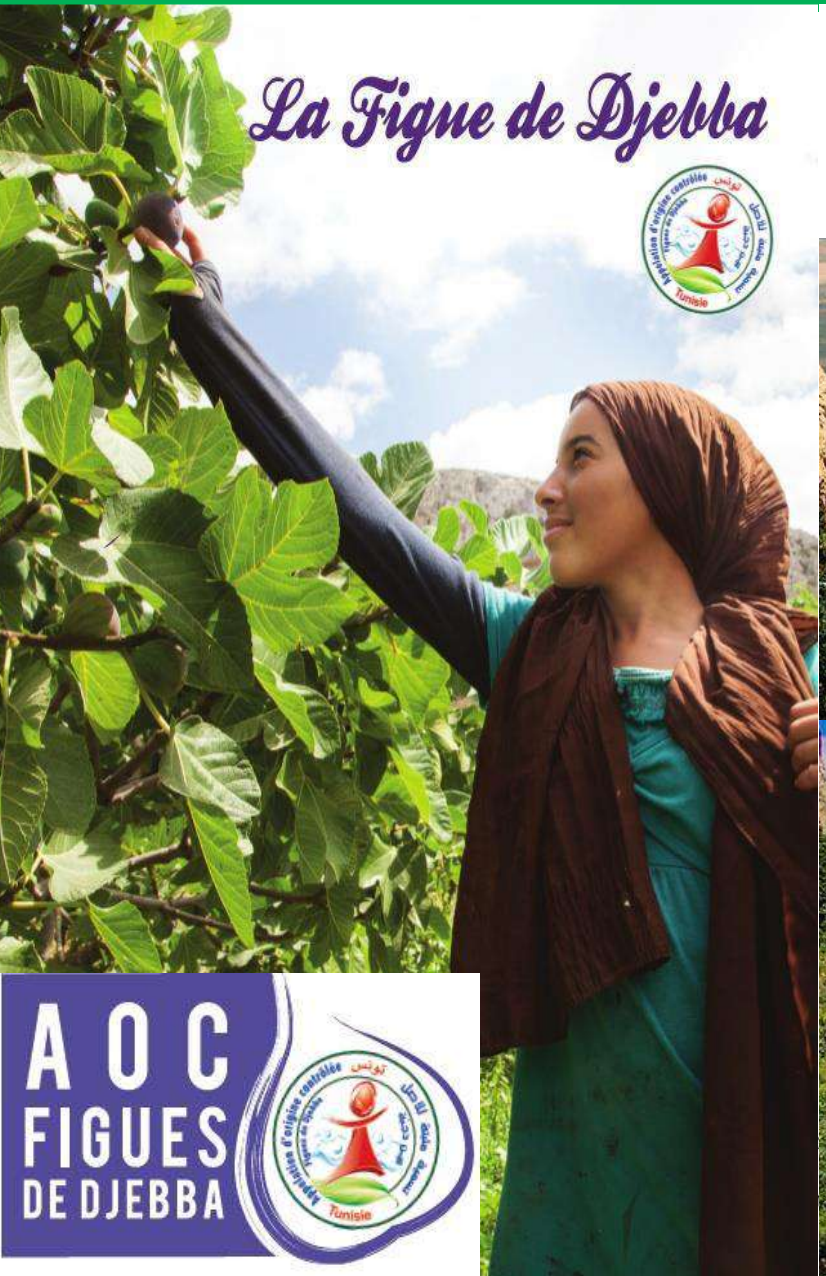
TUNISIA EXPORT CEPEX

Gica

Groupement Interprofessionnel des Dattes GIDATTEX

GIFruits

PAMPAT.TN



La figue de Djebba a été le premier fruit en Tunisie à être protégé par une AOC 2012 . Mise en œuvre de l'AOC à partir de 2014.





Contexte

PAMPAT .TN

- Les activités présentées ont été réalisées à Djebba dans le cadre du projet PAMPAT 1 (2013-2019) mis en œuvre par l'Organisation des Nations Unies pour le Développement Industriel ONUDI et financé par le Sécretariat d'Etat à l'Economie Suisse (SECO) en collaboration avec le Ministère de l'Agriculture et le Groupement Interprofessionnel des Fruits GIFRUITS.
- Actuellement l'ONUDI met en œuvre la phase 2 du PAMPAT et valorise d'autres produits IG (Grenade de Gabès, Grenade de Testour, Figue de Barbarie de Zelfen)

La démarche de valorisation



Labellisation

Qualité Contrôle



Partenariats et Synergies





Valorisation du terroir

Vente et Promotion



Labéllisation

PAMPAT .TN

- 2013 → 0% des figues sont labélisées (Démarrage de la **sensibilisation**)
- 2014 → 2%
- 2019 → **25%**







Nombre de commerçants- agriculteurs locaux:

2014 = 1 seule coopérative (SMSA)

2019 = 6 grands opérateurs djebbaois (143 agriculteurs signataires du CDC AOC)

La démarche de valorisation



Labellisation

Qualité Contrôle



Partenariats et Synergies





Valorisation du terroir

Vente et Promotion



Amélioration de la qualité marchande



Campagne 2014



CAMION FRIGO
(avec Gifruits, SMSA)



A partir de 2016

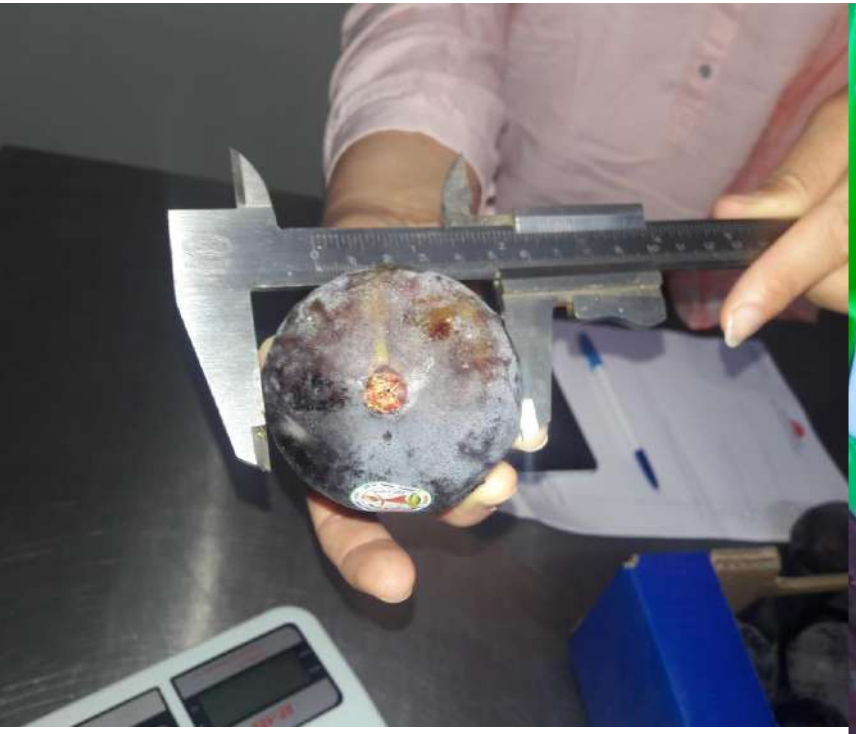
Agréage à l'export pour 2 unités de conditionnement



Contrôle et certification

PAMPAT.TN

- Mise en œuvre du système de gestion et de contrôle l'AOC
- Développement du plan de contrôle
- **Première AOC en** Tunisie à passer des audits externes
- Création d'une **association locale** chargée de la gestion/promotion de l'AOC (signature d'une convention publique-privée)





TRACABILITE:

Agriculteur

Parcelle

Lot

Date condit.

La démarche de valorisation



Labellisation

Qualité Contrôle



Partenariats et Synergies





Valorisation du terroir

Vente et Promotion



Commercialisation

- Chaque fois plus de ventes dans chaque fois plus de points de distribution (grâce a plus de producteurs djebbaois impliqués)
- Démarrage des exportations
- 2014-19 :**Doublement des prix** à Djebba



France (Paris)



Tunis



Qatar





Export vers Dubai

Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Département fédéral
de la formation et de
Secrétariat d'Etat à l'éc

Promotion

PAMPAT.TN

- Un **programme de promotion publique-privée pour la figue de Djebba AOC** (Ministère + GIFRUITS)
- Grand travail médiatique
- 2013: Présence sur Google négligeable
- 2019: **20 000 résultats** de recherche sur Google









La démarche de valorisation



Labellisation

Qualité Contrôle



Partenariats et Synergies





Valorisation du terroir

Vente et Promotion



Transformation des figues

PAMPAT .TN

- Avant: transformation pour l'autoconsommation
- 2019: production et ventes dans les supermarchés, en ligne etc







Prix figues séchées: **+ 150%** entre 2014 et 2019







Nouvelle boutique à Djebba

Promotion à travers la GASTRONOMIE

PAMPAT TN



2016: IHET Sidi Dhrif

2018: Restaurant haute-gamme à TUNIS







2019: Mövenpick Tunis

Partenariat avec l'Academie nationale de Cuisine





Confederazione Svi
Confederaziun sviz

Appui au tourisme alternatif

- Promotion du tourisme alternatif (avec ONTT)
- Organisation annuel du Festival de la Figue de Djebba depuis 2017 par l'association locale AOC
- **+ 150% de visiteurs** entre 2015 et 2019

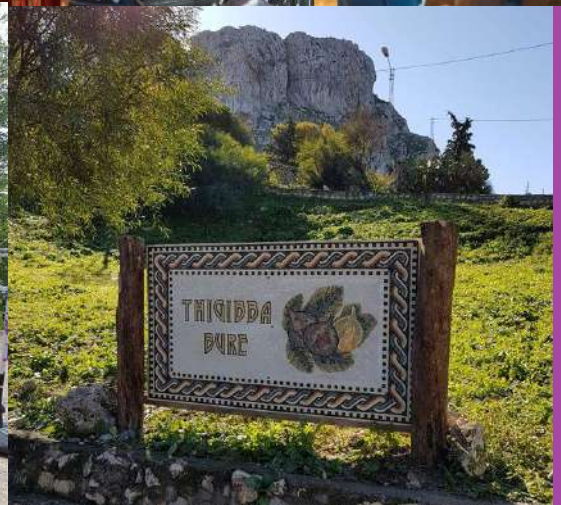




Ministre visit Djebba

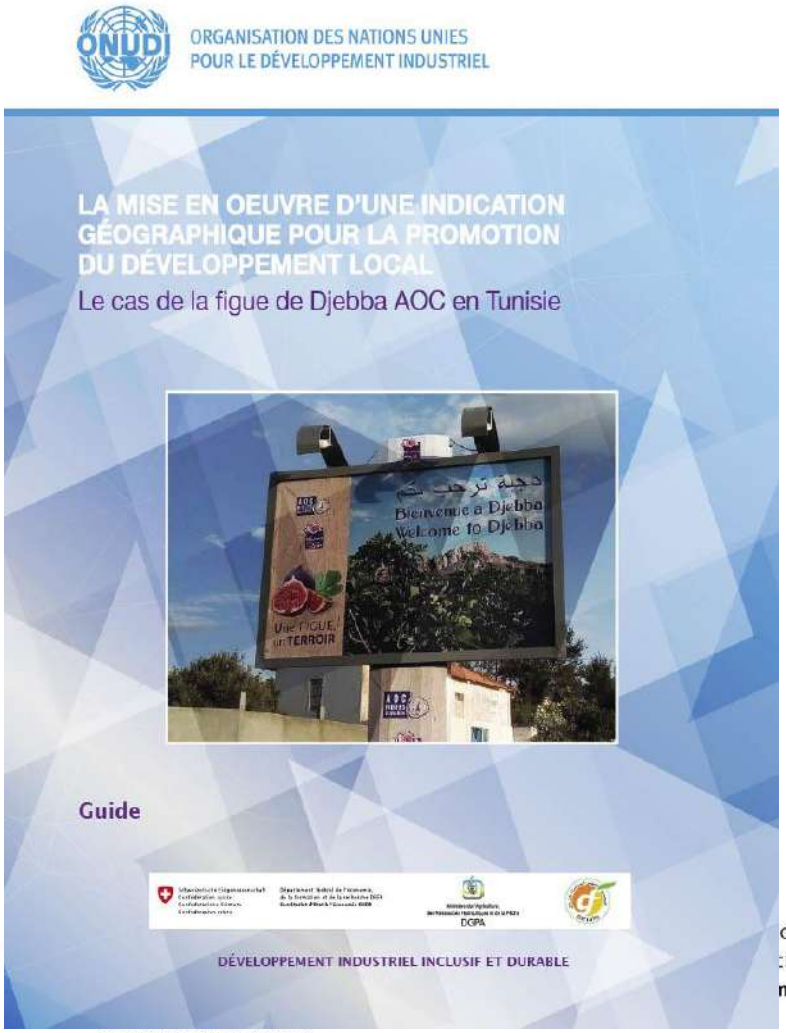






Festival Karmous Djebba

Pour en savoir plus:

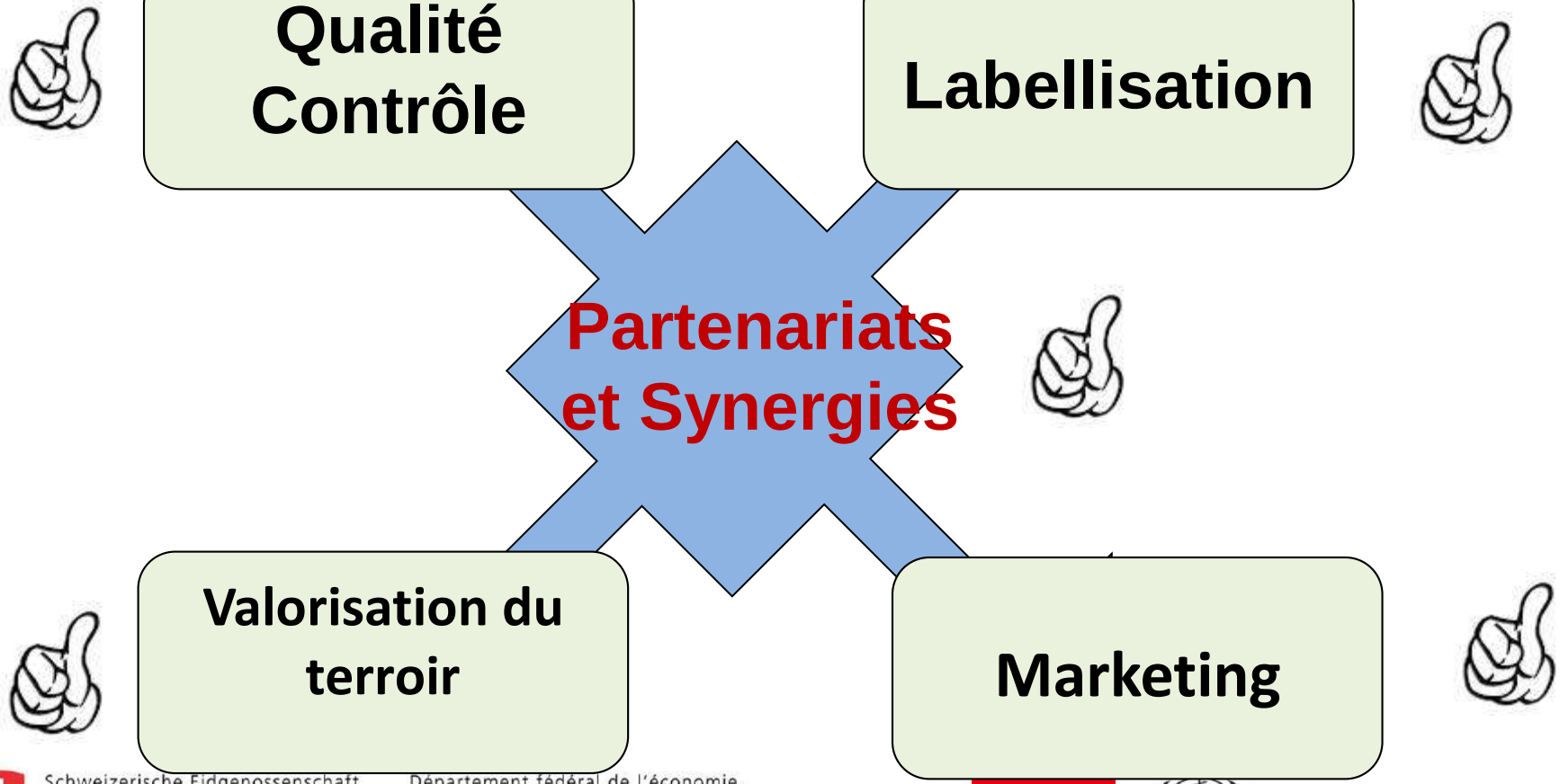


Lien au Guide en FR et en ENG:
https://pampat.tn/documents-telechargeables-figue-de-djebba/

4 vidéos sur la figue de Djebba AOC en FR et ENG
YOUTUBE: Pampat Tunisia

ORGANISATION DES NATIONS UNIES
POUR LE DÉVELOPPEMENT INDUSTRIEL

La démarche de valorisation



Activités au niveau national I

PAMPAT .TN

- Il y a quelques années les concepts des « produits de terroir » en général et des indications géographiques en particulier étaient méconnus en Tunisie
- Des efforts au niveau national pour faire connaître les produits de terroir ont contribué à la réussite de l'experience de la figue de Djebba AOC



2016: 1er inventaire tunisien des produits de terroir (avec appui du PAMPAT)



Confederaziun svizra

ONUDI ORGANISATION DES NATIONS UNIES POUR LE DÉVELOPPEMENT INDUSTRIEL

Concours Tunisien des Produits du Terroir

PAMPAT .TN

- Événement bisannuel organisé par l'APIA avec l'appui du PAMPAT
- Inspiré du Concours Suisse
- 1ère édition 2017
- 3ème édition 2021: 625 produits dégustés, 199 médailles → **2,5 fois plus qu'en 2017**



Dégustations







Sélection de produits médaillés de Djebba

Promotion des produits médaillés

PAMPAT.TN

Maroc



CARREFOUR



SIA Paris



Enquête: Augmentation des ventes des produits médaillés 30-50% y compris à Djebba



DUTY FREE TUNIS





Plateau Radio

Suisse - Berne



PAMPAT .TN

Stratégie nationale de valorisation et de promotion des produits de Terroir

- Le Ministère de l'Agriculture a développé une stratégie nationale de valorisation et de promotion des produits du terroir adoptant une approche participative
- Elaboration d'un plan d'action à court, à moyen et à long terme concernant les aspects:
  - **Production , qualité et certification**
  - **Commercialisation**
  - **Marketing territorial**
  - **Gouvernance**
- Mise en œuvre de la stratégie dans deux zones pilotes dans le cadre du projet PAMPAT
- Validation de la démarche pour la mise en œuvre dans toutes les régions de la Tunisie

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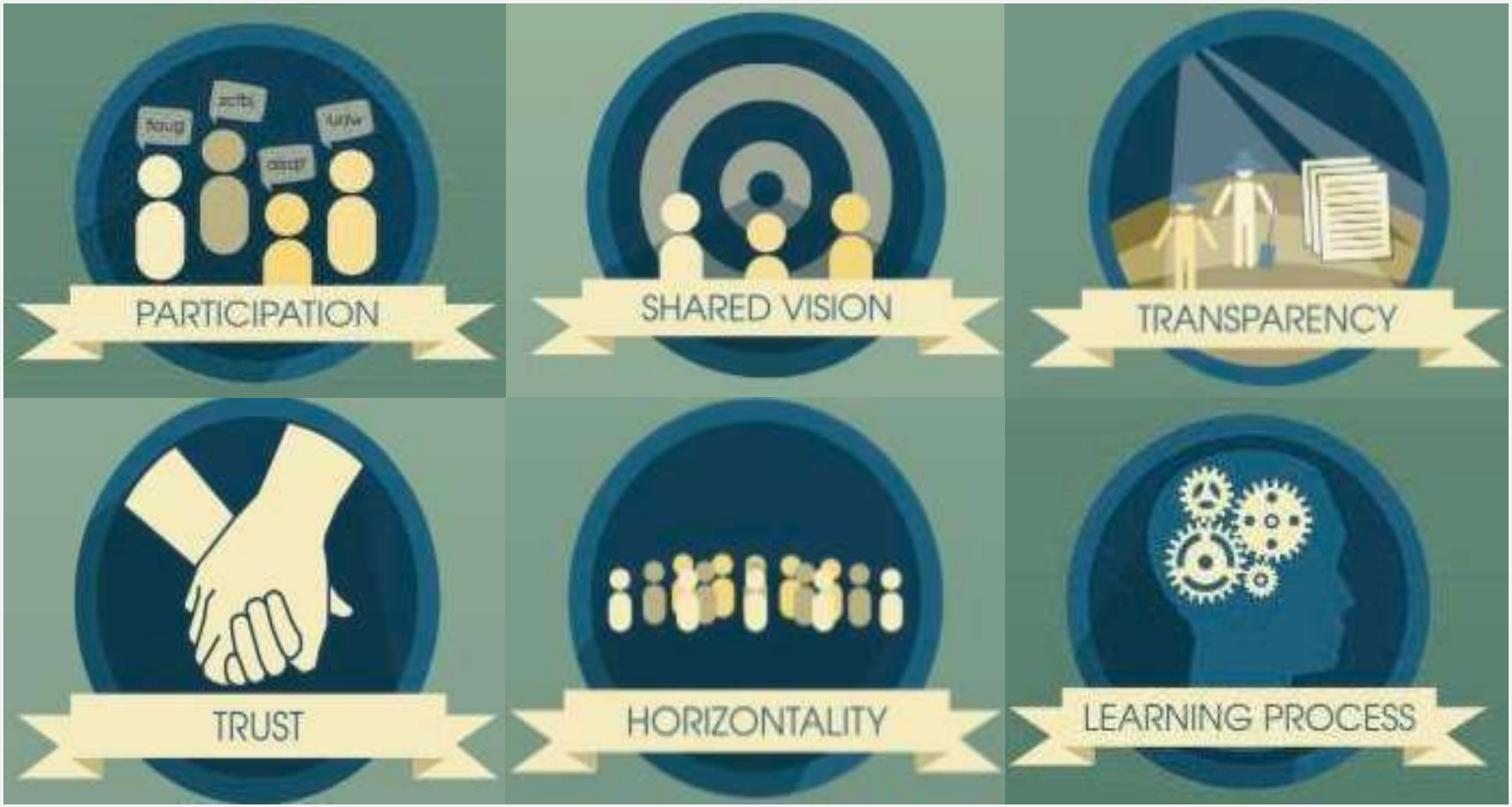
- PGS: origin and principles
- PGS beyond Organic Agriculture
- Case study: Parma district
- PGS and GIs: possible synergies

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).

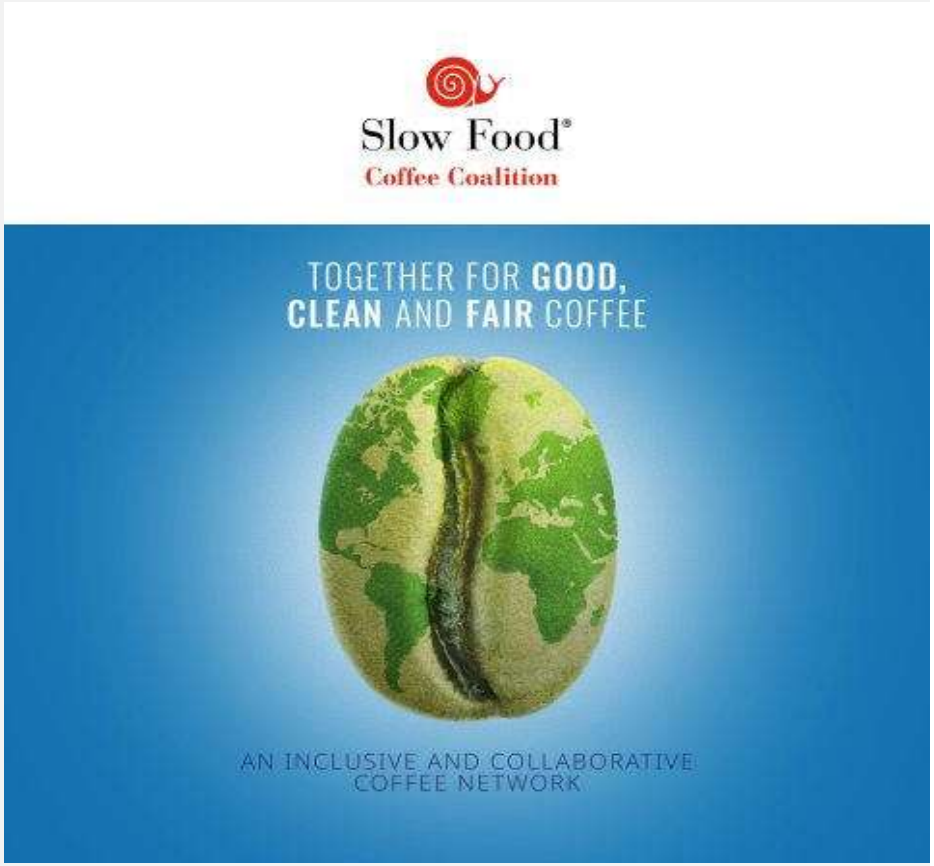
- **Origin:** Organic Agriculture (since 40 years)
- **Data:** 235 PGS in 77 Countries;
- More than 1 million producers certified (FAO/IFOAM)
- **Trend:** Constant growth, new Countries recognizing PGS

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

PGS

Sistema di Garanzia Partecipata

PGS IN DES PARMA







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

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RÉPUBLIQUE FRANÇAISE
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AGRICULTURAL RESEARCH FOR DEVELOPMENT

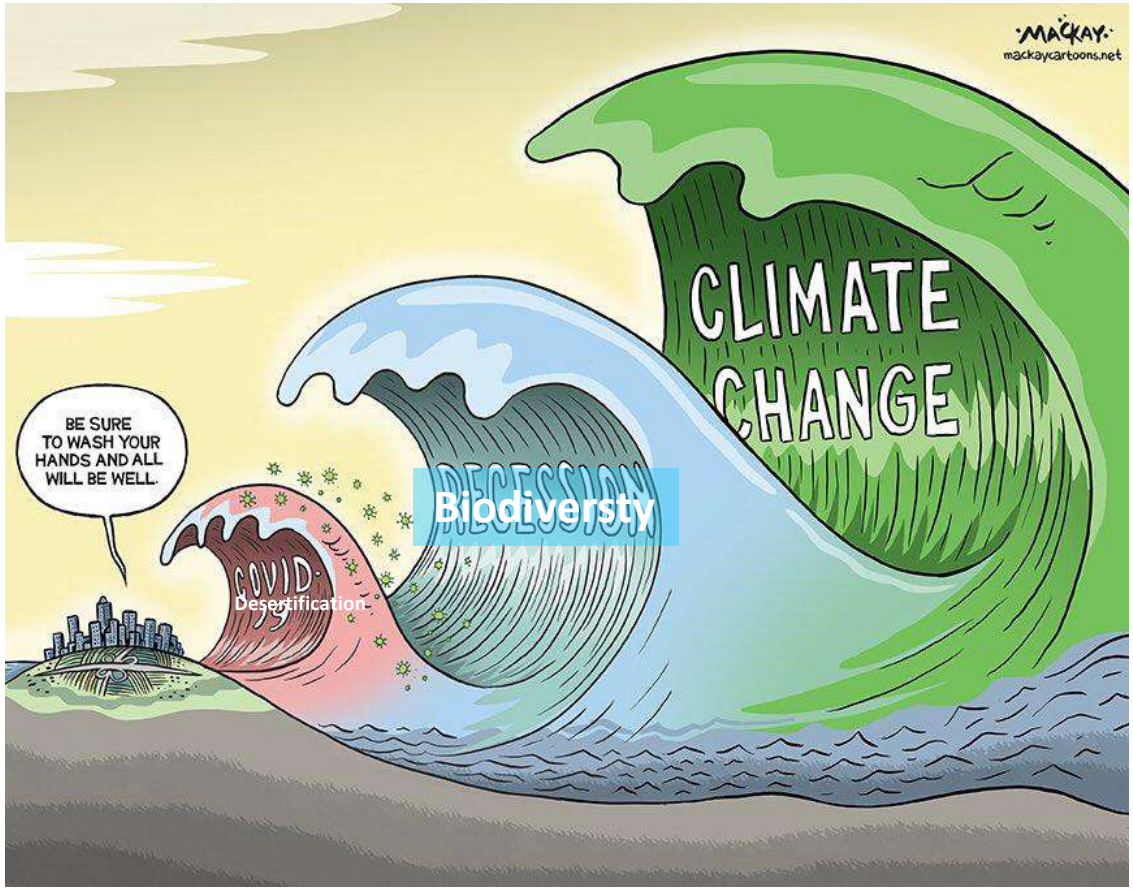
Session E

Mercredi 6 juillet 2022

“Lien à l’origine : enjeux environnementaux et changement climatique”

Worldwide Perspectives on Geographical Indications
Montpellier, France, 5-8 July 2022

Enjeux environnementaux



- Importance de la coordination internationale dans le cadre d'un "régime climatique " (Krasner, 1982)

- Vers l'intégration des effets croisés et de leur complexité – réciprocités

Climat – bien public global architectonique et réciprocités (interplays)

Nexus climat/biodiversité

- Dégradation sévère de la biodiversité à l'échelle planétaire

(IPBES, 2019)

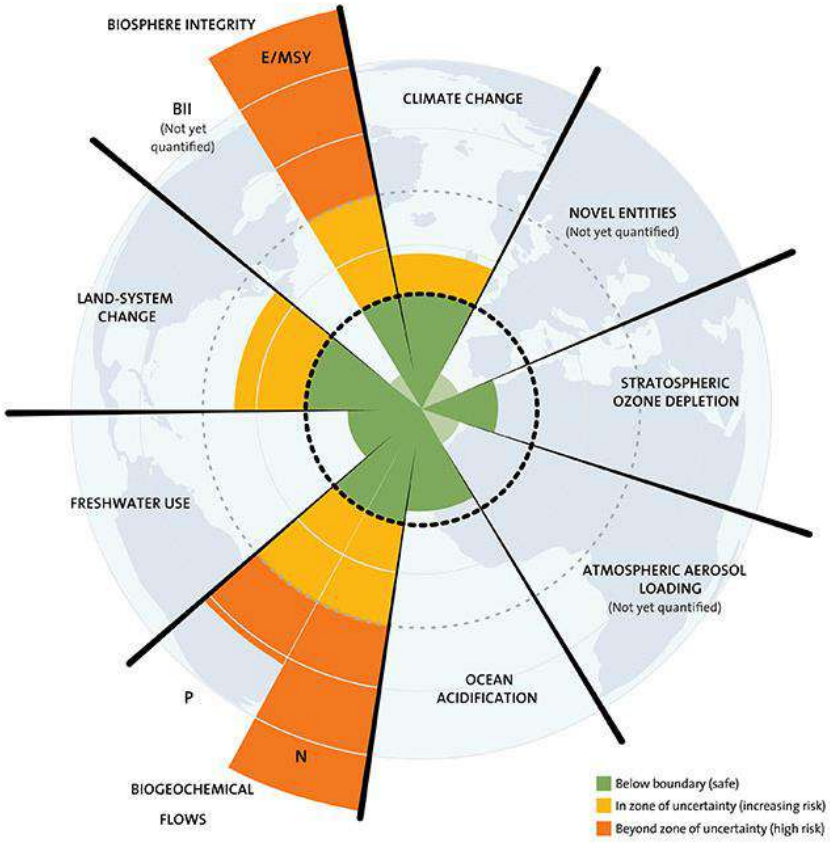
- Les solutions qui s'appuient sur la nature contribuent à l'effort d'attenuation du DC.

30% des mesures d'atténuation necessaires jusqu'en 2030 pour stabiliser le réchauffement global en dessous des 2° C (Griscom B.W. et al., 2017)

- Cadrage intégratif : nexus Biodiversité/Climat

(IPBES/IPCC, 2021)

The nine planetary boundaries



Source: Steffen et al. 2015

NEXUS biodiversité/climat cadrage (framing) intégratif global

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Les territoires



Wait…is it, “Think globally, act locally” or “Think locally, act globally"?

- Nexus climat/biodiversité : un cadrage intégratif global pour l’action collective

- Echelle des territoires : integrations des contraintes et objectifs dans des situations particulières, ancrages identifiés

* Pas un modèle mais des experiences situées

Une échelle d’action/d’experience située

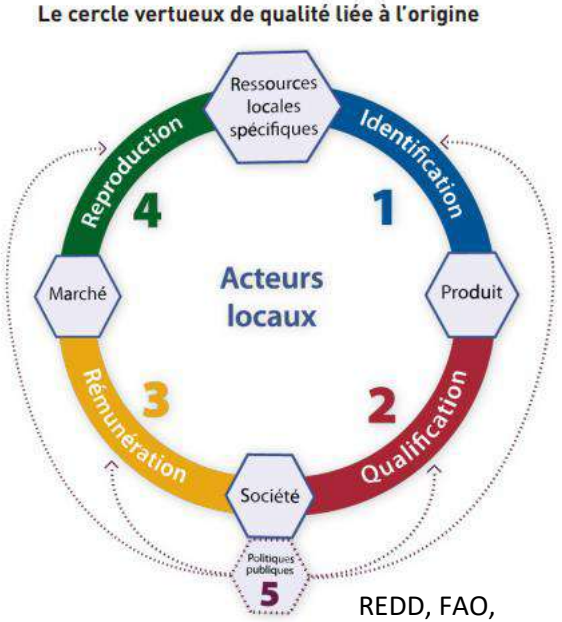
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Les indications géographiques

"**Lien à l'origine**" au  de la "philosophie gestionnaire" (Hatchuel et Weil, 1992) des Indications Géographiques – qualité /reputation liée à une origine particulière, attributable à un terroir donné.

- Justification juridique des IG, cahier des charges = administration de la preuve du lien au lieu

- A la base du modèle économique des IG, "cercle vertueux".



REDD, FAO,

Réévaluer le LIEN à l'ORIGINE

À l'aune du nexus biodiversité/climat

Propositions de mise en discussion

- 1/ Dans quelle mesure des IG sont des outils **adaptés** pour équiper des collectifs de producteurs face au double défi de protection de biodiversité et d'adaptation/atténuation du CC ?

- 2/ Dans quelle mesure les IG sont des outils **adaptatifs,** pour continuer à valoriser/protéger une qualité qui est appelée à se recomposer au fur et à mesure que les terroirs d'origine et les pratiques de production changent sous la contrainte climatique ?

- 3/ Quelles **échelles d'action et d'intégration** des enjeux biodiversité/climat par les IG ?
  - Spatiale
  - Temporelle

Propositions de mise en discussion

Qualité intrinsèque – identitaire
Lien à l'origine

Philosophie
Gestionnaire



Gouvernance interne

Gouvernance territoriale et/ou sectorielle

Vision simplifiée des relations

Source: (Hatchuel et Weil, 1992)

Substrat Technique/ artefact

Cahier des charges

Plan de contrôle et système de traçabilité

Nexus biodiversité/climat dans notre session

Mory Haba, Chercheur en Agronomie-Système au Programme Cultures Pérennes de l'Institut de Recherche Agronomique de Guinée	Indication Géographique, Biosphère et Collectivités Locales, Enjeux et perspectives pour un développement durable : cas du Café Ziama-Macenta
Omar Bekkouche, Producteur, SG de l'IG Figue Sèche de Beni Maouch, Algérie	IG Figues sèches de Beni Maouche (Algerie)
Sara Gabellini, Department of Agriculture, Food, Environment and Forestry, University of Florence, Florence, Italy	GI Products Based on Agrobiodiversity Resources: Which Quality Signs?

Gilles Flutet, Institut national de l'origine et de la qualité (INAO), France	La problématique des indications géographiques face au changement climatique en France
Dana Salpina, Università degli Studi di Padova, Department TESAF, Legnaro, Italy	Climate change effects and the responses of the agri-food GI agents: Evidence from the Veneto Region (Italy)
Jean-Marc Touzard, Montpellier University, UMR Innovation, INRAE, France	Geographical Indication challenged by climate change No future or new morning? Lessons from the French Wine Industry

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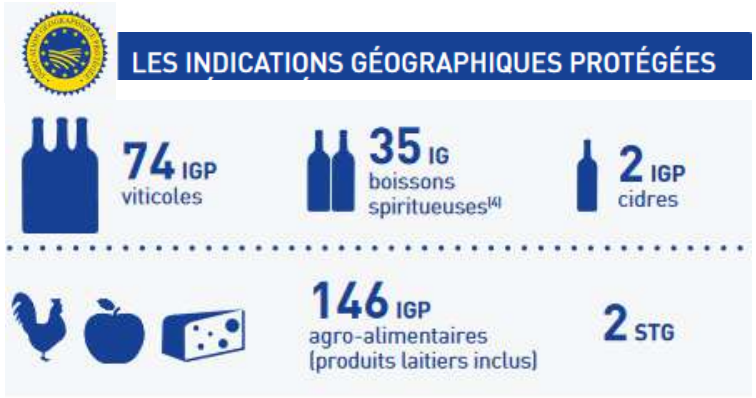
INSTITUT NATIONAL DE L'ORIGINE ET DE LA QUALITÉ

LA PROBLÉMATIQUE DES INDICATIONS GÉOGRAPHIQUES FACE AU CHANGEMENT CLIMATIQUE EN FRANCE

Gilles Flutet, Laurent Mayoux, Caroline Blot, Alexandra Ognov, Jacques Gautier

Les IG en France, petit focus





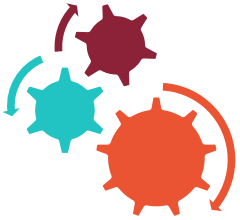
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https://www.inao.gouv.fr/



Le lien à l'origine, fondement des IG

Facteurs humains



terroir





Produit IG











Milieu (facteurs naturels)

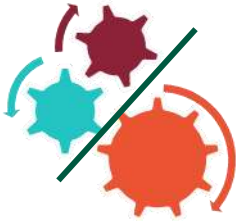
Savoir-faire





Changements climatiques

Facteurs humains





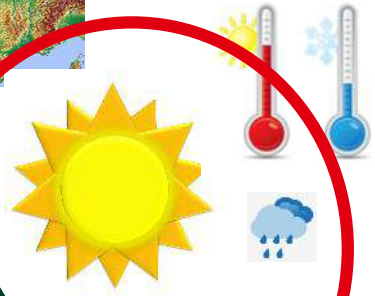






Produit
IG





Savoir-faire

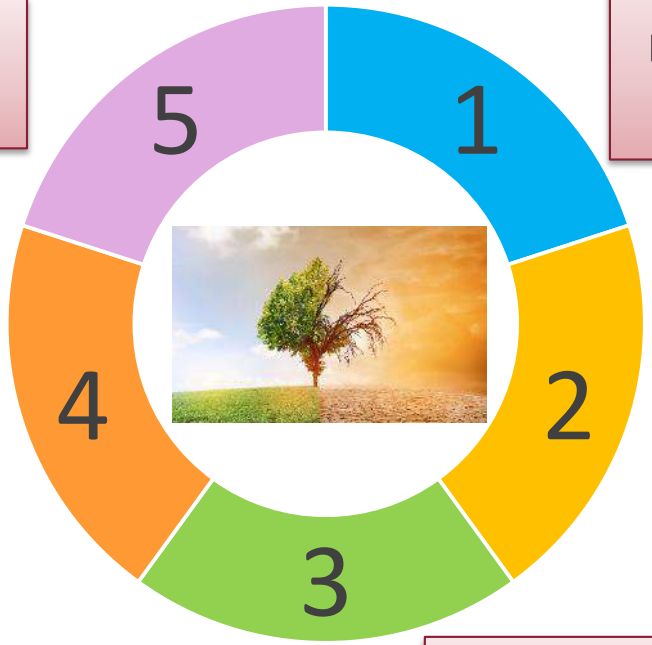
Milieu (facteurs naturels)





Impacts du changement climatique sur les systèmes de production agricole

1. Dégâts climatiques accrus et plus fréquents : gel printanier, grêle, sécheresse, stress thermique, inondations,..
2. Risques sanitaires accrus : pression fongique et parasitaire, maladies émergentes,….
3. Calendriers phénologiques et culturaux avancés, récoltes plus précoces
4. Productivité des cultures (rendements réduits, plus fluctuants)
5. Caractéristiques des produits, modification des profils sensoriels et analytiques



S’adapter sans remettre en cause le lien à l’origine

Adaptations techniques

Aléas climatiques

- ❑ Irrigation
- ❑ Génétique (assortiments variétaux)
- ❑ Equipements de protection (filets anti-grêle, dispositifs pour le gel, équipements d’ombrage)
- ❑ Pratiques culturales, modes de conduite
- ❑ Choix des parcelles (gel, stress hydrique)

Calendriers phénologiques

- ❑ Génétique
- ❑ Pratiques culturales (date de taille, de récolte)
- ❑ Choix des parcelles (exposition, altitude,..)
- ❑ Equipements d’ombrage

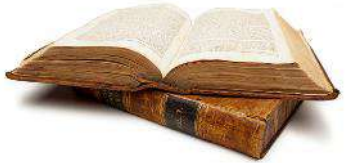
Caractéristiques des produits

- ❑ Technologies correctives
- ❑ Date de récolte
- ❑ Adaptation des cahiers des charges
- ❑ Communication et pédagogie auprès des consommateurs

+ adaptations socio-économiques

Procédures et outils pour les producteurs d'IG





Demandes ponctuelles pour répondre à un aléas climatique

(article 6 § 3 du règlement délégué (UE)

- Modification d'une date de récolte
- Recours à l'irrigation
- Calendrier de mise à l'herbe des animaux
- Achat d'aliment extérieur à l'aire géographique

Demandes structurelles

- Évolution de certaines pratiques culturales
- Evolution génétique ou du matériel végétal
- Mise en place de protection

Modification du cahier des charges

Conclusion



- **Il existe des solutions pour répondre aux défis du changement climatique.**

- **Mais ces solutions doivent permettre de garantir un équilibre entre**
  - **préservation du lien à l'origine,**
  - **rapidité de mise en œuvre,**
  - **viabilité économique**
  - **satisfaction du consommateur**

- **Indispensable mobilisation de tous les acteurs**

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Merci de votre attention !

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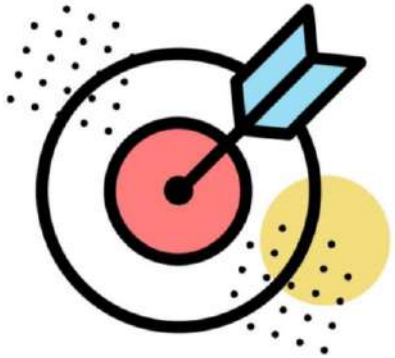
Worldwide Perspectives on Geographical Indications
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GI Products Based on Agrobiodiversity Resources: Which Quality Signs?

Gabellini, S.[1], Belletti, G.[2], Marescotti, A.[2], Scaramuzzi, S.[1]

[1] Department of Agricolture, Food, Environment and Forestry, University of Florence
[2]Department of Economics and Management, University of Florence

Scope and Aim of the Research



- *SCOPE* Products based on **neglected or underutilized landraces**, which give them **specific quality characteristics** and their **reputation**, and bearing **the name of the territory** they come from

- *AIM* Understanding the role of **PDO-PGIs and other quality signs** as potential tools for the **recognition and protection** of **landrace-based GI products,** towards the development of sustainable localized **agrobiodiversity-oriented food systems (ABOFS)**

Evolving literature and institutional contexts

- Enhancing **agrobiodiversity potential** for **food systems transition** (e.g., SDGs, CBD, FAO Treaties, EU Green Deal, Biodiversity 2030, Food2030, etc.)
- Fostering **neglected or underutilized landraces** conservation, sustainable use, fair and equitable sharing of benefits, as the basis of a **new paradigm** of **agricultural sustainability and territorial development**

VALUING THE ROLE OF

GI PRODUCTS based on agrobiodiversity resources

Ongoing debate

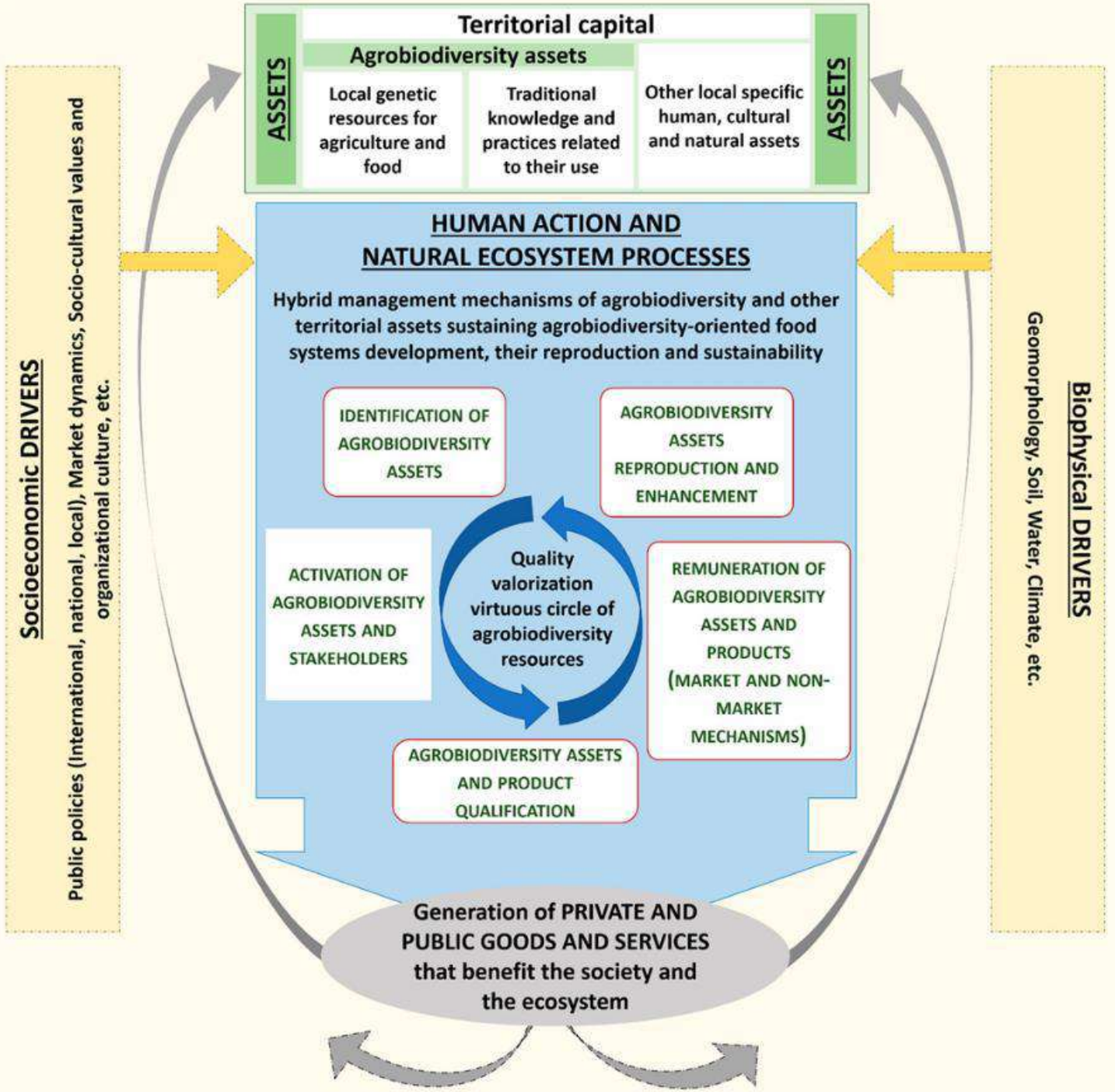
- ❑ Understanding how **GI agrobiodiversity products** can favor the **preservation** of endangered local genetic and related cultural resources
- ❑ Identifying **limits and potential** of adoptable **quality signs** in supporting a **coherent and collective management** of **landraces and derived products** towards the development of **sustainable ABOFS**

(Chable et al, 2020; Vermunt et al., 2020; Lalitha and Vinayan, 2018; Santilli, 2012)

Agrobiodiversity-oriented food systems as SES: a holistic model

Identify the **assets, drivers, action processes,** and **multiple beneficial effects**, concerning the development and reproduction of **landrace-based quality virtuous valorization circles**

(Scaramuzzi et al., 2021)



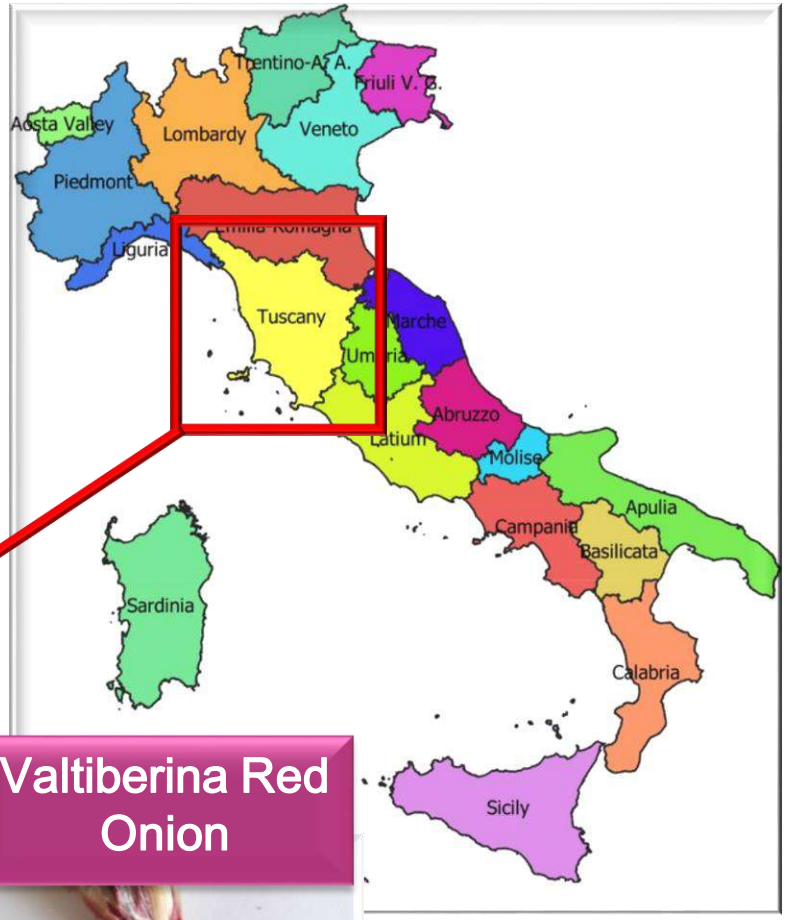
Methodology: comparative case study analysis

illustrative and representative cases of 3 localized agri-food systems of **threatened plant genetic resources of Tuscany (Italy),** registered in:

- ✓ **Regional Repertories** of local breeds and varieties (LR 64/2004)
- ✓ **National Registry** of biodiversity for agriculture and food (L 194/2015)

Maize Formenton Ottofile of Garfagnana







Valtiberina Red Onion





Cherry of Lari

(Yin, 2012; Poteete et al., 2010; Seawright and Gerring, 2008)

Methodology: PAR approach

- **Participatory-Action Research (PAR) approach**, by actively involving private and public stakeholders operating at different institutional levels

- **Qualitative methods** of data collection and analysis
  - ✓ *Literature review and secondary data collection (purposeful sampling)*
  - ✓ *In-depth interviews with key informants (open ended form, purposeful snowball sampling)*
  - ✓ *Narrative framing and conceptualization*
  - ✓ *Final focus group for sharing, validation, and future planning*



(Bergold and Thomas, 2012; Baum et al., 2006; Patton, 2002; Pretty, 1995; Chambers 1994)

Results

Characterization of **public-private initiatives** for threatened local genetic resources **recovery, conservation,** and **valorization:**

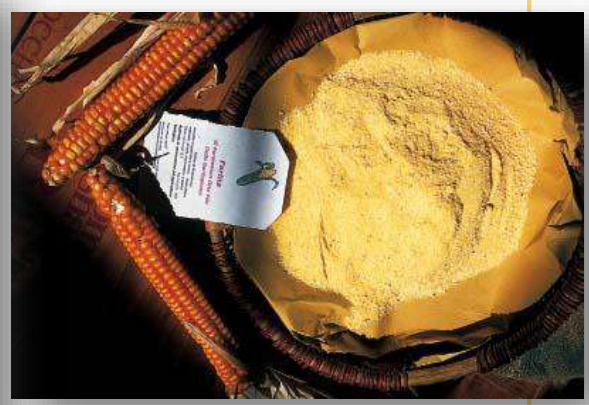
- Identification of **landraces name, specific qualities, and territorial linkages**
- Activation of **networks** of **Custodian farmers** and **Germplasm Banks** for publicly controlled conservation, and local cultivation restoration
- **GI agrobiodiversity products** qualification and fair remuneration in both **landrace-based niche markets** and **larger scale-integrated supply chains:**
  - Allocation
  - premium prices







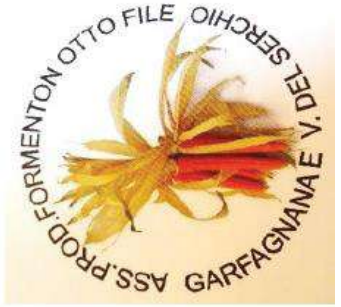










GI product	Quality signs and marketing strategies		Governance settings
Valtiberina Red Onion (1 endangered variety typical of the area of Valtiberina)	• Dedicated **logo and claim** • Reference to the variety in the sales denomination difficult to trace and document		Informal agreements among custodian farmers and supply chain operators
Maize Formenton Ottofile of Garfagnana (1 endangered variety typical of the area of Garfagnana)	• **Collective mark** elaborated, but not effective (other valorization networks) • Reference to the variety in the sales denomination difficult to trace and document		Fragmented (plurality of initiatives, individual and collective, not involving custodians)
Cherry of Lari (13 endangered varieties typical of the area of Lari)	• National Register for the commercialization of fruit varieties • Application for a **PGI** (*ongoing process*)		Formal (Protection Committee, including custodians)

Discussion (1/2)

OPPORTUNITIES

- **Collective GI initiatives** favour the **market appreciation** and **fair remuneration** of **landrace-based products**, thus **incentivizing** endangered genetic and cultural resources conservation
- **Multistakeholder governance settings** are essential for the implementation of GI agrobiodiversity products valorization strategies
- **Different quality signs and marketing tools** can be adopted, intended to a balanced satisfaction of all the interests at stake

LIMITS

- **Lack of effective public tools** for GI agrobiodiversity products qualification (new opportunities of the Italian National L 194/2015 to be implemented)
- **Lack of local actors capability** of identifying and implementing quality signs (need of major public support)
- **EU PDO-PGIs appear too costly** for the protection of GI products based on low marketable landraces and involving small-scale supply systems (tailored qualification is needed)

Discussion (2/2)

Valuing the adoption of **different quality signs and collective marketing strategies,** in accordance with the level of **GI agrobiodiversity products market potential** and characteristics of related **ABOFS**

High marketability and capacity of upscaling

- EU and National Registries for "**conservation varieties**" seed commercialization (traceability)
- **EU PDO-PGIs**

Low marketability and small-scale

- **Participatory Guarantee** Systems (PGS)
- **Collective marks** (committees, associations)

Landraces with no current market value

- New **Public National Mark of "custodian farmers"** (ongoing discussion) for the valorization of conservation efforts and subsequent medal effect

Conclusions

Our research aims to corroborate the role of market valorization through **GIs related quality signs** in **biodiversity-oriented** food systems **agro-ecological transition** and for a inclusive and sustainable **territorial development**

We think further **public and private efforts** are needed for **RIPE**:

- *Research* - ABOFS characterization and analysis
- *Innovation* - Innovating quality signs for GI agrobiodiversity products
- *Policy* - Enhancing public valorization tools and support mechanisms for fairly remunerating and incentivizing collective conservation and valorization initiatives
- *Education* - Specific technical support and capacity building approaches for empowerment

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Worldwide Perspectives on Geographical Indications

Montpellier, France, 5-8 july 2022

Thank You!







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Concluding Remarks

Agricultural GIs and agro-biodiversity are two sides of the same coin as both converge on the points of conservation and GI goes further with market returns. Therefore, ensuring conservation of agro-biodiversity and protecting them with GI would help the farmers with multiple benefits. GI should not be viewed as a standalone factor, but should be viewed as a developmental tool intertwined with other programmes like rural development, environment protection and agro-biodiversity conservation. However, efforts should not stop with identification of GIs alone but should have market strategies and also focus on value addition. Agro-biodiversity conservation efforts of farmers should be recognised with incentives.

Lathita, 2012 **Embedding Cultivated Diversity in Society for Agro-Ecological Transition.**

Vermunt, 2002 - **Sustainability transitions in the agri-food sector: How ecology affects transition dynamics.**

farmers and cooperatives and low prices of regime products). However, we claim that sustainability transitions in the agri-food sector to enhance biodiversity deviate from other sustainability transitions (e.g. socio-technical transition dynamics in the mobility and energy sector) due to the central role of ecology. Two key characteristics, i.e. the place-based dependencies of agricultural systems and the public goods' character of biodiversity, shaped dynamics of change in the agricultural sector in various ways:

1 Due to the place-based embeddedness, change is dependent on the engagement of a significant number of landowners who are part of existing regimes. These regime actors often need to be enabled and incentivized to partake in the transition process. These incentives come from exogenous sources of novelty. In our case, NGOs play a prominent role in developing incentive systems.
2 Including biodiversity and the protection of nature shapes transition dynamics in the sense that there is a strong focus on the development of incentive mechanisms due to the public goods' character of biodiversity. Even when biodiversity-friendly niche practices break through to the regime in the agricultural sector, it is unlikely that they will be competitive at scale without continued incentives. Innovation in our case is thus less likely to lead to reduced costs compared to previous studies on the energy and mobility domain. Therefore, there is a high dependence on processes of institutional change that create financial incentives. The search process for new business models that, on the one hand lead to nature conservation and on the other hand, lead to income for landowners is key in this transition process.
3 Agricultural landscapes show large geographical, biophysical and ecological variation. The place-based character of novel agricultural practices implies that these practices cannot be scaled across different geographical regions without adaptations to local ecological circumstances. The spatially sticky character of solutions depend on the environmental conditions, thus there is a need for a specific fit between social-ecological conditions and innovation. This not only holds for novel agricultural practices, but also for the institutional conditions that incentivize these novel practices. The place-based character of both practices and institutions is likely to lead to complex scaling dynamics, perhaps more than in energy and mobility sustainability transitions that have been frequently studied.

This study could also contribute to neighboring fields studying sustainable transformations in the context of ecosystem conservation (e.g. social-ecological systems, transformative adaptation and sustainable pathways (Olsson et al., 2014; Moore et al., 2014; Westley et al., 2011; Patterson et al., 2017)). Studying these transformations from different scientific lenses is valuable as it can

Geographical indications will be a tool in favor of agrobiodiversity conservation and sustainable use only if this is a specific goal of public policies and of all stakeholders involved in the geographical indication system. In order to avoid common negative effects of geographical indications, such as the exclusion of certain agrifood products because protection is granted only to a few – to the detriment of others – it is important to think of new geographical indication models that are focused not only on specific agrifood products, but on agricultural systems as a whole, comprehending all of its elements and interrelations and its entire environmental and cultural diversity. A systemic approach will promote diversity and heterogeneity of genetic resources, whereas, if only one resource is promoted, there is a high risk of specialization and loss of genetic diversity.

Geographical indications for origin-based products must be seen as part of a comprehensive and integrated rural development strategy. Geographical indications can be a starting point for the development and promotion of an entire geographical/cultural heritage, as well as a whole basket of goods and services associated with it. When a differentiated basket of local products and services is promoted, instead of just one specific product, the focus is placed on the territorial identity of a group of products that are closely associated with local history and culture (Pecqueur, 2003; Fonte and Acampora, 2007). This means that local stakeholders can use geographical indication products and the specific local resources linked to them (local gastronomy, traditions, landscapes, etc.) and their reputation as a tool to increase the competitiveness of the entire local and economic system. The geographical indication products will be elements of territorial identity for all local actors and assume the role of catalysts in an integrated rural development strategy.30 In this way, highly valued public interests – such as agrobiodiversity conservation and sustainable use, cultural heritage, including food heritage and diversity, consumers' protection, local development, etc. – will be promoted, and not just the interests of private IP holders.

SANTILLI, 2012 **"Geographical Indications for Agrobiodiversity Products: case studies in France, Mexico and Brazil"**

However, it is important to consider that **not all agrobiodiversity products have great commercial and economic potential, despite their high environmental, social, and cultural value, and that policies aimed at differentiated insertion of agrobiodiversity products in the market will always have limited impact, and should be only part of broader public policies for agrobiodiversity conservation and use.**

http://archive.abs-biotrade.info/uploads/media/Geographical_Indications_for_Agrobiodiversity_Products_-_Juliana_Santilli.pdf
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Agroecology

Agroecology, at its most basic, is the application of ecological principles in agriculture. This is a complex concept, however, because both agriculture and ecology are dynamic fields, undergoing rapid change in response to mounting evidence that the global food system is unsustainable because agriculture, as currently practiced, is a major driver of climate change[1] and the breaching of other planetary boundaries.[2] Ecology refers both to a scientific discipline[3] and to political movements concerned with protection of the environment.[4] Agriculture is a subject focus rather than a scientific discipline, encompassing the set of practices through which people produce food to which various scientific disciplines are applied.[5] Agroecology encompasses all of this complexity.

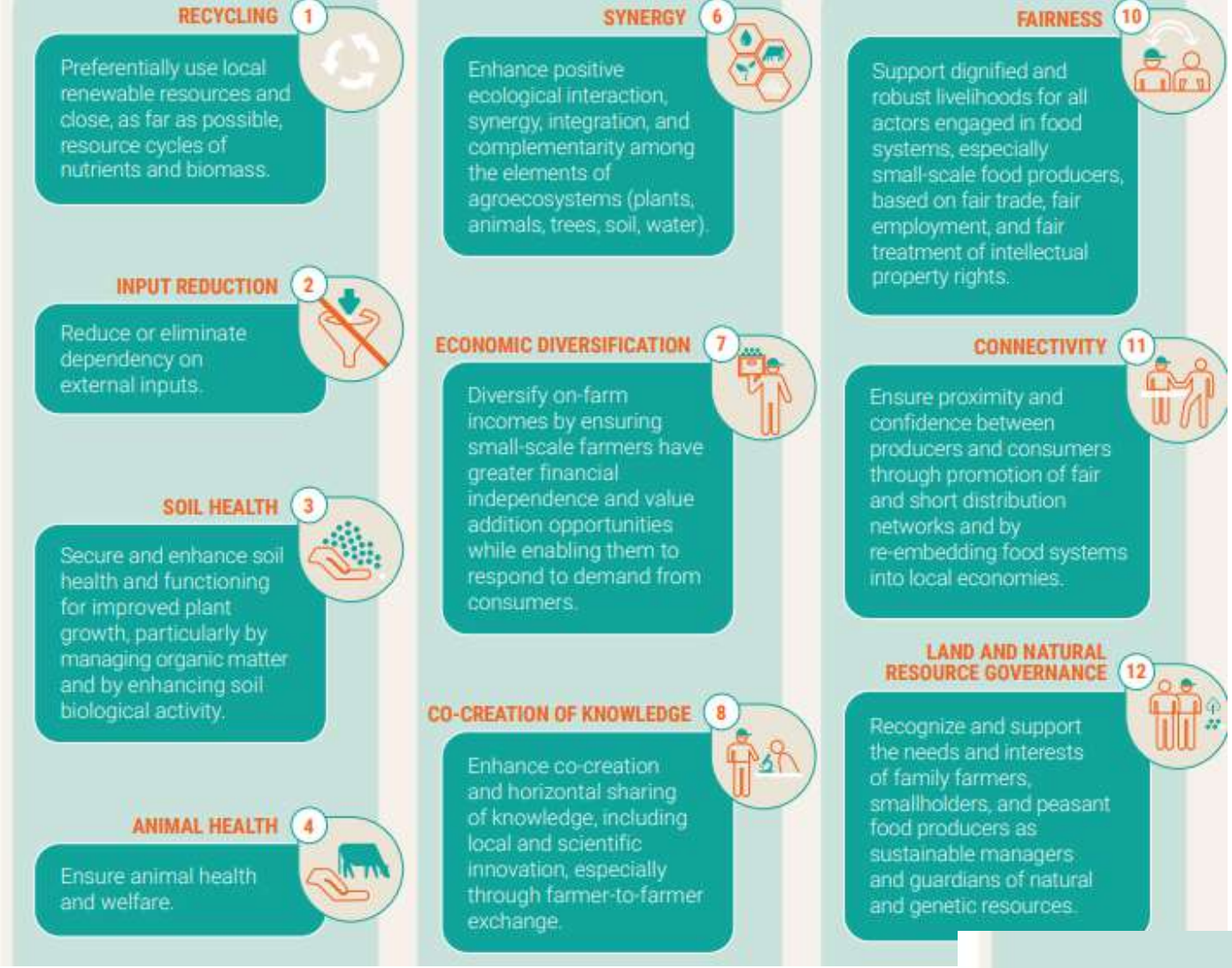
Although ecological science began as a subdivision within biology, it has more recently emerged as an interdisciplinary field with many different branches, including political ecology,[6] many of which link biological, physical, and social sciences. Agriculture is also evolving, with an increasing realization that it is often not useful to separate production of food from other aspects of whole agri-food systems[7] that embrace the production and consumption of food and all that is involved between these two events along food chains.[8] This includes considering the multifunctionality of agriculture with respect to the full range of ecosystem services, such as water yield and quality, pollination, and biodiversity conservation, as well as food production, that are derived from agroecosystems.[9]

These trends in ecology and agriculture come together in an emerging transdisciplinary focus on understanding and managing coupled social-ecological systems.[10] A key reason agroecology is gaining traction in the discourse on adaptation is that it is perceived to bridge ecological and social dimensions associated with development of resilient food systems in the face of climate and other global change.[11] Today, agroecology embraces science, a set of practices, and a social movement,[12] as well as the integration of these three elements to design and implement more sustainable food systems. In practice,

It is generally accepted that **agriculture is a major driver of climate change as well as being acutely challenged to adapt to its effects.** Agroecological approaches involve the **application of integrated ecological, economic and social principles to the transition of smallholder farming systems, towards greater resilience.** This involves adapting 13 generic agroecological principles to local circumstances.

https://www.fao.org/agroecology/database/detail/en/c/1242116/

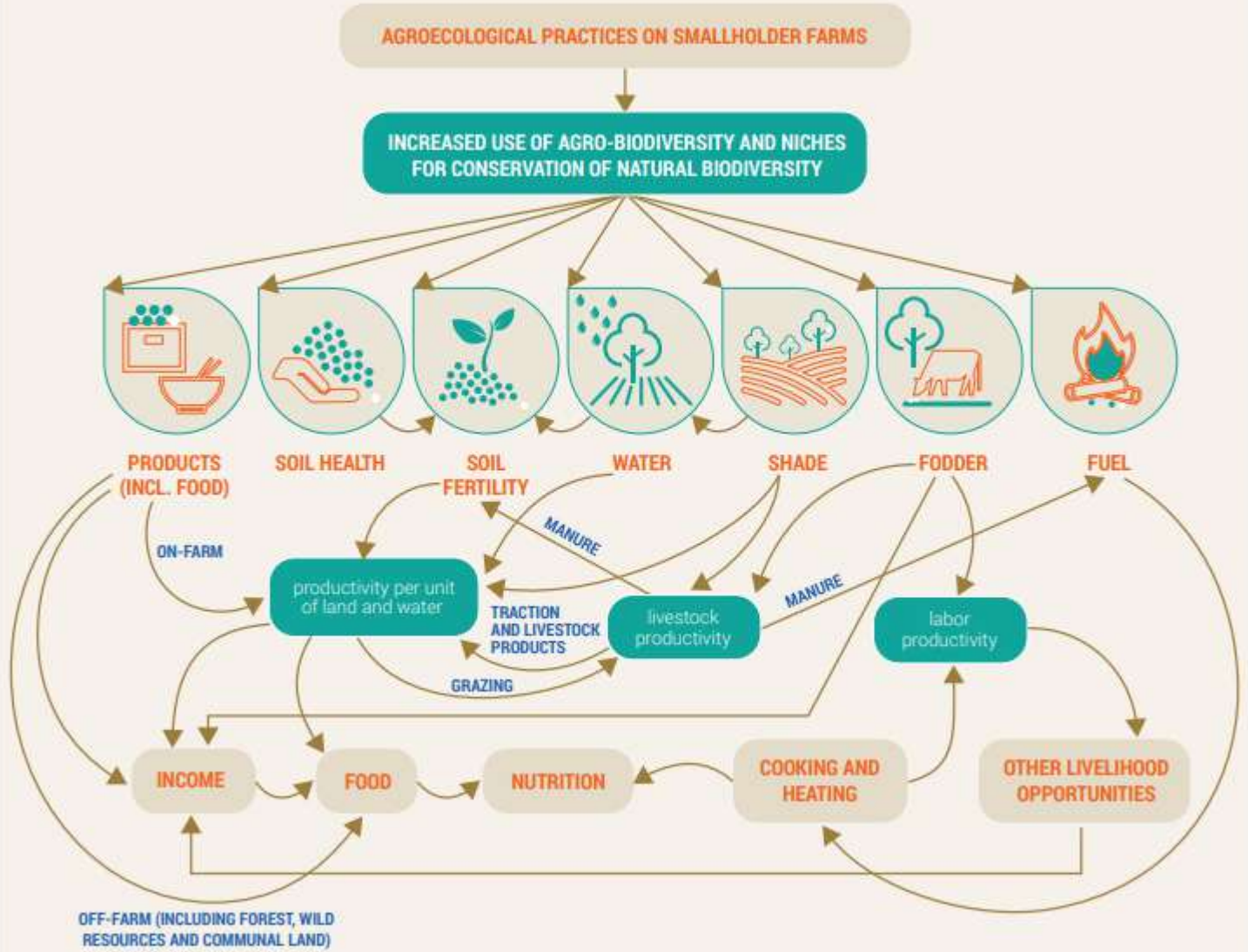
13 princplices of Agroecology





Agroecology and agrobiodiversity

FIGURE 5 Agroecological Practices Have Adaptation Benefits for Smallholder Livelihoods through System Integration



Caratteristiche del prodotto





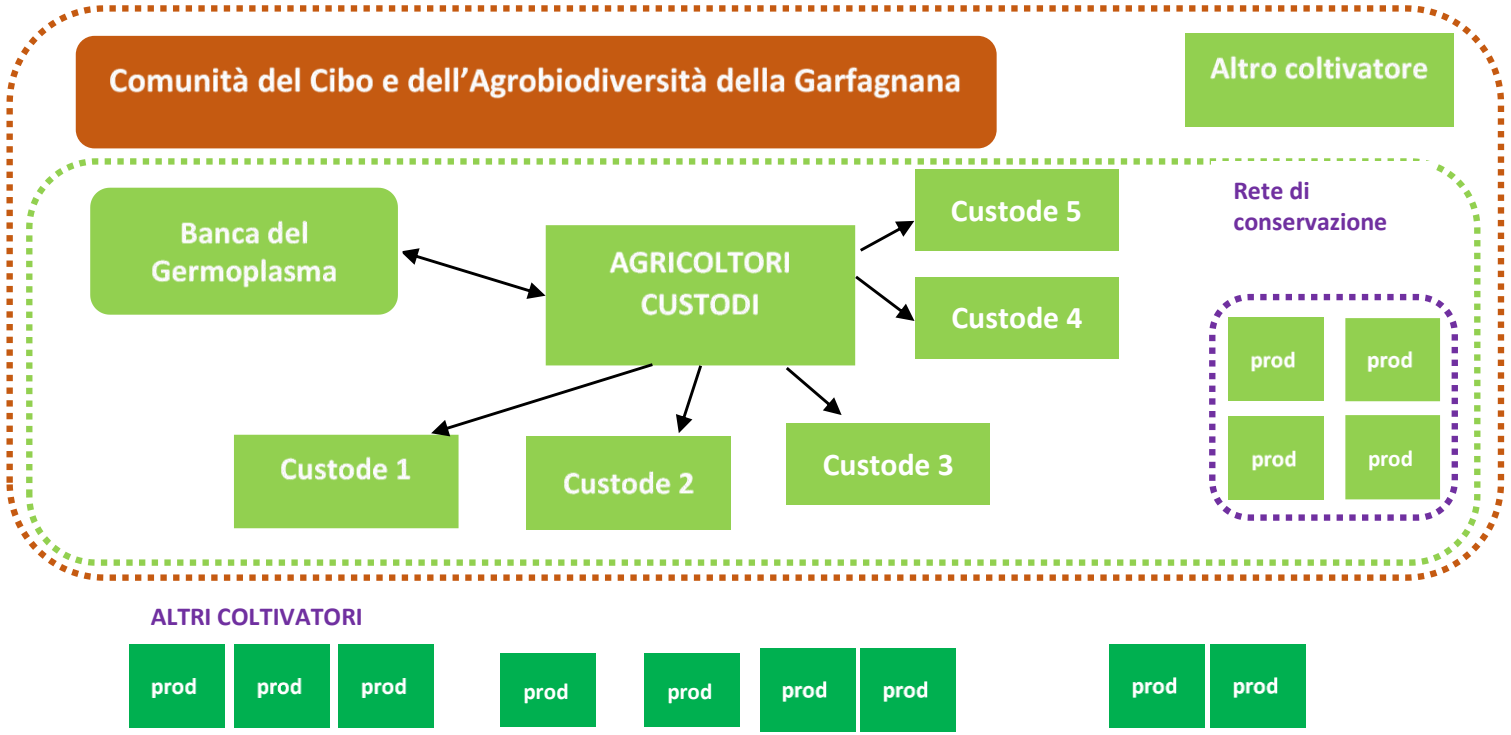
- **Caratteristiche morfologiche** distintive
- **Caratteristiche agronomiche:**
  - Rusticità e buona capacità di adattamento ai contesti montani
  - Scarsa produttività rispetto agli ibridi
- **Valore culturale e simbolico**: è parte della cultura agricola, ed è percepito come prodotto emblematico della Garfagnana e della Media Valle
- Connessioni con la **gastronomia locale**, utilizzo per la preparazione di piatti tipici (polente, biscotti ….)
- Iscritto nell'elenco dei **Prodotti Agroalimentari Tradizionali**
- **Proprietà nutraceutiche**: alto contenuto in fenoli, flavonoidi e carotenoidi (studio UNIPI 2012)

Il sistema di conservazione

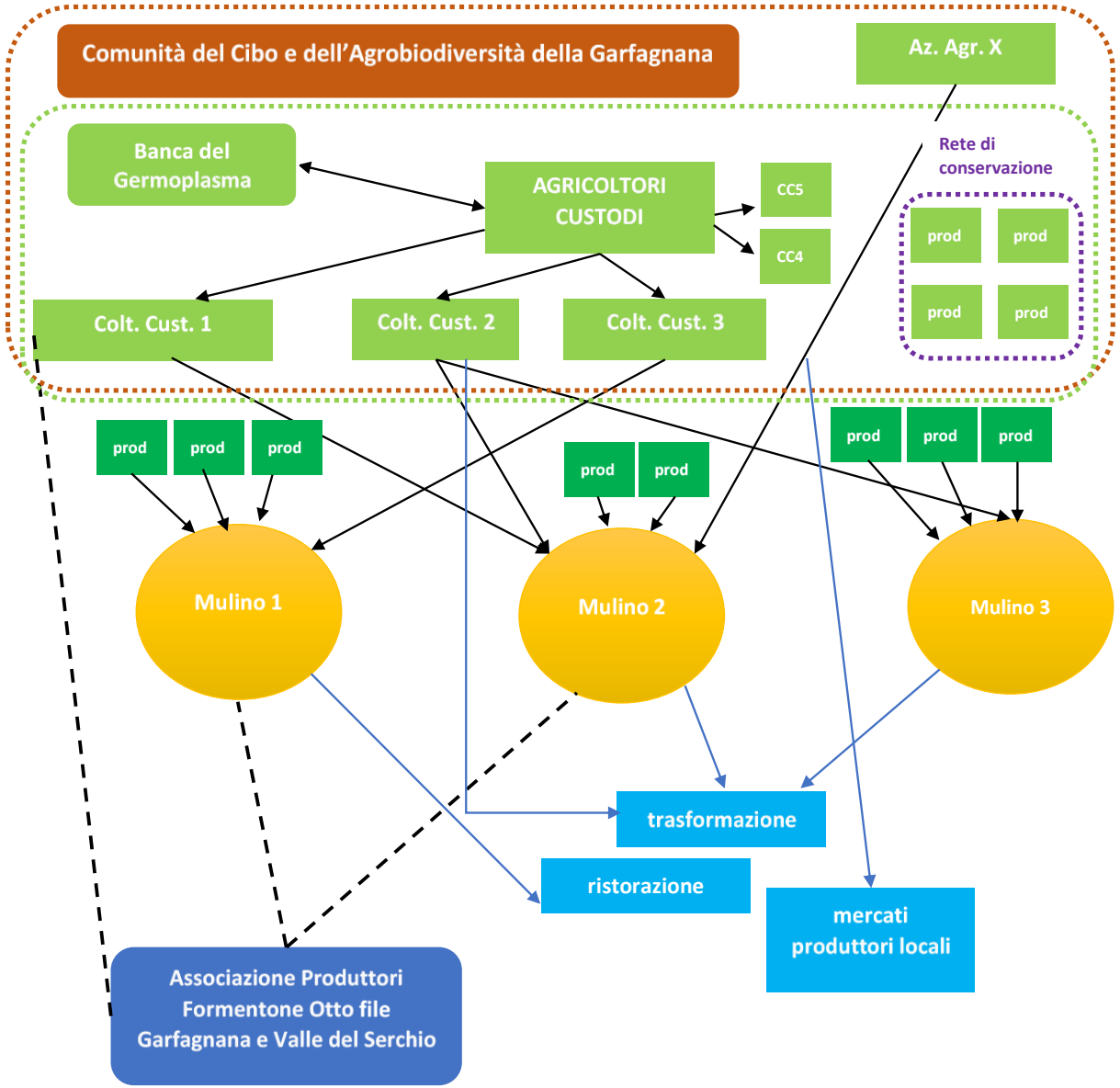
- Ruolo della Comunità Montana (attiva dal 1976 per la tutela dell'agrobiodiversità locale)
- Dal 2008: Sezione della BRG presso il Centro la Piana
- 5 Coltivatori custodi, 2 tipologie: Tradizionale (memoria) vs Dinamica (innovazione)
- Rete di conservazione
- Altri utilizzatori



In sostanza emergono due sistemi: da una parte quello della rete di conservazione e sicurezza che raggruppa nel complesso una decina di aziende, dall'altra quello delle aziende che coltivano Formenton Ottofile ottenuto prevalentemente da sementi riprodotte o autoriprodotte da soggetti al di fuori del sistema della Rete di conservazione.



La valorizzazione



- 2003: **Comitato di Tutela** del Formenton Otto file Garfagnana e marchio (Statuto e disciplinare e marchio ad uso degli aderenti)

- **Poi costituito in Associazione** (con nuovo marchio registrato a UIBM nel 2008 e 2021 e disciplinare), non partecipano custodi

- **5 Coltivatori Custodi**: canali individuali

- **Tre iniziative** con perno su mulini locali, basate su reti stabili di coltivatori ma senza legami con la BdG
- Prevalenza del mercato locale, vendita diretta a privati, ristorazione

- **Premio di prezzo** significativo
- **Domanda** in crescita



Un caso particolare…

Tenuta di un piccolo sistema produttivo la cui reputazione è basata sulle varietà locali. Un caso particolare:

- per la presenza di **tredici varietà** locali a rischio di estinzione, iscritte sia nel Repertorio Regionale che nel Registro nazionale delle varietà delle piante da frutto Mipaaft, coltivate in un territorio geograficamente molto circoscritto all'interno di un sistema "storico" di produzione

- 19 varietà (13 + 6) iscritte al registro PAT

- Per la **diversità interna a queste varietà** (e del rischio di estinzione):

  - Varietà locali ancora valide anche per i mercati moderni (varietà a polpa dura e di discreta pezzatura);

  - Varietà più adatte alla vendita diretta e alla trasformazione (varietà a polpa morbida, piccola dimensione del frutto)

  - Varietà ritenute invece ormai poco adatte per la valorizzazione commerciale.

Varietà locali degli associati al Comitato per la Tutela e Valorizzazione della ciliegia di Lari, anno 2017

Varietà locale	n.piante	% su locali
Marchiana	242	48%
Usigliano	52	10%
Cuore	37	7%
Gambolungo	35	7%
Crognola	28	6%
Siso	28	6%
Di Giardino	22	4%
Morella	21	4%
Papalina	14	3%
Di Nello	13	3%
Precoce di Cevoli	11	2%
Di Guglielmo	5	1%
Morellona	0	0%
Totale	566	100%

Fonte: Comitato per la Tutela e Valorizzazione della ciliegia di Lari



Registry for fruit varities commercialization

In ogni caso, proprio per **permetterne la riproduzione e la commercializzazione**, **tutte le tredici varietà di ciliegio di Lari** iscritte al Repertorio Regionale sono state iscritte nel 2012 anche **al Registro nazionale per la commercializzazione delle varietà delle piante da frutto e dei portainnesti** (nella **categoria varietà con descrizione ufficialmente riconosciuta**), **che infatti riporta numerose varietà di piante da frutto "di interesse locale"**. Dal ottobre 2012 l'iscrizione di nuove varietà fruttifere al registro potrà avvenire solo con una descrizione completa e confermata dai test DUS (Distinguibilità, Uniformità e Stabilità), e quindi **l'iscrizione di varietà di interesse locale dovrà seguire le stesse procedure previste per l'iscrizione di una qualsiasi varietà fruttifera** (in particolare l'obbligo di test con prove di campo e due fruttificazioni per verificare se la varietà è distinta, uniforme- e stabile), **non essendo prevista** per i fruttiferi, al contrario di quanto accade per le sementi di specie erbacee, **una sezione speciale destinata all'iscrizione di "varietà da conservazione" che preveda procedure meno gravose** per l'iscrizione al registro.

È in corso di valutazione la previsione anche per le specie fruttifere di una sezione del Registro (o un nuovo registro specifico) con descrizioni varietali semplificate e/o con tolleranze maggiori sui test e restrizioni alla commercializzazione (areale, quantità), così come già avviene per il settore delle sementi di specie erbacee. In questo modo molte varietà locali potrebbero essere registrate ufficialmente senza sostenere eccessivi oneri finanziari128 facilitando la conservazione delle varietà in via di estinzione come è avvenuto con le sementi.



Un caso particolare

Questa diversità delle varietà locali si riscontra anche all'interno del minore o maggiore uso di queste varietà all'interno delle imprese cerasicole locali.

Volendo sintetizzare e semplificare:

- **Imprese di media dimensione** orientate ai canali moderni (mercati all'ingrosso, GDO) non sembrano interessate alle «vecchie varietà» (con un paio di eccezioni)
- **Imprese di piccola-media dimensione** orientate a canali innovativi (vendita diretta, mercati contadini, GAS, trasformazione aziendale) che invece puntano sulle varietà locali → coltivatori custodi
- **Piccole aziende non imprese**: hobbisti, part-time, cittadini, che spesso prediligono le varietà locali per «passione e tradizione». Questo a sottolineare la funzione identitaria e sociale della ciliegia a Lari

- **Wholesale market (informal agreements) → restaurants and retail**
- **GDO (cooperative)**
- **Sagra della Ciliegia, direct sales + processing (in farm)**



I coltivatori custodi, e oltre

Attualmente sono 7 i **coltivatori custodi**, e coprono quasi per l'intero il panorama delle varietà locali.

Si tratta perlopiù di aziende di dimensione contenuta, specializzate nella produzione di frutta dove la ciliegia rappresenta una parte importante (maggiore del 50%) dell'attività.

Coltivatori custodi di varietà di ciliegio nel territorio di Lari e varietà custodite

Varietà	Mastrocilie gia	Gonnelli Manola	Casini di Maria Tartabini	Bernardesc hi Serenella	Barsottini Giancarlo	Zaupa Luca	Orma di Vallifredda	Totale
Crognolo	x	x	x		x	x	x	6
Cuore	x	x	x			x	x	5
Di Giardino	x	x	x		x	x	x	6
Di Guglielmo								
Di Nello	x	x	x					3
Gambolungo	x	x	x		x	x	x	6
Marchiana	x	x	x	x	x	x	x	7
Morella	x			x	x	x		4
Morellona	x	x					x	3
Papalina	x	x	x				x	4
Precoce di Cevoli	x			x		x	x	4
Siso	x	x	x		x	x		5
Usigliano	x	x	x	x	x	x	x	7
TOTALE	12	10	9	4	7	9	9	

Fonte: Regione Toscana - Repertorio regionale Specie legnose e da frutto - Ciliegi

Le varietà locali sono presenti anche presso **coltivatori non custodi**, anche se in misura inferiore, e la loro attenzione è focalizzata soprattutto sulle varietà a polpa dura (tipologia durone), quali la Marchiana

Un'indagine 2017 sulla maggior parte dei produttori agricoli aderenti al Comitato (tra cui coltivatori custodi) mostra come su circa 2.000 piante dichiarate, circa il 30% era costituito da varietà locali.



Iniziative di valorizzazione

Ulteriore aspetto di interesse è dato dalla numerosità delle iniziative di valorizzazione che, negli ultimi quindici anni, sono state portate avanti dal **Comitato per la Tutela e Valorizzazione della Ciliegia di Lari (2003)**



- Sagra delle ciliegie (63° edizione 2019)
- Progetto trasformazione (Regione Toscana) – impianto collettivo per la trasformazione in confettura
- Lari Città delle Ciliegie
- Scuole primarie e secondarie del territorio
- Università e progetto recupero varietà locali
- **Richiesta dell'IGP**
- Iniziative coi ristoranti locali



Richiesta dell'IGP

*La richiesta di IGP Ciliegia di Lari è stata presentata nel corso del 2018: sia nella relazione storica che nella relazione tecnica **l'importanza della presenza di varietà locali e della cultura del ciliegio nel territorio è un elemento più volte sottolineato per la dimostrazione del legame tra qualità/reputazione e origine territoriale.**



Art. 2. - Caratteristiche del prodotto

L'indicazione geografica protetta «Ciliegia di Lari», designa il frutto delle seguenti cultivar di ciliegio dolce, Prunus avium L., famiglia delle Rosaceae: Adriana, Big star, Bigarreau Moreau, Bigarreau Burlat, Bigarreau Napoleon, Black star, celeste, Durone di Vignola, Early bigi, Early Korvik, Early star, Folfer, Ferrovia, Giorgia, Grace star, Isabella, Kordia, Kossara, Lala star, Lapins, Lory strong, New star, Prime Giant, Regina, Rita, Rocket, Sabrina, Samba, Sandra, Sylvia, SMS 280, Stella, Summer charm, Sunburst, Sweet Early, Sweet Heart, Van, Vera, Frisco, Royal Helen, Red Pacific, Nimba, Marysa, Durone giallo, Bella di Pistoia, Durone nero I.

Cultivar autoctone e tradizionali: Crognolo, Cuore, Del Paretaio, Di Giardino, Di Nello, Di Guglielmo Gambolungo, Marchiana, Morella, Papalina, Orlando, Precoce di Cevoli, Siso, Usigliano.

Per la produzione della «Ciliegia di Lari» e' consentito anche l'utilizzo di altre cultivar di ciliegio derivanti dalla ricerca varietale, a condizione che ne sia dimostrata, attraverso prove sperimentali e documentali, la conformita' del metodo di ottenimento e delle caratteristiche qualitative del frutto al presente disciplinare di produzione.

L'utilizzo di queste cultivar per la produzione della «Ciliegia di Lari» deve essere preventivamente comunicato e valutato dal Ministero delle politiche agricole alimentari e forestali che potra' acquisire allo scopo il parere tecnico dell'organismo di controllo o di altro soggetto.

Richiesta dell'IGP



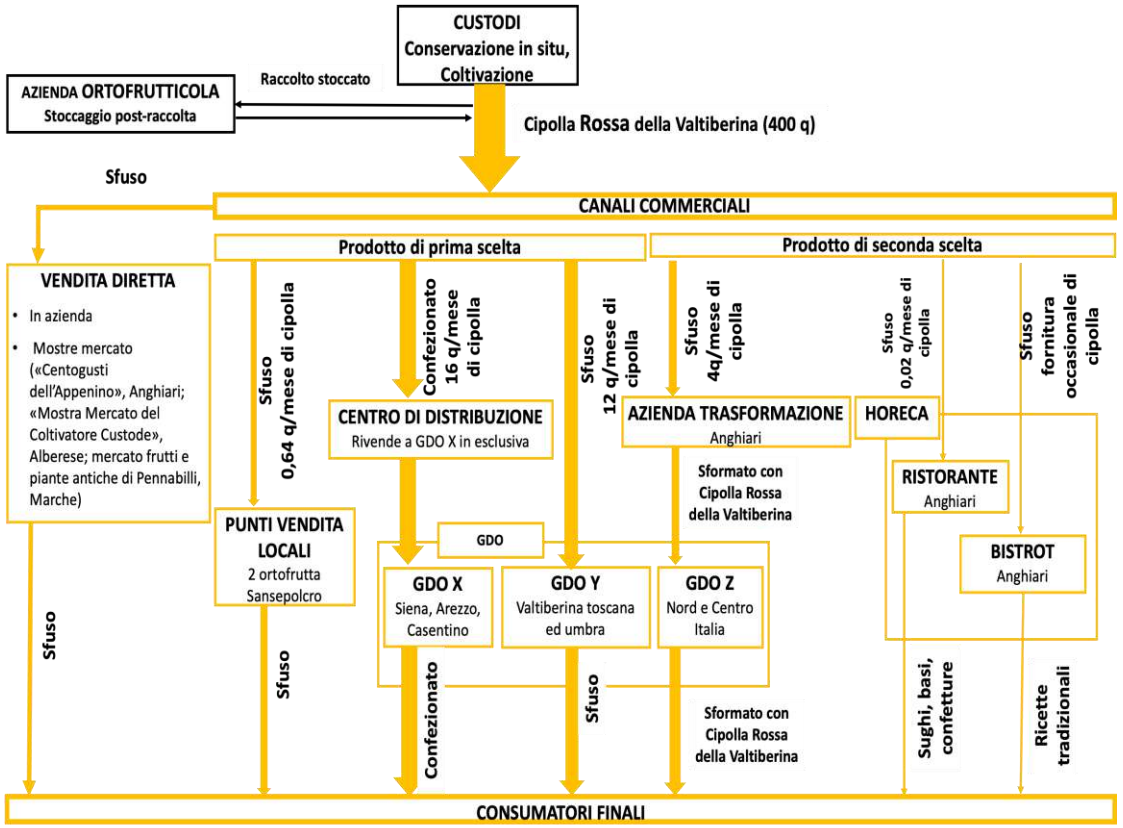
Art. 2. - Caratteristiche del prodotto (cont.)

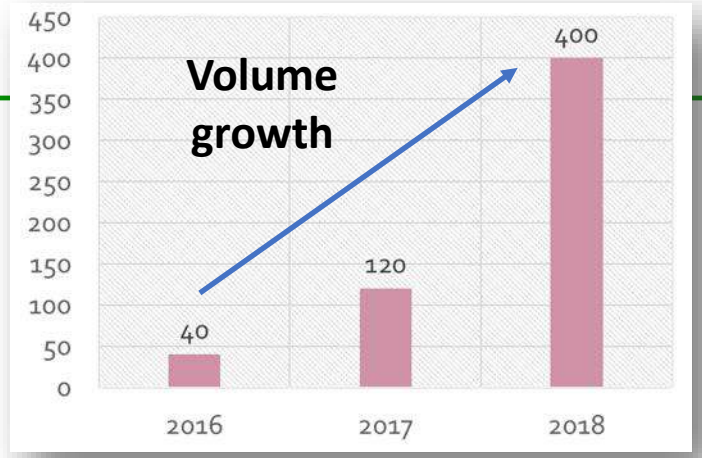
L'indicazione geografica protetta «Ciliegia di Lari» all'atto dell'immissione al consumo deve rispondere alle seguenti caratteristiche:

- Caratteristiche qualitative: Sapore naturalmente dolce e fruttato; Frutti provvisti di peduncolo; Gradi brix non inferiori a 14°.
- Calibro - I frutti destinati al consumo fresco devono avere un calibro minimo di 22 mm**, fatti salvi i frutti appartenenti alle varieta' autoctone e tradizionali per i quali e' ammessa una pezzatura minima di 13 mm.**
- Caratteristiche sanitarie ed estetiche dei frutti: integri, senza danni; puliti, privi di sostanze estranee visibili; sani, esenti da marciumi e da residui visibili di prodotti fitosanitari; esenti da parassiti.

I **frutti destinati esclusivamente alla trasformazione possono essere privi del peduncolo, parzialmente integri e senza limiti di pezzatura fermi restando gli altri requisiti richiesti dal disciplinare di produzione**. Tali frutti possono fregiarsi della I.G.P. «Ciliegia di Lari» ma non possono essere destinati tal quali al consumatore finale.

Production and promotion: The Onion of Valtiberina

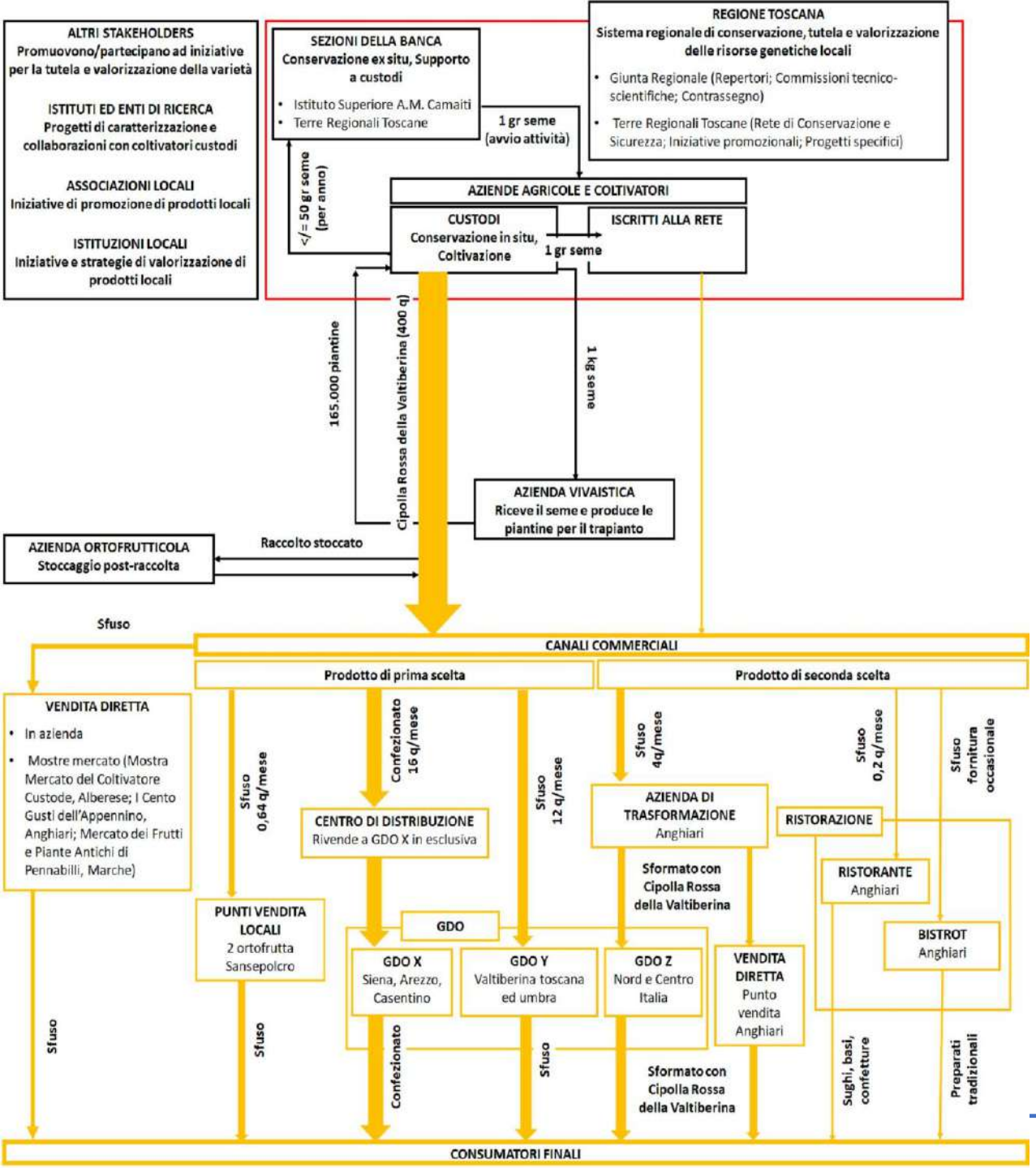






- ✓ Direct sales by custodians and other users (farm, local traditional markets)
- ✓ Collective production and marketing strategy (3 custodian farmers): indirect sales (small retailers, GDO, processors, Horeca), logo, packaging
- ✓ Other promotion initiatives by local actors (events, markets, interviews
- ✓ Diffuse willngness among local supply chain actors to participate in collective marketing strategies and integrated supply chain projects

The Valtiberina Red Onion conservation and valorization system



THE VALTIBERINA RED ONION LOCALIZED AGRI-FOOD SYSTEM PRODUCTION OF PUBLIC AND PRIVATE GOODS AND SERVICES	
PRIVATE GOODS AND SERVICES	**PUBLIC GOODS AND SERVICES**
Agrobiodiversity food products valorizing the Valtiberina Red Onion use and identity attributes	Recovery and uniform characterization of the Valtiberina Red Onion threatened local genetic resource and related traditions
On farm didactic activities and hospitality services	Landrace denomination and identification as part of the Tuscany specific agrobiodiversity assets and common territorial capital (public repertories)
By-products (re-usable waste; natural pigments; natural fertilizers)	Valtiberina Red Onion pure seed publicly controlled conservation and local circulation and cultivation (public guarantee on the landrace securing and collective property rights)
Preservation, renewal and enhancement of local farmers' natural, cultural and social assets	Preservation and enhancement of the landrace specific traditional rural landscape, agricultural practices and typical food (non-food) uses and consumption habits
Agri-food products valorizing the use and distinctive qualities of other plant species used by local farmers for the onion four-year crop rotation	Contribution to the maintenance and enhancement of the quality of soil, air and water in the Valtiberina Red Onion legally admitted zone of conservation and cultivation (the locally adapted and resistant variety and sustainability-based market trends favor the onion extensive cultivation)
	Enhancement of local farmers and supply chain actors' knowledge over the landrace, related traditions and its specific market potential and territorial linkage
	Valtiberina Red Onion based products role as experience goods and services: contributing to consumers entertainment, educating them on agrobiodiversity values and critical conservation aspects, increasing their emotional involvement and responsible buying behavior
	Contribution to the enhancement and reproduction of the Tuscan Valtiberina specific social capital
	Valtiberina Red Onion food production contribution to higher consumers health and safe nutrition (distinctive food and nutritional functions)

Table 1. The Valtiberina Red Onion case study data sources.

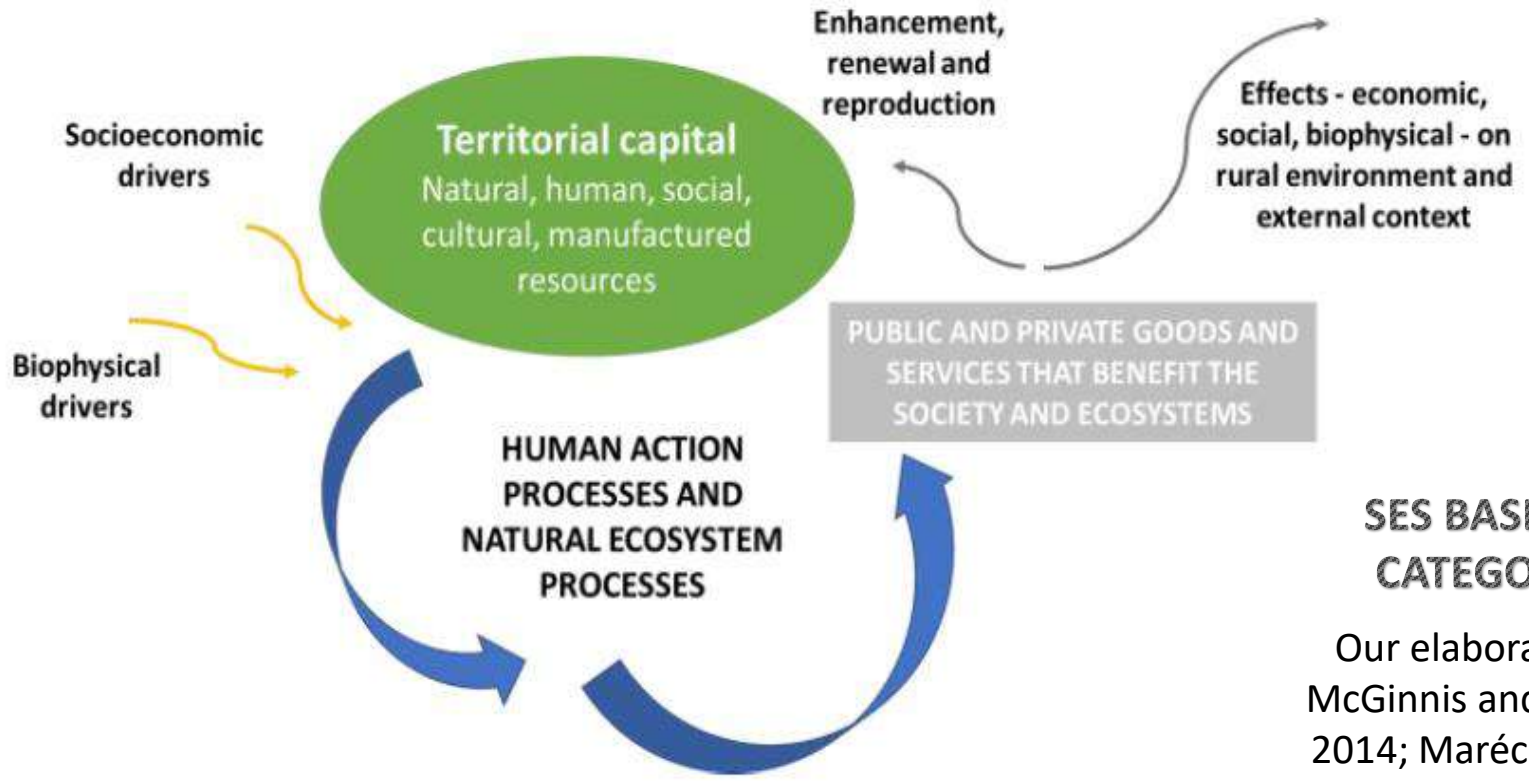
Primary data sources	**Affiliation**	**No. of interviewees**
	Ministry of Agricultural, Food and Forestry Policies (Italy)	2
	Tuscany Region Offices	4
	Custodian farmers	6
	Other local farmers involved in the Conservation and Security Network	2
	Germplasm Bank	1
	Local processors	1
	Local restaurants	2
	Research centers	1
Secondary data sources	**Description of data sources**	
	Legal documents and regulations Tuscany Regional Repertories fact sheets Available statistics (official statistics and local grey data sources) Reports (grey institutional or project-based sources) Media sources (e.g., newspapers, social posting) Other case-specific documents (e.g., associations statutes, activity reports, etc.)	

SES

ISSUES

1. Conceptualizing territorial approaches to rural development
2. **Enhancing territorial resources: a Socio-ecological systems (SES) approach**
3. Combining public and private action
4. Empowering territorial actors

Design and testing of new holistic and systemic models for the identification, evaluation and support of RD strategies based on local specific resources valorization



SES BASELINE CATEGORIES

Our elaboration on McGinnis and Ostrom, 2014; Maréchal et al., 2016; Dwyer et al., 2015

Origin-linkedQuality virtuous circle

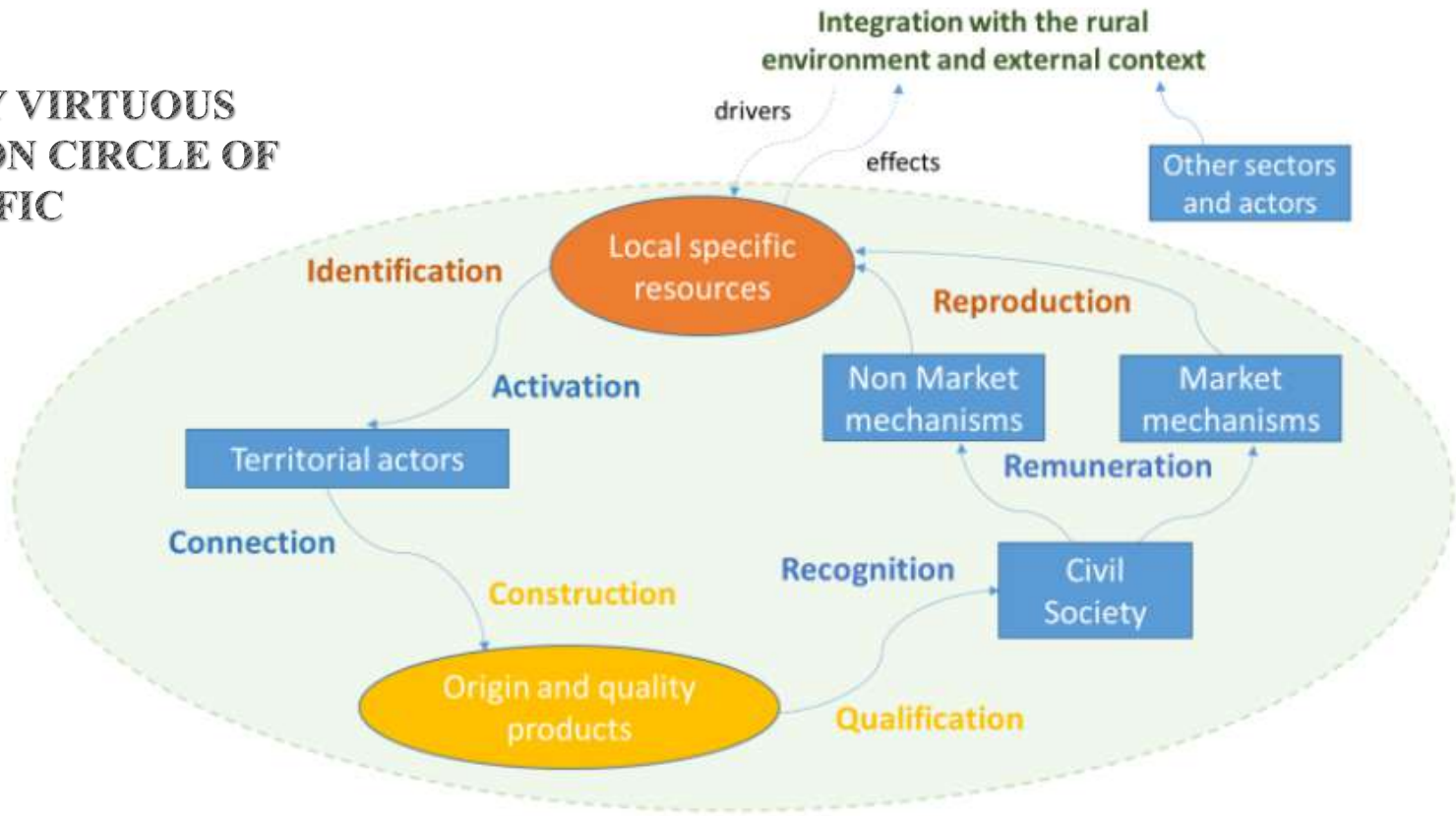
ISSUES

1. Conceptualizing territorial approaches to rural development
2. Enhancing territorial resources: a Socio-ecological systems (SES) approach
3. **Combining public and private action**
4. Empowering territorial actors

Focusing on the analysis and characterization of the human action processes underlying the realization of effective governance settings and management solutions for the inclusive and sustainable valorization of local specific resources

THE QUALITY VIRTUOUS VALORIZATION CIRCLE OF LOCAL SPECIFIC RESOURCES

Our elaboration on Vandecandelare et al., 2010; Scaramuzzi et al., 2016; Belletti and Marescotti, 2021



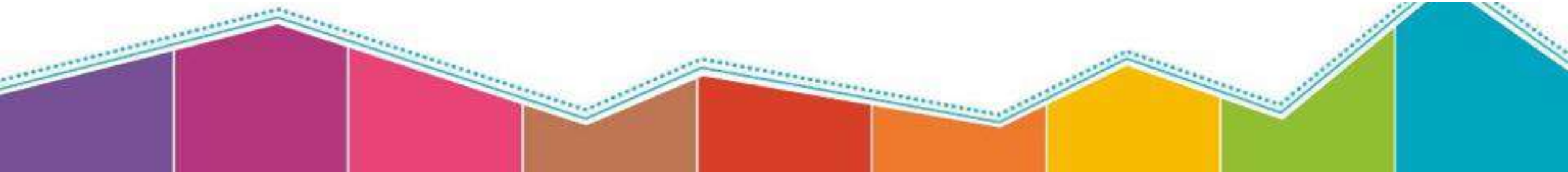
What are ABOFS?

Building on Brunori et al. (2018) [30], we identified the concept of **agrobiodiversity-oriented food systems as localized agri-food systems** based on:

(i). The **identification and preservation** of underutilized, neglected and in particular threatened landraces and related traditions [21,24,60];

(ii). The **collective use** of the identified and protected local genetic and cultural resources for the creation of **landrace-based agrobiodiversity products**, both goods (e.g., fresh food, food preparations, by-products, etc.) and services (e.g., visits, didactic activities, etc.) [61,62];

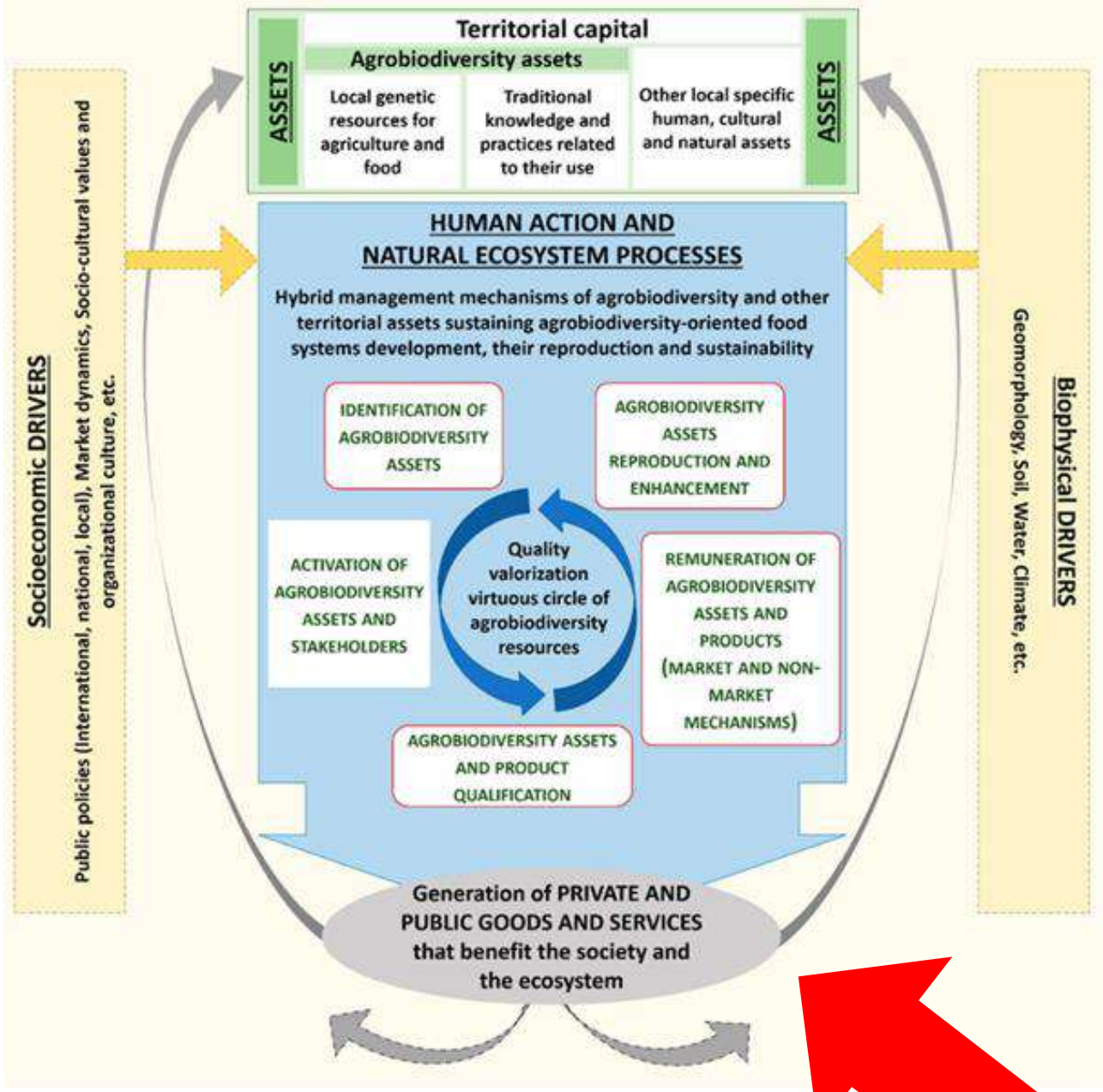
(iii). The **participatory qualification, marketing, and territorial valorization** of landrace-based agrobiodiversity products [32,33,63].



ABOFS as SES: sustainability and RTD performance

The "effects category" (generation of private and public goods and services that benefit the society and the ecosystem). This category aims at evidencing how the development of landrace-based localized agri-food systems characterized by quality valorization virtuous circles can **combine the production of private goods and services** (e.g., local farmers access to threatened landraces genetic material and other provisioning ecosystem services, landrace-based food products and services supply, reusable waste, etc.) **with the one of public goods and services** (e.g., biodiversity and rural culture preservation, provision for food security and safe nutrition, contribution to social education and leisure, enhancement of rural landscape and other social and environmental goods and services, etc.) **and generate benefits for both the society and the ecosystem**. The latter can be identified as the **beneficial effects stemming from the several stages of the virtuous circle and sustaining the agrobiodiversity-oriented food system reproduction and sustainability.**

They could be analyzed considering the **changes induced by the system development in economic, social and environmental dimensions at a local and territorial level and even in a wider global perspective** (e.g., higher income and competitiveness of local farmers and agri-food chains, growth of local economies, protection of the environment and the ecosystem, enhancement of social and cultural capital and human well-being, etc.).



ABOFS as SES: the overridden governance category

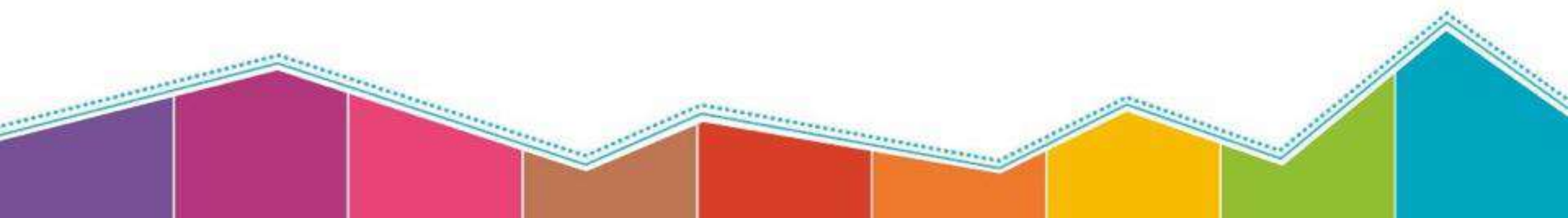
Multi-level institutions and governance settings are analyzed as an **overridden cross-category which transversely affects the structure and functionality of all the other identified SES categories.**

The model identifies it as the specific systems of **formal or informal rules, institutions and principles (e.g., property rights) underlying and determining the structure and beneficial effects of the interactions between agrobiodiversity resources and human action in the quality valorization virtuous circle.**

Public policies, legal regimes and market institutions are also taken into consideration.

How governance is shaped is a key determinant for the **production, equitable distribution, and sustainable use of the private and public goods and services generable from the restoration and valorization of underutilized and neglected landraces** in localized agri-food systems.

At the same time, the interaction between actors and the functioning of the virtuous circle can **modify existing institutions and governance settings, and/or generate new ones**, based on a long-lasting participative process of acknowledgement and actualization of the values of agrobiodiversity [66].



Governance in SES

The **structuring effects of institutions and governance settings** must be considered as a key determinant in providing adequate conditions, enabling processes of social learning, and **supporting public and private stakeholders' cognition and coordinated action** towards rural **territorial resources valorization** (Shand, 2016; Melchior and Newig, 2021).

Sustain the **enhancement and coordination of public policies and private strategies** - within and among different institutional levels -, allowing for a **better recognition, integration, and balanced satisfaction of all the interests at stake**, both **public** (e.g., optimization of the socio-environmental performance of territorial assets) and **private** (e.g., diversification of rural incomes, increase in local products and supply chains positionings, etc.) (Forster et al., 2021; Rounsevell et al., 2021; Belletti et al., 2017).

Research findings should be translated into new policy directions, advances in legislation, **and private actors' mobilization**, sustaining the realization of effective governance approaches – both on private and public sides -, capable to **adapt to the specific necessities of different contexts,** and optimize territorial resources economic, social, and environmental potential.

- **On private side:** stable multi-actor networks, capable to sustain the enhancement of stakeholders' capacity of self-management and self-organization, and to assure an equitable sharing, and fair distribution of generated multiple benefits (Khilelu, 2011; Thiele, 2011).
- **On the public side:** the creation of new joint strategic orientations, the harmonization of concurring jurisdictions, and the supply of new specific valorization tools, are expected to furtherly sustain territorial actors' cognition and co-responsible action, towards the conservation and sustainable use of local specific human, natural, and cultural capital (Ambrosio-Albalá and Bastiaensen, 2010; Cairol et al., 2009).
- **… providing specific measures and tools, dealing with the case of common territorial assets, as the one of agrobiodiversity and biocultural heritage.** In this sense, **providing a public support (preferential access to financial measures and projects; technical assistance, professional training, payments, public valorization tools) is fundamental to synergically combine the respect of common property regimes, with the possibility of using these resources for the creation, marketing, and territorial valorization of differentiated origin and quality products** (Ostrom, 1990; Tittonell, 2014; Tschopp et al. 2018; Timmermann and Robaey, 2016; Mazè et al., 2021).

Governance in SES

To synthesize, the above-described evolutions of private strategies, policies, and legal orientations are evaluated by literature, with a view to the realization of effective multi-level or polycentric governance settings (Ostrom andbJanssen, 2004; Penker et al., 2022; Di Gregorio et al., 2019).

- Specifically, on the one hand, **multi-level governance settings** should be investigated, considering their specific potential in creating synergic and coordinated linkages between local governance systems, and the ones organized at a wider regional, national, and international level. Accordingly, the latter are essential to provide for **a fairer spreading of power among all relevant stakeholders**, both: **vertically**, among the many levels of government; and **horizontally**, across multiple public and private actors (Lamine et al., 2012; Pollermann et al. 2014; Cairney et al., 2019).

- On the other hand, **polycentric governance settings** should also acquire a growing attention, in particular, when considering the organization and management of **common territorial assets** (Carlisle and Gruby, 2019; Secco et al., 2010; Kliem and Sievers-Glotzbach, 2021). To illustrate, polycentricity implies the development of **multiple centers of semiautonomous decision making**, at both vertical and horizontal level, capable to **jointly interact, and coordinate their action, both in a competitive and cooperative way**

Landraces and agro-biodiversity products

A landrace is a domesticated, locally adapted, traditional variety of a species of animal or plant that has developed over time, through adaptation to its natural and cultural environment of agriculture and pastoralism, and due to isolation from other populations of the species. Landraces are generally distinguished from cultivars, and from breeds in the standardized sense, although the term landrace breed is sometimes used as distinguished from the term standardized breed when referring to cattle.

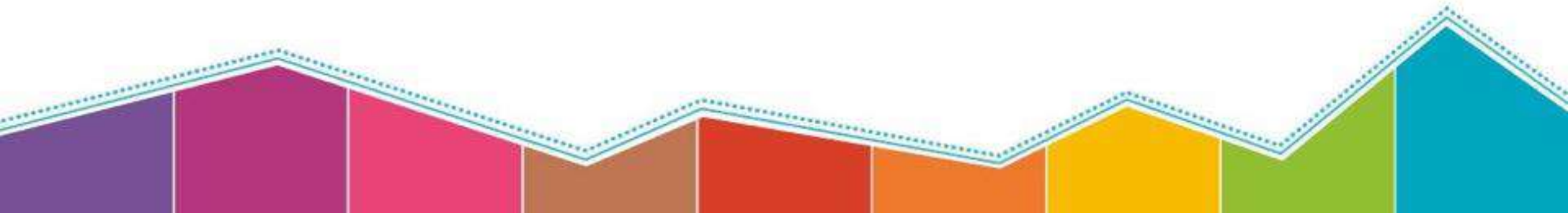
Agrobiodiversity products (i.e. those based on the local crops and varieties that farmers cultivate, and on non-timber forest products that they gather from their agricultural landscape).

- Agrobiodiversity products reach a large portion of consumers for marketing in street markets, allowing a link between farmers, socializing knowledge, and bringing consumers the products, enabling explore new markets.
- Agrobiodiversity products reach a range of Consumers Attracted by better quality of life, seeking sustainability and value the tacit-explicit knowledge. These products are marketed through the fairs Primarily Aimed at solidarity economy. Thus Provides closer links between producers and Consumers.

Valverde, 2015; Simon et al, Agrobiodiversity, livelihoods and markets

Table 3. A socio-ecological categorization of the Valtiberina Red Onion localized agri-food system drivers.

Socioeconomic Drivers
Public policy and institutional framework **International and EU-integrated policies and legal framework**
• Both the international and EU institutional frameworks sustain and regulate the ongoing integration between environmental and rural development goals and policy measures (e.g., EU Biodiversity Strategy for 2030; Europe 2020 strategy for sustainable, smart and inclusive growth; EU CAP evolution, Rural Development Policy, etc.) [11,51,112]. Agrobiodiversity resource protection and valorization are recognized as a self-standing objective closely related to rural territorial growth and sustainable development issues • More or less specific national and local laws and policies are provided, supporting and regulating public–private participatory initiatives towards conservation of local genetic resources and related traditions, sustainable use, and equitable sharing of benefits, with particular attention to underutilized or neglected landraces



AGROBIODIVERSITY: THE LEGAL AND POLICY FRAMEWORK

Protection and safeguarding of genetic resources of food and agricultural interest or genetic material of plant, animal or microbial origin with actual or potential value for agriculture and food: conservation, sustainable use, fair and equitable sharing of benefits

INTERNATIONAL AGREEMENTS AND COMMITTEMENTS

- Convention on Biological Diversity of Rio de Janeiro (CBD, 1992)
- International Treaty on Plant Genetic Resources for Food and Agriculture (FAO, 2001)
- Cartagena Protocol (CBD, 2000)
- Ngoya Protocol (CBD, 2010)
- UN SDGs GOALS

EU POLICY

Policy coherence and integration for the conservation of genetic resources and biodiversity

- Framework programmes, action plans, regulations, communications
- CAP: agri-environmental measures RDP
- Common catalogue of varieties, section for 'conservation varieties' (seeds)
- EU Green Deal, Biodiversity 2030, F2F strategies, FOOD2030

THE ITALIAN NATIONAL FRAMEWORK

- Piano Nazionale sulla biodiversità di interesse agrario (Conf. Stato-Regioni, 2008)
- Strategia nazionale per la biodiversità (Conf. Stato-Regioni, 2010)
- Linee guida nazionali per la conservazione in situ, on farm ed ex situ della biodiversità vegetale, animale e microbica di interesse agrario (Mipaaf, 2012)
- L. 194/2015 Disposizioni per la tutela e la valorizzazione della biodiversità di interesse agricolo e alimentare
- Registro Nazionale per la commercializzazione delle sementi, sezione per le «varietà da conservazione»

THE ITALIAN REGIONAL FRAMEWORK

- Specific and non-specific regional laws for the protection of local genetic resources of agricultural, zootechnical and forestry interest

FAO (2001) International Treaty on Plant Genetic Resources for Food and Agriculture

Article 1 - Objectives

1.1 The objectives of this Treaty are the conservation and sustainable use of plant genetic resources for food and agriculture and the fair and equitable sharing of the benefits arising out of their use, in harmony with the Convention on Biological Diversity, for sustainable agriculture and food security.

1.2 These objectives will be attained by closely linking this Treaty to the Food and Agriculture Organization of the United Nations and to the Convention on Biological Diversity.

FAO 2001 & CBD 2010

***International Treaty on Plant Genetic Resources for Food and Agriculture (FAO, 2001)**

The Treaty is a new, legally binding instrument which seeks to ensure the conservation and sustainable management of plant genetic resources for food and agriculture, as well as the fair and equitable sharing of the benefits arising from their use (art. 1.1). At the crossroads of agriculture, commerce and the environment, the Treaty also aims to promote synergy in these areas (preamble). As one commentator put it, this newly born treaty is "the latest innovation to address the intersection of international environmental, agricultural and trade law". (Earth Negotiations Bulletin, 2001)

***Ngoya protocol (CBD, 2010)**

Access to genetic resources and the fair and equitable sharing of the benefits arising from their utilization is one of the three objectives of the Convention on Biological Diversity (CBD). At its tenth meeting, the Conference of the Parties adopted the Nagoya Protocol on Access to Genetic Resources and the Fair and Equitable Sharing of Benefits Arising from their Utilization. This agreement created a framework that balances access to genetic resources, including those related to traditional knowledge of indigenous and local communities, on the basis of prior informed consent and mutually agreed terms, with the fair and equitable sharing of benefits, thereby contributing to the conservation and sustainable use of biodiversity. The Protocol entered into force in 2014, 90 days after the date of deposit of the fiftieth instrument of ratification.

Agrobiodiversity-specific Italian National and Tuscany Regional policies and institutions

- A multi-faceted path involving both national policy makers and regional administrations culminated in the adoption of the specific national law 194/2015 under implementation [91], establishing a uniform multi-layered national system for agrobiodiversity protection and valorization supplementing and harmonizing the existing regional policy goals and measures
- The new national system and the Tuscany Regional legislation (Regional law 64/2004 and Regional regulation 12/2007) [90,92] recognize and treat agrobiodiversity resources as territorial commons: (i). Local genetic resources and related traditional culture are publicly recognized as belonging to the territory where they originated and/or adapted, and as being an integral part of local specific assets; (ii). Both public engagement and the maintenance of public control and responsibility over the reproduction and use of agrobiodiversity assets is justified, with particular reference to recovery and conservation of threatened landraces

- The combined national and regional systems set out the foundations of a polycentric governance structure, enhancing public and private action and collective participation networks for better acknowledgment and coherent management of threatened local genetic resources, considering:
  - The determinant role of the specific regional laws and policy framework in supporting local farmers and other stakeholders with respect to characterization of threatened landraces and the restoration of their knowledge and local cultivation;
  - The high expectations around implementation of the L. 194/2015 [91] valorization tools supporting the enhancement of agrobiodiversity product marketing and sustainable upscaling and territorial development of landrace-based localized agri-food systems

THE TUSCAN LEGAL FRAMEWORK (pathfinder)

LR 64/04 «Tutela e valorizzazione del patrimonio di razze e varietà locali di interesse agrario, zootecnico e forestale» e RR 12/2007 «Regolamento di attuazione»

Segnalazione risorsa genetica locale

REGIONE TOSCANA
Giunta Regionale e Terre Regionali Toscane

Commissioni tecnico-scientifiche

REPERTORI REGIONALI DELLE RAZZE E VARIETA' LOCALI

RETE DI CONSERVAZIONE E SICUREZZA

Sezioni della Banca Regionale del Germoplasma

Coltivatori custodi

Altri soggetti pubblici o privati interessati a conservazione e valorizzazione

ATTIVITA'

- ✓ Identificazione e **caratterizzazione** **(no gentica)** delle risorse locali (iscrizione ai Repertori)
- ✓ **Conservazione** «ex situ» (BRG) ed «in situ» (coltivatori custodi, solo per risorse a rischio estinzione)
- ✓ **Valorizzazione**:
  - ❑ Sostegno diretto ai coltivatori custodi
  - ❑ Co-finanziamento progetti specifici
  - ❑ Contrassegno (organic products)
  - ❑ Libero scambio modiche quantità di materiale genetico nella Rete

Portale dedicato: **germoplasma.regione.toscana.it**

THE ITALIAN NEW NATIONAL SYSTEM (ongoing implementation)

L 194/2015 "Disposizioni per la tutela e la valorizzazione della biodiversità di interesse agricolo e alimentare" (in corso di attuazione)

ANAGRAFE NAZIONALE DELLA BIODIVERSITA' DI INTERESSE AGRICOLO E ALIMENTARE

Risorse genetiche locali a rischio estinzione:

- **Iscrizione di diritto** nell'Anagrafe per quelle già inserite in Repertori regionali/provinciali
- **Nuove iscrizioni:** in contemporanea nei Repertori regionali/provinciali e nell'Anagrafe nazionale

RETE NAZIONALE DELLA BIODIVERSITA' DI INTERESSE AGRICOLO E ALIMENTARE

Banche del Germoplasma (strutture locali, regionali e nazionali per la conservazione del germoplasma ex situ)

Agricoltori e allevatori custodi

Altri soggetti pubblici/privati interessati a conservazione e valorizzazione

MIPAAF, REGIONI, PROVINCE AUTONOME

ATTIVITA'

✓ Identificazione e **caratterizzazione (no genetica)** risorse locali a rischio di estinzione (iscrizione a Repertori ed Anagrafe)

✓ **Conservazione** «ex situ» (BRG) ed «in situ» (agricoltori ed allevatori custodi)

✓ **Valorizzazione:**

- ❑ Comunità del cibo e dell'agrobiodiversità
- ❑ Itinerari dell'agrobiodiversità
- ❑ Giornata nazionale dell'agrobiodiversità
- ❑ Iniziative presso le scuole
- ❑ Sostegno ad interventi per la ricerca sull'agrobiodiversità
- ❑ Sostegno alle attività di conservazione
- ❑ Identificazione di risorse e coltivatori al fine di un accesso agevolato a progetti e finanziamenti

L 194/2015 – non patentability

Art. 9 - Tutela delle varieta' vegetali iscritte nell'Anagrafe e dei prodotti agroalimentari tutelati da marchi

Al comma 4 dell'articolo 45 (oggetto del brevetto) del codice della proprieta' industriale, di cui al decreto legislativo 10 febbraio 2005, n. 30, e successive modificazioni, dopo la lettera b) e' aggiunta la seguente:

[4. Non possono costituire oggetto di brevetto:]

«b-bis) **le varieta' vegetali iscritte nell'Anagrafe nazionale della biodiversita' di interesse agricolo e alimentare** nonche' le varieta' dalle quali derivano produzioni contraddistinte dai marchi di denominazione di origine protetta, di indicazione geografica protetta o di specialita' tradizionali garantite e **da cui derivano i prodotti agroalimentari tradizionali**».

L 194/2015 – conservation varieties

Art. 11 - Commercializzazione di sementi di varieta' da conservazione

1. Il comma 6 dell'articolo 19-bis della legge 25 novembre 1971, n. 1096, e successive modificazioni, e' sostituito dal seguente:

«6. Agli agricoltori che producono le varieta' di sementi iscritte nel **registro nazionale delle varieta' da conservazione**, **nei luoghi dove tali varieta' hanno evoluto le loro proprieta' caratteristiche, sono riconosciuti il diritto alla vendita diretta e in ambito locale di sementi o di materiali di propagazione relativi a tali varieta' e prodotti in azienda, nonche' il diritto al libero scambio all'interno della Rete nazionale della biodiversita' di interesse agricolo e alimentare**, secondo le disposizioni del decreto legislativo 29 ottobre 2009, n. 149, e del decreto legislativo 30 dicembre 2010, n. 267, fatto salvo quanto previsto dalla normativa vigente in materia fitosanitaria».

L 194/2015 – Communities of food and agrobiodiversity

Art. 13

Comunita' del cibo e della biodiversita'
di interesse agricolo e alimentare

1. Al fine di sensibilizzare la popolazione, di sostenere le produzioni agrarie e alimentari, in particolare della Rete nazionale di cui all'articolo 4, nonche' di promuovere comportamenti atti a tutelare la biodiversita' di interesse agricolo e alimentare, il Ministero delle politiche agricole alimentari e forestali, le regioni e le province autonome di Trento e di Bolzano, anche con il contributo dei consorzi di tutela e di altri soggetti riconosciuti, possono promuovere, senza nuovi o maggiori oneri per la finanza pubblica, l'istituzione di comunita' del cibo e della biodiversita' di interesse agricolo e alimentare.

2. Ai fini della presente legge, sono definiti «comunita' del cibo e della biodiversita' di interesse agricolo e alimentare» gli ambiti locali derivanti da accordi tra agricoltori locali, agricoltori e allevatori custodi, gruppi di acquisto solidale, istituti scolastici e universitari, centri di ricerca, associazioni per la tutela della qualita' della biodiversita' di interesse agricolo e alimentare, mense scolastiche, ospedali, esercizi di ristorazione, esercizi commerciali, piccole e medie imprese artigiane di trasformazione agraria e alimentare, nonche' enti pubblici.

3. Gli accordi di cui al comma 2 possono avere come oggetto:

a) lo studio, il recupero e la trasmissione di conoscenze sulle risorse genetiche di interesse alimentare ed agrario locali;

b) la realizzazione di forme di filiera corta, di vendita diretta, di scambio e di acquisto di prodotti agricoli e alimentari nell'ambito di circuiti locali;

c) lo studio e la diffusione di pratiche proprie dell'agricoltura biologica e di altri sistemi colturali a basso impatto ambientale e volti al risparmio idrico, alla minore emissione di anidride carbonica, alla maggiore fertilita' dei suoli e al minore utilizzo di imballaggi per la distribuzione e per la vendita dei prodotti;

d) lo studio, il recupero e la trasmissione dei saperi tradizionali relativi alle colture agrarie, alla naturale selezione delle sementi per fare fronte ai mutamenti climatici e alla corretta alimentazione;

e) la realizzazione di orti didattici, sociali, urbani e collettivi, quali strumenti di valorizzazione delle varieta' locali, educazione all'ambiente e alle pratiche agricole, aggregazione sociale, riqualificazione delle aree dismesse o degradate e dei terreni agricoli inutilizzati.

VARIETA' DA CONSERVAZIONE

D.lgs 29 ottobre 2009 n. 149
(Decreto 17 dicembre 2010 – Disposizioni applicative):
Recepimento direttiva 2008/62/CE
VARIETA' DI SPECIE AGRARIE

D.lgs 30 dicembre 2010 n. 267
(Decreto 18 settembre 2012 – Disposizioni applicative):
Recepimento direttiva 2009/145/CE
VARIETA' DI SPECIE ORTIVE

DEFINIZIONE

VARIETA' AGRICOLE NATURALMENTE ADATTATE ALLE CONDIZIONI LOCALI E REGIONALI E MINACCIATE DI EROSIONE GENETICA

VARIETA' DA CONSERVAZIONE DI PIANTE AGRARIE

- ISCRIZIONE AL CATALOGO DELLE VARIETA' DA CONSERVAZIONE
- CRITERI: DISTINGUIBILITA', OMOGENEITA', STABILITA'

PRESENTAZIONE DI DESCRIZIONE DELLA VARIETA' CON QUESTIONARI TECNICI

NESSUNA PROVA UFFICIALE

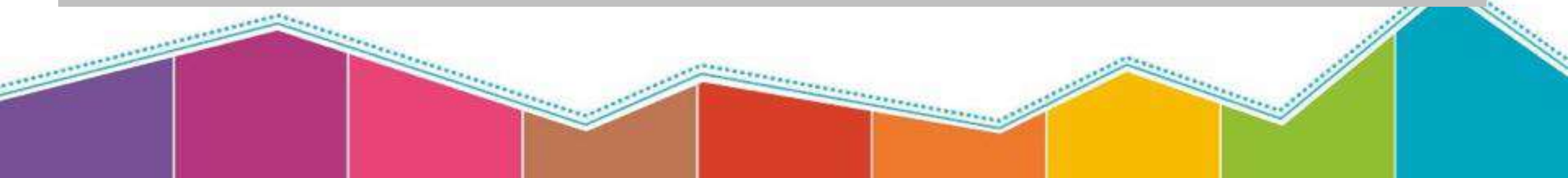
Sommovigo, 2019

Origin products

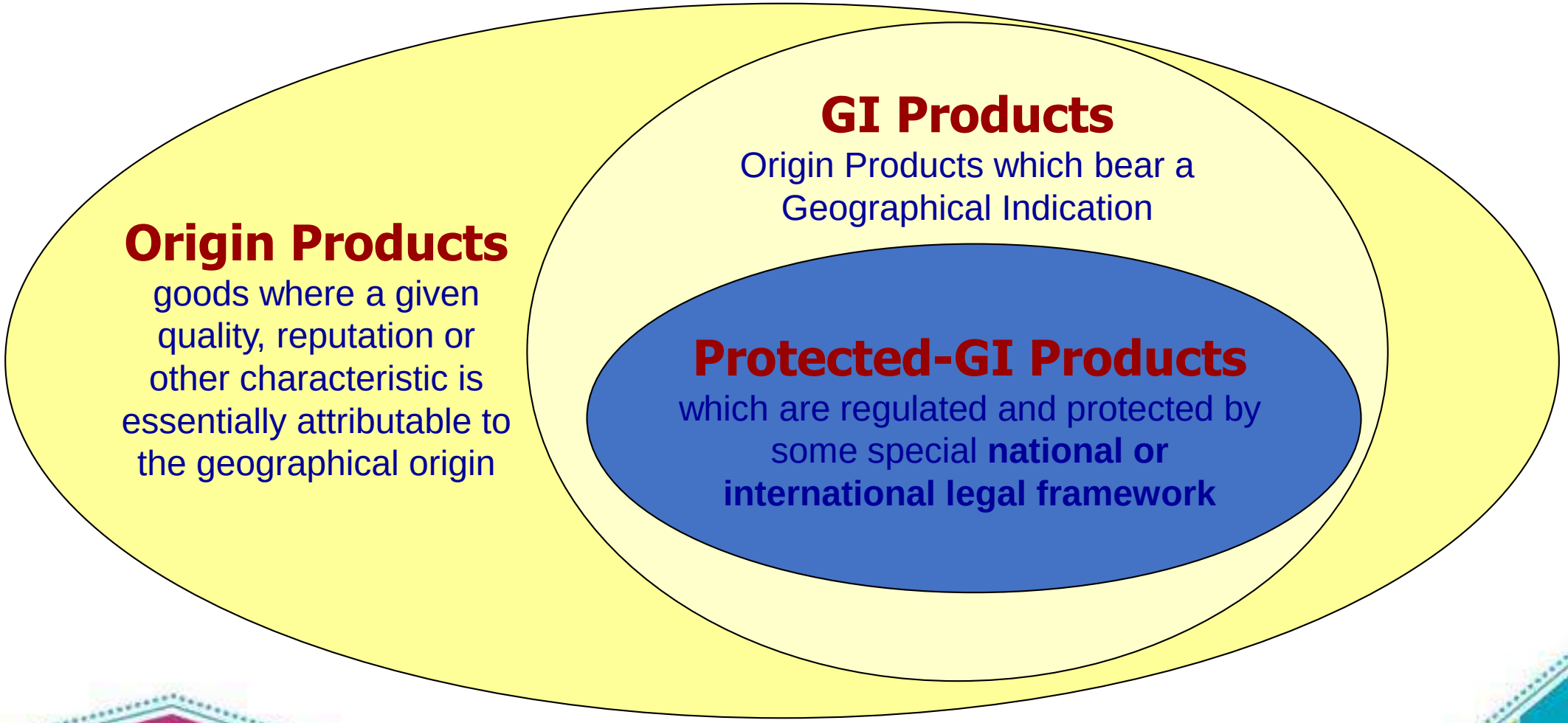
A product coming from a **traditional** production process based on **local specific resources** which give to the product some **specific quality characteristics** and its **reputation**, and which is usually **labelled with the name of the locality** it comes from

The **product is based on** ***common culture and a shared knowledge*** at **production and consumption** level.

This means that the (**name of the) product is a public (common?) good, part of the local heritage and acquires a patrimonial status. The right to use the name cannot be appropriated** exclusively by only one firm



Geographical name: Origin products and Geographical indicated products

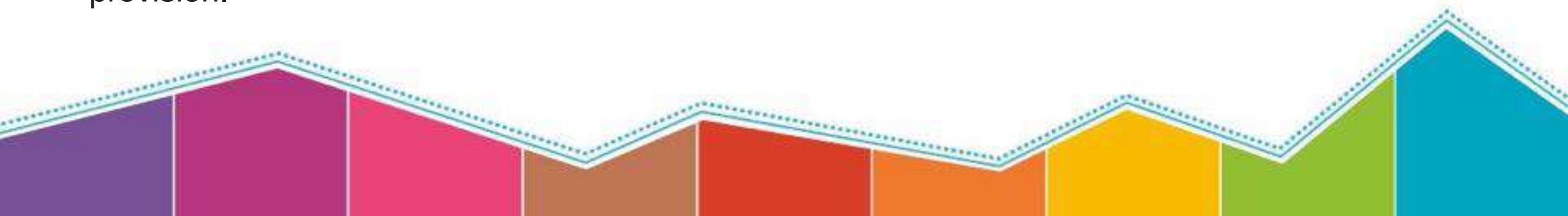


Definition of Geographical Indications

Geographical indications (GIs) often **identify origin products**, **they incorporate their reputation** and, for that reason**, they are protected as collective intellectual property rights according to different legal frameworks** in many countries.

Collective labeling through GIs is often **the pivot of valorization strategies** activated by producers and other public and private stakeholders all around the world, following different aims and strategies.

Collective action and GIs local governance models are the key factors in determining the (positive and negative) effects of GI valorization initiatives on sustainability and public good provision.



Definition of Geographical Indications (TRIPS)

Article 22.1 of the TRIPS Agreement defines geographical indications as "…**indications which identify a good as originating in the territory** of a Member [of the World Trade Organization], or a region or locality in that territory, **where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin**." **Trade-Related Aspects of Intellectual Property Rights (the TRIPS Agreement) 1994**

INFO SU PROTEZIONE GI https://barzano-zanardo.com/it/approfondimenti/cosa-sono-e-come-tutelare-le-indicazioni-geografiche/

GI definition (wipo)

https://www.wipo.int/

- A geographical indication (GI) is **a sign used on products that have a specific geographical origin** and possess **qualities or a reputation that are due to that origin**. In order to function as a GI, a sign must identify a product as originating in a given place. In addition, the qualities, characteristics or reputation of the product should be essentially due to the place of origin. Since the qualities depend on the geographical place of production, there is a clear link between the product and its original place of production.
- **There are four main ways to protect a geographical indication**:
  - so-called *sui generis* systems (i.e. special regimes of protection); -> DOP/IGP/STG (UE e MS)
  - using collective or certification marks
  - methods focusing on business practices, including administrative product approval schemes; and (PAT?)
  - through unfair competition laws.
- These approaches involve differences with respect to important questions, such as the conditions for protection or the scope of protection. On the other hand, two of the modes of protection — namely *sui generis* systems and collective or certification mark systems — share some common features, such as the fact that they set up rights for collective use by those who comply with defined standards.
- Broadly speaking geographical indications are protected in different countries and regional systems through a wide variety of approaches and often using a combination of two or more of the approaches outlined above. These approaches have been developed in accordance with different legal traditions and within a framework of individual historical and economic conditions

https://ec.europa.eu/

GI definition (THE EU *SUI GENERIS* SYSTEM)

- If your product has a **specific geographical origin** and a reputation - a given quality or other characteristics of a product essentially attributable to it - you can protect it with a geographical indication (GI). Geographical indications protect:
  - agricultural products and foodstuffs
  - spirit drinks
  - wines
  - aromatised wines
- **Product names can be granted a 'geographical indication' (GI)** if they have a specific link to the place where they are made. The GI recognition enables consumers to trust and distinguish quality products while also helping producers to market their products better.
- **Geographical indications establish intellectual property rights for specific products, whose qualities are specifically linked to the area of production. EU**

GI definition (THE EU *SUI GENERIS* SYSTEM)

- The **EU geographical indications system (PDO; PGI; GI) protects the names of products that originate from specific regions and have specific qualities or enjoy a reputation linked to the production territory (*third-party controls*)**
- **Voluntary certification schemes at national level or those run by private operators can also help consumers to be confident about the quality of the products they choose.**
- In addition to the EU schemes, **a large number of private and national food quality schemes or logos exist**, covering a wide range of initiatives and operating between businesses or between businesses and consumers. In consultation with stakeholders, the European Commission developed guidelines showing best practice for the operation of such schemes. **They can be granted by a third party or they are self-certification schemes**

PDO and PGI in the EU system

PDO and PGI mean **the name** of **a region, a specific place** or, in exceptional cases, **a country, used to describe an agricultural product** or a foodstuff originating in that region, specific place or country

PDO



- The **quality or characteristics** of which are **essentially or exclusively** due to a particular geographical environment with its inherent natural and human factors, and
- the production, processing **and** preparation of which take place in the defined geographical area;

PGI



- which possesses **a specific quality, reputation** or **other characteristics** attributable to that geographical origin and
- the production **and/or** processing **and/or** preparation of which take place in the defined geographical area.

GI and DO in ITALY - code of industrial property (Codice proprietà industriale - DECRETO LEGISLATIVO 10 febbraio 2005, n. 30)

Art. 29.

Oggetto della tutela

1. Sono protette le indicazioni geografiche e le denominazioni di origine che identificano un paese, una regione o una localita', quando siano adottate per designare un prodotto che ne e' originario e le cui qualita', reputazione o caratteristiche sono dovute esclusivamente o essenzialmente all'ambiente geografico d'origine, comprensivo dei fattori naturali, umani e di tradizione.

Art. 30.

Tutela

1. Salva la disciplina della concorrenza sleale, salve le convenzioni internazionali in materia e salvi i diritti di marchio anteriormente acquisiti in buona fede, e' vietato, quando sia idoneo ad ingannare il pubblico, l'uso di indicazioni geografiche e di denominazioni di origine, nonche' l'uso di qualsiasi mezzo nella designazione o presentazione di un prodotto che indichino o suggeriscano che il prodotto stesso proviene da una localita' diversa dal vero luogo di origine, oppure che il prodotto presenta le qualita' che sono proprie dei prodotti che provengono da una localita' designata da un indicazione geografica.

2. La tutela di cui al comma 1 non permette di vietare ai terzi l'uso nell'attivita' economica del proprio nome o del nome del proprio dante causa nell'attivita' medesima, salvo che tale nome sia usato in modo da ingannare il pubblico.

Disciplinari (DOP-IGP) – base del riconoscimento

- Code of practice
- Products specifications
- Code of rules

Regolamento d’uso (interno al consorzio/ministero)

- Regulations of use

Collective mark - code of industrial property (Codice proprietà industriale - DECRETO LEGISLATIVO 10 febbraio 2005, n. 30)

Art. 11. Marchio collettivo

1. I **soggetti che svolgono la funzione di garantire l'origine**, la natura o la qualita' di determinati prodotti o servizi, **possono ottenere la registrazione per appositi marchi come marchi collettivi** ed **hanno la facolta' di concedere l'uso dei marchi stessi a produttori o commercianti**.

2. I **regolamenti concernenti l'uso dei marchi collettivi, i controlli e le relative sanzioni** devono essere allegati alla domanda di registrazione

3. Le disposizioni dei commi 1 e 2 sono applicabili anche ai **marchi collettivi stranieri registrati nel Paese di origine.**

4. In deroga all'articolo 13, comma 1, **un marchio collettivo puo' consistere in segni o indicazioni che nel commercio possono servire per designare la provenienza geografica dei prodotti o servizi**. In tal caso, peraltro, **l'Ufficio italiano brevetti e marchi puo' rifiutare,** con provvedimento motivato, la registrazione quando i marchi richiesti possano creare situazioni di ingiustificato privilegio o comunque recare pregiudizio allo sviluppo di altre analoghe iniziative nella regione. […] **L'avvenuta registrazione del marchio collettivo costituito da nome geografico non autorizza il titolare a vietare a terzi l'uso nel commercio del nome stesso**, purche' quest'uso sia conforme ai principi della correttezza professionale e quindi limitato alla funzione di indicazione di provenienza.

Art. 13. - Capacita' distintiva (MARCHI D'IMPRESA)

1**. Non possono** costituire oggetto di registrazione **come marchio d'impresa** i segni privi di carattere distintivo e in particolare quelli **costituiti esclusivamente** …. **da indicazioni descrittive** che ad essi si riferiscono, **come i segni che in commercio possono servire a designare la specie, …. la provenienza geografica**

https://www.normattiva.it/uri-res/N2Ls?urn:nir:stato:decreto.legislativo:2005-02-10;30

PARTICIPATORY GUARANTEE SYSTMES (PGS)

Participatory Guarantee Systems (**PGS**), as defined by IFOAM, 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."**[1] **(Official definition 2008).** They represent an alternative to third party certification,[2] **especially adapted to local markets and short supply chains.** They can also complement third party certification with a **private label that brings additional guarantees and transparency**.
PGS enable the direct participation of producers, consumers and other stakeholders in:

- the choice and definition of the standards
- the development and implementation of certification procedures
- the certification decisions

Participatory Guarantee Systems are also referred to as "**participatory certification**".[3]
The **International Federation of Organic Agriculture Movements (IFOAM) and the organic movement remain a leader**[4] in the concept of PGS at the international level. IFOAM is running a program to recognize PGS in the organic sector. PGS is a tool that can be adopted not only for organic agriculture but is useful in various sectors.

PARTICIPATORY GUARANTEE SYSTMES (PGS) – SlowFood feedback on EC proposal of revision of EU quality schemes

- On objective 4, Slow Food would like to highlight the importance of Participatory Guarantee Systems **as an essential tool for small-scale producers as they 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**.
- Again, it is essential both for economic and social sustainability, that **GIs' groups of producers are embedded in the local social tissue in order to be both economically and socially sustainable**.

https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12664-Food-drink-EU-geographical-indications-scheme-revision-_en

PARTICIPATORY GUARANTEE SYSTMES (PGS) – Loconto, 2017

PGS focus on a **democratisation of knowledge** whereby the **oversight systems for compliance with standards are created by producers, experts and consumers who collectively ensure** that the organic agriculture techniques are adopted (IFOAM, 2008). Typically, PGS are **networks created within local communities** and consist of farmers, experts, public sector officials, food service agents, and consumers (Radomsky et al., 2014; Poméon et al. 2017).

The aim of this type of network is **to create a local system of production and consumption whereby multiple stakeholders experiment with sustainable agriculture technologies on farms**, but also **collectively ensure t**hat the organic agriculture techniques are adopted **by setting standards and verifying their compliance**

In sum, PGS serve to provide a **direct guarantee, through the formation of a local market,** for sustainably produced food and agriculture products (Loconto and Vicovaro, 2016).

https://hal.archives-ouvertes.fr/hal-01581625/document

Sustainable valorization of GIs

Origin products, thanks to their links to local specific resources and mobilization of local actors, have the potential to enhance economic, social, and environmental sustainability of localized agrifood production systems and rural areas, and to provide different kinds of local and global public goods (e.g., territorial reputation, agricultural landscape, food heritage, etc.)

Sustainability is a key aspect of valorization:

- **Economic sustainability**: to obtain an increase in the added value of the product and its equitable distribution.
- **Social sustainability:** protection of traditions and cultural heritage, strengthening of links between people and local businesses, employment opportunities for young people, women, the elderly

Costs for firms

- **Preliminary costs**: needed to apply for the registration (expertise for the drawing of technical and historical documents, rural animation, meetings…)
- **Direct costs**: costs for inspections and certification. They vary according to the Specifications and the structure of the production system.
- **Indirect costs**: costs for adapting firm structure and organization to comply with the Specifications. Ex. New plants, new organization to keep separate two production processes, higher prices for quality raw materials.
- **Non-compliance costs**: due to the part of the production which cannot be sold as PDO/PGI because it doesn't reach the minimum standard required by the Specifications
- **Other costs**: promotional activities to support the reputation, often collective ones

Benefits for firms

- **Price premium**: due to certified quality, market cleaning
- **Sales increase**: the increased reputation of the product may stimulate an increase of the demand
- **Stable long-lasting relations**: the certification system may help consolidating supply-chain relationships and sales channels.
- **New marketing channels:** the PDO/PGI gives the chance to open new marketing channels (i.e. export, niche markets, tourists)
- **Quality "logic"** : the introduction of quality certification and controls may help firms to "modernize" the production methods and their organization
- **"medal" effect**: having PDO/PGI products in the assortment qualify all the production of the firm

Worldwide Perspectives on Geographical Indications

Du 5 au 8 Juillet 2022 , Montpellier - FRANCE

Indication Géographique, Biosphère et Collectivités Locales, Enjeux et perspectives pour un développement durable : cas du Café Ziama-Macenta



Mory HABA, GUINEE

Sommaires….

- La Guinée…, un pays de l'Afrique de l'Ouest
- Le Café Ziama-Macenta, première IG de l'Ouest Africain, produit au cœur de la Guinée Forestière
- L'Association de Défense du Café Ziama-Macenta (ADECAM), encore stagnante depuis sa création
- Le café Ziama-Macenta, élément de la Réserve de Biosphère du Ziama (RBZ), mais négligé
- Des Collectivités locales riveraine de la RBZ moins impliquées dans la gestion du Café Ziama-Macenta
- Nécessités de synergies d'actions pour un développement durable du Café Ziama-Macenta

La Guinée…, un pays de l'Afrique de l'Ouest

- Elle est divisée en quatre grandes régions naturelles (Basse-Guinée, Moyenne-Guinée, Haute –Guinée et Guinée Forestière ;
- La Guinée est essentiellement un pays à vocation Agricole et Minière ;
- Elle a une superficie de 245 857 km², avec une population de 12,1 millions d'Hbts (2014) ;
- Une ouverture de 300 km sur l'Océan Atlantique.

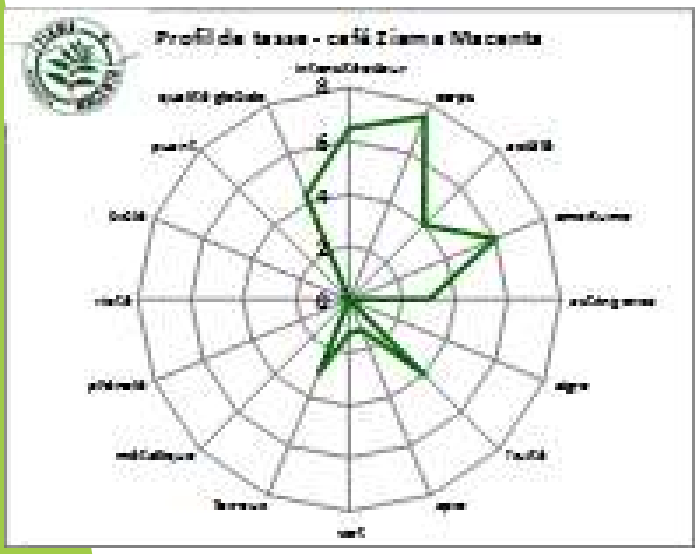






Le Café Ziama-Macenta, première IG de l'Ouest Africain, produit au cœur de la Guinée Forestière…

- Un café Robusta aux caractéristiques avoisinant celles d'un café Arabica (une saveur acidulée et peu amère, une intensité aromatique élevée, un arôme persistant, fort et fin) ;
- Largement influencé par le massif forestier du Ziama (altitude moyenne de 570m, 2500-3000 mm d'eau/an, forte humidité) ;
- Produit dans Systèmes Agroforestiers par des petits planteurs sur 0,5 ha en moyenne ;
- Reconnu et certifié « Indication Géographique » par l'Organisation Africaine de la Propriété Intellectuelle (OAPI) en 2013.









L'Association de Défense du Café Ziama-Macenta (ADECAM), encore stagnante depuis sa création…

- L'ADECAM est constitué à sa base de deux Coopératives de producteurs du Café Ziama-Macenta : **Coop WOKO** et **Coop DIANI**, avec **2295 producteurs** repartis en 195 groupements ;

- De faibles volumes de café vert collectés et vendus entre 2013 et 2017 sous deux types de certification par les deux Coopératives.

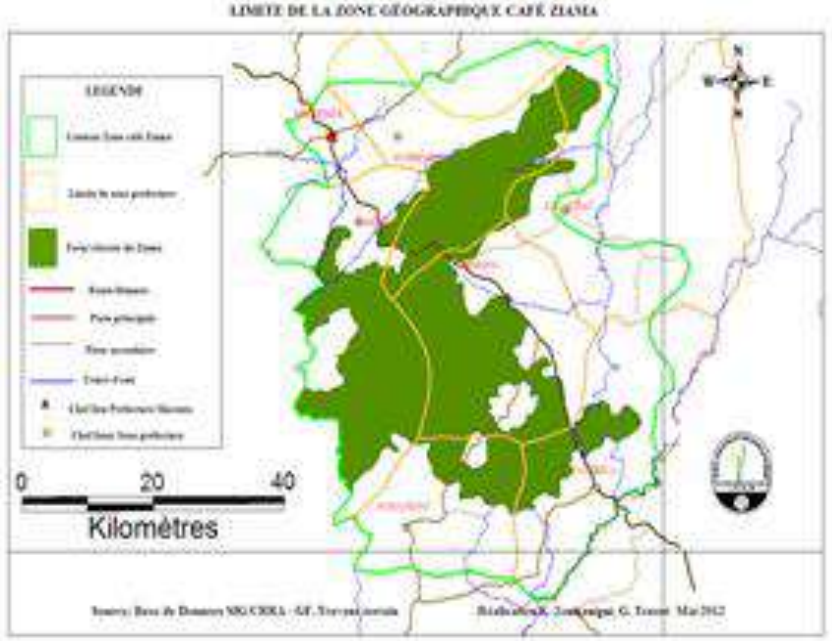




No	Nature du café	Quantité commercialisée (en tonne)	Nom de l'acheteur	Type de certification	Année
1	Robusta	18,360	Maison P. JOBIN et SCIE	Non certifié	2013
2	Robusta	20	Maison P. JOBIN et SCIE	Non certifié	2015
3	Robusta	54	Maison P. JOBIN et SCIE	Certification équitable SPP en blanc	2016
4	Robusta	36	Maison P. JOBIN et SCIE	flo-cert fair trade international.	2017
	TOTAL	**128,360**			

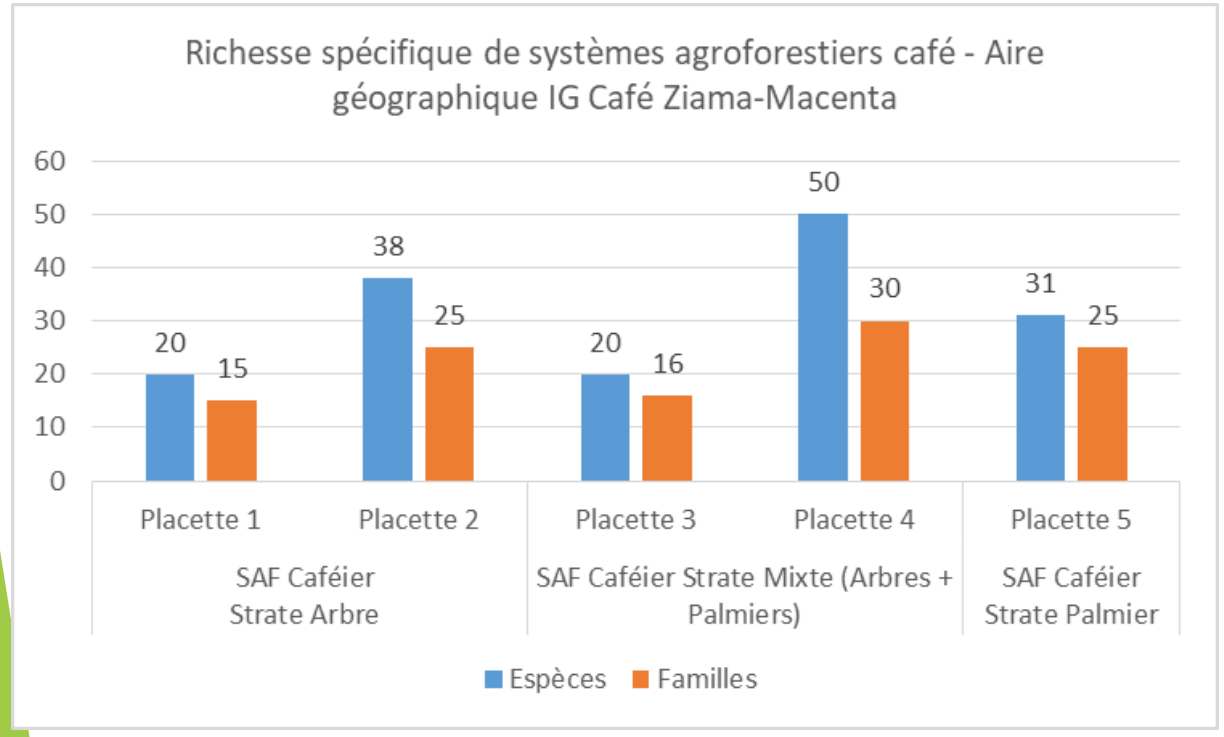
Le café Ziama-Macenta, élément constitutif de la Réserve de Biosphère du Ziama (RBZ), mais négligé…

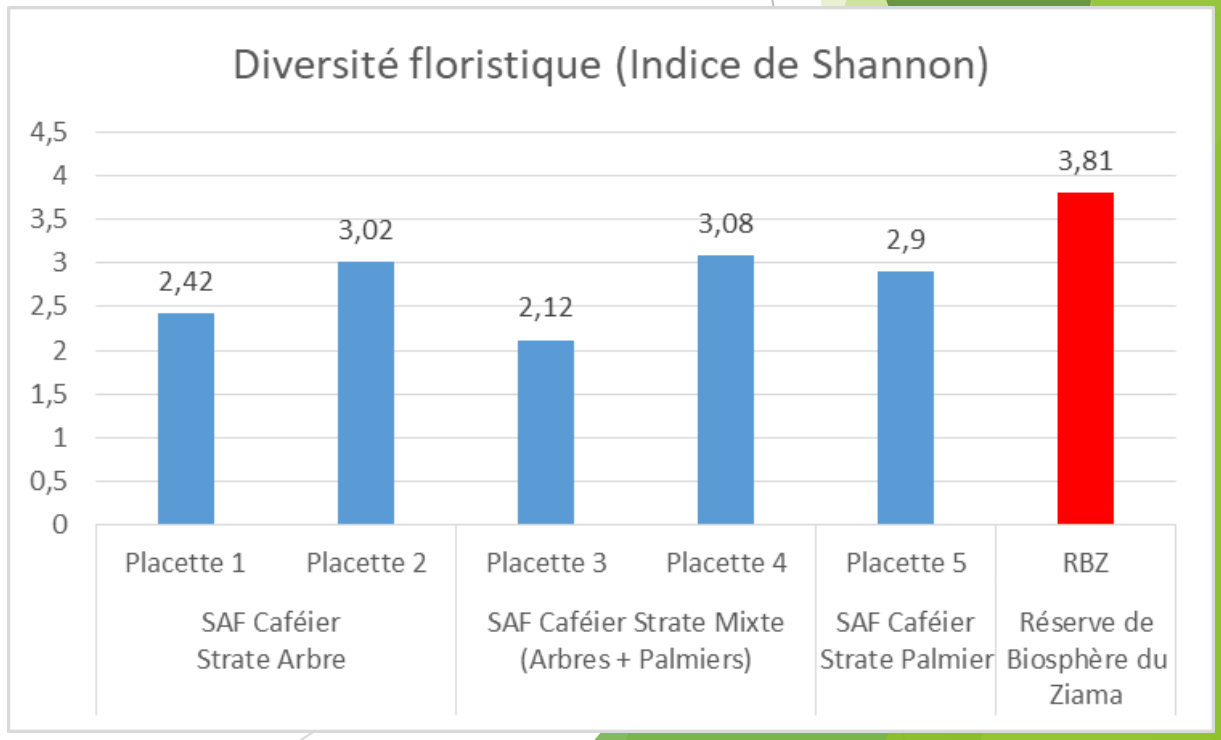
- Classé en 1942, le massif forestier du Ziama a été érigée en 1980 en Réserve Biosphère du Ziama (RBZ) par l'UNESCO ;
- La plupart des plantations de caféiers de l'aire géographique délimitée du Café Ziama-Macenta sont partie intégrantes de la Zone des Gestion Durable de la RBZ selon son Plan d'Aménagement et de Gestion (PAG, 2022-2029) ;
- Une intervention remarquée de plusieurs Institutions Internationales de Conservation de l'Environnement (FFI, UICN, KFW, UNOPS, etc.)



Le café Ziama-Macenta, élément constitutif de la Réserve de Biosphère du Ziama (RBZ), mais négligé…(2)

- Le Café Ziama-Macenta est produit dans des Systèmes Agroforestiers traditionnels complexes riches en Espèces végétales d'importance majeure : **3** sur la liste des **espèces de conservation prioritaire de l'UICN** (*Terminalia ivorensis*, *Milicia excelsa*, *Entandrophragma candolei*) et **9 espèces de la Monographie Nationale d'étude de la biodiversité (MNG)**;





Des Collectivités locales riveraines de la RBZ moins impliquées dans la promotion du Café Ziama-Macenta…

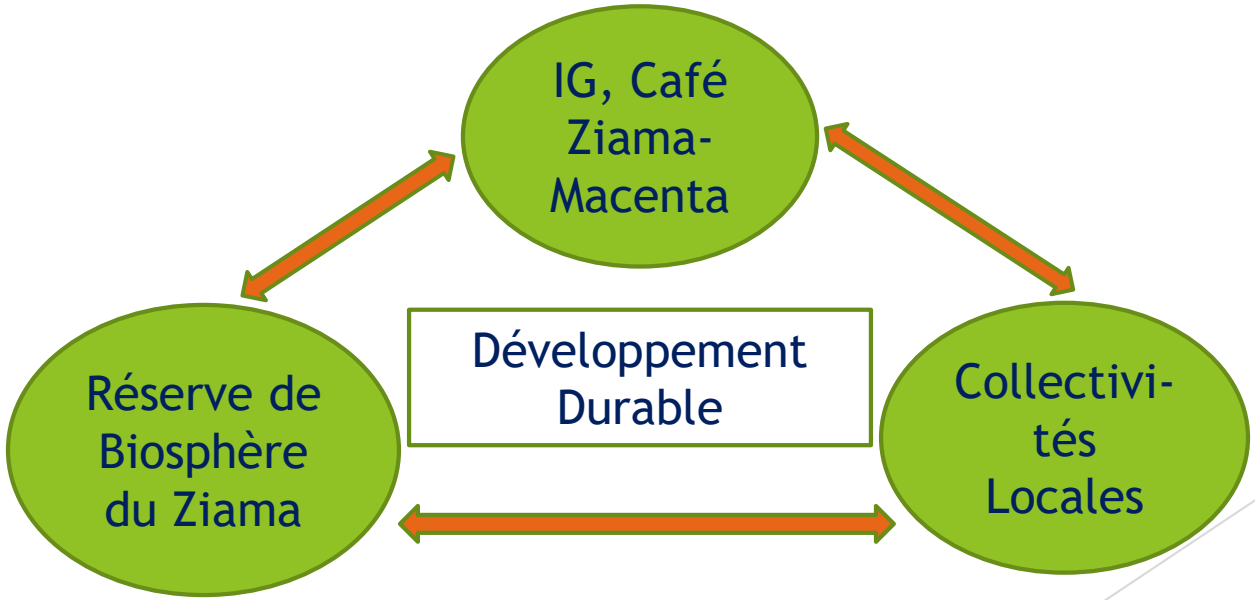
- Les huit (8) Collectivités Locales situées dans l'Aire Géographique ne prennent pas en compte le développement et la promotion du Café Ziama-Macenta dans leurs Plans de Développement Locaux (PDL) ;

- Et pourtant, à travers d'autres types de certifications (environnementales), le café Ziama-Macenta pourrait constituer une des source financières et matériels dans les collectivités locales ;

- D'ailleurs, l'Agence Nationale de Financement des Collectivités (ANAFIC) encourage et soutien les « PDL verts », pouvant soutenir des actions en faveur du Café Ziama-Macenta.

Nécessités de synergies d'actions pour un développement durable du Café Ziama-Macenta…

- L'IG café Ziama-Macenta ne saurait se développer sans une prise en compte des intérêts des principaux acteurs se partageant l'Aire Géographique de celle-ci ;
- L'IG Café Ziama-Macenta doit avoir une place privilégiée dans les Plans de Développement Locaux (PDL) des Collectivités pour son développement ;
- En plus de la **conservation in-situ** de la Réserve de Biosphère du Ziama (RBZ) les systèmes de production du Café Ziama-Macenta dans les Agroforêts traditionnelles devront être considérés à part entière comme de la **conservation Ex-situ** de la Biodiversité végétale et bénéficier des avantages s'y attachant.



Merci pour votre amiable attention

WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS:

An international conference for researchers, policy makers and practitioners

Climate change effects and the responses of the agri-food GI agents:

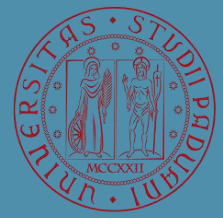
Evidence from the Veneto Region (Italy)

Dana SALPINA, Francesco PAGLIACCI

Department of Land, Environment, Agriculture and Forestry (TESAF),
Università degli Studi di Padova

Montpellier, 6 July, 2022



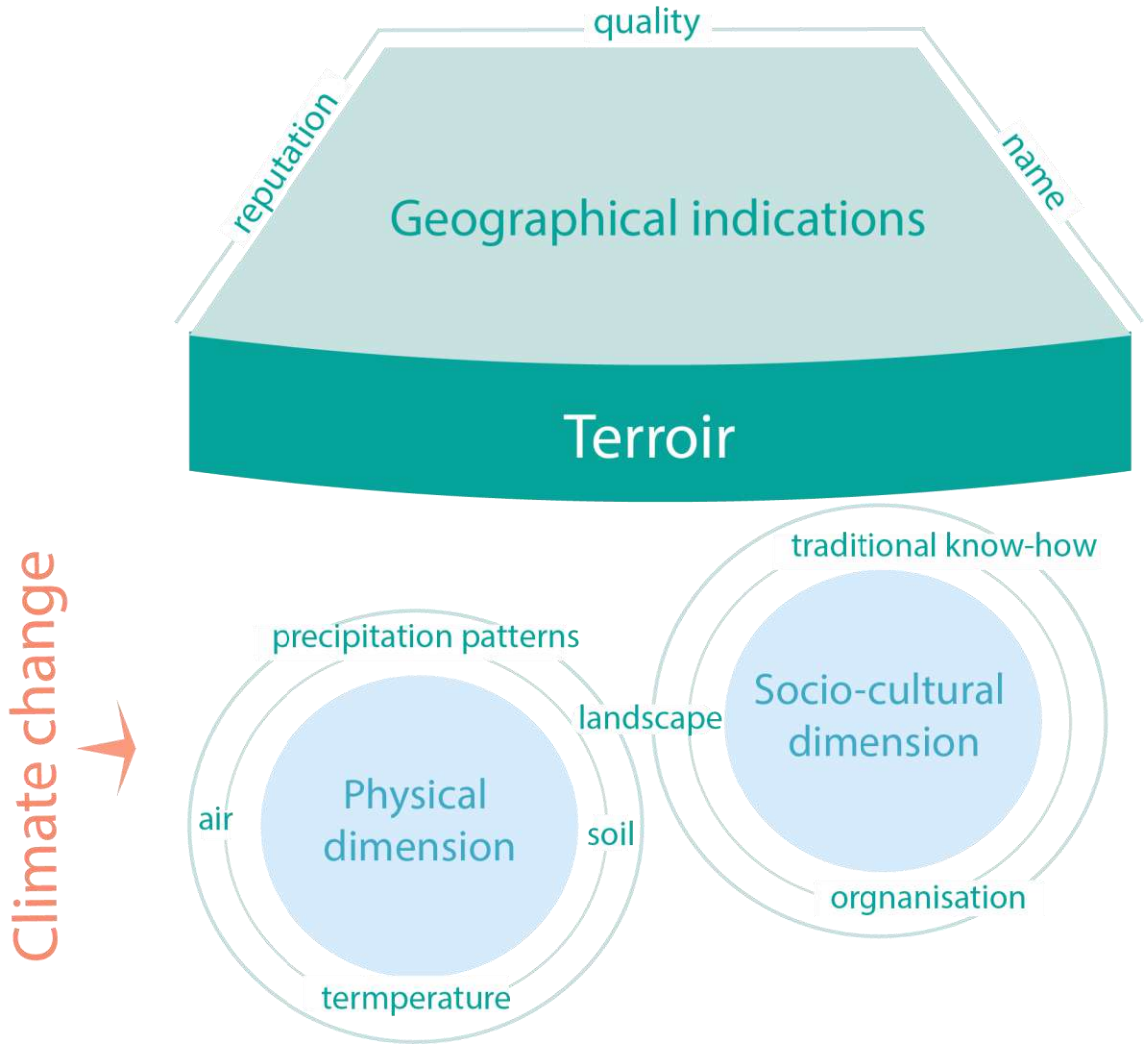


UNIVERSITÀ DEGLI STUDI DI PADOVA

Geographical indications (GIs) and climate change

Climate change can heavily affect some characteristics of the terroir, on which agri-food GIs rely.

Modification of agricultural practices described in corresponding Product Specifications is lengthy and resource-consuming process (see Quiñones-Ruiz et al., 2018).



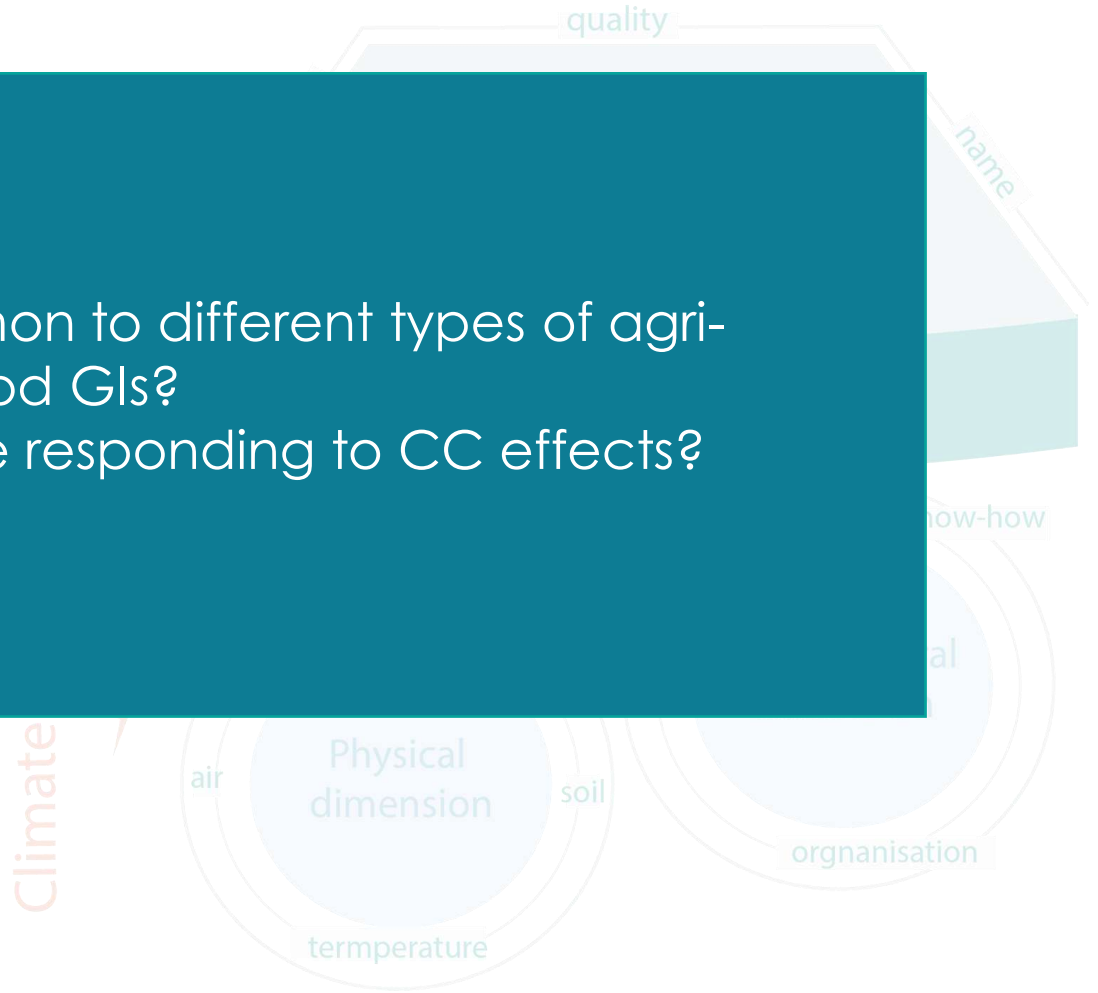
Source of Infographic: Authors

Geograp

Climate change he
of the terroir,
indications (GIs) re

Modification of a
corresponding Pro
resource-consumin
2018)

Are these effects common to different types of agri-food GIs?
And how GI agents are responding to CC effects?



Source: Authors' elaboration

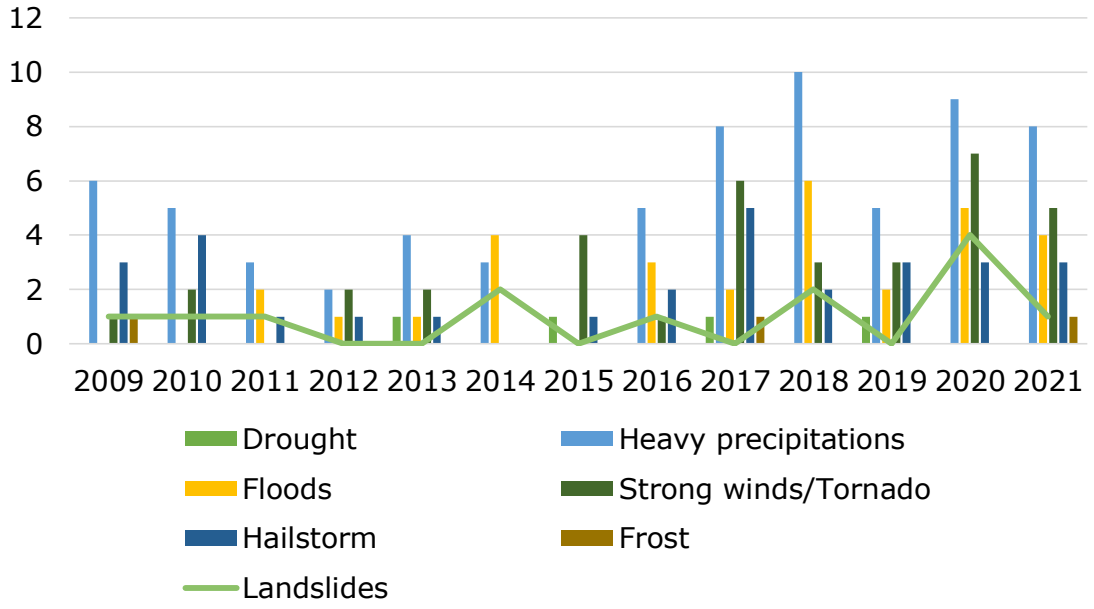
The Veneto Region: Climate change hazards

- **+1.3 °C** increase of the annual temperatures (1993-2017)
- a decrease of the average winter rainfall
- a decrease in the height and duration of the snowpack (ARAV, 2017)

Veneto
(NUTS 2)



Increased frequency of **extreme weather events** (2009-2021)



Authors' elaboration on the reports of the Regional Civil Protection Office

The Veneto Region: Exposure to climate change

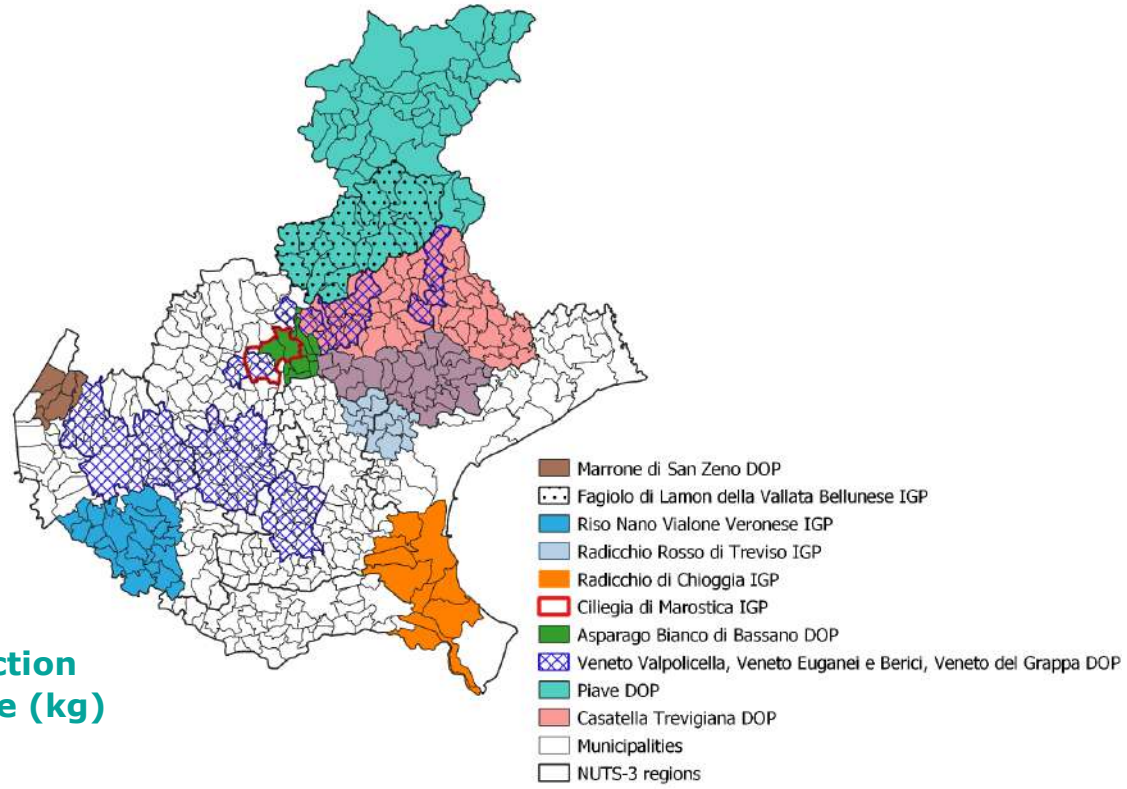




Clusters	Agri-food GIs in the Veneto Region
Little revenue PDOs	**Garda oil**, Prosciutto Veneto Berico Euganeo, Cozza Scardovari, Asparago Bassano, Marrone San Zeno
Large-scale PDO cheeses	Grana Padano, Asiago, **Monte Veronese**, Taleggio, Montasio, Provolone
Second-generation PDOs	Salamini Cacciatora, Sopressa Vicentina, Aglio Bianco Polesano, **Veneto Valpolicella olive oil**, Miele Dolomiti Bellunesi, **Casatella, Piave**
Unexploited opportunities	Salami Cremona, Mortadella Bologna, Cotechino Modena, Zampone Modena
First-generation crop PGIs	Radicchio Verona, **Radicchio Rosso Treviso, Fagiolo Lamon**, Radicchio Variegato Castelfranco, **Riso Nano Vialone Veronese**
Second-generation crop PGIs with little revenue	Riso Delta del Po, Insalata Lusia, Marroni Monfenera, Marrone Combai, **Radicchio Chioggia**, Asparago Bianco Cimadolmo, **Ciliegia Marostica**, Asparago Badoere, Pesca Verona

Source: Salpina and Pagliacci (2021); Pagliacci and Salpina (2021)

Characteristics of the subsample GIs and their production areas



GI	Type*	Scheme	Production area (Ha)	Production Volume (kg)
Casatella Trevigiana (cheese)	AB	PDO	1427	314.3
Monte Veronese (cheese)	AB	PDO	3093	893.9
Piave (cheese)	AB	PDO	NA	1.583
Asparago B. di Bassano (asparagus)	AC	PDO	14	40.0
Olio Veneto (olive oil)	PC	PDO	371	39.0
Marrone di San Zeno (chestnut)	PC	PDO	52	12.7
Ciliegia di Marostica (cherry)	PC	PGI	58	13.0
Fagiolo di Lamon (bean)	AC	PGI	12	9.7
Radicchio di Chioggia (chicory)	AC	PGI	97	124.8
Radicchio R. di Treviso (chicory)	AC	PGI	303	894.6
Riso Nano V. Veronese (rice)	AC	PGI	524	530.8

*AB – Animal-based; AC – Annual crop-based; PC – Permanent crop-based

Authors' elaboration on Mipaaf data; Qualigeo (Qualivita) data (2019); Ismea data (2019); data from Production Specifications

Data and Methods

14 semi-structured interviews with key-informants

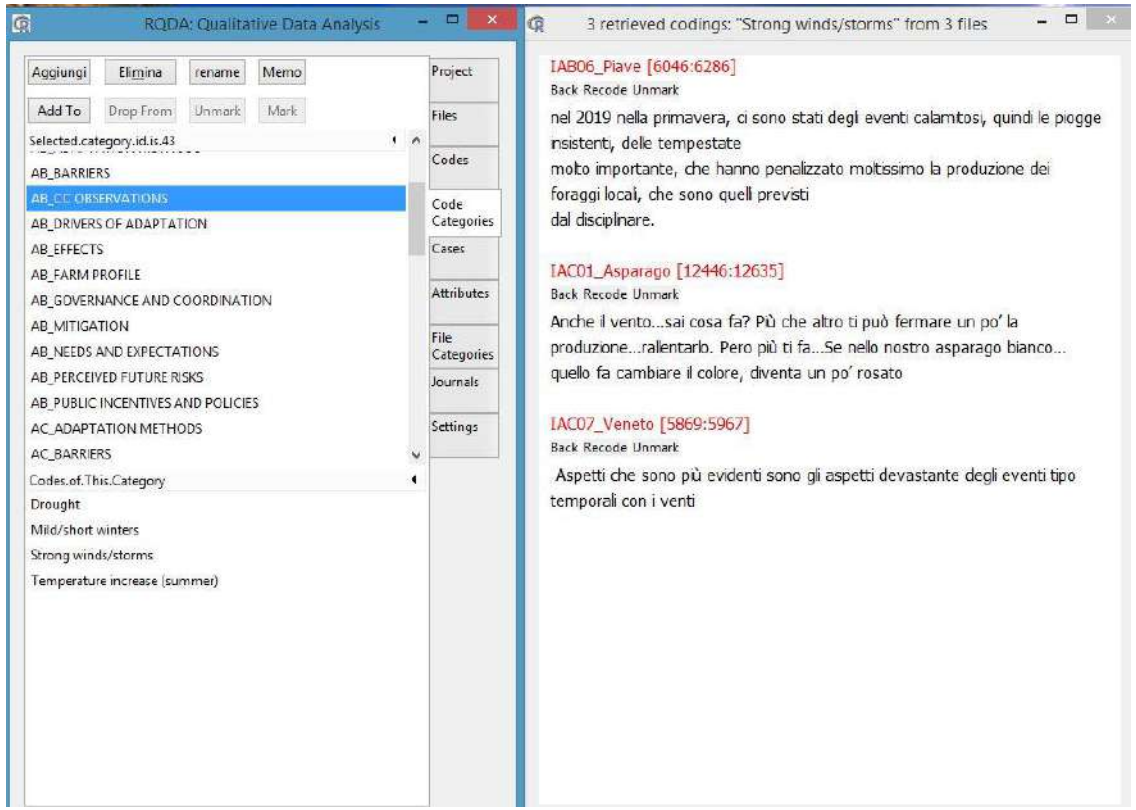
June 2021 – December 2021

Online survey

77 producers of agri-food GIs

December 2021 – April 2022

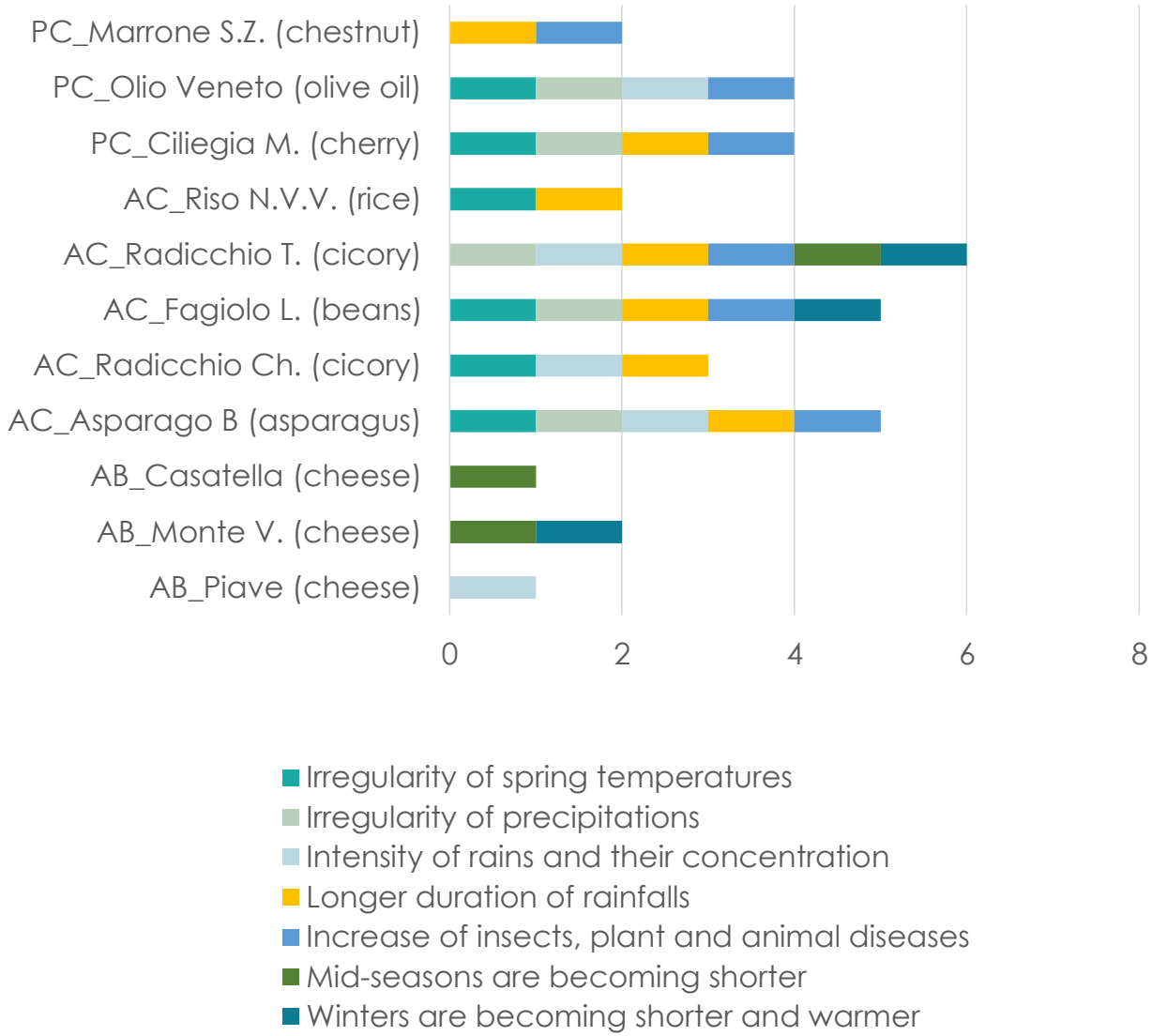
Interview transcripts were corded via a hybrid approach of **deductive and inductive coding** using **RQDA** R Extension (see Huang, 2016).



A sample screenshot of a code and the interface of RQDA package

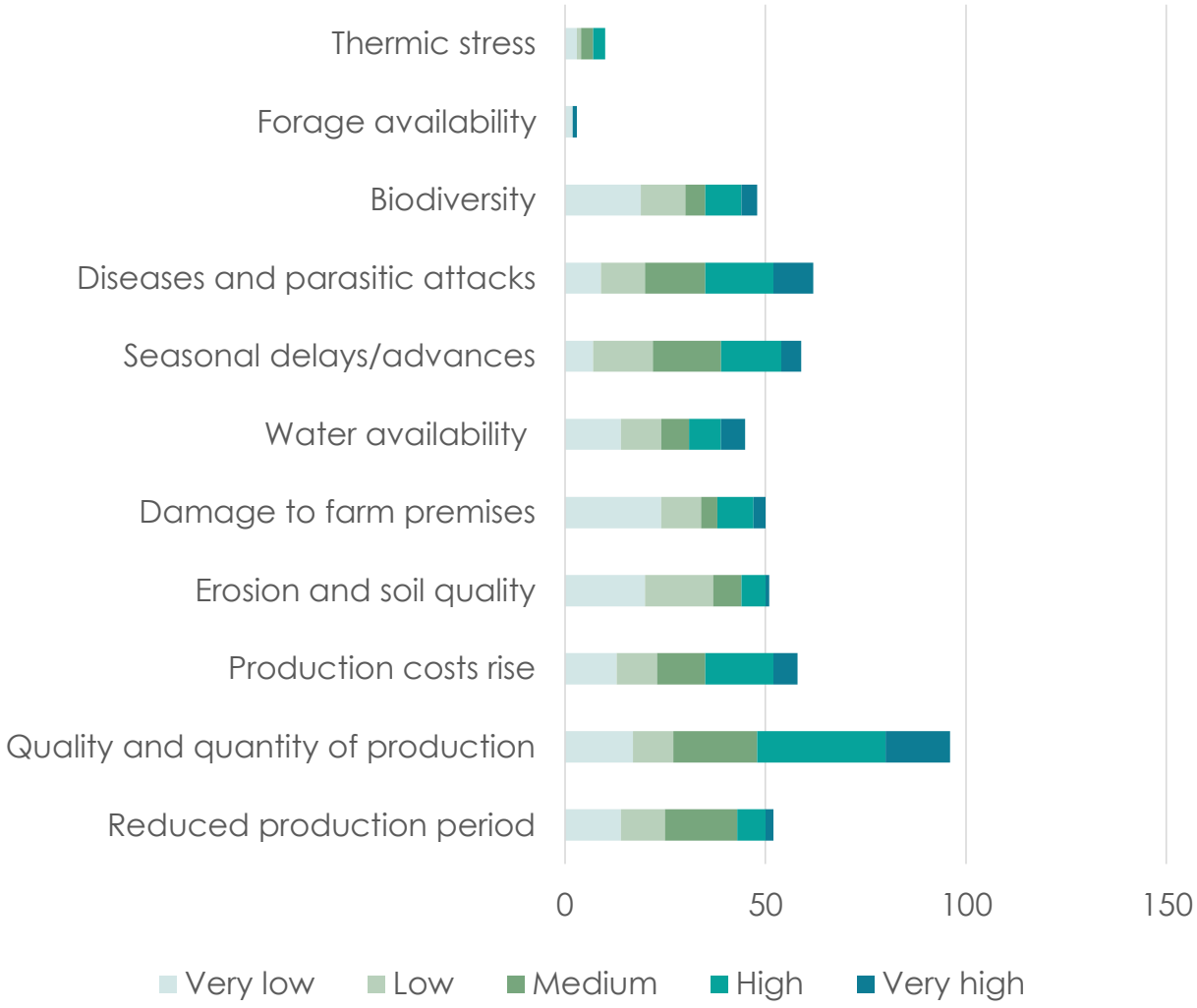
Results: Climate change observations reported by the key informants

"Temperatures are unpredictable, as they go outside the seasonal standards. First an excess of heat, then cold, then the return of heat. " [IAC03]

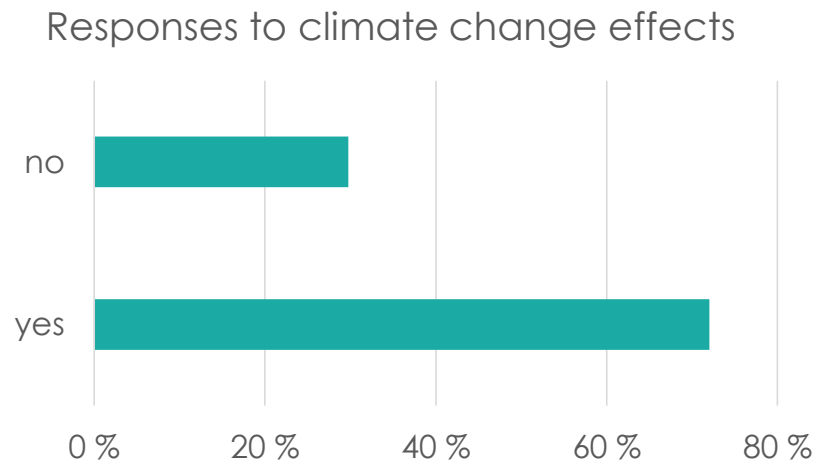


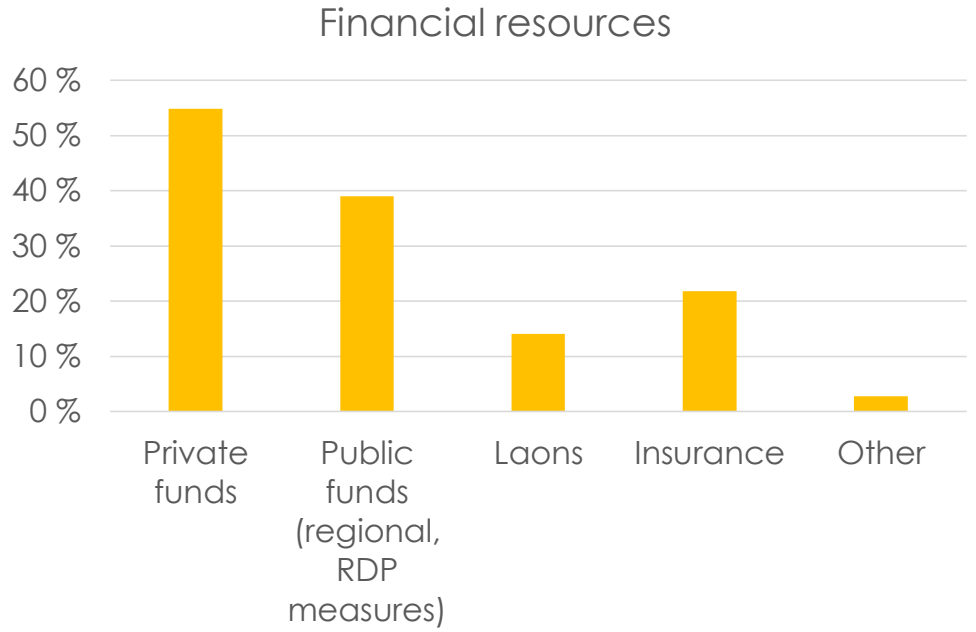
AC – annual crops GIs
AB – animal-based GIs
PC – permanent crops GIs

Results: Climate change effects (Online survey)

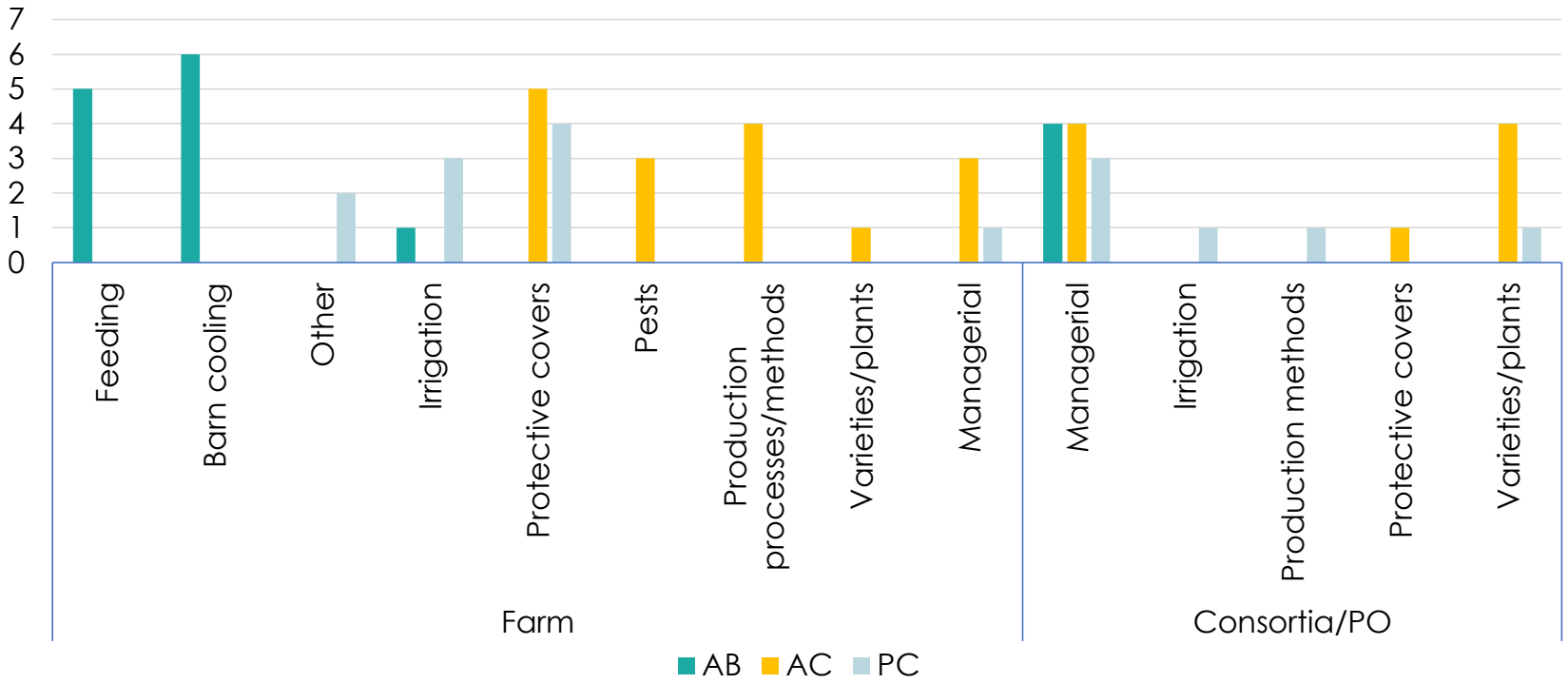


Results: Responses to climate change





Results: Adaptation to climate change (interviews)



AC –annual crops GIs, AB –animal-based GIs, PC – permanent crops GIs.

Protective covers

"This new anti-hail cover has allowed us to stay on the market one week longer than the vast majority of cherry growers in the PGI area, and also to reduce phytosanitary treatments by 50%".



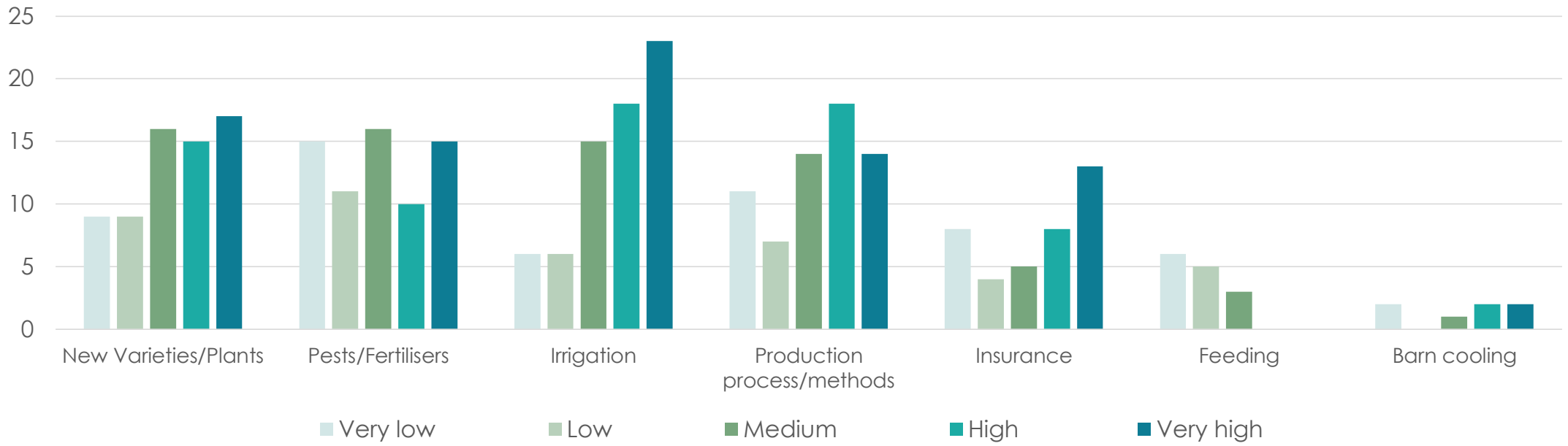
Crop covers against rain



Crop covers against hailstorms

Photo by courtesy of Azienda agricola Colceresa (Ciliegia di Marostica, IGP)

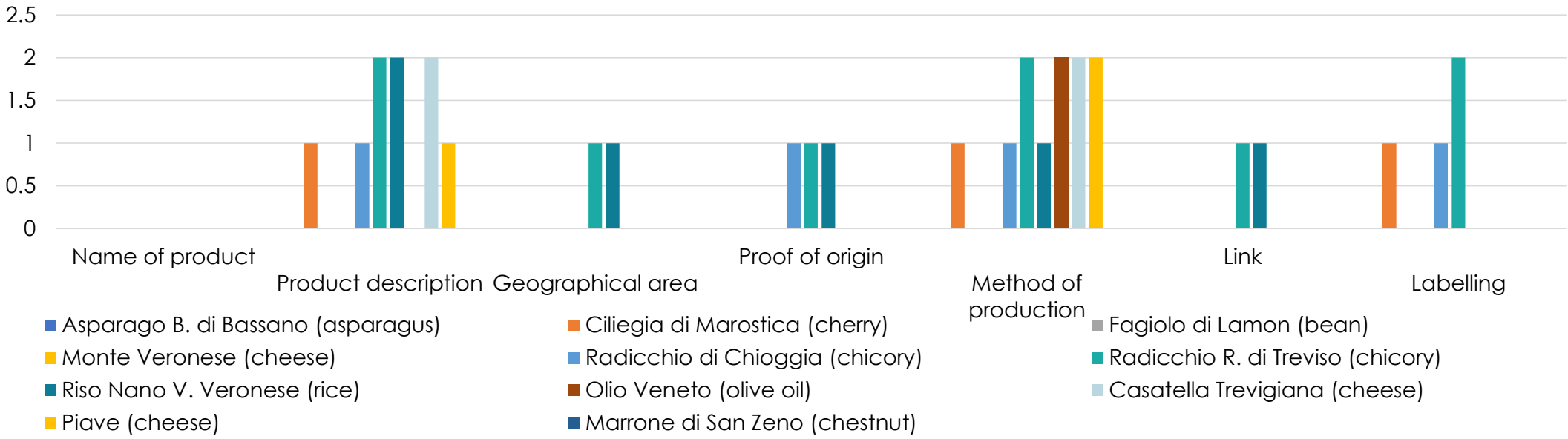
Results: Effectiveness of adaptation measures on farm level (online survey)



AC –annual crops GIs, AB –animal-based GIs, PC – permanent crops GIs.

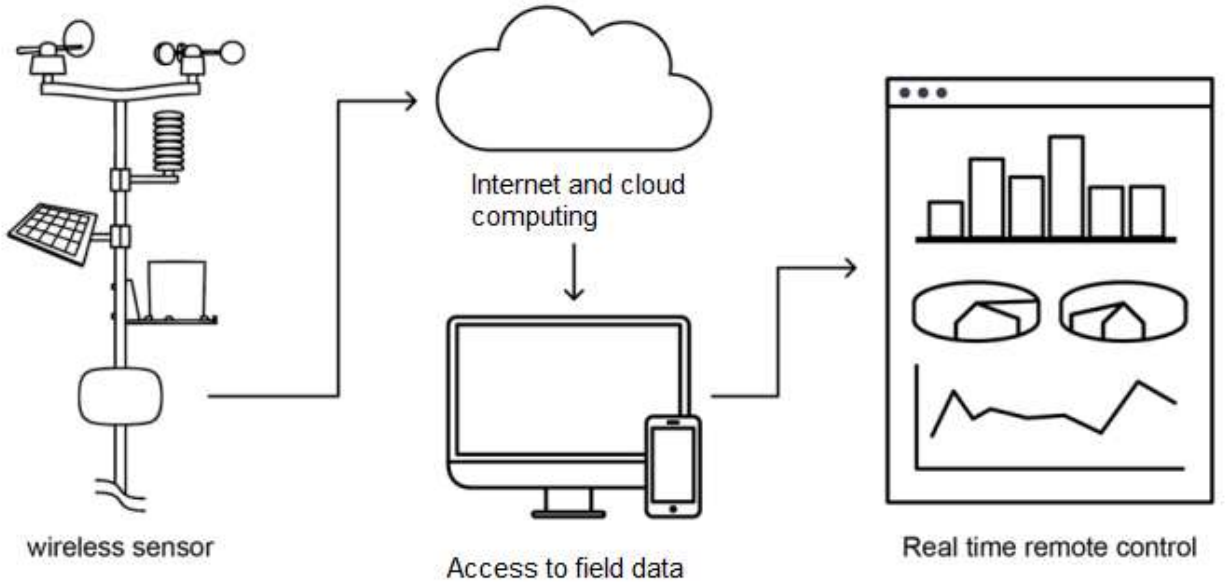
Amendment of product specifications

EU No: PGI-IT-1514-AM02 – 5.6.2020: "The transplanting deadline needed to be changed to address issues caused by the **changing climate**: a significant increase in summer temperatures and the lengthening of summers. **Shifting the transplanting date slightly helps *tardivo*-type radicchio plants to overcome transplant shock more effectively**".



Monitoring and advisory support for farmers







Weekly advisory support (video, printed materials)

Source: Adapted from AIPO (2016)

Concluding remarks

- The levels of concern regarding climate change effects and observations vary in relation to the **type of GI**, **crop system**, and **altitude of the production areas.**
- **Crop-based GIs** reported a larger amount and diversity of responses to climate change than **animal-based GIs**.
- A decisive role of **Consortia and POs** in the coordination of the common strategies related to climate change can be outlined.
- Next ---> Structured survey with a **larger sample** of GI agents

Thank you for attention!

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Department of Land, Environment, Agriculture and Forestry (TESAF),
Università degli Studi di Padova

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Worldwide Perspectives on Geographical Indications
Montpellier, France – 5 to 8 of July, 2022



Geographical Indications facing climate change: No future or New Morning ?

Lessons from the French Wine Industry

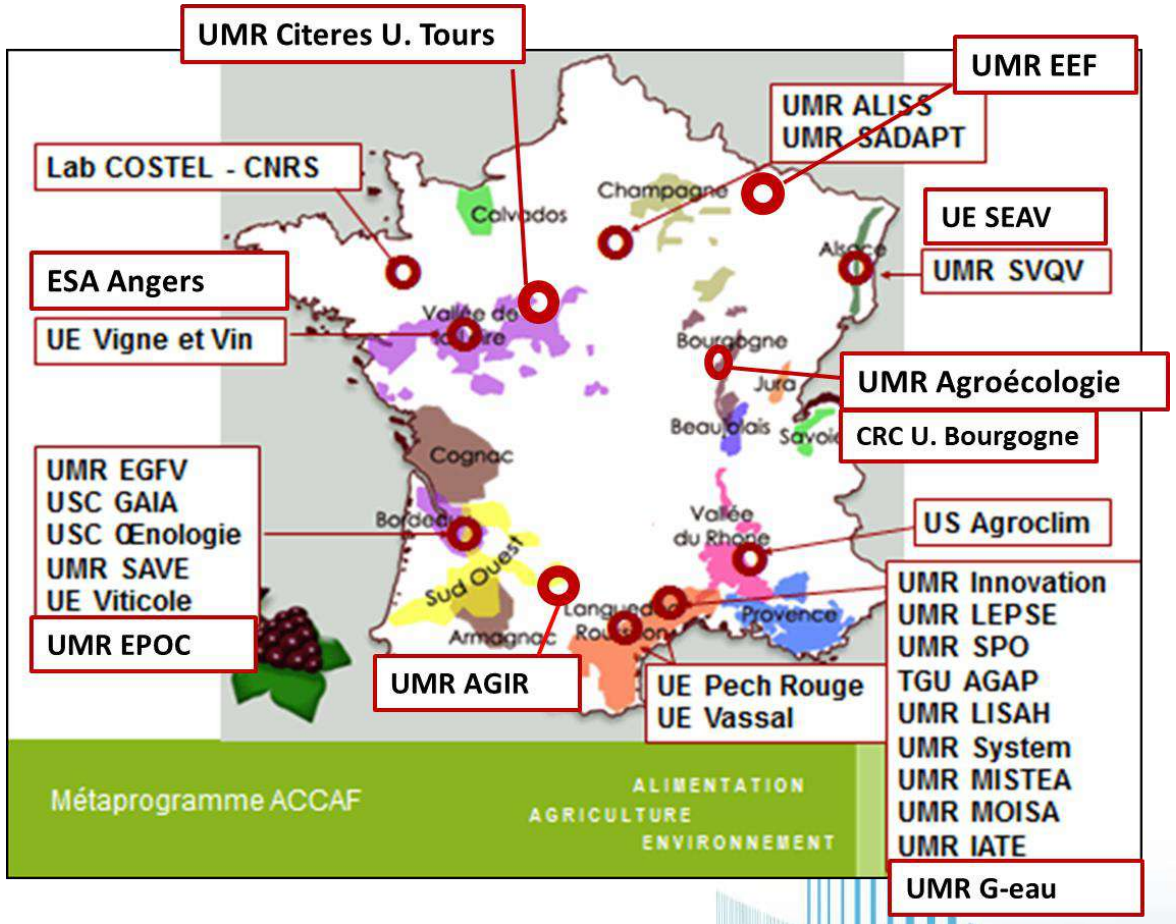
Jean-Marc Touzard

UMR Innovation, Montpellier

LACCAVE project (2012-2021)

Coord. Nathalie Ollat & Jean-Marc Touzard

Impacts of climate change on vine and wine in France
Innovations and solutions for adaptation in the wine industry



Involving the main French wine regions

28 research units

100 researchers and PhD students

Partnership : FranceAgrimer, INAO, IFV, APCA

Interdisciplinary project

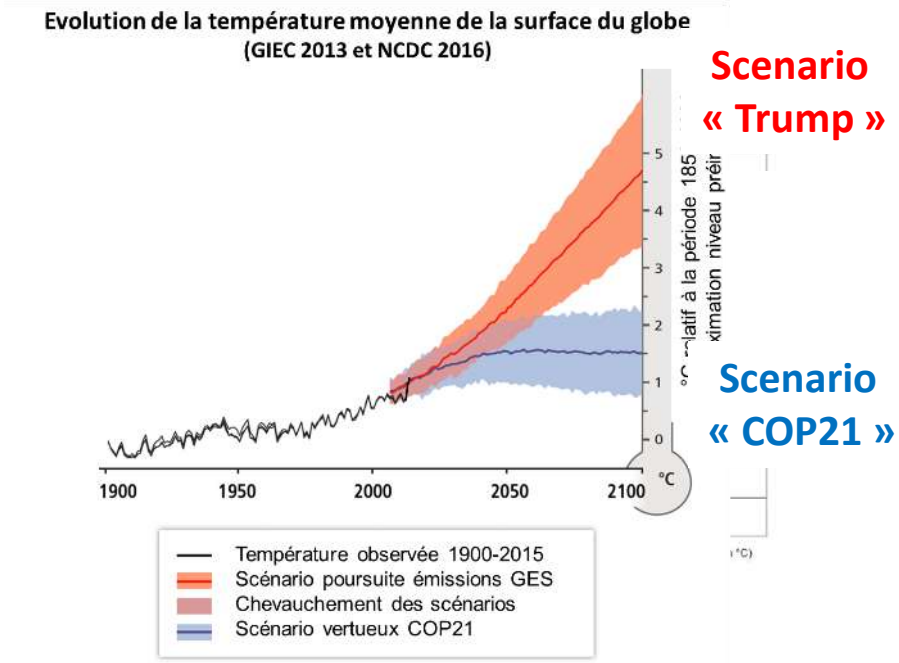
climatology genétic Enology

agronomy soil sciences geography

économics sociology Data sciences

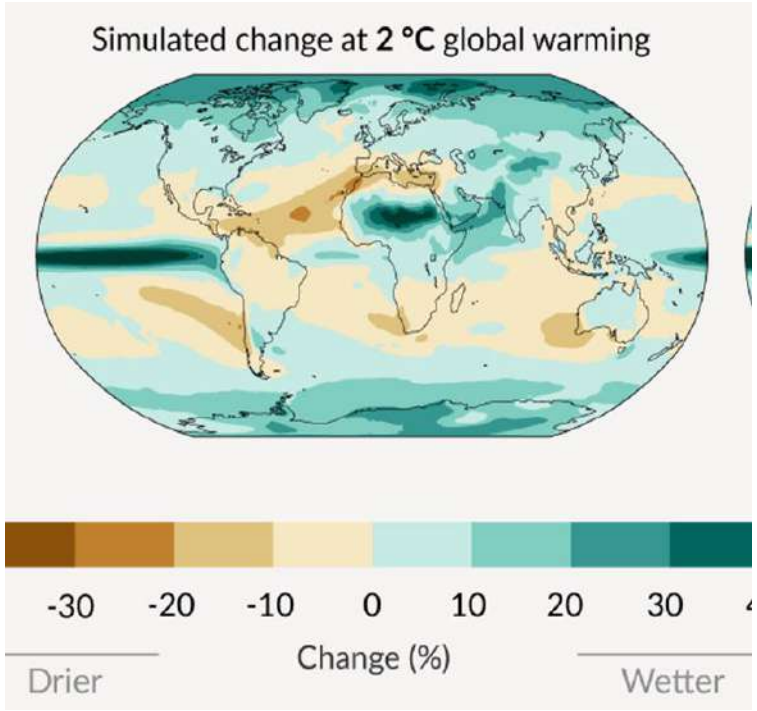
www.inrae.fr/laccave

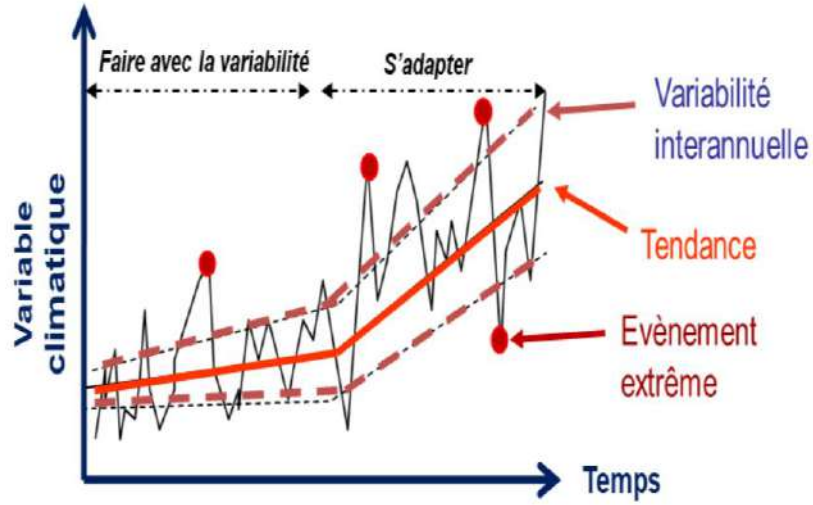
Climate change : « new » issue for viticulture



Scenario « Trump »

Scenario « COP21 »





✓ S'adapter à une tendance de fond
✓ Réduire la vulnérabilité à la variabilité interannuelle probablement croissante

increase of the average annual temperature :

+ 1,1°C at the global level
+ 2°C in Mainland Francec !

Little change in annual rainfall, but…

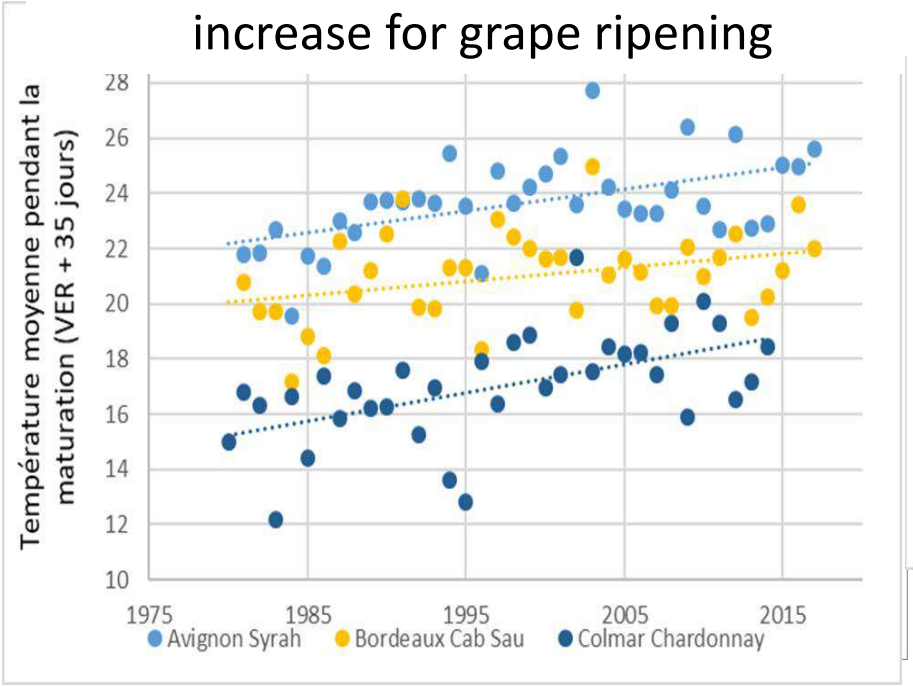
a future decrease in the south especially for the summer period

Increased climate variability

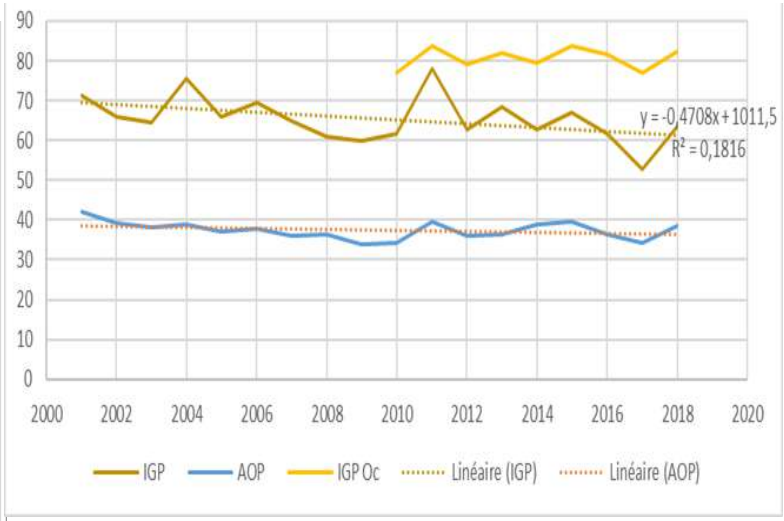
extreme weather events
heat waves
violent rains
unprecedented sequences

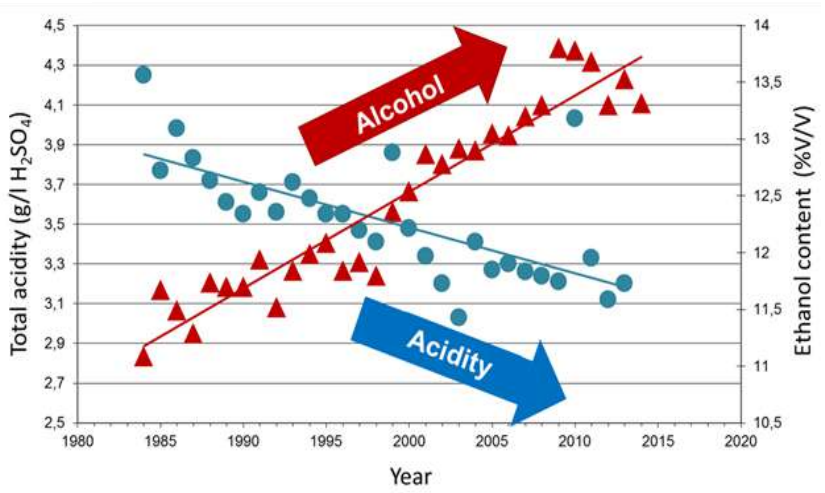
Climate Change Impacts on Vine and Wine (1)

Amplification of the temperature increase for grape ripening



Yield decrease for Languedoc Wine AOP





Earlier phenological stages

Earlier budburst (risk of frost)

Early harvest of nearly 3 weeks

Increased water stress

Higher transpiration of the plant and less summer rain (in the south)

Impacts on yield and quality

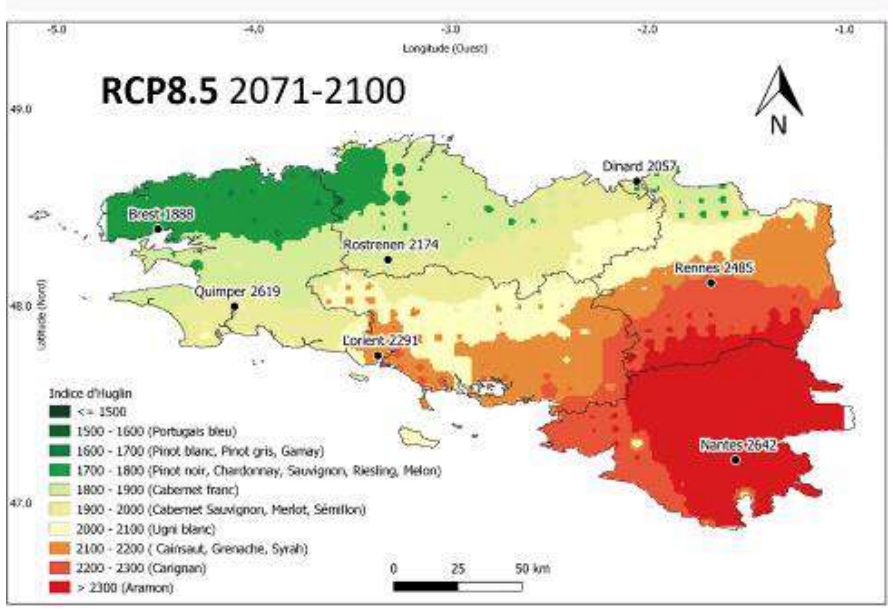
Evolution of the wine quality

Increase in alcohol content

Decrease in acidity

Modification of the aromas

Climate Change Impacts on Vine and Wine (2)



Evolution of regions favorable to viticulture

New opportunities in Northern and on high altitude plots

Difficulties for vineyards in the south the Mediterranean



Many indirect impacts

Biogressors

Ecosystems and soil functioning

Landscapes and fire

Water resources (for irrigation)

Sea level rise (salinization) du sol

Component of the terroir !



Increased climate risks

Loss of crops or vines

Erosion damage to plots

Loss of competitiveness

First conclusion

Climate Change modify the qualities of the products, their variability, their image and conditions of competition : **their links to the territory**.

…

It calls into question the economic model of GI products:

- Intrinsic and extrinsic characteristics of the products that consumers may recognize
- the volumes, costs and margins of producers;
- the management of local resources;
- the zoning and GI institutions (code of practices…)

No Future for Gis ?

No future for a conservative GI pathway !



Many areas of adaptation are possible, studied by researchers and experimented by wine growers (1)







Changing grape variety/rootstock

Later, tolerant to drought and high temperatures, resistant to diseases...

Clones, "old forgotten varieties", varieties from other regions, varietal creation (ex Resdur Inrae)...

New viticultural practices

pruning and canopy management

soil management (organic matter, cover)

precision and responsible irrigation

agroforestry, ecological infrastructures

digital viticulture

Oenological innovations

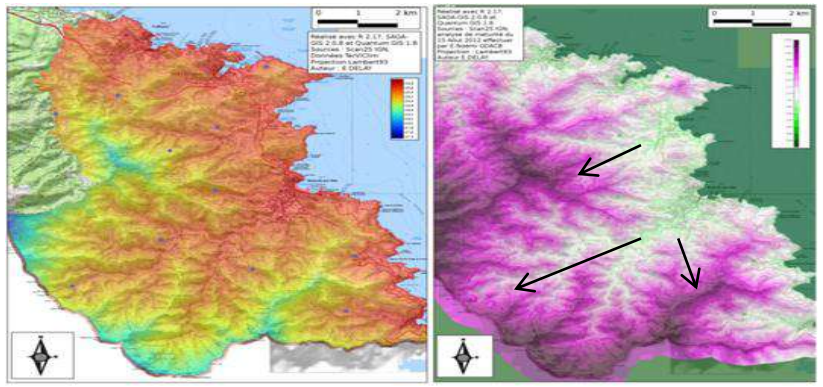
de-alcoholization

adjustment of acidity

choice of yeast

cold control...

Many areas of adaptation are possible, studied by researchers and experimented by wine growers (2)







change the location of vineyards

Soil selection

Altitude, zoning modification

Creation of new plantations

(e.g. Brittany)

Change the institutions

Revision of specifications

New insurance schemes

Climate policies

New R&D collaborations

Involving consumers

Acceptance of impacts on quality

Acceptance of innovation

share issues and strategies

associate mitigation actions

Second conclusion

Many solutions can be combined in strategies, at different scales, and above all at local scale

…

But, a highly innovative adaptation strategy would result in an **artificialization of production systems** that will **reduce the links to territorial resources** and would not necessarily be accepted by the consumers

It also calls into question the economic model of GI products !

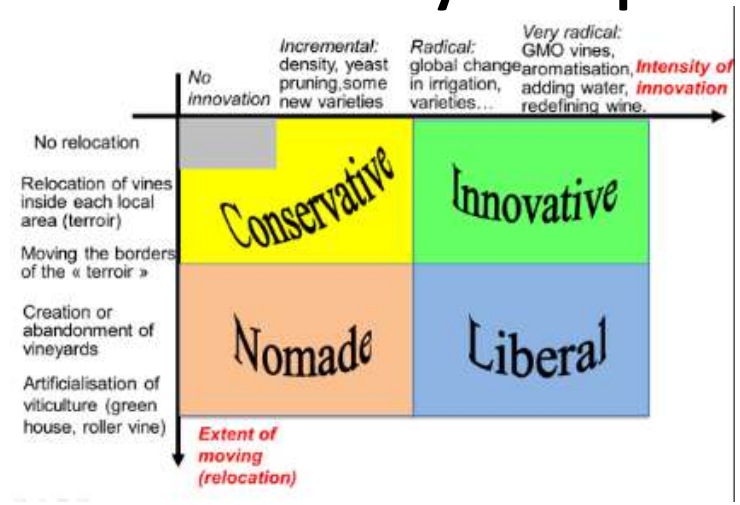
No Future for Gis ?

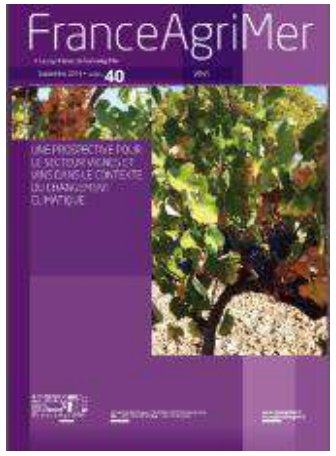
No future for an artificialization pathway !



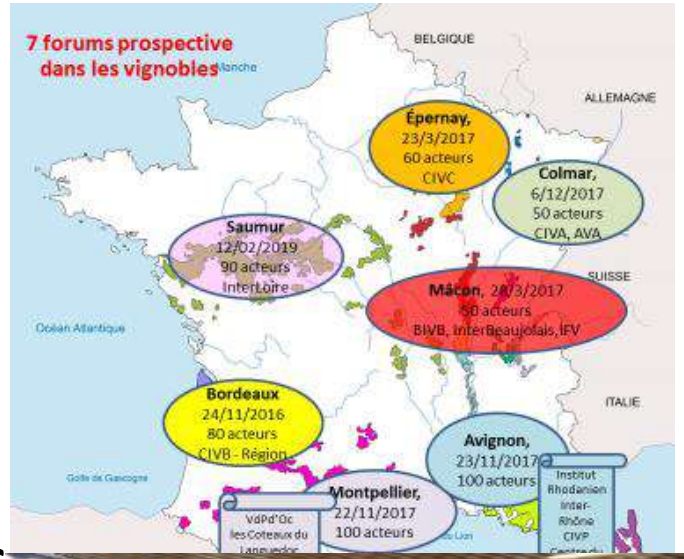
A third way desired and already engaged by the wine growers (1)

4 scenarios built by an expert group (2016)



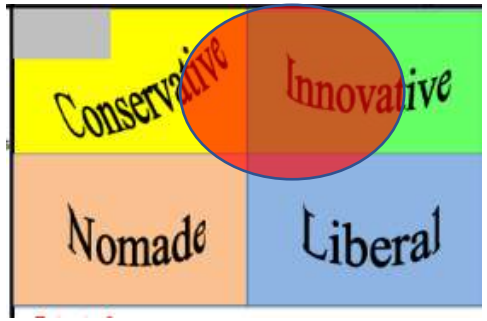


Participatory forum in 7 wine regions 550 participants





73% vote for "innovation to stay in my terroir"





2650 propositions of action

A third way desired and already engaged by the wine growers (2)



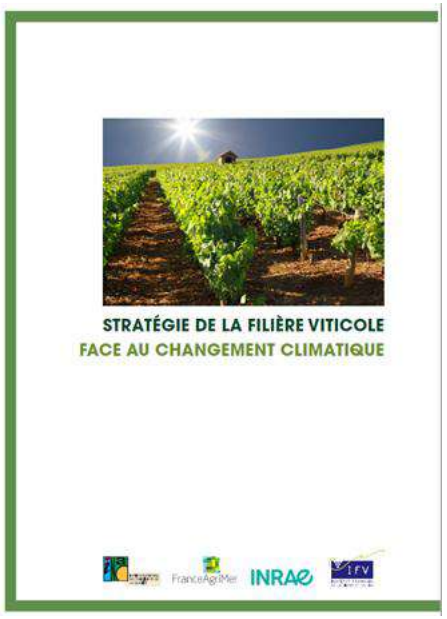
Local creative event
24 hours for solutions
Multi-stakeholders Creation of solutions in wine villages
Murviel lès Montpellier, Montpeyroux, Cabrières



Co-construction of regional AOP strategies
Appellations Ventoux, Val de Loire, Languedoc…



Prospective et forums régionaux LACCAVE
Aquitaine, Languedoc, Vallée du Rhône, Alsace, Champagne, Bourgogne, Val de Loire



Construction d'une stratégie Nationale
avec INAO, IFV, FranceAgrimer

General conclusion

A third way (**new morning**) for GI is possible under a set of conditions:

- the most moderate global warming, close to the COP21 targets !
- Redefinition of the principles of GI product, moving from a conservative to a procedural definition, promoting a specific quality based on adaptive management of local resources
- Inclusion of mitigation actions in both GI specification and voluntary actions
- The evolution of consumer's incomes and food patterns
- The development of participatory R&D projects in GI sectors
- A new "engineering of GI products", combining skills in diagnosis, spatial analysis, climate simulation and adaptive management of local pro-jects.



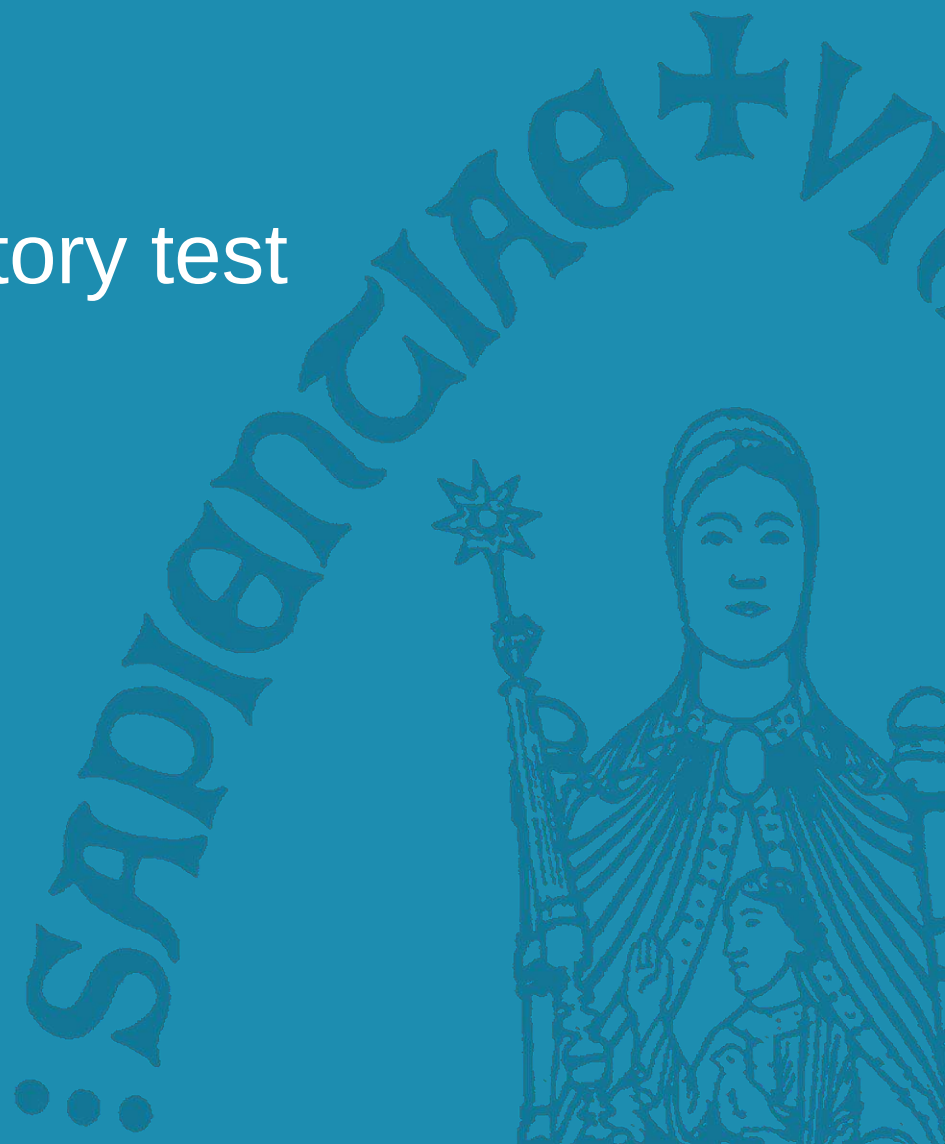
KU LEUVEN

Do GIs certify origin and quality?
A conceptual framework and an exploratory test on Gouda cheeses

Martijn Huysmans, Daniël van Noord and Gero Laurenz Höhn

Montpellier, 6 July 2022

Global Conference on Geographical Indications



Contact:
Martijn Huysmans, Utrecht University, m.huysmans@uu.nl
Gero Laurenz Höhn, KU Leuven, gerolaurenz.hoehn@kuleuven.be

GIs in the EU

“TERROIR”

=

Natural factors



+

Human factors



Objective

“TERROIR”

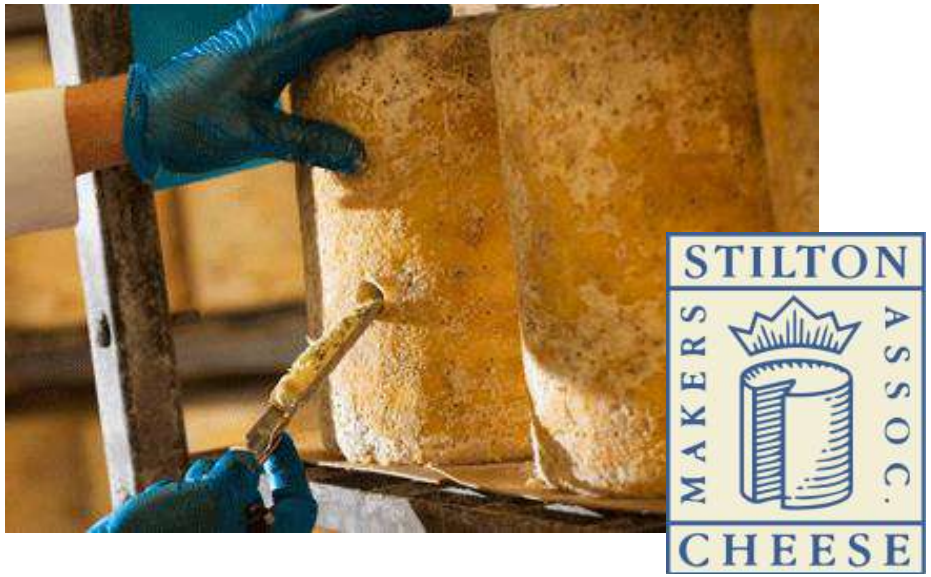


- **GIs certify origin** and allegedly related **quality attributes**
  - **In contrast** to **systems** more **distinct** from **origin**
  - **Unclear** what **actual** or **perceived** attributes drive **economic success** of **GIs**

→ **Clarify** possibilities and limits for **GIs** to credibly **certify origin & quality**

Limits of the GI-origin nexus

- **Paradoxically**, production of some GIs is **not allowed in** the **eponymous cities**



→ **cannot** be produced in **Stilton**



→ **cannot** be produced in **Gouda**

Limits of the GI-origin nexus

- **Changing GI areas** may limit sharp **identification of GIs with** specific **regions**

French PDO cheese	Change in area size	Year of change
Livarot	+146%	2014
Roquefort	-90%	2015
Pont l'Évêque	-62%	2015
Fourme d'Ambert	-58%	2010
Camembert de Normandie	-52%	2013

Limits of the GI-origin nexus



Slogan: *"**produced,** sliced and packaged **in San Daniele del Friuli**, Italy"*

Limits of the GI-origin nexus

Geographical area(s) of PDO San Daniele ham:



- **Production area** (i.e. processing of pig meat & ham)**:**
  Municipality of *San Daniele del Friuli*
  ≈ **35 km²**

- **Sourcing area** (i.e. pig farming)**:**
  Regions of *Friuli-Venezia Giulia*, *Emilia-Romagna*, *Veneto*, *Lombardia*, *Piemonte*, *Umbria*, *Toscana*, *Marche*, *Abruzzo*, *Lazio*
  ≈**169,000 km²**

→ Important **difference** between **production** & **sourcing area**

- Applies also to other famous Italian hams:
  Prosciutto di Parma, *Modena* & *Carpegna*

Own elaboration based on original figure from: https://prosciuttosandaniele.it/il-prosciutto/il-territorio/

GIs and the SECPP model of quality

	Search	Experience	Credence	Potemkin	Placebo
General food example	Color, Smell, Taste		Pesticides	Fairtrade	False health claims
Example of GI role	**Rules on composition and process that affect taste**		**Origin *per se* Nutritional value**	**Sustainability Eco-friendliness Animal welfare**	
			“Authenticity”		

Source: Authors building on Jahn et al. (2015)

INCREASING VERIFICATION COST

Consumers' quality equation

→ **Quality = Taste + Origin + Authenticity**

- **Taste** allegedly influenced by **natural environment** and **production method**

i.e. **terroir**

- If **consumers only care about taste**, origin *per se* and authenticity do not matter

  → **Quality** = **Taste** ~~+ Origin + Authenticity~~

- In above case, **GIs** are **only informative** if they **actually affect taste** through **terroir:**

  → **Taste = specific natural environment + mandated production method**

GIs and taste

Prima facia, **some GI product requirements** are **likely to affect taste:**



Mozzarella di Bufala Campana
→ **Fodder** from area of **volcanic soil** & **Buffalo** milk



Prosciutto di Parma
→ **Climatic** conditions & **ageing** of minimum **12 months**

However, **no** requirement for **independent verification** (e.g. blind tasting)

Blind tasting of cheeses

PDO Gouda **North-Holland**
Milk from North-Holland
Naturally ripened ≥ 4 weeks
Salt in dry matter ≤ 3.6%

PGI Gouda **Holland**
Milk from the Netherlands
Naturally ripened ≥ 4 weeks

Generic Gouda
Milk from anywhere



N = 82 Dutch adults

Blind tasting of cheeses

PDO Gouda **North-Holland**
Milk from North-Holland
Naturally ripened ≥ 4 weeks
Salt in dry matter ≤ 3.6%

66%
>
<
34%

PGI Gouda **Holland**
Milk from the Netherlands
Naturally ripened ≥ 4 weeks

48%
>
<
52%

Generic Gouda
Milk from anywhere



73%
>
<
27%

N = 82 Dutch adults

Summary

- **SECPP model** can be used to **evaluate GI quality attributes**
- **GIs do certify origin** *per se*, but there are **limits** to the **GI-origin nexus**
- **Some GI specifications** may clearly **affect taste, others do not**

  → If consumers & policy-makers focus on taste, they will not generally find that Gs certify “quality”
- **Independent verification** of alleged superior **gustatory quality** is **not required**

  → Small exploratory **blind tasting** shows **preference for PDO** Gouda, but **not for PGI** Gouda

  → **Starting point** for further research in **other contexts** and with **different products**

Thank you for your attention!

Contact:
Martijn Huysmans, Utrecht University, m.huysmans@uu.nl
Gero Laurenz Höhn, KU Leuven, gerolaurenz.hoehn@kuleuven.be

APPENDIX

Limits of the GI-origin nexus

Important difference between **production & sourcing** area, **also for PDOs**
→ e.g. final product produced in small geographical area, but raw materials sourced from large area

Italian PDO ham	Production area	Sourcing area
Prosciutto di Carpegna	29 km^2	55,718 km^2
Prosciutto di San Daniele	35 km^2	168,890 km^2
Prosciutto di Parma	980 km^2	163,488 km^2
Prosciutto di Modena	1,806 km^2	163,488 km^2
Prosciutto Toscano	22,987 km^2	104,401 km^2

Surface area Belgium: 30,688 km^2
Surface area Italy: 302,073 km^2
Surface area EU: 4 million km^2

Own elaboration based on eAmbrosia and Eurostat data

Limits of the GI-origin nexus

- **Production area** of **Feta** cheese is **not a region**: Mainland Greece & prefecture of Lesbos



- As trade policy-makers from the US and other GI-sceptic countries like to point out:
  "Feta is not a place"

GIs and Potemkin attributes

Rules encompassing animal welfare
in some **GI product specifications**

- **Local breeds** of cows
- Local fodder & plant varieties, **no silage**
- **Minimum** number of **grazing days**

→ Requires **process audits** for verification



Consumers quality equation

- **Quality** (q) has 3 main components:
  - **Taste** (t)
  - **Origin** (o)
  - **Authenticity** (a)

$$q = \theta_t q_t + \theta_o q_o + \theta_a q_a$$

- Following the notion of **terroir**, **taste** determined by **origin** and **production method**

  $\rightarrow q_t = g(q_o, q_p)$

  $\rightarrow q_t = g(q_o, q_p) = \alpha q_o + (1-\alpha) q_p$

  - $\alpha \in [0,1[$ captures importance of origin vis-à-vis production methods

  $\rightarrow q = (\alpha\theta_t + \theta_o) q_o + (1-\alpha)\theta_t q_p + \theta_a q_a$

- **If consumers only care about taste**, origin *per se* and authenticity do not matter

  $\rightarrow$ **GIs** are then **only informative** if they **actually affect taste** through **terroir**

  - i.e. specific natural environment and mandated production rules affect taste
  - $\alpha(q_o^{GI} - q_o^{Gen}) + (1-\alpha)(q_p^{GI} - q_p^{Gen}) > 0$

GIs and taste

Prima facia, **some GI product requirements** are **likely to affect taste:**



Mozzarella di Bufala Campana
→ **Buffalo** milk & **curding** temp.



Prosciutto di Parma
→ **Climate** & **ageing** of min. **12 months**



Champagne
→ **Soil** & "**méthode** champenoise"

However, **no** requirement for **independent verification** (e.g. blind tasting)

Blind tasting of cheeses

PDO Gouda **North-Holland**
Milk from North-Holland
Naturally ripened ≥ 4 weeks
Salt in dry matter ≤ 3.6%

46%
>
<
54%

PGI Gouda **Holland**
Milk from the Netherlands
Naturally ripened ≥ 4 weeks

53%
>
<
48%

Generic Gouda
Milk from anywhere



49%
>
<
51%

N = 147 Dutch children

Blind tasting of cheeses

PDO Gouda **North-Holland**
Milk from North-Holland
Naturally ripened ≥ 4 weeks
Salt in dry matter ≤ 3.6%

53%
>
<
47%

PGI Gouda **Holland**
Milk from the Netherlands
Naturally ripened ≥ 4 weeks

51%
>
<
49%

Generic Gouda
Milk from anywhere



56%
>
<
44%

N = 229 Dutch adults and children

Blind tasting of cheeses



Source: https://www.youtube.com/watch?v=xz3fJn652xM

Blind tasting of cheeses



Source: https://www.youtube.com/watch?v=IjaO9PJgM8k

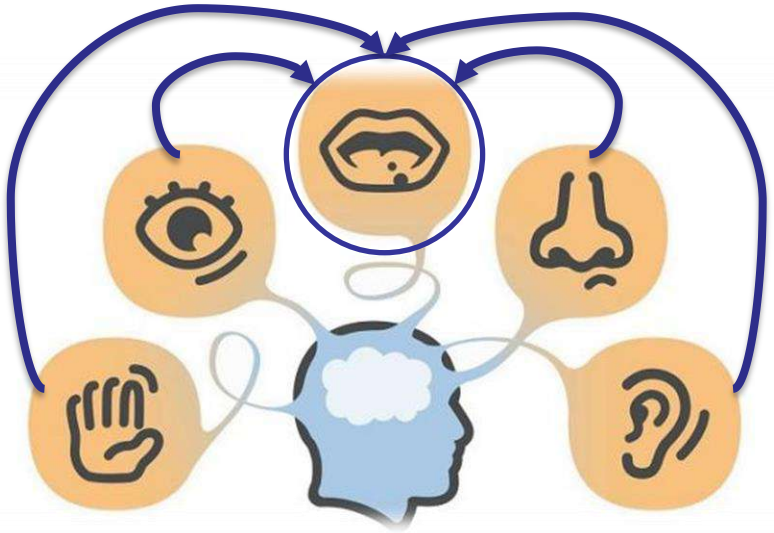
The impact of emotional storytelling on consumers acceptance and purchasing intention of cheese and hazelnut with Protected Designation of Origin

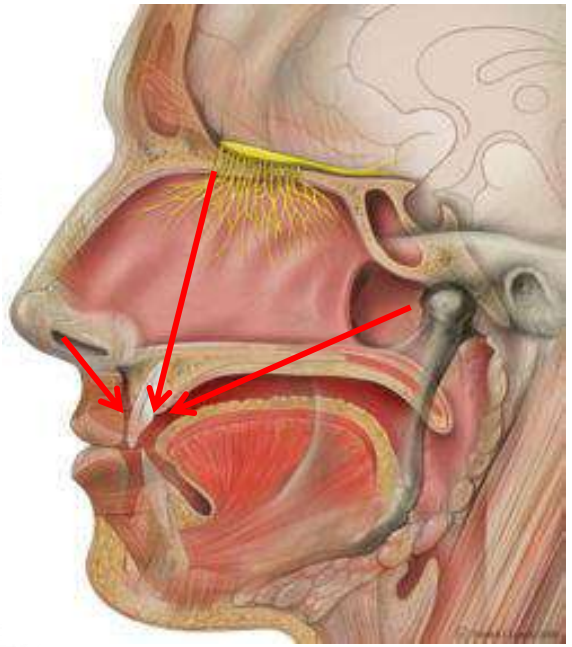
Zein Kallas, Djamel Rahmani, Yolanda Morcillo Ripoll, Delia Colomer & José Maria Gil

Center for Agro-food Economy & Development
(CREDA -UPC- IRTA)

Ministry of Climate Action, Food and Rural Agenda
Generalitat de Catalunya (Government of Catalonia)

Castelldefels (Barcelona), Spain.





THE SENSES ARE INTERCONNECTED

They interact and ASSOCIATE

The INTERACTIONS SENSORY occur in front of STIMULUS

Sight, smell, hearing, touch → TASTE

STIMULUS

❑ VISUAL

- ➢ The **COLOR** of the **PLATE** affects the perception of taste
- ➢ The **ORDER** of the ingredients of the dish → + **Tasty**



❑ SMELL

- ➢ Closely linked to **TASTE** .
- ➢ WITHOUT **ODOR WE CAN** NOT PERCEIVE MANY FLAVORS
- ➢ **ODOR induces** the physiological release of **SALIVA** .



❑ HEARING

- ➢ **RHYTHM** makes us eat more or less, drink more or less
- ➢ THE **SAME MUSIC piece PLAYED IN :** classical, rock, hip-hop and jazz → JAZZ the participants liked the food more.
- ➢ **SPICY** foods **LIKE MORE** with fast Music **RHYTHMS**



STIMULUS





- **INFORMATION**
  - ✓ **PACKAGING with Brand and another without brand (60 children) → They LIKED more the frensh fries with the Brand.**



  - ✓ **WITHOUT KNOWING the Brand liked a type of drink, KNOWING the brand has liked ANOTHER drink**





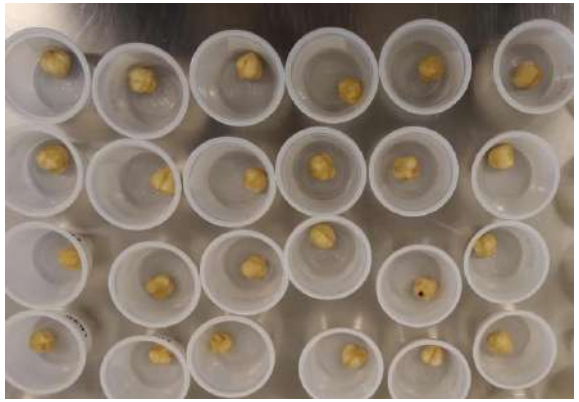




2. Experiment

Storytelling. The importance of the story behind a food






- 240 consumers
- Stratified by sex and age
- Recruited by a specialized company
- Experiment lasting 30-40 minutes
- Compensated with a gift card worth 18 euros.




Storytelling. The importance of the story behind a food

Impact of INFORMATION AS AN EMOTIONAL STORY on the sensory perception of PDOs

Cheese Infographics ⟺ Random order between products ⟺ **Hazelnut Video**

Cheese Infographics			Hazelnut Video		
View (Emotional DOP)	View (DOP Objective)	View (Leader Brand objective)	View (Emotional DOP)	View (DOP Objective)	View (Leader Brand objective)
Taste sample 1	Taste sample 2	Taste sample 3	Taste sample 1	Taste sample 2	Taste sample 3
Random order between samples			Random order between samples		

DISLIKE EXTREMELY	DISLIKE VERY MUCH	DISLIKE MODERATELY	DISLIKE SLIGHTLY	NOR LIKE OR DISLIKE	LIKE SLIGHTLY	LIKE MODERATELY	LIKE VERY MUCH	LIKE EXTREMELY
1	*2*	*3*	*4*	*5*	*6*	*7*	*8*	*9*

Storytelling. The importance of the story behind a food



"EMOTIONAL" INFOGRAPHY

DOP



"OBJECTIVE" INFOGRAPHICS

DOP



"OBJECTIVE" INFOGRAPHICS

LEADING BRAND

VÍDEO “EMOCIONAL” DOP



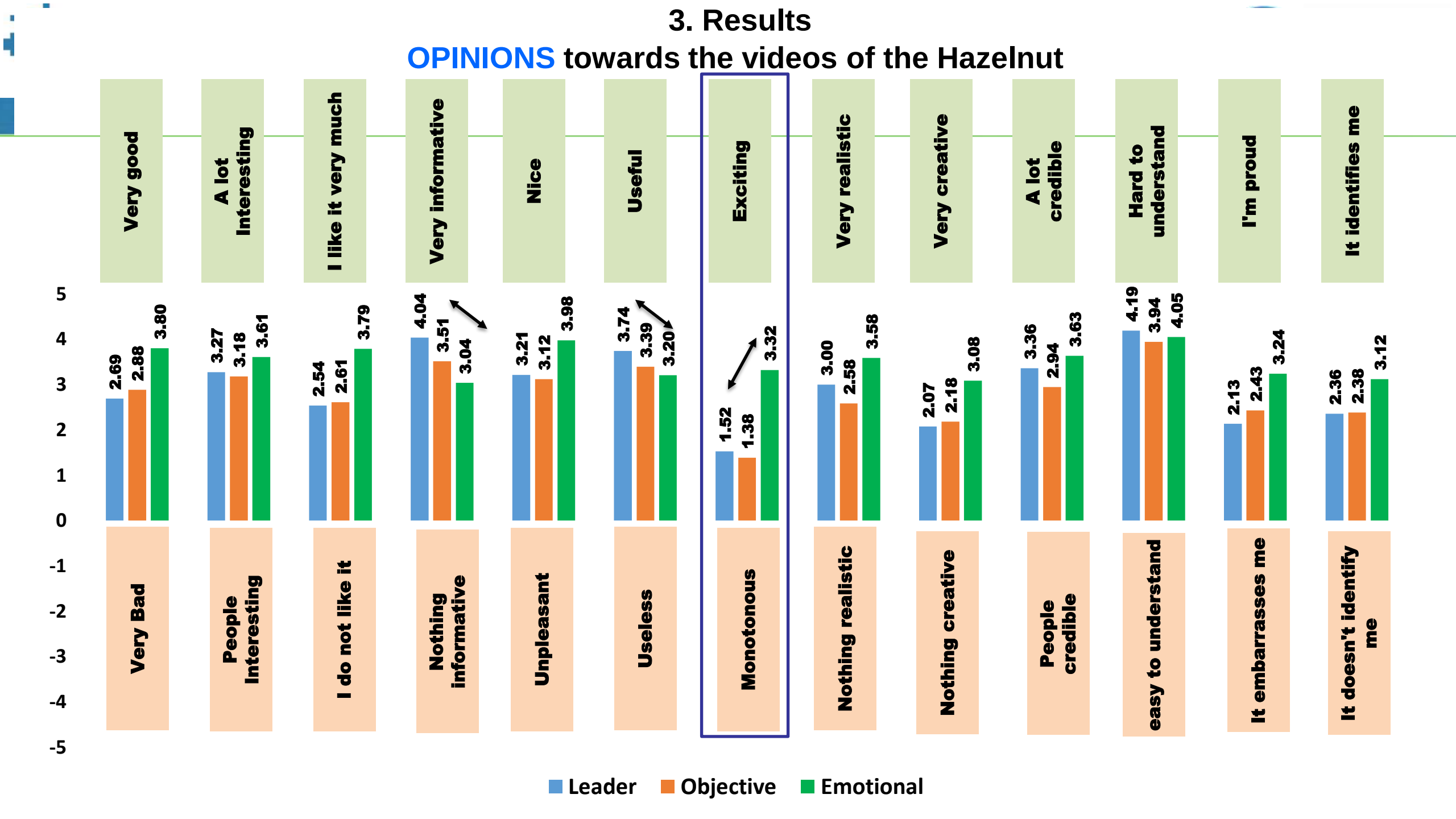
VÍDEO "OBJECTIU" DOP

https://www.youtube.com/watch?v=UWQsps7GJfE&t=493

VÍDEO “OBJECTIU” MARCA LÍDER

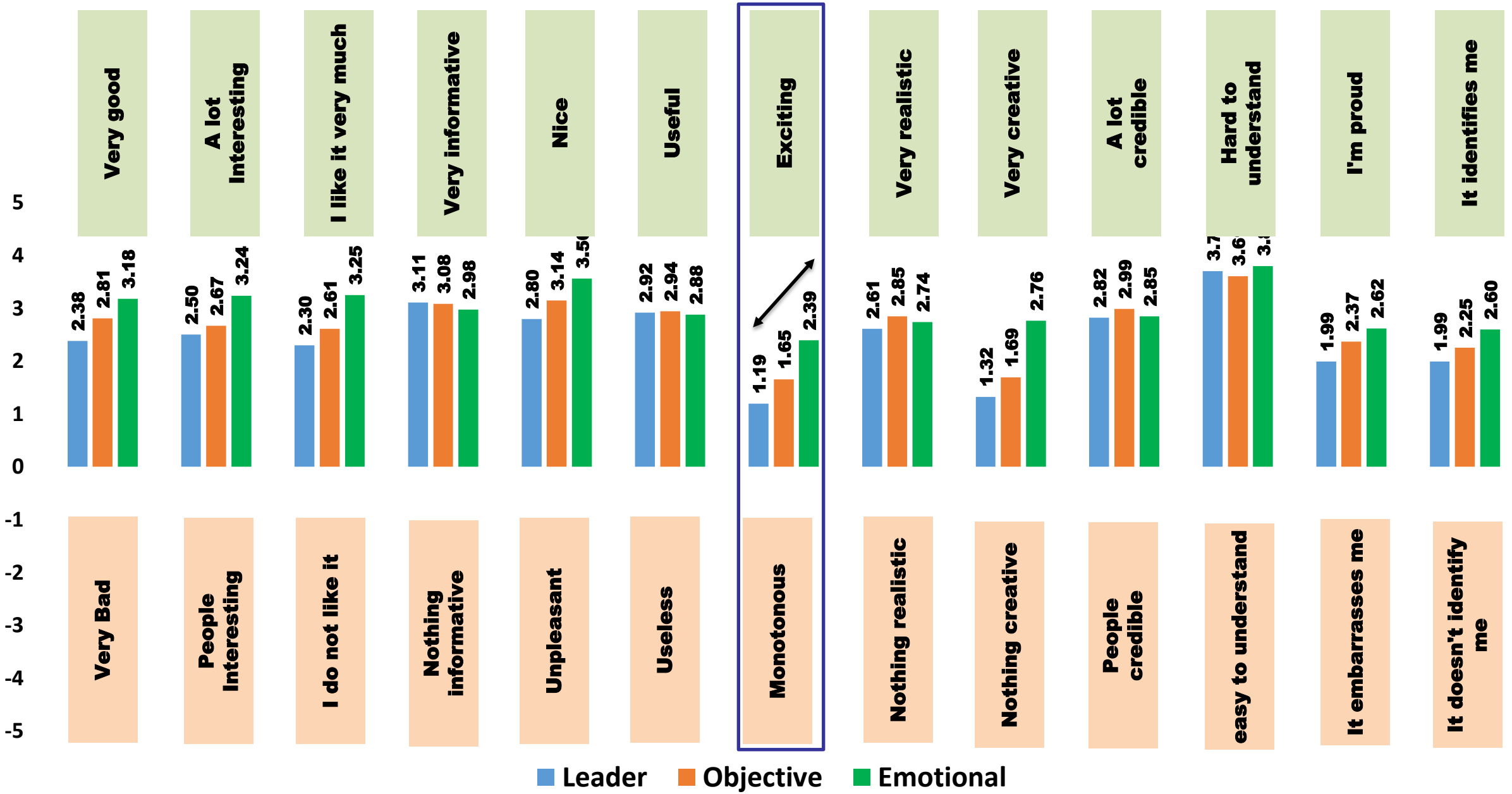
3. Results

OPINIONS towards the videos of the Hazelnut



3. Results

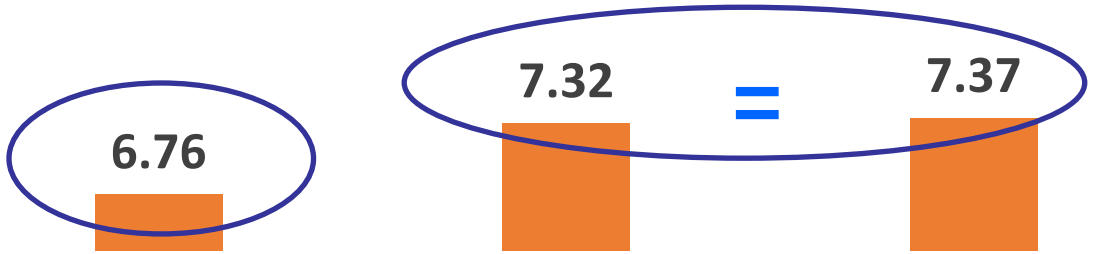
OPINIONS towards cheese infographics



DISLIKE EXTREMELY	DISLIKE VERY MUCH	DISLIKE MODERATELY	DISLIKE SLIGHTLY	NOR LIKE OR DISLIKE	LIKE SLIGHTLY	LIKE MODERATELY	LIKE VERY MUCH	LIKE EXTREMELY
1	2	3	4	5	6	7	8	9

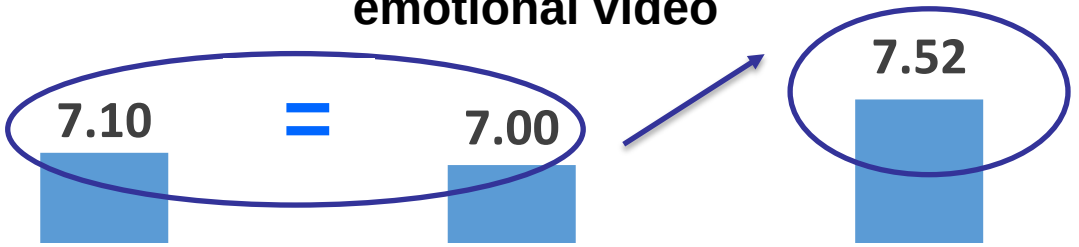
Storytelling: The importance of the story behind a food

PDO cheese is more preferred than Market Lead Brand cheese



Compared to the objective narrative, the emotional narrative does not affect sensory perception when the format of the information is written

The PDO Hazelnut is more preferred than the Market Leading Brand Hazelnut, but only with the emotional video



Emotional storytelling improves sensory perception when the format of the information is audiovisual



1 2 3 4 5 6 7 8 9

infographic-objective Market Leader | infographic-objective DOP | infographic-emotional DOP | video- Market Leader | video-objective DOP | video-emotional DOP

3. Results

Who HAVE BEEN MOST AFFECTED BY THE EMOTIONAL STORY ?

- Consumers aged 40-59 YEARS.



- SINGLE PERSONAL HOMES



- Consumers with SECONDARY STUDIES



- People IN CHARGE OF HOMEWORK



4. "Take-home message"

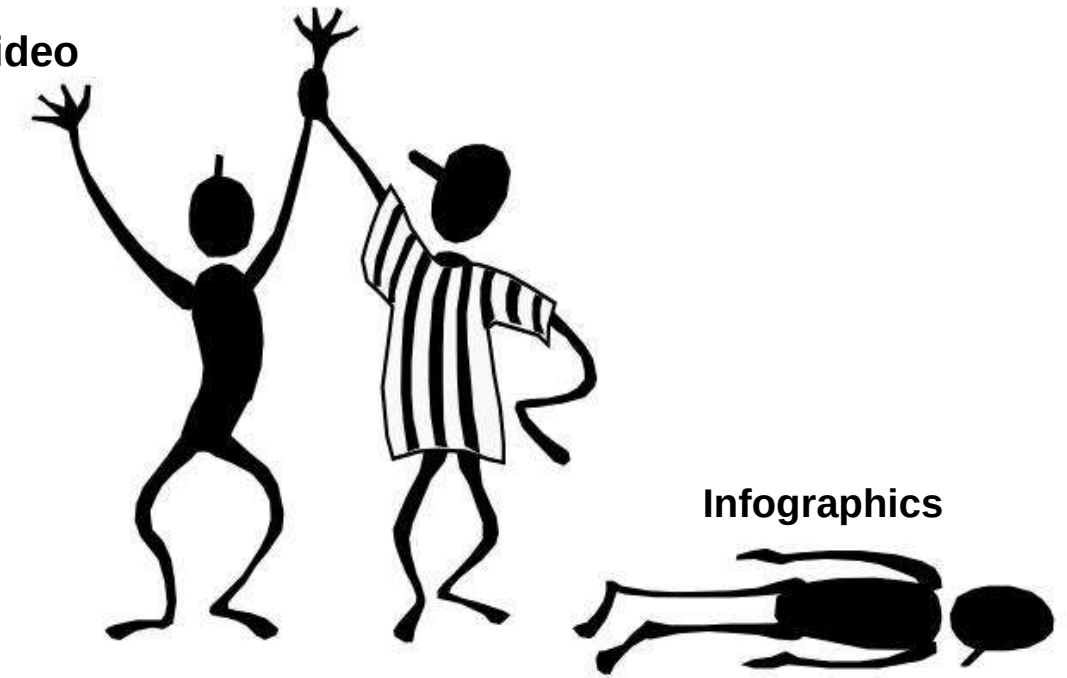
- **INCLUDE AN EMOTIONAL STORY of the DOP**

with an AUDIOVISUAL format , when presented

with objective information could:

- ✓ **IMPROVE SENSORY PERCEPTIONS .**
- ✓ **DIFFERENTIATE from other PRODUCTS without PDO**
- ✓ **Improve the MOTIVATIONS for CONSUMING products with PDO**

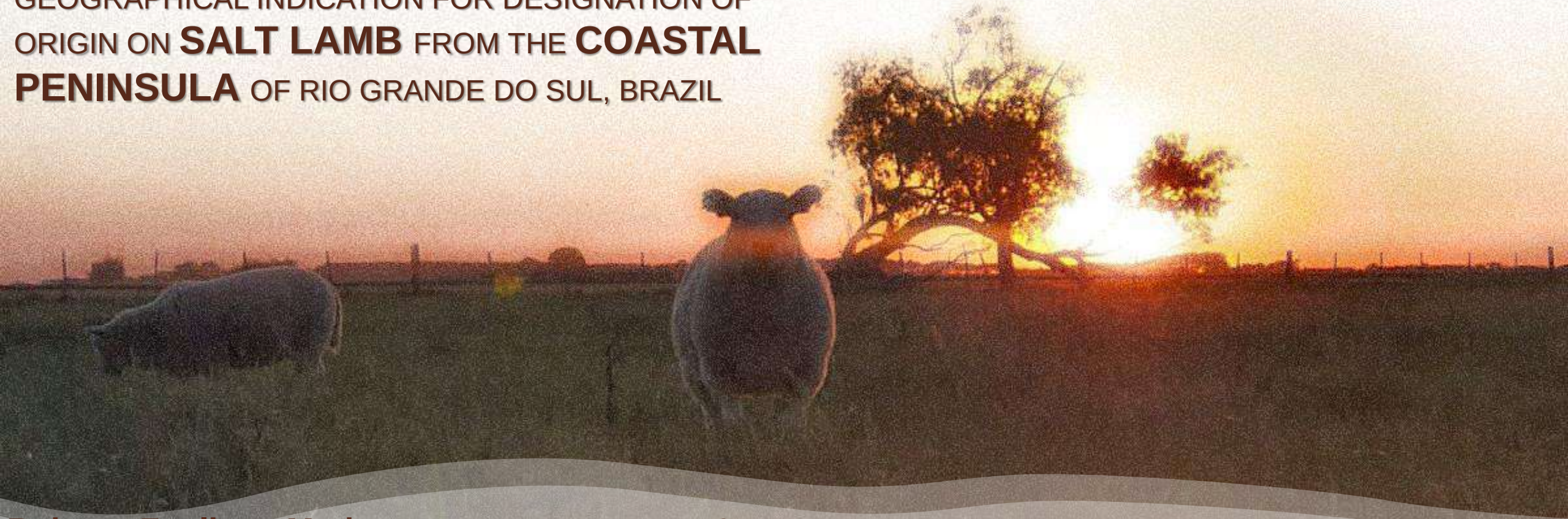
Emotional relationship in front of an objective story



story only objective



VIABILITY STUDY ON OBTAINING A GEOGRAPHICAL INDICATION FOR DESIGNATION OF ORIGIN ON SALT LAMB FROM THE COASTAL PENINSULA OF RIO GRANDE DO SUL, BRAZIL



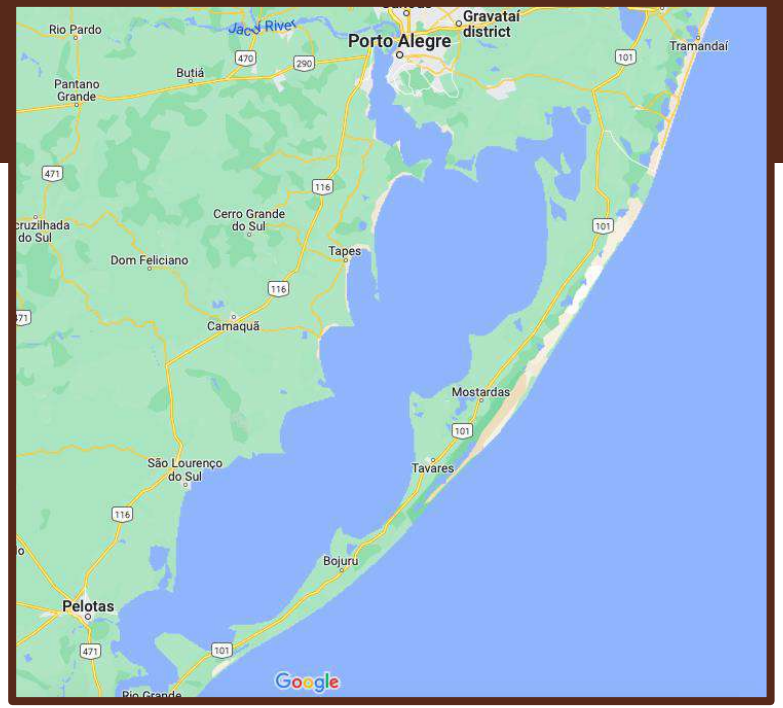
Roberta Fogliatto Mariot [1*], Luiza Machado Terra[2]
Gustavo Correa Pinto[3], Anderson Coutinho[1], Dina Giovani Sessim Borges[2]

1. Federal University of Rio Grande do Sul (UFRGS), Food Science and Technology Institute (ICTA), Porto Alegre, Brazil
2. Farmers and technicians from Salt Lamb Peninsula, Rio Grande do Sul, Brazil
3. University Vale dos Sinos (UNISINOS) , Gastronomy Faculty, Porto Alegre, Brazil.

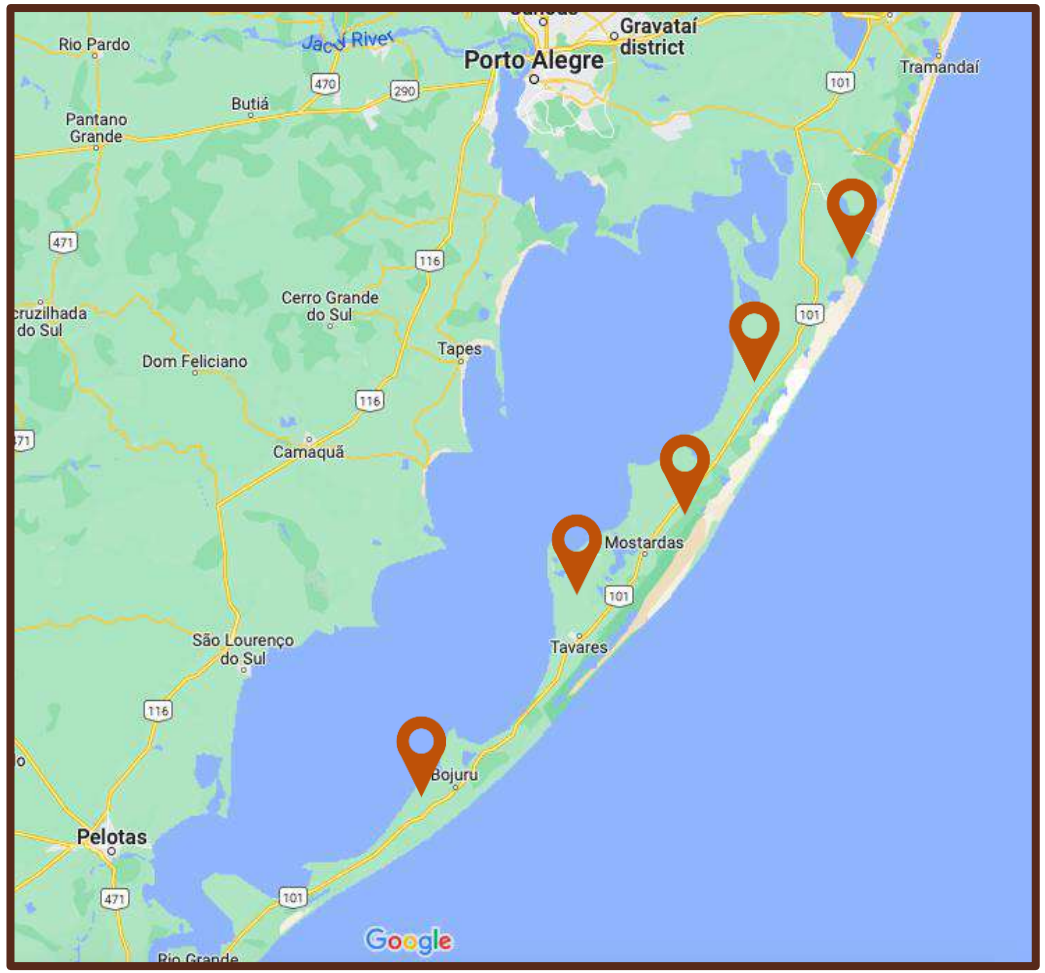
Coastal Peninsula of Rio Grande do Sul, Brazil







Coastal Peninsula of Rio Grande do Sul, Brazil



Cities:

- Capivari do Sul
- Palmares do Sul
- Mostardas
- Tavares
- São José do Norte

Main economic activities:

- Agriculture
- Silviculture
- Livestock
- Fishery

Coastal Peninsula of Rio Grande do Sul, Brazil

Partake of the Brazilian Pampa biome (grassland)

Located between the Atlantic Ocean and Patos' lagoon

Saltier pastures - salty spray of the ocean

Mild temperatures



Salt Lamb from the Coastal Peninsula of Rio Grande do Sul, Brazil

Coastal peninsula *terroir* related to the sensorial characteristic of lamb meat - qualifying the **Salt Lamb** for a potential geographical indication (GI)

The local sheep's breeding is mainly intended for **local consumers**

Initiatives to develop the **lamb production chain** will be very valuable for the **economic** and **social** development of this region

GI add value to a product and develop different sectors of the surrounding territory, providing social, economic, and environmental sustainability





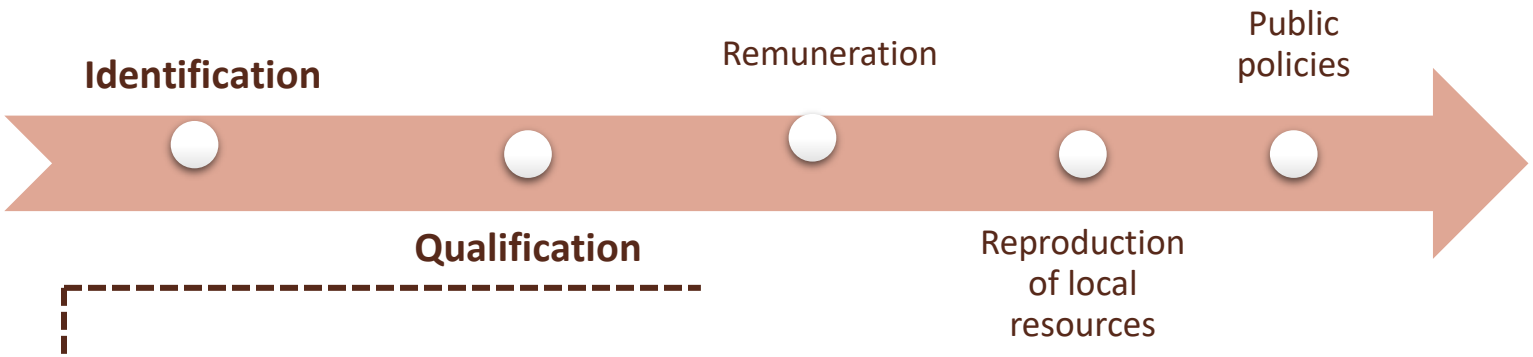
Objective



Study the viability of obtaining a **GI** constitute by designation of origin (DO) of the **Salt Lamb meat** from the **coastal peninsula** of Rio Grande do Sul, Brazil

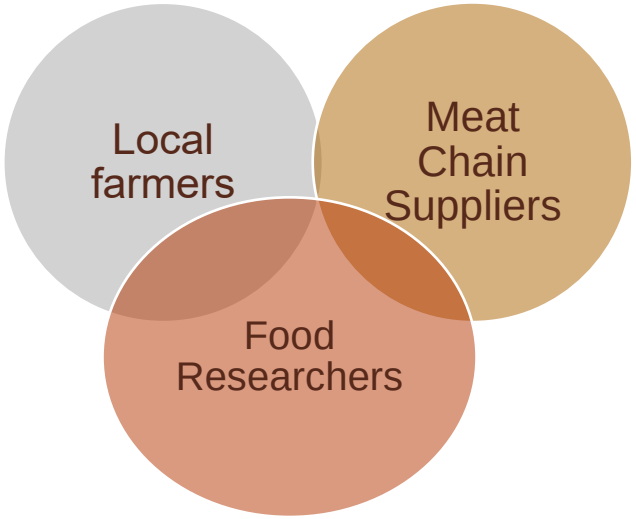
Methods

5 phases to add value to a product and local of production (FAO, 2010):



Viability study are focused on **identification and qualification** phases

Participative study and technical support group:



The technical group provides support for local farmers, articulate with research institutions and are planning to conduct a study to **qualify the Salt Lamb meat**

Study of the Salt Lamb Production Chain

Insufficient quantity

Brazilian production of sheep meat is insufficient to meet internal demand



Subsistence

Historical tradition related to socioeconomic role in the economic and nutritional support of low-income families in rural areas (Sório and Rasi, 2010)

Main Obstacles

Low number of specialized abattoir and clandestine slaughter

Asymmetry

Lack of coordination among sheep chain agents (Canozzi et al., 2013)

Study of the Salt Lamb Production Chain

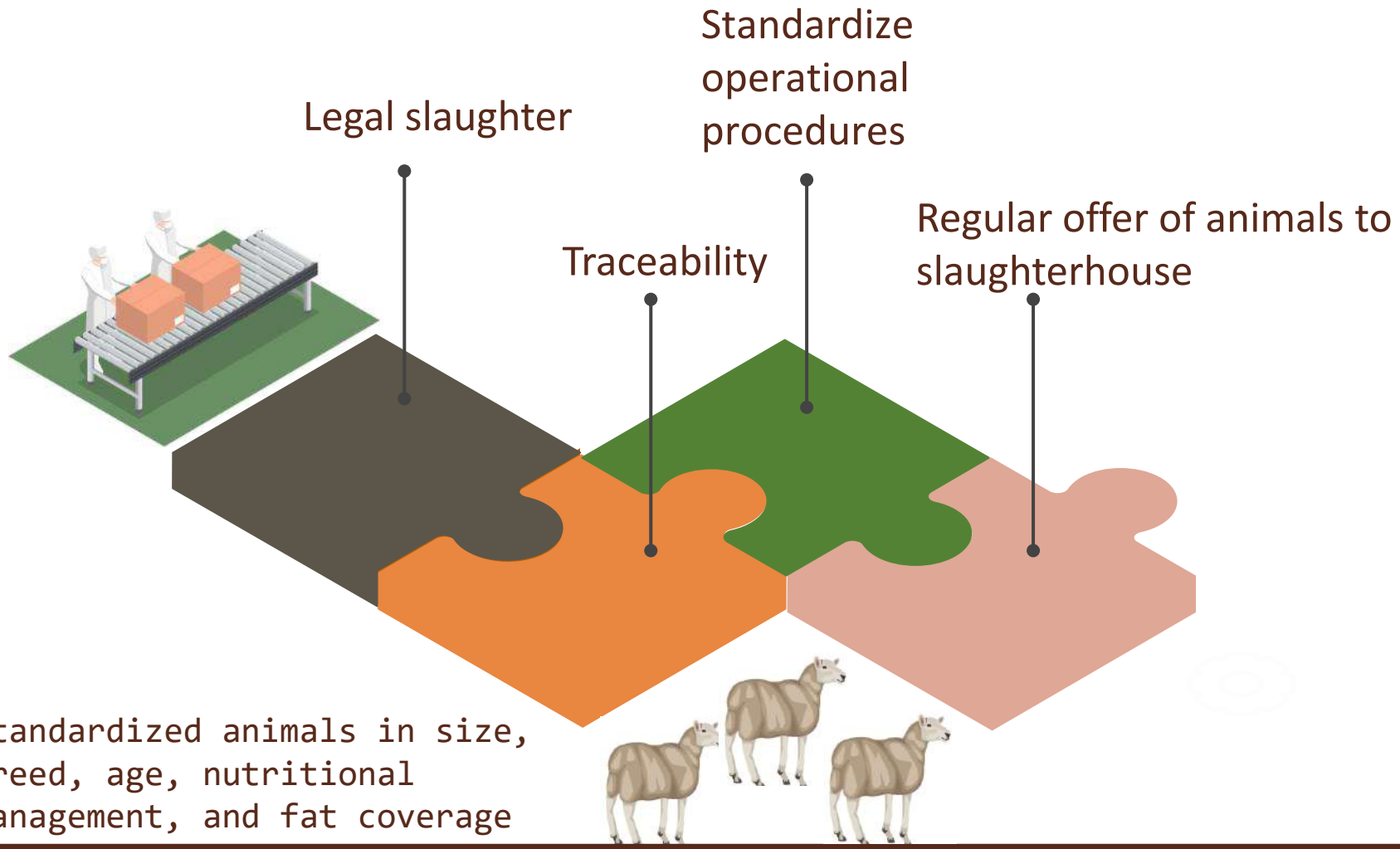
Table 1. Population and **slaughter output** data recorded by the Animal Transit Guide (ATG) in cities located on the coastal peninsula of Rio Grande do Sul between 2012 and 2021.



Average of 95.6% of informal slaughter
These indicators highlight the informal slaughter in this region

City	Average herd	Output to the slaughter recorded	Relative frequency (slaughter vs population)
Capivari do Sul	1,982	119	6.0%
Mostardas	13,666	422	3.1%
Palmares do Sul	4,077	99	2.4%
São José do Norte	4,924	374	7.6%
Tavares	2.079	165	7.9%
Total	∑ 26,727	∑ 1,179	4.4%

Study of the Salt Lamb Production Chain



Standardized animals in size, breed, age, nutritional management, and fat coverage

Consumers must have:

- Access to information
- Auditable processes
- Coordination between productive chain agents

Study of the Salt Lamb Production Chain

Time

Adjustments

Efforts



Input suppliers

Sheep farmers

Meat Industry



Brazilian Legal and Technical Requirements for GI

GI is an **industrial property** instrument that seeks to distinguish the geographical origin of a particular product or service



DO is the geographical name of a country, city, region, or locality of its territory that designates a product or service whose qualities or characteristics are exclusively or essentially due to the geographical environment, including **natural** and **human factors** (Brasil, 1996)

according to the Art. 176 of the **Industrial Property Law** Nº 9,299 (1996) can be constitutes by:

- Indication of provenance (IP)
- Denomination of origin (DO)

GI constitute by a DO requirements

Documents that should be submitted for a DO application must include:

Proof of the influence of the geographic environment on the qualities or characteristics of the product or service; i.e., the cause-and-effect relationship between the *terroir* and those qualities or characteristics that distinguish the product or service

- Dissertations
- Technical Studies
- Scientific article



Perspectives





Financial support from Brazilian public research agencies

Project aim to prove the distinction of the product and then that the quality of the Salt Lamb meat is related to the *terroir* where the animal was raised

Establish the **characteristics of salt lamb** (such as age, fat finish, conformation, and minimum carcass weight) that **are recognized by locals as typical of the region**

Determine the **centesimal composition** of salt lamb meat and the native pasture of the coastal peninsula

Determine the **lipid profile** of salt lamb meat samples

Obtain the **volatile compounds profile** of the lamb meat and the peninsula's native pasture samples

Quantitative descriptive sensory analysis of the meat will be conducted to establish the sensorial characteristics of the Salt Lamb





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Monteiro, M. G., Brisola, M. V., Vieira Filho, J. E.R. (2021). Diagnóstico da Cadeia Produtiva de Caprinos e Ovinos No Brasil - Texto Para Discussão. Brasília. Institute of Applied Economic Research.

Ramírez-López, A.; Figueroa-Sandoval, B.; Figueroa-Rodríguez, K. A. and Ramírez-Valverde, B. (2020) Structure and concentration of the global sheep meat market. REVISTA BRASILEIRA DE ZOOTECNIA 49:e20190033.
Sório, A., Rasi, L (2010). Ovinocultura e abate clandestino: um problema fiscal ou uma solução de mercado? REVISTA DE POLÍTICA AGRÍCOLA, 19 (1): 71-83.

Worldwide Perspectives on Geographical Indications
Montpellier, France – 5 to 8 of July, 2022

Davide Menozzi, Ching-Hua Yeh,
Elena Cozzi, *Filippo Arfini*

UNIVERSITÀ DI PARMA

Consumer preferences for cheese products with quality labels: the case of Comté and Parmigiano Reggiano



Background and objective

- A number of alternative food quality schemes may be associated with dairy products, nevertheless the coexistence of **multiple labels** is less investigated
- Impact of **co-branding strategies** on consumers´WTP and influence of attributes









Context

- France & Italy case studies: Comté and PR
- Attributes defined by previous qualitative analysis and literature (e.g. Roselli et al., 2018, Brun et al., 2020)
  - PDO + organic/product of the mountain + brands



















Methodologies

- Discrete Choice Experiment
- Random Utility theory (Max)

- Latent Class model (LCA)
- Heterogeneous preferences by estimating the individuals' preferences across different classes

Method: the survey

- Online survey of French (n=400) and Italian (n=408) shopper

  partly responsible for their household food shopping +
  have bought cheese in the previous three months

- Sample:

Socio-Demographic Classes and Levels		France		Italy		All	
		n=400		n=408		n=808	
		n	%	n	%	n	%
Food purchase responsibility	Mainly responsible	288	72.0	260	63.7	548	67.8
	Partly responsible	112	28.0	148	36.3	260	32.2
Gender	Female	200	50.0	203	49.8	403	49.9
	Male	200	50.0	205	50.2	405	50.1
Age	Average age (years)	40.0		42.9			41.5
Living area	Rural area	198	49.5	52	12.7	250	30.9
	Urban medium town	100	25.0	171	41.9	271	33.5
	City	102	25.5	185	45.3	287	35.5
Education	Lower secondary/primary education or below	18	4.5	29	7.1	47	5.8
	Upper secondary education	127	31.8	157	38.5	284	35.1
	University or college entrance qualification	110	27.5	67	16.4	177	21.9
	Bachelor's degree or equivalent level	82	20.5	67	16.4	149	18.4
	Master, Postgraduate or doctoral degree	63	15.8	88	21.6	151	18.7
Household monthly net income	(FR) < €1,130 / (IT) < €900	46	11.5	29	7.1	75	9.3
	(FR) €1,131 – €1,450/ (IT) €901 - €1,500	26	6.5	75	18.4	101	12.5
	(FR) €1,451 - €2,090/ (IT) €1,501 - €2,500	83	20.8	126	30.9	209	25.9
	(FR) €2,091 - €2,890/ (IT) €2,501 - €3,500	74	18.5	88	21.6	162	20.0
	(FR) €2,891- €4,100/ (IT) €3,501 - €4,500	98	24.5	24	5.9	122	15.1
	(FR) ≥ €4,101/ (IT) ≥ €4,501	50	12.5	7	1.7	57	7.1
	Prefer not to answer	23	5.8	59	14.5	82	10.1
Household size	Number of persons	2.6		3.1			2.9
Number of children	<18 year in a household	0.6		0.5			0.6

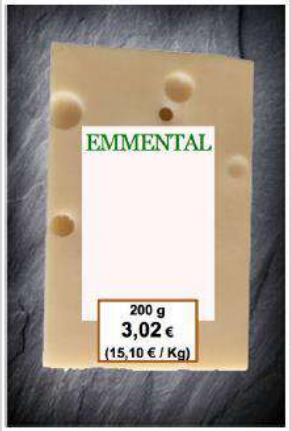
Method: the experimental design

Attribute/Levels	France	Italy
Food quality labels	No-label semi-hard cheese Comté PDO  Organic + Comté PDO 	No-label hard granular cheese Parmigiano Reggiano PDO  Product of the Mountain + Parmigiano Reggiano PDO 
Brand	No brand Farm's brand (i.e. Fruitière de Plasne) Cheese refiner brand (i.e. Louis Arnaud affineur)	Large scale retailer's brand  National brand  Local brand 
Price	Level 1: 1.32 €/200 gr. Level 2: 2.17 €/200 gr. Level 3: 3.02 €/200 gr. Level 4: 3.87 €/200 gr.	Level 1: 5.60 €/300 gr. Level 2: 6.30 €/300 gr. Level 3: 7.00 €/300 gr. Level 4: 7.70 €/300 gr.

Method: the experimental design

Please, decide which of the hard cheese you would like to buy (Options 1 to 3) or whether you do not want to buy any hard cheese (Option 4).

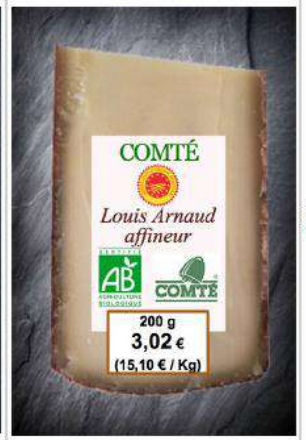
(1 of 6)



Select



Select



Select

I wouldn't choose any of these.

Select

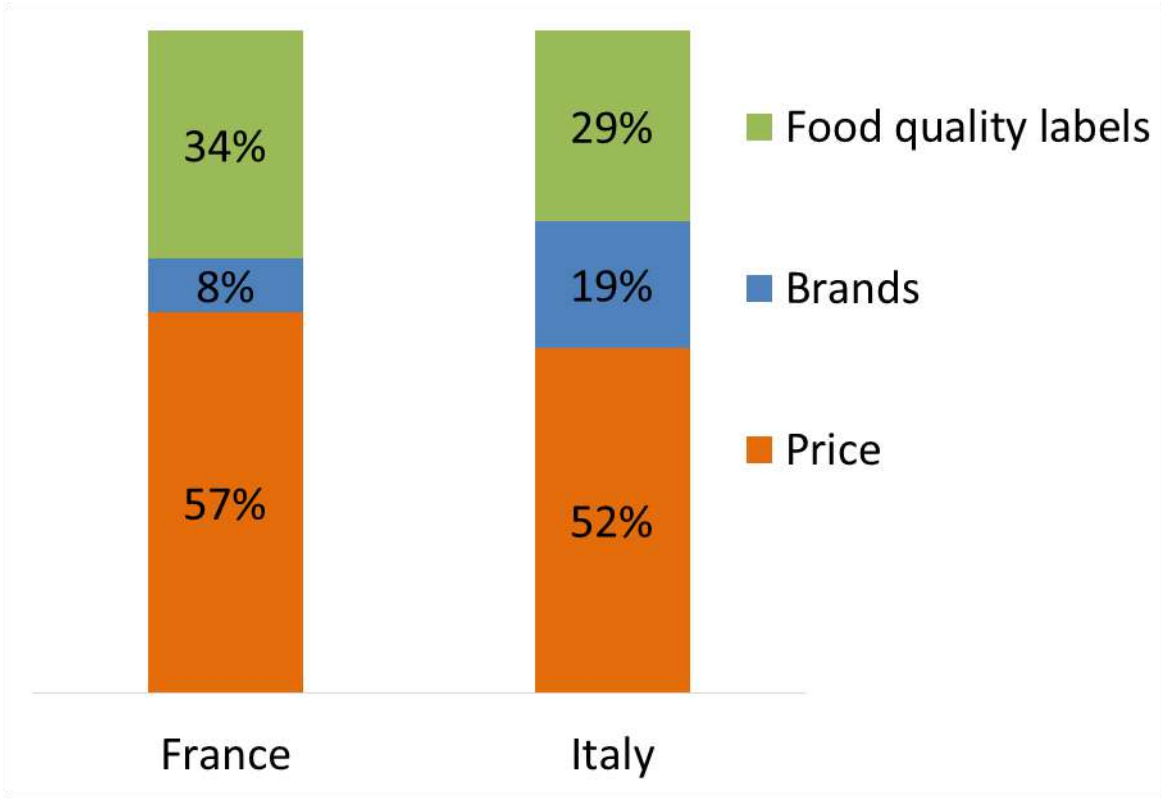
Please, decide which of the hard granular cheese you would like to buy (Options 1 to 3) or whether you do not want to buy any hard granular cheese (Option 4).

(1 of 6)

Option 1	Option 2	Option 3	Option 4
			I wouldn't choose any of these.
Select	Select	Select	Select

Results: relative importance of the attributes

The **relative importance** of attributes for the respondents' decisions was estimated from the individual perceptions of the cheeses' attributes importance



Results

	Attribute / Levels	France n=400 Avg. utility (SD)	Attribute / Levels	Italy n=408 Avg. utility (SD)
Food quality labels	Comté PDO vs. No-label	1.13 (2.06)***	Parmigiano Reggiano PDO vs. No-label	1.46 (1.32)***
	Organic + Comté PDO vs. No-label	2.64 (3.30)***	Product of the Mountain + Parmigiano Reggiano PDO vs. No-label	2.01 (1.79)***
Brands	Farm's brand vs. No brand	0.43 (1.05)***	National brand vs. No brand	1.21 (2.05)***
	Cheese refiner brand vs. No brand	0.63 (1.18)***	Local brand vs. No brand	-0.16 (1.29)
Price	Level 2 vs. Level 1	-0.64 (1.40)***	Level 2 vs. Level 1	-0.78 (1.08)***
	Level 3 vs. Level 1	-2.21 (2.59)***	Level 3 vs. Level 1	-2.14 (1.79)***
	Level 4 vs. Level 1	-4.40 (3.60)***	Level 4 vs. Level 1	-3.65 (2.69)***
	Constant (Opt-out option)	-1.34***	Constant (Opt-out option)	-1.02 ***

Results: WTP in different segments

«Price Sensitive, Quality-Adverse»

normally pay a lower price and have less positive attitudes towards labelled hard cheese, have no time to consider PDO labels when shopping, rarely pay attention to PDO labels, and find it difficult to recognize products with a PDO label

«Quality Seekers»

consider the impact of their purchases on the environment and on other people, more likely purchase products sold by companies that behave in a socially and environmentally responsible manner

	France (n = 400)			
	Price-Sensitive, Quality-Adverse 21.50%		Quality Seekers 78.50%	
Attribute/Level	**β**	**WTP**	**β**	**WTP**
Opt-out option	−0.909 ***	(€ / 200 gr.)	−2.834 ***	(€ / 200 gr.)
Comté PDO vs. No label	−1.156 ***	−4.16 ***	1.489 ***	2.32 ***
Organic + Comté PDO vs. No label	−1.101 ***	−3.96 ***	2.307 ***	3.60 ***
Farm brand vs. No brand	0.138	n.s.	0.277 **	0.43 **
Cheese refiner brand vs. No brand	0.110	n.s.	0.444 ***	0.69 ***
Price	−0.278 ***		−0.641 ***	

Sig: ** $p < 0.01$; *** $p < 0.001$. n.s.: not significant

Results: WTP in different segments

«High-Quality Seekers»

live in larger households, and pay a higher price and purchasing hard cheese more often, higher trust in the EU PDO and Mountain Product labelling system

«PDO Lovers»

less attracted by the combination of the two labels: Mountain Product and PDO labelling, less convinced that the PDO-labelled products produced outside of the EU fulfil the same standards as PDO-labelled products produced in the EU

	Italy (n = 408)			
	High-Quality Seekers 88.70%		PDO Lovers 11.30%	
Attribute/Level	**β**	**WTP**	**β**	**WTP**
Opt-out option	−3.171 ***	(€ / 300 gr.)	0.146	(€ / 300 gr.)
Parmigiano Reggiano PDO vs. No label	0.829 ***	1.62 ***	1.663 ***	0.95 ***
Mountain Product + Parmigiano Reggiano PDO vs. No label	1.157 ***	2.26 ***	1.537 ***	0.88 ***
National brand vs. Large-scale retailer brand	0.767 ***	1.50 ***	1.113 ***	0.63 ***
Local brand vs. Large-scale retailer brand	0.012	n.s.	−0.192	n.s.
Price	−0.512 ***		−1.755 ***	

Sig: ** $p < 0.01$; *** $p < 0.001$. n.s.: not significant

Key message and recommendations

Key Message

- Price is the most important attribute, followed by the PDO quality label, particularly when paired with other quality features
- The coexistence of the optional term (Organic or Mountain Product) and the PDO label can be effectively promoted by the cheese suppliers

Recommendation

- The use of co-branding strategies have a synergistic effect in communicating quality and segmenting the market

Thank you



PDO and organic: consumers' willingness to pay for combined labels

AOP et AB : quelle disposition à payer des consommateurs pour la double labellisation?

T. Corre, S. Monier-Dilhan, J. Regolo

Worldwide Perspectives on Geographical Indications

Montpellier, France,

5-8 juillet 2022

Updated on 07/04/2022

Introduction

- Consumers' increasing expectations of more sustainable ways of producing and consuming food products: environment protection, fair trade, animal welfare or workers' welfare (Cartron et Fichet, 2020).

  -> Profusion of quality labels in the agri-food sector and combined labels

- Information vs confusion? Importance of trust and fit between combinations of labels to create value (Tagbata et Sirieix, 2010 ; Janssen et Hamm, 2012 ; Dekhili et Achabou, 2013; Sirieix *et al.*, 2013).

- Organic Label French market : +117% between 2015 and 2020. Drived by health and environment concerns (Hughner *et al.*, 2007 ; Kriwy et Mecking, 2011). Animal Welfare and environment.

- Official origin label: PDO : terroirs and specific local knowledge (know-how). Product specifications (code of practices). May include measures for protecting environment/biodiversity (ex: local grass and hay feeding).

Question and literature

- **How much consumers are willing to pay for the organic label on cheese PDO products? Relative to conventional products**



- Both (organic and DPO) are official labels and are trusted by consumers.
- Literature :
  - Impact of GI labels on prices. Positive and heterogeneous willingness to pay (WTP) for PDO/PGI: meta-analysis (Deselnicu et al.,2013).
  - WTP: decreasing with quality: Loureiro et McCluskey (2000) on PGI Galician veal, Hassan et Monier-Dilhan (2002, 2006) on various GI products and private/national brands
  - “Combined labels”: Organic, Label Rouge and Fair trade labels (Dufeu et al., 2014, Tagbata and Sirieix, 2010). WTP for an additional label is negatively related to the value (WTP) for the first label.

Data and sector

- Data on French consumers' cheese purchases in 2017 (KANTAR Worldpanel). Representative panel of french consumers on the french market.
- Three market segments of cheese sector: main PDO, 30% of cheese french market (INAO-CNAOL, 2021; FranceAgriMer, 2021) :



Comté PDO/Emmental (market share: 50/50)



Camembert: PDO « Camembert de Normandie » (9%)/ raw milk (7%), pasteurized milk (70%), thermized milk (13%).



Blue-veined cheese: PDO Roquefort (38%) (sheep's milk), cow's milk blue cheeses with PDO (11%) (Bleu d'Auvergne, Fourme d'Ambert…)/ blue cheeses without PDO (50%)

Hedonic prices model

- Hedonic Prices model (Rosen, 1974): market price of differenciated products depends on its characteristics

$$\frac{p^{\lambda}-1}{\lambda} = \alpha + \beta X + e$$

- **Purchase price of cheese variety**
- Box-Cox transformation (non linearity): $\lambda = 1$ linear model, λ=0 log

- **Product labels (PDO, Organic and PDO, Organic and nonPDO)**
- National brand/private label
- Distribution network (hypermarket, supermarket, discount, traditional shops, drive et specialised store)
- Selling format, season of the purchase
- Camembert: heat treatment of milk

- Coefficient interpretation: calculation of estimated price: $p = ((\hat{\alpha} + \hat{\beta}X)\hat{\lambda} + 1)^{1/\hat{\lambda}}$

Results: coefficients and power of prediction

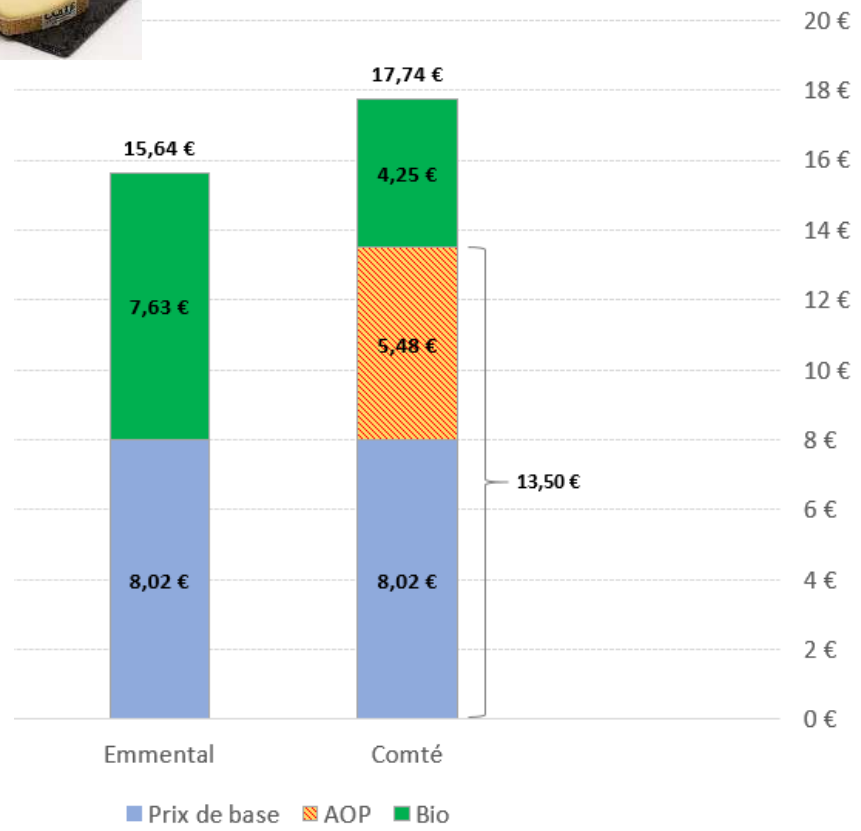
	Emmental-Comté	Camembert cheeses		Blue cheeses	
Benchmark	0,88***	1,56***		4,09***	
Not PDO	Benchmark	pasteurized	Benchmark	Benchmark	
		thermized	0,18***		
		Raw milk	0,46***		
PDO	0,05***	0,07***		Roquefort	0,70***
				Blue cheese	-0,34***
Not organic	Benchmark				
Organic*NotPDO	0,06***	pasteurized	0,39***	0,62***	
		thermized	0,19***		
		Raw milk	0,27***		
Organic*PDO	0,02***	0,29***		Roquefort	0,63***
				Blue cheese	1,12***
Lambda	-0,99***	-0,15***		0,29***	
Adjusted R^2	0,86	0,70		0,73	

Detailed results: Comté/Emmental, Camembert PDO/non PDO

Estimated prices for cheeses sold during fall in a supermarket, with a national brand, slice of 250 g, PDO, Organic, PDO+Organic

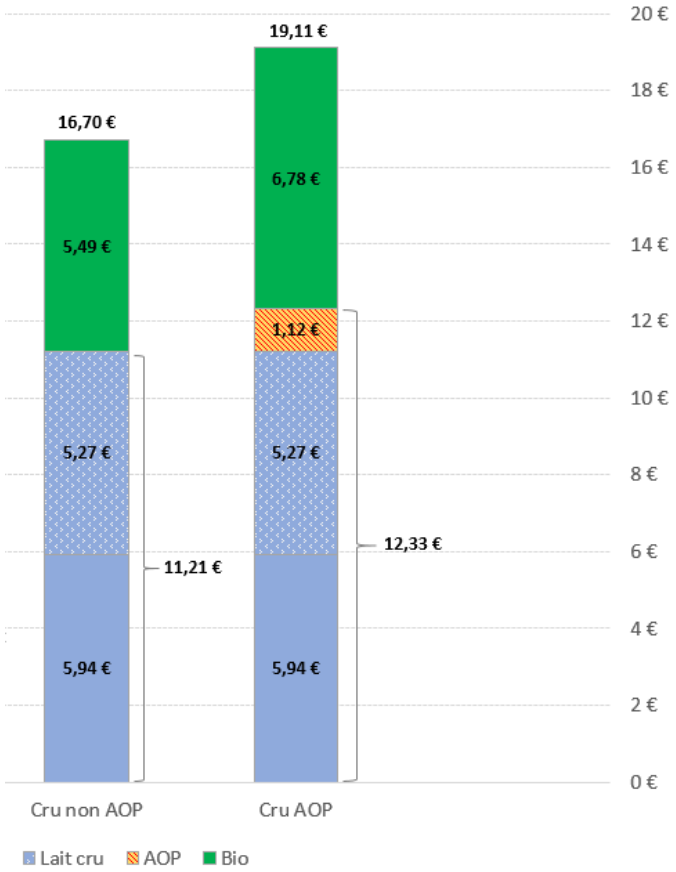


Comté/Emmental





Raw milk Camembert PDO/conventional

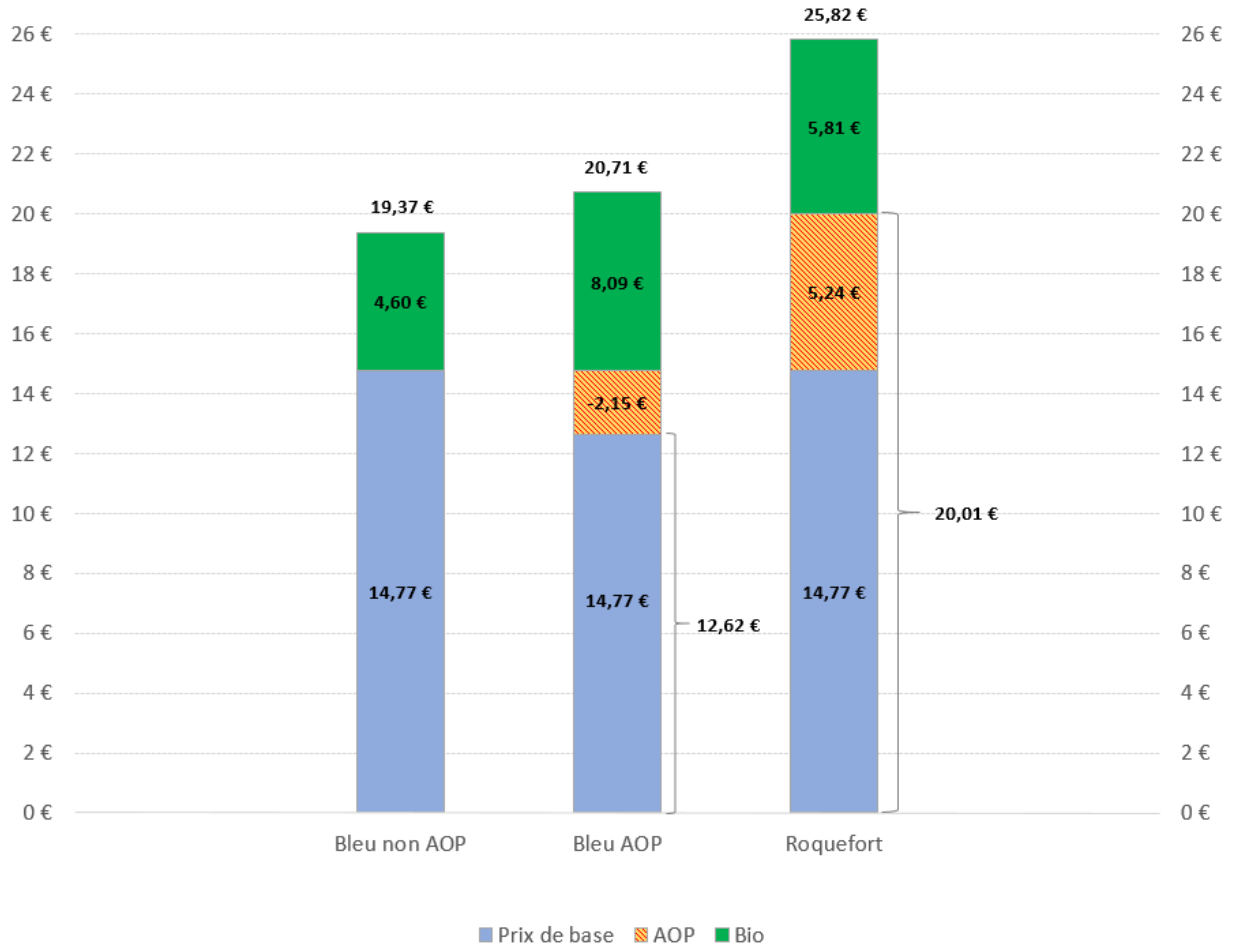


PDO and organic: consumers' willingness to pay for combined labels.
Worldwide Perspectives on Geographical Indications
J. Regolo

Detailed results: blue cheeses

Estimated prices for blue cheeses sold during fall in a supermarket, with a national brand, slice of 150 g, PDO, Organic, PDO+Organic





PDO and organic: consumers' willingness to pay for combined labels.
Worldwide Perspectives on Geographical Indications
J. Regolo

Results: synthesis

Table 1. Estimated effects of Organic and PDO labels, and combined labels on prices on the three market segments in 2017

Market segment	PDO /ref (1)	Organic /ref (2)		(PDO+Organic)/PDO (3)
Comté (ref : Emmental)	+68%	+95%	>	+31%
Camembert PDO (ref: raw milk camembert)	+10%	+49%	<	+55%
Cow's milk blue cheese PDO (ref : not PDO)	-15%	+31%	<	+64%
Roquefort blue cheese PDO (ref: non PDO)	+35%	+31%	=	+29%

Heterogenous effects of PDO on prices
++ Comté and Roquefort
~ camembert,
(-) cow's milk blue cheeses

Organic label effect > 0 on PDO and not PDO products

The higher the perceived quality of the PDO product, the lower the organic label effect on its price

Conclusion

- Limited substituability between Organic and PDO labels. Strong positive effect of Organic label on prices.
  - Organic label effect on prices always strong (min +29%)
  - Suggest that PDO comply with consumers' organic purchases motivations, at least for some cheeses.
  - Complementarity effet for cow's milk blue cheeses under PDO : Organic label increases the differenciation of the PDO product
- In line with the literature (Dufeu et al., 2014; Monier-Dilhan, 2002, 2006…), we find that the higher the perceived quality of the PDO product, the lower the organic label effect on its price.
  - Comté/Roquefort: very differenciated-> lower organic effect (compared with Benchmark)

Discussion

- On the production side: what is the cost of additional certification? Cost/advantage of additional Organic label to PDO product.
- Trade off: multidimensional code of practice (INAO, MAAF) vs additional organic label?
  - Integration of environmental measures related to environment preservation and animal welfare, French HVE label.
  - CNAOL: « program for sustainable PDO »: collectives comit to some sustainable development objectives

- Thanks for your attention

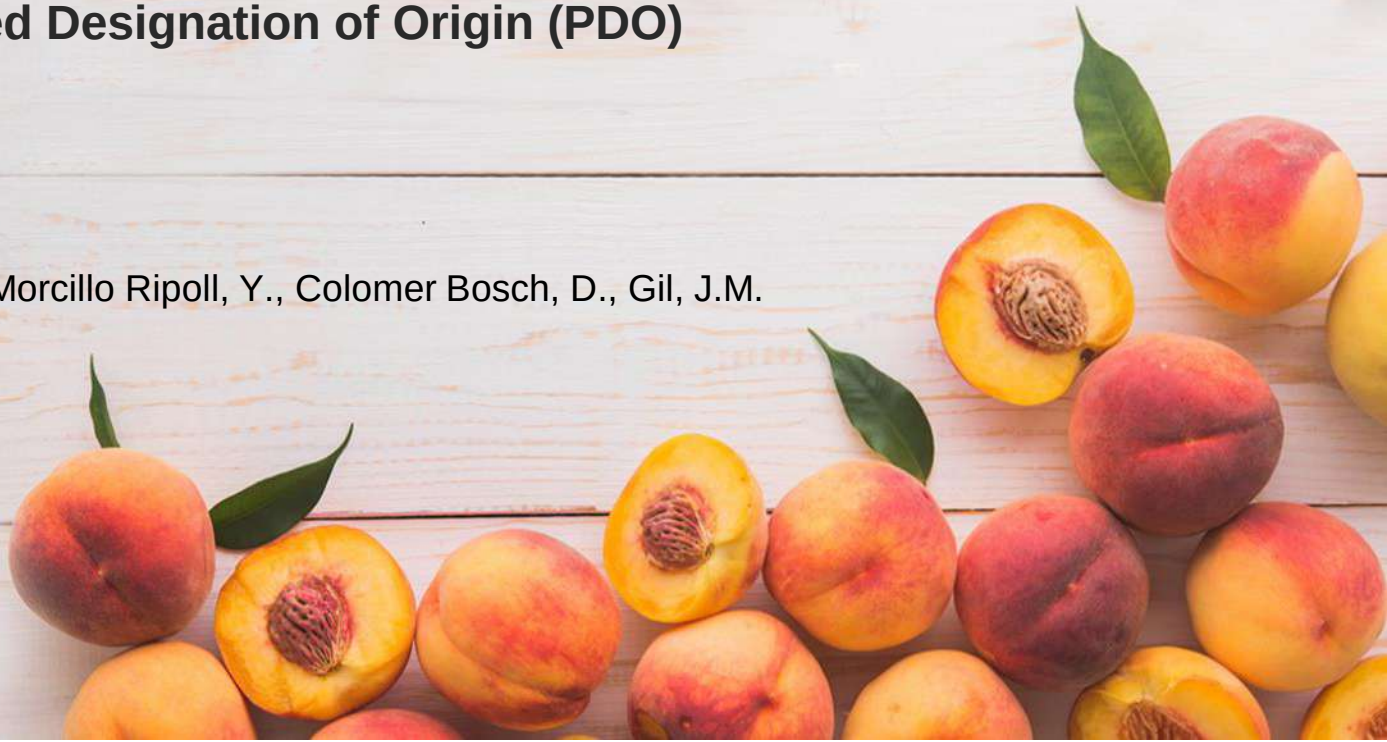
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Julie Regolo: Julie.Regolo@inrae.fr
Tifenn Corre: Tifenn.Corre@inrae.fr

Observatoire de développement rural INRAE:
https://odr.inrae.fr

How COVID-19 affected consumers' preferences and attitudes toward foods with Protected Designation of Origin (PDO)

Rahmani, D., Kallas, Z., Morcillo Ripoll, Y., Colomer Bosch, D., Gil, J.M.

06/07/2022
France



Generalitat de Catalunya
Government of Catalonia
Ministry of Agriculture, Livestock, Fisheries and Food

CREDA
CENTER FOR AGRO-FOOD ECONOMICS AND DEVELOPMENT
UNIVERSITAT POLITÈCNICA DE CATALUNYA BARCELONATECH
IRTA

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1. Introduction

2. Objectives

3. Methodology

4. Results

5. Conclusions

1. Introduction

Times of crisis alter consumer behavior:

- a decrease of consumption
- a fall of expenditure
- a change in spending allocation
- an increase of brand switching
- a decrease of brand loyalty
- an increase of price sensitivity,
- an increase of neighborhood shops
- an increase of preference for **local products**.

(Kelly and Schewe, 1975; Zurawicki and Braidon, 2005; Ang et al., 2001)

2. Objetives

This study assesses the impact of COVID-19 on consumers' preferences and attitudes toward local food products with protected designation of origin (PDO). It assesses consumer knowledge, purchase and willingness to pay (WTP) for hazelnuts with protected designation of origin (PDO) before and during the pandemic.



Local product from Catalonia: Hazelnuts (Avellanas de Reus D.O.P.) with protected designation of origin (PDO).

3. Methodology

3.1. Survey

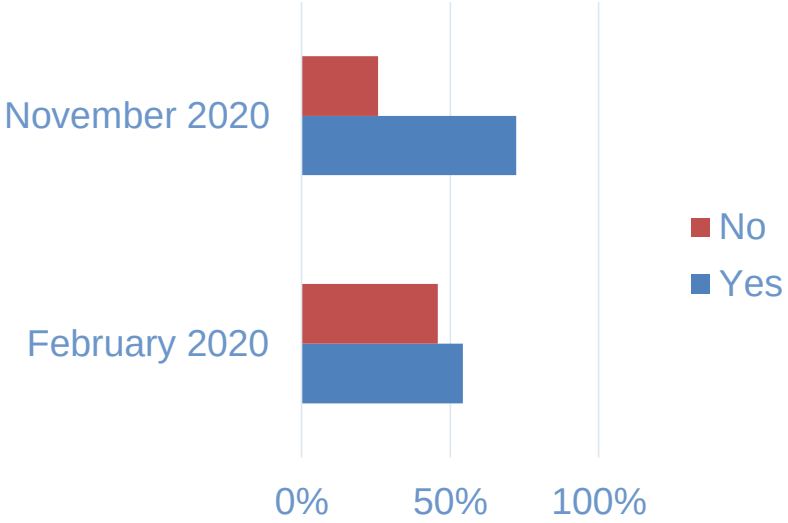
A survey was conducted in Barcelona (Spain):
- Before the coronavirus lockdown (February 2020) among 240 consumers.
- During the pandemic (November 2020) among 600 consumers.
- Both samples were representative in terms of sex and age.

The survey collected information on:

- Purchasing and consumption habits
- Knowledge, perceptions, preferences
- WTP for the local product with Protected Designation of Origin (PDO).

4. Results

4.1. Knowledge of the Hazelnuts (Avellanas de Reus D.O.P.)

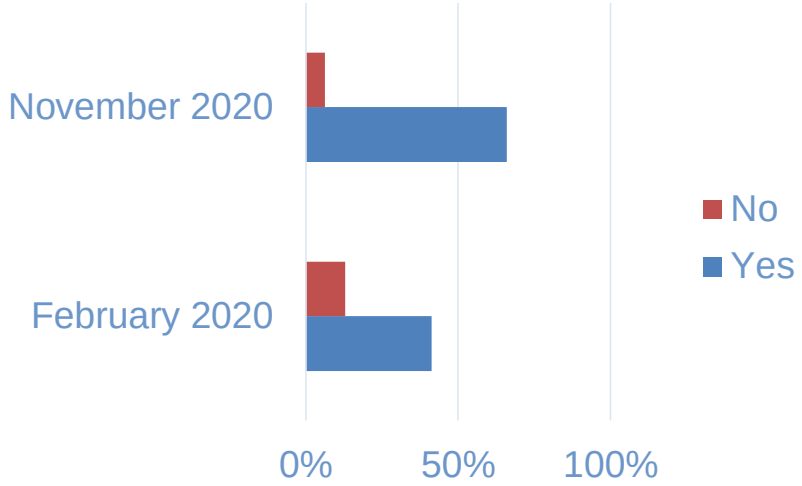


Do you know the REUS D.O.P. HAZELNUTS?

In the study conducted in February 2020, 54.17% of consumers know the REUS D.O.P. HAZELNUTS, while in November 2020 this percentage reached 72.16%.

4. Results

4.2. Purchase of the Hazelnuts (Avellanas de Reus D.O.P.)

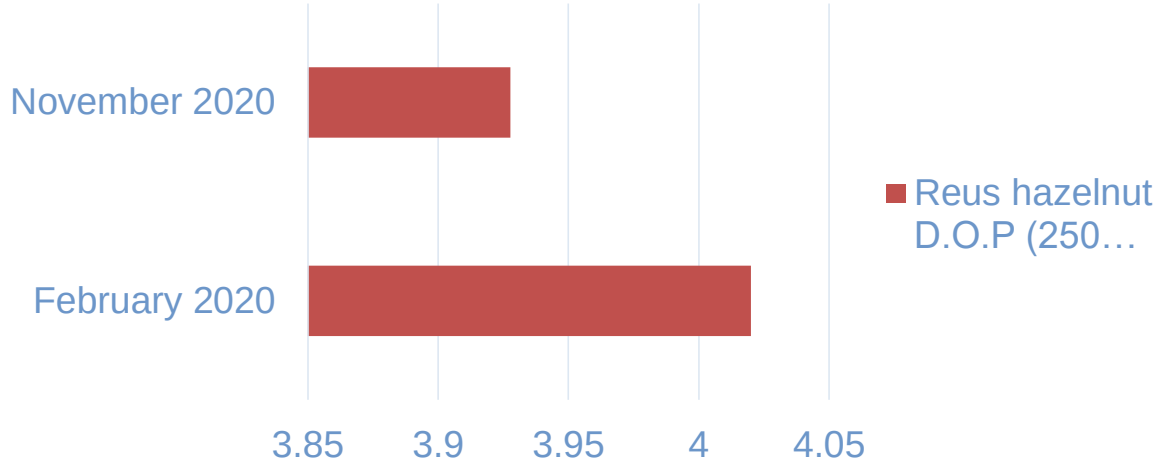


Have you ever bought the REUS D.O.P. HAZELNUTS?

In the first study, 54.16% of participants confirmed that they have bought the REUS D.O.P. HAZELNUTS, while this segment represented 65.97% in the second study.

4. Results

4.3. WTP for the Hazelnuts (Avellanas de Reus D.O.P.)



WTP (euros) for 250 grams of Reus Hazelnuts D.O.P?

Consumers' WTP for the local product with D.O.P has not changed. This means that the COVID-19 has no effect on consumers' WTP for the local product.

5. Conclusions

- The COVID-19 increased significantly consumers' interest, preferences, familiarity and purchasing intentions of Reus hazelnut Protected Designation of Origin (PDO).
- These positive shifts in consumer behaviors are in line with the different actions conducted by local authorities in the last years to promote the purchase and consumption of local products.
- Many of these shifts will form new consumer behaviors for years to come.

THANK YOU

FINNISH CONSUMER'S AWARENESS OF EUROPEAN UNION FOOD QUALITY LABELS AND LABELS OF ORIGIN

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ABOUT THE SURVEY

MAIN RESULTS

CONCLUSIONS



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BACKGROUND

- The general level of awareness of the EU quality labels seems to be low (Aprile et al., 2012; Grunert et al., 2016; Likoudis et al., 2016)

- Even EU organic label is better recognized or even considered similar as PDO or PGI (Likoudis et al., 2016).

- There was no existing data concerning Finland.

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THE AIM OF THE STUDY

- The aim of the study was to find out the consumer's awareness of the EU food quality labels in Finland.
- Conducted for the first time to this extent in Finland
- Current number of the registered Finnish products is 12:
  - 5 PDOs, 4 PGIs and 3 TSGs (eAmbrosia, 2022)

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Finnish berry liquor (PGI)



METHODS

- The study was conducted as a face-to-face consumer survey (N=1004).
  - Face-to-face: Wanted to avoid "googling" for the right answers
- The consumers were given a recognition task to identify three EU quality scheme labels, two national labels of origin, an EU organic label and an invented label of origin as a control.
- The answers of the respondents were weighted to correspond to the whole population of Finland.

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CARD 1

1. 

2. 

3. 

4. 

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6. 

7. 



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MAIN RESULTS

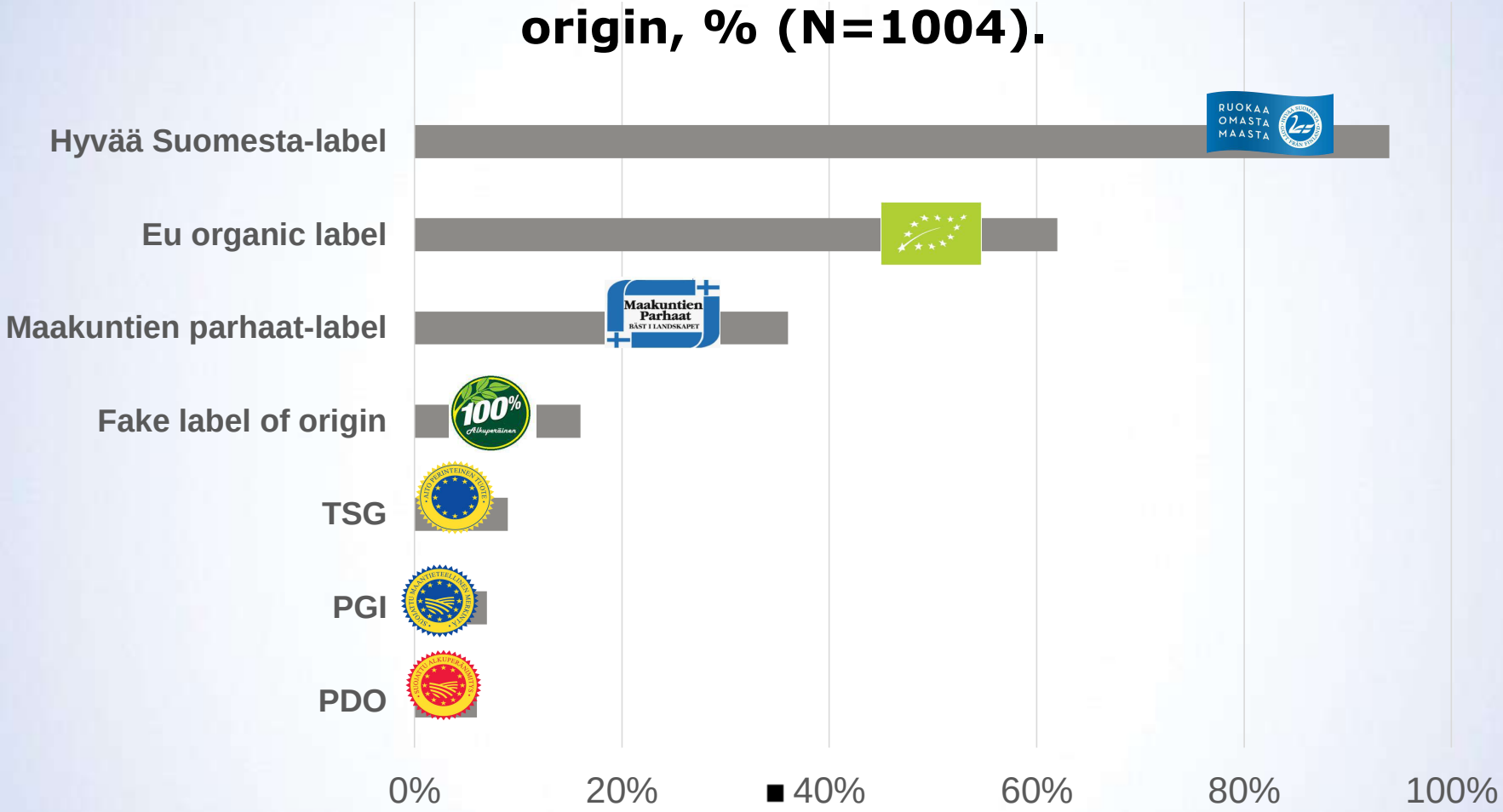
- The perception of the national labels of origin and the EU organic label was significantly ($p > 0.05$) better than that of the EU quality labels. Even the invented fake label was better recognized.

- Study showed that many PDO/PGI/TSG protected brand names were better known in Finland than the EU quality scheme itself.

- However, the willingness to be aware of the origin of the food product exists, because even the fake label of origin was "regocnized"

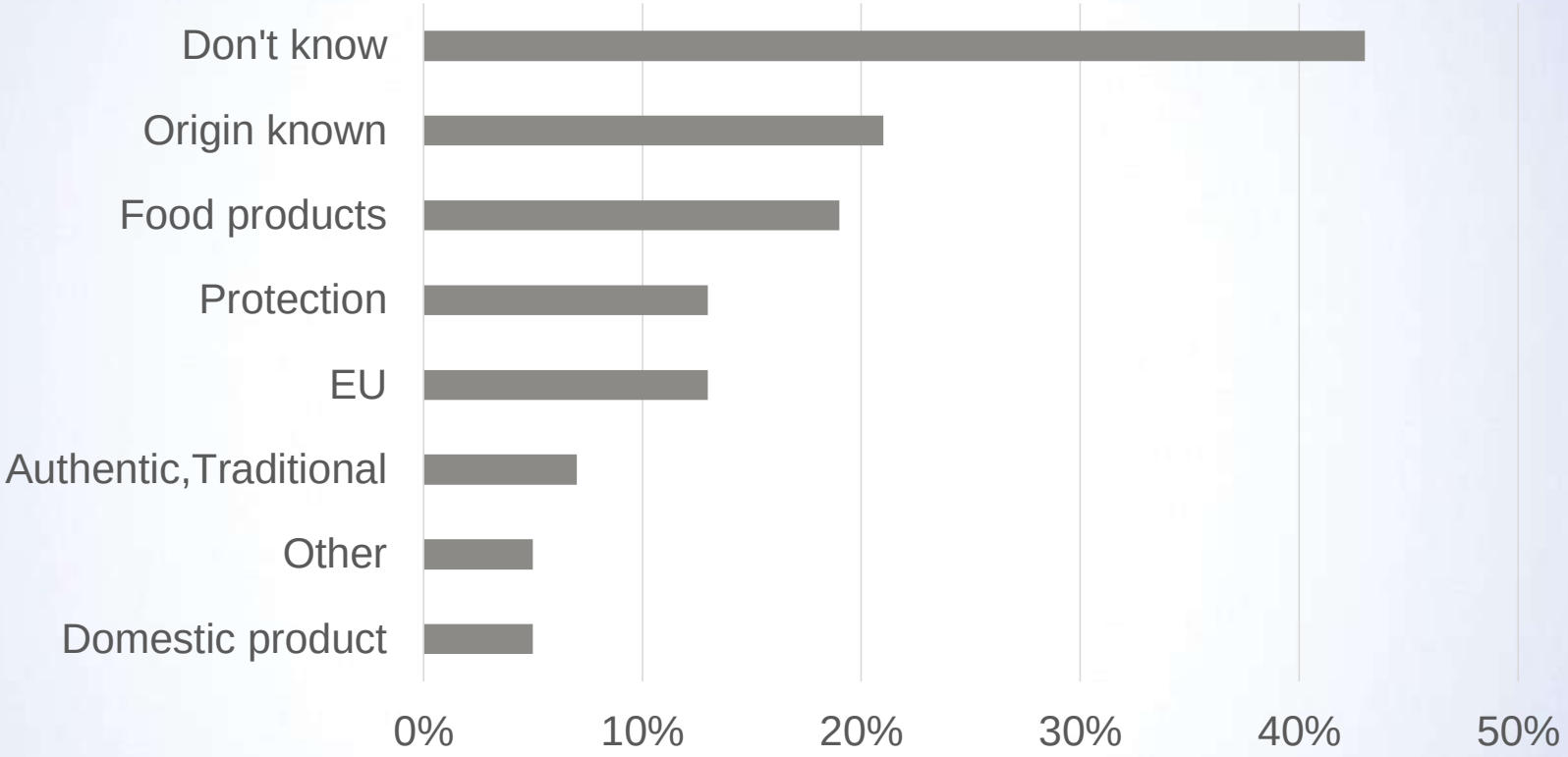
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The Finnish consumer's awareness of the labels of origin, % (N=1004).



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What is the context of these labels according to your own opinion? ')



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*) Question concerning only PDO, PGI and TSG –labels (N=1004)

CONCLUSIONS

- The result of the study raises the question, why the EU labels PDO, PGI and TSG fail in communicating and signaling the origin of the food to the consumers compared to the other labels in this study?
  - Consumer label!
- In cases, where the designation process of the product has been succesful, the self-governance for horizontal and vertical collaboration among the stakeholders was essential (Kizos et al., 2017)
  - ➢Creates "collective ownership of the product and its reputation".

In order to make these labels visible to consumers, it takes the whole food chain to play the same game.





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ACKNOWLEDGEMENT

- We would like to thank Taloustutkimus Oy for collecting data and the Ministry of Agriculture and Forestry for financing the data collection for the project “PROMO”.

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THANK YOU!

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SAVOIRS ET SAVOIR-FAIRE FROMAGERS



DOCaMEx : Capitaliser les Savoir-Faire

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GOUVERNEMENT
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NextGenerationEU

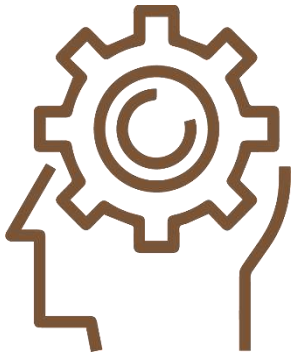
ORIGINE DU PROJET

Un contexte de risque de perte de savoir-faire

- ✓ Des filières fromagères sous IG issues d'une **longue tradition de transmission orale** et d'apprentissage « au pied de la cuve »

- ✓ Des évolutions qui **fragilisent cette transmission** :
  - L'absence de formalisation des usages,
  - Le renouvellement rapide des opérateurs,
  - La reprise d'activité hors cadre familial ou d'entreprise,
  - La mécanisation voire l'automatisation de certaines opérations

Une problématique partagée



- ✓ Comment **collecter** au mieux les savoirs et les savoir-faire fromagers?

- ✓ Comment les **structurer** ?

- ✓ Comment les **rendre accessibles** aux acteurs actuels et futurs des filières de manière **durable** et **évolutive** ?

CONSORTIUM DE PARTENAIRES

SAVOIRS ET SAVOIR-FAIRE FROMAGERS

Des filières fromagères sous IG

Des centres techniques nationaux et régionaux

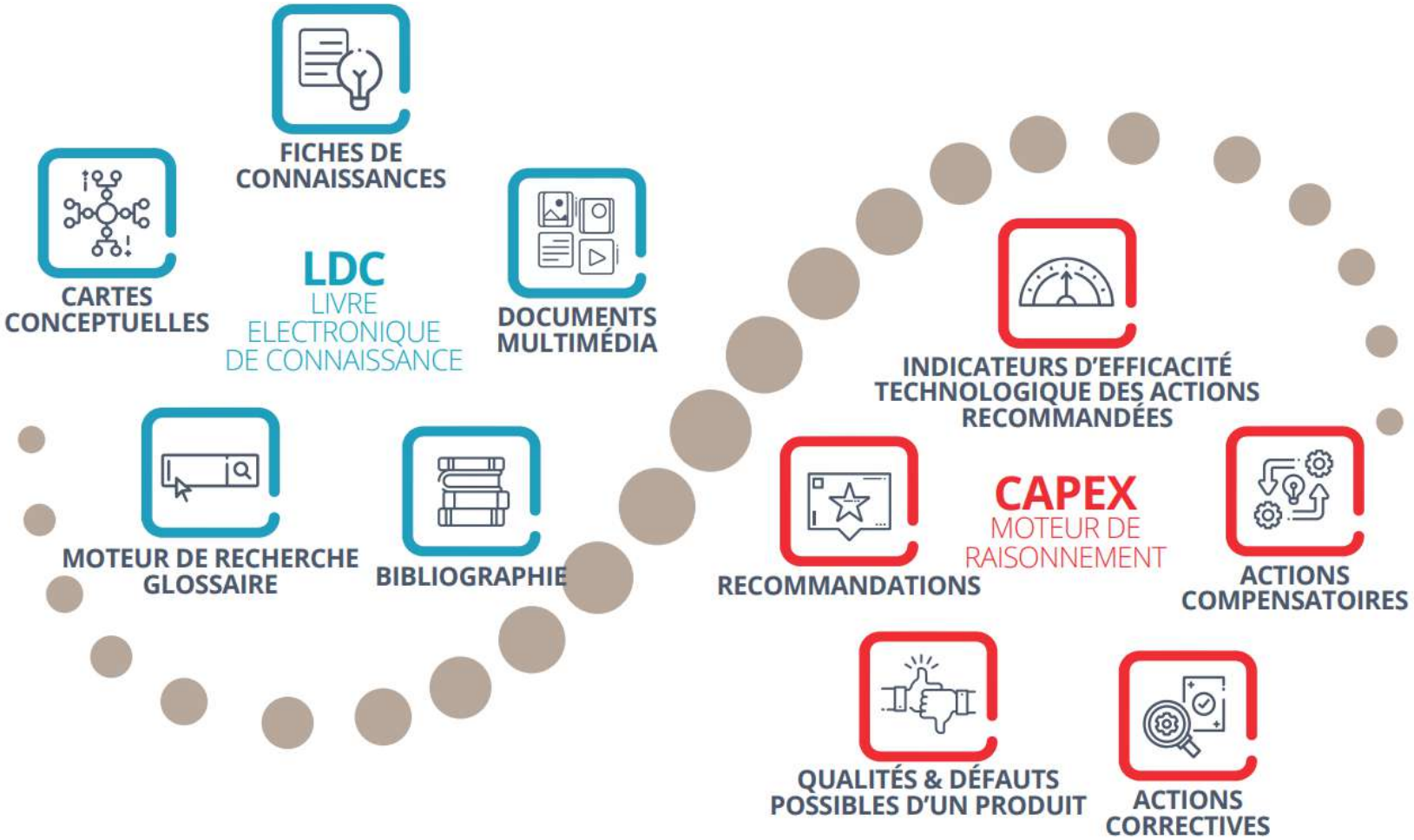
Des structures de recherche académique

Des écoles et centres de formation

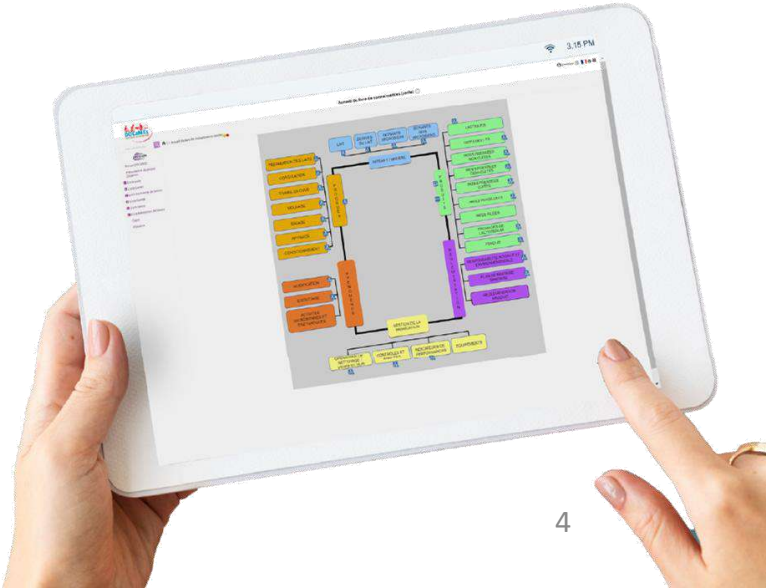


DEVELOPPEMENT D'UN OUTIL NUMERIQUE INTERCONNECTE

SAVOIRS ET SAVOIR-FAIRE FROMAGERS



- ✓ Mise au point de **méthodes de recueil** et de **structuration de la connaissance** adaptées
- ✓ Développement d'un **progiciel opérationnel**
- ✓ **Adaptation continue des outils** aux besoins des utilisateurs
- ✓ Création d'un groupe de référents formés à l'**accompagnement** et au déploiement sur le terrain



<u>Plateforme accessible en ligne comportant 2 versions :</u>

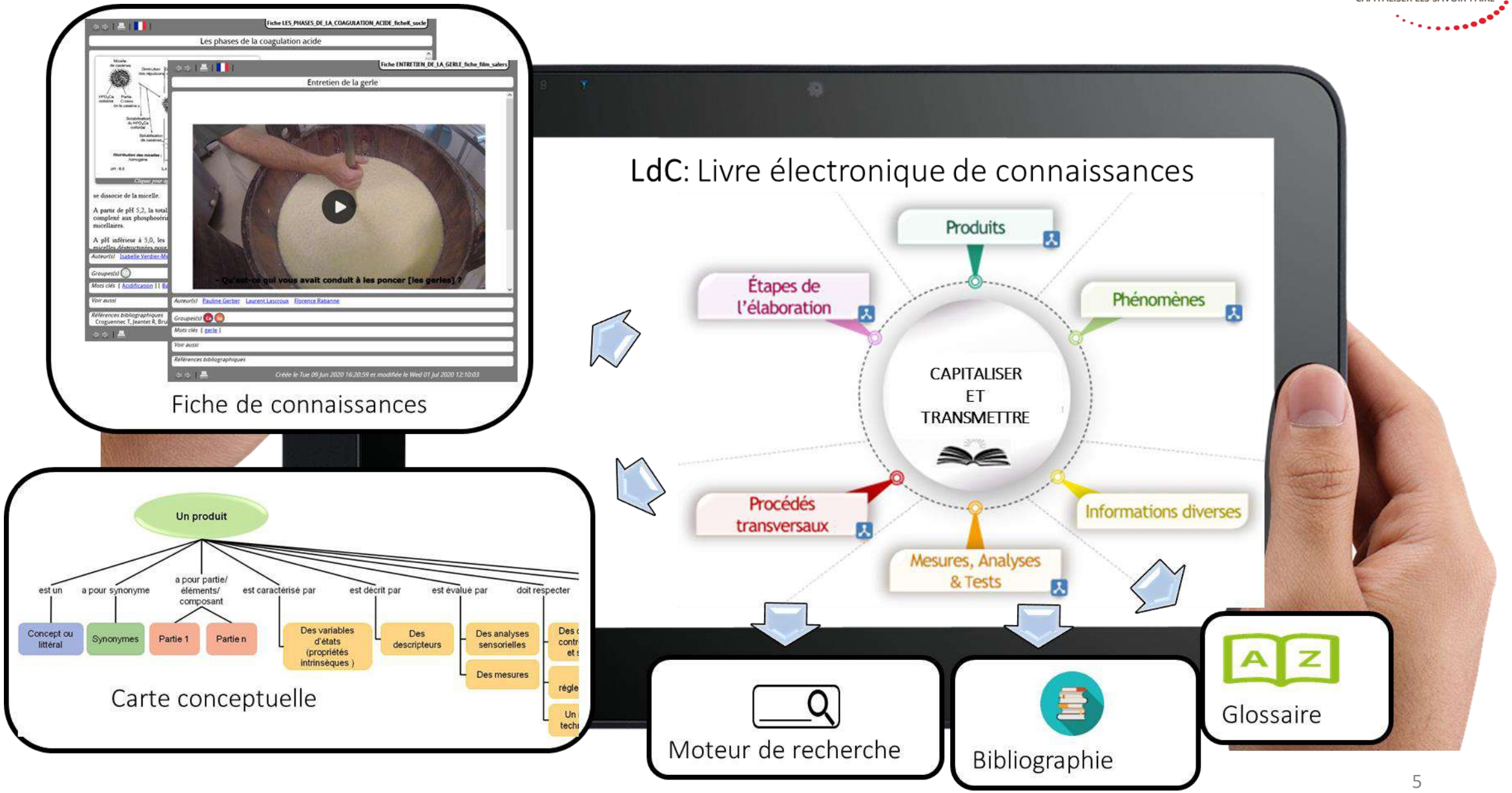
❶ Version « socle » : connaissances génériques en fromagerie

❷ Version « filière IG » : connaissances spécifiques - *accès sécurisé*

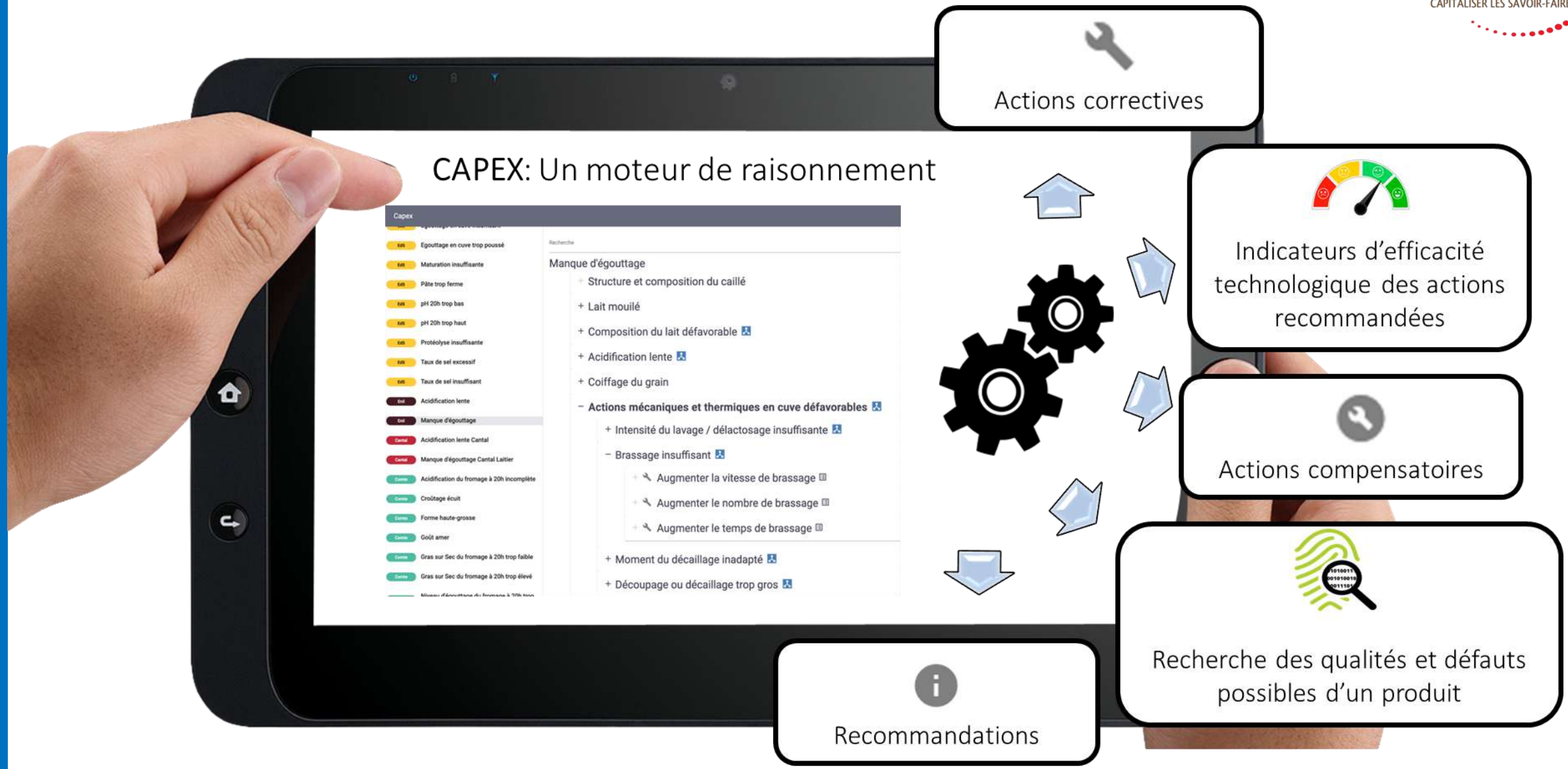
https://www.docamex.fr/docamex_portail/

LDC : LIVRE ELECTRONIQUE DE CONNAISSANCES

SAVOIRS ET SAVOIR-FAIRE FROMAGERS

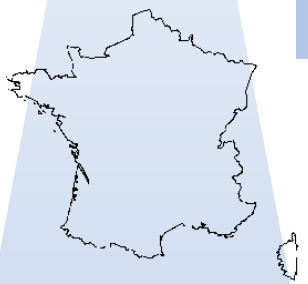


CAPEX : MOTEUR DE RAISONNEMENT



PERSPECTIVES DE DEVELOPPEMENT

SAVOIRS ET SAVOIR-FAIRE FROMAGERS



ACTUELLEMENT

➲ Déploiement **national** sur la **filière aval « Transformation du lait »**

Utilisateurs cibles :

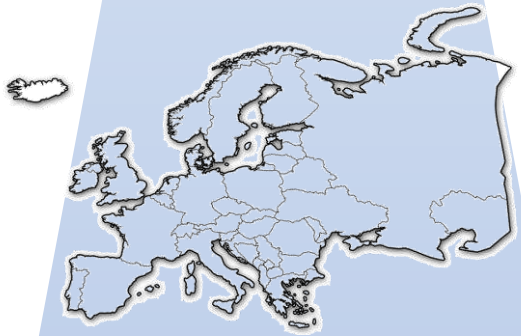
Difficultés : disponibilité en temps-homme, financement de l'accès à l'outil pour les petites filières → Appui du CNAOL

PERSPECTIVES

➲ Déploiement sur la **filière amont « Production du lait »**

Elargissement du partenariat : Institut de l'Elevage (IDELE), Chambre d'Agriculture…

Difficultés : disponibilité en temps-homme, préservation des savoir-faire une priorité?



➲ Déploiement au niveau européen pour les **autres filières fromagères sous IG**

Elargissement du partenariat : Association for European Dairy Industry Learning (AEDIL), Organization for an International Geographical Indications Network (orIGin IG), …

Difficultés : traduction de l'outil (conception pratique) et des contenus socle, identification du bon partenariat, relais terrain pour le déploiement et l'appui méthodologique



➲ Déploiement au niveau mondial pour les **filières IG hors lait (filières déjà organisées ou non)** partageant les problématiques de préservation et de transmission des savoir-faire

Elargissement du partenariat : *en fonction de la filière*

Difficultés : accessibilité outils numériques, relais terrain, qualité du partenariat et de la traduction

UN SAVANT MELANGE… difficultés potentielles et solutions testées



DU TEMPS

- Pour construire
- Pour décider -> Temps collectif
- Pour prendre en compte les spécificités



DES RESSOURCES TECHNIQUES

- Transfert technologique
- Maintien en conditions opérationnelles et maintenance
- Un outil évolutif : Prévoir l'amélioration continue des outils



DES HOMMES

- Diversité et complémentarité des partenaires
- Mise en réseau des partenaires ET des utilisateurs
- Maillage territorial important et coordination nationale
- Pilotage opérationnel et politique
- Accompagnement des utilisateurs
- Ressources spécifiques externes

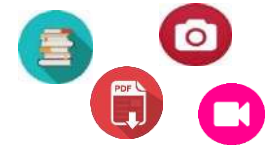




DE LA COMMUNICATION



- Communication en interne → Mobilisation et appropriation
- Communication grand public / professionnels / scientifique
- Démarchage commercial
- S'appuyer sur les réseaux existants et les relais institutionnels



DES MOYENS FINANCIERS

- Des financements publics pour créer les conditions nécessaires au déploiement
- Un modèle économique visant l'autofinancement

SAVOIRS ET SAVOIR-FAIRE FROMAGERS

DOCaMEx : Capitaliser les Savoir-Faire

Nous sommes à votre disposition pour toute question :



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Financé par GOUVERNEMENT Liberté Égalité Fraternité — FRANCE RELANCE — Financé par l'Union européenne NextGenerationEU

Défis de la délimitation territoriale dans l'enregistrement de l'Indication Géographique : le cas de la farine de manioc Copioba

Nina Paloma N. C. S. Branco, doctorante en sociologie en 5ème année

Lara C. C. Pena, Doctorante école des nutriments - UFBA

Alcides dos S. Caldas, Ryzia de C. V. Cardoso – Professeurs – Université Fédérale de Bahia (UFBA)

Montpellier le 06 Juillet 2022

Introduction

Le nom géographique ou **gentilé d'une indication de provenance** (IP), au Brésil, ne doit pas nécessairement avoir la délimitation territoriale exacte attachée au nom (Brasil, 2018).

La définition de la zone couverte **par l'Indication Géographique** (IG) doit respecter **des critères reflétant de manière cohérente la réalité** du territoire (Pimentel, 2014).

La délimitation territoriale de l'enregistrement d'une IG doit être faite avec beaucoup de soin, afin de **ne pas exclure les régions et les producteurs.**



Objectif

- Cette recherche **vise à présenter quelques défis de la délimitation territoriale** d'une IG, en considérant l'étude de cas du projet **de l'IG de la farine de manioc Copioba**, à Bahia, Brésil.

- La délimitation du territoire de l'IG comporte un enjeu qui implique **des conflits de pouvoir et des conflits entre les représentants des différentes communes** participant au processus.

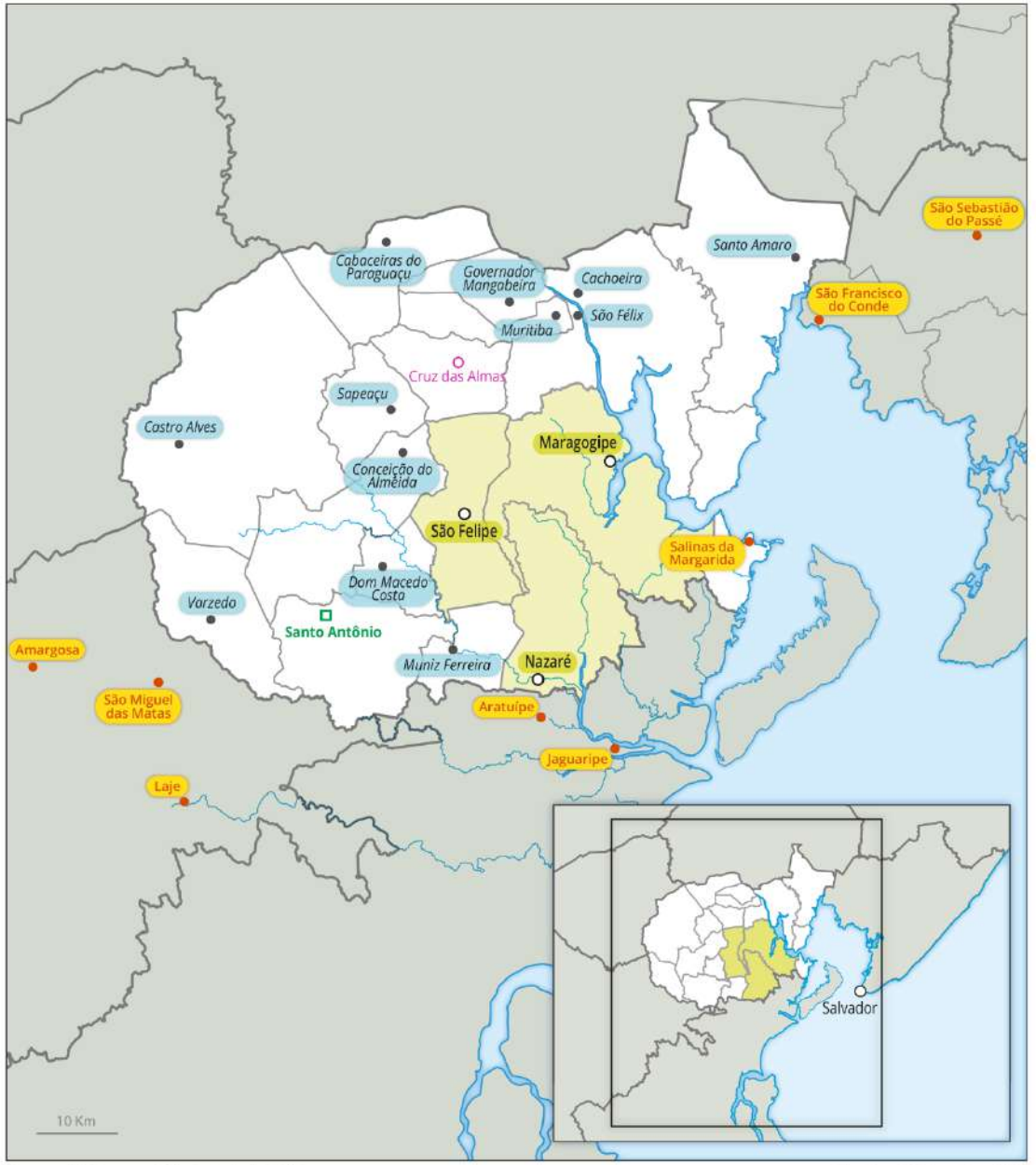
Methodologie

Recherche ethnographique (Bardin, 2010), menée sur la base d'entretiens, auprès de producteurs de farine de manioc de la vallée de Copioba **en 2019**;

Des réunions de sensibilisation à la demande d'enregistrement de l'IG pour leur produit;

Les discours ont été transcrits et ensuite analysés, sur la base de **la comparaison des discours des producteurs, qui divergeaient sur la zone géographique de la délimitation territoriale de l'IG**.

La zone de délimitation proposée par l'EMBRAPA couvrant 26 municipalités en 2016



Sources : SEI, Governo do Estado de Bahia, 2016

réalisation : E. Opigez, Ceped-IRD

Limite de territoire d'identité

Limite de municipalité

Cruz das Almas Siège de l'Embrapa

Ville de la vallée

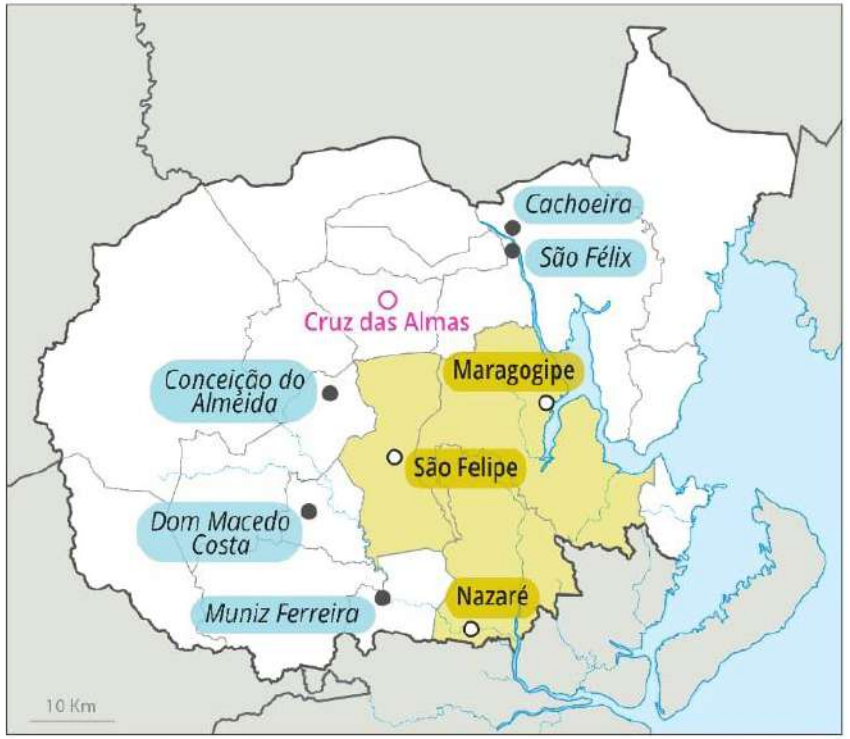
Autres villes productrices de manioc et farine de manioc Recôncavo

Parole d’agriculteur familial:

Bené : « Parce que l'IG de la farine est d'avoir un cachet de farine, donc si c'est de la farine de Copioba, je pense qu'elle vient d'ici, de notre ville de Nazaré, Maragogipe et Sao Felipe. Ensuite, il pourrait y avoir dans une autre région, mais avec le nom du lieu... Mais le Copioba est né ici, dans les trois municipalités. Si vous en avez une autre de Santo Antonio, d'un autre endroit, ce n'est pas de la farine de Copioba, la farine de Copioba est plantée ici dans la vallée. »

Jorge : « Je pense que si vous incluez d'autres municipalités, plusieurs autres, qui ne sont ni deux ni trois, sont plusieurs municipalités... Je pense que le processus finira par prendre beaucoup plus de temps, mais d'un autre côté, je vois qu'il y a des municipalités voisines qui produisent une farine d'aussi bonne qualité que la nôtre, comme les trois municipalités de Nazaré, São Felipe et Maragogipe. Si l'on regarde le côté collectif, ils seront très déçus car ils produisent la même farine, ils sont des voisins très proches et restent à l'écart. »

La zone de délimitation proposée couvre actuellement neuf (9) municipalités



Sources : SEI, Governo do Estado de Bahia, 2016

réalisation : E. Opigez, Ceped-IRD



Limite de territoire d'identité

Limite de municipalité

Cruz das Almas — Siège de l'Embrapa

Ville de la vallée

Autre ville (ayant acceptée l'adhésion)

Vallée

Discussion

La situation de la délimitation territoriale est aggravée par **la difficulté de parvenir à un consensus** entre les représentants des producteurs et les institutions partenaires, sur la zone couverte par l'enregistrement ;

Des tentatives ont été faites pour pallier ces obstacles, à travers **des réunions de sensibilisation, des formations et des rencontres virtuelles d'échanges sur le sujet avec des représentants d'autres collectifs de producteurs**, qui sont déjà passés par ce processus des discussion similaires de territoire ;



Une bonne nouvelle

- Les acteurs des 9 villes du consensus de démarrage actuel vient de choisir la coopérativa COOAFATRE de la ville de São Felipe pour être la détentrice de l’IG ce qui réprésente une énorme avancée pour le projet d’IG Copioba.

Merci! ninapa@gmail.com





Comparison between Geographical Indication red rice in India and Thailand: Regulations and practices

Perspectives mondiales sur les indications géographiques
Montpellier, France 5-8 juillet 2022

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Chitra Parayil
Kerala Agricultural University, Department of Agricultural Economics,
Thrissur, Kerala-India
Radhika.A.M
Amrita School of Agricultural Sciences
Coimbatore,TN-India

Khao Sangyod Muang Phatthalung



Name: Sangyod Muang Phatthalung

Date of registration (GI Thailand): 28 / 06 / 2006

Country: Thailand

Main characteristics





Standard logo

GI Thailand

PGI

Organic Thailand

Q

Navara



Name: Navara (Endemic Kerala rice)

Date of registration : GI (India) 20/06/2007

Country: India

Main characteristics





Standard logo

GI India

Khao Sangyod Muang Phatthalung

Link between product and territory

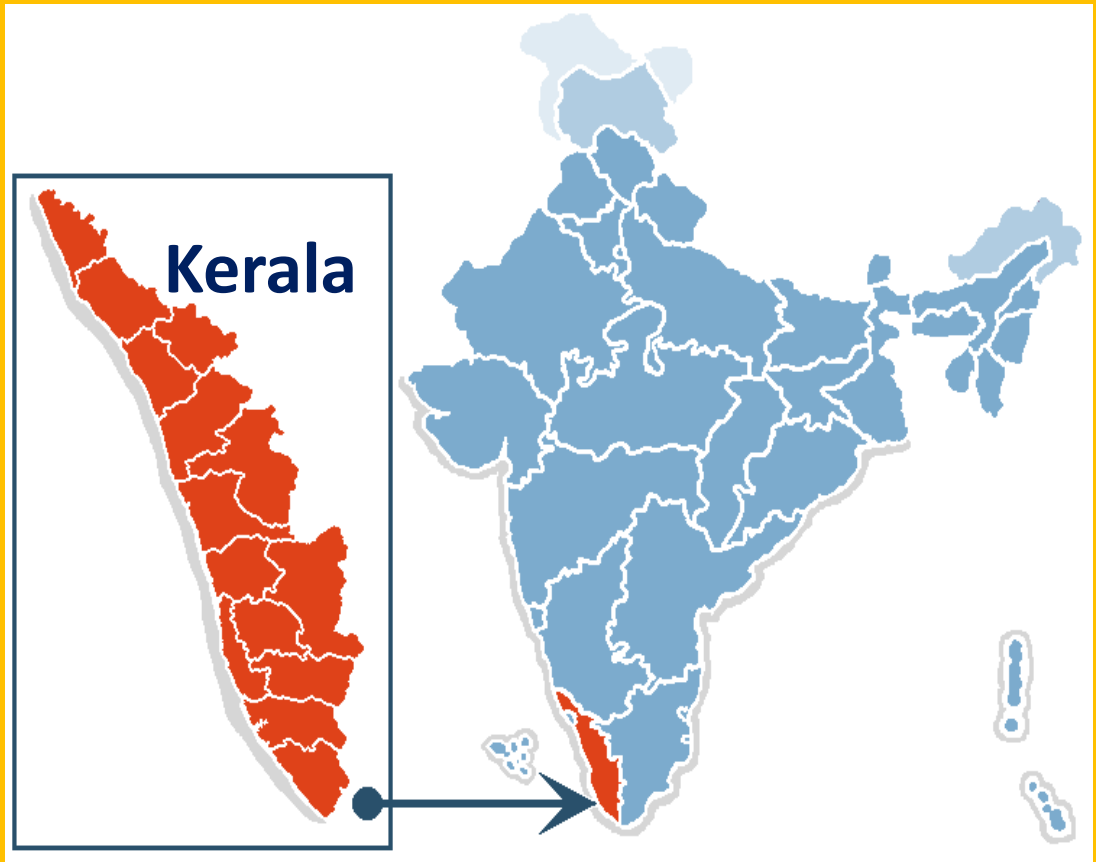






Navara

Link between product and territory







Khao Sangyod Muang Phatthalung production in Thailand



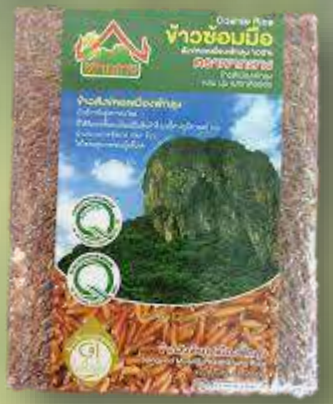
1 To plough the field



3 Maintenance in the fields



5 Threshing, drying



7 Packaged ready to sell

2



Sowing seed

4



Harvesting

6



Milling

Navara Production in Kerala,India



1 Seed preparation



3 Harvesting



5 Threshing, Winnowing



7 Packaged ready to sell



2 Main field



4 Threshing



6 Milling

Example of Khao Sangyod Muang Phatthalung packaging

Front of the package



Logo of the supplier

GMP Logo

Geographical Indication Logo

Specify the weight



Back of the package



Description of the specialty of Khao Sangyod Muang Phatthalung

QR code (Rice production information)

Storage instructions

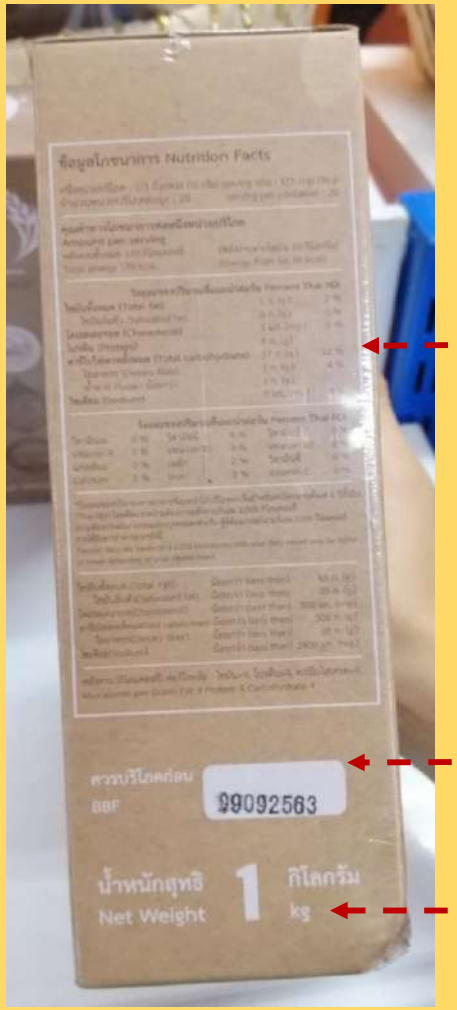
Retail price

Side of the package

How to cook

Specify the address of the production site





Nutrition information

Expiration date

Specify the weight

Table 1 (A). Comparison of Practices and Regulations of GI Rice

Particulars	Navara	Sangyod*
Geographical Area	Kerala-9 districts	Phatthalung
Rice Type	Medicinal	Gently fragrant
Cultural Practices		
Sowing	90% Direct sowing	95% Direct seedling
Seed rate/land preparation (Kg/ha)	75.2	71.46
Plant protection measures	Organic methods	Organic or GAP methods
Duration of the crop	60 days	155 days
Nutrient management	organic	organic or GAP
Harvesting	Manual/machine	Machine
Yield (Kg/ha)	2,853	2,421
Farmgate price (US$/kg)	0.98-6.85	0.38-0.64
Threshing, drying	Manual	Manual

*Khao Sangyod Muang Phatthalung



Table 1 (B). Comparison of Practices and Regulations of GI Rice

Particulars	Navara	Sangyod*
Regulatory practices		
Registered proprietor	Navara Rice farmers society, Chittur, Kerala	Rice Department, Ministry of Agriculture
Government support for registration	No	Yes
Agency of registration	GI registry*	DIP***
Does technical specification include traditional knowledge/practice that are required for quality?	Yes	No, only specified variety and geographical area
Sustainability in terms of seed availability and quality?	Somewhat	Somewhat
Control system is costly or difficult to ensure quality?	Relatively very costly	Somewhat costly, mostly subsidized by government

*Khao Sangyod Muang Phatthalung
**GI registry, India
***Department of Intellectual Property



Navara

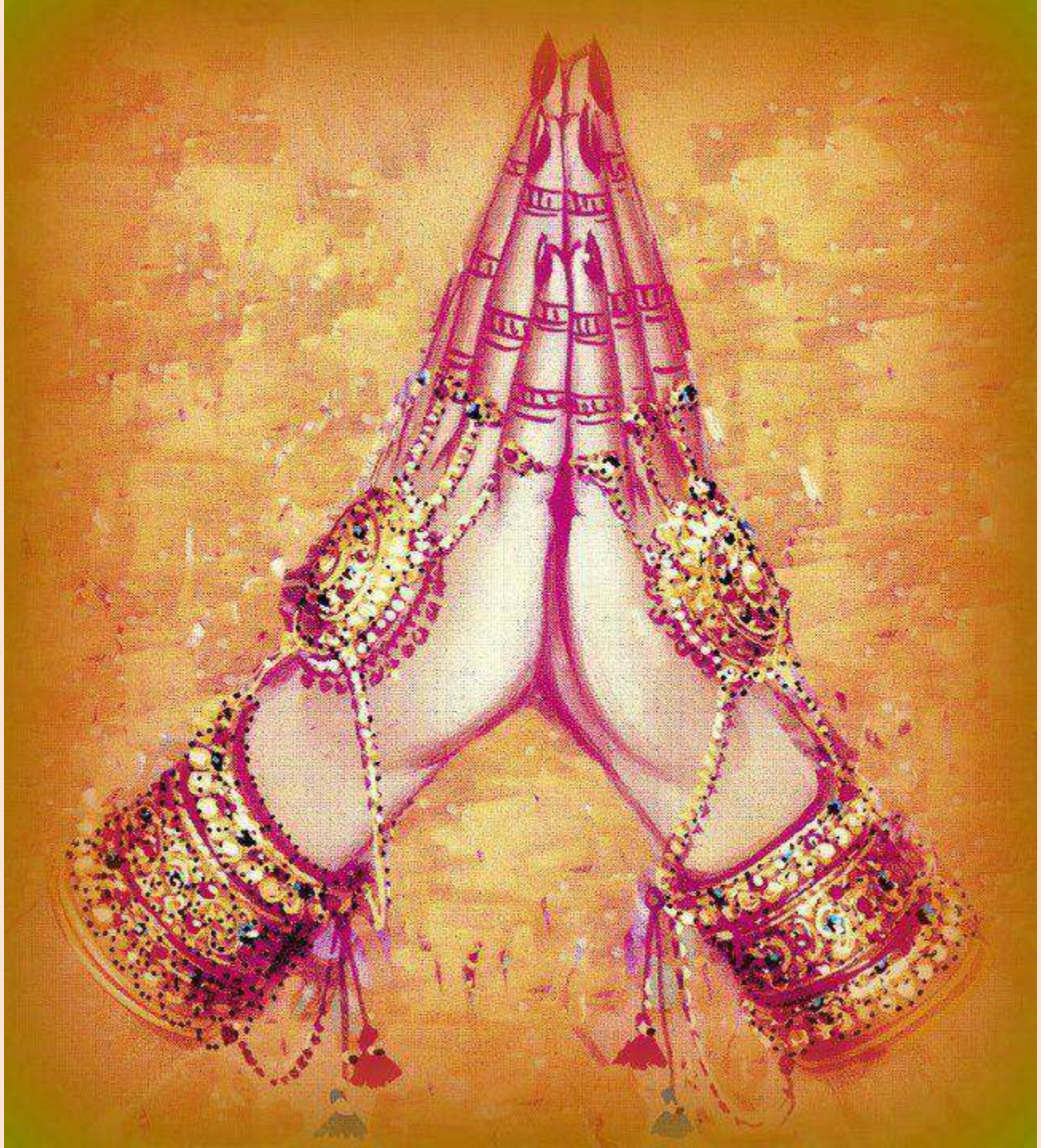
- **Issues**-High cost and other issues in implementation of organic certification, branding, asymmetry in information regarding prices
- **Possible solutions**

1. Traceability and blockchain technology
2. Government mechanism for organic certification

Sangyod

GI registration beneficial to farmers but GI certification is not so





Thank You…

cirad
LA RECHERCHE AGRONOMIQUE POUR LE DÉVELOPPEMENT

Organisation des Nations Unies pour l'alimentation et l'agriculture

Perspectives mondiales sur les indications géographiques

Montpellier, France 5-8 juillet 2022







Une conférence internationale pour les chercheurs, les décideurs politiques et les praticiens

LINK TO ORIGIN:
TRADITIONAL KNOW-HOW OR INNOVATION?

Geographical indications as the engine of traditional communities' rights.

Astrid Wiedersich Avena

Background & Main issues

Geographical indications have often been pointed out as **the legal instrument which more than others could be able to protect traditional knowledge and contribute to the growth of local communities.**

While socio-economic advantages of GIs have been widely explored by IP literature, less attention has been given to **environmental sustainability effects arising from GIs policies.**

The hypothesis that GIs are a tool for enhancing environmental-friendly production rules is mainly based on theoretical assumptions but not always supported by empirical evidence.

A study conducted on the **Japanese case of "Mishi-ma Bareisho Potato" GI has evidenced that a GI can contribute to several Sustainable Development Goals (SDGs), among which also environmental ones.**

Are these assumptions also applicable to GIs of developing countries? **May GIs sui generis systems support the preservation of natural resources and conditions in the global south? Upon which conditions?**

State of the art

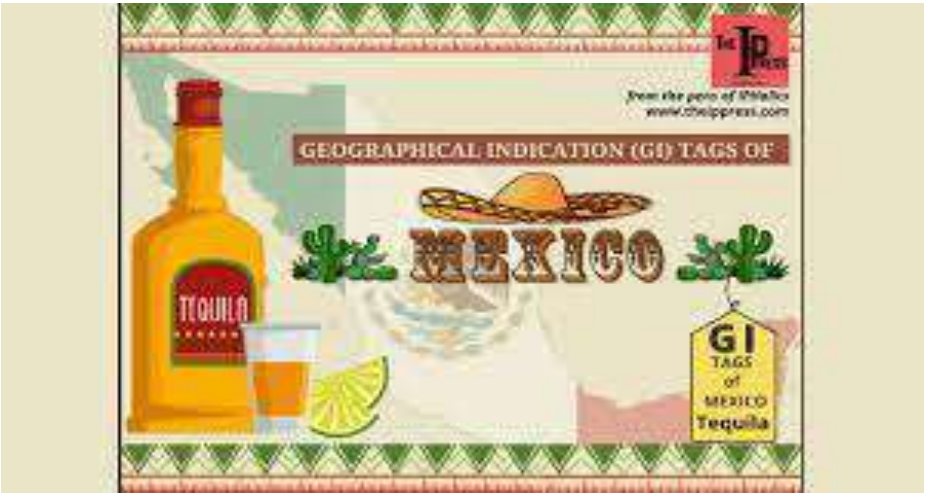
It is widely accepted in literature that GIs have a positive influence on **environmental sustainability**. the main identified positive effects are:

- The conservation and valuing of natural landscapes
- Maintenance of the biodiversity associated with these landscapes
- The hindering of productive intensification and maintenance of traditional productive techniques
- The decreased use of pesticides and chemical fertilizers, greater incentive of organic production
- Maintenance of habitats for species of native fauna, including pollinators and soil microbiotica
- Conservation of water resources

Three practical cases: «Madd de Casamance»(Senegal), «Tequila» (Mexico) and «Cao Phong Orange» (Vietnam).







Empirical cases

Tequila case

- Useful lesson on how GI protection protection may not lead to positive positive environmental effects if

Madd de Casamance case

- An interesting example of how GIs can can positively impact on environmental environmental sustain-ability. In order to order to register the GI, local producers producers established a formal association to develop and implement a implement a quality assurance scheme, to scheme, to ensure that the fruits are are harvested under specific conditions conditions and meet certain required required standards. In this case, local local producers acknowledged the importance of preserving the environment in which the fruits grow and grow and have agreed on clear methods methods of land exploitation to maintain maintain the integrity of the original original forest ecosystem

Cao Phong Orange case

- The analysis of qualitative data on data on the “Cao Phong Orange” GI, Orange” GI, carried out by Hoang et Hoang et al. (2020), revealed that that the natural environmental condition of the production area area improved since the GI registration. The lobbying activities activities of the local authorities in authorities in the Hoah Binh province succeeded in raising the the awareness among orange growers that the quality of the products is intertwined with the the conservation of natural resources – thus stimulating conservation of landascape properties.

Conclusions

If implemented through **appropriate public policies** that ensure the **primary role of local communities** in the elaboration of sustainability standards, GIs could play a pivotal role in traditional communities' rights. .

The following aspects emerged with respect to **GIs in the global south**:

1. GIs are a valuable tool to sustain efforts to increase environmentally sustainable practices, which might normally be difficult to achieve
2. The empirical analysis shows that if product specifications do not provide for explicit terroir preservation and cultivation requirements, GI protection may have not only a limited impact on environmental sustainability, but could also harm traditional communities' interests
3. Producers of GIs in developing countries face different constraints than actors of European GIs production chains, due to fragile institutional settings.

Could GIs represent the engine of traditional communities' rights?

- Even if GIs are not an environmental tool per se, they can play an important role in preserving natural resources were traditional communities have developed their knowledge.

- Such preservation goes hand in hand with GI policies that promote awareness and participation of local farmers.

- Therefore, local legislators should take these elements into consideration in order to develop a sustainability strategy able to render GIs a valuable engine for traditional communities’ rights and the preservation of their ecosystems.

THANK YOU FOR THE ATTENTION!

Astrid Wiedersich Avena, De Tullio & Partners

2022

Authorizing the ‘taste of place’ for Galápagos Islands coffee:

Scientific knowledge, development politics, and power in GI implementation

Matthew J. Zinsli

PhD Candidate, Sociology & Development Studies

University of Wisconsin–Madison

Outline

1. Analytical Framework
2. Case Context
3. Actors Involved
4. Findings
5. Conclusion



1. Analytical Framework

Analytical Framework

Terroir: ‘taste of place,’ notion of essential, irreproducible food character attributed to place

Social construction of *terroir*: process through which actors use power to define ‘exclusive’ quality and link it to ‘essential’ physical and/or cultural features of place

Bowen, 2015; Coombe, Ives, & Huizenga, 2014b; Gade, 2004; Gaytán, 2018; Rippon, 2014; Trubek, 2008

Analytical Framework

Epistemic authority: from Science and Technology Studies (STS), power to make legitimate and relevant knowledge claims

Structured by and structuring of…

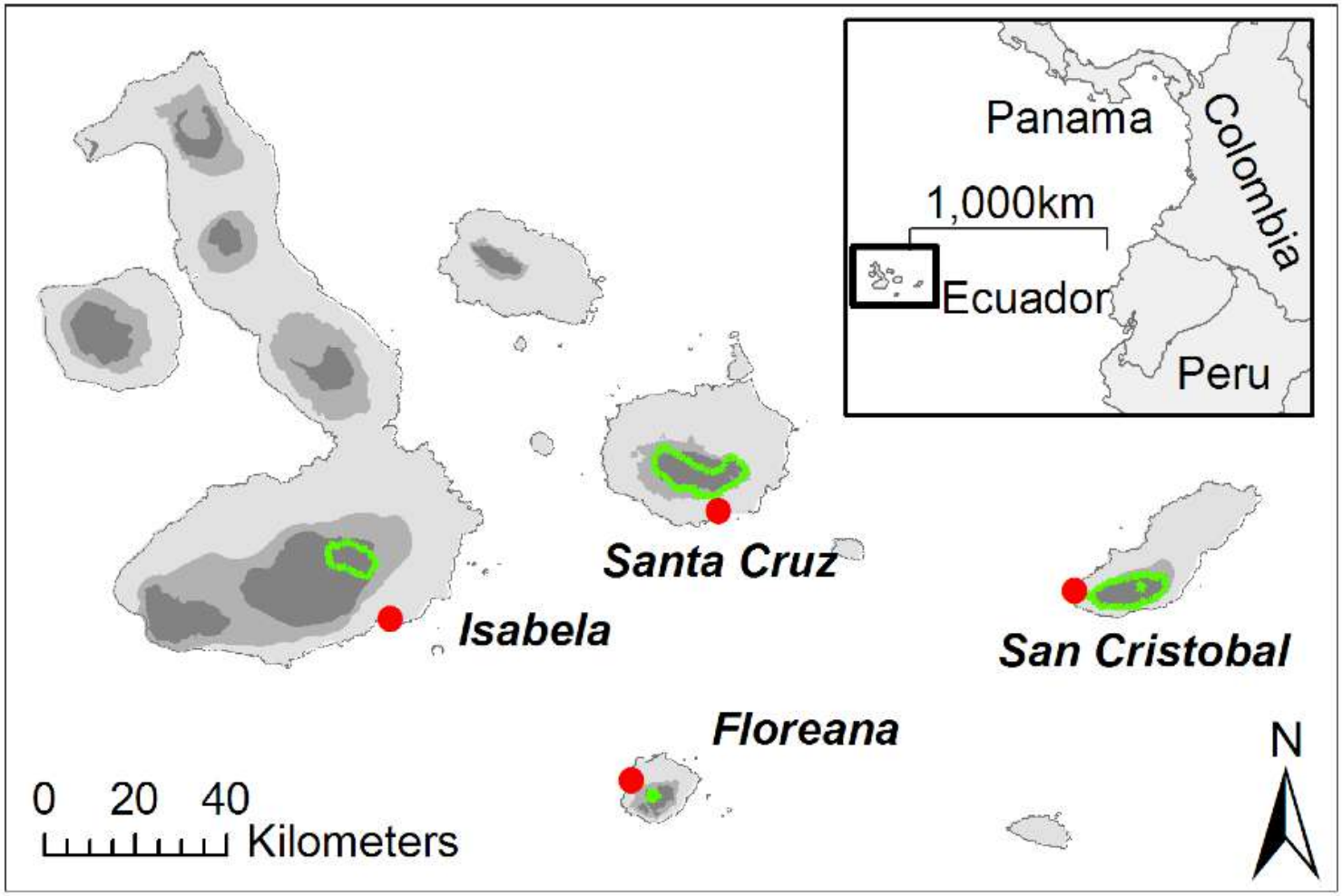
- Political power (national legislation, international relations)
- Economic power (supply chain governance, interstate trade)
- Cultural power (hegemonic discourses)

How does structural power shape the legitimacy and relevance of knowledge claims concerning terroir, and how does this knowledge reshape relations of authority in the regulation of GIs?

Bonneuil & Levidow, 2012; Epstein, 1996; Gieryn, 1999; Jasanoff, 2004; Teil, 2010, 2012, 2014

2. Case Context

Café de Galápagos GI



Map of the Galápagos Islands. Broad climatic zones are shown (light: arid, medium: transition, dark: humid). The four permanently inhabited islands are labelled. Inhabited areas are shown within green lines (rural) and as red points (urban). Source: Guézou et al. (2010)

Authorizing knowledge and regulation

Dossier (feasibility study)

Define coffee's *terroir* through evidence about product character, features of place that contribute to character (climate, topography, biology, culture), and history

Code of practice

Regulate production practices and product standards to qualify for GI and ensure reproduction of *terroir*

3. Actors Involved

Ecuador's Ministry of Agriculture

Coffee reputation

"Offering a differentiated product in sustainable production systems, so that [coffee production] becomes an alternative for climate change mitigation and **facilitates recovery of the country's culture and identity**."

Galápagos conservation

"Make agriculture the main human activity **co-responsible for conservation** of the archipelago's natural heritage, particularly invasive species control."

MAG, 2016; MAG, n.d.

France's Institute of Origin and Quality

Technical assistance

> "All that about **scientific studies** that must be done to demonstrate that the quality comes essentially or exclusively from the biophysical conditions, human or biological… [was done] in alignment with the **supervision of the EU**."

INSTITUT NATIONAL DE L'ORIGINE ET DE LA QUALITE

Galápagos Coffee Producers

Protection from usurpation

- “They take the **fame** from here, but not the coffee.”

Investment in modernization?

- -”Entrepreneurial” producers
- -”Traditional” producers



4. Findings

Authorizing *Terroir* Knowledge (Dossier)

Aspect of terroir	Explanation	Techniques	Experts	Authorized knowledge
Typicity	Typical or authentic physical, chemical, and organoleptic character	Physical analysis of coffee Sensory analysis of coffee ('cupping') Food chemical analysis	Food scientists Super-tasters Coffee traders	Galápagos coffee unique and specialty grade
Biophysical factors	Climate, soil, topography	Soil chemical analysis Georeferencing Meteorological data collection	Soil scientists Geographers Meteorologists	Unique coffee character due to microclimates (altitude) and volcanic soil
Biological factors	Plant species or varieties	Coffee phenotype analysis Historical analysis	Agronomists Historians	Galápagos coffee offers distinct varieties due to speciation
Cultural factors	Production systems	Structured interviews Observation Historical analysis	Agronomists Coffee growers	Galápagos coffee produced through 'culture of conservation'

Authorizing Regulation: Code of Practice

Enforce coffee standards and implement new practices

-Selective harvesting of coffee

-Wet process with fresh water

-Dry in dedicated spaces with specialized equipment

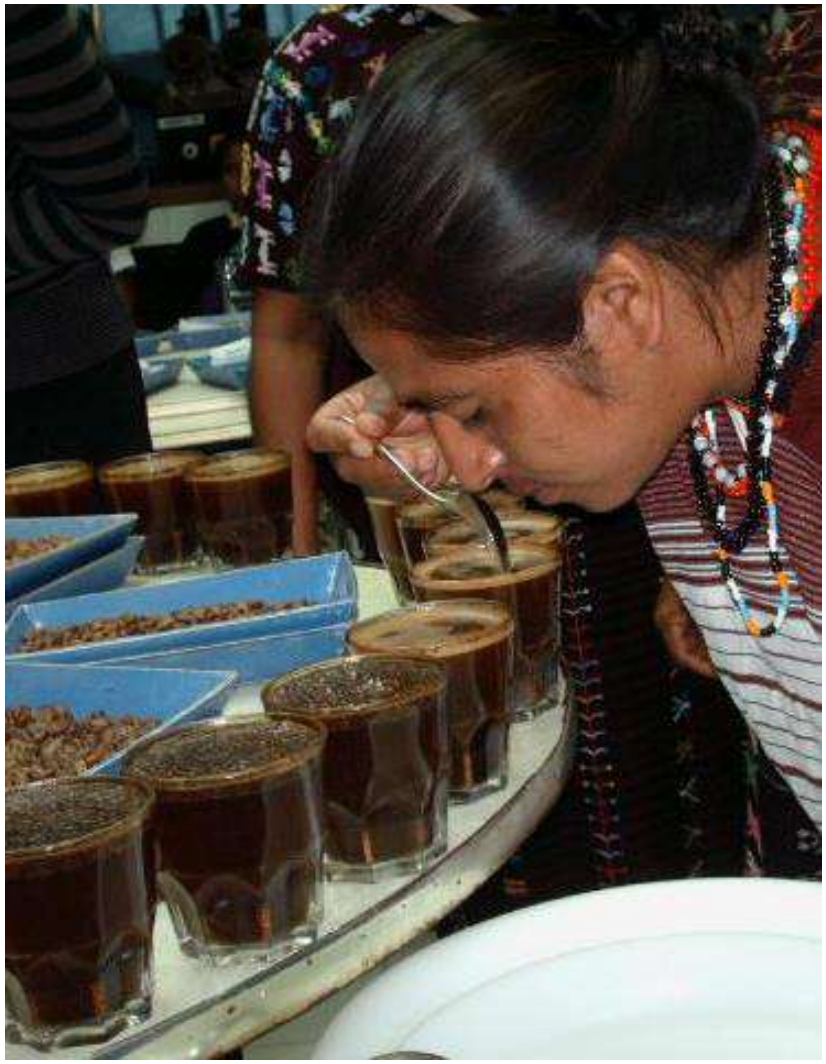


Authorizing Regulation: Code of Practice

Sensory analysis knowledge used to challenge code

> "The samples which were used to determine the profiles of Galápagos coffee were done with **brackish water**, which did not cause important changes to the final product"

Qualification: SCAA specialty grade (>80 points)



5. Conclusions

Conclusions

Knowledge of coffee's *terroir* politically legitimized

Knowledge in the dossier became a source of epistemic power that producers used to challenge the code

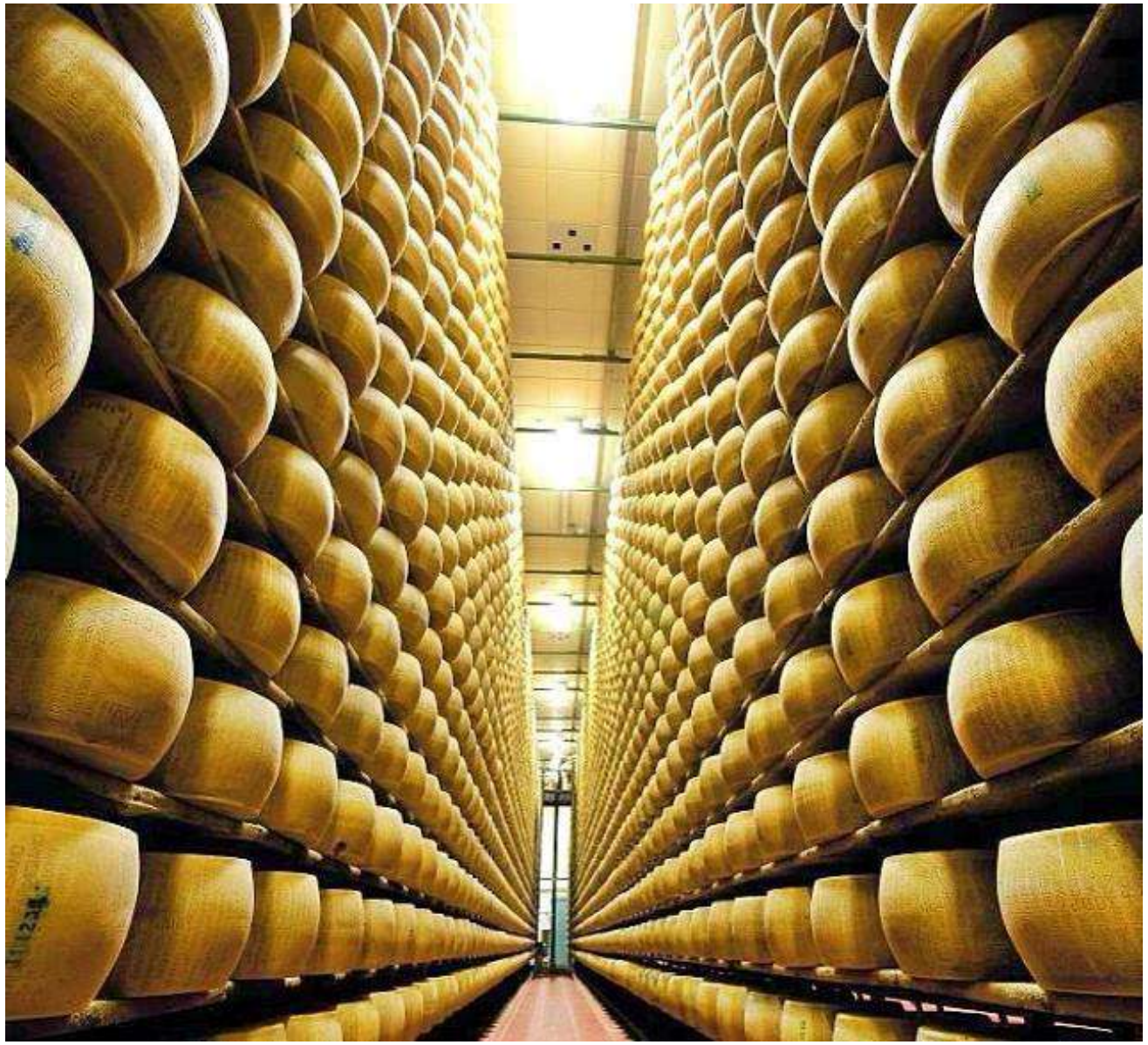
Science's role in identifying specificity of GI products is not free of power, but is a form of power

Consider unequal distribution of authority and ability to specify the product



Thank you!
Merci !
¡Muchas gracias!

This research was supported by the Graduate School and the Office of the Vice Chancellor for Research and Graduate Education at the University of Wisconsin–Madison with funding from the Wisconsin Alumni Research Foundation, the UW–Madison Center for Latin American, Caribbean, and Iberian Studies Tinker/Nave Fund, the Community and Environmental Sociology Department and the Development Studies Program at UW–Madison, and a UW–Madison/Mellon Foundation Area and International Studies Research Fellowship.



A COLLECTIVE MARKETING STRATEGY TO ASSESS THE SUSTAINABILITY OF GEOGRAPHICAL INDICATIONS.

THE CASE OF PARMIGIANO REGGIANO PDO

Montpellier, France – 5/8 July 2022

1. ENVIRONMENTAL, SOCIAL AND ECONOMIC SUSTAINABILITY

Modern food systems features:

- Global supply chains
- Food production specialization, industrialized agriculture
- Monocolture and intensive animal farming system

Several negative impacts:

- Environmental integrity
- Food security VS food waste / malnutrition and obesity
- Producers-consumers relationship removal
- Organoleptic quality loss
- Animal and vegetal biodiversity loss

Food systems sustainability: an increasing relevant issue



2. GEOGRAPHICAL INDICATIONS

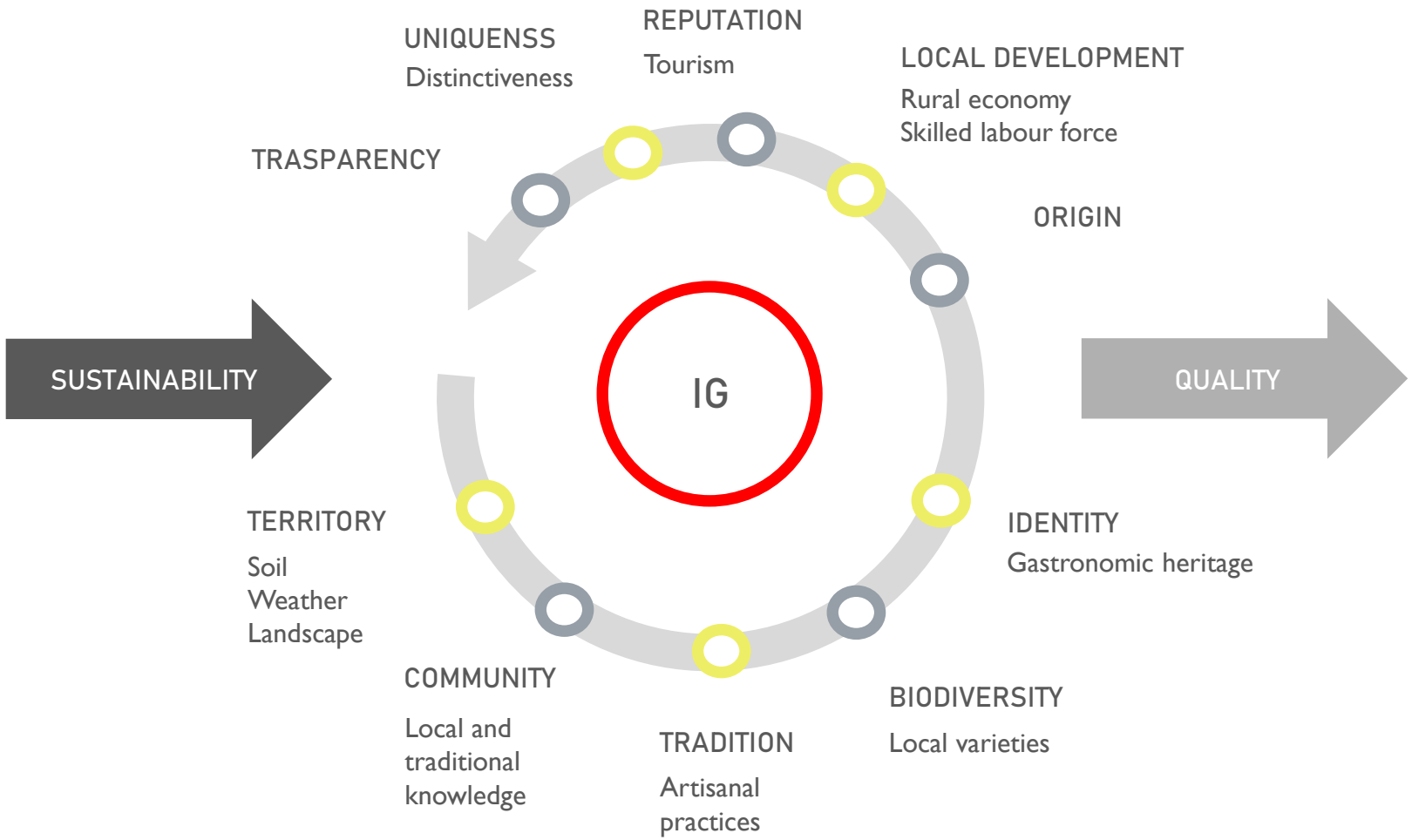
- Alternative food systems, fair trade value chains, small scale producers and traditional products are emerging as valid substitute opportunities.

- Consumers have high expectation level towards Gis > confirmed by more than 10.000 GIs registered worldwide

- **In Italy the consumption of Gis has meaningfully increased during the last ten years**, showing consistent export values, and contributing up to the 20% of the national agri-food sector economy (ISMEA, 2020).



THE RELATIONSHIP BETWEEN GIs AND SUSTAINABILITY



GIs AND SUSTAINABILITY: MAJOR ISSUES

THERE IS A LACK IN MONITORING, ACKNOWLEDGE AND FRAME ALL THE DIMENSIONS OF THE SUSTAINABILITY BY THE STAKEHOLDERS OF GI's.

Therefore, there is a lack of capacity in properly COMMUNICATE the actual sustainability of the GIs to the consumers.

HOW TO ESTABLISH A SINGLE SUSTAINABILITY ASSESSMENT APPROACH.

- ❑ Case-by-case evaluation
- ❑ Contextualization

PARMIGIANO REGGIANO PDO SUSTAINABILITY ASSESSMENT

Parmigiano Reggiano Cheese Consortium

INTERNAL EVALUATION

Social and economical sustainability
Continuous improvement



EXTERNAL COMMUNICATION

Environmental sustainability and animal welfare
Marketing strategy

CFPR BRAND MANIFESTO

5 SUSTAINABILITY PILLARS

1. ENVIRONMENT
2. ANIMAL WELFARE
3. NUTRITION AND WELL-BEING
4. COMMUNITY
5. TERRITORY

PILOT PROJECT

- 3 PRIVATE DAIRIES (farm dairies)
- MOUNTAIN/ PLAIN/ HILL AREA
- FAO-SAFA guidelines
- Strenght2Food indicators

PARMIGIANO REGGIANO

VARIABLES

FARM

- UAA/AA
- Forage area/ UAA
- Fodder varieties
- % Internal fodder
- Animal density
- Water conservation
- Irrigation techniques

- Cow housing
- N. boxes/cow
- Mq/cow
- Interpartum period
- Animal feed
- Milking system

- N. tourists
- PGS certification



ENVIRONMENT



ANIMAL WELFARE



NUTRITION AND WELL-BEING

DAIRY

- % Re-used serum
- % food loss
- Separate collection
- Fuel
- Solar panels

- Animal welfare communication activities

- 1° and 2° category cheese wheels
- % salt
- % fat

VARIABLES

FARM

- Starting activity
- Working family members
- Average age
- External employees
- Employment rate

- % Male employees
- % Foreign employees
- Qualification degree
- Production efficiency
- Value implementation

SOIL

- Alfalfa/SAF
- Stable meadow/SAF
- Internal crops
- Organic/conventional/integrated production system
- Organic matter value
- Fertilizers

SOIL

- Soil fertility increase
- Soil management
- Manure management
- Biodiversity preservation
- Pests and disease management

ECONOMY

- Rent/property SAU
- Milk price
- % animal GSP / Tot GSP



COMMUNITY



TERRITORY

DAIRY

- N. fairs and events/ local markets 2018
- Local community projects involvement
- CFPR participation value

ECONOMY

- Starting activity
- Turnover
- N. items
- Cheese price
- % cheese quotas

ECONOMY

- Sales values and channels
- N. buyer

ECONOMY

- Buyer relationship value
- Gross margin
- Revenues > costs (5 years)
- Annual meetings

METHODOLOGY

1. DATA COLLECTION

- Sources: producers interviews / CFPR
- Quantitative/ qualitative data

  (→ conversion of qualitative data: Likert scale)

2. DATA NORMALIZATION

- Index from 0 (lower impact) a 1 (higher impact)
- **Dimensional indexes**: specific indicator performance
- **Synthetic indexes:** overall sustainability performance

3. DIMENSIONAL/SYNTHETIC RADAR CHARTS

Environmental data (farm)

	SAU/SA	SAF/SAU	N. foraggere	% foraggi aziendali	Capi/Ha	Pratiche conservazione H2O No:1 / Si:2	Irrigazione Di superficie: 1 Aspersione: 2 Nessuno: 3
Collina	220/250	160/220	4	80	500/220	1	2
Montagna	200/300	180/200	1	60	360/200	1	3
Pianura	400/450	280/400	2	100	632/400	1	1

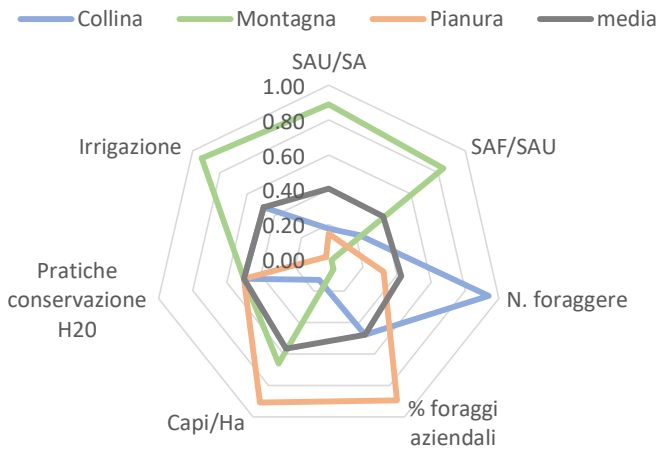
Dimensional indexes– Environment (farm)

	SAU/SA	SAF/SAU	N. foraggere	% foraggi aziendali	Capi/Ha	Pratiche conservazione H20	Irrigazione
Collina	0,1778	0,2224	0,9385	0,4792	0,1283	0,5000	0,4773
Montagna	0,8889	0,8393	0,0154	0,0625	0,6623	0,5000	0,9318
Pianura	0,1481	0,1250	0,3231	0,8958	0,9108	0,5000	0,0227
media	0,4049	0,3956	0,4257	0,4792	0,5671	0,5000	0,4773

Syntethic indexes– Environment (farm)

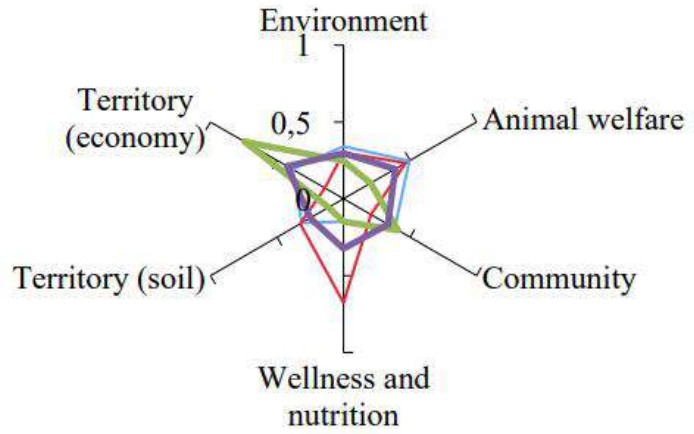
	AMBIENTE
Collina	0,3418
Montagna	0,3005
Pianura	0,2466
media	0,2963

Dimensional radar chart– Environment (farm)



RESULTS

Figure 1: Synthetic sustainable indexes - Farm level.

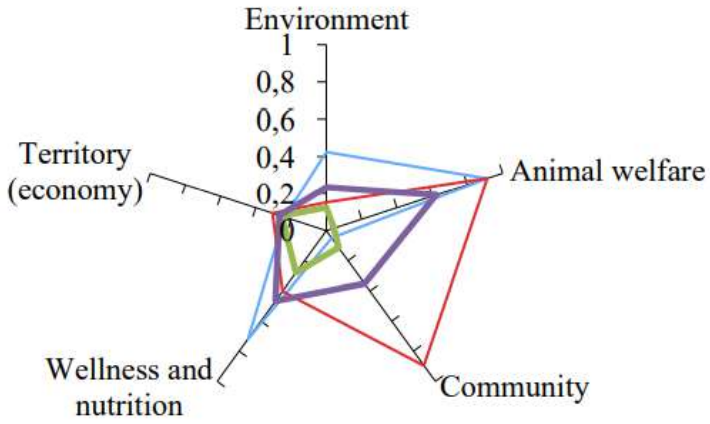


HILL DAIRY: environmental sustainability (n. fodder varieties/ forage self-sufficiency /crop diversification) and animal welfare (space width per cow)

PLAIN DAIRY: territory economy (rent/property UAA and total milk production) and community sustainability (employees production efficiency)

MOUNTAIN DAIRY: animal welfare (animal feed) and nutrition and well-being (PGS).

Figure 2: Synthetic sustainable indexes – Processing level.

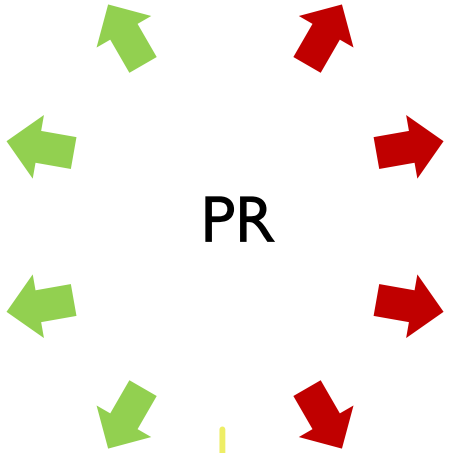


HILL DAIRY: environmental sustainability (methane), animal welfare (communication activities), nutrition and well-being (1 and 2 category cheese wheels).

MOUNTAIN DAIRY: community (n. of fairs and events), animal welfare (communication activities).

CONCLUSIONS

- Overall positive performance on animal welfare dimension (wide boxes, free range and high-quality feed products)
- Low intensity livestock pressure on the soil.
- Local territory impact (identity)
- Surrounding community involvement
- Internal and external social sustainability (family members involvement, low average age, inclination towards new technological changes, school and events participation level)
- High production efficiency
- Alfalfa cultivation potentiality



- Energy sources
- Employed fuel
- Water consumption

- % male employees
- Employement rate

- Commercial strategies and market stability

Overall sustainability level of the three samples:
medium-high

✓ Approach: appropriate >>

It highlights the most efficient elements of the system and, at the same time, the most critical issues.

✓ Need for model integration with cooperative and artisanal dairies

✓ Time extension and data update of the evaluation (3/5 years).

THANK YOU!

Roberta Arciprete, Università di Parma/Consorzio del Formaggio Parmigiano Reggiano
Filippo Arfini, Università di Parma
Valentina Pizzamiglio, Consorzio del Formaggio Parmigiano Reggiano

UNIVERSITÀ DI PARMA

PARMIGIANO REGGIANO
Quello *vero* è uno *solo*.

Sustainability Analysis of Olive Oil PDOs in Catalonia, an application of the SAFA method.

GUADARRAMA FUENTES, O.V.[1*]; COLOMER BOSCH, D.[2], MORCILLO RIPOLL, Y. [2] and J.M. GIL ROIG[1].

July 5th -8 th, 2022

Montpellier, France.

[1]CREDA-UPC-IRTA; [2]DACC, GENCAT

CREDA
CENTER FOR AGRO-FOOD ECONOMICS AND DEVELOPMENT

Food Quality Scheme



Impact
- Economic
- Social
- Environmental
- Governance

Monitoring the impact

- Holistic perspective
- Secondary database sources
- Replicability
- Easy for interpretation

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IRTA

SSI-IG

SAFA

116 indicators
- 26 economic
- 19 social
- 52 environmental
- 19 governance

35 indicators
- 7 economic
- 9 social
- 8 environmental
- 11 governance

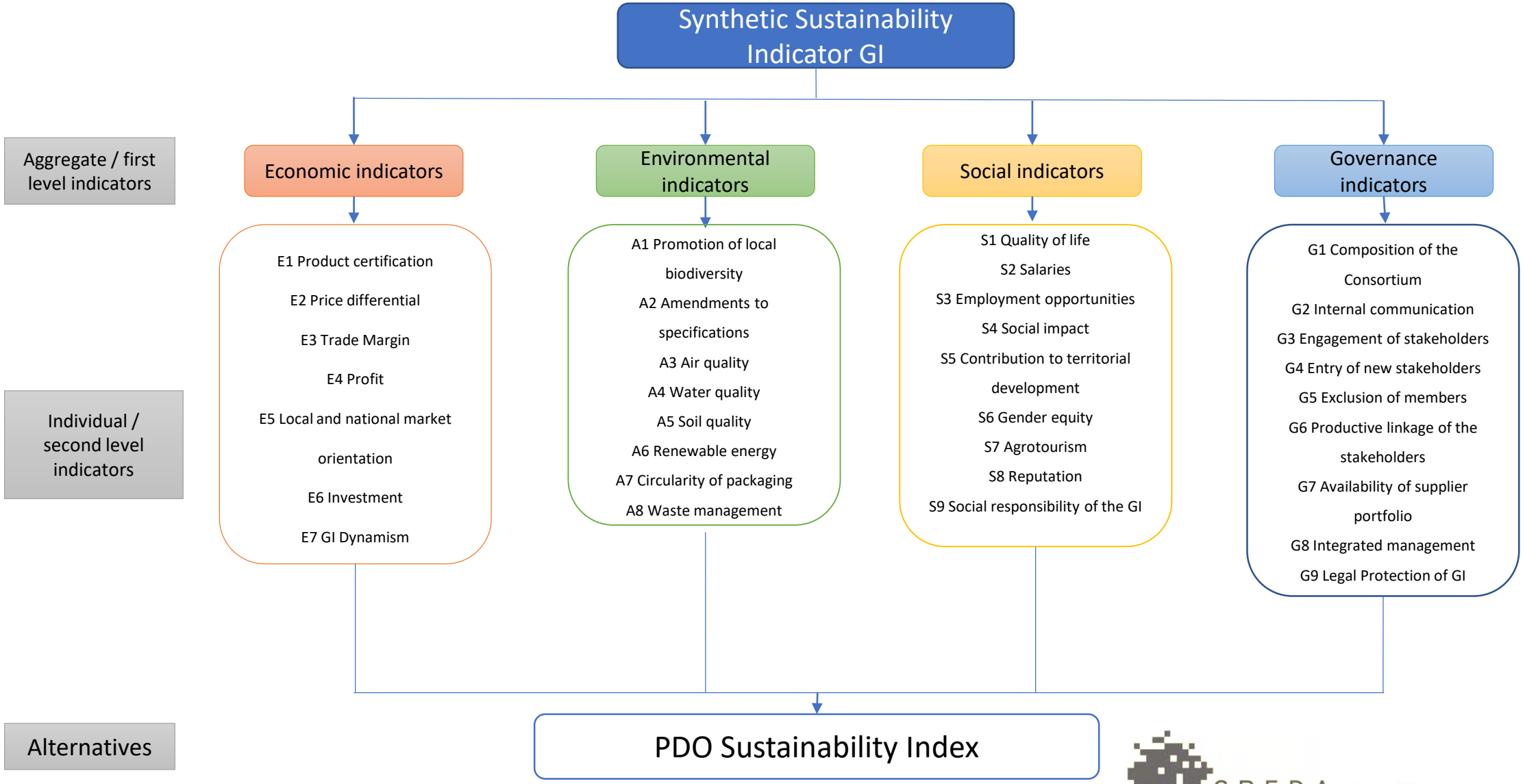
Fuzzy AHP

- Flexibility
- development of synthetic indicators
- Participatory tool
- Weighting of indicators
- Considers vagueness and imprecision
- Sample size

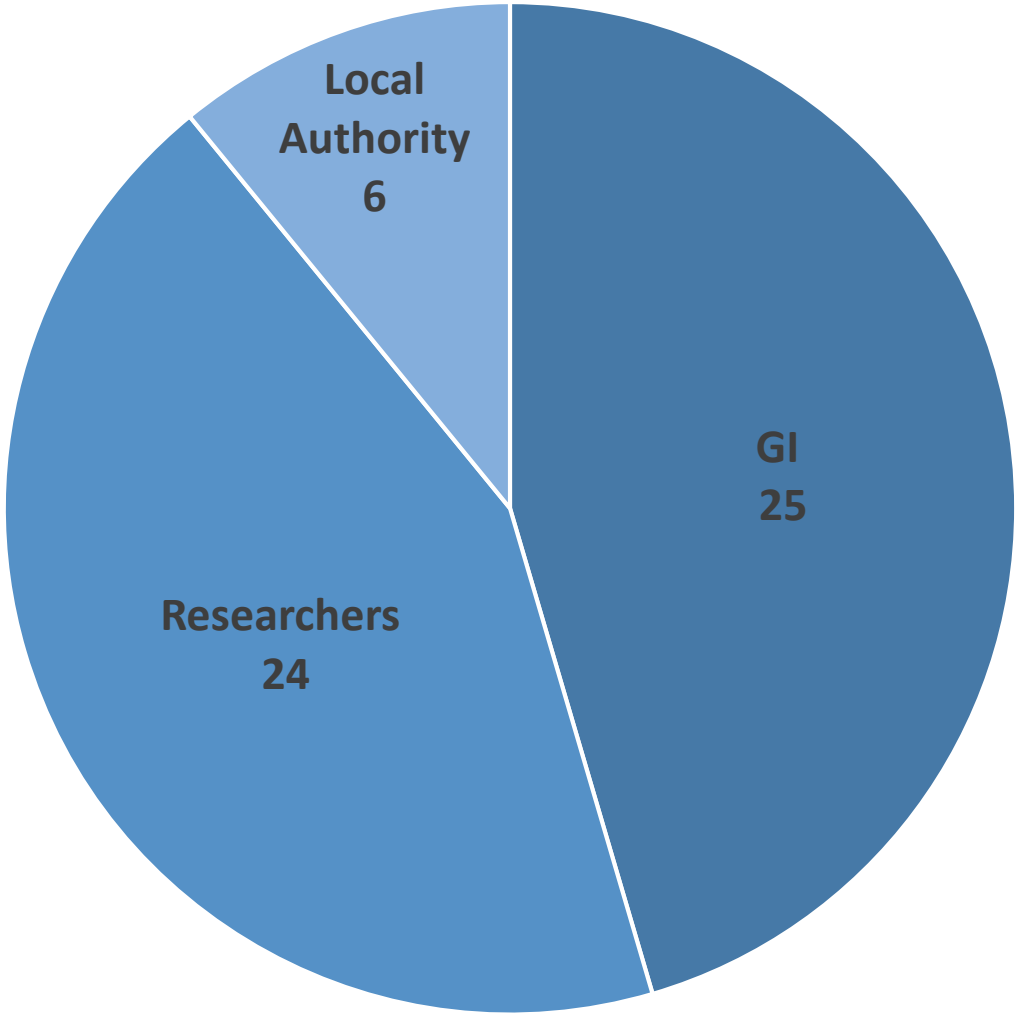
secondary databases

- Spanish Ministry of Agriculture
- Catalan Department of Agriculture
- Iberian Balance Sheet Analysis System (SABI)
- Catalan Register of Cooperatives
- Catalan Institute of Statistics (IDESCAT)
- Survey

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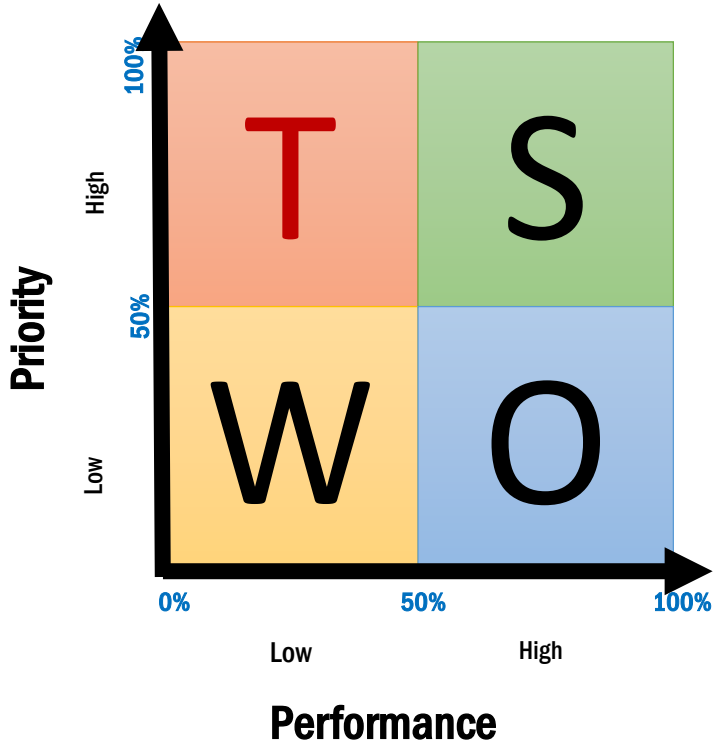
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IRTA

SSI-IG

Economic Pillar	**40,88%**
Social Pillar	**21,37%**
Environmental Pillar	**20,07%**
Governance Pillar	**17,68%**

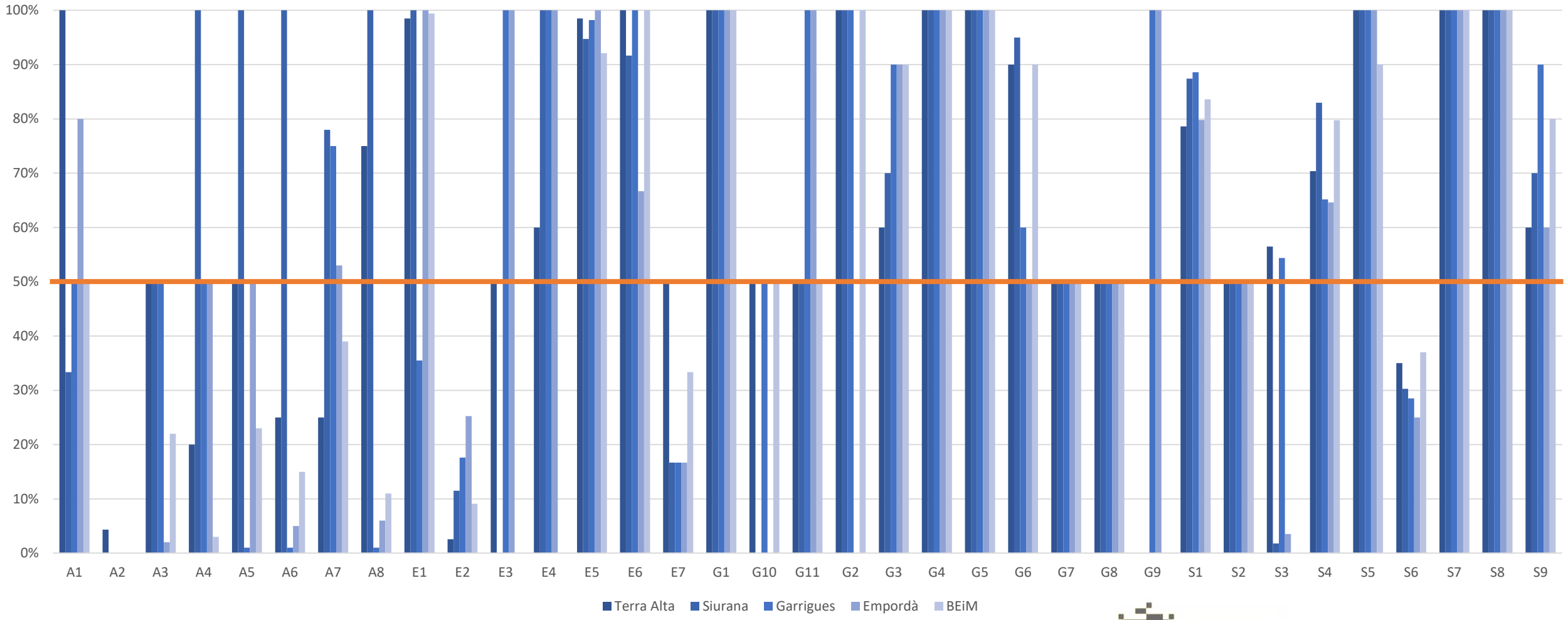
E5 Local and national market orientation	10,00%
E3 Trade Margin	9,10%
E2 Price differential	6,43%
E1 Product certification	5,60%
E4 Profit	4,74%
A1 Promotion of local biodiversity	4,46%
S1 Quality of life	3,88%
G9 Legal Protection of GI	3,67%
S8 Reputation	3,47%
S9 Social responsibility of the GI	3,37%
S3 Employment opportunities	3,34%
A2 Amendments to specifications	3,27%
A8 Waste management	3,15%
A4 Water quality	3,11%
G3 Engagement of stakeholders	3,11%
E7 GI Dynamism	2,97%
A5 Soil quality	2,25%

G2 Internal communication	2,22%
S5 Contribution to territorial development	2,22%
G10 Integration and training of the registered members	2,08%
E6 Investment	2,04%
A7 Circularity of packaging	1,98%
G1 Composition of the Consortium	1,93%
G8 Integrated management	1,89%
S2 Salaries	1,74%
S7 Agrotourism	1,49%
S4 Social impact	1,28%
A3 Air quality	0,95%
A6 Renewable energy	0,90%
G11 Vulnerability Management of the Consortium	0,75%
G5 Exclusion of members	0,71%
G4 Entry of new stakeholders	0,64%
S6 Gender equity	0,58%
G6 Productive linkage of the stakeholders	0,52%
G7 Availability of supplier portfolio	0,15%



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Results. Performance



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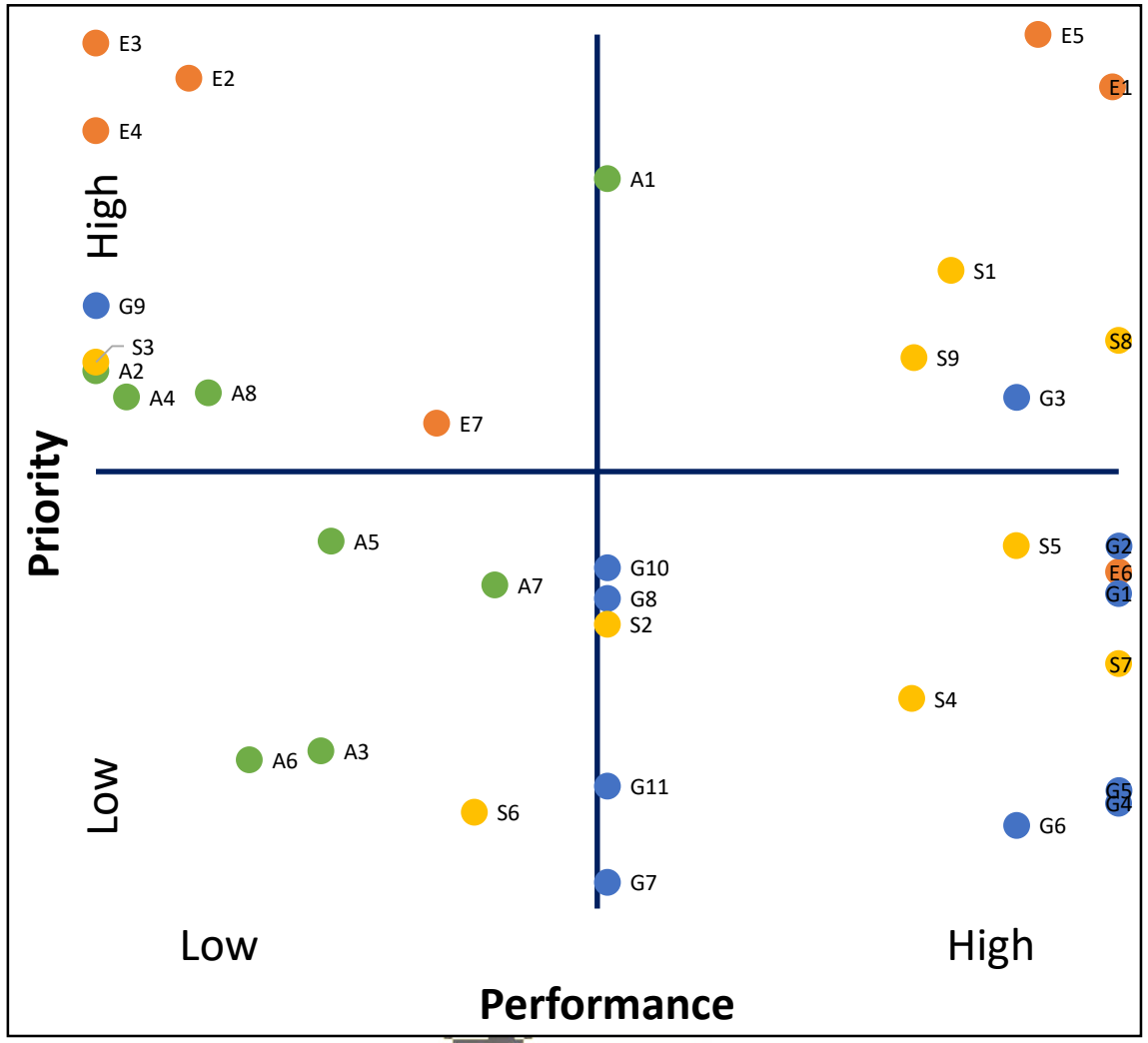
PDO Baix Ebre i Montsià

SSI 48,90

Economic Pillar	**37,61%**
Social Pillar	**30,68%**
Governance Pillar	**22,91%**
Environmental Pillar	**8,80%**

E5 Local and national market orientation	9,21%
E1 Product certification	5,57%
S8 Reputation	3,47%
S1 Quality of life	3,24%
G3 Engagement of stakeholders	2,80%
S9 Social responsibility of the GI	2,70%
A1 Promotion of local biodiversity	2,23%
G2 Internal communication	2,22%
E6 Investment	2,04%
S5 Contribution to territorial development	2,00%
G1 Composition of the Consortium	1,93%
S7 Agrotourism	1,49%
G10 Integration and training of the registered members	1,04%
S4 Social impact	1,02%
E7 GI Dynamism	0,99%
G8 Integrated management	0,95%
S2 Salaries	0,87%
A7 Circularity of packaging	0,77%

G5 Exclusion of members	0,71%
G4 Entry of new stakeholders	0,64%
E2 Price differential	0,58%
A5 Soil quality	0,52%
G6 Productive linkage of the stakeholders	0,47%
G11 Vulnerability Management of the Consortium	0,38%
A8 Waste management	0,35%
S6 Gender equity	0,21%
A3 Air quality	0,21%
A6 Renewable energy	0,14%
A4 Water quality	0,09%
G7 Availability of supplier portfolio	0,08%
A2 Amendments to specifications	0,00%
E3 Trade Margin	0,00%
E4 Profit	0,00%
G9 Legal Protection of GI	0,00%
S3 Employment opportunities	0,00%



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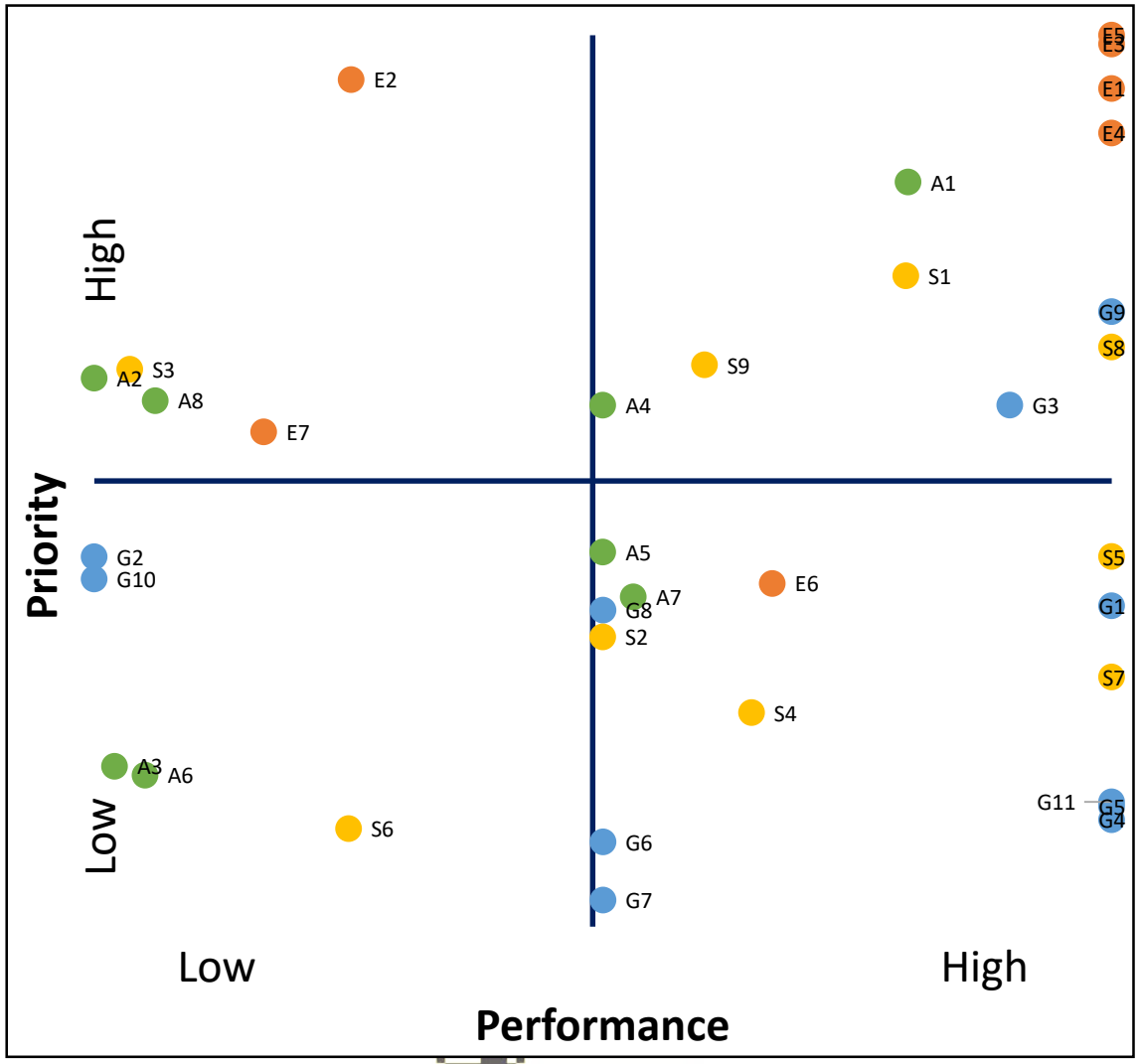
PDO Empordà

SSI 66,51

Economic Pillar	**49,50%**
Social Pillar	**21,44%**
Governance Pillar	**17,71%**
Environmental Pillar	**11,35%**

E5 Local and national market orientation	10,00%
E3 Trade Margin	9,10%
E1 Product certification	5,60%
E4 Profit	4,74%
G9 Legal Protection of GI	3,67%
A1 Promotion of local biodiversity	3,57%
S8 Reputation	3,47%
S1 Quality of life	3,10%
G3 Engagement of stakeholders	2,80%
S5 Contribution to territorial development	2,22%
S9 Social responsibility of the GI	2,02%
G1 Composition of the Consortium	1,93%
E2 Price differential	1,62%
A4 Water quality	1,56%
S7 Agrotourism	1,49%
E6 Investment	1,36%
A5 Soil quality	1,13%
A7 Circularity of packaging	1,05%

G8 Integrated management	0,95%
S2 Salaries	0,87%
S4 Social impact	0,83%
G11 Vulnerability Management of the Consortium	0,75%
G5 Exclusion of members	0,71%
G4 Entry of new stakeholders	0,64%
E7 GI Dynamism	0,50%
G6 Productive linkage of the stakeholders	0,26%
A8 Waste management	0,19%
S6 Gender equity	0,15%
S3 Employment opportunities	0,12%
G7 Availability of supplier portfolio	0,08%
A6 Renewable energy	0,05%
A3 Air quality	0,02%
A2 Amendments to specifications	0,00%
G10 Integration and training of the registered members	0,00%
G2 Internal communication	0,00%



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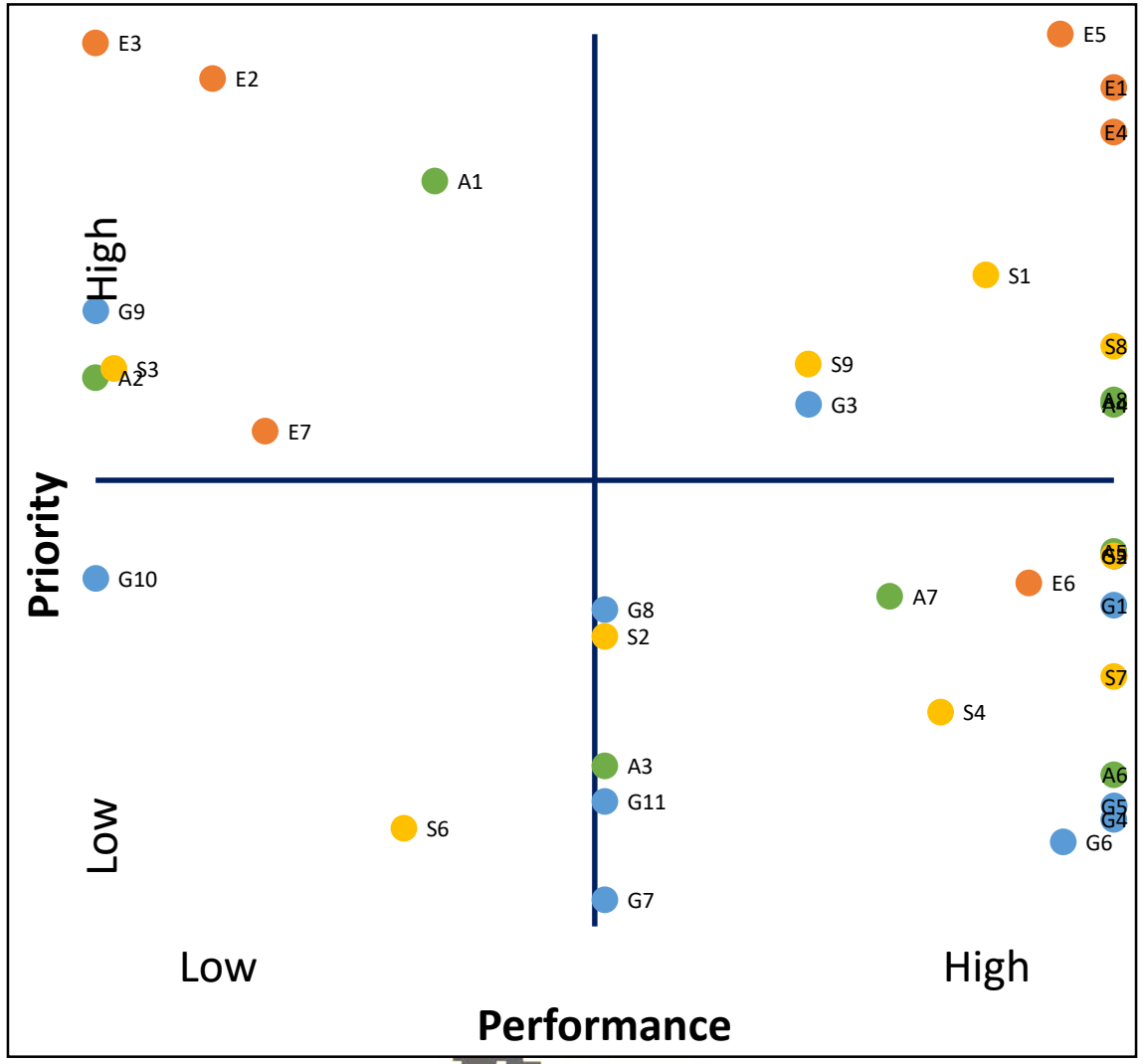
PDO Siurana

SSI 60,50

Economic Pillar	**37,88%**
Social Pillar	**24,96%**
Environmental Pillar	**21,35%**
Governance Pillar	**15,81%**

E5 Local and national market orientation	9,47%
E1 Product certification	5,60%
E4 Profit	4,74%
S8 Reputation	3,47%
S1 Quality of life	3,39%
A8 Waste management	3,15%
A4 Water quality	3,11%
S9 Social responsibility of the GI	2,36%
A5 Soil quality	2,25%
G2 Internal communication	2,22%
S5 Contribution to territorial development	2,22%
G3 Engagement of stakeholders	2,18%
G1 Composition of the Consortium	1,93%
E6 Investment	1,87%
A7 Circularity of packaging	1,54%
S7 Agrotourism	1,49%
A1 Promotion of local biodiversity	1,49%
S4 Social impact	1,06%

G8 Integrated management	0,95%
A6 Renewable energy	0,90%
S2 Salaries	0,87%
E2 Price differential	0,74%
G5 Exclusion of members	0,71%
G4 Entry of new stakeholders	0,64%
E7 GI Dynamism	0,50%
G6 Productive linkage of the stakeholders	0,49%
A3 Air quality	0,48%
G11 Vulnerability Management of the Consortium	0,38%
S6 Gender equity	0,18%
G7 Availability of supplier portfolio	0,08%
S3 Employment opportunities	0,06%
A2 Amendments to specifications	0,00%
E3 Trade Margin	0,00%
G10 Integration and training of the registered members	0,00%
G9 Legal Protection of GI	0,00%



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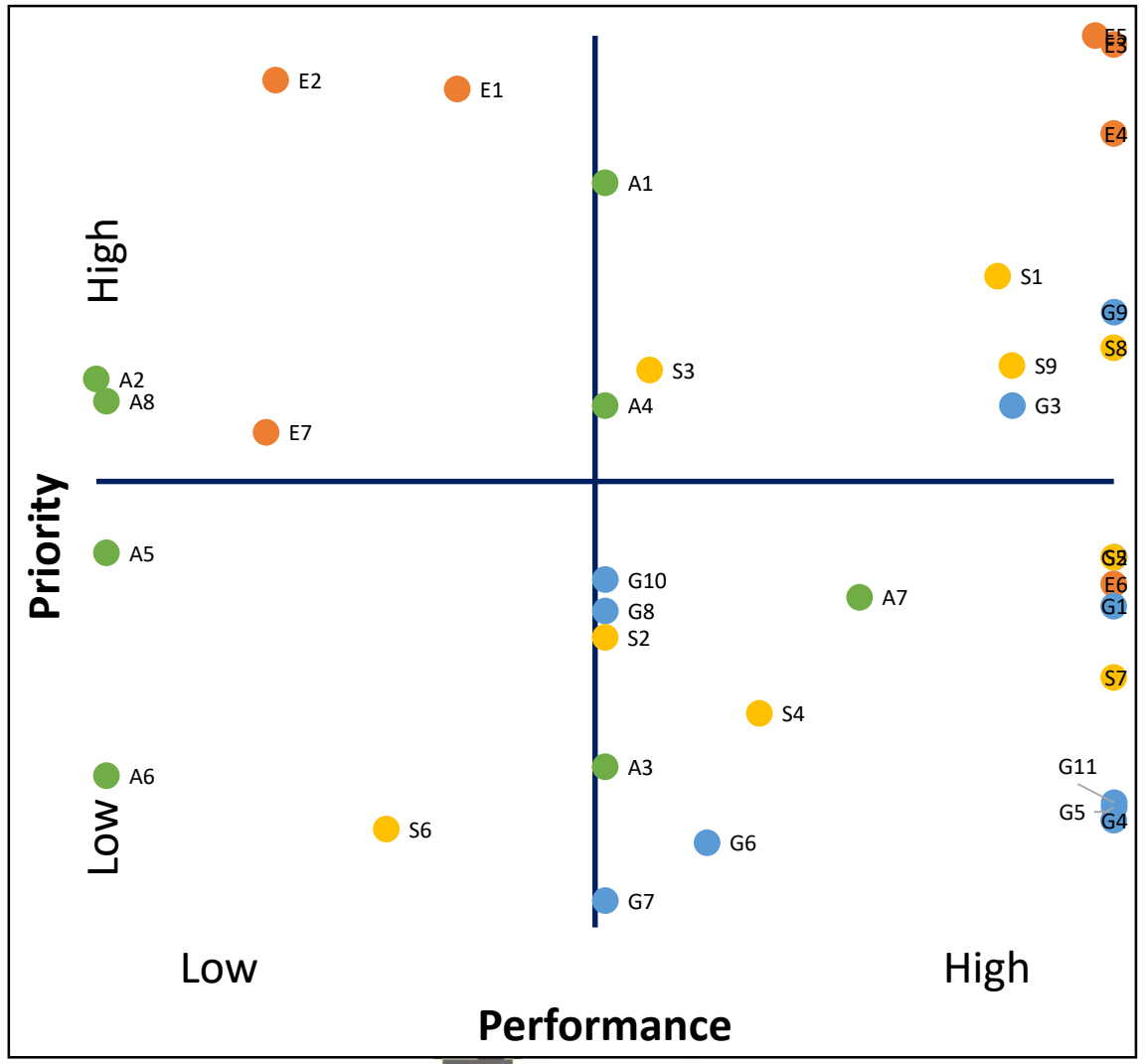
PDO Garrigues

SSI 67,55

Economic Pillar	**43,40%**
Social Pillar	**25,67%**
Governance Pillar	**22,34%**
Environmental Pillar	**8,60%**

E5 Local and national market orientation	9,82%
E3 Trade Margin	9,10%
E4 Profit	4,74%
G9 Legal Protection of GI	3,67%
S8 Reputation	3,47%
S1 Quality of life	3,44%
S9 Social responsibility of the GI	3,03%
G3 Engagement of stakeholders	2,80%
A1 Promotion of local biodiversity	2,23%
G2 Internal communication	2,22%
S5 Contribution to territorial development	2,22%
E6 Investment	2,04%
E1 Product certification	1,99%
G1 Composition of the Consortium	1,93%
S3 Employment opportunities	1,82%
A4 Water quality	1,56%
S7 Agrotourism	1,49%
A7 Circularity of packaging	1,49%

E2 Price differential	1,13%
G10 Integration and training of the registered members	1,04%
G8 Integrated management	0,95%
S2 Salaries	0,87%
S4 Social impact	0,83%
G11 Vulnerability Management of the Consortium	0,75%
G5 Exclusion of members	0,71%
G4 Entry of new stakeholders	0,64%
E7 GI Dynamism	0,50%
A3 Air quality	0,48%
G6 Productive linkage of the stakeholders	0,31%
S6 Gender equity	0,17%
G7 Availability of supplier portfolio	0,08%
A8 Waste management	0,03%
A5 Soil quality	0,02%
A6 Renewable energy	0,01%
A2 Amendments to specifications	0,00%



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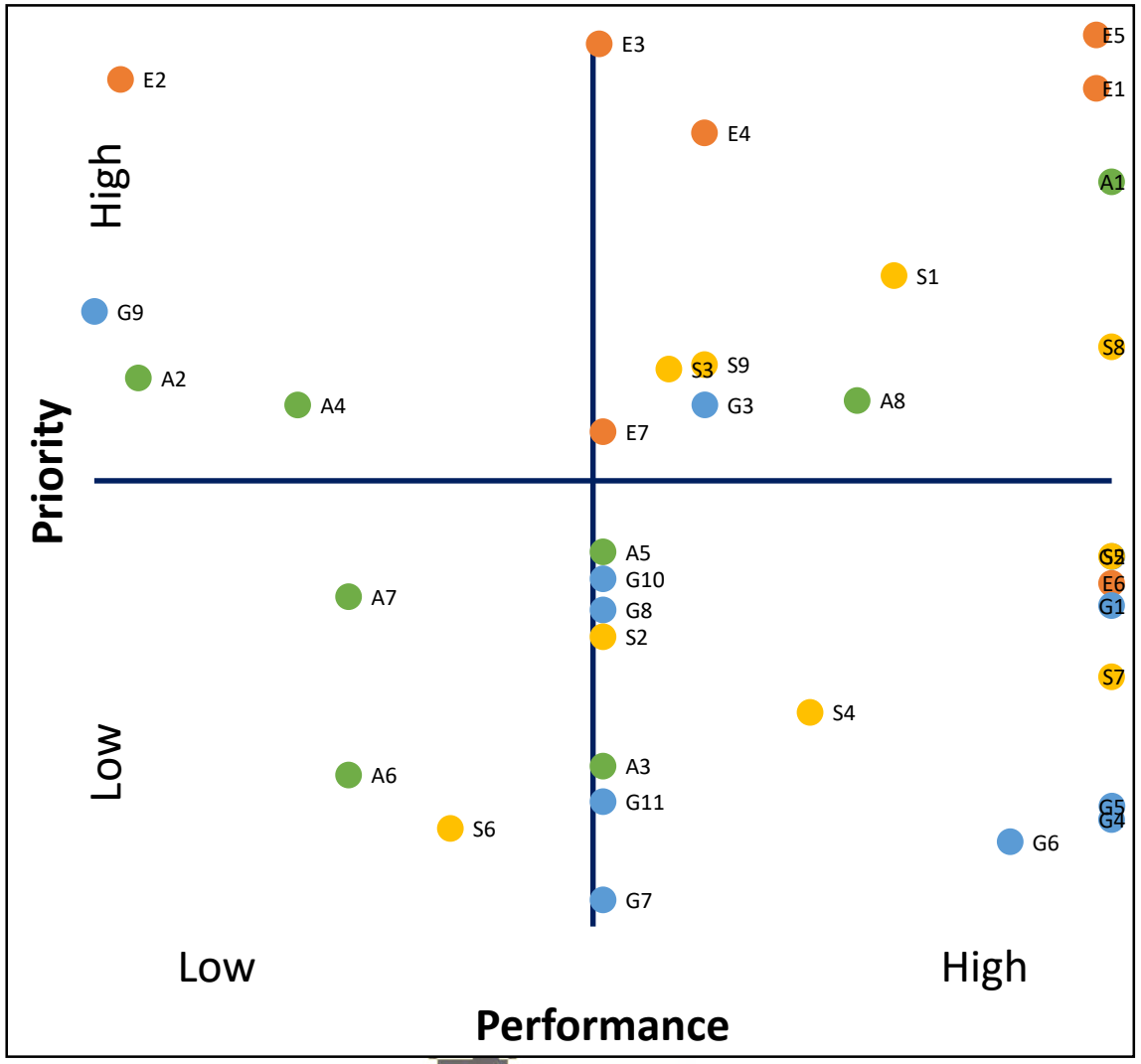
PDO Terra Alta

SSI 62,70

Economic Pillar	**42,13%**
Social Pillar	**25,70%**
Governance Pillar	**16,38%**
Environmental Pillar	**15,80%**

E5 Local and national market orientation	9,85%
E1 Product certification	5,52%
E3 Trade Margin	4,52%
A1 Promotion of local biodiversity	4,46%
S8 Reputation	3,47%
S1 Quality of life	3,05%
E4 Profit	2,84%
A8 Waste management	2,36%
G2 Internal communication	2,22%
S5 Contribution to territorial development	2,22%
E6 Investment	2,04%
S9 Social responsibility of the GI	2,02%
G1 Composition of the Consortium	1,93%
S3 Employment opportunities	1,89%
G3 Engagement of stakeholders	1,87%
S7 Agrotourism	1,49%
E7 GI Dynamism	1,49%
A5 Soil quality	1,13%

G10 Integration and training of the registered members	1,04%
G8 Integrated management	0,95%
S4 Social impact	0,90%
S2 Salaries	0,87%
G5 Exclusion of members	0,71%
G4 Entry of new stakeholders	0,64%
A4 Water quality	0,62%
A7 Circularity of packaging	0,50%
A3 Air quality	0,48%
G6 Productive linkage of the stakeholders	0,47%
G11 Vulnerability Management of the Consortium	0,38%
A6 Renewable energy	0,23%
S6 Gender equity	0,20%
E2 Price differential	0,17%
A2 Amendments to specifications	0,14%
G7 Availability of supplier portfolio	0,08%
G9 Legal Protection of GI	0,00%



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Conclusions

- We offer a flexible, simple, and replicable approach.
- It uses in the collection of secondary information and consortia.
- Easy monitoring
- A tool that allows monitoring the evolution of each indicator.
- Holistic sustainability analysis with an institutional perspective.

Thank you for your atention!

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UNIVERSITÀ DI PARMA

The role of GIs in public goods production and SDGs achievement: a methodological proposal

M. Guareschi, M.C. Mancini, F. Arfini

Department of Economics and Management, University of Parma, Italy

Worldwide Perspectives on Geographical Indications
Montpellier, France – 5 to 8 of July, 2022

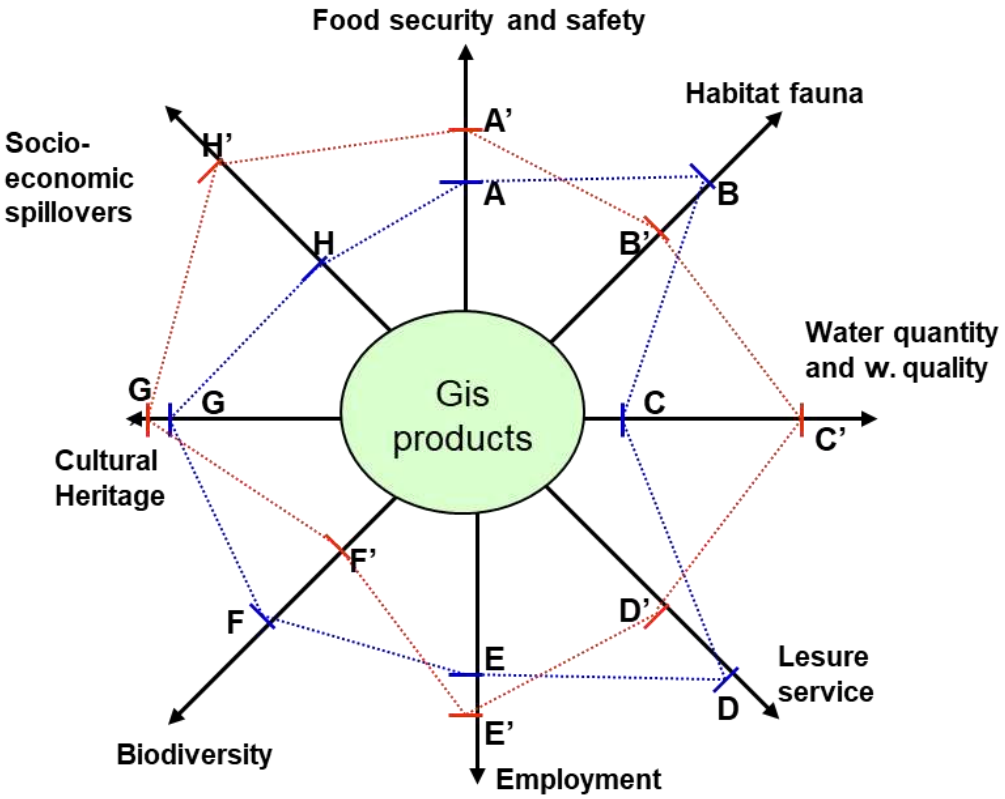
Research questions

- PGs, Geographical Indications and SDGs: where is the link?
- Why and how to assess SDG and related public goods externalities?
- How to analyse and to assess the capacity of the GI systems to impact on SDGs trough the code of specification and management rules?

Theoretical framework (1/4)

Pubblic goods and agriculture

Public Goods refer to the concept of multi-functionality which consider a role for agriculture, as well as a productive one, also of social and environmental interest.



Static dimension:

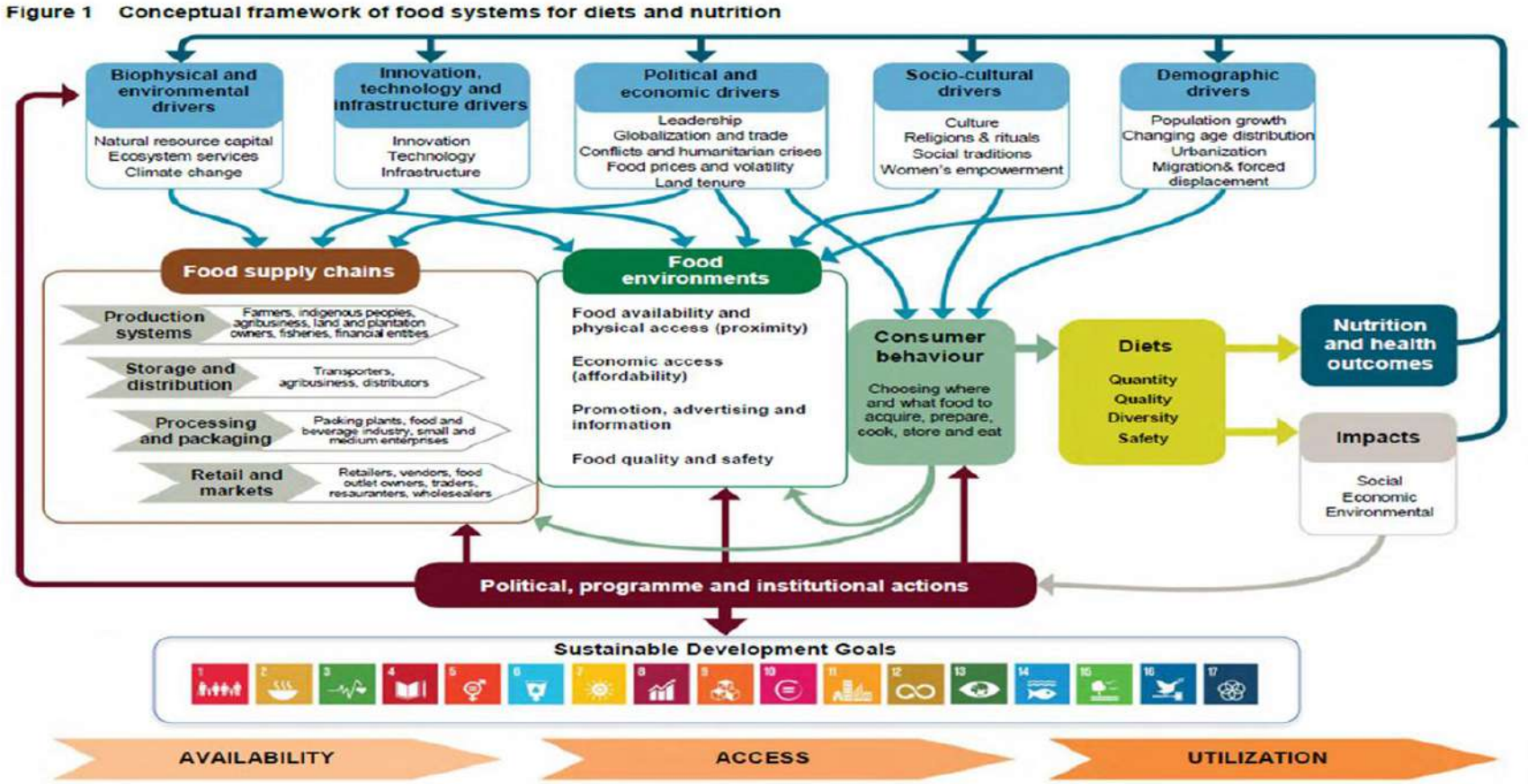
The same process generates different sets of outputs if applied in different geographical contexts *(joint production outputs)*

Dynamic dimension:

Effects on all the secondary goods as a result of changes in the production process (*innovation*)

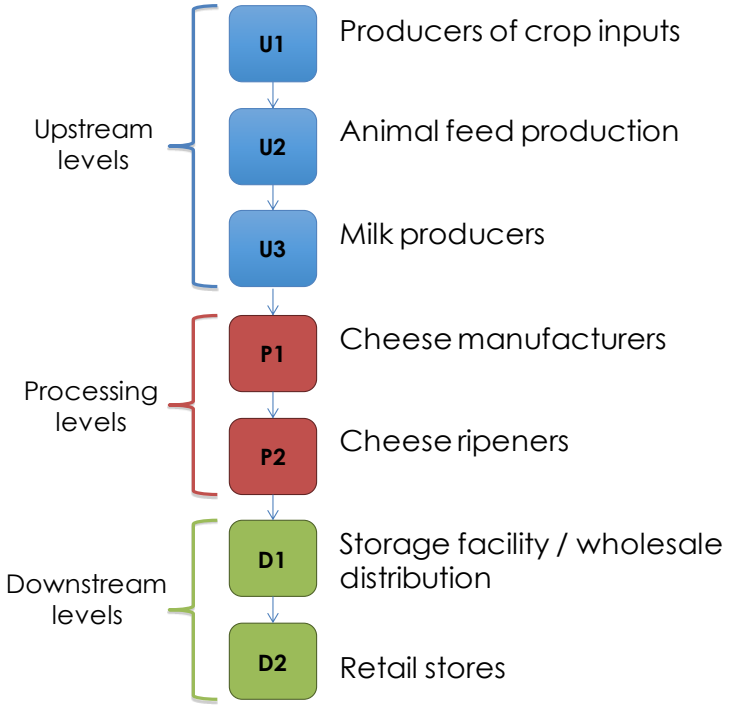
Theoretical framework (2/4)

Food environments and SDG

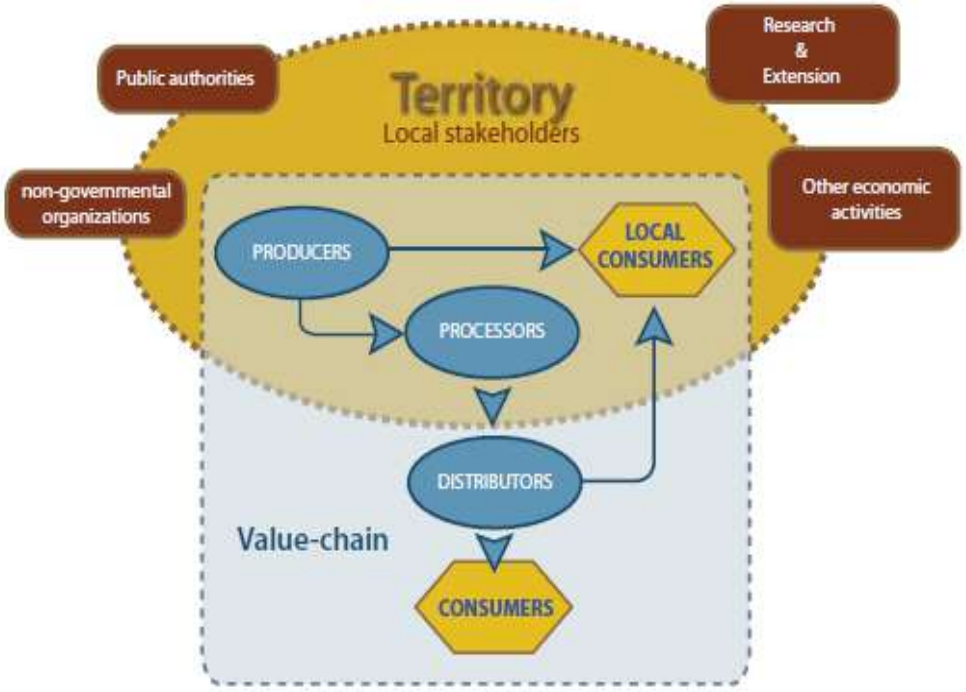


Theoretical framework (3/4)

Value Chain Vs LAFS



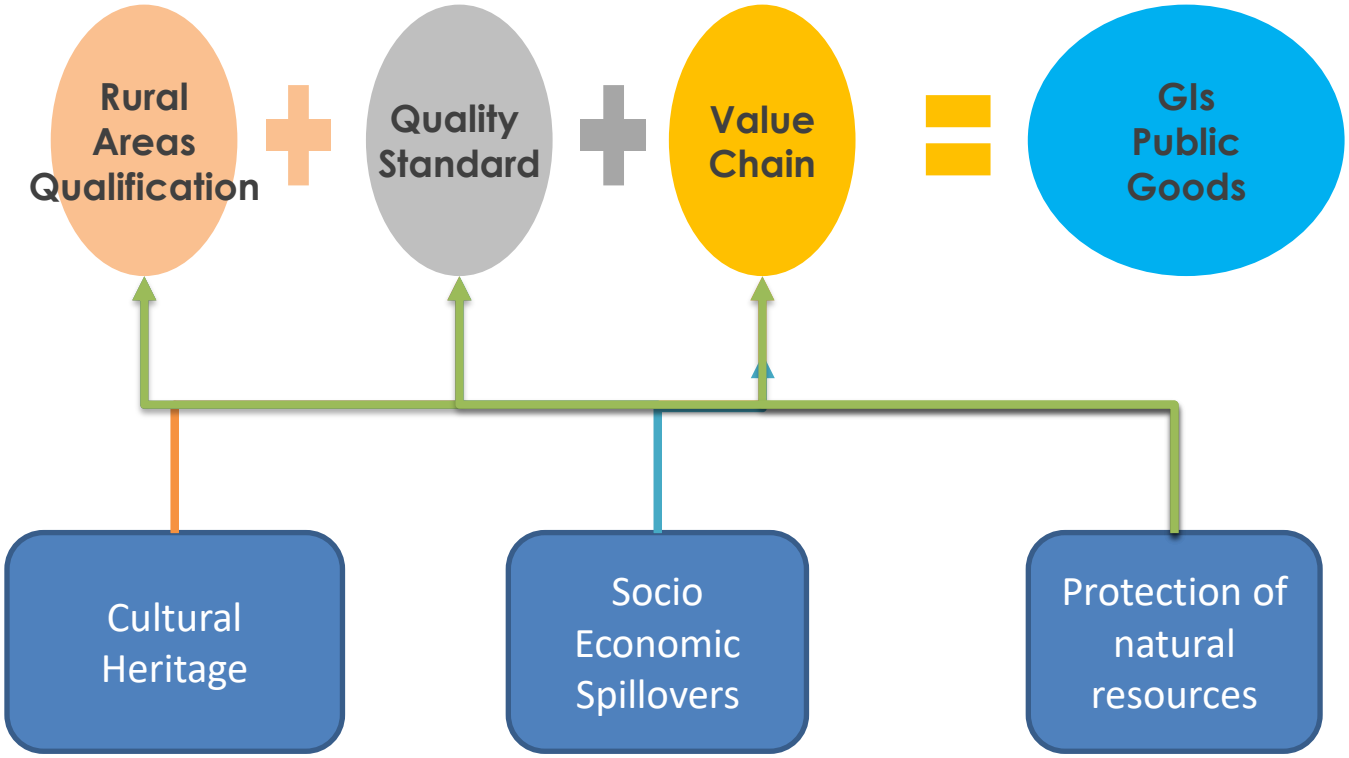
Source: Bellassen, V. et al. (2017)



Source: FAO

Theoretical framework (4/4)

The GIs rules towards sustainability

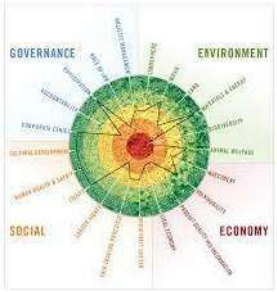


The assumption is that **GIs**, trough **collective rules**, set trough the Cos, contribute to the generation of Public Goods for the benefit of value chains and rural areas thanks to their positive impacts on natural resources, cultural heritage and socio-economic spillover effects…but **their value must be assessed, communicate and payed …**



The assessment of SDGs





- Defining indicators to measure the impact of the PGs produced by GIs trough SAFA indicators
- GI case study (analysis of CoS)
- Definition of the criteria for assessing the identified indicators
- Normalisation of dimension index
- Assessment of SDGs trough synthetic index.

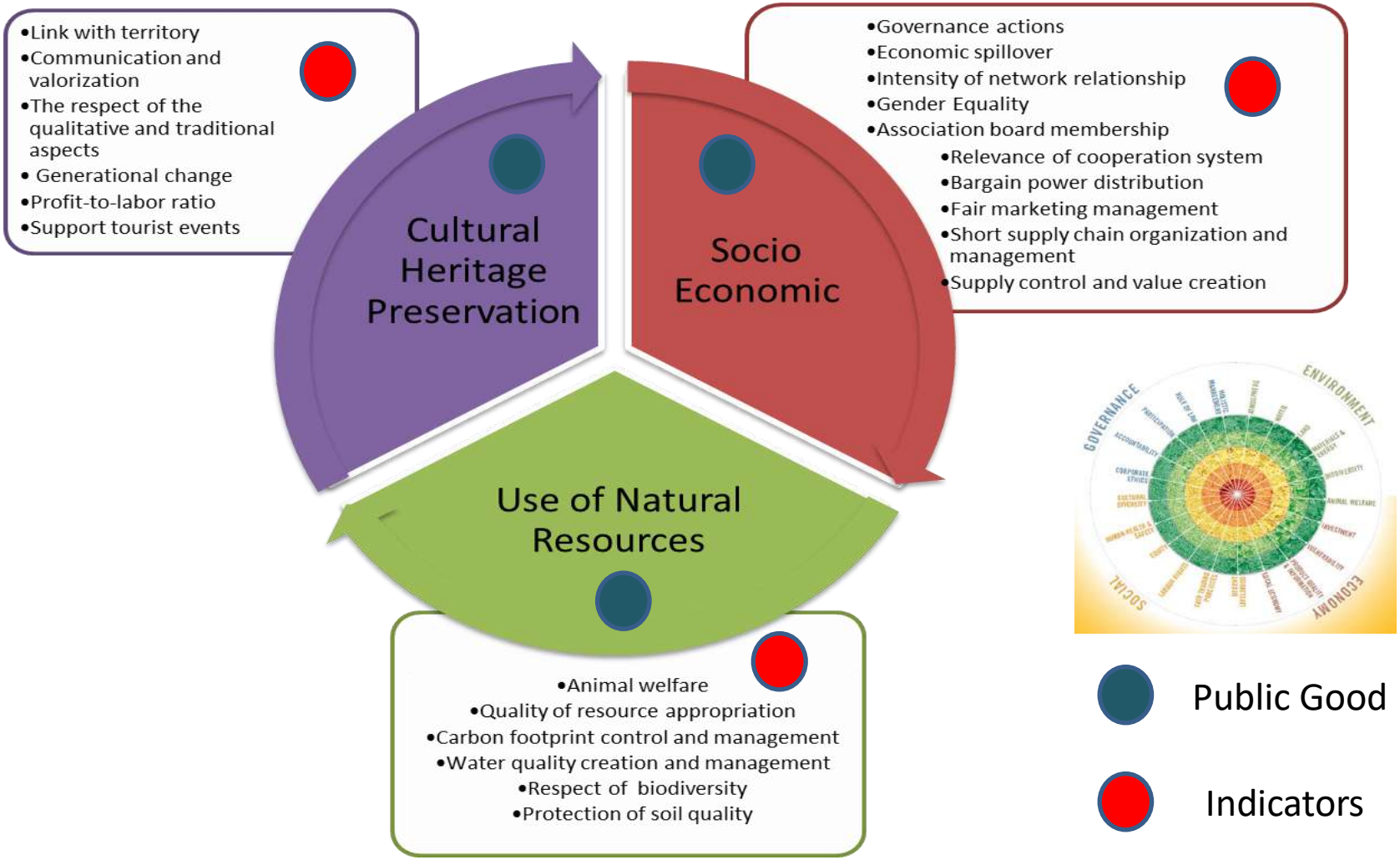
$$\text{Dimension index} = \frac{\text{actual value - minimum value}}{\text{maximum value – minimum value}}$$

The objective is to assess the potential contribution of CoS to the achievement of the SDGs

$$Si = (I_{Economic} \cdot I_{Environmental} \cdot I_{Social})^{1/3}$$

How to asses the sustainability and PGs

The SAFA indicators for sustainability



The SDGs

SDG1 → No Poverty

SDG4 →Quality education

SDG5→Gender equality

SDG6 → Water and Sanitation

SDG8→Decent work and economic growth

SDG12→ Responsible Consumption and Production

SDG13→Climate action

SDG15→Life on land

SDG16→Peace, justice and strong institutions

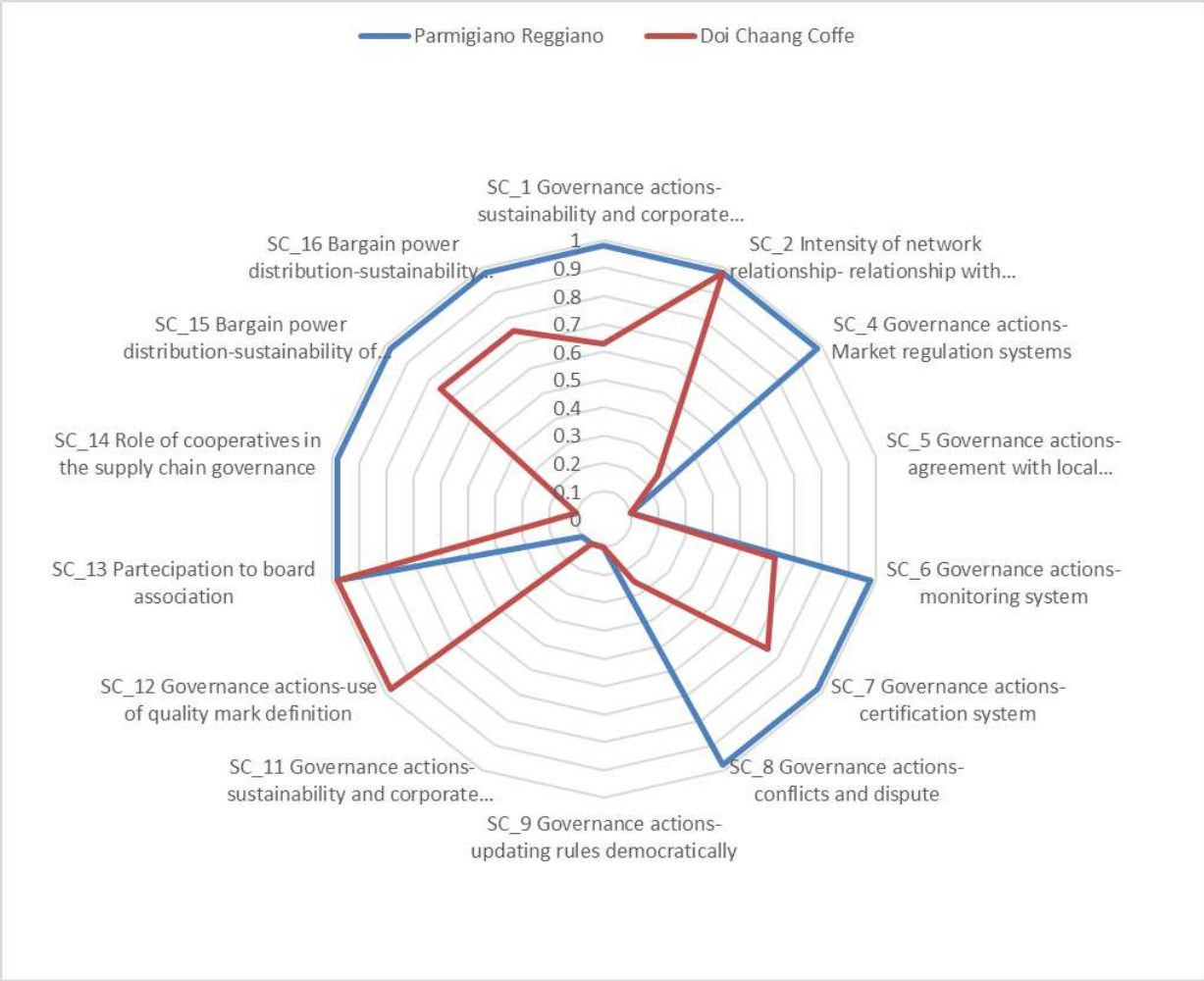
SDGs	SDG Targets	PG Indicators
SDG1	1.2: Reduce poverty	Productive system reaction to generational change
		Profit-to-labor ratio
		Contribution to local economy
SDG4	4.3: Equal access to affordable technical, vocational, and higher education	Educational activities for producers and consumers
		Education-Professional training on the FQS
SDG5	5.1: End discrimination against women and girls/ Target 5.5: Ensure full participation in leadership and decision-	Role of women
SDG6	6.6: Protect and restore water-related ecosystems	Water quality creation and management
SDG8	8.1 Sustainable economic growth	Contribution to local economy
	8.2: Diversify, innovate and upgrade for economic productivity	Governance actions-research actions
		Education-Professional training on the FQS
		Fair marketing management- segmentation of product
	8.4: Improve resource efficiency in consumption and production	Communication activities-guarantee the quality certification mark
		Communication activities-external communication
		Fair marketing management- marketing strategies
		Short supply chain oganisation and management-direct sales
		Supply control and value creation- production quotas
	8.6: Promote youth employment, education and training	Productive system reaction to generational change
	8.8: Protect labour rights and promote safe working environments	Role of cooperatives in the supply chain governance
		Bargain power distribution-sustainability of supply chain structure
		Bargain power distribution-individual or collective management of sustainable issues
	8.9: Promote beneficial and sustainable tourism	Support turistical events
SDG12	12.1: Implement the 10-year sustainable consumption and production framework	Link with territory-Historical elements and sustainability
		Respect of the qualitative and traditional aspects
		Intensity of network relationship- link between society and producers
		Short supply chain oganisation and management-direct sales
	12.b: Develop and implement tools to monitor sustainable tourism	Support touristic events
	12.2: Sustainable management and use of natural resources	Quality of resource appropriation
	12.6: Encourage companies to adopt sustainable practices and sustainability reporting	Governance actions- sustainability and corporate mission
		Governance actions-monitoring system

SDGs	SDG Targets	PG Indicators
SDG13	13.2: Integrate climate change measures into policy and planning	Carbon footprint control and management
SDG15		Animal health
		Animal stress from freedom
	15.3: End desertification and restore degraded land	Protection of soil quality- soil quality
		Protection of soil quality- land quality
	15.5: Protect biodiversity and natural habitats	Respect for ecosystem biodiversity
		Respect for species biodiversity
		Respect for genetic biodiversity
SDG16	16.6: Develop effective, accountable and transparent institutions	Governance actions- sustainability and corporate mission
		Governance actions-agreement with local administration
		Governance actions-accounting for sustainable and good management
		Governance actions-monitoring system
		Governance actions-certification system
		Governance actions-use of quality mark definition
	16.7: Ensure responsive, inclusive and representative decision-making	Governance actions-updating rules democratically
		Governance actions-manage of conflicts and dispute
		Bargain power distribution-sustainability of supply chain structure
		Bargain power distribution-individual or collective management of sustainable issues
		Role of cooperatives in the supply chain governance
		Partecipation to board association
	16.8: Strengthen the participation in global governance	Intensity of network relationship- relationship with local politics or administrations
		Governance actions-Market regulation systems

The assessment of SDGs

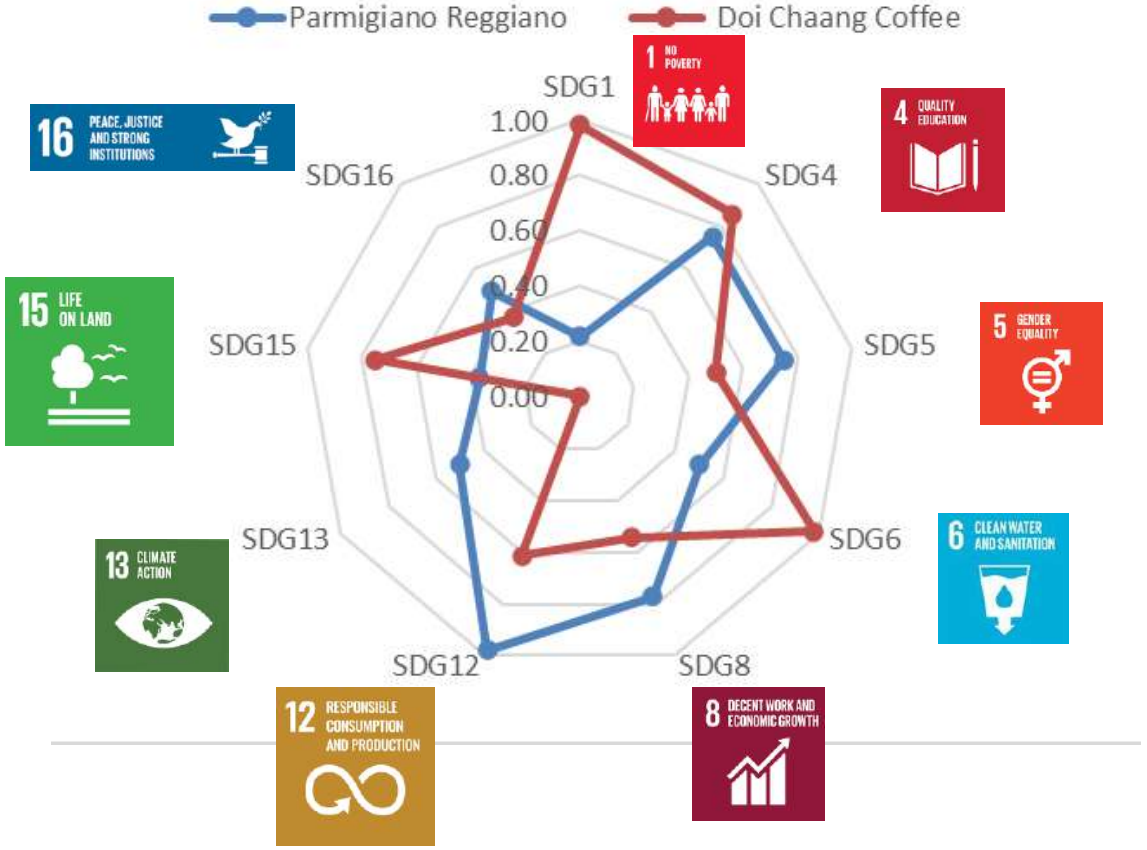
Code	Indicator	Parmigiano Reggiano	Doi Chaang Coffe
SC_1	Governance actions-sustainability and corporate mission	0.98	0.63
SC_2	Intensity of network relationship- relationship with local politics or administrations	0.98	0.98
SC_4	Governance actions-Market regulation systems	0.98	0.25
SC_5	Governance actions-agreement with local	0.1	0.1
SC_6	Governance actions-monitoring system	0.98	0.63
SC_7	Governance actions-certification system	0.98	0.75
SC_8	Governance actions-conflicts and dispute	0.98	0.25
SC_9	Governance actions-updating rules democratically	0.1	0.1
SC_11	Governance actions-sustainability and corporate mission	0.1	0.1
SC_12	Governance actions-use of quality mark definition	0.1	0.98
SC_13	Partecipation to board association	0.98	0.98
SC_14	Role of cooperatives in the supply chain governance	0.98	0.1
SC_15	Bargain power distribution-sustainability of supply chain structure	0.98	0.75
SC_16	Bargain power distribution-sustainability issues managment	0.98	0.75





The assessment of SDGs

	Parmigiano Reggiano	Doi Chaang Coffee
SDG1	0.21	0.98
SDG4	0.75	0.86
SDG5	0.75	0.5
SDG6	0.5	0.98
SDG8	0.77	0.55
SDG12	0.98	0.61
SDG13	0.5	n/a
SDG15	0.37	0.75
SDG16	0.49	0.37



Key messages

- ✓Sustainability and the compliance with SDGs should be proof and valorised
- ✓Synthetic Index helps to assess the evolution of the GIs system considering the role of PGs and the SDGs targets, providing information to stakeholders and policy makers

Recommendations

- ✓The use of indicators requires a great effort in selection, collection and elaboration of data with the cooperation of GIs local stakeholders
- ✓CoS represents the tool aimed to reach the goal set by the SDGs.

The Possibility of Geographical Indications (GIs) to Strengthen Japan's Sustainable Development Goals (SDGs): The Case of GI Mishima Potato



J Kimura (Hosei University)
C Rigolot (INRAE, UMR Territoires)



Resource：Jan 19, 2022

Japan Geographical Indication

-"sui generis" certification system in 2015

-113 agricultural products and foods are registered

113 Japan GI categories (May, 2022)

Type	products	%
Type 1 Grains	4	3.6%
Type 2 Vegetables	40	35.4%
Type 3 Fruits	19	16.8%
Type 6 Fresh meats	12	10.6%
Type 10 Fisheries	12	10.6%
Type 15 Processed foods	19	16.8%
Type 38 non-foods products (flower, tatami mat, silk)	7	6.2%
	113	100%

Fresh products 77%

Resource:食料需給センター


SUSTAINABLE DEVELOPMENT GOALS
1 NO POVERTY
2 ZERO HUNGER
3 GOOD HEALTH AND WELL-BEING
4 QUALITY EDUCATION
5 GENDER EQUALITY
6 CLEAN WATER AND SANITATION
7 AFFORDABLE AND CLEAN ENERGY
8 DECENT WORK AND ECONOMIC GROWTH
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
10 REDUCED INEQUALITIES
11 SUSTAINABLE CITIES AND COMMUNITIES
12 RESPONSIBLE CONSUMPTION AND PRODUCTION
13 CLIMATE ACTION
14 LIFE BELOW WATER
15 LIFE ON LAND
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
17 PARTNERSHIPS FOR THE GOALS

Mishima Potato

1. Landscape is exclusive in Mishima
2. proximity of the farm area and the urban area









Value chain contributions to SDGs

2) Processing company (Tohei)





3) Retailers



1) Producers



6) Mishima croquette group



5) Municipality



4) local restaurants



Collaboration crocket project

1. Different cities (Mishima and Fuji cities)
2. Different industries (Agriculture and Fisheries)

Creating Rural Identity

Consorsium of Tagonoura Fisheries in Fuji city, 25 km away from Mishima







東平商会HP https://toheiya.i-ra.jp/e1129295.html

Effects of GI registration



GI registration effects: Premium price with increased demand (data of 2017)

1. Organization based on collaborative relationships
   - ✓ Producers, processing companies, retailers, restaurants, Mishima potato group, municipality have sense of commitment and with an “altruistic mind” collaboratively work on recognition and distribution of the Mishima potato

2. Local residence involvement
   - ✓ City PR magazine or local broadcasting news, Mishima potato as a vegetable and processed food (croquette), local residents raise familiarity and membership on the product

Branding Mishima vegetables

Thank you for your attention



連島ごぼう2017年11月2日





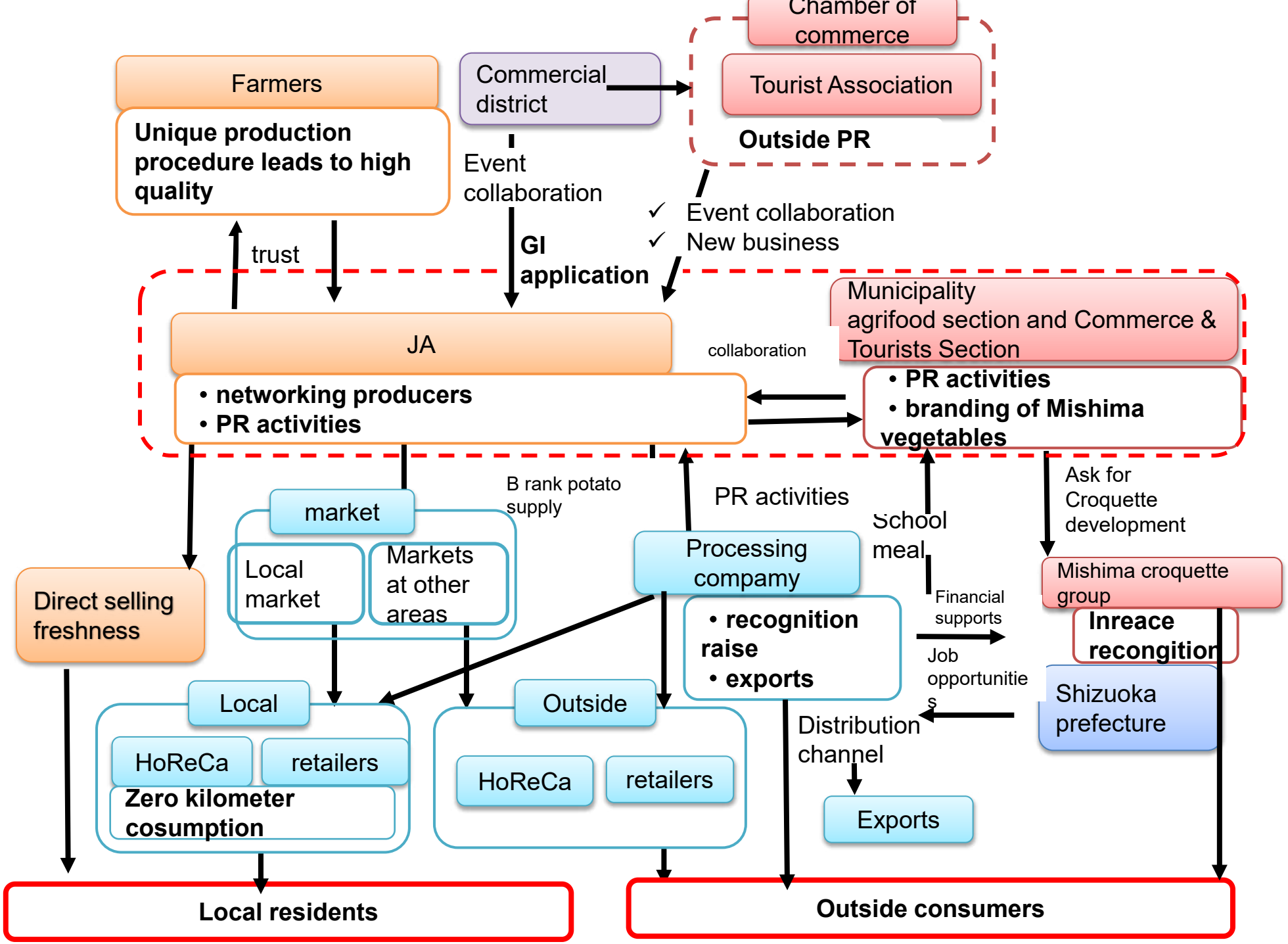
三島馬鈴薯2018年6月3日



トレンティングラナチーズPDO
2015年7月22日



神戸ビーフ 2017年11月28日


Chamber of commerce
Farmers
Commercial district
Tourist Association
Outside PR
Unique production procedure leads to high quality
Event collaboration
✓ Event collaboration
✓ New business
trust
GI application
JA
collaboration
Municipality agrifood section and Commerce & Tourists Section
• networking producers
• PR activities
• PR activities
• branding of Mishima vegetables
B rank potato supply
PR activities
School meal
Ask for Croquette development
market
Local market
Markets at other areas
Processing compamy
Direct selling freshness
• recognition raise
• exports
Financial supports
Job opportunities
Mishima croquette group
Inreace recongition
Shizuoka prefecture
Local
HoReCa
retailers
Zero kilometer cosumption
Outside
HoReCa
retailers
Distribution channel
Exports
Local residents
Outside consumers

CVS of Mishima Potato

Production stage



2018年6月3日

Economic	• Work opportunities for women and disabled • Creation of domestic and foreign employment	#5 Gender Equality #1No Poverty
Social	• Educational farm for the next generation (harvest experience) • Mutual cooperation in a young farmers' group • Solving nutritional issues during growth and old age • Solving modern nutritional problems (triple burden of nutritional disorders)	#4Quality Education #8 Decent work and economic growth #3Good health and well-being
Environmental	• Land use in mountainous and cold regions • Small environmental load in the old-fashioned production process	#7Affordable and clean energy #13Climate action #15Biodiversity

CVS of Mishima Potato



Processing stage

Economic	• Local employment • Buy raw materials from farmers without lowering prices	#1No Poverty #17Partnerships
Social	• Local specialties • School meal menu with GI product • Local tourism resources (National croquette contest) • Product development solving metabolic disease (non- fried croquette)	#15Biodiversity #4Quality Education #8Decent work and Economic Growth #3Good health and well-being
Environmental	• Zero kilometers due to local production for local consumption • Zero waste by utilizing B-class products	#7Affordable and clean energy #9Inductry, Innovation, and Infrastructure #12Responsible Consumption and production

出所：三島馬鈴薯調査をもとに筆者作成

Key for SDGs
Altruism for other value chain stakeholders

Summery



1. Properly understand the GI system (not just a certification system).

2. Trying to sell only GI products is 20th century. Find and utilise local resources in collaboration with people from different fields to boost them.

3. Agriculture's functions other than production (landscape, food culture, residents' joy) make a sustainable rural community. Create villages and towns that residents want to live in.

What Japan's GI System Expects to Achieve

［Benefits of introducing the GI protection system］

Introducing the GI protection system

1. Differentiation as a regional brand product which is reflected in the pricing → Regional brand protection and utilization leading to revitalization of rural villages

※ Only products that abide by specific quality standards can receive GI status, which guarantees the quality of regional-branded products

2. Since the injunction against illicit use is made by the government, which enables producers to protect their own brands without legal expenses → Inheritance of traditional food culture

3. Only products which abide by quality standards are introduced to the market → Protection of consumer's benefits

4. Overseas expansion of truly Japanese local produce → Spur export of agricultural, forestry and fishery products and foodstuffs

※ By attaching GI mark on to GI registered products, truly Japanese local produce will be evident, and differentiated in the destination country of export

Impact of Geographical Indications on sustainable developement of territories in France

Impact des Appellations et Indications Géographiques Protégées sur le développement durable des territoires en France

J. Regolo, C. Gendre, T. Pomeon

Worldwide Perspectives on Geographical Indications

Montpellier, France,

5-8 juillet 2022

Doc Maj le 01/07/2021

Introduction

- Geographical Indications (GIs) : tools to contribute to sustainability (FAO, 2009; REGULATION No 1151/2012 of the European union).

- Literature: Effects of GIs on sustainability dimensions : large potential “if well managed”(Vandecandelaere et al. 2021):

  - Economic: Effects on price premium and net margin along the production chain (Monier-Dilhan et al., 2019 ; Arfini et Bellassen, 2019; Jeanneaux et al. 2019)

  - Social: employment creation, wages (Hilal et al., 2021, Bouamra-Mechemache and Chaaban, 2010)

  - Environment, landscape and biodiversity preservation (genetic and eco-systems). Local varieties, low intensive agriculture. (Hirczak and Mollard, 2004; Thévenod-Mottet, 2010; Beletti et al. 2015; Bellassen et al. 2021; Sengel et al., 2022;)

Introduction

- Large majority of specific case studies: level of exploitation or sector. Difficult to be extended. Best practices or conditions for success.
- Interest for evaluation of overall effects on territories: public policy assessment.
- Few statistical quantitative assessment of the overall impact (Cei et al. 2018a, Cei et al. 2018b; Raimondi et al., 2020) at the national level:
  - Lack of data on GI locations (European E-Ambrosia Portal),
  - NUTS3 level
  - Rural development, productivity and employment. None on environmental aspects.

Question and data

- The « Observatoire de développement rural »(INRAE): host and treat large and precise data on GI and agricultural systems on the territory. https://odr.inrae.fr
- Data on certified operators. Over the 2012-2020 period. Geographical level of « canton » (between NUTS3 and municipality level), only food products (not wines nor spirit drinks).
- Impact evaluation of GI in France on the three dimensions of sustainability:
  - Economic (agricultural benefits/Family work unit) (Piet et al., 2020)
  - Social (full-time employment/ha, wages),
  - Environmental (agricultural pressure on environment and biodiversity: water pollution, crop diversity, share of grassland) (Cherrier et al., 2021).

GI intensity index on territories on the 2012-2020 period

- 3446 cantons between 2012 and 2020.
- 2 indicators: % farms engaged in GI (intensity), Number of GI sectors involved (diversity)

Figure: GI intensity in « cantons » of France in 2012 (% farms involved and number of GI sectors)

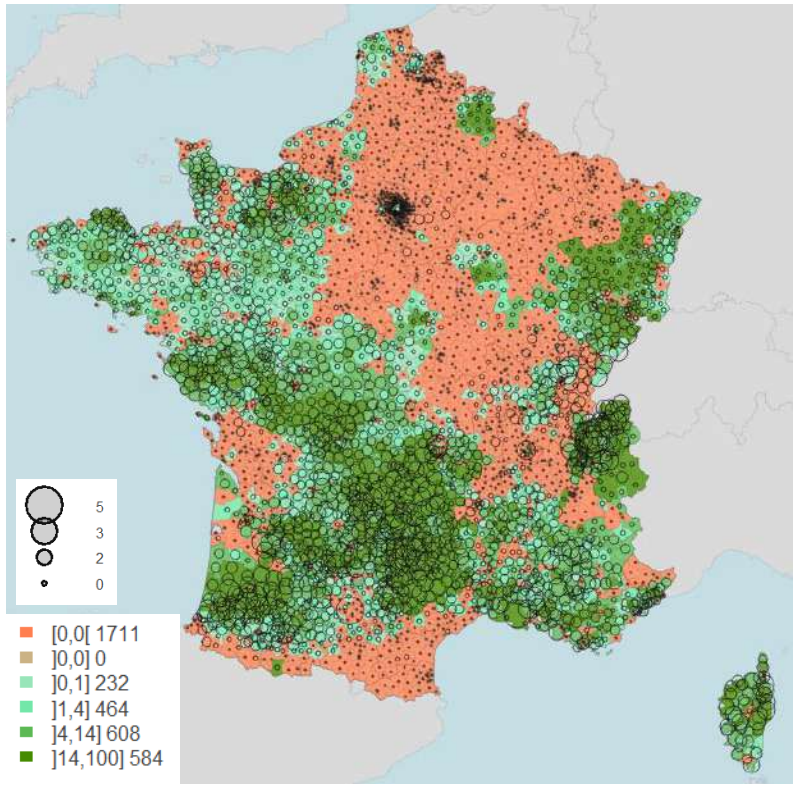
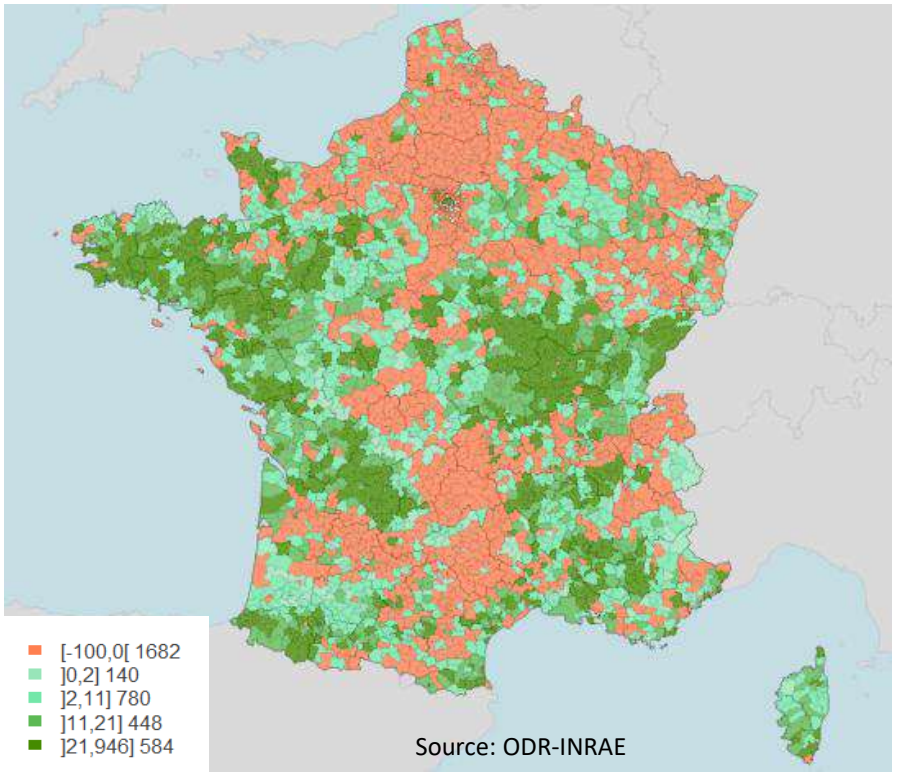


Figure : average annual growth rate (%) of the share of farms involved in GI between 2012 and 2020



Econometric model

Difference in difference(DID) impact estimation strategy. Fixed effect regression, with i the canton and t the year:

$$y_{it} = \alpha_i + \gamma_t + \rho T_{it} + \delta T_{it} D_t + \sum \beta X_{it} + e_{it}$$

Outcome, successively:
- Agricultural benefits/FWU
- Agricultural employment, wage per worker
- Agriculture pressure on environment index

Continuous « Treatment » variable:
- % farms involved in GI
- Number of GI sectors

Controls:
- CAP expenditure, 2nd pilar (Organic, investment aid, agri-environmental payments)
- % organic farmers
- UAA
- Average size of farms (UAA/farms)
- Average age of farmers

- « After treatment » dummy (1 si t>=2013)

- ρ : relative level of y in canton with high level of GI intensity (with respect to cantons with low level of GI intensity in 2012).
- δ: increase of y caused by an increase of the treatment intensity Tit. In comparison of cantons with no increase of treatment intensity over the period.

Main results and predictive power

Selection effect:
- Economic: GI in cantons with low economic performance

Treatment effect:
- Economic : GI intensity + (10pt/11%), GI diversity (1/5%)
- Employment: GI intensity + (10pt,+ 2,8%), GI diversity ~

Environment: GI intensity + (10pt, +0,2 sd), GI diversity ~

Performance	Economic (AB/FWU) (1)	Social (ln(employment/UAA))	Environmental (Index)
% GI farms	-0.7192 ***	-0.1287	-0.0049
	(0.0800)	(0.0853)	(0.0062)
Dt* % GI farms	**1.0882 *****	**0.2862 *****	**0.0242 *****
	(0.0711)	(0.0702)	(0.0059)
GI diversity	-0.0612 ***	0.0038	-0.0007
	(0.0143)	(0.0110)	(0.0007)
Dt* GI diversity	**0.0514 *****	**-0.0122**	**0.0012**
	(0.0132)	(0.0099)	(0.0006)
% organic farms	-1.3759 ***	-0.0662	-0.0236
Dt *%organic farms	**1.2594 *****	-0.0081	**0.0258 *****
ln(CAP_2ndP)	-0.0118 ***	-0.0084 *	-0.0005 ***
Dt *ln(CAP_2ndP)	**0.0097 *****	**0.0071 ***	**0.0000**
Adj. R2	**0.72**	**0.94**	**0.88**
Num. obs.	27959	26976	16112
Effets fixes	Cantons, années	Cantons, années	Cantons, années

**p < 0,05, **p < 0,01, ***p <0,001,Robust standard deviation in parenthesis.*

Others controls included in these regressions: UAA, UAA/farms, average age of farmers

Detailed results on environment

Performance	Crop diversity	%grassland	nitrates	phosphorus	pesticides
Part exploitations IG	-0.0067	0.0421	0.1776 **	0.0958	0.1866
	(0.0360)	(0.0315)	(0.0688)	(0.1947)	(0.1089)
Dt* Part exploitations IG	-0.1078 ***	-0.0797 **	-0.2512 ***	0.1398	-0.9016 ***
	(0.0326)	(0.0285)	(0.0616)	(0.1742)	(0.0931)
Indice diversite filière IG	-0.0329 ***	-0.0254 ***	0.0099	0.0223	-0.0440 **
	(0.0055)	(0.0048)	(0.0103)	(0.0291)	(0.0166)
Dt* Indice diversite filières IG	**0.0233 *** **	**0.0373 *** **	**-0.0102**	**0.0048**	**0.0157**
	(0.0048)	(0.0042)	(0.0090)	(0.0255)	(0.0137)
Adj. R2	0.96	0.97	0.89	0.19	0.69
Num. obs.	28519	28573	21403	21339	22434
Effets fixes	Cantons, années	Cantons, années	Cantons, années	Cantons, années	Cantons, années

GI diversity: crop diversity and share of grassland

GI intensity: less nitrates and pesticides in surface water

**p < 0,05, **p < 0,01, ***p <0,001,Robust standard deviation in parenthesis.*

Others controls included in these regressions: %Orginc Farms, CAP 2nd pilar amount, UAA, UAA/farms, average age of farmers

Conclusion

- Results show an overall positive effect of GI on economic performance and a moderate effect on social performance:
  - self-selection bias: GIs set more in marginal and poor areas (low benefit per FWU) (Cei et al., 2018).
  - a 10 percentage point increase in share of GI farms in a canton would increase by 11% the farmers income (benefit by FWU), and by 2,8% the number of full time equivalent per ha (hired workers)
  - Both intensity and diversity of GI have an economic impact.
  - No significant effect found on wages or total agricultural employment.
- Positive effect of GI intensity on nitrates and pesticides in surface water (less pollution) (Bellassen et al., 2021).
- Positive effect of organic agriculture on farmers' income and water quality (Coinon et Chabbé-Ferret,2022).

Discussion

- Results confirm the relevance of GI protection policy : positive effects of intensity and diversity on sustainable development.
- Useful complement of the case study evidence.

- To go further: difference by sector, short run and long run effect (Raimondi et al. 2020) , eco-toxicity of pesticides.
- Data to be gathered/collected on GI farms involved at the national level in European countries and territories (UUA involved, number of farms involved).

- Thanks for your attention

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https://odr.inrae.fr

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Bouamra-Mechemache, Zohra and Chaaban, Jad (2010) "Protected Designation of OriginRevisited,"Journal of Agricultural & Food Industrial Organization: Vol. 8: Iss. 1, Article 5.

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Jeanneaux P., Gillot M., Payen A. et al. (2019). La compétitivité hors coût des exploitations agricoles françaises : une analyse des effets des signes de qualité et d'origine, Analyse, n° 135, CEP, MAA.

Monier-Dilhan S., Poméon T., Böhm M., Brečić R., Csillag P., et al. (2019). Do Food Quality Schemes and Net Price Premiums Go Together? Journal of Agricultural & Food Industrial Organization. ISSN 2194-5896.

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Vandecandelaere, E., Samper, L.F., Rey, A., Daza, A., Mejía, P., Tartanac, F., Vittori, M. (2021). The Geographical Indication Pathway to Sustainability: A Framework to Assess and Monitor the Contributions of Geographical Indications to Sustainability through a Participatory Process. Sustainability 13, 7535.



FAO and oriGIn´s Sustainability Strategy for Geographical Indications (SSGI)

A bottom-up and participatory approach for GI sustainability

Emilie Vandecandelaere
Luis Fernando Samper, oriGIn
Florence Tartanac, FAO
Massimo Vittori, oriGIn

Food and Agriculture Organization of the United Nations

oriGIn

Why GI and sustainability?

- Agenda 2030 : GI well placed to contribute to sustainability: rooted in their territories and importance of local governance
  - But not all GI cases demonstrate to be sustainable…
- Performances
  - Long term viability as resources can't be delocalized and reputation is a collective…
  - Climate change and resilience
  - Market access - *corporate responsibility* and sustainability reporting
  - Trade off

While….

- Lack of producers awareness



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Importance of enhancing the sustainability of GI systems…

… in a way that reflects the GI nature:

- Local actors still at the center of the virtuous circle
- Tailored / place-based
- Participative approach: inclusiveness and external inputs
- Voluntary commitment
- Towards increased performances (not research)

➔ Need a framework to support producers engaging in a sustainability pathway



FAO and oriGIn collaborations since 2017

to provide a framework, a roadmap and tools for producers to increase their GI system sustainability

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Practical objectives

- **Empower** GI Associations that lack the means to **identify issues and vulnerabilities** and help define Sustainability Priorities relevant to their local context
- Create opportunities for dialogue and the **creation of alliances** for sustainability with product stakeholders
- Work with concepts, topic and metric **frameworks consistent with those used by other actors** in the territory or in the marketplace (SDG´s, GRI, UNCTAD-FAO, etc.) to facilitate such dialogue.
- Allow through this process the opportunity for GIs to enhance their **legitimacy and relevance** in the territories and industries
- GIs can **provide information** required to access new markets or comply with evolving regulations, can better **communicate and reports on progress made**
- **ALL** GIs can engage in sustainability **continuous (evolutive) pathway**

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The roadmap

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PRIORITIZE Sustainability Topics for GIs

- Review and Familiarize with sustainability and industry topics
- Preselection of priority subtheme Topics for Internal consultation with GI producers
- Planning for external Stakeholder contact
- **Stakeholder engagement-** Validation / identification of sustainability priorities and early identification of potential allies
- Final Selection of priorities after additional internal consultation with GI producers
- **Identification of priority maturity** levels and GI materiality map for sustainability

RESULT: GI producers are in a position to have a discussion on their sustainability priorities with local authorities, clients and value chain actors and potential donors, among other key stakeholders and potential allies.

ASSESS the baseline of selected priorities and needs and opportunities for action

- Familiarize with indicator attributes and their relationship with other sustainability frameworks (SDG, GRI, etc.)
- Understand and familiarize with indicators available for each priority Topic
- Sort by Sector applicability
- Review **Key /Recommended indicators for priority topic**
  - Review indicator preselection by;
  - Complexity
  - Self Assessment
  - Balance
- **Final indicator Selection**
- Assess Baseline using indicators selected and benchmarks

RESULT: GI producers can assess where they are in their sustainability priorities and their major shortcomings

IMPROVE the GI performance by measuring and reevaluating priorities and actions (iteration)

- Understand Maturity levels for each priority topic (gaps)
- Define short term and long-term goals
- Define / Confirm GI organization expected role and possible allies
- Work plan: Identify allies and avenues of action
- Implementation
- Monitoring - **Review priorities and initiatives as required – iterative**

RESULT: Alliances for sustainability based on specific priorities and targets using indicators relevant for all stakeholders

COMMUNICATE

Keeping allies and producers engaged with objectives; communicating purpose, narratives and challenges for customers and consumers

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Framework tools

DATABASE: a resource for GI organizations to :

- assess their sustainability performance,
- assess base lines for their selected priority topics
- and monitor their sustainability improvement strategies

For a more detailed description:

Sustainability Journal MDPI :
https://www.mdpi.com/2071-1050/13/14/7535

421 indicators organized under 62 sustainability topics and the 4 SAFA sustainability pillars: Economic Resilience, Good Governance, Social Wellbeing and Environmental integrity

GUIDANCE:

- Guidelines
- Toolkits

Expert meetings (May 2017, July 2022, October 2021… Autumn 2022?)
Task force: University of Parma and Florence, INRAE, INAO, FIBL, CSQA and Consortium: Parmiggiano Reggiano, Comté, Tequila

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Database Methodology

1- Review of References and Sources. SAFA as the pillars foundations

2- Organize Database Structure and build Broad Sustainability Indicator Database relevant and adapted for GIs

3- Adapt taxonomy and Filter Sustainability Indicator Database by Key Criteria, including detailed formulas, self assessment

4- Obtain Expert Inputs. Add, reformulate, transfer indicators as required.

5- Finalize Guide and toolkit for Sustainability Indicator Database to help GIs choose and use indicators

From an initial review of 86 sources, a total of 36 sources finally used

Pilot testing in Paipa cheese and Cocoa in Colombia (Orinoquia and Santander)

Peer reviewed by 7 field experts from different field and geography

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Sources Selected

Sources related to sustainability in agriculture and Food	- Sustainability Assessment of Food and Agriculture Systems Guidelines – SAFA (FAO, 2014). - Developing sustainable food value chains Guiding principles (FAO, 2014). - Tool for agroecology performance evaluation (FAO, 2019 test version). - FAO and the SDGs Indicators: Measuring up to the 2030 Agenda for Sustainable Development (FAO, 2017). - Indicators to monitor and evaluate the sustainability of bioeconomy (FAO, 2019). - Operational guidelines for the design, implementation and harmonization of monitoring and evaluation systems for climate-smart agriculture (FAO, 2019). - Women's Empowerment in Agriculture Index (WEAI) (INDEX, 2012). - Self-evaluation and holistic assessment of climate resilience of farmers and pastoralists (SHARP) (FAO,2015). - Measurement of sustainability in agriculture: a review of indicators (Studies in Agriculture Economics, 2016). - The COSA measuring sustainability report (COSA, 2013). - State of Sustainability Initiatives (SSI) FAO - UNIFI -Evaluating Geographical Indications Initiatives: a practical guide. (FAO, 2014). - 10 elements of agroecology (FAO, 2018). - Scope and precision of sustainability assessment approaches to food systems (Resilience Alliance, 2014). - Fixing food 2018, best practices towards the sustainable development goals (Barilla Center for food & nutrition, 2018). - Compendium of Indicators for Nutrition Sensitive Agriculture - FAO 2016 - Feed the future Results Framework - USAID 2016 - FSI - Food Sustainability Index - Barilla Center for Food and Nutrition (BCFN) - Economist Intelligence Unit 2017

Sources Selected

Sources related to sustainability in GI	- Initiatives to promote and evaluate the sustainable practices dedicated to GIs in France (INAO, 2017). - Methodological issues for GI sustainability assessment (FAO - oriGIn - Strehgnt2Food, n.d.) - Proposal for a Geographical Indication Sustainability Framework Benchmark (FAO-origin, 2017).
Sources associated to sustainability standards and certifications	- Fairtrade (2020). - AWS Standard. Alliance for Water Stewardship (AWS, 2017). - Better Cotton Initiative (BCI, 2020). Bon Sucro (2020). - C.A.F.E. Practices Certification (Starbucks, 2019). - Rain Forest Alliance (2020). - SAN Sustainable Agriculture (2020) - UTZ (2020)
Sources associated to measure specific topics	- Ex-Ante Carbon Balance Tool (Ex-Act) (FAO, 2016). - Legal Assessment Tool (LAT) for gender-equitable land tenure (FAO, 2014). - The Post-2020 Biodiversity Framework: Targets, indicators and measurability implications at global and national level (OCDE, 2019).

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List of themes and subthemes in the four dimensions with number of indicators.

Theme	Subtheme	Number of indicators	Theme	Subtheme	Number of indicators	Theme	Subtheme	Number of indicators	Theme	Subtheme	Number of indicators
Economic resilience			**Good Governance**			**Environmental Integrity**			**Social Well being**		
Investment	Community investment	2	**Accountability**	Holistic audits	4	**Animal welfare**	Animal Health	4	**Cultural diversity**	Food sovereignty	1
Investment	Costs	15	**Accountability**	Responsibility	2	**Animal welfare**	Freedom from Stress	2	**Cultural diversity**	Indigenous knowledge	2
Investment	Internal investment	4	**Accountability**	Transparency	8	**Atmosphere**	Air quality	4	**Decent livelihood**	Capacity development	3
Investment	Long ranging investment	2	**Ethics**	Due diligence	2	**Atmosphere**	Greenhouse gases	11	**Decent livelihood**	Education and training	7
Investment	Profitability	11	**Ethics**	Mission statement	3	**Biodiversity**	Ecosystem diversity	12	**Decent livelihood**	Fair access to means of production	4
Local economy	Contribution	7	**Holistic Management**	Full-cost accounting	1	**Biodiversity**	Genetic Diversity	5	**Decent livelihood**	Quality of life	9
Local economy	Local procurement	2	**Holistic Management**	Sustainability management plan	11	**Biodiversity**	Genetic Species	6	**Demography**	Producer demographics	3
Local economy	Value creation	4	**Participation**	Conflict Resolutions	2	**Biodiversity**	Sustainable fisheries	2	**Equity**	Gender equality	7
Product quality and information	Food Quality	2	**Participation**	Stakeholder dialogue	17	**Land**	Land degradation	5	**Equity**	Non discrimination	2
Product quality and information	Food safety	7	**Rule of law**	Civic Responsibility	1	**Land**	Land use	10	**Equity**	Support to vulnerable people	2
Product quality and information	Product information	4	**Rule of law**	Legitimacy	7	**Land**	Soil quality	9	**Human safety and health**	Public health and nutrition	3
Vulnerability	Diversification	8	**Rule of law**	Remedy, restoration and prevention	1	**Materials and energy**	Energy Use	6	**Human safety and health**	Workplace safety and health provisions	14
Vulnerability	Liquidity	8	**Rule of law**	Resource appropriation	3	**Materials and energy**	Material Use	7	**Labour rights**	Child labor	4
Vulnerability	Risk management	9				**Materials and energy**	Waste Reduction and Disposal	8	**Labour rights**	Employment relations	10
Vulnerability	Stability of market	24				**Water**	Water quality	10	**Labour rights**	Forced labor	2
Vulnerability	Stability of production	1				**Water**	Water withdrawal	13	**Labour rights**	Freedom of association and rights to bargaining	2
Vulnerability	Stability of supply	1							**Unbiased trading practices**	Responsible buyers	2
									Unbiased trading practices	Rights of suppliers	2
									Human safety and health	Public health and nutrition	6
		111			**62**			**114**			**85**

Part 1. Sustainability themes	
4 pillars: Good Governance, Environmental Integrity, Economic Resilience and Social Well-being 22 themes 63 sustainability subthemes	371 indicators numbered for easy reference.

Part 2. Indicator source and formula and characterization	
Indicator	Name of indicator
Original Formula	Explicit or implied mathematical formula to obtain indicator, mentioning variables to be used to obtain the indicator. if not a mathematical formula, qualitative definition of indicator.
Formula:	Shows the modified formula suggested.
Indicator Source Code:	Designates the code of each indicator source.
Indicator Source	Shows the original source of the indicator, whether SAFA, any of the other 25 direct sources used.
Qualitative/quantitative:	Describes whether the indicator is numeric or not, and if so whether it is derived from a mathematical formula, or is qualitative in nature.
Management/external	As a result of the expert´s discussion, it was deemed appropriate to define the vocation of the indicator, i.e. if it should be used primarily for internal management or could be used for external communication.
Source (internal/external)	Illustrates whether the information required to obtain the indicator comes from data or information obtained from within the GI organization (internal), requires the participation and/or cooperation of third parties, or comes from a public source (external).
Objective/subjective	Provides an indication as to whether the information is or can be found from a third- party source or obtained internally following protocols that ensure it is rigorous (objective); or corresponds to perceptions or is derived from information that can be considered partial or not reflecting a large or representative sample or database (subjective).
Process/impact	Corresponds to indicators that show the level of performance in terms of actions and/or initiatives taking place (process) versus the expected result of such initiatives (impact).
Requirements	Describes the basic information requirements needed to obtain the indicator.
Default Indicator	Shows whether, in the consultant´s opinion, the GI practitioner should consider the marked indicator always for current or near future sustainability exercises. It also provides elements to consider when gathering the necessary information for their future use if the information is not currently available.
Possible Examples/Significance	It briefly describes in lay terms examples of use or the key aspect the indicator identifies or shows.

Part 3: Standards Applicability In this section, the correspondence between the selected indicators and those indicator frameworks accepted internationally, market or science based, is presented, allowing for possible use in other sustainability frameworks and cooperation through joint initiatives.		
Broad sustainability frameworks	SDG	This column shows the reference to the SDG objective associated with each indicator.
	GRI	This column shows the reference to the corresponding GRI indicator. This cross reference is important as many downstream players use this standard, implying a connection to the topics and indicators that consumer groups, investors and other stakeholders regularly see. The relevant GRI topic indicator code is identified.
	Ethos	This column cross-references indicators with the Ethos Social Responsibility framework.
	UNCTAD/FAO	The cross-reference to UNCTAD work is very useful for policy-makers and those interested in the relationship between SDGs and agriculture, as it focuses on the contribution of the private sector towards implementation of the SDGs.
Agriculture and Food	SAFA	The relevant SAFA indicator code is identified here for easy reference.
	Fairtrade	The relevant indicator used in the Fairtrade seal certification system is identified.
	Rainforest	The relevant indicator used in the Rainforest Alliance seal certification system is identified.
Key GI sectors	Reviews whether each indicator can be considered relevant for 4 selected GI macro-sectors	Dairy & Meat Fruits & Vegetables Coffee, Cocoa & Tea Wines and spirits

Part 4: Indicator Usage In this section, a number of variables are defined to help the GI representative select the most relevant indicators according to their organizational experience and sustainability expertise, the maturity level in their sustainability pathway or a desired iteration process, choosing the best option to measure their performance.		
Complexity: deals with the difficulty to obtain the data	Cost	Does obtaining the information or calculating the indicator require direct costs payable to a third party or the procurement of costly devices? Scale for cost. Low: No cost or low budget indicator; Medium: Indicator requires a specific, affordable budget; High: Obtaining indicator implies a significant expense
	Requirement of internal resources	Does obtaining the information or calculating the indicator require a significant amount of internal resources, complex procedures in terms of time from the individual or the GI organization? Scale for Requirement of Internal Resources. Low: Current staff does not require significant time to obtain indicator; Medium: Reasonable staff time needs to be allocated to obtain indicators; High: Significant internal resources required to obtain indicator.
	Depth of analysis	Does obtaining, calculating or interpreting the indicator require highly qualified individuals or skills belonging to the organization or not? Scale for Depth of analysis: Low - Indicator is simple to explain/obtain/understand; Medium - Obtaining/interpreting Indicator requires reasonable knowledge/specialization of key individuals; High – Staff needs training – external consultants hired to obtain and use indicator
Value Chain Stakeholder Interest	Illustrates whether the indicator is susceptible to the interest of other actors in the value chain	Farmers or rural producers Processing operations Distribution actors Consumer/retail - actors
Indicator Application	Refers to the particular domain that the indicator can reflect. Non-exclusive options	Territorial dimension: indicator related to people/practices/capital in the territory or origin Value chain dimension: indicator related to value chain actors beyond the territory of the origin product, including processors, distributors and retailers Society dimension: outside of the territory/distribution perspective. Indicator relates to society value and or public goods beyond the territory of the origin product (e.g. heritage for all and the world, guarantees of quality, truth in labeling, traceability and transparency, etc.
Scope	Whether the indicator can be used to measure progress in individual operations and/or can reflect collective progress.	Collective For example, deforestation. Some can be used both individually and collectively, such as access to employee or producer social security benefits. Individual For example, greenhouse emissions may be obtainable and reliable at the individual level
Self-Assessment	Whether the indicator can be obtained through internal process	Yes Internally obtained information or methods such as internal qualifications of performance or internal perceptions No

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	PART 1 THEMES						PART 2 INDICAT				
Code	PILLAR	BROAD THEME AREAS OF CONCERN	THEME	TOPIC DEFINITION / DESCRIPTION	TOPIC	KEY / DRIVING QUESTIONS TO ASSESS TOPIC PRIORITY AND RELEVANCE	Indicator	Original Formula	Formula	Indicator Source Code	Indicator Source
75	Economic Resilience		Vulnerability		Liquidity		Usage of a bank account	The farmer owns a bank account? 0 = No; 1 = Yes	The farmer owns a bank account? 0 = No; 1 = Yes	21	Consultor team/Based on Food sustainability Index
76	Economic Resilience		Vulnerability		Liquidity		Usage of a digital payments	The farmer has been payed by a digital payment? 0 = No; 1 = Yes	The farmer has received funds through a digital payment system? 0 = No; 1 = Yes	21	Consultor team/Based on Food sustainability Index
77	Economic Resilience		Vulnerability		Liquidity		Average income by key producer segments	Average income of small-scale food producers, by sex and indigenous status	Average income of small-scale food producers, by sex and indigenous status	1	SDG
78	Economic Resilience		Vulnerability		Risk management		Hazardous pesticides	Any of the enterprise employees has handled, stored or used any highly hazardous and other pesticides during the last five years, as well the use of biological or mechanical pest management techniques	Any of the production unit's employees has handled, stored or used any highly hazardous material or pesticides during the last five years, as well the use of biological or mechanical pest management techniques	22	SAFA
79	Economic Resilience		Vulnerability		Risk management		**Climate Change Strategy**	The enterprise have established plans or strategies for adaptation and mitigation of climate change and its effects? (yes or no)	The GI and individual producers have made climate change assessments of their operations and established plans or strategies for adaptation and mitigation of climate change and its effects? (yes or no)	1	Consultor team/Based on SDG
80	Economic Resilience		Vulnerability		Risk management		**Climate information or implementing risk-reducing actions**	Number of people using climate information or implementing risk-reducing actions to improve resilience to climate change as supported	Number of people (producers over total GI producers) using climate information or implementing risk-reducing actions to improve resilience to climate change as supported	20	Feed the future
81	Economic Resilience		Vulnerability		Risk management		Financial support	Financial support over the past 5 years (yes/no)	Financial support over the past 5 years (yes/no)	12	FAO (SHARP)
82	Economic Resilience		Vulnerability	GI producers / processors / companies/ farmers / organization understand the major risks they face and evaluated	Risk management	Are External conditions a threat for the GI processor / operation unit´s continuity? Are there plans to address major risks? Are there risk hedging instruments or policies that can be used to reduce	Crop related Insurance usage	What levels of crop insurance has the farmer? 0 = None 1 = Named peril insurance 2 = Yield-based insurance or multi-peril crop insurance 3 = Index based agricultural insurance or crop revenue Insurance	What levels of crop insurance has the farmer over expected production? 0 = None 1 = Named peril insurance 2 = Yield-based insurance or multi-peril crop insurance 3 = Index based agricultural insurance or crop revenue Insurance	21	Consultor team/Based on Food sustainability Index

Summary | Economic | Governance | Social | Environment

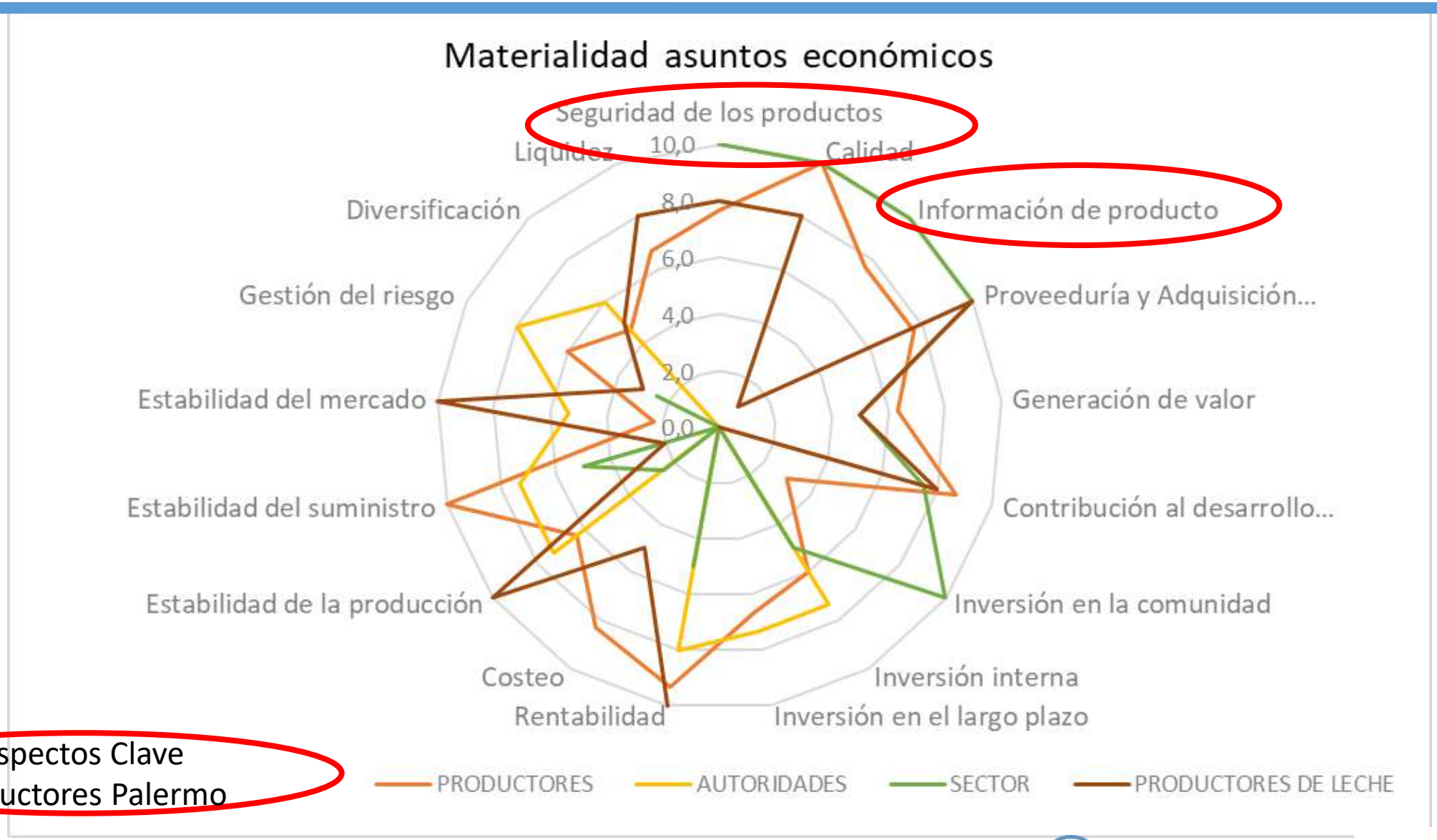
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	
25	132	Environmental Integrity		Atmosphere		Greenhouse gases		Strategy to manage GHG emissions	A qualitative indicators that measures the GHG reduction practices of the reporting entity	Definition of a set of qualitative indicators that measures the GHG reduction practices of the reporting entity	5	UNCTAD-FAO	Qualitative	Management and External	Internal/external	Obje
26	133	Environmental Integrity		Biodiversity		Ecosystem diversity		Rate of loss of natural habitats	Area of tree cover loss (ha)	Area of tree cover loss (ha) in defined region of impact, farm boundary	38	OECD (62)	Quantitative	External	Internal/external	Obje
27	134	Environmental Integrity		Biodiversity		Ecosystem diversity		Biodiversity Enhancement & Land Use	Biodiversity resources are identified and mapped in the area of the company	Biodiversity resources are identified and mapped in the area of the company (production unit)	36	Consultor team/Based on BCI	Qualitative	Management	External	Obje
28	135	Environmental Integrity		Biodiversity		Ecosystem diversity		Diversification transition to ensure food security and nutrition while conserving, protecting and enhancing natural resources.	% Of different crops in the same area of farming	Number Of different crops in the same area of farming	16	Consultor team/Based on FAO 10 elements of agroecology	Quantitative	Management	Internal	Obje
29	136	Environmental Integrity		Biodiversity		Ecosystem diversity		People are aware of the values of biodiversity	Biodiversity Barometer (% of respondents that have heard of biodiversity)	Biodiversity Barometer (% of respondents that have heard of biodiversity)	38	OECD (62)	Quantitative	Management	External	Obje
30	137	Environmental Integrity		Biodiversity		Ecosystem diversity		Significant impacts of activities, products, and services on biodiversity	List of impacts produced by the enterprise operations or primary product	List of impacts produced by the (production unit) enterprise operations or primary product	2	GRI	Qualitative	Management and External	Internal	Subj
									This indicator focuses on the share of well-connected habitats in the	This indicator focuses on the share of well-connected habitats in the areas						

Summary | Economic | Governance | Social | **Environment**





Integración de resultados

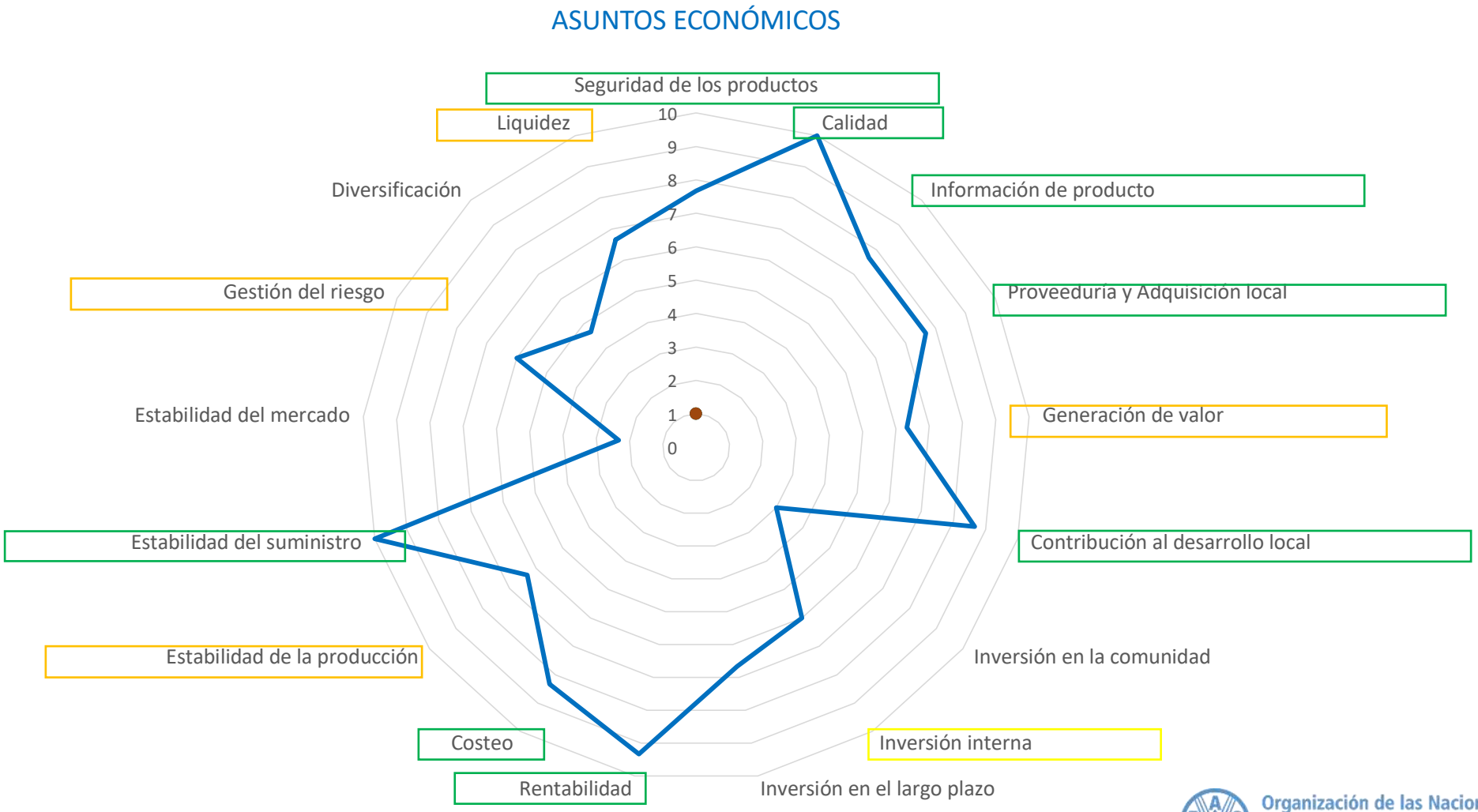


Aspectos Clave productores Palermo

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Consulta con productores de Queso Paipa– Priorización Pilar Económico



Relevancia alta

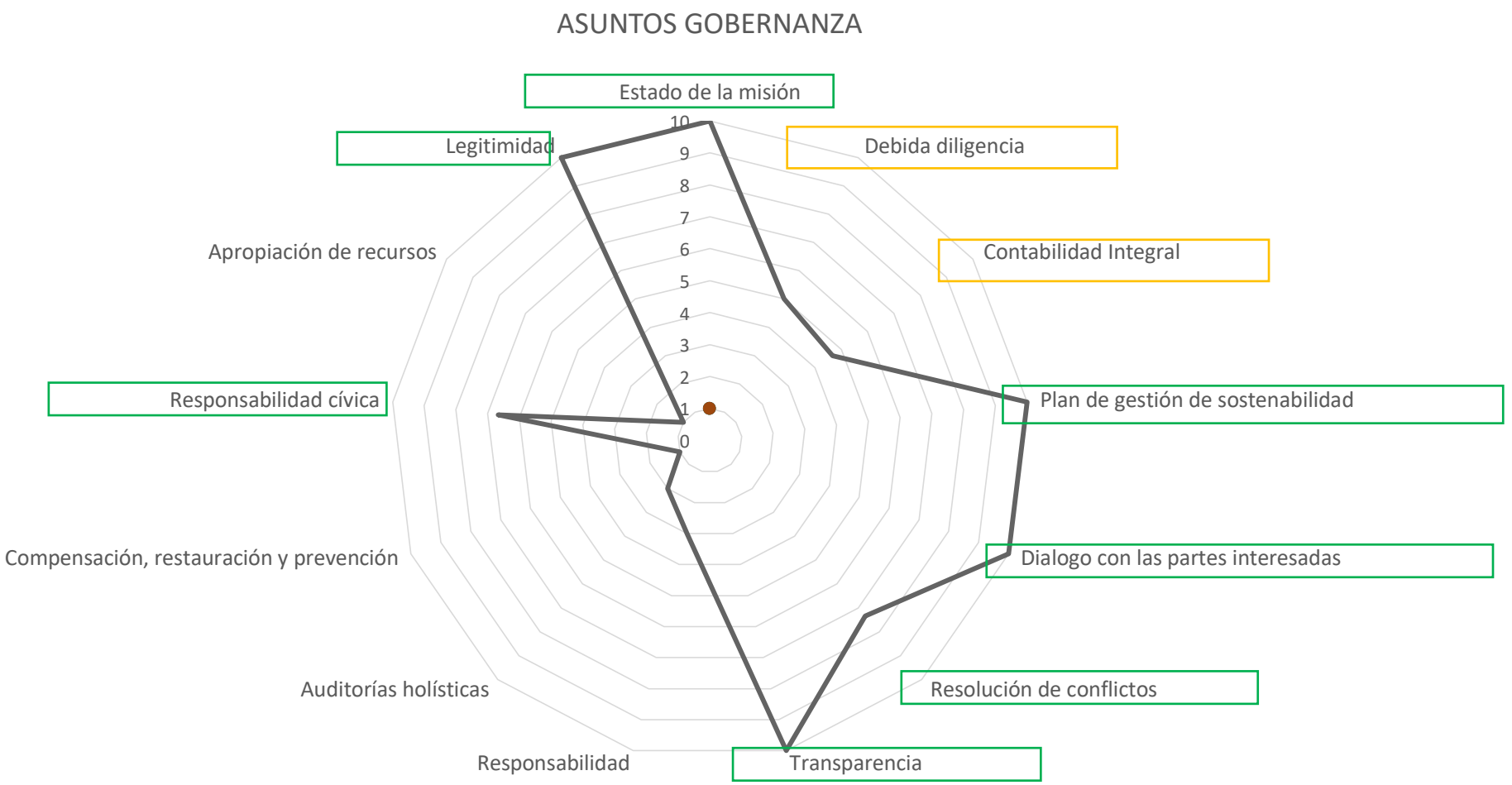
Relevancia Media

Organización de las Naciones Unidas para la Alimentación y la Agricultura

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Consulta con productores de Queso Paipa– Priorización Pilar Gobernanza

Default governance priorities



Relevancia alta

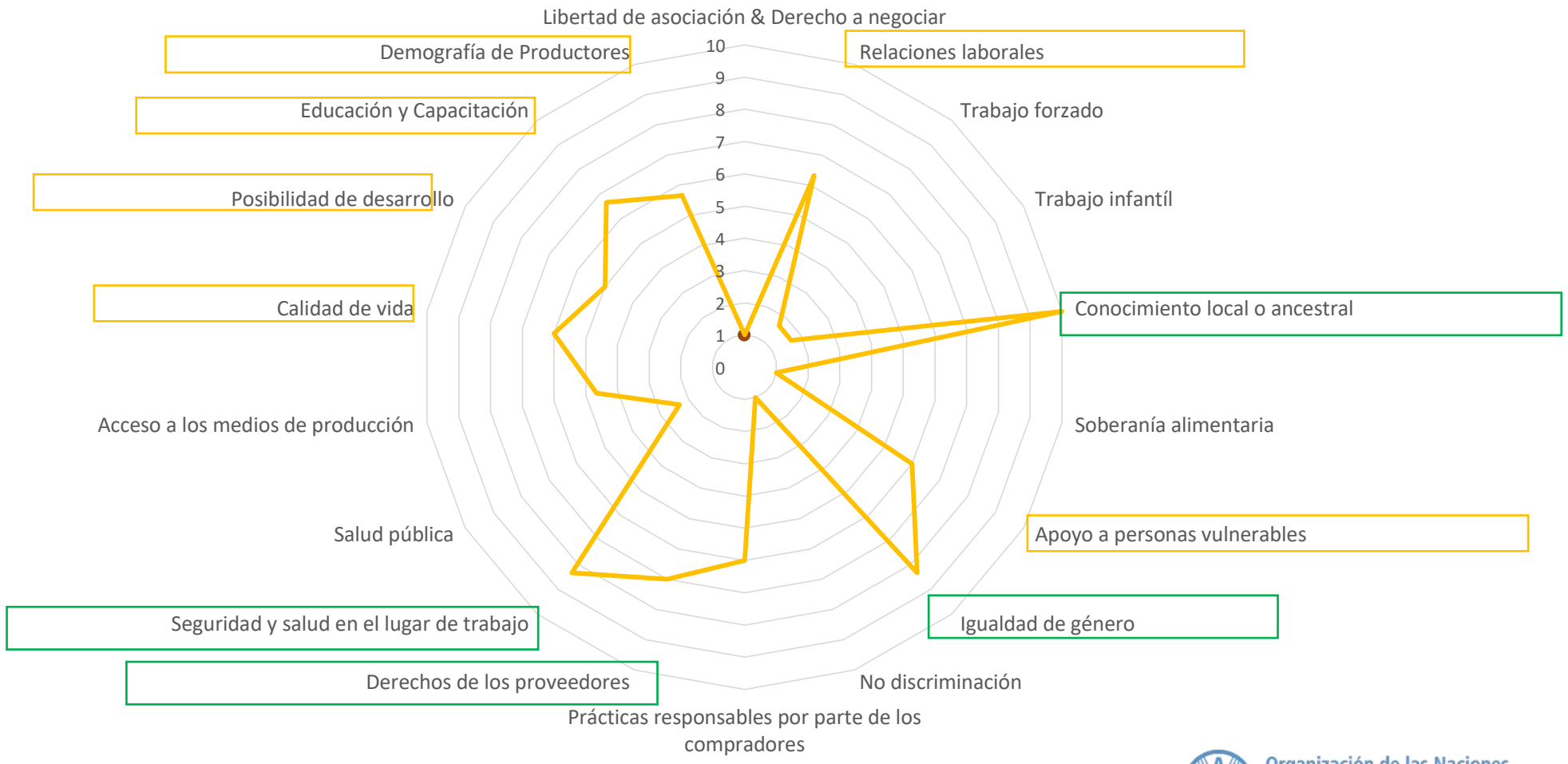
Relevancia Media

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Consulta con productores de Queso Paipa– Priorización Pilar Social

ASUNTOS SOCIALES



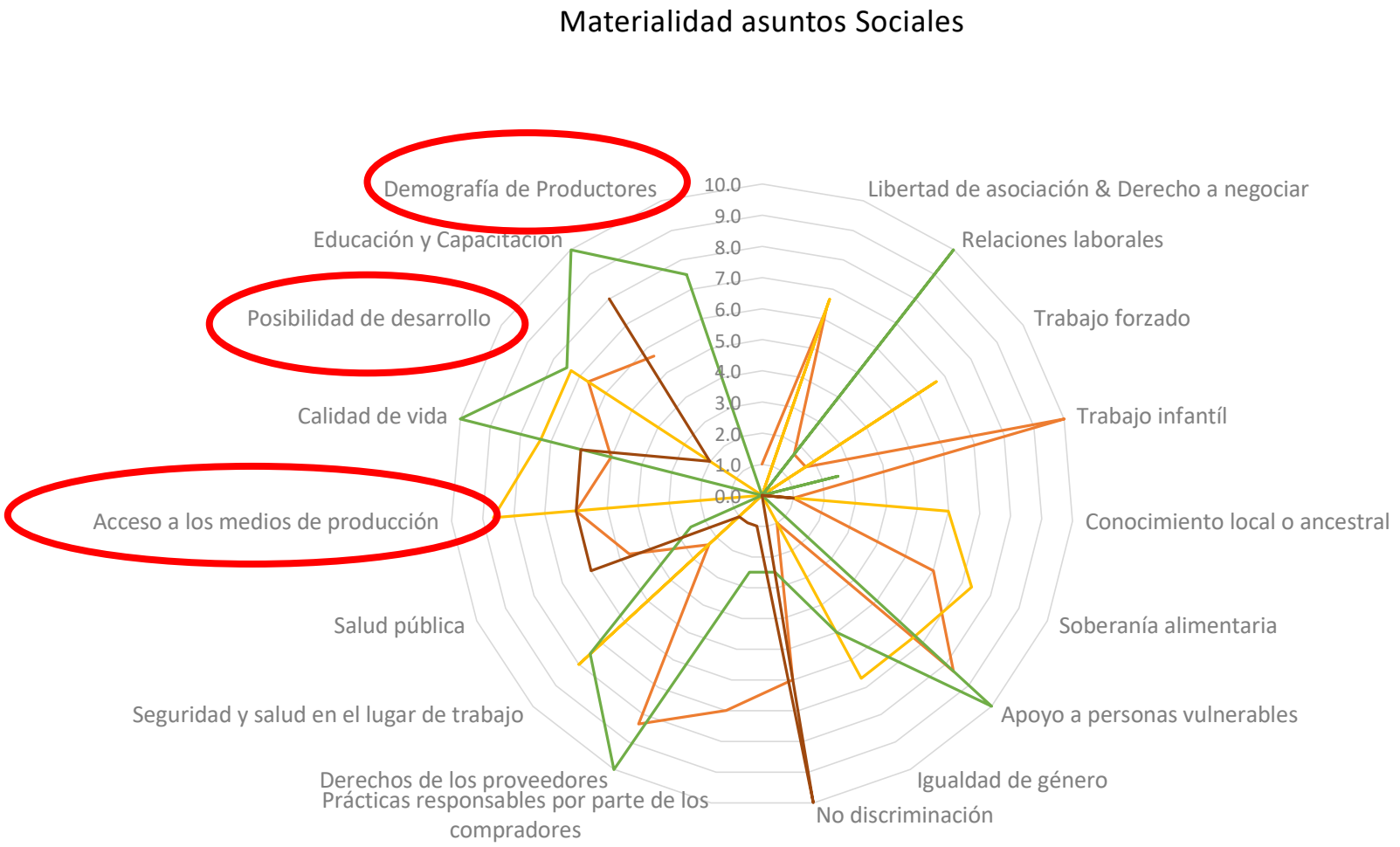
Relevancia alta

Relevancia Media

Organización de las Naciones Unidas para la Alimentación y la Agricultura

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Integración de resultados

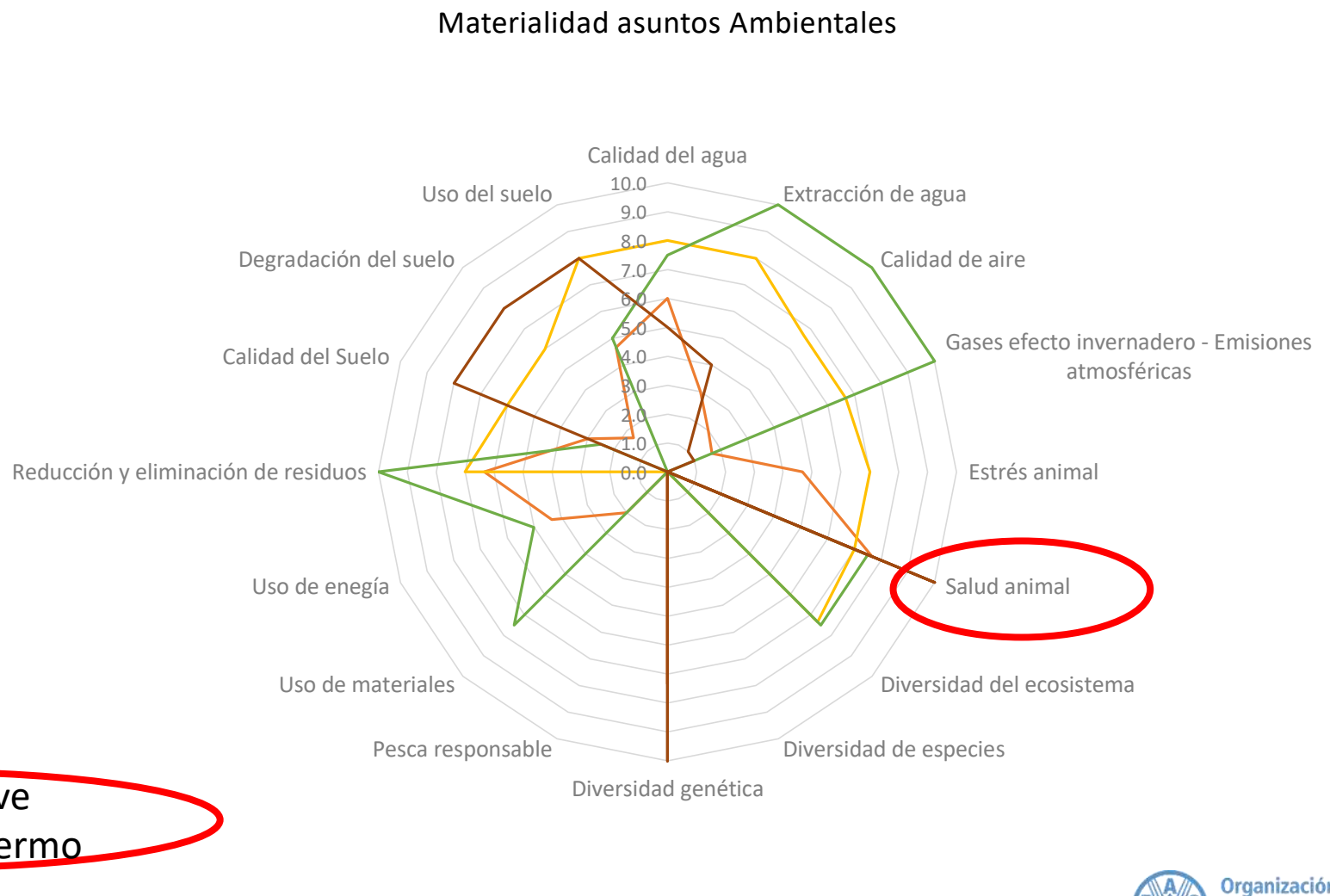


Aspectos Clave productores Palermo

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Integración de resultados



Aspectos Clave productores Palermo

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Integración de resultados

Prioridades de mayor puntuación para todos los públicos: Leche, Sector, Productores de Queso, Territorio.

	Economico	Gobernanza	Social	Ambiental
1	Rentabilidad	Dialogo con partes interesadas	Calidad de Vida	Salud Animal
2	Calidad	Legitimidad	Educacion y Capacitación	Calidad del Agua
3	Proveeduria y Adquisicióin Local	Responsabilidad Cívica	Posibilidad de Desarrollo	Uso del Suelo
4	Estabilidad de la Producción	Transparencia	Apoyo a Personas Vulnerables	Reducción y Eliminación de Residuos
5	Seguridad de los Productos	Plan de Gestion Sostenibilidad	Demografia de Productores	
6	Estabilidad del suministro	Resolucion de Conflictos	Relaciones Laborales	
7	Contribución al Desarrollo Local	Estado de la Misión	Igualdad de Género	

Recommended to use máximum 12 priorities as to not dilute the efforts

	Resiliencia económica
Calidad	Las características de calidad, particularmente para mantener las exigencias de la denominación de origen y del mercado, entre estas el tiempo de maduración, el sabor y la textura hacen que el proceso debe tener niveles de control altos, particularmente en altos volúmenes de producción. Por otro lado el etiquetado de leches/lactosueros esta afectando la competitividad del lechero tradicional
Proveeduría y Adquisición Local	Por los requerimientos de compra de materia prima local a razón de la denominación de origen, se hace fundamental este tema, lo que genera decisiones estratégicas tanto del subsector leche como el subsector queso. Conseguir nuevos empleados y productivos es difícil por la dificultad / manualidad del trabajo
Rentabilidad	La informalidad y la competencia con mercados externos y locales que venden producto a muy bajos precios, pone en riesgo la rentabilidad de los negocios.
	Buena Gobernanza
Dialogo con las partes interesadas	Default. La Asociacion tiene el reto de definir su relacion con productores de leche, con las autoridades locales, y con autoridades y aliados que le permitan lograr sus objetivos de defensa de la DO y desarrollo de iniciativas
Legitimidad	Default. La Asociacion tiene el reto de desarrollar un Reglamento de Uso aceptado, cumplir sus reglas y estatutos, y motivar a otros actores a que se vinculen al proyecto DO. Tambien para que los asociados participen mas activamente en los procesos de toma de decision
Plan de Gestión Sostenibilidad	Default. La Asociacion tiene el reto de definir sus prioridades en sostenibilidad y monitorear las iniciativas en torno a las mismas
Resolución de Conflictos	La dinámica de asociatividad y de relacionamiento con productores de leche es compleja. Asimismo persisten algunos conflictos no resueltos y desconfianza entre los asociados que afectan la participacion y efectividad de las discusiones
	Bienestar Social
Posibilidad de Desarrollo	Los productores y empleados de empresas de todas las escalas tienen derecho a una calidad de vida tienen condiciones de trabajo dignas, tiempo libre para su desarrollo personal, recreación y cultura y oportunidades de progreso en la
Demografía de Productores	Existe gran preocupación sobre interés de las personas jóvenes a vincularse a la producción de quesos, lo que puede también afectar la conservación de la tradición
Educación y Capacitación	A través de la capacitación y la educación, los productores y el personal tienen oportunidades para adquirir las habilidades y conocimientos necesarios para incrementar sus respoinsabilidades y asumir futuras tareas requeridas por la empresa, y pueden acceder a recursos para una mayor formación y educación para ellos y sus familiares.
	Sostenibilidad Ambiental
Reducción y Eliminación de Residuos	Las riesgos de vertimiento del suero se convierten en uno de los principales retos ambientales por su alto nivel de contaminantes y su limitada posibilidad de un aprovechamiento eficiente cuando las operaciones alcanzan cierta dimensión
Salud Animal	Las condiciones de salud de las vacas son importantes para mantener la disponibilidad y calidad requerida de la materia prima, evitando reprocesos

Improvement phase

IMPROVE the GI performance by taking action and measuring and reevaluating priorities and actions (iteration)

Taking actins, including:

- Consider additional requirements into CoP
- Territorial strategies

example: action Plan elaborated after pilot by the Marcala coffee DO association

Objetivo	Temas a Evaluar	Meta	Responsable Primario	Aliados Internos y Externos	Meta - Cuando?
1 Gestión de Protección de la DO Café de Marcala. jurídicos de protección al alcance de la DO y con la idoneidad técnica de los sistemas de certificación	**Protección para la Diferenciación**	1. Sistema de Detección de Infractores	Gerencia DO – Café Marcala – Área Técnica	Cooperativas, Clientes, Exportadores, Supermercados, etc.,	Fin 2018
		2. Acciones visibles de Observancia	Gerencia DO Café Marcala	Digeprih, Ihcafe y otros actores relevantes - oriGIn	Fin 2018
	Proceso de Certificación Respetado	3. Apropiación por parte del productor y de los públicos interesados	Consejo Regulador – Gerencia DO Café Marcala – Usuarios Inscritos	Medios locales, alcaldes entidades de gobierno y actores gubernamentales	2019
		4. Contrastar Información de Trazabilidad a productor	Gerencia DO Café Marcala – Área Técnica	Cooperativas, comercializadores	Año cosecha 2018/2019
2 Gestión de Valor para los Usuarios habitantes/productores	**Uso de la DO y su nivel de Crecimiento**	5. Generar orgullo en los 19 municipios	Consejo Regulador – Gerencia DO Café Marcala – Usuarios Inscritos	Alcaldías, Mancomunidades y otros actores locales - Tostadores	2019
		6. Generar demanda por el Sello DO Café Marcala	Gerencia DO Café Marcala	Exportadores, Cooperativas y otros usuarios material información – Ihcafe – Medios nacionales y extranjeros – FAO - USDA	2019
	Agregación de Valor de la DO	7. Buscar que Marcala sea vendido como origen único y sostenibilidad	Gerencia DO Café Marcala	Aliados por sostenibilidad- Usuarios Inscritos, Mesa del Café, exportadores y Cooperativas. FAO oriGin, USDA	2019
		8. Proveer conocimiento sobre DO Marcala y Relaciones directas	Área Técnica DO Marcala	Ihcafe, comunidad científica, clientes sofisticados	2019/2020
	Transmisión de Valor Agregado a Productores	9. Mayor transferencia de precio al productor	Comercializadores - Cooperativas	Cooperativas, comercializadores y productores lideres que divulguen prácticas de transparencia –DO y Consejo Regulador	Informe de Gestión 2019/2020
		10. Mayor transparencia en las Relaciones comerciales	Gerencia DO Café Marcala	DO Café Marcala, Medios, firmas y productores líderes	Informe de Gestión 2019/2020

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Conclusions

- **A practical, participative, place-based approach to sustainability assessment where local actors are at the center**
- **aiming at helping them increase GI system performances in a continuous and evolutive way**
- Practical, adaptable
- Self assessment possible
- For any group of producers with a territorial vision…

Key messages:

- Consider sustainability as a continuous and evolutive improvement pathway
- GI associations have a central role in improving sustainability of their system, by identifying sustainability issues and the way to address them in cooperation with relevant public and private actors related to the territory and sector (alliances)

Thank you!



www.fao.org/geographical-indications

Sustainability Journal MDPI :
https://www.mdpi.com/2071-1050/13/14/7535

SSGI Principles

1. Sustainability is a pathway and not a state to reach.

- **Bottom-up approach** envisaged by the SSGI requires local consultation and engagement so that shared priorities and goals are defined, creating the necessary **stakeholder dialogues** for future cooperation and work synergies.
- **Not a certification approach but a continuous improvement process** that implies that achieving goals relevant to their own context
- GIs must regularly evaluate their priorities and actions. **Iterative**
- The resulting initiatives can be undertaken at both **collective and individual level**

2. Adapted to GI specificities

- GIs are diverse in terms of geography, size, product sector, involvement in value chains and ability to implement initiatives.
- GIs have a specific nature compared to other certifications
  - Link to origin in the **cultural and natural dimensions**
  - Importance of **governance**, collective action, participative process
- GI processes combine **three levels** :
  - Inclusive and fair value chain = VC level
  - “Localization” of activities and benefits = farm level
  - “extended territorial strategy” = territory level

3. No barriers to Sustainability Endeavors.

- **Practical and adaptable** - All **GI systems and organizations should benefit from the tools provided**.
- GI organizations should be able to undertake their sustainability analysis without significant resource barriers
- Considers limits to access information. Self- assessment for those starting their sustainability journey.
- Could also be used by sectors-trade associations or GIs that have not achieved formal recognition yet

4. A Collective and Individual Exercise.

- **Emphasis in GI governance,** territory of origin and to the influence GIs can exercise with the collective of producers and processors involved.
- Importance of alliances and engagement
- Producers can develop own implementation plan

5. Cooperation is key.

- No single stakeholder can confront all sustainability challenges. The **stakeholder dialogue** creates the conditions of identifying common priorities.
- GIs with strong governance are in a position to help drive sustainability strategies in the territory through alliances and cooperation.

6. A Voluntary approach.

- Adopting a sustainability strategy is **voluntary**
- Starting the process should not be imposed but rather be the result of the GI organization´s decision to formally engage in a sustainability pathway.

7. A Sound approach.

- Robust, leveraging science. Benefits from academic work and experience on sustainability.
- Relates to SDGs, SAFA, GRI and other sustainability frameworks being used
- Sustainability is about commitment and not about marketing.
- Engaging in sustainability means acknowledging challenges and mistakes that require **concrete initiatives and actions**.
- **No Greenwashing**

cirad
AGRICULTURAL RESEARCH FOR DEVELOPMENT

Food and Agriculture Organization of the United Nations

Worldwide Perspectives on Geographical Indications

Montpellier, France, 5-8 July 2022

Mediterranean Diet: multidisciplinary approach to a new territorial strategy

Freitas A., Braz N.,

Bernardes, J.P.; Cruz, A. L.; Quintas, C.; Gonçalves, A.; Romano, A.;

& Mateus, M.P.

UAlg
UNIVERSIDADE DO ALGARVE

Mediterranean Diet (MD)

A way of living based on common knowledge, technology, tradition, symbols and rituals:



- ✓ Mediterranean produce (production, processing and cooking of meat, fish and vegetables);
- ✓ Food consumption: sharing and communicating around the table;
- ✓ Festivities, celebrations, landscape, architecture, arts and daily utensils;
- ✓ Respect for diversity, hospitality, neighbourliness, intercultural dialogue and creativity.[1]







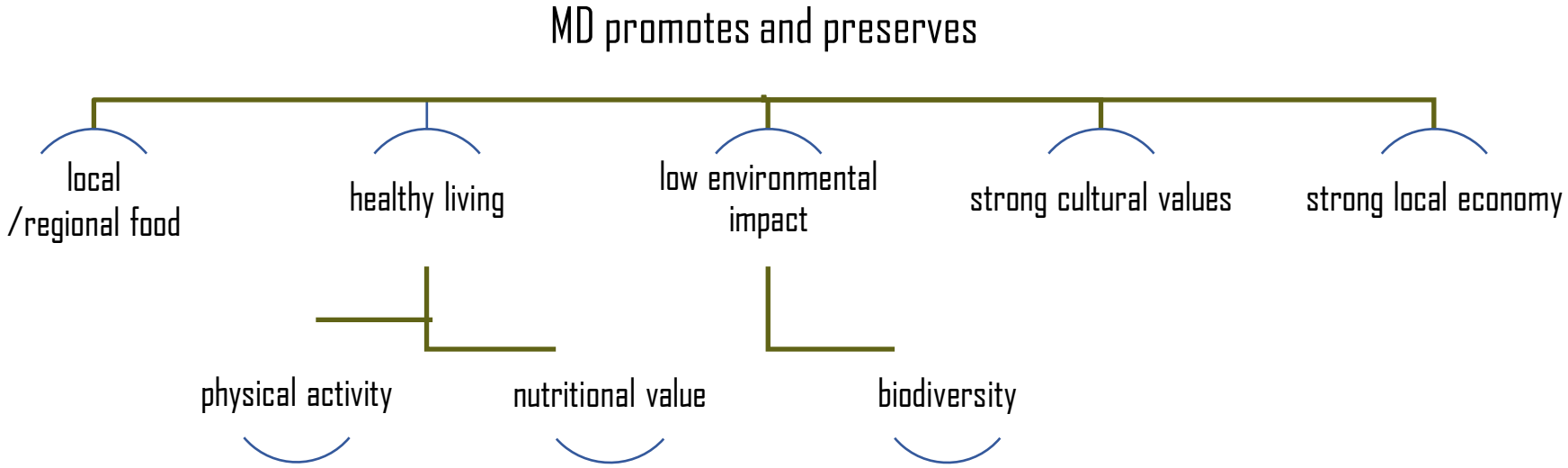




[1]https://ich.unesco.org/en/RI/mediterranean-diet-00884

Mediterranean Diet (MD)

- ✓ FAO classifies MD as a sustainable way of life, endangered by massive food production and globalization.
- ✓ UNESCO inscribed MD on the Representative List of the Intangible Cultural Heritage of Humanity (Cyprus, Croatia, Spain, Greece, Italy, Morocco and Portugal).

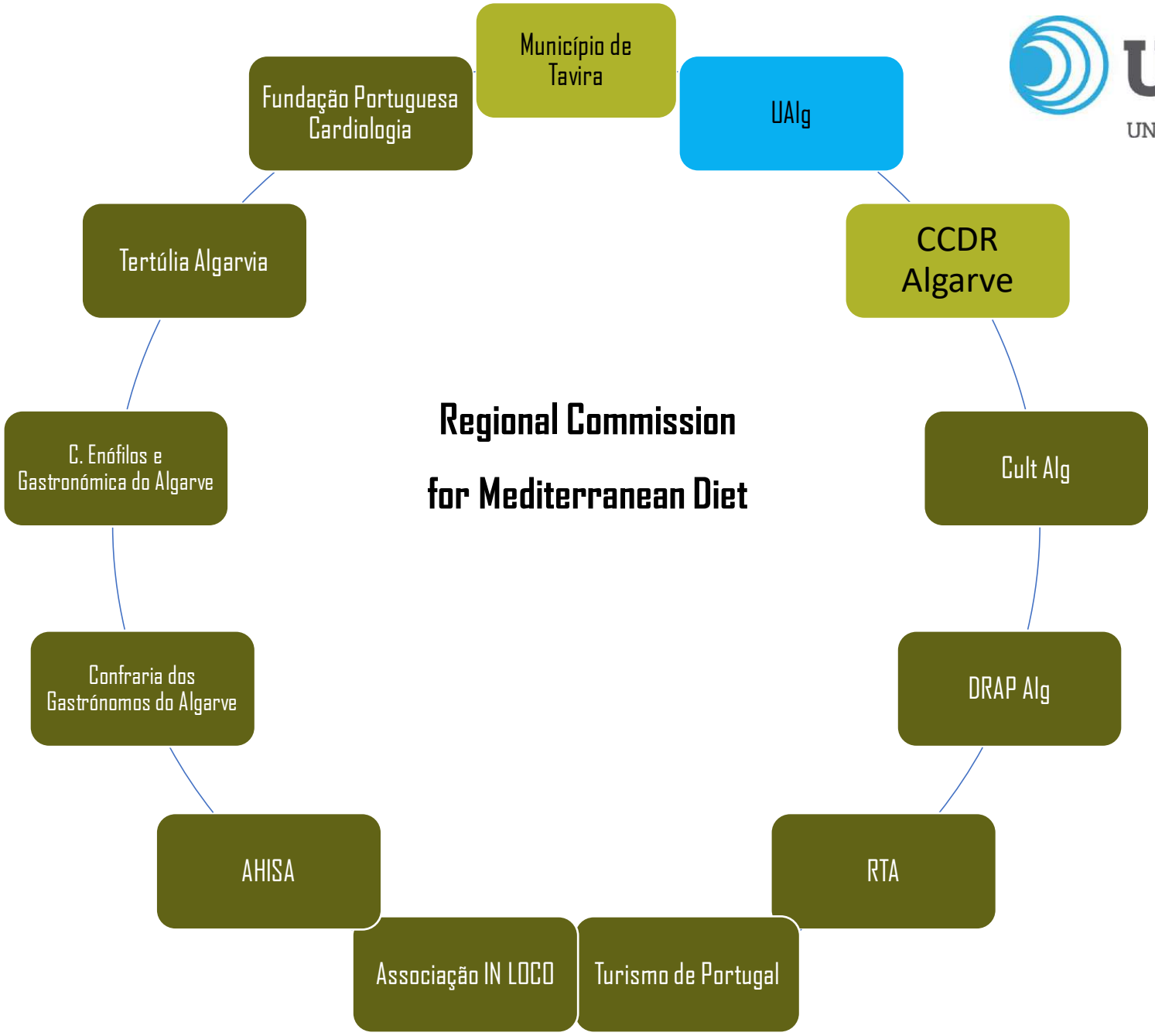


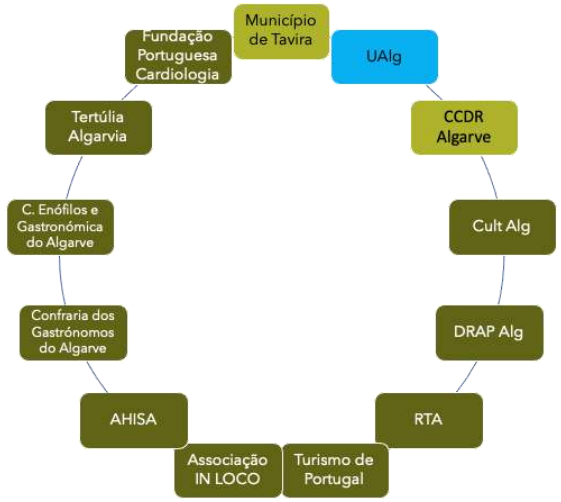


MD promotes a sustainable healthy life in a fair, sustainable society

- ✓ promoting connection between stakeholders
- ✓ enhancing local production, sustainable farming, and fishing
- ✓ protecting local products, through research and innovation
- ✓ valuing and protecting landscape and heritage
- ✓ community's empowerment on health and wellbeing associated with inclusive, sustainable development

In the Algarve, stakeholders assembled to ensure articulation to fulfil the Activity Plan for MD Safeguarding.





This Algarve Regional Commission for MD (CRMD) drew up the Activity Plan for MD Safeguarding, 2018-2021, designing a strategy for the valorisation of local products.



https://www.ccdr-alg.pt/site/sites/ccdr-alg.pt/files/artigos/20180326_ccdra_dm_plano_salvaguarda_atividades_mar_2018.pdf

- ✓ UAlg was among the team that prepared the UNESCO application and, from 2014 to present, a diverse staff team keeps working on MD.

- ✓ It participates in the nation wide *Grupo de Acompanhamento para a Salvaguarda e Promoção da DM* (2015-2017, 2019-), and *Centro de Competências para a Dieta Mediterrânica* (2018-).

- ✓ In 2019, Portuguese higher education institutions (HEI) signed a protocol to create the *Rede das Instituições de Ensino Superior para a Salvaguarda da Dieta Mediterrânica* (RIESDM).

RIESDM

REDE DE INSTITUIÇÕES DE ENSINO SUPERIOR
PARA A SALVAGUARDA DA **DIETA MEDITERRÂNICA**

UAlg
UNIVERSIDADE DO ALGARVE



Escola Superior de Enfermagem de Coimbra
esep Escola Superior de Enfermagem do Porto
eshte Escola Superior de Hotelaria e Turismo do Estoril
IPBeja Instituto Politécnico de Beja
ipb Instituto Politécnico de Bragança Centro de Investigação de Montanha
IPSantarém Instituto Politécnico de Santarém
Instituto Politécnico de Castelo Branco
Politécnico de Coimbra
IPG Politécnico da Guarda
Politécnico de Leiria
Politécnico de Lisboa
P.PORTO
utad Universidade de Trás-os-Montes e Alto Douro
UAlg Universidade do Algarve
Universidade de Évora
Politécnico de Portalegre
ipt Instituto Politécnico de Tomar
IPS Instituto Politécnico de Setúbal
Instituto Politécnico de Viana do Castelo
Politécnico de Viseu
universidade de aveiro theoria poiesis praxis
U.PORTO
1 2 9 0 Universidade de Coimbra

RIESDM promotes coordination and articulation among HEIs to share good practices in safeguarding the Mediterranean Diet and create a strategy for research, innovation and intervention at regional, national and international level.



http://hdl.handle.net/10400.1/16695

RIESDM

REDE DE INSTITUIÇÕES DE ENSINO SUPERIOR
PARA A SALVAGUARDA DA **DIETA MEDITERRÂNICA**

The regional planning developed in the Algarve and the RIESDM plan 2020-2023 are currently being used as basis for the development of each regional plan.



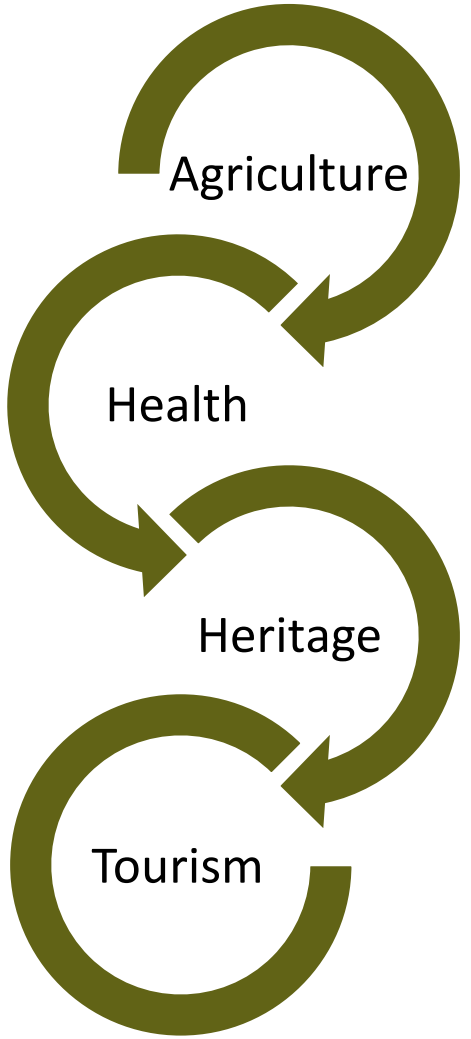


Considering the diversity that MD assumes in different Portuguese regions, deepening the knowledge about MD was in need to strengthen the national strategy for the promotion and MD safeguard, by raising the awareness of the characteristics associated with MD in each territory and enabling effective articulation within the main stakeholders.

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- ✓ Identification of the specific characteristics of MD in each of the country's regions to enable regional actors to plan and implement a strategy to strengthen its safeguarding.
- ✓ Debate MD (focus groups and work sessions) and agreement on how to apply this concept to the different regions.
- ✓ Planning each region's further work, promoting the creation of Regional CRDMs and preparation of each region's strategic documents for MD safeguarding and promotion.



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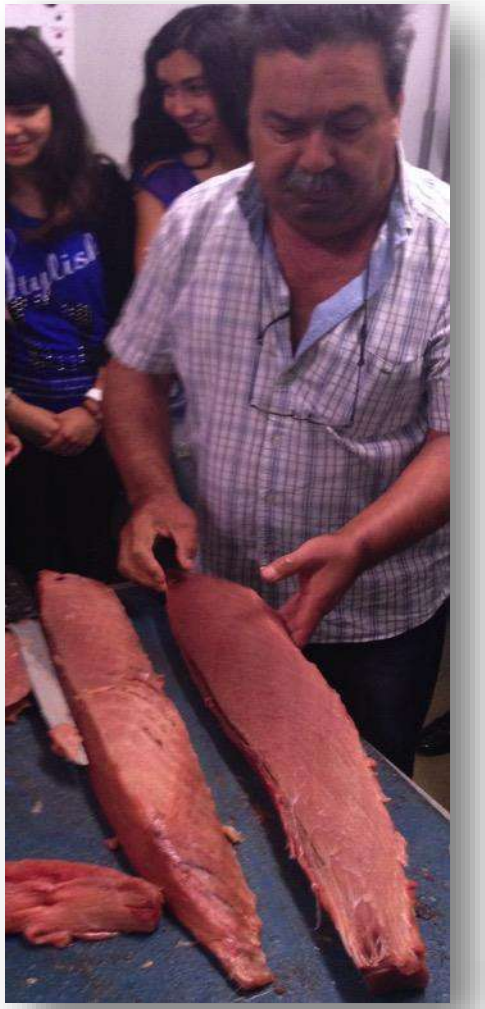
Food choice is probably the individual decision with biggest impact on biodiversity, multiculturalism and sustainable development in Earth.



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Promotion and enhancing the value of traditional products are activities that contribute to the sustainable development of the territory, and also to the preservation and maintenance of this national heritage, whose survey is the starting point.



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Although Portugal has already a long and detailed set of PGI and PDO products, results obtained in each regional group were submitted to content analysis, to identify those related to Geographic Identification.



Protected Geographical Indication



Protected Designation of Origin



Traditional Speciality Guaranteed









Country/ies of origin
Portugal

Type
Protected Geographical Indication (PGI)

Priority date
16/04/2004

File number
PGI-PT-A1543

Product type
Wine

Basis of protection
EU register

Status
Registered

Product category
Wine

Legal instrument of protection at EU level
Article 107 of Regulation (EU) No 1308/2013

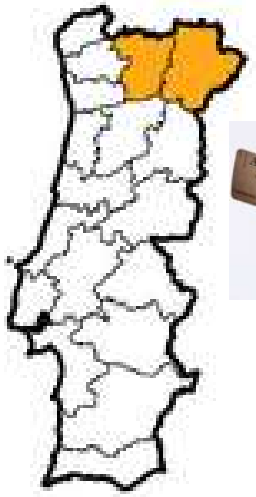
Medronho do Algarve PGI







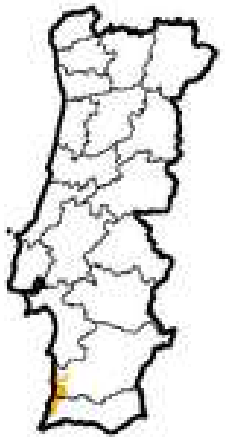
Alheira de Vinhais PGI





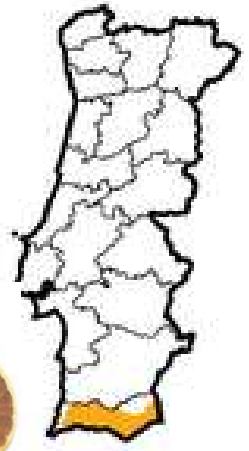
Batata Doce de Aljezur IGP



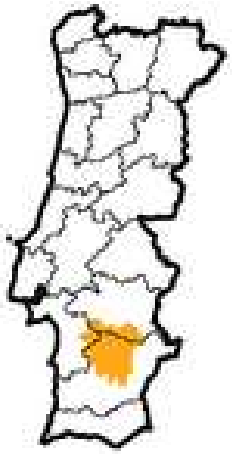


Citrinos do Algarve PGI





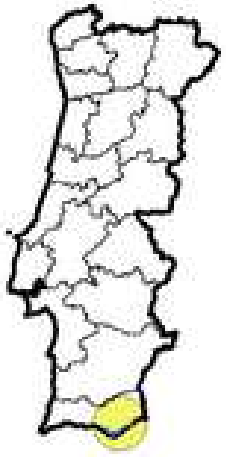




Azeite do Alentejo Interior PDO



Sal de Castro Marim / Flor de Sal de Castro Marim PDO





Flor de Sal de Tavira PDO

"Agriculture and food systems" strategic goals showed the different visions of regional products identification and characterization. Geographic Indication registration came up as a solution:



GI related strategic goals, initiatives and actions identified in each region

	Goals		Initiatives		Actions	
	N	%	N	%	N	%
Alentejo	8	67	12	80	14	54
LVT	11	92	7	58	11	50
Centro	10	83	8	67	6	27
Norte	8	67	8	88	9	38

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Strategic goals identified in each region

MD Dimensions	Strategic Goals
Agriculture and Food Systems	• Foster the sustainability of production systems and promote knowledge about agricultural and food products. • Disseminate and raise awareness of the product's and production methods importance.
Heritage	• Stimulate the preservation and sustainability of food genetic heritage, gastronomy, and traditional production systems. • Foster the appreciation and promotion of the cultural identity associated with food: knowledge, flavours, quality and its healthy character.
Tourism	• Promote knowledge about the touristic potential of traditional produce. • Value and promote the notoriety and authenticity of regional gastronomy as the regions' ex-libris.
Health	• Promote the dissemination of gastronomic heritage, in its diversity, authenticity, nutritional richness, and health benefits.

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The present results show that Geographic Indication Protection is highly regarded as a solution for the promotion and safeguard of Mediterranean Diet in Portugal

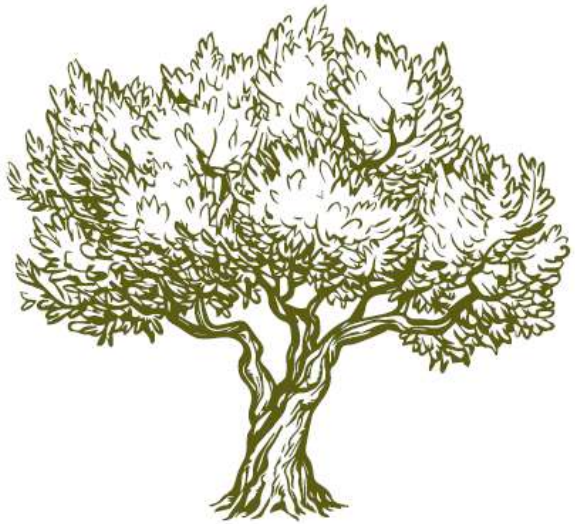
Thank you for your attention

cirad
AGRICULTURAL RESEARCH FOR DEVELOPMENT

Food and Agriculture Organization of the United Nations

Worldwide Perspectives on Geographical Indications

Montpellier, France, 5-8 July 2022



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Artichoke "Roxa de São Roque"

Development of artichoke cultivation in São Roque-SP-Brazil by average of local consumption, rural and gastronomic tourism

Sandro Marcelo Cobello

PhD – Tourism, Heritage and Territory

Coimbra University - Portugal

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APASR
Associação dos Produtores de Alcachofra de São Roque

Artichoke Association São Roque-SP-Brazil



Key – words -

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- **Artichoke;**
- **Gastronomic Tourism;**
- **Rural Tourism;**
- **São Roque-SP-Brazil.**



Artichoke "Roxa de São Roque"



Introduction

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São Roque, located near the largest Brazilian city - Sao Paulo (60 KM); it is a great destination of suburban tourism in much of its fame in the cultivation of grapes and production of wines with wine tourism, but in recent years it has developed as an important producer of Food Heritage – ALCACHOFRA, ARTICHOKE, ARTICHAUT, CARCIOFO, CARXOFA, ALCAUCIL



Artichoke Festival in 1972



Information about Artichoke

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Edible flower of Mediterranean origin little known in Brazil but with strong possibility of selling fresh, packaging, rural tourism, gastronomic tourism and the city is the the only one in the country that the students of the ensino public network can consume a dish based on that flower.

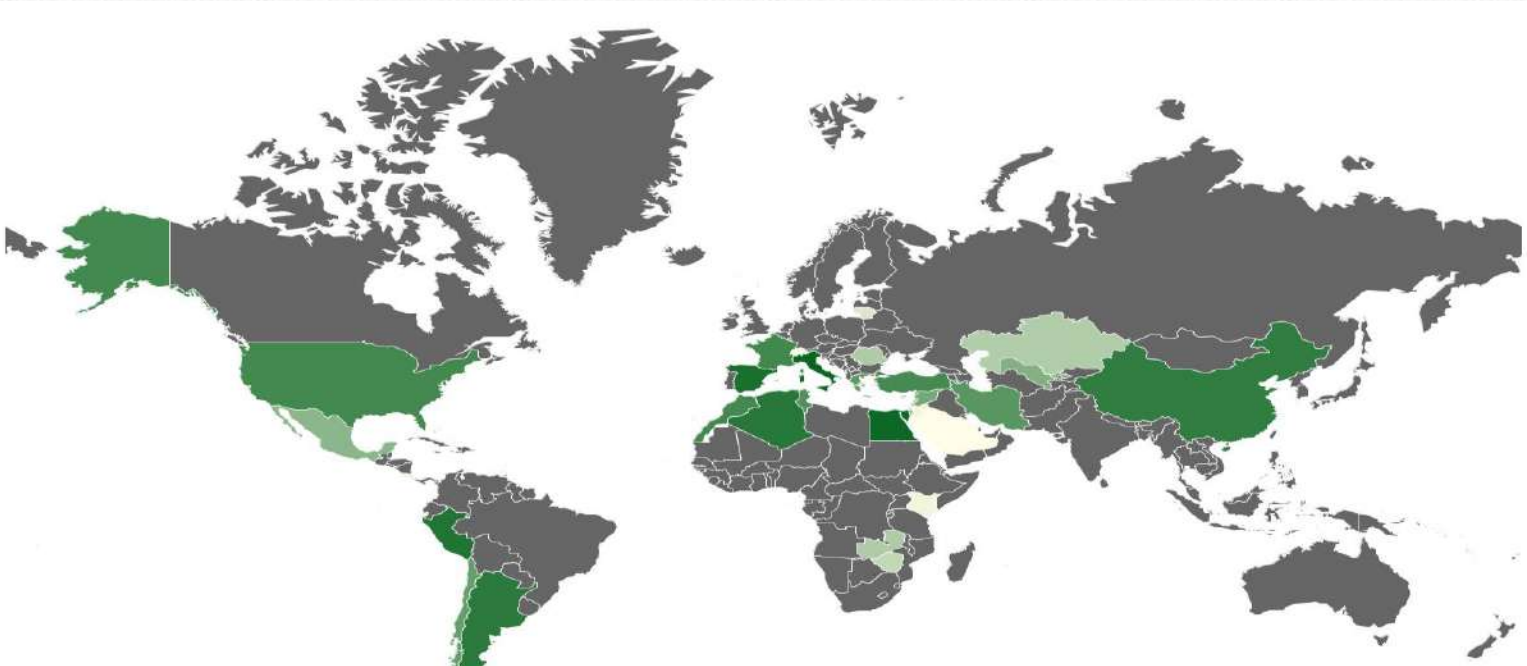




Artichoke – World

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Its origin of cultivation was in the last century with the Europeans – Italians and Spanish that they only did their own consumption, but it arose as a new possibility due to the change in the grape production that lost its prices in the 1980s and 1990s.



https://www.atlasbig.com/en-cn/countries-by-artichoke-production



roteiro do VINHO
SÃO ROQUE-SP

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- In the 1990s, tourism changed the activity with the opening of restaurants and modernization of the area of sale of the wineries in a region of the city called "Roteiro do Vinho" (Route Of the wine). Currently that Route is more than 60 properties that on Saturdays, Sundays, bridges and holidays receive a year, before the Pandemic, 1 million visitors and tourists a year.





Restaurants and Party

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- The restaurants on the Route have artichoke-based dishes all year round with frozen and preserves, but at harvest time in Brazil, from August to the end of October, the city is the Brazilian Capital of the Artichoke, with artichoke dishes in its most varied forms, to ice cream and sweets, in October the biggest party of the product is held in Brazil - ”Expo São Roque - Artichokes and Vinhos” (Expo São Roque - Artichokes and Vinhos).







Comparative betwwen São Roque – Brazil and La Plata – Argentina – Artichoke Party

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Food Heritage introducing in the Classes and Scholar Alimentation

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More than twenty years ago the mayor and the education directorate of the city during the harvest period direct purchase from producers about 15 percent of all production; the children of zero up to 14 Years of the public schools of the city can eat dishes based on the artichoke, enabling the simplest people to consume this typical product; the region of São Roque with two other cities - Piedade, the largest producer and Ibiúna are responsible for more than 90 percent of the cultivation in the country.

Obs – São Roque-SP-Brazil the Only city serves Artichoke in its Scholar Alimentation.



Food Heritage introducing in the Classes and Scholar Alimentation

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https://g1.globo.com/sp/sorocaba-jundiai/nosso-campo/noticia/2019/11/03/criancas-conhecem-como-e-de-perto-uma-plantacao-de-alcachofra.ghtml



Case's Example Restaurant

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Examples like these explain the development of artichoke cultivation in the city, three years ago a group of peasants created a association to strengthen the purchasing power of inputs and sales together with the municipality, the wholesalers.



Lina Sgueglia Goes –
Tia Lina Restaurant



Pandemic and Rural Tourism

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Still the pandemic in the year of 2020, was through tourism and proximity to São Paulo, the largest Brazilian city, producers were not so affected by the situation and did not experience sales losses or price declines during the harvest period.



Artichoke and a Wine with Aromatization Artichoke



Rural Tourism - Artichoke

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Artichoke and Rural Tourism in São Roque – SP – Brasil



Request - IGP

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Currently they seek public bodies to help in the planning for solicitation of the Geographical Indication of the variety called ”Alcachofra Roxa de São Roque” (Purple Artichoke from São Roque)



Mobilitation to IGP



References -

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Thanks -

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- **Sandro Marcelo Cobello**
- **Email – sanmarcobello@gmail.com**
- **Whatsapp - +55-11-99697-1514**

- https://g1.globo.com/sp/sorocaba-jundiai/nosso-campo/noticia/2019/11/03/criancas-conhecem-como-e-de-perto-uma-plantacao-de-alcachofra.ghtml

KU LEUVEN

The Effect of Delimited Geographical Indication Areas on Retail Prices: A European Study

Gero Laurenz Höhn, Martijn Huysmans and Christophe Crombez

Montpellier, 8 July 2022

Worldwide Perspectives on Geographical Indications

Contact:

Gero Laurenz Höhn, LICOS (KU Leuven), gerolaurenz.hoehn@kuleuven.be



Terroir of EU GIs

The **delimitation** of the **GI area** stands at the **heart of every specification**



Prosciutto di San Daniele, 2022



Beaufort, 2022



Prosciutto di Parma, 2022

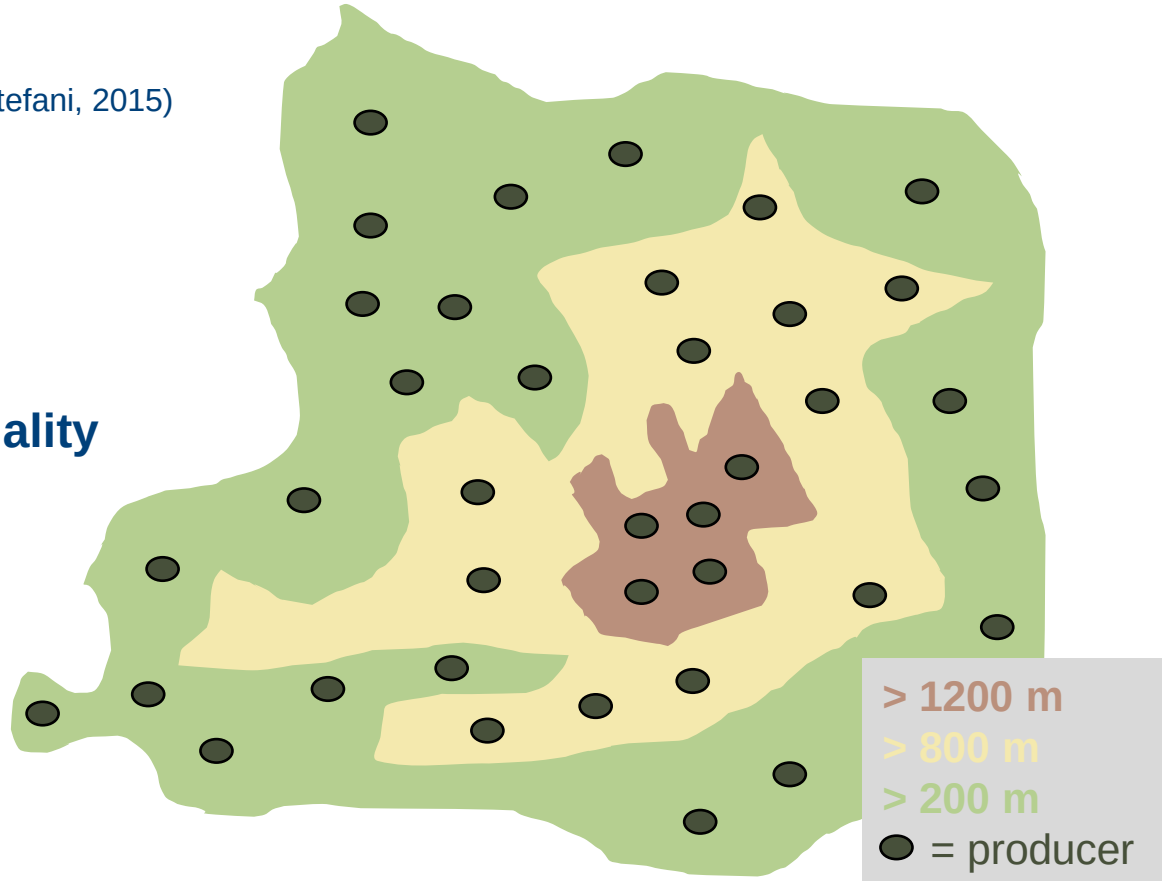
Rationale & state-of-the-art

Theoretical framework

(Deconinck & Swinnen, 2021; Deconinck, Huysmans & Swinnen, 2015; Landi & Stefani, 2015)

- **Larger GI areas** grant **more producers** rights
- **Larger GI areas** have **less specific *terroir***

→ **Area size** may affect **prices** through **quantity & quality**



Own exemplary figure

Objective

- **GI wines** from a **larger area** tend to be of **lower quality**

  (López-Bayón *et al.*, 2020)

- But what about **prices?**

  → **Lack** of empirical **evidence**

Do GIs with a larger area have lower prices?

Hypothesis: *Larger GI areas are associated with lower prices*

Focus product

European ham

→ Comparable products
→ Differing areas
→ Established GIs
→ Pan-European
→ PDOs and PGIs



Schwarzwälder Schinken



Jambon de Bayonne



Prosciutto di Parma



Jambon d'Ardenne



Jabugo

Focus product

- **GI hams** tend to realize **price premiums**

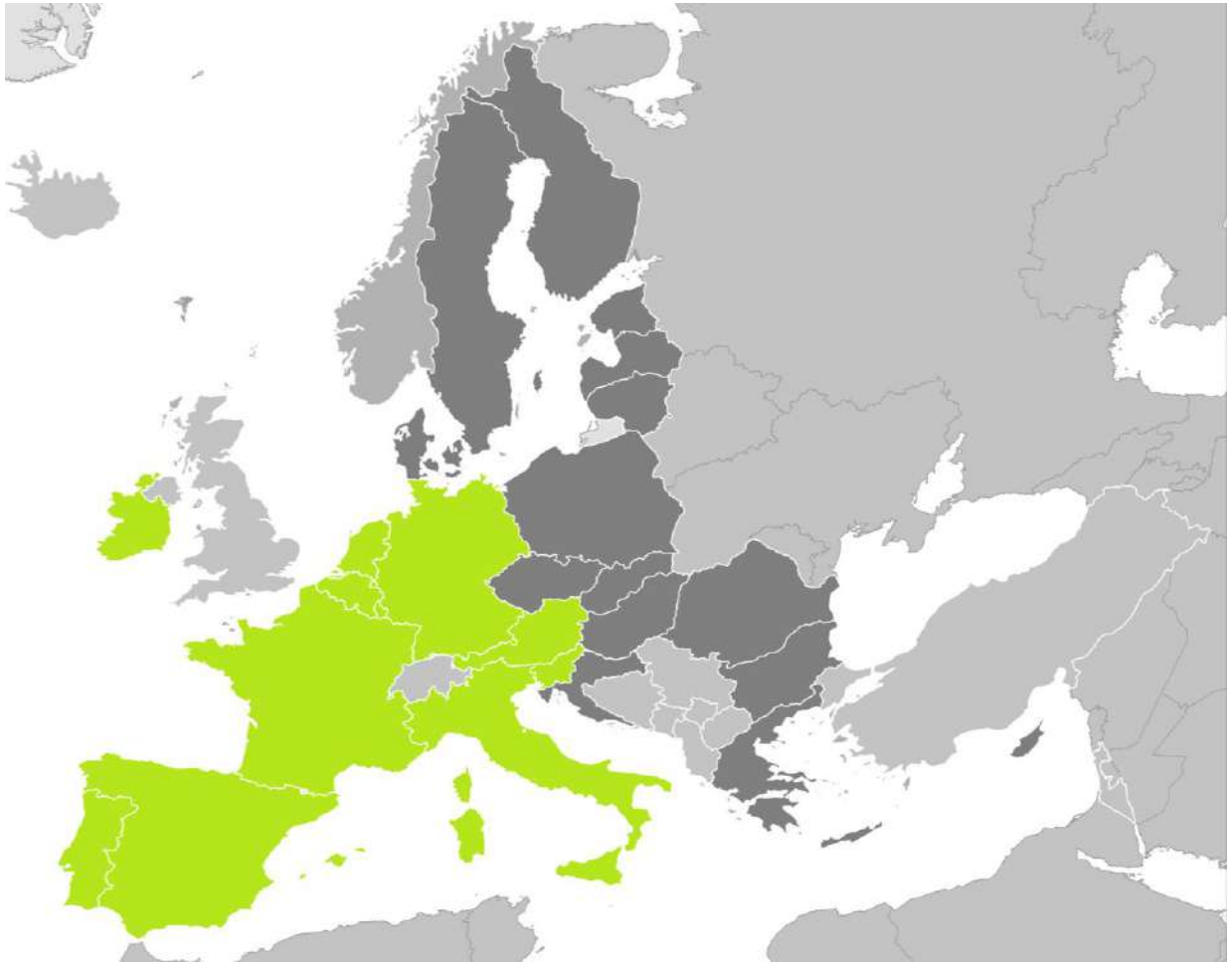
  (Deselnicu *et al.*, 2013; Garavaglia & Mariani, 2017; Leufkens, 2018; AND-International, 2019)

→ **Our contribution:**

- Including of **22 GI hams** from 9 countries
- Controlling for **ham-specific variables** like maturation time
- Using **actual retail price** data
- Coding **new data** of **GI areas** in km^2

Focus markets

- **11 countries**
  - Origin of GI ham
  - Major pig producer (Netherlands)
  - Major ham importer (Ireland)
  - € currency
- **36 online stores**
  - Supermarkets with physical stores
  - No specialty shops
  - House delivery in capital's center



Data collection





Billa, 2021

Exemplary coding:

→ ***Price per 100gr:* 6.24 €**
→ *Package size:* 80 grams
→ *National Brand:* No = 0
→ ***GI label:* PDO**
→ ***GI area:* 35 km²**
→ *Maturation time:* 18 months
→ *Special pig breed:* No = 0
→ *Organic:* No = 0
→ …

Data collection

- GI area normally defined by **administrative borders**

  → LAU (municipality) or NUTS (region, province) level:

Prosciutto di San Daniele (PDO):



Qualigeo, 2020

Jambon d'Auvergne (PGI):



Consortium des Salaisons d'Auvergne, 2021

Data collection

- In total, **22 GI hams** from 9 countries included
- **Large differences** among GIs and within countries
- **PDOs** tend to be **smaller**

Name	Certification	Country	Area in km²
Prosciutto di Carpegna	PDO	Italy	29
Prosciutto di San Daniele	PDO	Italy	35
Kraški Pršut	PGI	Slovenia	429
Prosciutto di Modena	PDO	Italy	1,806
Jambon d'Ardenne	PGI	Belgium	7,314
Schwarzwälder Schinken	PGI	Germany	11,400
Tiroler Speck	PGI	Austria	12,648
Jambon d'Auvergne	PGI	France	23,497
…	…	…	…

Results

Regressor	(1)
GI label (ref. non-GI)	
PDO	**1.65*** (0.55)**
PGI	**-0.08 (0.14)**
Constant	2.45*** (0.25)
Control variables	YES
Supermarket FE	YES
Summary statistics	
N	768
Adjusted R^2	0.64

Notes: *p < 0.1, **p < 0.05 and *** p < 0.01.
Robust standard errors in parentheses.

Full-sample regressions: **GIs & non-GIs**

- **PDOs** associated with **higher prices**
  - → 67% **premium** compared to non-GI reference
  - → Controlling for *national brands*, *organic*, *package size*, *maturation time & special pig breeds*

Results

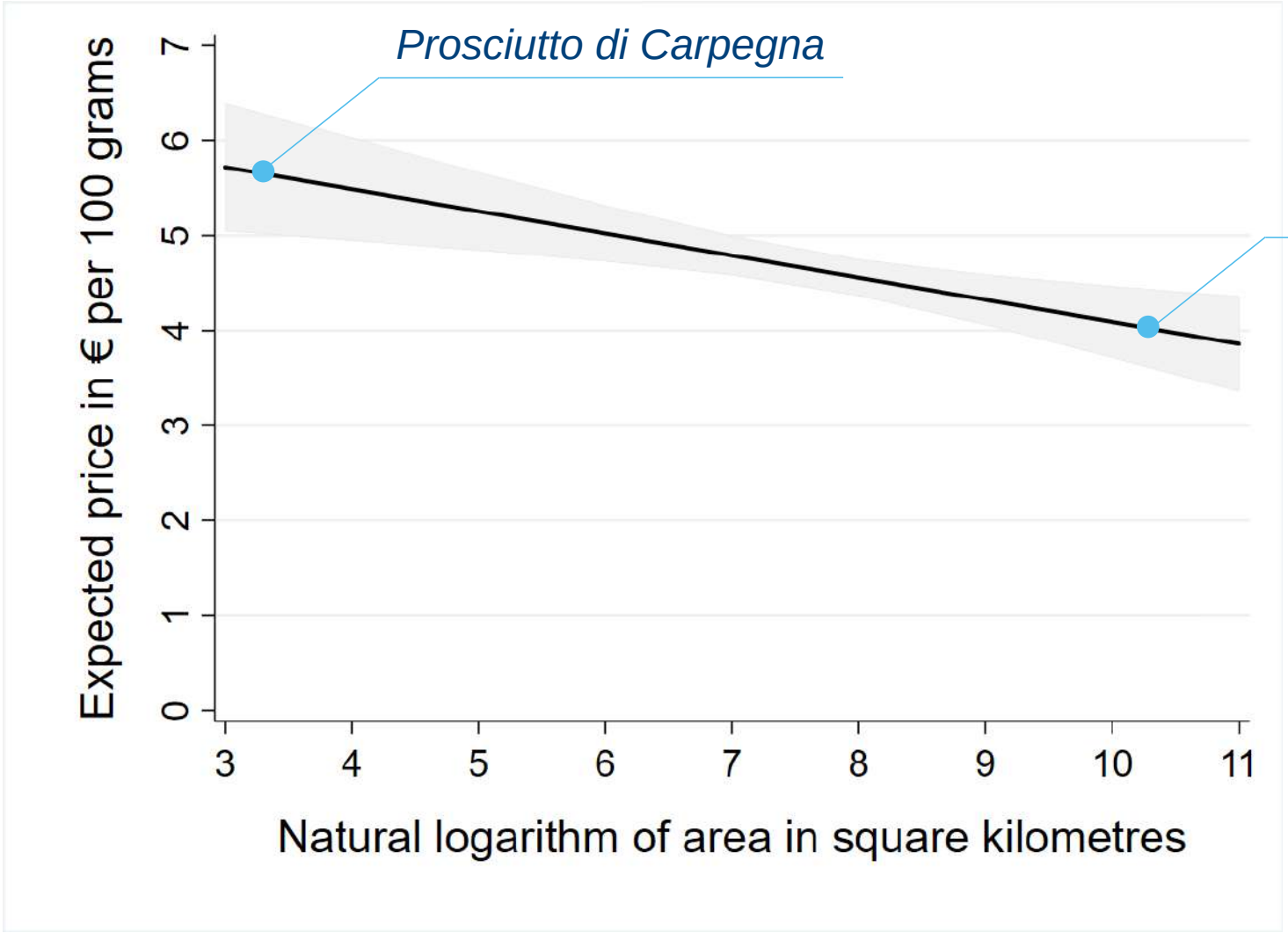
Regressor	(2)
Lnarea	**-0.25*** (0.07)**
PDO	-0.12 (0.55)
Constant	4.37*** (1.13)
Control variables	YES
Supermarket FE	YES
Summary statistics	
N	187
Adjusted R^2	0.83

Notes: *p < 0.1, **p < 0.05 and *** p < 0.01.
Clustered standard errors in parentheses.

Subsample regressions: **PDOs and PGIs only**

- **Larger areas** associated with **lower prices**
  - → **1 SD increase:** price expected to **fall by about 50 ct.**
  - → **No difference** between **PDOs and PGIs**
  - → **Checks** with Italian GIs **controlling** for **quantity**

Results


Prosciutto di Carpegna
Jambon d'Auvergne
Expected price in € per 100 grams
0
1
2
3
4
5
6
7
3
4
5
6
7
8
9
10
11
Natural logarithm of area in square kilometres

Summary

- A denominated geographical **area is the essence of every GI**
- **Lack of empirical evidence** regarding area effect on prices

We find that larger GI areas are associated with lower prices

→ Focus on EU GI ham: **multi-GI and -country analysis**

→ **Product-specific controls** are influential and **moderate label premiums**

→ **GI delimitation** must be **well-founded**

- **Larger areas** may still positively affect turnover & profits through **higher sales**

Thank you for your attention!

Contact:

Gero Laurenz Höhn, LICOS (KU Leuven), gerolaurenz.hoehn@kuleuven.be

Worldwilde Perspectives on Geographical Indications
Montpellier, France – 5 to 8 of July, 2022

GEOGRAPHICAL INDICATIONS AND TOURISM ENHANCEMENT:
Brazilian experiences in the wine and coffee sectors

Prof.ª Dr.ª Mirna de Lima Medeiros (UEPG)

Profª Drª Augusta Pelinski Raiher (UEPG)

Profª Drª Cláudia Souza Passador (USP)

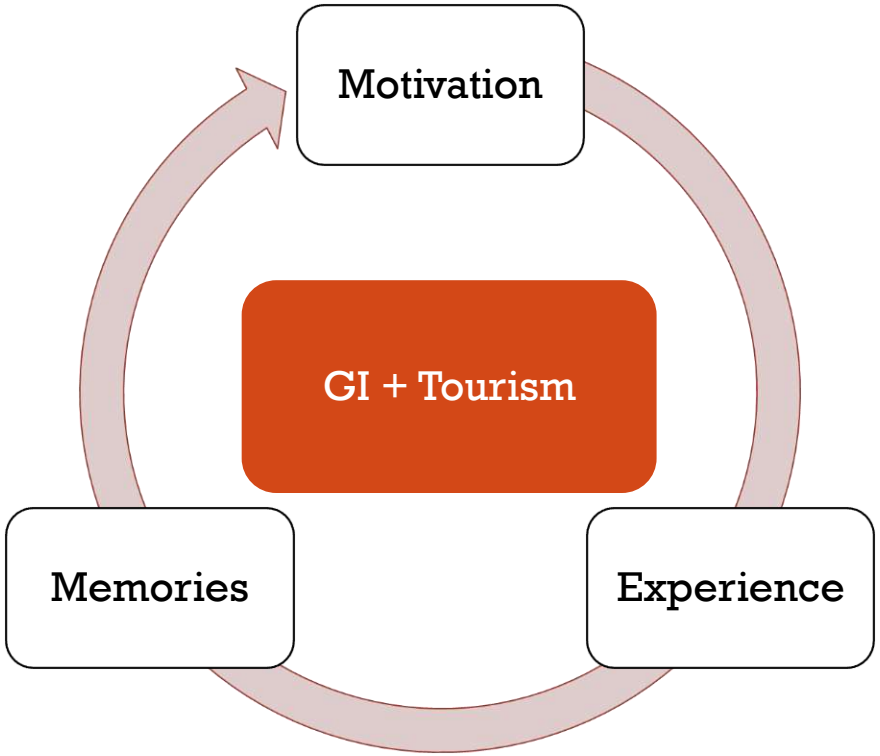
Prof. Dr. João Luiz Passador (USP)

UEPG Universidade Estadual de Ponta Grossa

GPUBLIC CENTRO DE ESTUDOS EM GESTÃO E POLÍTICAS PÚBLICAS CONTEMPORÂNEAS USP

INTRODUCTION

- Brazil: 90 national Geographical Indications – 69 IPs; 21 DOs
- Tourism can strengthen and be strengthened by territorial assets such as GI products.



INTRODUCTION



- **Why wine and coffee?**
  - Perennial crops
  - strong cultural identity
  - These are the sectors with the first recognized Gis in Brazil
  - Several GIs in the country
  - frequently used for tourism.

Did the geographical indications generate an increase in tourism in wine and coffee GIs in Brazil?

OBJECTIVE

- to verify whether GI recognition has had a positive effect on jobs in the tourism sector in the municipalities that are part of its delimitation.

IP Vale dos Vinhedos
• 03

IP Pinto Bandeira
• 02

IP Vale da Uva Goethe
• 08

DO Vale dos Vinhedos
• 03

IP Altos Montes
• 02

IP Monte Belo
• 03

IP Farroupilha
• 01

IP Campanha Gaúcha
• 14

IP Vale do São Francisco*



IP Região do Cerrado Mineiro
• 55

IP Norte Pioneiro do Paraná
• 45

IP Alta Mogiana
• 15

DO Cerrado Mineiro
• 55

IP Região de Pinhal
• 08

IP Oeste da Bahia
• 11

IP – DO Mantiqueira de Minas Gerais
• 25

IP Campos das Vertentes (2020)

IP Mata de Minas (2020)

DO Caparaó (2021)

- tourism activities, actors and strategies that give rise to synergies

METODOLOGY

- Literature review

Medeiros, M. de L., & Passador, J. L. (2022). Examining the development attributed to geographical indications. *JWIP*, *25*(1), 86–105.

- Quantitative phase:
  - Propensity Score Matching (PSM) method.

- Qualitative phase:
  - Online questionnaire - uses and the opinion
  - direct observations of the wine - articulations and strategies.



RESULTS AND DISCUSSION

Average GI effect on Tourism jobs per thousand inhabitants.

GI Sector	Method	Average Effect	Std. Err.
Coffee	Caliper	0,04**	0,02
	nearest neighbor	0,02**	0,01
Wine	Caliper	0,18*	0,08
	nearest neighbor	0,19*	0,08

Source: Research results. Note: * 5% significance level.

- **Tourism Jobs:** 4 more jobs per thousand inhabitants
- Population well being: positive effect on the FIRJAN development index (0.03)
- Economic growth: additional GDP equivalent to R$3,000

GI



- **Jobs in the tourism sector:** 18 more jobs per thousand inhabitants
- Population well being: positive effect on the FIRJAN development index (0.08)
- Economic growth: No statistical difference.

Medeiros, M. L., Raiher, A. P., & Passador, J. L. (2021). Geographical indications and their impact on territorial development: Empirical evidence for brazilian municipalities. *Studies of Applied Economics*, *39*(8).

RESULTS AND DISCUSSION

- **Tourism activities:** visits to production, tastings, business and festive events, courses or workshops on the production or consumption of the product (e.g. wine pairing courses)
- **Partnerships** between producers, with lodgings, restaurants and/or tour guides and receptive services.













FINAL CONSIDERATIONS

- Measuring the results of GI recognition;
- Differences between and within regions;

- In the most successful cases in the offer of tourism activities related to the GI product, it was verified the constitution of a specific image (with branding strategies); access to local and regional markets and territorial governance systems that include the representative entity, the product-res, the government and research and technical assistance organizations.

- Consumer awareness and appreciation of GIs in brazil is still a challenge



ACKNOWLEDGEMENTS:













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THANK YOU!

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A SWOT Analysis of the GI Registered Agricultural Products from India-Evidence from Select Case Studies

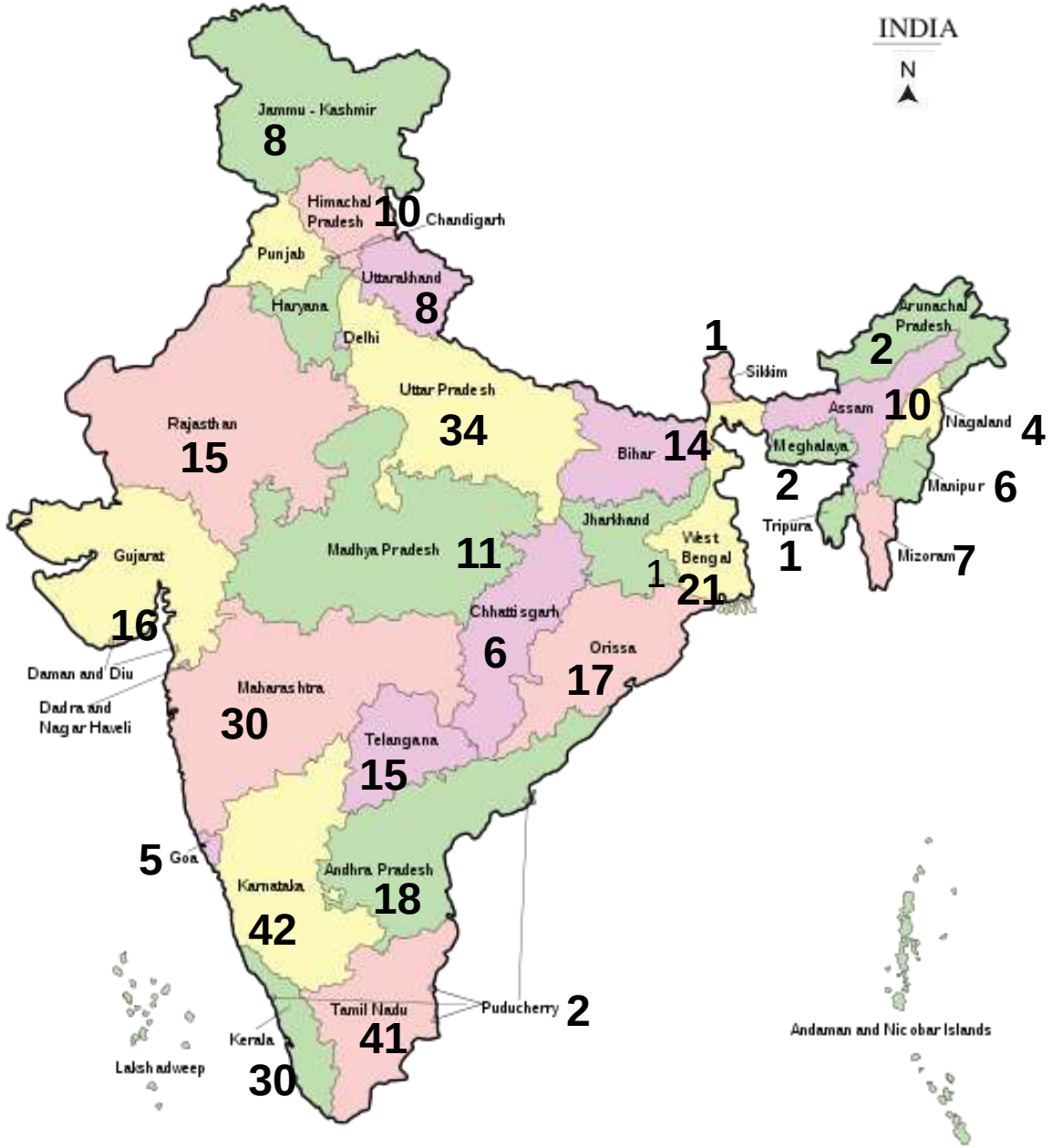
N. Lalitha
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Soumya Vinayan
soumyavinayan@gmail.com



Scheme of Presentation

- Brief introduction to Indian GIs
- Objectives and Synopsis of the analysis
- Conclusion and Future Strategies

Number of Registered GIs by States



Total 417 registrations
Indian states 390 which includes agriculture (119), Handicrafts (230), manufactured, food Stuff and natural products
14 Joint GIs of states
Foreign products 27

*Source:*https://commons.wikimedia.org/wiki/File:India-map-en.svg

Objectives

- What are the
- a) strategies adopted by the proprietors of GI to realise economic returns from the registered products and
- (b) socio, cultural, economic and institutional spill over outcomes of GI protection on different stakeholders

Details of the Study

- Study period : 2018-19
- Focus on 8 agricultural products
- Number of farmers surveyed: 1003 collected qualitative and quantitative information
- Interviews with a variety of stakeholders –processors, exporters, government officials and civil society organisations
- Theory of change framework, SWOT analysis

Products Covered under the Study

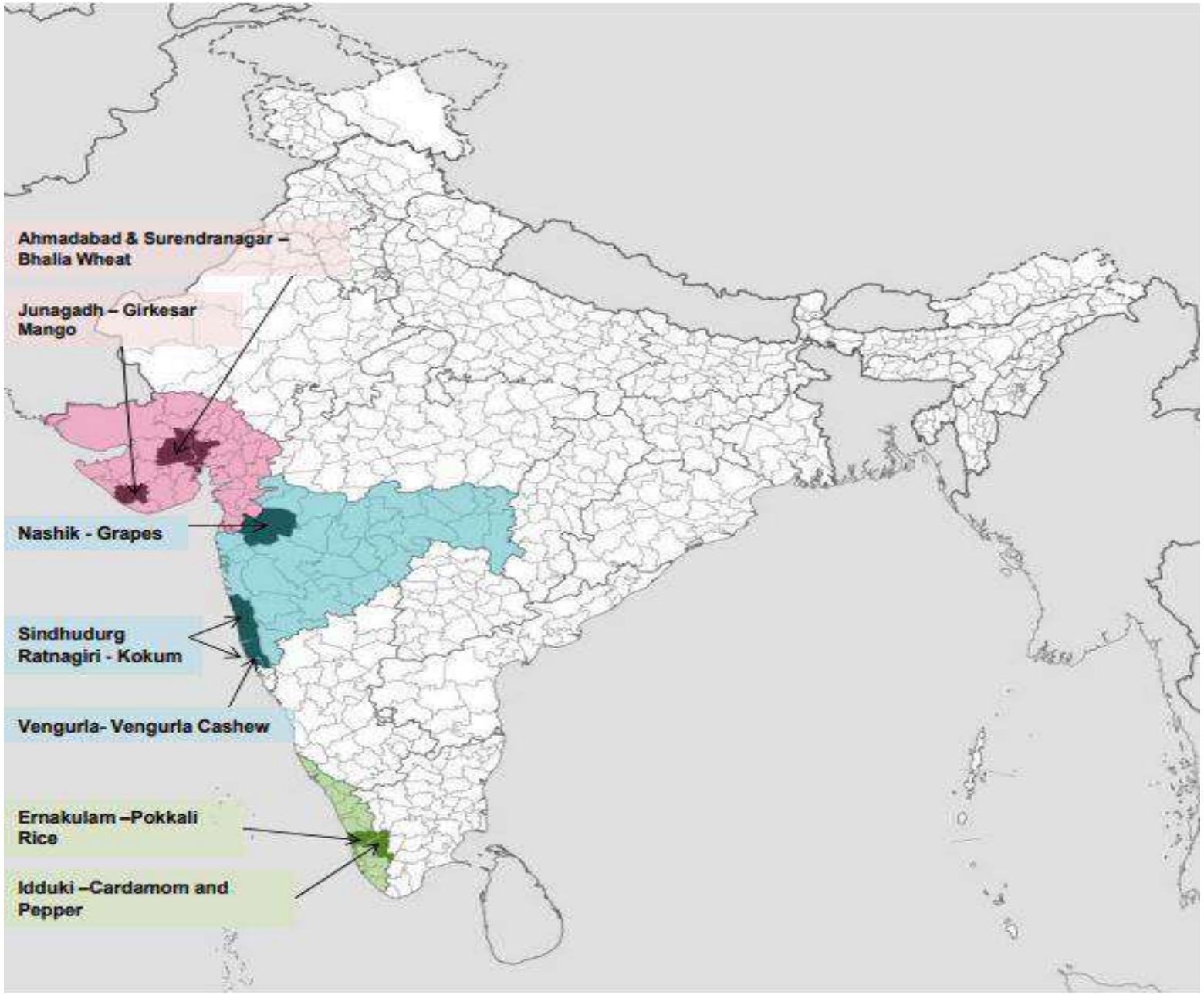
States	Products	Category	GI Ownership	Year of registration
Gujarat	Bhalia wheat	Food grain	Government Department	2009
	Gir Kesar mango	Horticulture	Government Department	2009
Maharashtra	Nashik Grapes	Horticulture	Farmer organisation	2009
	Vengurla Cashew	Horticulture	Farmer organisation	2014
	Sindhudurg Ratnagiri Kokum (Garcinia indica)	Horticulture	Farmer organisation	2014
Kerala	Pokkali rice	Food grain	Kerala Agricultural university	2007
	Alleppey cardamom	Horticulture	Spices Board (Govt)	2006
	Malabar pepper	Horticulture	Spices Board (Govt)	2007




Ganesh
GANESH CASHEW FACTORY



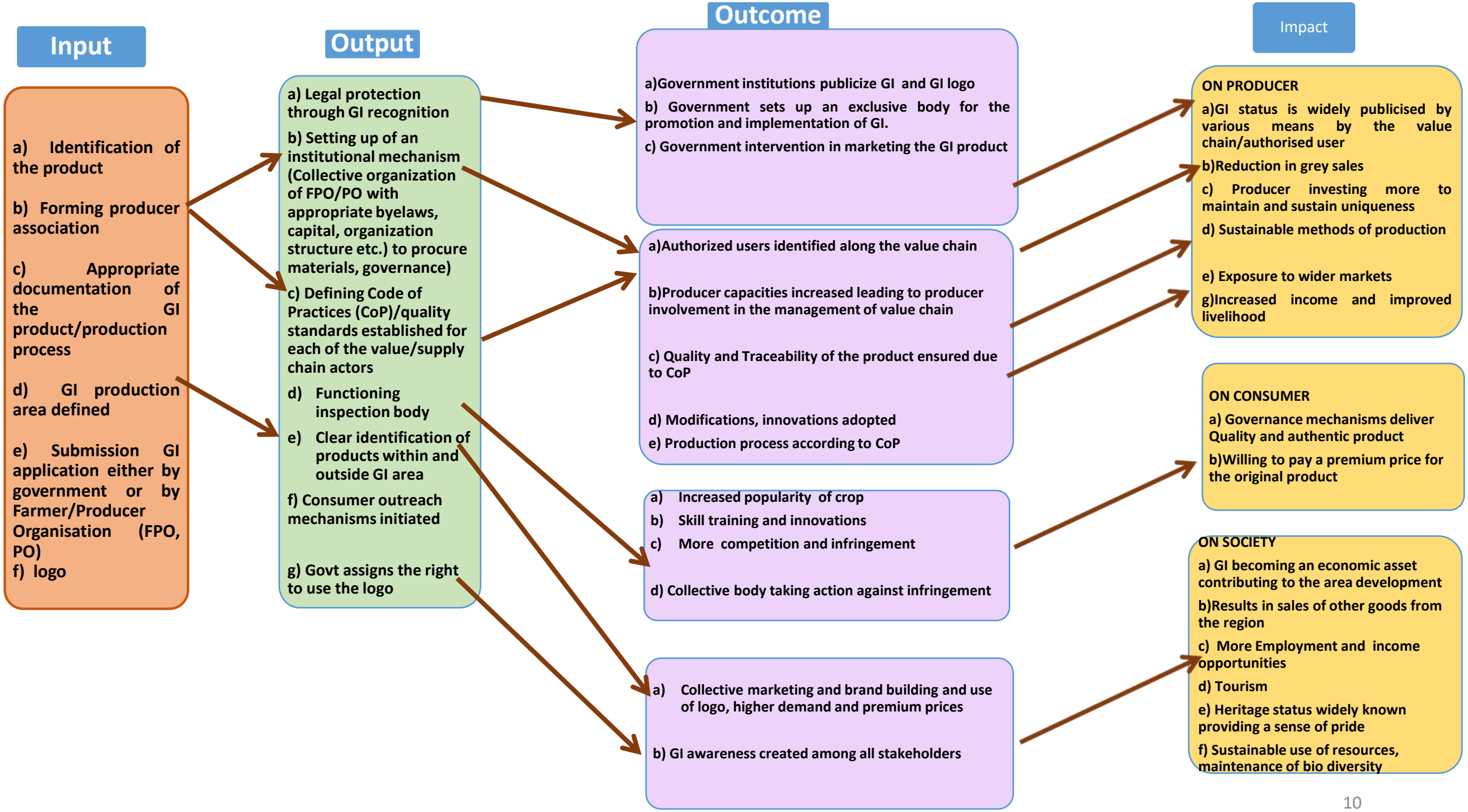


Source:https://en.m.Wikipedia.org/wiki/list_of_districts

Theory of change (ToC)

- ToC is ideal for any impact evaluation program as it is possible to systematically list down the cause and effect process of an intervention.
- In our study, we have adopted a common ToC for the chosen products and from there we have tried to understand the Strengths, weaknesses, opportunities and threats of the chosen products.
- Strengths and opportunities could be used to implement and promote the GI product and the weaknesses and threats are addressed through appropriate strategies


Input
a) Identification of the product
b) Forming producer association
c) Appropriate documentation of the GI product/production process
d) GI production area defined
e) Submission GI application either by government or by Farmer/Producer Organisation (FPO, PO)
f) logo
Output
a) Legal protection through GI recognition
b) Setting up of an institutional mechanism (Collective organization of FPO/PO with appropriate byelaws, capital, organization structure etc.) to procure materials, governance)
c) Defining Code of Practices (CoP)/quality standards established for each of the value/supply chain actors
d) Functioning inspection body
e) Clear identification of products within and outside GI area
f) Consumer outreach mechanisms initiated
g) Govt assigns the right to use the logo
Outcome
a)Government institutions publicize GI and GI logo
b) Government sets up an exclusive body for the promotion and implementation of GI.
c) Government intervention in marketing the GI product
a)Authorized users identified along the value chain
b)Producer capacities increased leading to producer involvement in the management of value chain
c) Quality and Traceability of the product ensured due to CoP
d) Modifications, innovations adopted
e) Production process according to CoP
a) Increased popularity of crop
b) Skill training and innovations
c) More competition and infringement
d) Collective body taking action against infringement
a) Collective marketing and brand building and use of logo, higher demand and premium prices
b) GI awareness created among all stakeholders
Impact
ON PRODUCER
a)GI status is widely publicised by various means by the value chain/authorised user
b)Reduction in grey sales
c) Producer investing more to maintain and sustain uniqueness
d) Sustainable methods of production
e) Exposure to wider markets
g)Increased income and improved livelihood
ON CONSUMER
a) Governance mechanisms deliver Quality and authentic product
b)Willing to pay a premium price for the original product
ON SOCIETY
a) GI becoming an economic asset contributing to the area development
b)Results in sales of other goods from the region
c) More Employment and income opportunities
d) Tourism
e) Heritage status widely known providing a sense of pride
f) Sustainable use of resources, maintenance of bio diversity

Strengths

- Rich geo link in the case of food grains (Pokkali rice and Bhalia wheat)
- Traditional knowledge based practices are followed in food grain cultivation.
- Medicinal characteristics of the food grains and spices are valuable
- Social capital has been created among farmers who follow COPs – more pronounced in high value crops such as grapes, cashew
- Employment opportunities are there and particularly more for women in different stages of cultivation
- All the products have their own unique taste that is different form other products

Weaknesses

- GIs have been filed more with the purpose of increasing the number of registrations, than identifying the pathways of benefiting from such registration.
- Farmer collective organisations are yet to evolve
- Code of practices is not followed by all particularly in horticulture though progressive farmers design and follow their own code of practices.
- Consumer outreach mechanisms and capacity building of the value chain stakeholders are yet to evolve.

Opportunities

- The collective organisations which are working outside the purview of GI in grapes and pepper could be influenced to use GI and become a role model for others as these farmers get prices according to the quality.
- India is one of the leading producers and exporter of grapes, mangoes, cardamom, which can be utilised well with the GI status
- A few progressive farmers have established their own market through social media.
- Digital approaches such as these would be more beneficial to both – producers and consumers - if the farmers are organised as a group; and consumers can buy directly from such authentic sources than through intermediaries.

Threats

- Lack of awareness and collective organisation making it difficult for the different value chain players to utilise the GI status
- The area under GI is reducing in a few crops due to a variety of factors like climate change, pest attack, and the relatively lower remuneration from cultivation (steep decline in the areas of wheat, rice, mango and pepper)
- FTA has facilitated cheaper imports of pepper and cashew into India which is affecting the domestic prices that are lower than the cost of cultivation leading to farmers reducing the land under cultivation or shifting to other crops.
- Younger generation is increasingly moving out of traditional occupations

Conclusion and Future Strategies

- Producer strategies are yet to evolve to derive benefits of GI registration and government intervention is required in promoting GIs
- The government in the recent years have been promoting the policy of ‘vocal for local products’, which is fast catching up
- The adoption of one district one product and the innovative marketing strategy of “one station one product” to promote the sale of the local products at the railway station since March 2022 are also attracting lot of attention.
- Continuous awareness programs and massive launch of the GI logo to create awareness among the consumers would create more demand for GI products and help in continuing the legacy.



The ‘volcanic effects’ of PDOs wines in Cabo Verde. A sustainable approach.

Alessandra Narciso, PhD University of Roma Tre

Hailton Tavares Alfama, Institute of Quality Management and Intellectual Property of Cabo Verde

Research question & methodology

Research question

How can a newly established GI (DO) work as a ‘volcanic effect’ granting sustainable socio-economic benefits?

- a route to authentic tourism
- Tourism sector: establishing a route to authentic tourism

Methodology

A multidisciplinary approach to better address challenges and opportunities offered by Gis.

- Cabo Verde’s legislative GIs framework/ Country’s policies in the tourism sector.
- International scientific literature in the field of GIs and wines/winescape.
- FAO/WB reports and strategies.
- National statistics in the agri-food and tourist sectors.
- Social media/websites/on line magazine targeting touristic experiences.
- Case studies.

Gis capacity/institution building and country strategies

Cabo Verde IP code , Decree Law 4/2007.
Increased network with regional IP organization (ARIPO)
Geneva Acr, 6 July 2022 (WIPO)
Inter-ministerial approach to GIs

IP National, regional and international regulations

Valorize communities' cultures, know-how, and actions

Education: New Strategy

Tourism: New strategy

ITC4D Nomadic culture

Strategies in place

Discussion: Cabo Verde & wine routes



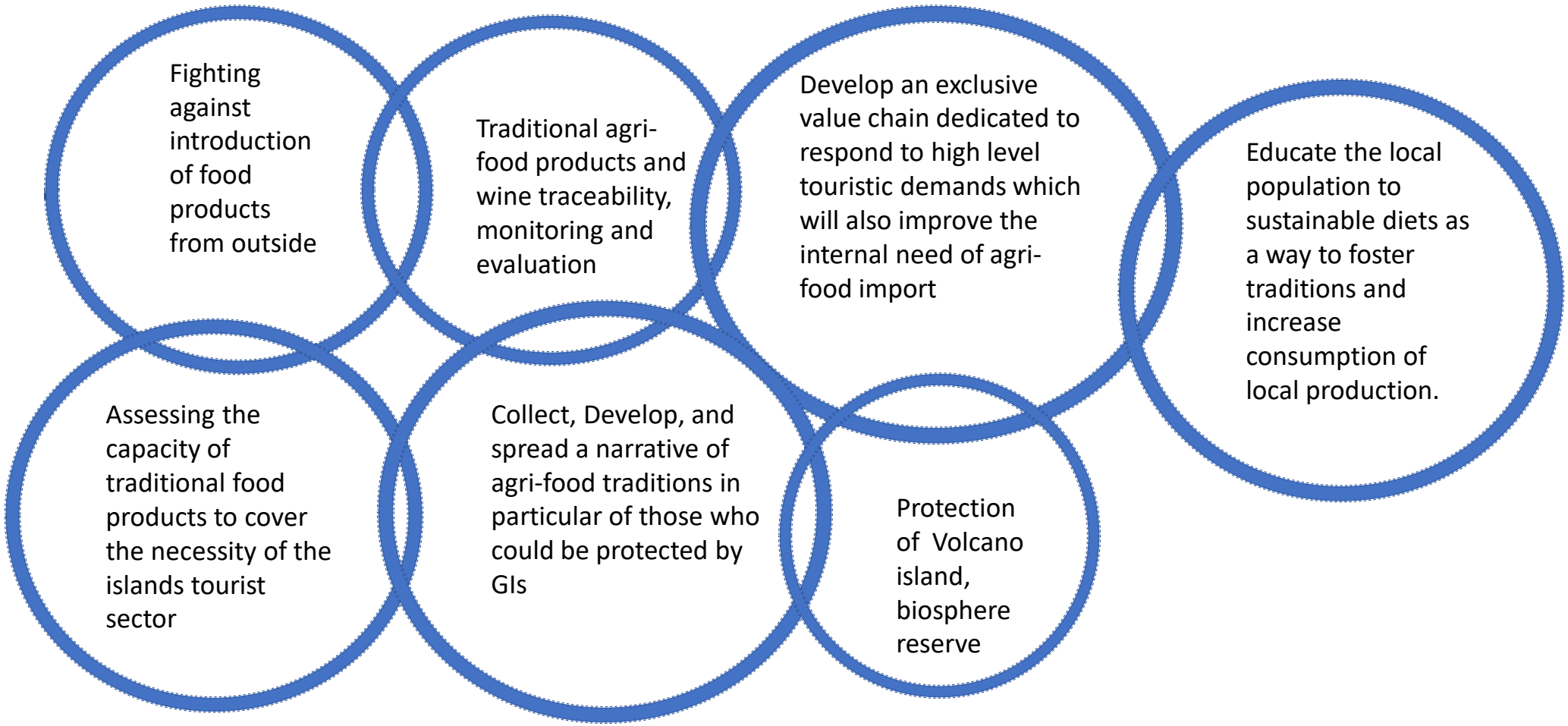
Common characteristics of volcano's wines

- Origins
- Minerality, longevity
- Characteristic landscapes
- Fertile soil/steep lands

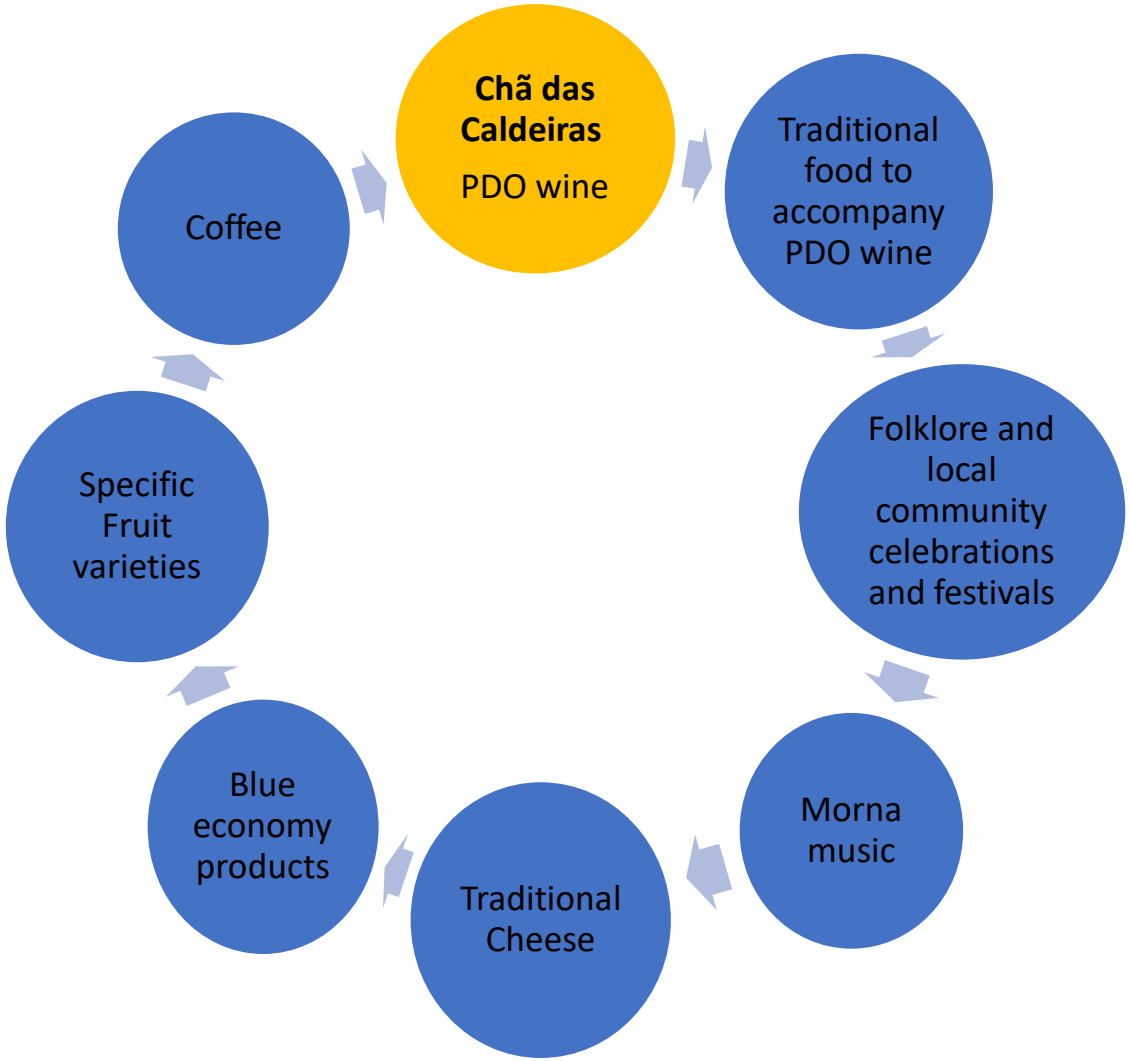
In order to capture the real potential of Fogo wine as a tourist/ winescape destination, is important to benchmark existing viniculture, community and hospitality, the wine supply capacity and all those activities related to the wine tasting experience.

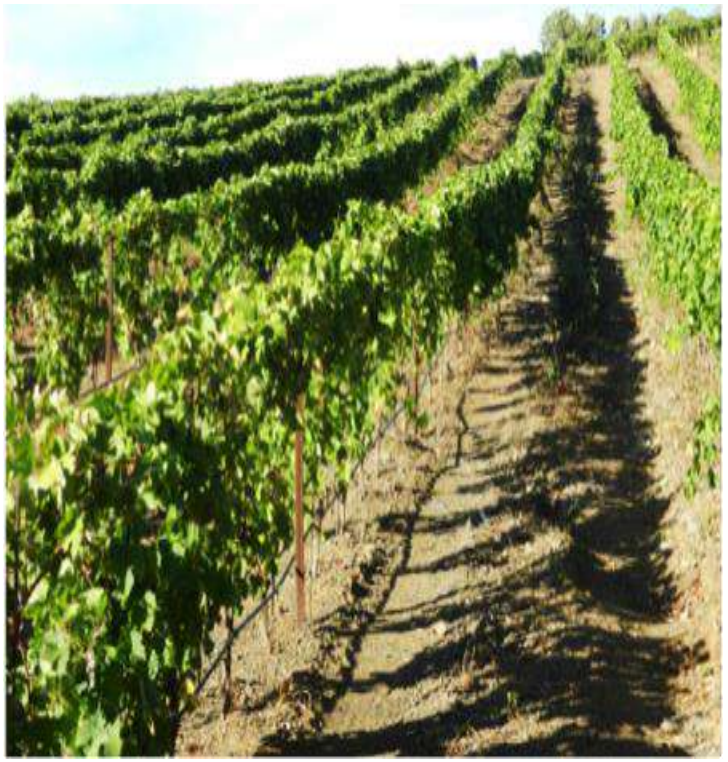
Whatever form wine tourism takes, either rural or eco or culturally oriented, the consumer role is part of the strategy and understanding consumers' behaviour is fundamental (Yuan et al., 2005).

A GIs sustainable approach in Cabo Verde



From farm to fork: interconnected process through various values chains. From Chã das Caldeiras PDO the possibility of a new sustainable tourism





Linking products (e.g. Gis) to places and people
The authentic agri-tourism experience



Landscape preservation


picture@http://edition.cnn.com/travel/article/cape-verde-islands-africa/index.html?gallery=3

Less is more
Multi-level and holistic experiences

Morabeza
Hospitality with a smile



Pictures@https://www.storienogastronomiche.it/da-capo-verde-vini-africani-dal-cuore-piemontese-gusto-e-solidarieta/

The tourist experience can be categorised according to the place's identity, the experiences lived by tourists and their individual capabilities (Fish et al., 2016).

Incorporate tourist feedback, gathered through new social media, into policy and management tourism practices (i.e. "Selective attention" Sottini et al., 2019).

The project of Edna Mendes@casa morabeza

Sustainable tourism and GIs (SWOT)

External factors

- water, electricity,
- epidemic/ pandemics /wars
- National and int'l communic ation networks

- - International reputation.
- - Touristic attraction.
- - Traceability.

-Trade and institutional networks.

- Marketing to meet the target market (e.g. tourists of enogastronomy).

- Linkages among different sectors, including education and IT.

- How to integrate traditional production processes with innovation mechanisms.

- Savoir-faire.

- Production specification.

- Control and Business Plan.

- Entrepreneurs' preferences for single trademarks.

- A missed cultural shift.

- Lack of specialized labor forces to implement circular and sustainable agri-food value chains.

Conclusion
Elements to be considered for Chã das Caldeiras durability and sustainability

- ✓ Management and sustainability of PDOs and PGIs
- ✓ Taking into account external factors: Running water and electricity/Volcanic eruptions and drought/pandemics/wars
- ✓ Specialised labour/Fighting dispersion of young forces
- ✓ Agri-food value chain traceability: a) Gis certified for HORECA sector and retail chains b) Compliance with phytosanitary standards
- ✓ HORECA eventual slow reaction in absorbing Gis products and other traditional certified products
- ✓ Inserting Cabo Verde in the list of specialized volcano wine attractions, OIV, no well designed marketing for GIs
- ✓ Opportunity to incorporate all actions necessary at an institutional, producers, community and consumer level

Conclusion

- Closely monitor the evolution of Chã das Caldeiras to ensure durability and spillover effect.
  - penetration of the market.
  - cost/benefit from producers.
  - impact on low-income/vulnerable people who are in the identified area of GIs.

- Improve disaggregated data in national statistics to incorporate wine as a product category.

- Build strong coordinated/interconnected institutional policies across various sectors based on experiences and challenges and for hedging against the risks of a niche wine market – which is subject to external factors (e.g., wars, pandemics, drought, etc).

- Implement a participatory approach to GIs involving consumers from the beginning of the process to better target marketing policies.

- Protect the need to protect Cabo Verde's landscape and rich biodiversity – which would, together with other agri-food and cultural activities, contribute to granting tourists authentically holistic experiences.



THANK YOU FOR YOUR KIND ATTENTION!

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Nutrition and health potentials of GI, the way forward

Florence Tartanac, FAO
Emilie Vandecandelaere

Food and Agriculture Organization
of the United Nations

Food and Agriculture in the 2030 Agenda



Food and agriculture targets relate to practically all 17 SDGs

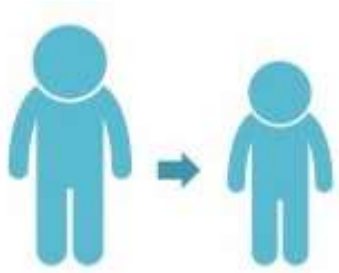
A food systems approach is needed to achieve SDGs

Importance of territorial approaches to contribute rural transformations towards SDGs

Source:
SOW-BFA 2019 The State of the World's Biodiversity for Food and Agriculture
SOFA 2017, Leveraging food systems for inclusive rural transformation

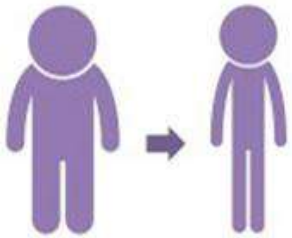
COVID-19's Potential Impact on Nutritional Outcomes: estimation

Up to **811 million** people are **undernourished** in 2020 (**20% increase**)



Childhood stunting

- Reverse the decreasing curve for the **first time in 3 decades**
- **2.6 million** additional stunted children under 5 by 2022



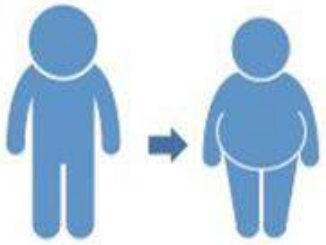
Childhood wasting

- **9.3 million** additional wasted children under 5 by 2022
- **168,000** additional child-deaths



Maternal malnutrition

- **2.1 million** additional maternal anemia cases
- **2.1 million** children born to low BMI women



Overweight and obesity

- **Childhood obesity worsen** due to the negative impact on diet and physical activity
- Overweight and obesity **significantly** increases the severity of COVID

Source: FAO, IFAD, UNICEF, WFP and WHO.2021. *The State of Food Security and Nutrition in the World 2021.*

Nutrition and healthy diets

- **Good nutrition** starts with **what we eat**

A **healthy diet** is a prerequisite to good nutrition

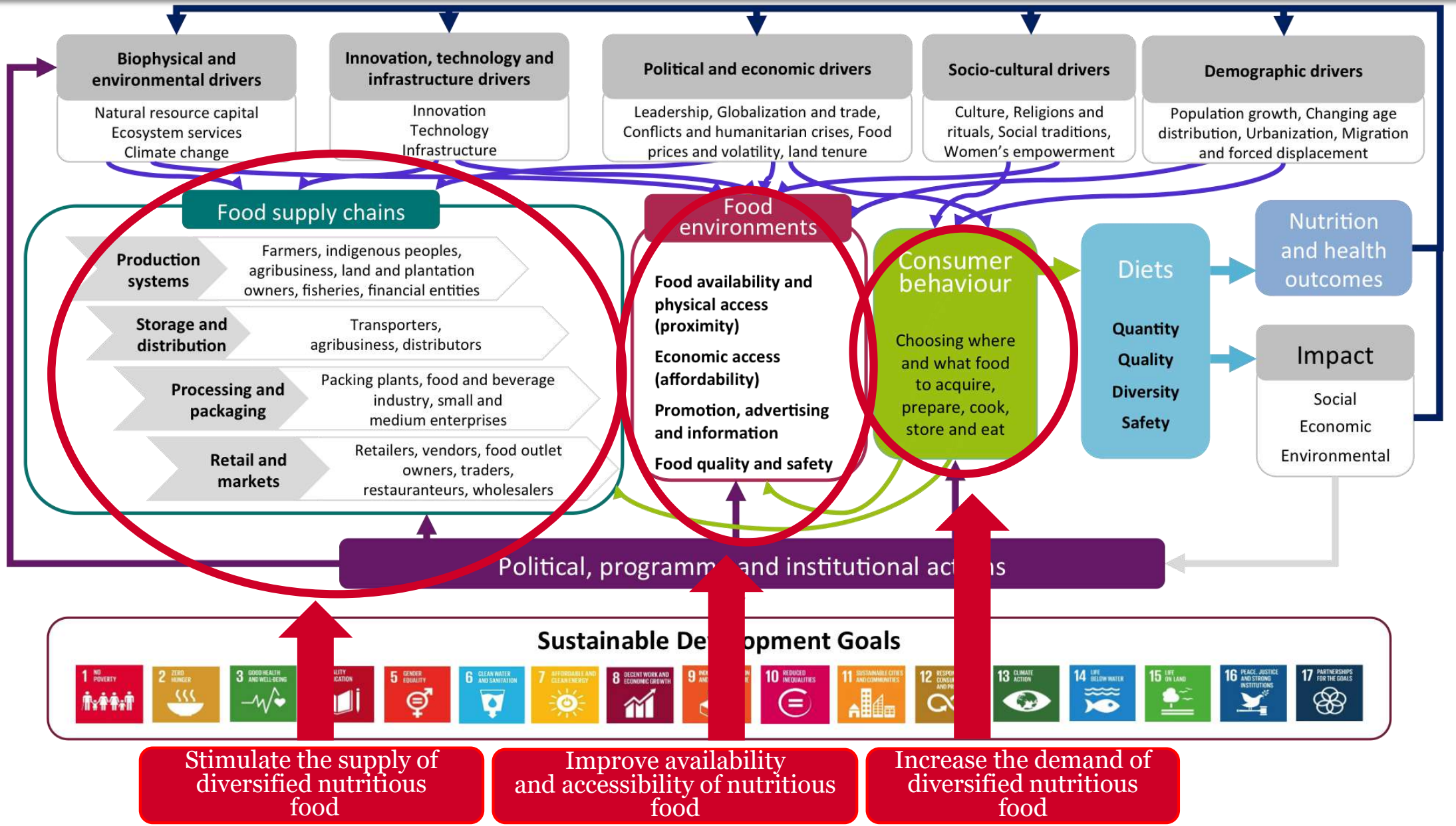






Food and Agriculture Organization of the United Nations

Food systems for nutrition and healthy diets



Food and Agriculture Organization of the United Nations

Traditional food systems and healthy diets

- Traditional food systems across the globe are very diverse
- Embedded in unique historical, religious, social, cultural and economic contexts
- Healthy diets are shaped by the way food is produced, procured, distributed, marketed, chosen, prepared and consumed.
- The social/cultural aspects and the economic impacts of food and food systems must be taken into account in the dialogue on responses to improve diets (FAO-WHO 2019).



Sustainable Healthy Diets are dietary patterns that promote all dimensions of individuals' health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable (FAO-WHO, 2019)

Food and Agriculture Organization of the United Nations

GI and healthy diets: the starting point

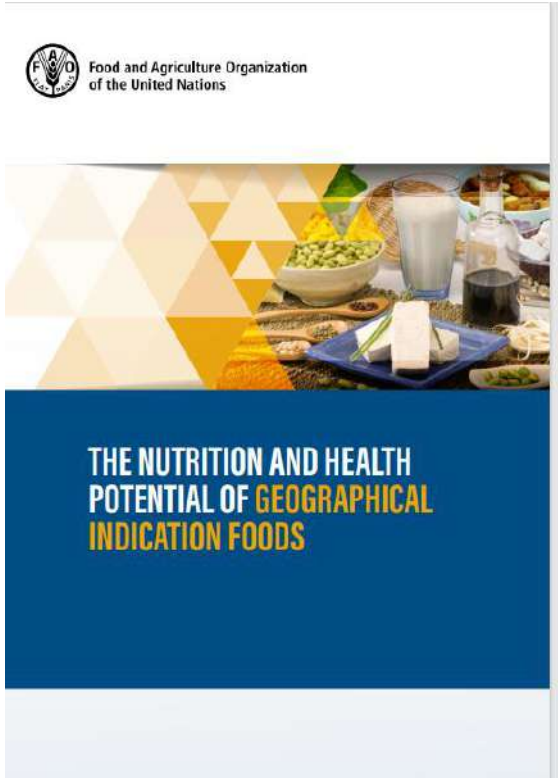
- GI products relate to diversity which is at heart in balanced diet
- Some GI products have strong link with local biodiversity which has an important linkage to nutrition
- *Intuitively* :
  - GI products are rather unprocessed or minimally processed food, vs highly processed foods,
  - With a small list of ingredients and limited artificial ones
  - Traditional processing methods tend to better preserve the food matrix with a positive impact on health

➔ Can we establish a link between GI products and healthy diets?

Food and Agriculture Organization of the United Nations

Some preliminary work

- **The nutrition and health potential of geographical indication foods**. By Bin Liu, 2021, FAO Carnalentejana (Portuguese beef), Furu (Chinese fermented tofu), Parmigiano Reggiano and Grana Padano (Italian fermented cheese), Rooibos (South African herbal tea), Indigenous rice varieties from the Borneo highlands (Malaysia/Indonesia).
- **FAO-oriGIn webinar on GI and nutrition, in the framework of the series on sustainable GIs** (Diet diversity and biodiversity, fermented products and microbiote, consumer perception)



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www.fao.org/geographical-indications

Food and Agriculture Organization of the United Nations

Conclusions from this preliminary work

How GI food products can contribute to healthy diets:



- influence of biodiversity on the nutritional quality of the raw material and final food product
- the influence of natural conditions are crucial in the nutritional quality (type of soils and climatic conditions) together with the human practices (production with no or low use pesticides, and harvest at maturity)
- influence of animal feeding on the final product composition (milk, meat) - botanical composition of fodder ingested by animals, directly impacts nutritional quality of milk but also indirectly through the production of molecules by the animal (type of fatty acids such as oleic acid, plasmin, casein…)

Food and Agriculture Organization of the United Nations

Conclusions from this preliminary work

- the traditional methods of processing and conservation can increase nutritional values (quantity and availability of nutrients and bioactive compounds): in particular fermentation, which represents an important part of GI products (cheese, soja and furu, teas…)
- importance of the GI specifications in preserving nutritional quality – because of the rules mentioned or because the final characteristics mentioned
- However, nutrition is never a consideration as such when producers develop their product specifications (while health in relation with food safety is at the core of concerns)



Food and Agriculture Organization of the United Nations

The way forward

- **Awareness raising of producers** about the nutritional quality of their GI products and to preserve it (e.g. only use of “natural” ingredients, only low-processing methods, care on maturation degree when harvesting etc.)
- Facilitate nutrition considerations in **GI specifications** and related requirements
- Communicate better to **consumer**
- Better, updated **food composition tables** for GI products
- Capacity building for researchers, esp. the local institutions
- Invest on key topics, such as:
  - **Fermented food** and possible health benefits, for example for the microbiome
  - the link between traditional food products and preparation/**eating practices**, as cultural references and reputation of the products may impact the way it is prepared and consumed, including frequency and combination with other types of foods, to contribute to a balanced/diversified diets.

Food and Agriculture Organization of the United Nations

Conclusions



- GI and food safety : food safety is crucial for health, and in practice GI development increase food safety along the VC
- Raising awareness of all actors on this topic (academic, practioners, authorities)
- More research needed, basic and practical from case studies

Thank you!



www.fao.org/geographical-indications

Florence.tartanac@fao.org



La mise en œuvre de la stratégie continentale de développement des IG en Afrique

Africa thematic session

6 juillet 2022

Sibylle Slattery

AfrIPI
Droits de Propriété Intellectuelle & Innovation en Afrique

Projet IG Madd de Casamance





Projet IG Oignon violet de galmi





Adresse du site sur les Indications géographiques de la FAO

- https://www.fao.org/geographical-indications/fr

The sustainable turn and Norwegian GIs

Atle Wehn Hegnes



NIBIO

RWEGIAN INSTITUTE

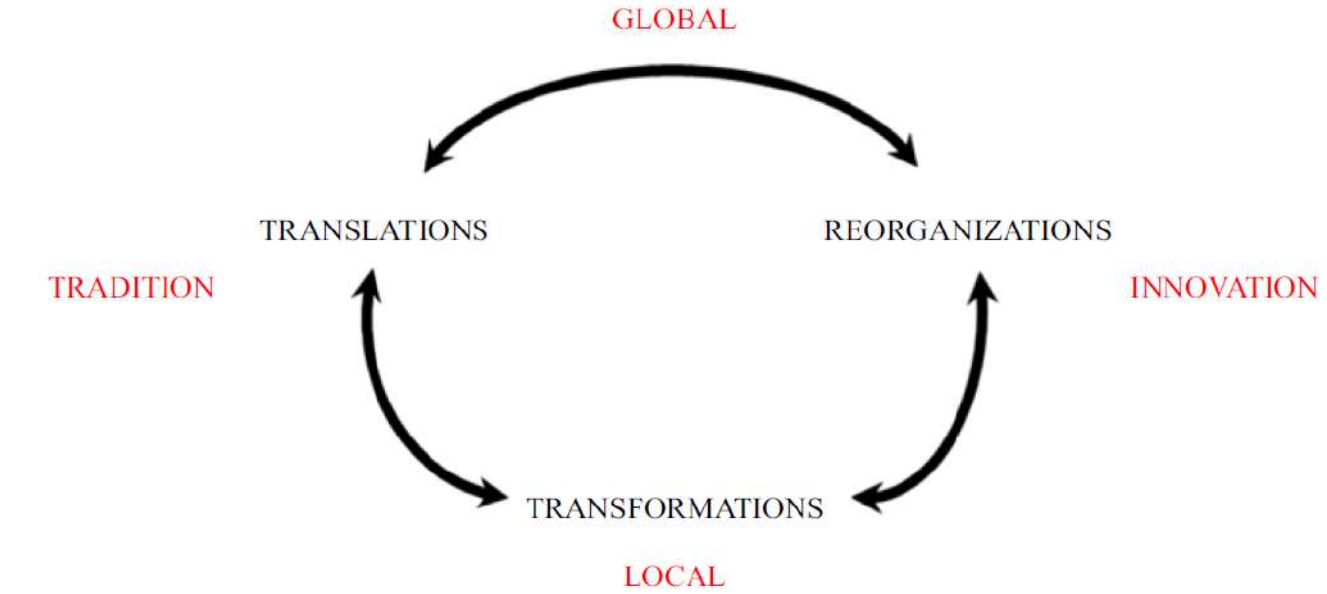




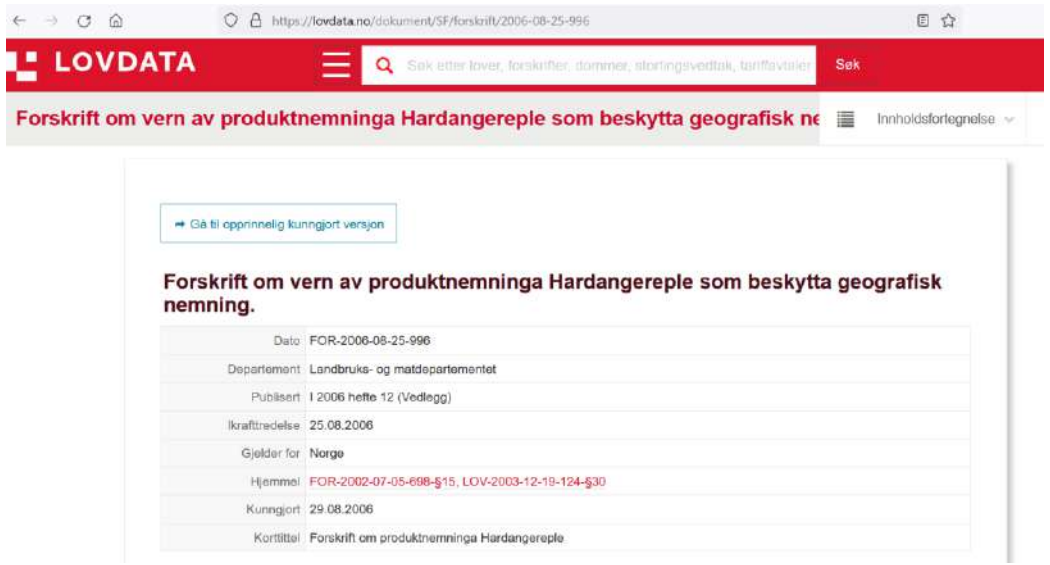


Background

The quality turn and food cultural adaptation work

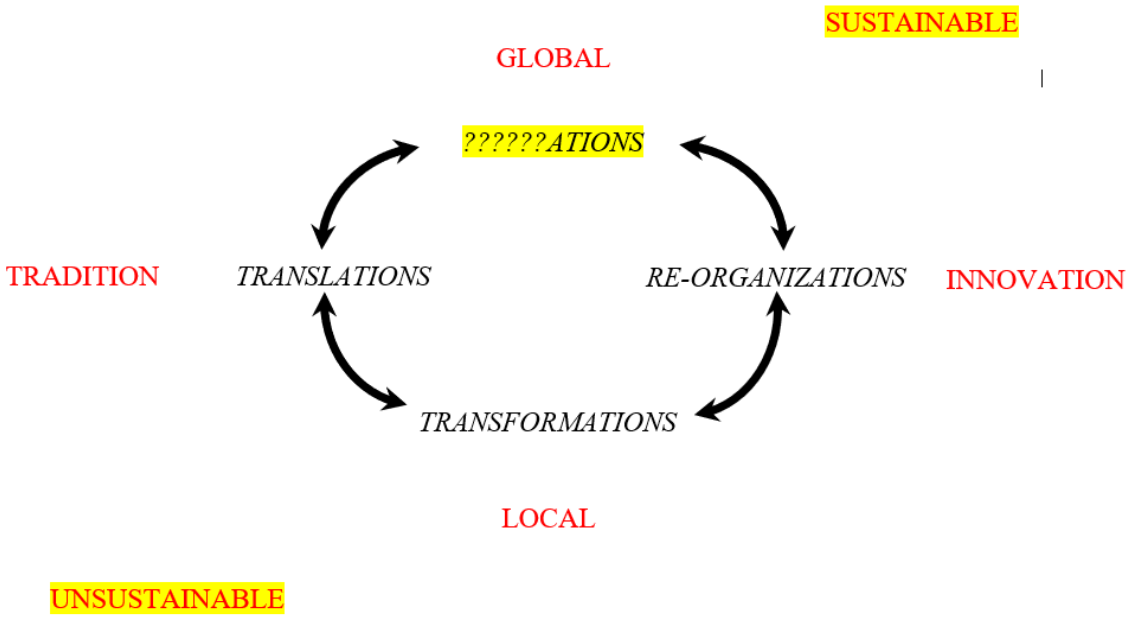






The sustainable turn and new adaptive practices?





Preliminary conclusion

Q: Are GIs for food in a food culture like the Norwegian ready to also include sustainability measures, as discussed in EU?

A: ?

Thank you for your attention















Evaluation des interventions de l'AFD en faveur des indications géographiques

Conférence "Perspectives mondiales sur les IG"

Séquence : Diversité des contributions des IG au développement durable?

Anne Chetaille et Sylvène Laborie Roussel

Montpellier,
8 Juillet 2022

I. Objectifs, périmètre et méthodologie de l'évaluation

II. Premiers résultats autour des enjeux de développement des projets IG

III. Perspectives pour une meilleure contribution des projets IG au développement durable

I. Objectifs, périmètre et méthodologie de l'évaluation (1/2)

Contexte des interventions IG de l'AFD depuis 2002 :

- Programme français de renforcement des capacités commerciales **en lien avec les priorités pour l'aide au Commerce dans le cadre de l'OMC**

- Axes des interventions IG de l'AFD: (i) **renforcement institutionnel** et (ii) **appui à des filières / IG pilotes**

Objectifs:

- ***Évaluer*** *si, et comment, les* ***interventions de l'AFD ont atteint leurs objectifs et quels*** *ont été* ***leurs effets de manière à:***

(i) déterminer ***si et*** *dans quelle mesure* ***l'indication géographique a pu contribuer à un développement durable,***

(ii) tirer des leçons et capitaliser les ***enseignements pour de futures interventions*** *(en particulier dans le cadre de la nouvelle Facilité Indications Géographiques)*

I. Objectifs, périmètre et méthodologie de l'évaluation (2/2)

Périmètre:

- **13 projets** en faveur des IG (**2003-2020**); **24 M€**
- Asie du Sud-Est, Afrique, Moyen Orient, Balkans, Cuba, Sri Lanka + Projets Régionaux

Méthodologie:

- **12 questions évaluatives transversales**
- Dont **6 questions basées sur la Grille Analyse Développement durable** de l'AFD
- **Démarche participative**, Groupe de référence élargi, 3 missions de terrain
- **Diffusion/communication** : restitution/ atelier de capitalisation/ publication

II. **Premiers résultats** et recommandations **autour des enjeux de durabilité des projets IG (1/2)**

Dimension économique:

→ **Peu voire pas de ventes des produits IG** → Pas d'augmentation des revenus notable (sauf poivre de Penja) ni création d'emplois

Dimension sociale :

→ **Risque de concentration** et risque d'**exclusion** (liée surtout à l'amélioration de la qualité au-delà des IG)

Dimension égalité Homme-Femme

→ Une **intégration progressive**

Dimension environnementale

- **Biodiversité et gestion des ressources naturelles : peu prise en compte** → dépend du choix des IG
- **Lutte contre le changement climatique** (atténuation et adaptation): **pas pris en compte** globalement
  - produits d'export (avion) et de rente,
  - variétés consommatrices en eau …

Dimension gouvernance et pérennité

- **Application des normes**?
- **Modèle économique** des organes de gestion des IG et **contrôle**?

II. Premiers résultats et **recommandations autour des enjeux de durabilité des projets IG (2/2)**

Elaboration des projets

- **Choix du signe de qualité**: à étudier **selon les besoins** et le niveau de maturation de la filière et l'étude de marché
- Analyser **en amont les débouchés** possibles
- Être attentif à la **dimension collective**
- **Cahier des charges**: levier pour intégrer des **aspects E&S** (y compris pour limiter les risques de concentration/exclusion)

Mise en oeuvre des projets

- Mise en place d'un dispositif de **suivi-évaluation**
- Mise en place et respect des **plans de contrôle**

III. Perspectives pour une meilleure contribution des projets IG au développement durable

Consensus des bailleurs, le financement comme levier vers les ODD

- Spécificité du dispositif AFD d'Analyse et avis développement durable (ADD) => évaluation ex-ante des impacts

Facilité IG et critères de sélection

L'IG est un levier d'action pour le DD mais avec des conditions à remplir (structuration d'un collectif, implication de la recherche pour intégrer les sujets DD, formation/sensibilisation des acteurs des filières, attention portée aux débouchés)



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AGENCE FRANÇAISE
DE DÉVELOPPEMENT
#MondeEnCommun

around GIs in Spain: implications for the design of public policies.

GUADARRAMA FUENTES, O.V. and J.M. GIL ROIG.

July 5th -8 th, 2022

Montpellier, France.

[1]CREDA-UPC-IRTA

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Diapo normal



Economic benefits

Environmental benefits

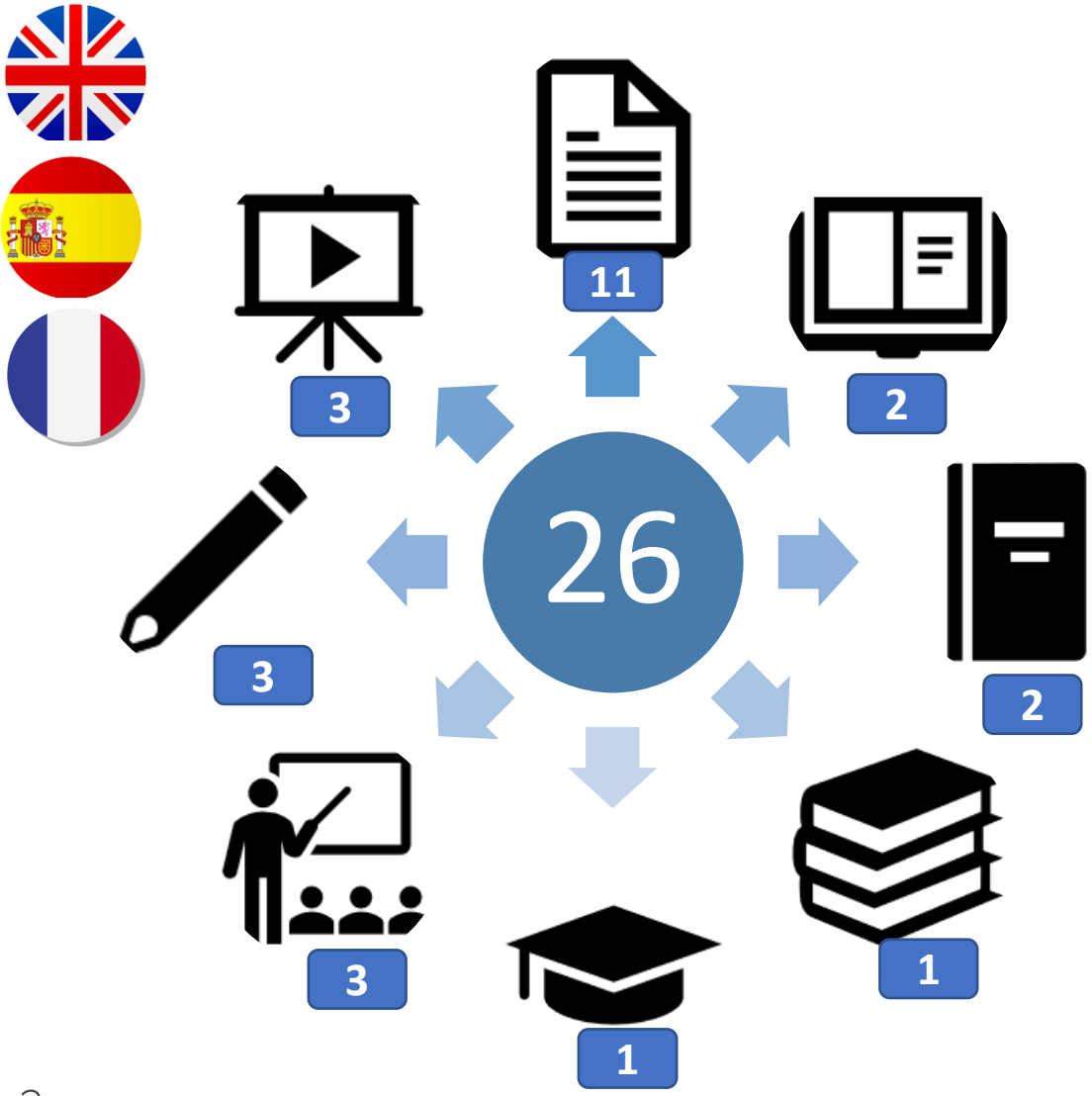
Social benefits

Governance System

Holistic analysis

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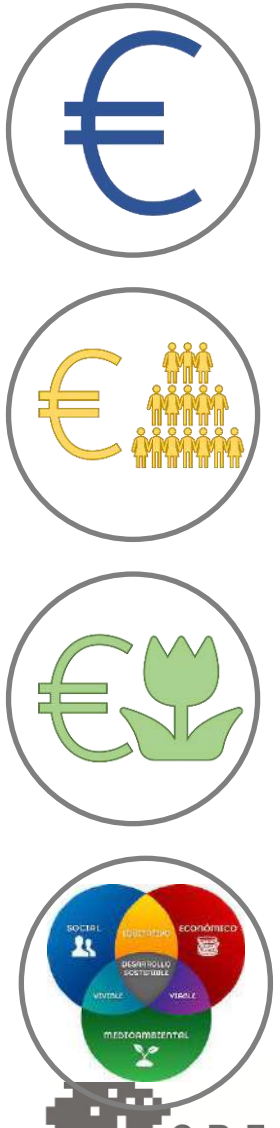
Q-Sample



96 case studies

38 countries

Q-Set



14 statements

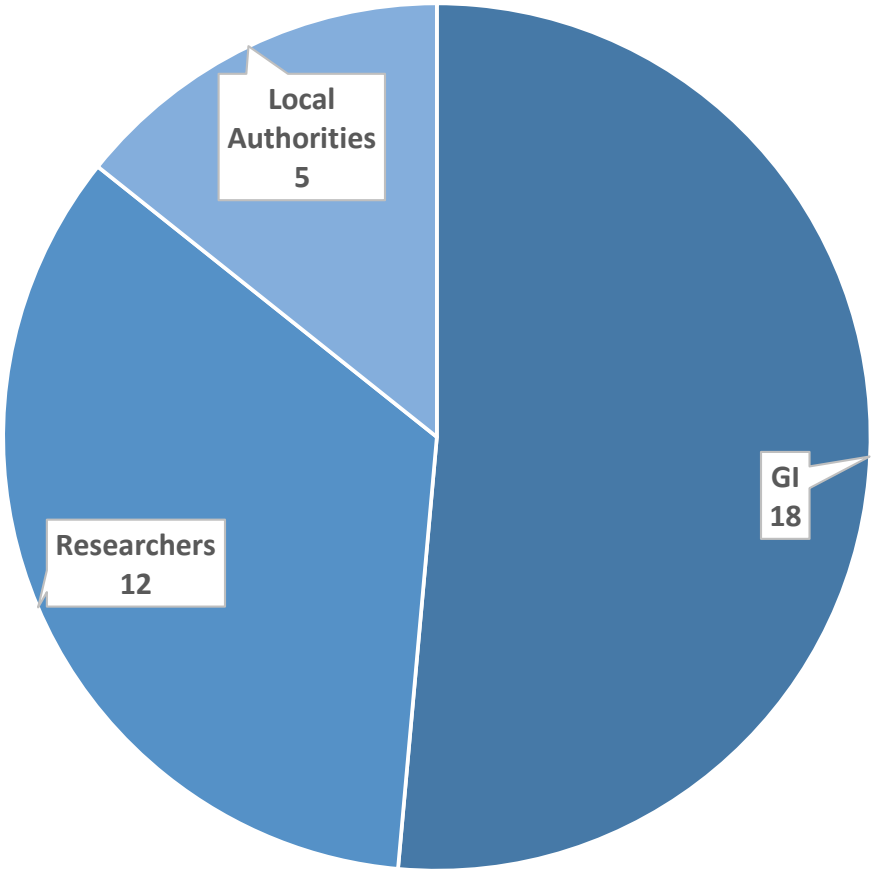
16 statements

4 statements

10 statements

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P-Sample



Q-Sorting

-5	-4	-3	-2	-1	0	+1	+2	+3	+4	+5
44	14	6	13	12	28	39	20	27	11	22
	38	26	16	36	41	3	40	9	2	
		24	1	23	15	8	30	35		
			42	17	7	43	34			
			19	5	33	37	29			
				32	25	10				
				21	18	4				
					31					

Software
PQMethod 2.35

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Results

Horst' criterion & Varimax rotation

Squared residual correlation 0,019

Accumulated variance 38%

ID	Factor 1	Factor 2	Factor 3
IG02	0.54X	0.21	-0.22
IG05	0.44X	0.26	-0.11
IG07	0.53X	0.08	-0.23
IG08	0.74X	0.06	-0.14
IG09	0.59X	0.39	-0.15
IG11	0.37X	0.16	-0.29
IG12	0.47X	0.07	-0.29
IG14	0.70X	0.17	-0.07
IG18	0.58X	-0.18	-0.45
INV07	0.48X	0.27	-0.23
INV10	0.71X	0.12	0.04

14%

ID	Factor 1	Factor 2	Factor 3
AUT2	-0.01	0.50X	-0.24
AUT3	0.29	0.36X	-0.21
AUT4	0.25	0.53X	-0.12
INV02	0.01	0.44X	-0.36
INV03	0.11	0.61X	0.09
INV04	0.16	0.59X	-0.05
INV05	0.39	0.60X	-0.10
INV08	0.25	0.50X	-0.31
INV09	0.18	0.55X	0.00
INV11	0.20	0.49X	-0.42
INV12	0.03	0.43X	-0.05

12%

ID	Factor 1	Factor 2	Factor 3
AUT1	0.04	0.34	-0.45X
AUT5	0.10	0.47	-0.57X
IG03	0.16	0.06	-0.36X
IG06	0.30	0.20	-0.42X
IG10	0.05	-0.04	-0.57X
IG13	0.35	0.15	-0.59X
IG15	0.19	0.25	-0.48X
IG16	0.35	-0.05	-0.59X

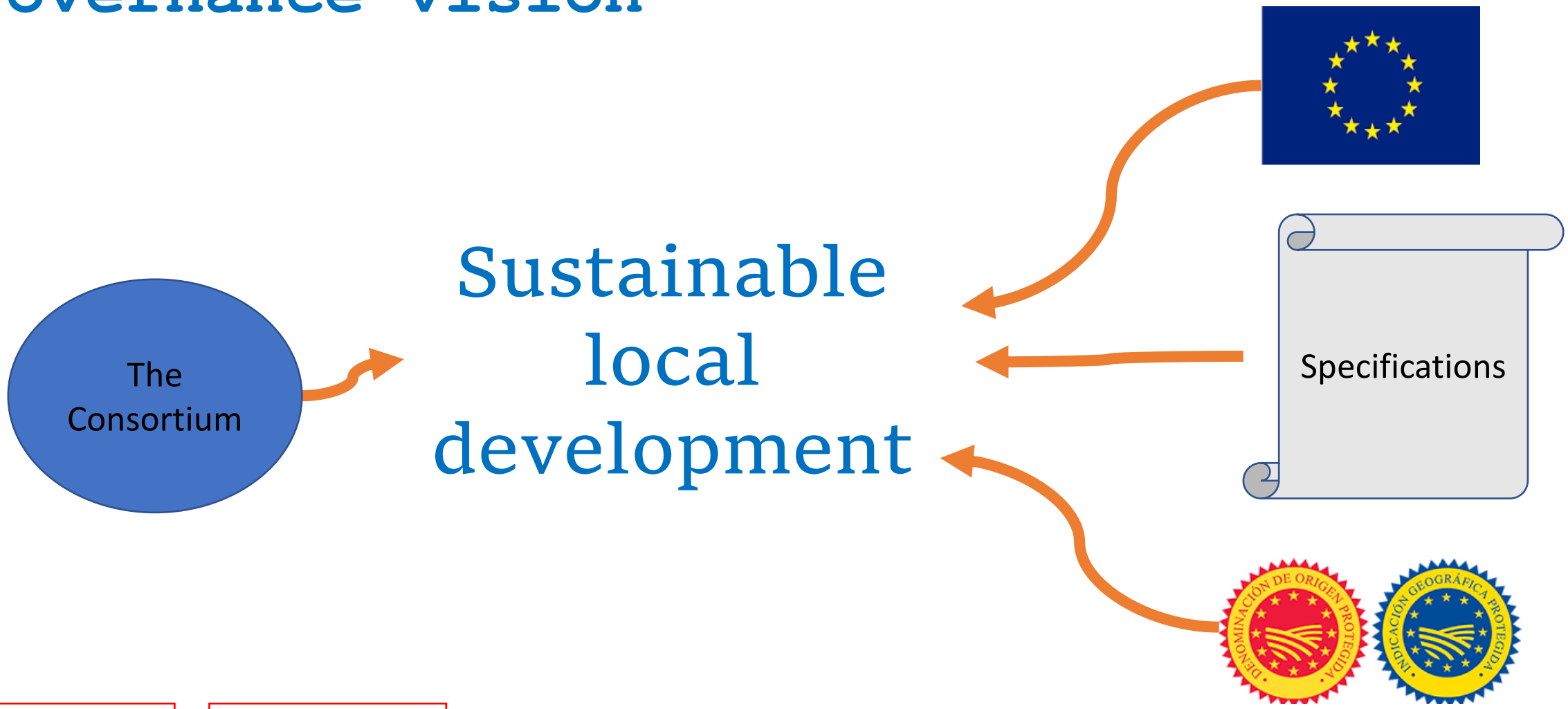
11%

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Factors	Consensus
Profil 1	3. GI promotes horizontal and vertical integration by creating collective strategies among producers, as well as among the agents that make up the production chain.
Profil 2	
Profil 3	43. The Consortium promotes research and innovation to adapt the product to new consumer demands, without losing its essence and tradition.

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Profil 1. Institutional and governance vision



Self financing

subsidies

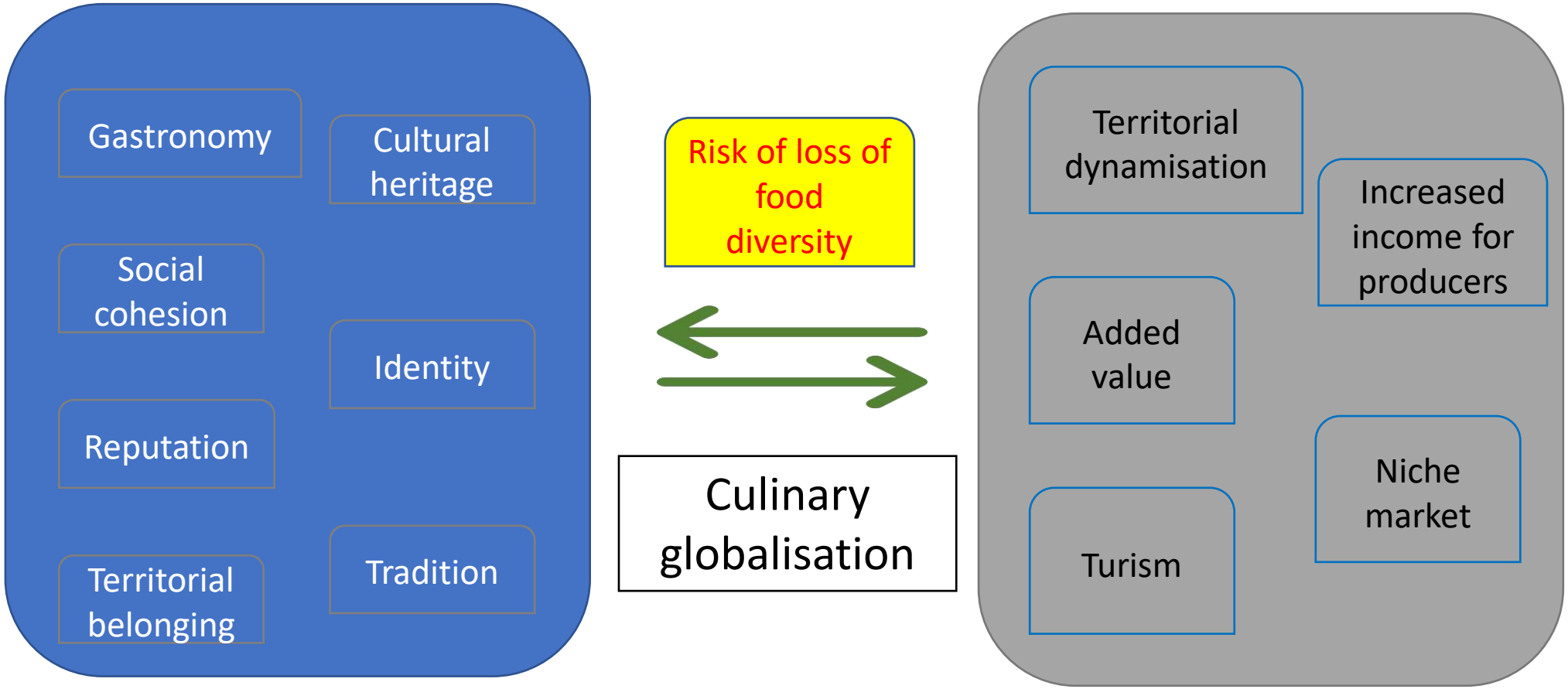
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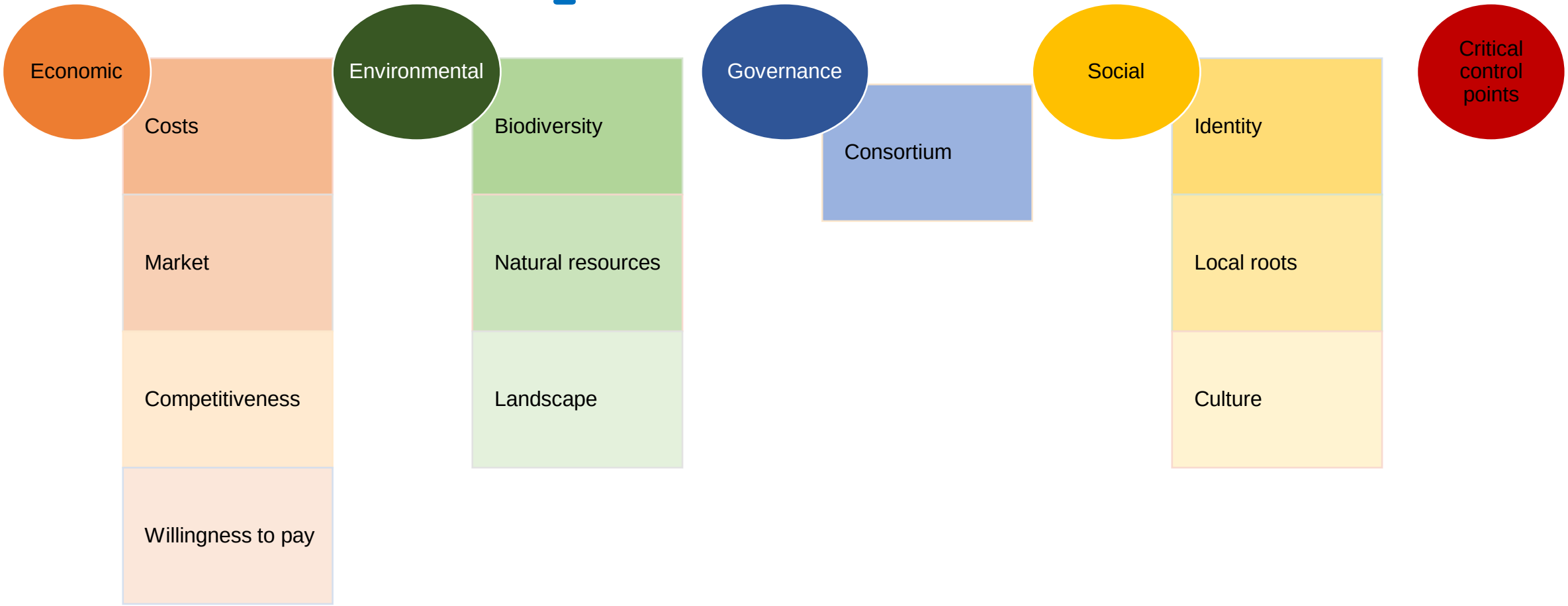
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IRTA RECERCA I TECNOLOGIA AGROALIMENTÀRIES

Profil 2. Cultural identity and intangible symbolic values



Profil 3. GI as a promoter of sustainability





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Elements absent from the narratives

- Public administration
  - Co-owner
  - Responsible
  - Promoter
- Entrepreneurial dynamism
  - Inovation
  - Participatory development
  - Technology
  - Market strengthening
  - Consumers

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IRTA RECERCA I TECNOLOGIA AGROALIMENTÀRIES

Conclusion

- The importance of economic benefits in achieving sustainability
- Consortium and the local authority must work closely together
  - Dynamize the territory
  - Promote the GI system
- GI are deeply rooted and important in European agricultural policy
- Environmental aspect is largely absent from the collective interest in promoting sustainable GI.

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Perspectives mondiales sur les Indications Géographiques
Session « Indications Géographiques et durabilité »

La réinvention du terroir par la mise en discours de la durabilité dans les filières d'élevage sous IG

Cécile Guibert (INP Purpan), Julien Frayssignes (INP Purpan), Michaël Pouzenc (UT2J)
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Montpellier, France - 8 juillet 2022

Introduction – *Un contexte de remise en cause de la légitimité des IG fondées sur le terroir et des productions animales de qualité*

- Des préoccupations associées à la durabilité pour l'agriculture et l'alimentation, entre échelle locale et globale : environnement, biodiversité, bien-être animal, équité…
- Un foisonnement d'initiatives notamment en France qui interroge la pertinence des IG, la référence au terroir et les filières longues en termes de durabilité
- Un recours à la communication pour porter un discours renouvelé sur le terroir
- Un contexte de controverse fort pour les filières d'élevage (Delanoue, 2018) qui les conduisent à réaffirmer leur légitimité

Introduction – *Un contexte de remise en cause de la légitimité des IG fondées sur le terroir et des productions animales de qualité*

- Discours des Organismes de Défense et de Gestion (ODG) des IG déployé sur leur site internet : communication grand public, accessible à tous

- Le corpus est composé de filières sous SIQO en région Occitanie, soit 17 filières viande et 7 filières laitières (5 label rouge, 3 label rouge-IGP, 7 IGP, 8 AOC-AOP et une IGP en cours de construction

Introduction – *Un discours sur le terroir durable ?*

En regard du renouvellement de leur discours sur le terroir, comment ces filières investissent-elles le champ d'un terroir durable ?

Deux hypothèses :

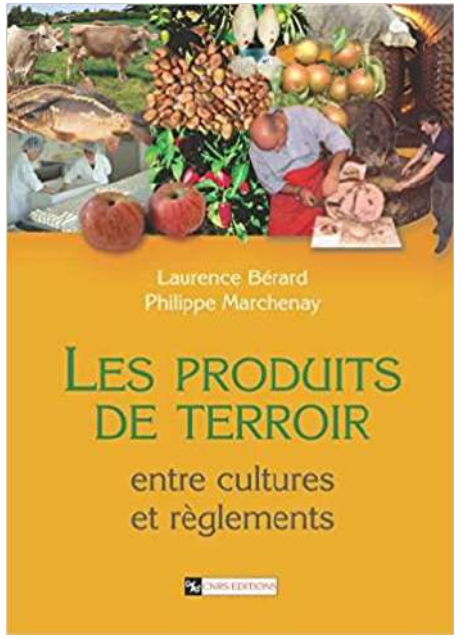
- Une diversité des conceptions de la durabilité qui correspondent à des formes de durabilité territorialisées ou à des arguments sectoriels
- L'existence d'un discours-type générique sur l'articulation entre terroir et durabilité

Introduction – *Un discours sur le terroir durable ?*

Prolongement de travaux sur le terroir : contribution à ces recherches sur les différentes combinaisons entre facteurs humains et naturels dans le lien au terroir des produits sous IG.

- Manque de travaux sur les discours de communication des filières sous IG, en particularité sur l'articulation entre terroir et durabilité, alors qu'elle semble être une stratégie commune et écho avec des travaux récents sur la dimension culturelle du terroir dans la communication des filières de qualité (Amaya-Corchuelo *et al.*, 2019)
- Proximité avec des travaux sur la rhétorique et les représentations associées aux discours sur les pratiques durables (Hill, 2020 ; Hill, 2022) et sur le terroir (Pouzenc et Vincq, 2013)
- Contribution aux réflexions sur le lien au terroir des produits carnés (Sans *et al*., 2011)





Méthode – *Analyse thématique (Paillé et Mucchielli, 2012)*



Descriptif	Analytique
Facteurs d'identification : - Comparaisons et qualificatifs associés au produit (prestige, prix, qualités d'authenticité, association aux vins, à la gastronomie etc.) - Description et qualités organoleptiques - Slogans	Lien au terroir : - Facteurs naturels, conceptions de la nature (entre anthropocentrisme et biocentrisme), diversité paysagère et biologique existante - Races animales - Savoir-faire et étapes de fabrication, tradition, métier, diversité culturelle - Références à l'Histoire voir aux légendes, instrumentalisation de figures historiques
Référence à l'origine : - Aire, territoire, localités, zone, communes, toponymie	Durabilité - Economique : poids économique de la filière, références aux performances, à l'activité, au tissu économique, à la taille des entreprises et de la filière, etc. - Sociale : lien social, formes de coordination et d'organisation, attentes sociales, santé, contrôle de la qualité et confiance, sanitaire, éthique (bien-être humain et animal, équité…) justice sociale, pédagogie, lien au consommateur, actions en faveur de la préservation de la diversité culturelle (ici du terroir, des savoir-faire etc.) - Environnementale : impact des activités sur l'environnement, actions de protection et de préservation, biodiversité, aménagement et entretien des paysages, préservation et gestion des ressources naturelles, pratiques agronomiques
Trajectoire temporelle : - Etapes de construction de la filière, chronologie - Evolution de la production - Descriptif du fonctionnement	

Codes
Descriptifs
1- Identification produit
2- Référence à l'origine
3- Trajectoire temporelle et fonctionnement
Analytiques
4- Facteurs naturels
5- Savoir-faire et tradition
6- Histoire et légende
7- Races, ressources alimentaires et typicité
8- Durabilité économique
9- Durabilité sociale
10- Durabilité environnementale

1 *Relevé*

4 *Codage*

2 *Catégorisation*

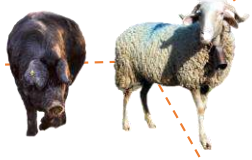
3 *Simplification*

Résultats – *Un discours commun et générique sur la durabilité ?*

Eléments descriptifs (conditions de production, trajectoire…)

Santé humaine, bien-être animal, lien social…





Tissu socio-économique local, génération d'emplois, maintien d'activités dans des espaces ruraux fragiles, exploitations agricoles à taille humaine…











Distinction des filières fondées sur des pratiques agropastorales : rôle de l'élevage extensif pour les écosystèmes, les paysages, équilibre entre activité humaine et nature…



Résultats – *Un discours commun et générique sur la durabilité ?*

Des singularités dans la diversité des démarches choisies et des termes associés à la durabilité utilisés :

- Mouton Barèges Gavarnie et mouvement *Slow Food,* affirmation de l'opposition au modèle de production intensif pour le porc noir de Bigorre, revendication d'une durabilité sociale par le bien-être des éleveurs pour l'agneau des pays d'Oc ou le veau sous la mère…
- Peu d'utilisation des termes « durabilité », « agroécologie » ou « transition »
- Proximité du veau d'Aveyron et du Ségala avec l'agriculture raisonnée et valorisation des énergies renouvelables, démarche RSE pour le jambon de Bayonne, discours sur le développement territorial durable de l'Aubrac pour le Laguiole
- Mobilisation de facteurs naturels et des savoir-faire en combinaison variable

Résultats – *Mise en perspective avec des IG hors de l'Union Européenne*

Similarités de discours :

- Particulièrement pour les filières les plus hauts de gamme et tournées vers l'export, avec une discours très marqué sur la traçabilité, le contrôle et la confiance (bœuf de Kobe au Japon, Vaquería del Este en Uruguay)

Divergences à propos de la durabilité :

- Sur le champ de la durabilité : un discours marqué sur l'agroécologie, la biodiversité et la lutte contre la déforestation (Queso del Caquetá en Colombie) ainsi qu'un discours fort sur la durabilité économique et le développement humain (Queso Turrialba au Costa Rica)

Interprétation des résultats et discussion – *Entre discours générique sur le terroir durable, diversité de combinaisons des facteurs humains et naturels et singularités*

1. Des similarités fortes de discours entre des filières qui constituent un groupe hétérogène, traduisant un discours-type sur le terroir et la durabilité mais tend à invisibiliser les différences réelles de pratiques et de contexte territoriaux. Un discours générique lié au contexte global sur la durabilité ?

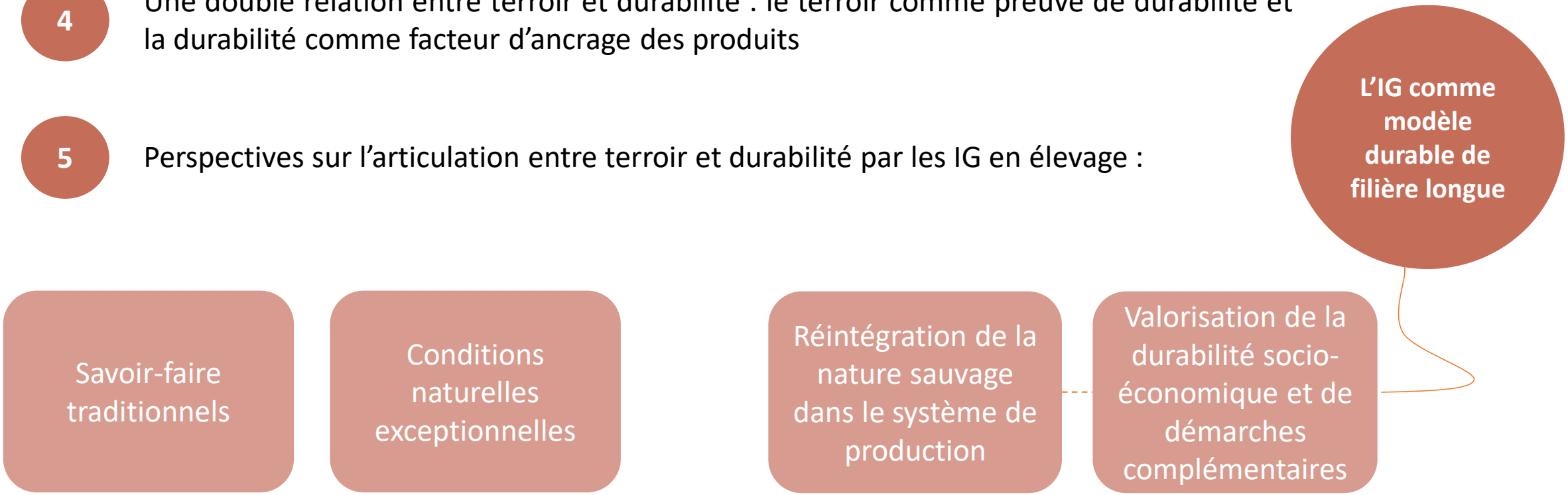
2. Mobilisation de l'authenticité historique et naturelle des produits selon des combinaisons variables, traduisant des conceptions de la nature entre nature sauvage dont les caractéristiques sont incorporées au produit et un milieu façonné par l'élevage et les savoir-faire.

Interprétation des résultats et discussion – *Entre discours générique sur le terroir durable, diversité de combinaisons des facteurs humains et naturels et singularités*

3 Des positionnements largement sectoriels sur la durabilité… Mais des exceptions à creuser (Pélardon et Rocamadour…)

4 Une double relation entre terroir et durabilité : le terroir comme preuve de durabilité et la durabilité comme facteur d'ancrage des produits

5 Perspectives sur l'articulation entre terroir et durabilité par les IG en élevage :



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GI SUSTAINABILITY:

EUROPEAN FRAMEWORK

Ignacio Rabasa

- I. INTRODUCTION
- II. THE GIS AND THE GUIDING PRINCIPLES OF THE CAP
  - 2.1. CAP objectives and sustainability.
  - 2.2. General Role of GI sustainability.
  - 2.3. GIs as tool to comply PAC goals.
- III. FINAL REFLECTION: *LEGE FERENDA* IMPOSITION OF SUSTAINABILITY CRITERIA?.

I. INTRODUCTION

- First idea:

- **Lack of consensus on the regulation of Agricultural GIs**: it is not strange, Gis are based on territoriality and tradition. It is difficult to harmonize different interests, customs and traditions

- However, at least **Agricultural GI, are incardinated in AGRICULTURAL SECTOR**, governed by the principles of the Common Agrarian Policy. (CAP)

-In short, despite their marked traditional and territorial component, intrinsic in their nature, the regulations and policies on **GIs would be consistent with the CAP principles**.

II. CAP OBJETCTIVES, SUSTAINABILITY AND GIS

- 2.1. CAP objectives and sustainability.
- 2.2. General Role of GI sustainability.
- 2.3. GIs as tool to comply PAC goals.

2.1. CAP TARGETS ARE BASED ON SUSTAINABILITY

PAC GOALS 2023-2027	SUSTAINABILITY GOALS
ii) To increase competitiveness **x) Fostering knowledge and innovation**	Economics (Increase Value)
I)To ensure a fair income for farmers **iii) To improve the position of farmers in the food chain** **vii) To support generational renewal** **viii) Vibrant rural areas;**	Socials -Distribution of wealthy produced (Direct or indirect) -Circular economy - Sustainable economy
iv) Climate change action **v) Environmental care** **vi) To preserve landscapes and biodiversity** **ix) To protect food and health quality**	Environmental

2.2. GENERAL ROLE OF GI IN SUSTANABILITY

- **Succesful** GIs are an ideal instrument to promote sustainability.
- 1º First of all : **A high added value provided by a GI** implies greater benefits for GI users.

- 2º If there is a **redistribution of wealth generated** by GI, **in their own local area**, social goals could be easily achieved.

- 3º If GI value is linked to environmental criteria, the **GI beneficiaries have incentives to** take environmental measures **aimed at its maintenance**

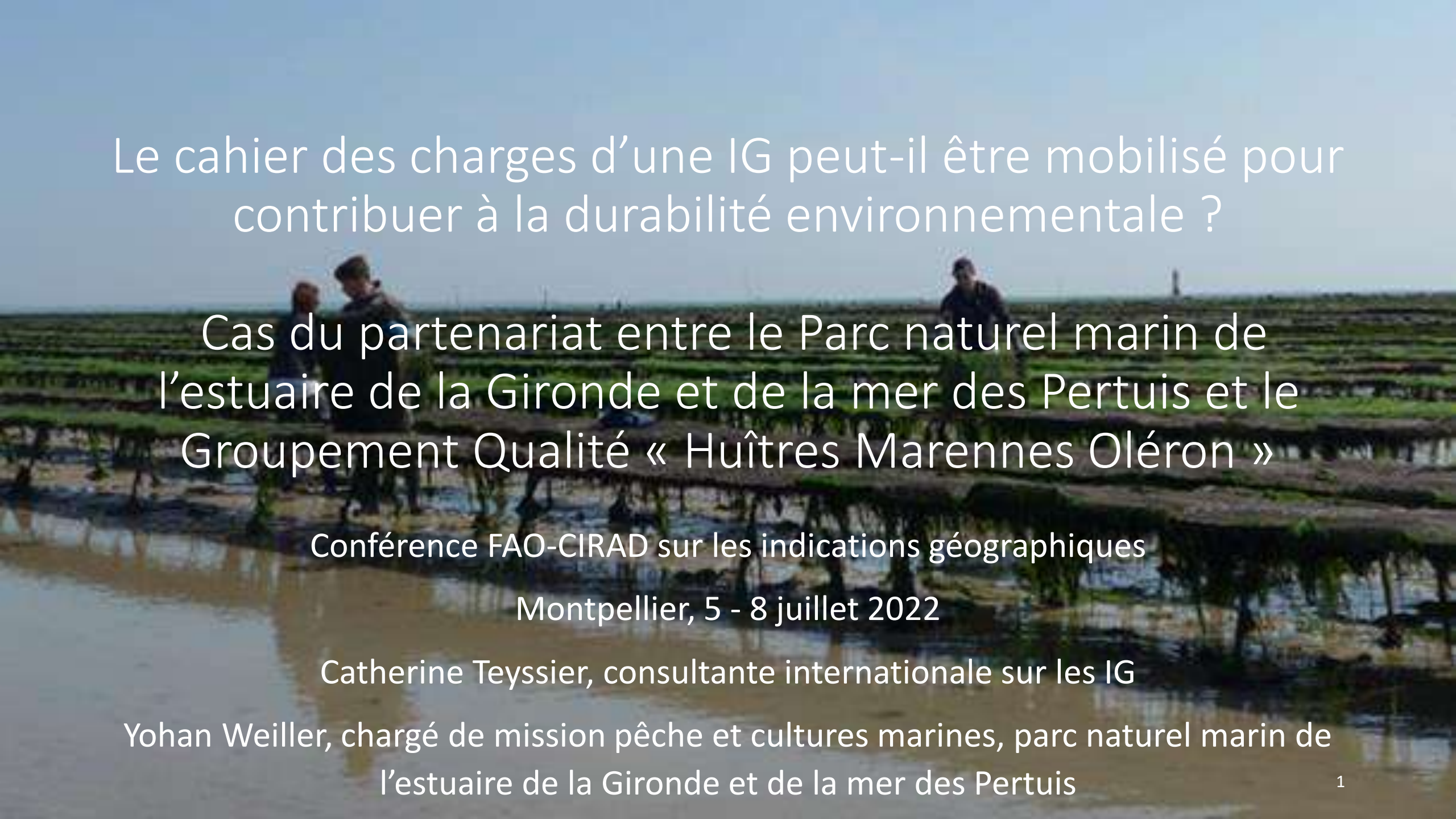
2.3. GIS AS TOOL TO COMPLY PAC TARGETS.

PAC goals 2023-2027	Role of GIs in (sustainable) PAC goals
i) To ensure a fair income for farmers	Yes, as long as the GI has a good added value
ii) To increase competitiveness	Yes. **First of all.** ***GIs make a difference among products that could be perceived as homogeneous by average consumer.***
iii) To improve the position of farmers in the food chain	Yes, as long as the GI has a good added value
iv) Climate change action	It depends of the GI product specfications.
v) Environmental care	It depends of the GI product specifications
vi) To preserve landscapes and biodiversity	It depends of the GI product specifications. Ex. Lot of GI are linked with a specific local plant varieties.
vii) To support generational renewal	Yes, as long as the GI has a good added value and impact in local economy
viii) Vibrant rural areas;	Yes, as long as the GI has a good added value and impact in local economy
ix) To protect food and health quality	In many cases, but it is not a GI function.
x) fostering knowledge and innovation	Not Exactly. GIs foster traditional knowledge

III. FINAL REFLECTION: *LEGE FERENDA IMPOSITION* OF "ENVIRONMENTAL"SUSTAINABILITY CRITERIA?.

- The recent Proposal for a Regulation of … GI Agricultural products*: Recognised that "***Sustainability should not be imposed on the GI producers***, *but encouraged and accompanied"*
- It seems the most balance option taking into accunt that:
- GI producers also must comply all legal, environmental and healthy Rules (Ex. Traceability,phytosanitary)
- Some studies pointed out that strategy *from farm to fork,* implemented in EU, produce an imbalance. Environmental edge prevails over the social and economic. **The costs of farmers and producers would be increase**
- **This imbalance has risks**: (abandonment of agricultural activity and rural areas, external depency (food sovreignity) …
- The increase in costs due to the imposition of environmental measures is more difficult to bear for small producers. **Excesive environmental measures would not be equal for all of them.**

* Proposal for REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCI on European Union geographical indications for wine, spirit drinks and agricultural products, and quality schemes for agricultural products, amending Regulations (EU) No 1308/2013, (EU) 2017/1001 and (EU) 2019/787 and repealing Regulation (EU) No 1151/2012



Le cahier des charges d'une IG peut-il être mobilisé pour contribuer à la durabilité environnementale ?

Cas du partenariat entre le Parc naturel marin de l'estuaire de la Gironde et de la mer des Pertuis et le Groupement Qualité « Huîtres Marennes Oléron »

Conférence FAO-CIRAD sur les indications géographiques

Montpellier, 5 - 8 juillet 2022

Catherine Teyssier, consultante internationale sur les IG

Yohan Weiller, chargé de mission pêche et cultures marines, parc naturel marin de l'estuaire de la Gironde et de la mer des Pertuis



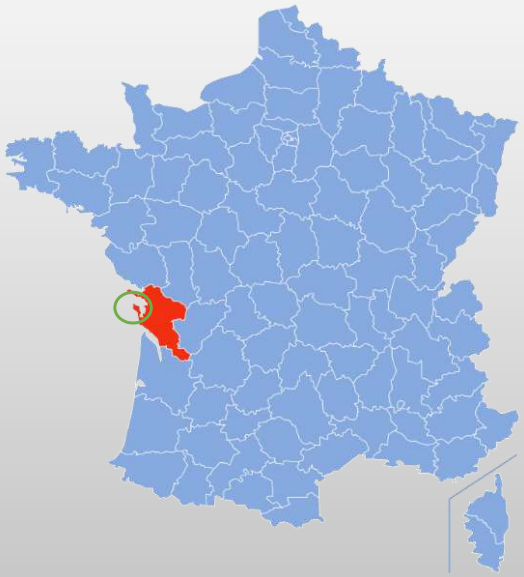
SOMMAIRE DE LA PRÉSENTATION

1. Les partenaires
2. Les enjeux et objectifs
3. La concertation en cours



1. Les partenaires : le Groupement Qualité Huître de Marennes-Oléron et le Parc naturel marin de l'estuaire de la Gironde et de la mer des Pertuis

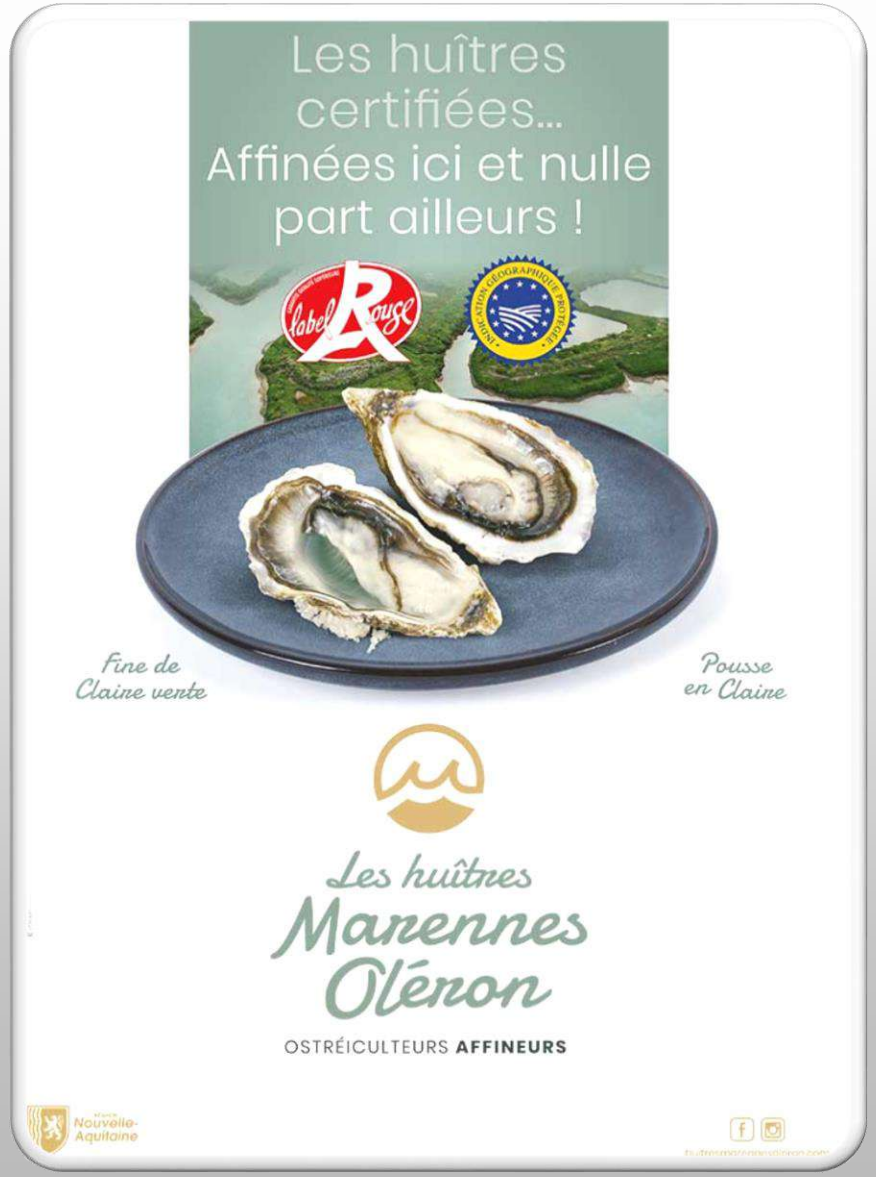
L'INDICATION GEOGRAPHIQUE PROTEGEE
HUÎTRES MARENNES OLÉRON





- ✓Aire géographique de l'IGP Huître Marennes Oléron : environ 20 % de la production française
- ✓Environ 900 entreprises ostréicoles dans le bassin de Marennes Oléron
- ✓220 ostréiculteurs, affineurs et négociants membres de l'IGP
- ✓dont 100 également du Label Rouge « Fine de Claire Verte » et 100 du Label Rouge « Pousse en Claire »
- ✓Environ 40 000 tonnes d'huîtres produites chaque année dans le département de la Charente Maritime dont 20 000 tonnes commercialisées sous IGP

LE GROUPEMENT QUALITÉ HUÎTRES MARENNES OLÉRON (GQHMO)

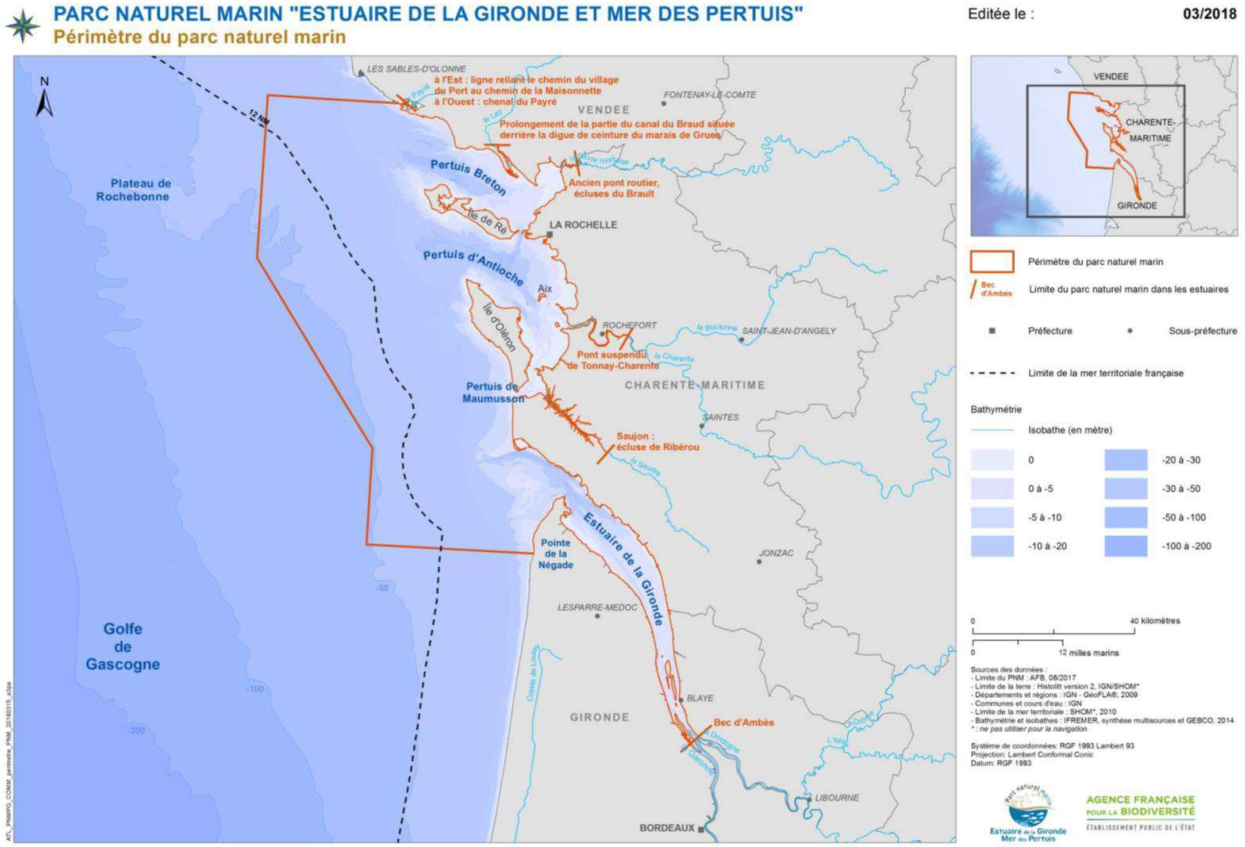


- ✓Créé en 2005 pour assurer la promotion et la protection de l'IGP et des 2 Labels Rouges associés
- ✓Statut d'association (loi 1901) et d'Organisation Professionnelle
- ✓Membres : producteurs, affineurs, négociants
- ✓Entre 90 et 95 % de la production d'huîtres Marennes Oléron vendue en France : vente directe, poissonneries, supermarchés et restaurants
- ✓Développement des marchés internationaux

LE PARC NATUREL MARIN DE L'ESTUAIRE DE LA GIRONDE ET DE LA MER DES PERTUIS : **UN TERRITOIRE MARIN**

- ✓ Plus de 1 000 km de côtes, 3 départements, 6 500 km²
- ✓ Interface terre-mer marquée, diversité d'écosystèmes
- ✓ Habitats et espèces remarquables
- ✓ 99, 47% classés en Natura 2000







LE PARC NATUREL MARIN DE L'ESTUAIRE DE LA GIRONDE ET DE LA MER DES PERTUIS : UN OUTIL DE GESTION DÉDIÉ A LA MER

- ✓ Réceptacle activités terrestres et support activités marines
- ✓ Aire marine protégée
- ✓ Objectifs :
  - Connaissance du milieu
  - Protection des écosystèmes
  - Développement durable des activités liées à la mer
- ✓ Gouvernance participative : conseil de gestion



LE PARC NATUREL MARIN DE L'ESTUAIRE DE LA GIRONDE ET DE LA MER DES PERTUIS **ET L'ACTIVITÉ OSTRÉICOLE**

- ✓ Activité historique et identitaire du territoire
- ✓ Le plan de gestion du Parc vise:
  - Un maintien des conditions environnementales propices à l'activité (qualité/quantités d'eau, captage de naissain, etc.)
  - La diversification des productions
  - La limitation des effets négatifs de l'activité : **déchets plastiques, envasement et sur les habitats et espèces à enjeux**

2. Les enjeux et objectifs

Pour les ostréiculteurs

- Répondre à une demande sociétale (et réglementaire) de plus en plus forte de préservation de l'environnement et de la biodiversité
- Saisir une opportunité pour se démarquer sur le marché
- Améliorer la qualité du produit par des pratiques vertueuses pour l'environnement
- Proposer une alternative aux adhérents à l'IGP l'été : projet de Label Rouge sur l'huître de parc

Pour le parc naturel marin

- Répondre aux objectifs de préservation du milieu et de développement durable des activités dans les PNM: finalités du plan de gestion
- Construire une vision partagée avec les autres parcs concernés et l'OFB

=> Objectif : inclure des critères environnementaux dans le cahier des charges



3. La concertation

- Proposition d’engagements pour limiter les effets négatifs de l’ostréiculture sur le milieu marin
- Réunions de négociation avec les professionnels du GQHMO
- Une volonté partagée d’aboutir à un partenariat mais des niveaux d’exigences encore à négocier

Merci pour votre attention !



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YOHAN WEILLER

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Comment les trajectoires collectives des IG peut participer à la formalisation d'un projet sur la durabilité, en respectant la diversité des AOP laitières ?



Guylène Tillard

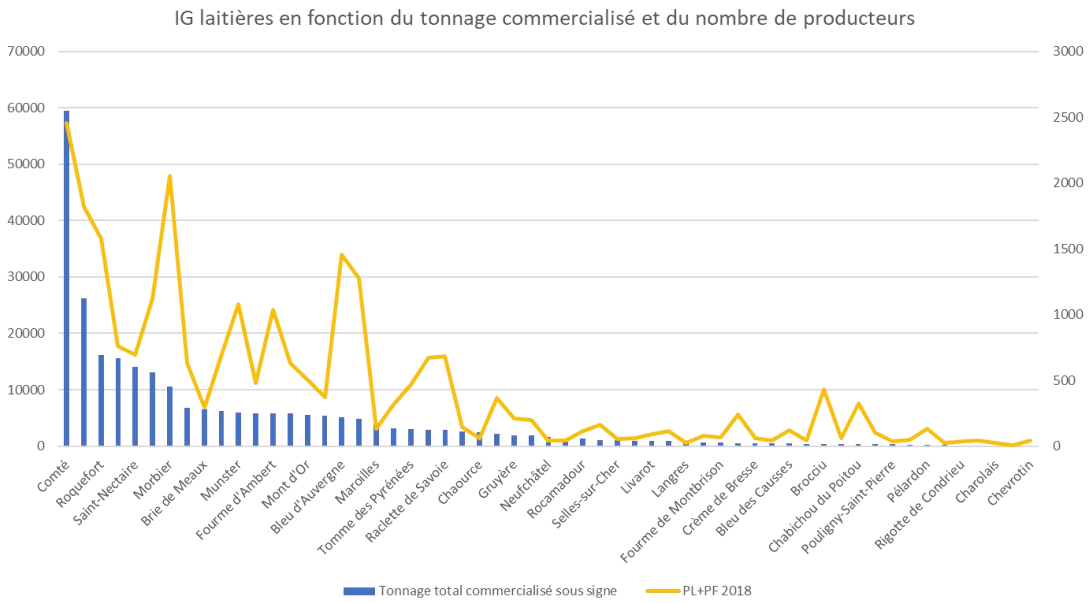
Cheffe de projet AOP au CNAOL

Co-animatrice Axe 4 du RMT Fromages de Terroirs

gtillard@cniel.com

Diversité des collectifs

Plus ou moins grands



55 à 62 000 T

24 à 2433 producteurs

Majorité des AOP : moins de 2000 T

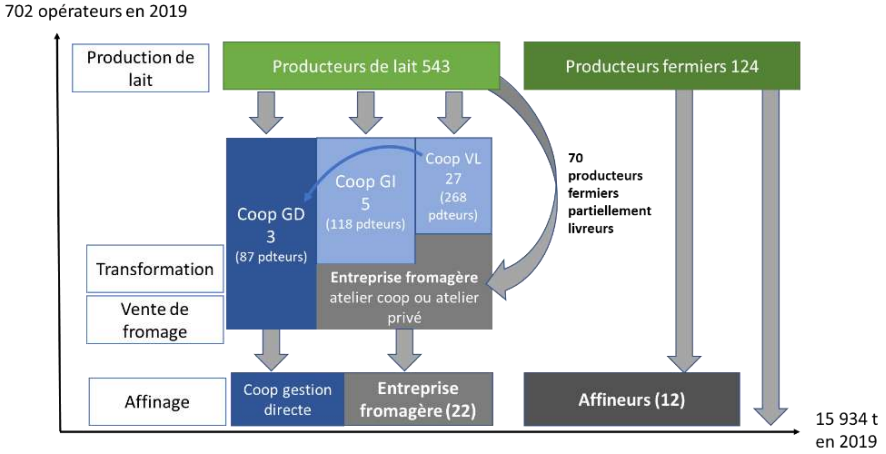
Prêt de la moitié des AOP : moins de 80 producteurs

Plus ou moins complexes

Représentation graphique de l'AOP Chevrotin

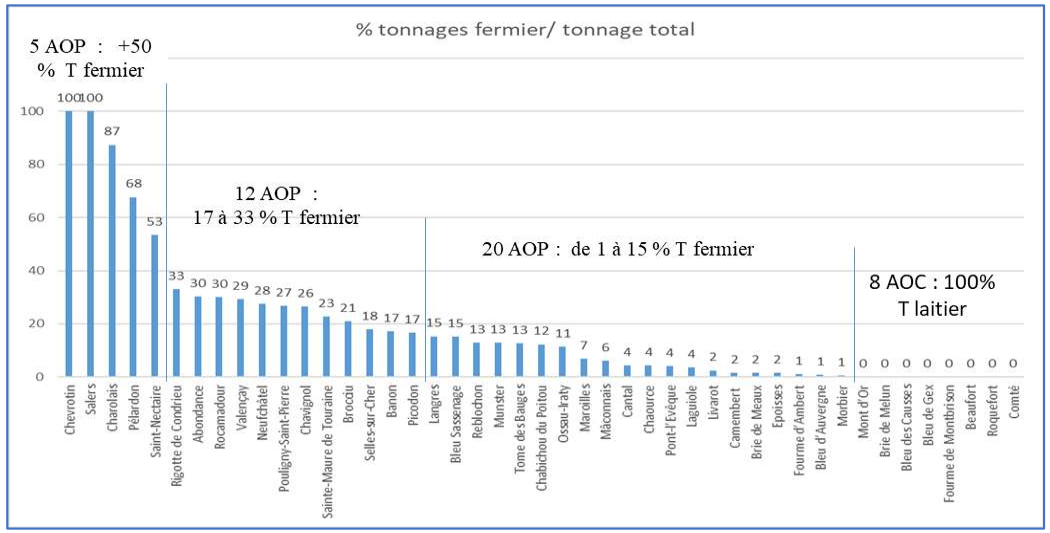


Représentation graphique de l'AOP Reblochon

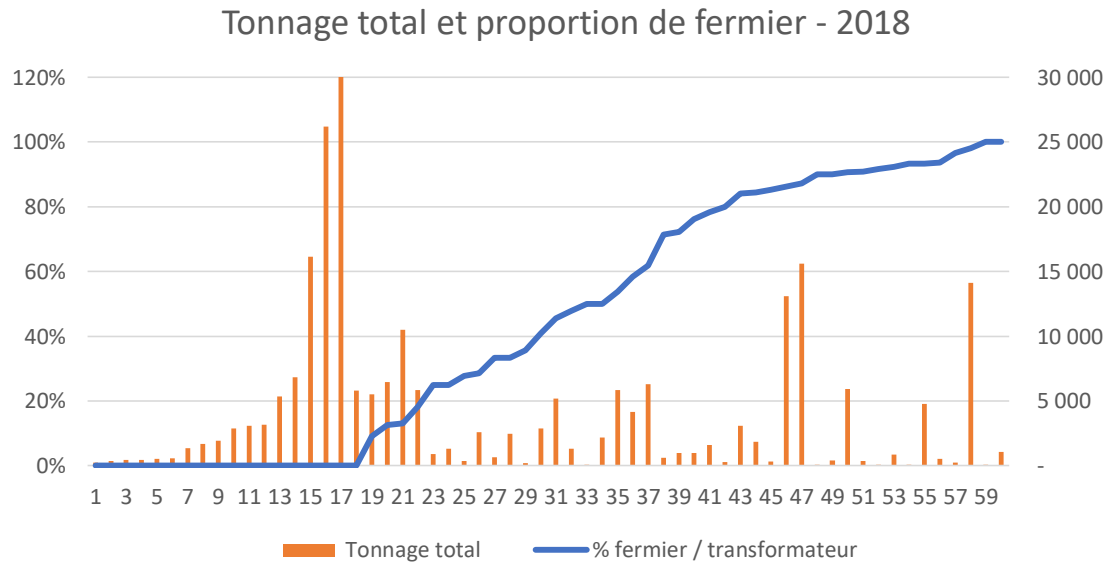


Diversité des collectifs

- Dans 61 % des AOP la production fermière représente au moins 15 % des tonnages
- Artisans, PME, laiterie de grands groupes et des fermiers dans la plupart des AOP (23 réponses)



- 20 IG, pour qui plus de la moitié des transformateurs sont fermiers

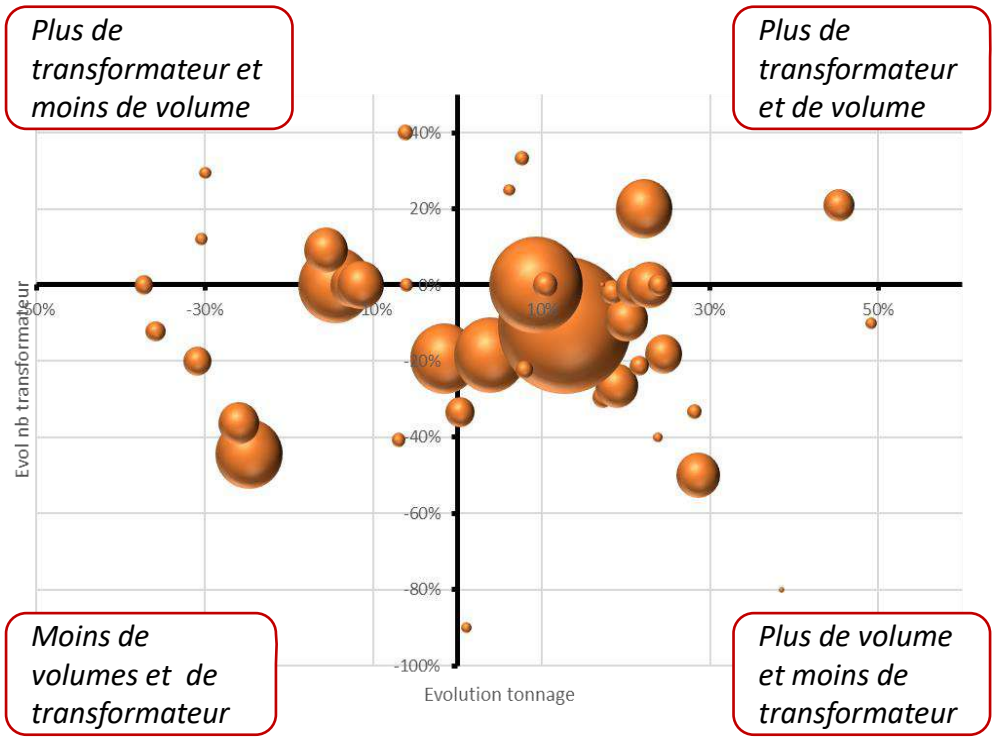


Fermier : peu en nombre mais diversité de savoir faire

Présence sur des réseaux commerciaux divers des circuits longs aux circuits courts

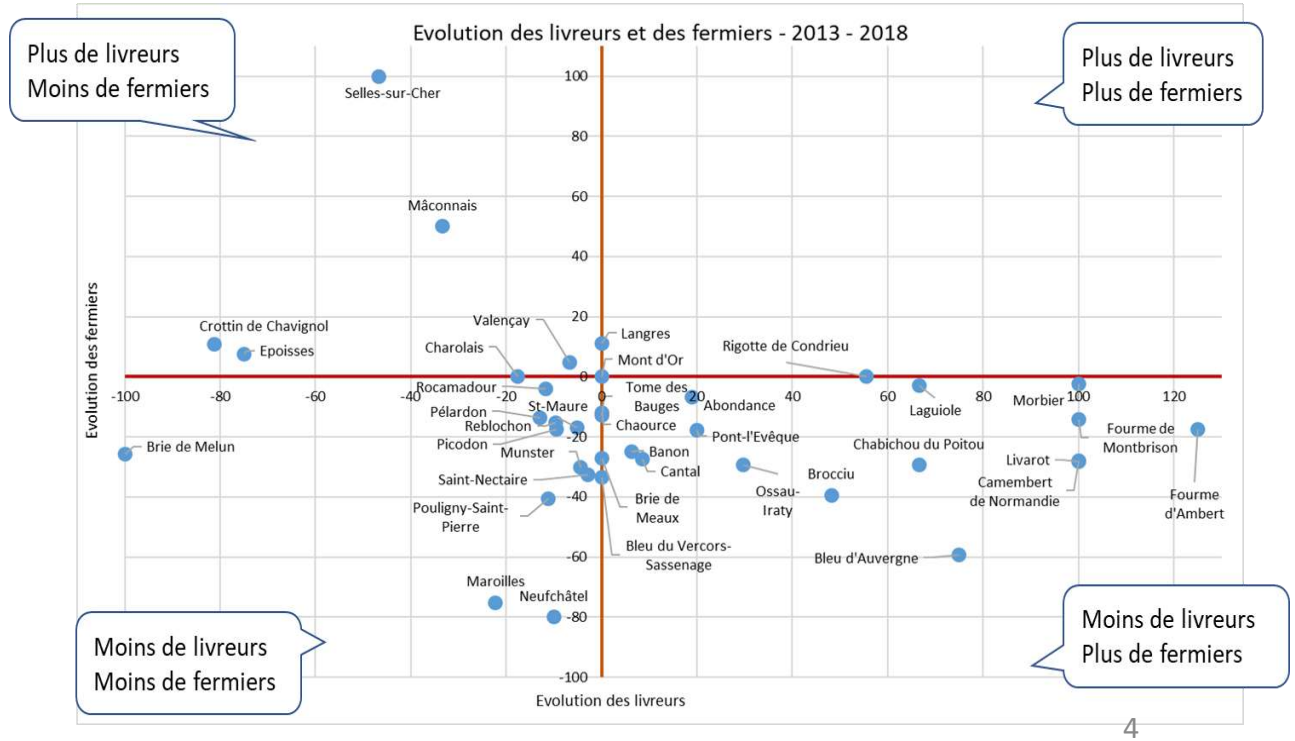
Des situations qui évoluent

Une évolution tendancielle : des augmentations de volume et une légère baisse du nombre de transformateur



- Baisse marquée chez les livreurs
- Maintien ou baisse limitée des fermiers

Apparition de production fermière dans des AOP laitières, marquée depuis 2013



En conséquence…

Une diversité d'acteurs,

Qui évolue dans le temps

Qui n'est pas forcément visible

Des évolutions contrastées entre collectifs d'AOP



La diversité des opérateurs : atout à valoriser … dans une dynamique de reterritorialisation et de recherche de sens pour l'alimentation?

Être présent sur des circuits différents (notoriété)

Les producteurs fermiers, marqueur de la diversité

Source : https://www.rmtfromagesdeterroirs.com/wp-content/uploads/2022/06/Diversite-AOP-RMT-from-de-terroir-VD-19-07-21.pdf

La crise Covid : un catalyseur

Les leviers identifiés : la diversification des produits et des circuits, la substitution (stockage ou dégagement), la coopération (en interne ou avec les distributeurs) et la connectivité avec leurs réseaux.

Ce constat renforce :

- l'importance de se différentier et de rendre lisible des engagements et des valeurs,
- leur rôle de coordination du collectif pour valoriser la diversité des opérateurs qui permet de s'adapter aux transitions des systèmes alimentaires.

→ Pour les IG laitières, le terroir et la proximité ont été plébiscités sur tous les circuits (courts et longs)

La conséquence :

- Interrogation des AOP leur capacité à être acteur de ces transitions en tenant compte des enjeux du développement durable.
- Réflexion commune sur la durabilité des filières et les actions à renforcer pour accroitre la durabilité sociale, environnementale et économique.

→ Mise en œuvre de la démarche « AOP laitières durables » via le CNAOL

Source : https://productions-animales.org/article/view/5378

La démarche AOP laitières durables

- Un cadre **commun** pour les 51 AOP laitières françaises avec 18 objectifs de durabilité
- Une déclinaison possible pour tenir compte de la diversité des collectifs AOP
- Des engagements pour chaque objectif mais différents selon les AOP



Faiblesse	Forces
Rigidité règlementaire Cadre contraint : tout ne peut pas entrer pas dans le cahier des charges	Lisibilité et transparence Garantie pour les consommateurs

En conclusion

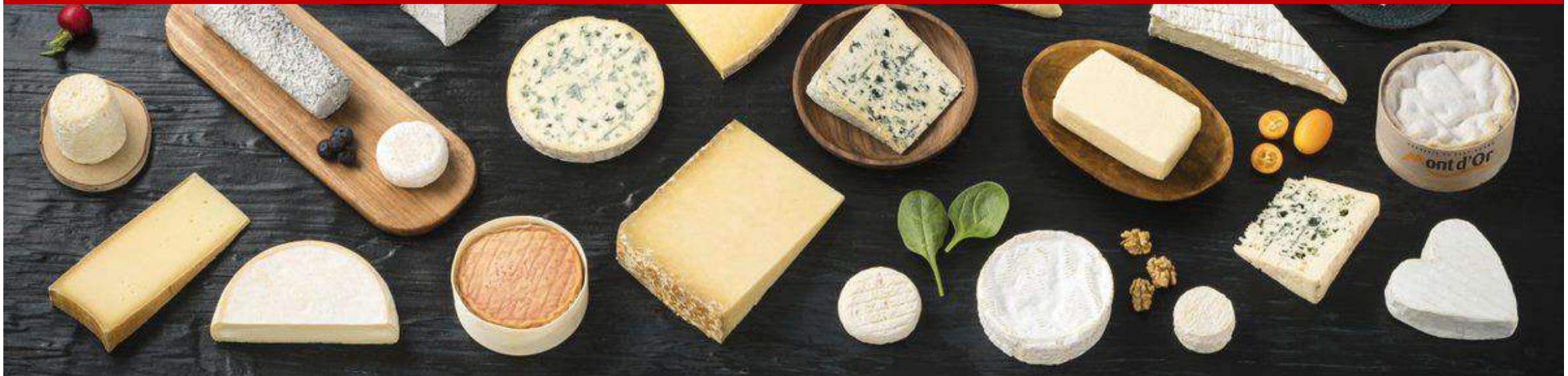
- La diversité n'empêche pas de travailler collectivement sur la durabilité : renforcement de la réponse des AOP laitières aux attentes sociétales, actions sur 5/10 ans
- La diversité s'exprime dans l'approche :
  - Format : atelier participatif, commission, conseil d'administration
  - Public : large ou restreint / tous les opérateurs, professionnels élus, partenaires
  - Accompagnement : interne, mobilisation du CNAOL, autres

- Poursuite des travaux : besoin des collectifs sur une méthodologie d'accompagnement, des outils d'aide au changement



Thank You

For Your Attention



IGE | IPI

Eidgenössisches Institut für Geistiges Eigentum
Institut Fédéral de la Propriété Intellectuelle
Istituto Federale della Proprietà Intellettuale
Swiss Federal Institute of Intellectual Property

MYANMAR COFFEE ASSOCIATION

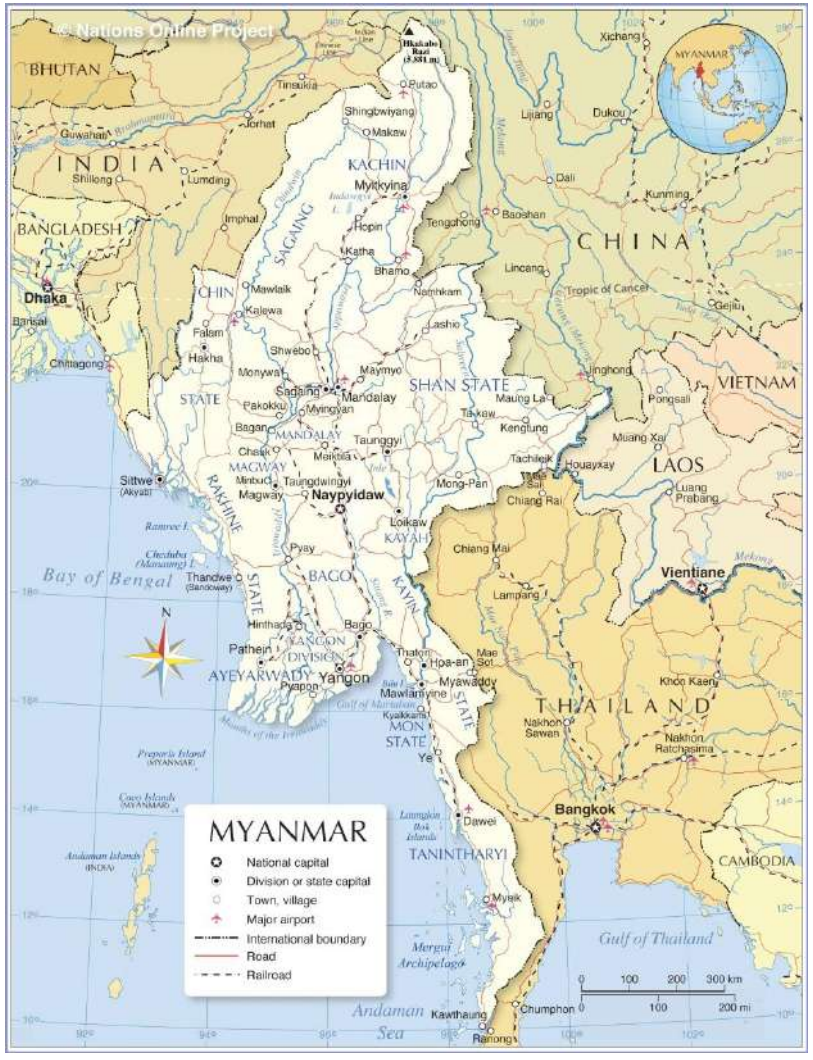
The potential of Geographical Indications for single origin and specialty coffee in Myanmar

Worldwide Perspectives on Geographical Indications, Montpellier, 8.7.2022



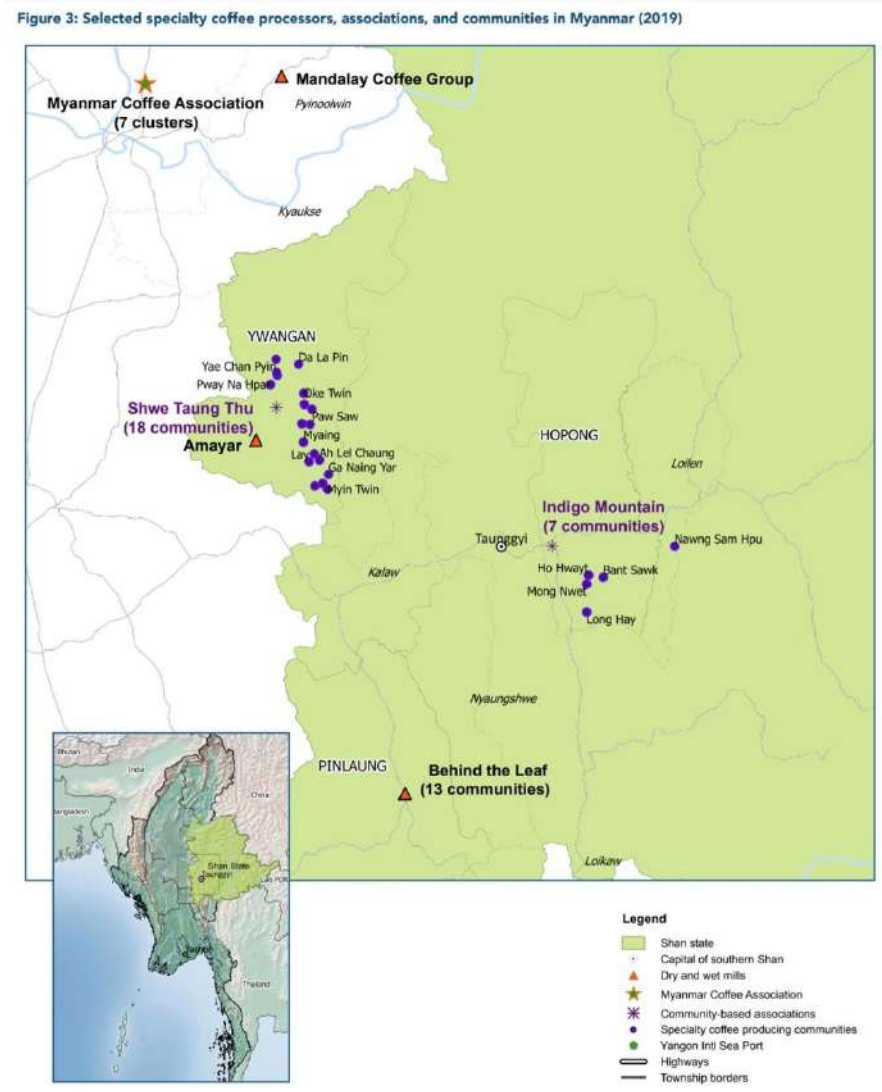
Myo Aye,
Chairman,
Myanmar Coffee Association
www.coffee.org.mm
mca@myanmarcoffee.org

Origin of Myanmar Coffee



- Missionaries initiated coffee growing in Myanmar in 1885 from southern Myanmar, then to Kayin State and to Shan State
- When the British left in 1948, the coffee business went into a kind of enforced hibernation. For the next fifty years or so, the coffee trade was in a limited scale in domestic and border trade.
- Around late 2014, NGOs projects gave critical support to Myanmar's specialty coffee community, streamlined the entire supply chain, from local grower and producer networks to international traders and origin trips

Myanmar Coffee Association, MCA



- Myanmar Coffee Association (MCA) was founded in September 2014 by its founding members of and currently have about individuals 250 Members & Groups represented by more than 6000 Farmers and producers to all 10 clusters in all major coffee production regions in the country

- MCA's goal is to become an independent and inclusive non-profit trade association which represents their member's interests and is recognized on a national and international level.



Myanmar Coffee Trend

- The specialty market is a niche market, and offers comparatively higher prices for coffee exporters handling lower volumes of higher-quality coffee beans. THIRD COFFEE WAVE

- Myanmar has a potential competitive advantage because specialty coffee mostly includes the Arabica variety, which is almost exclusively grown by local coffee plantations.

- Annual official coffee production is estimated at around 8,000 MT, with Arabica about 500 MT being exported to USA, Canada, UK, France, Singapore, Australia, Russia, South Korea, and elsewhere. Besides internal consumption, with the bulk of the remaining coffee being sold to Thailand and China.

The suitability of Myanmar Single Origin Arabica Coffee as Geographical Indications

- In 2019, IP Law introduced in Myanmar.

- As is the case with the establishment of a national GI system in coming years, the development and market access of single origin and specialty coffee is still at an early stage in Myanmar as well.

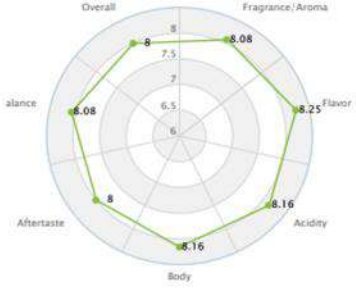
- Given the size of the country, the importance of agricultural production, the partly high altitudes and soil compositions, Myanmar has a very high potential to significantly expand the production of high quality coffees.

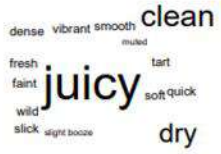
Geographical Indication for Myanmar Coffee

- “Project on the identification of potential coffees from different regions of Myanmar” has been developing by Myanmar Coffee Association and Swiss Federal Institute of Intellectual Property.
- Myanmar has a very high potential to significantly expand the production of high quality specialty coffees.
- The development of a GI system and the registration of pilot GIs enjoys an increasing importance by the government and also by the coffee industry. Thereby, coffee is seen as a priority product for GI certification given the fact that single-origin coffees are in general suitable as GIs, are often exported, and the potential for expansion of production and export is significant.
- Coffee producer organisations in Myanmar should be able to sell their quality products in higher-value markets through innovative measures and good coffee practices. Added value and increased production is also expected to lead to better income in remote rural areas and thereby contribute to development.

Specialties of Coffee from Myanmar







Producer	Kyauk Ku Pyin Community, Shwe Taung Thu
Reference	TIF389 / Variety-Catuai / Process-Dry Natural/ Fifth Placed in Dry Natural Category of 6th Myanmar National Coffee Cupping Competition
Country	Myanmar
Region	Kyauk Ku Pyin Village, Ywangan Township

Number of cuppers	3
Average score	86.75
Score range	86.5 - 87.0
Fragrance/Aroma	8.08
Flavor	8.25
Acidity	8.16
Body	8.16
Aftertaste	8.0
Balance	8.08
Overall	8.0
Uniformity	10.0
Clean cup	10.0
Sweetness	10.0
Defects	0.0

- Natural-processed coffee from Myanmar is so clean and bright that many people think it's a washed-processed coffee, but the body is medium-full and so the coffee shines equally as bright as a single origin offering or blend component.
- The flavor profile is so unique that it's easy to pick out a natural processed Myanmar coffee blind on a table full of naturals, and we see this cup profile as one of the most exciting and sustainable features of Myanmar's coffee industry. (Atlas Coffee Importer)
- Natural, washed and Semi Washed (Honey) processing Methods are applied.









MCA Plans to facilitate the GI process of Ywangan Coffee as a Pilot

- Major coffee production regions are Ywangan, Pyin Oo Lwin, Thandawgyi, Pinlong and Hopong.
- Ywangan Region Coffee to facilitate as a pilot due to its geographical location, fine quality, taste profile, people all are linked to its origin
- Doing Workshops, Seminars and Trainings of GI knowledge and education
- Making use of GI as a tool for role of development
- We are developing in Sustainability dimensions, considering sustainability of GI Management Organizations, producers groups in the early stage of policy implementation
- Also defining the GI zone and the standards and formation of management organization as many stakeholders as possible in the coffee in that region such as farmers, producers, cooperatives, companies, buyers, traders, large and small producers, government, civil society organizations, etc.

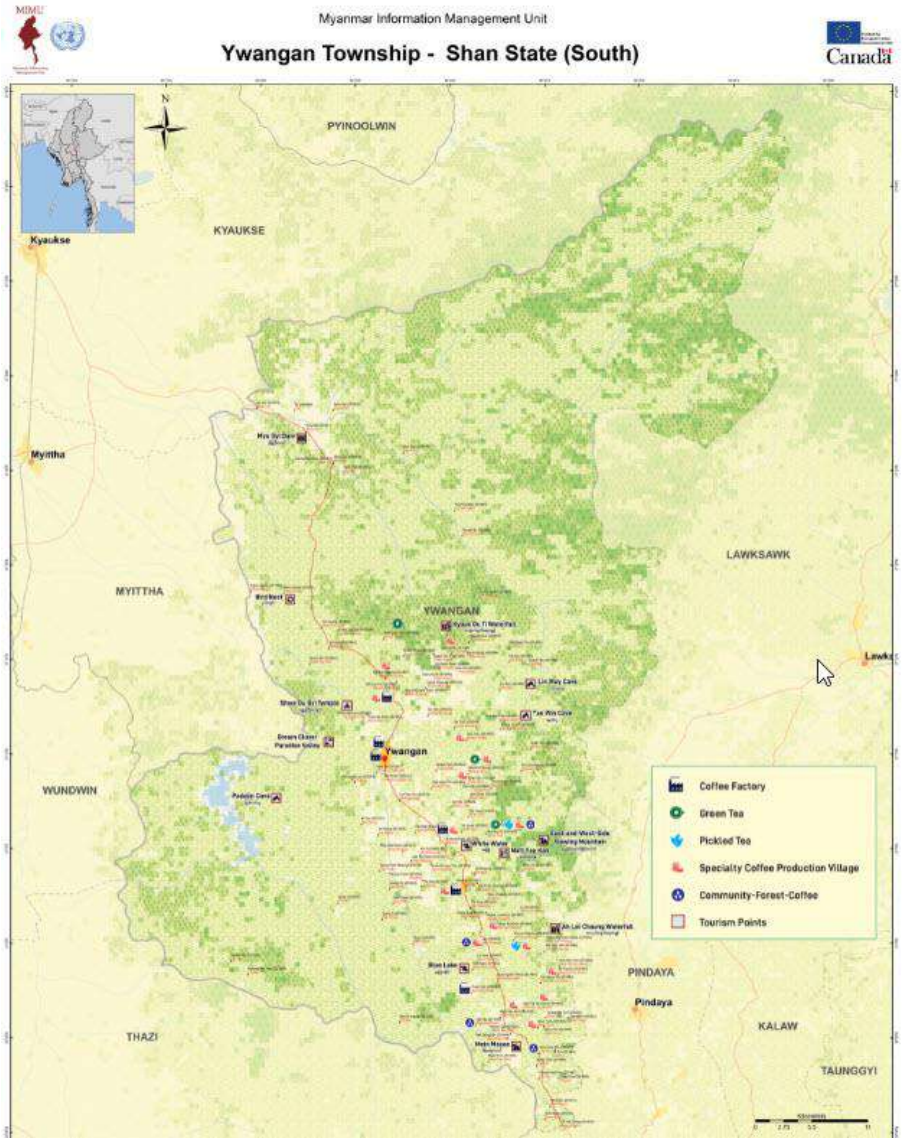







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MCA Plans to facilitate the GI process of Ywangan Coffee as a Pilot





MCA Plans to facilitate the GI process of Ywa Ngan Coffee as a Pilot

- Developing effective control Systems and book of specifications in various aspects. Not only emphasis on coffee quality, post harvesting techniques, sustainability and genetics but also for ORIGIN
- Use of GI should not be based on political, ethnic or competition reasons, but on objective criteria of quality and origin.
- Building Consumers trust on Origin Coffee
- Assisting and forming of regional management organizations
- Myanmar will learn from other countries' coffee GI experiences
- Possible replication in other coffee region areas
- Facilitating market linkage, promotion and protection of GI products

Impacts and Challenges in facilitating the GI process

- Sustainability of management organization and GI products quality
- Inclusive agreement on a Strategy by all stakeholders of that GI region
- Developing and maintaining alliances
- Understanding relationship between Products and origin
- Defining Rules and Controlling
- Enforcement in Nationally and Internationally

Thank you for your attention.





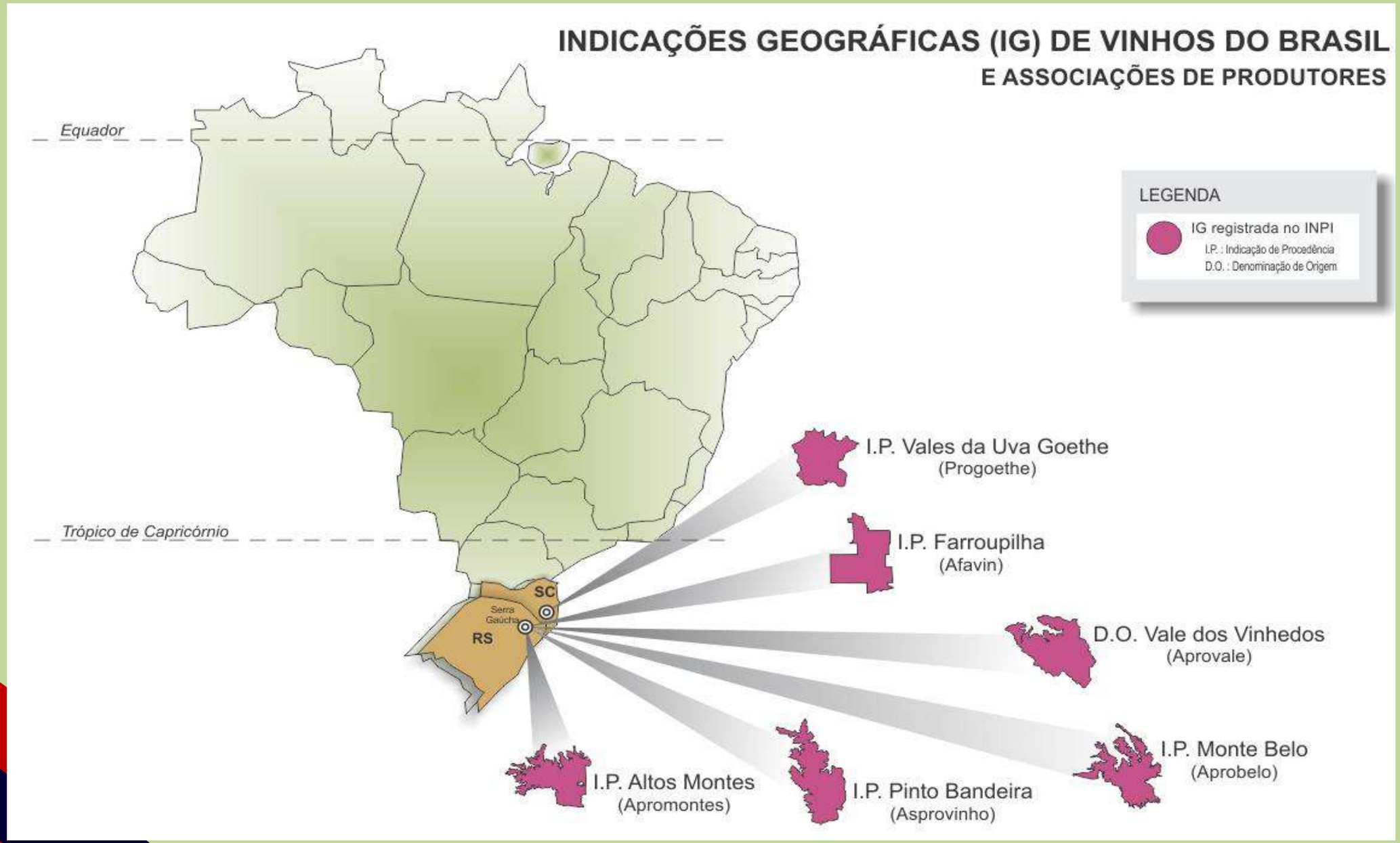
Myo Aye,
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Myanmar Coffee Association
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Desarrollo territorial: la economía creativa en las regiones con indicación geográfica para el vino

Prof. Dr. Joselito Brilhante
Instituto Federal de Educação, Ciência e Tecnologia do Ceará - Brasil

Prof. Dr. José Ednilson de Oliveira Cabral
Prof. Dr. Fábio Freitas Schilling Marquesan
Prof. Dr. José Sarto Freire Castelo
Profa. Dra. Suely Salgueiro Chacon
Profa. Dra. Judite Sanson de Bem

TERRITORIO DE INVESTIGACIÓN



INSTITUTO FEDERAL
Ceará

ECONOMÍA CREATIVA

DOMINIOS CULTURALES

Patrimonio Cultural y Natural

- Museos
- Lugares arqueológicos e históricos
- Paisajes culturales
- Paisajes naturales

Actuación y Celebración

- Las artes escénicas
- Canción
- Festivales, ferias y fiestas

Artes Visuales y Artesanía

- Bellas artes
- Fotografía
- Artesanía

Libros y Prensa

- Libros
- Periódiocs e revistas
- Otros materiales impresos
- Librería
- Ferias literarias

Audiovisuales y Medios interactivos

- Cine y video
- Televisión y radio
- Internet y podcasting
- Videojuegos

Diseño y servicios creativos

- Diseño de moda, gráfico, de interiores y patrimonial
- Servicios de arquitectura y publicidad

PRODUCTOS TRADICIONAIS, PRÁCTICAS SOCIALES Y OTROS INTANGIBLES

COMPLEMENTARIO

Turismo

- Servicios de viajes *charter* y turismo
- Hospitalidad y alojamiento

Deporte y Recreación

- Ejercicio fisico y bienestar
- Diversión y parques temáticos
- Cámping

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METODOLOGIA

El método TRIDENTE CREATIVO presentado por Higgs *et al.* (2008) propone estudiar las actividades creativas teniendo en cuenta tres tipos de actividades creativas:

a) Actividades creativas especializadas en los sectores creativos;

b) Actividades no creativas, pero que apoyan a empresas en los sectores creativos;

c) Actividades creativas en sectores creativos de empresas no creativas de la economía.

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AMOSTRA

TERRITORIO	6 (seis) Indicaciones Geograficas para o vino
ENTREVISTAS	43 (cuarenta y tres) Personas entrevistadas
SECTOR PÚBLICO	1 (uno) Alcade 4 (cuatro) Secretarios
SECTOR PRODUCTIVO	26 (veintieseis) Vinícolas 6 (seis) Asociaciones de productores
SECTOR INVESTIGACIÓN	1 (una) Embrapa Uva e Vinho
SECTOR CREATIVO	4 (cuatro) Empresas de diseño, promoción y publicidad 1 (uno) diseñador independiente

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RESULTADOS Y DISCUSSIÓN

- Los representantes del poder público entrevistados fueron unánimes en señalar que no existia una política pública dirigida a promover las indicaciones geográficas, ni tampoco la economía creativa a promoverlas.
- Las indicaciones geográficas fueron atendidas con actividades de economía creativa únicamente con acciones relacionadas con el diseño del logotipo, etiquetas, etiquetas traseras, además de carpetas publicitarias.
- Las bodegas no presentaron ninguna planificación encaminada a utilizar la economía creativa como estrategia de marketing para la difusión de la indicación geográfica.

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RESULTADOS Y DISCUSSIÓN

- Todos los representantes del sector creativo reconocieron que las indicaciones geográficas, de manera creativa y articulada, pueden generar obras creativas que enfaticen el valor simbólico encaminado a la marca de lugar y al desarrollo territorial.
- El simbolismo que impregna el territorio es expresado por el vino y no por la indicación geográfica.
- Como resultado, las indicaciones geográficas no se han convertido en un capital territorial relevante para una estrategia de *place branding* orientada al desarrollo territorial inteligente, inclusivo y sostenible.

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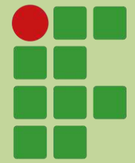
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RESULTADOS Y DISCUSSIÓN

- Para que las indicaciones geográficas se consoliden como capital territorial, el simbolismo de las indicaciones geográficas, necesitaría ser incluido estratégicamente por las estructuras de gobernanza en los procesos de desarrollo territorial.
- Sin embargo, cuando se le preguntó sobre la acción institucional posterior a la concesión, no se percibió la misma dedicación y positividad, ni una planificación estratégica dirigida al desarrollo territorial.







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CONCLUSIONES

- Todas las regiones tienen una vocación natural y cultural muy notoria por la producción de vino y una territorialidad establecida, sin embargo, la economía creativa es poco utilizada.
- No existe, por parte de la sociedad del territorio, una conceptualización e interpretación clara y colectiva del potencial de la indicación geográfica como patrimonio de marca de lugar.
- Tampoco existe aún por parte del consumidor brasileño, reconocimiento y percepción de la identidad en los vinos con indicación geográfica, ni fidelidad al *terroir* de cada región.
- La diversidad de vinos presentados como característicos de una región dificulta la comprensión de la relación entre vino y espacio geográfico.

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CONCLUSIONES

- Este trabajo propone:

✓ un modelo de planificación estratégica de marketing, orientado a construir un valor simbólico y comunicar al consumidor sobre qué son las indicaciones geográficas y qué representan;

✓ una estrategia que lleve al consumidor a conocer y reconocer en los vinos con indicación geográfica un *terroir* y una relación con el origen capaz de convertirlo en una ventaja competitiva;

✓ una estrategia de *place branding* que conecta las indicaciones geográficas con la economía creativa y otras potencialidades y políticas de desarrollo territorial.

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Les labels de commerce équitable et les indications géographiques : ébauche d'une analyse comparative



Dr. Aurélie CARIMENTRAND,

Maître de conférences en sciences économique à l'IUT Bordeaux Montaigne

Chercheure au laboratoire PASSAGES2

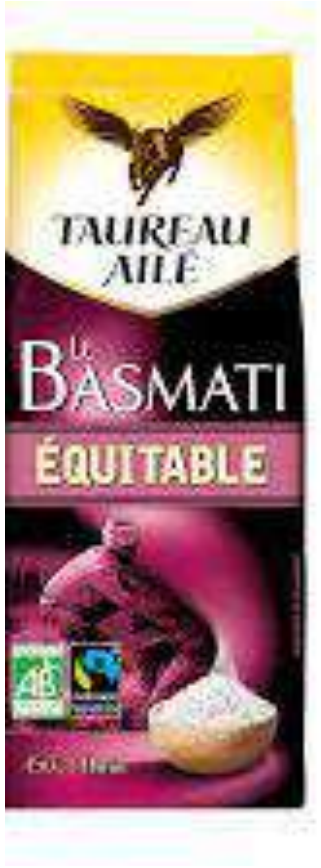
Constat

De plus en plus de produits issus du commerce équitable sont également reconnus comme des indications géographiques sur le marché de l'UE : **Huile d'argan du Maroc (2011), Rooibos d'Afrique du Sud, Café de Colombie (2017), Riz Basmati (Inde, 2018)…**

(hypothèse de complémentarité dans le temps de Biénabe et Sautier, 2008)

Inversement des produits IG sont également certifiés CE:

- Première AOP certifiée commerce équitable (Fair for life): **AOP Blaye/Côtes de Bordeaux reconnues dès 1936 (Château les Aubiers)**





Objectif de cette communication

*Contribuer au débat sur les **contributions** et les **limites** de deux systèmes de certification de la qualité :*

Ce qui les rapproche

1. Deux outils au service de la rémunération des producteurs
2. qui reposent sur des systèmes de traçabilité des produits

Ce qui les distingue:

3. Qui puisent leur origine dans des mouvements sociaux au niveau des producteurs vs consommateurs
4. Un CAP pour leur singularité versus leur attribut “équitable”
5. Logos officiels versus logos privés (droits de license)
6. Effet rémunérateur “garanti” versus “gain espéré”

Conclusion/Message clé:”: vers des IGE? Comment intégrer les coûts de production durables.

1. Deux signes de qualité au service de la rémunération des producteurs

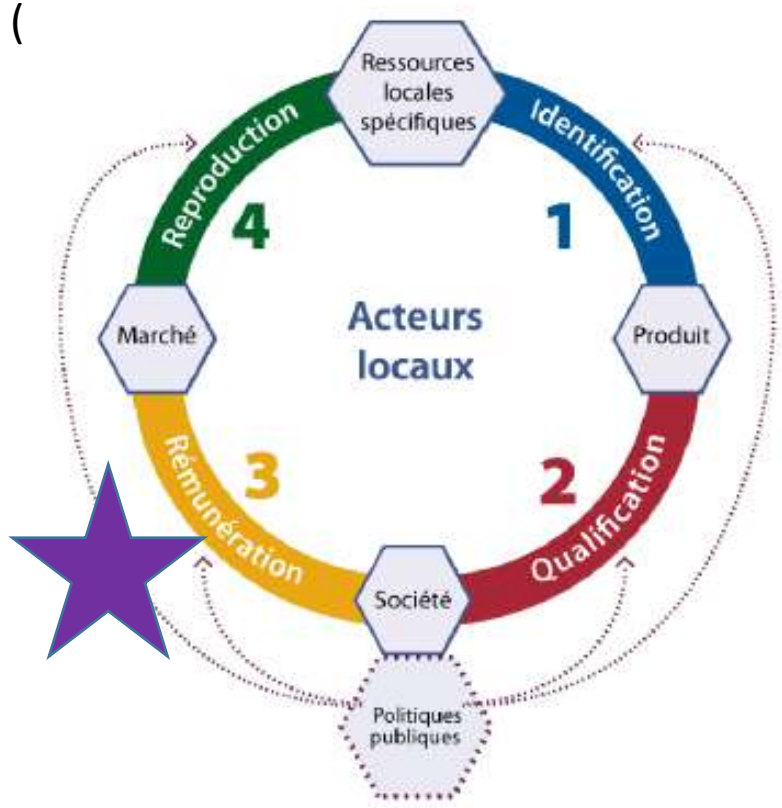
Objectifs de prix justes / rémunérateurs via l'accès à des marchés de niche (« **démarchandiser** » /« **désanonymiser** »)

LES CINQ DIMENSIONS DU COMMERCE ÉQUITABLE
1. Dimension économique : prix, primes, préfinancement, durée des engagements commerciaux...
2. Dimension sociale : respect des conventions de l'Organisation internationale du travail (OIT) et des législations locales, égalité des sexes, avantages sociaux complémentaires (assurances maladie, congés maternité...).
3. Dimension environnementale : réduction des impacts environnementaux des activités relatives au commerce équitable, protection de la biodiversité, interdiction des substances dangereuses dans la production, interdiction des organismes génétiquement modifiés (OGM)...
4. Dimension éducative : activités de sensibilisation et d'éducation des consommateurs et citoyens.
5. Dimension de gouvernance : priorité aux petits producteurs, appui technique et renforcement des capacités commerciales des producteurs, gestion démocratique de l'organisation de producteurs, usage transparent et démocratique de la prime pour projets collectifs.

- *Le paiement par l'acheteur d'un prix rémunérateur pour les travailleurs, établi sur la base d'une identification des coûts de production et d'une négociation équilibrée entre les parties au contrat.*

  LOI ESS 2014 (France)

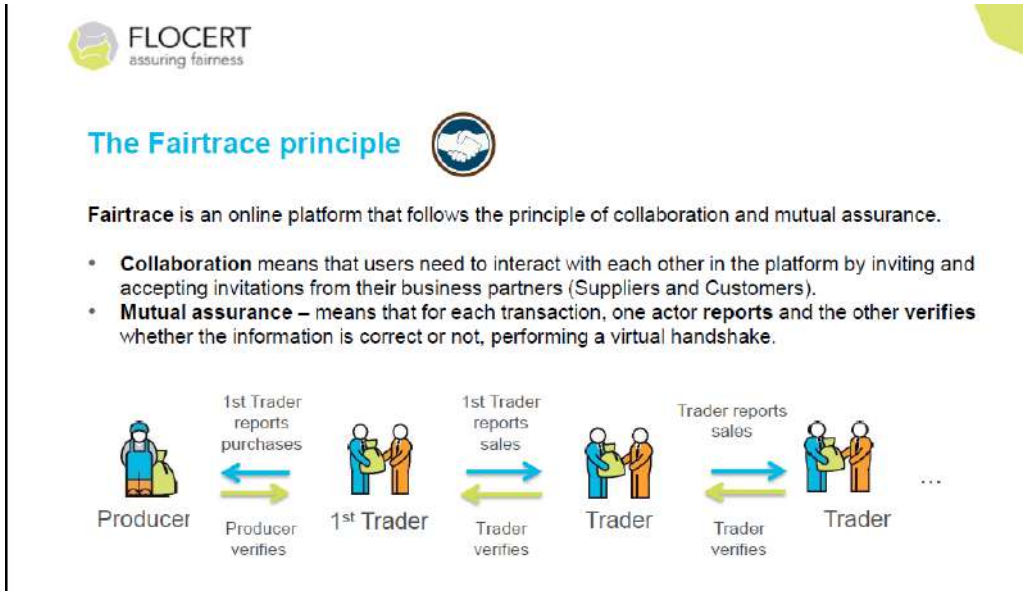
Raynolds et Bennett (2015); Nelson (2017)



Vandecandelaere et al. (2010); Barham & Sylvander (2011); Balineau (2018)

2. Qui reposent sur des systèmes de contrôle et de traçabilité des produits

Système de contrôle et de traçabilité similaires
(autocontrôle + contrôle interne + contrôle externe par tierce partie)
= **investissement collectif en réputation**



(spécificité du bilan de masse pour le CE)

3. Leur origine au sein de mouvements sociaux
IG “producer-driven versus CE “consumer-driven”

AOC/ Révolte des vignerons au début du 20ème siècle en France face à la chute brutale des cours et la paupérisation des vignerons



CE/ Tiers-mondisme puis initiatives solidaires/consumérisme politique face à la dégradation des termes de l’échange et à l’instabilité des cours mondiaux café/ cacao fin 20ème (fin accords mondiaux et des caisses nationales de stabilisation) et paupérisation des caféiculteurs et cacaoculteurs

4. Un CAP pour leur singularité *versus* leur attribut “équitable”

Outil de marketing territorial

CONSOMMATEUR / PRODUIT **/ figure du TERROIR**

(convention domestique/ tradition)

« IG LOVERS »/ connoisseurs

Outil de marketing éthique

CONSOMMATEUR / PRODUIT / **figure du « petit producteur organisé » (convention citoyenne/solidarité)**

« MILITANTS CE »/ consumérisme politique

5. Labels officiels versus labels privés

Coût nul d'utilisation du label (appartient aux pouvoirs publics)

Versus

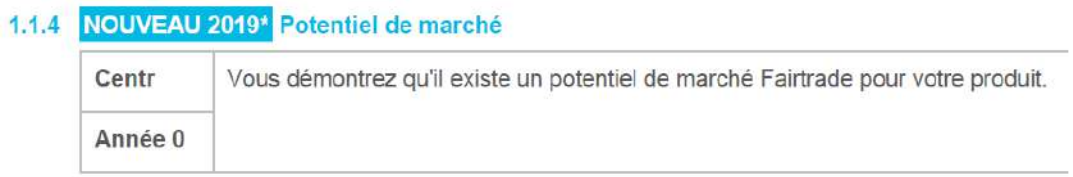
Droits de licence (gérés par des ONG dans les pays consommateurs)

6. Un effet rémunérateur immédiat versus un potentiel d'augmentation du prix à construire

« En raison de **l'effet rémunérateur immédiat** et du **niveau assez bas des barrières techniques initiales à l'entrée**, le CE a eu un effet fédérateur fort, les petits producteurs voyant très rapidement leurs efforts d'action collective récompensés »

PRIX MINIMUM GARANTI versus GAINS POTENTIELS

PRIME COLLECTIVE


1.1.4 NOUVEAU 2019[4] Potentiel de marché

Centr	Vous démontrez qu'il existe un potentiel de marché Fairtrade pour votre produit.
Année 0	

Messages clés

- L'IG et le CE peuvent se compléter mutuellement pour assurer une production et une consommation durables
- Il faut penser les synergies, éviter les duplications (notamment en termes de contrôle et de traçabilité)
- Il faut envisager l'IGE équitable avec des contrats pluriannuels avec un prix plancher négocié pour rémunérer les coûts de production durable (prix au producteur notamment), voire des primes collectives IG versées par les acheteurs aux ODG/ groupements IG: **inscrire les IG dans les pratiques et dans les réseaux d'économie sociale et solidaire**



Fairtrade International (label produit créé en 1988 et labels ingrédients pour le cacao, le coton et le sucre créés en 2014)



WFTO (label organisation)



Groupe Ecocert (label produit)



Symbole Producteurs paysans global (SPP Global) – organisation issue d'une scission avec Fairtrade International (label produit créé en 2014) Autogestion/production et commercialisation « à petite échelle » : label réservé aux organisations de producteurs



Fair Trade USA (anciennement Transfair USA) – organisation indépendante de Fairtrade International depuis 2011 (label produit, étendu aux plantations et à l'agriculture sous contrat pour tous les produits)

International trade effects of GIs - Theoretical analysis

Jakob Rackl – Luisa Menapace

Technical University Munich

Outline

- Main aspects of the theoretical model
- Stylised facts of GIs and implementation in the model
- Policies and results

Main aspects of the model

- Two sectors: GI and non-GI
- Model of international trade
- Horizontal product differentiation

GIs: Stylised facts

- **Craftsmanship in production** process and specific land characteristics (GI producers less productive on average than industrialised producers)
- **Reputation of GI label** (Collective reputation via GIs can help firms to gain private reputation and makes market entry less costly)
- **Collective management** of GI label (Part of the costs of advertising and monitoring the market are shared among all producers who use GI label)
- **International GI protection** (Including GIs in an international agreement obliges signing members to protect the GI in their markets)

Policy Analysis

- **Domestic GI protection** (strengthening of GI producer groups)
  - Motivation: **EU regulation** proposal on GIs suggests extending the responsibilities of GI producer groups with regard to promoting and protecting GI label
  - ➢ In the model: A subset of domestic production cost is shared among all GI firms in the producer group
- **International GI protection** (inclusion of GI in international agreement)
  - Motivation: Inclusion of many GIs in recently negotiated **free trade agreements by the EU** (e.g. CETA), obliging signing members to protect GI label in their markets
  - ➢ In the model: A subset of exporting costs is covered by public institution in the foreign market(s)
- **Simulation exercises** based on theoretical model
  - Domestic and international GI protection are complements
  - Optimal level of international GI protection additionally depends on level of craftsmanship and reputation of GI label

Thank you for your attention!

Geographical Indications for Food: A Faustian Bargain between Heritage Preservation and Better Access to Origin-Based Market Segments?

Sarah Steinegger &
Prof. Jean-David Gerber & Prof. Christoph Oberlack

UNIVERSITÄT BERN

Institute of Geography & Centre for Development and Environment (CDE) & Centre for Regional Economic Development (CRED)

Worldwide Perspectives on Geographical Indications 2022

Starting point

- Inclusion of regional development, and the conservation of biodiversity and traditional knowledge
  (Marie-Vivien & Biénabe, 2017)

- International market demand for quality segmentation for food safety, traceability, and authenticity
  (Barham & Sylvander, 2011; Maye et al., 2016; Conneely & Mahon, 2015)

Starting point *(cont.)*

- Inclusion of regional development, and the conservation of biodiversity and traditional knowledge
  (Marie-Vivien & Biénabe, 2017)



- International market demand for quality segmentation for food safety, traceability, and authenticity
  (Barham & Sylvander, 2011; Maye et al., 2016; Conneely & Mahon, 2015)

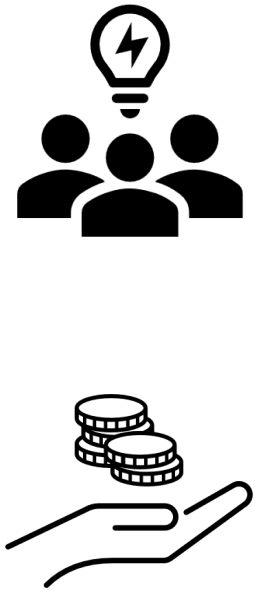
Disciplinary approach

- Political Ecology and new institutionalism
  - Power relations in environmental issues
  - Institutions – the rules of the game:
    who decides, who benefits, who is included and who is excluded?
- Ecological Economics
  - Economic activity < > human well-being, sustainability, and justice

➢ GIs imply a re-negotiation of the benefits from, decision-making about intellectual property rights to commons

Commons protection or commodification? - research hypotheses

GIs protect commons if and only if they reinforce the non-monetary values of commonly shared resources (e.g. biocultural heritage), amidst or even despite better access to origin-based market segments



GIs commodify commons if they give more weight to monetary values than non-monetary values of commonly shared resources (e.g. biocultural heritage)

Commons institutions

- Community regulating resource use with self-organized institutions
- Difficult to exclude users

(Ostrom, 2015)

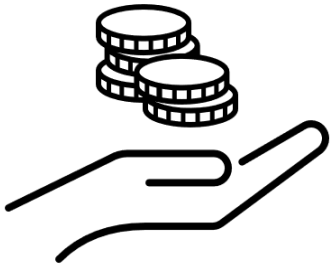
- Goods and services primarily valued according to their use value – their multiple values for society

(Bollier, 2021; Gibson-Graham et al., 2016; Sato & Soto Alarcón, 2019; Vivero-Pol et al., 2019)



Commodification of goods and services

Valuation according to their exchange value rather than their use value
= monetary value
(Gerber & Gerber, 2017)



Commons protection through GIs?



a. Value chain actors that collectively create and use commons resources

b. Intellectual commons resources – knowledge, know-how and reputation



a. Institutional arrangements and practices of shared ownership, decision-making, and responsibility

(adapted from Lemeilleur & Allaire, 2019; Quiñones-Ruiz et al., 2015)

Commodification through GIs?

- Intentions vs. practices and outcomes of alternative agriculture
  - Industrial standardization, hygiene laws, and large-scale distribution
  - Creation of standards and markets

- Products become (more) consistent and can be disembedded from their context

(Lotti, 2010)

Preliminary indicators

	Commodification	Commons preservation
Principles of terroir-specific farming	• Short-term perspective of resource use, profit-orientation	• Long-term perspective of resource use, value-orientation • Biodiversity conservation • Promotion of cultural values of food
Codes of practice	• To meet market demand and commercial standards (Galtier et al., 2008) • Established by external actors • Bypassed by value chain actors	• To ensure maintenance of terroir-specific agricultural practices and food • Established by value chain actors (Quiñones-Ruiz et al., 2015) • Adhered to by value chain actors
Control mechanisms	• By third-party	• By value chain actors (and third-party

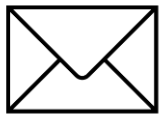
Research Outlook

- Comparative case studies of commons around food in Switzerland and Peru
  - Geographical Indication in Switzerland
  - Participatory Guarantee Systems (PGS) in Peru
  - ...

Thank you very much for your attention & inputs!

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Worldwide Perspectives on Geographical Indications
Montpellier, France, 5-8 july 2022

Restitution from Sessions A1 and A2
Local and National Public Authorities and GIs

Giovanni Belletti
University of Florence (Italy)

Francesca Alampi
AREPO

Florence Tartanac
Food and Agriculture Organization of the United Nations

A.1 Local Authorities & GIs
Moderators: F. Alampi and G. Belletti

- The economic blind spot of Geographical Indication in state-centered governance: Mikawa region agri-food products in Japan, Hart Feuer (Kyoto University)
- Protection of Geographical Indication in Vietnam: opportunities and challenges to achieve the sustainable food system, Nguyen Mai Huong (Rural Development Center, Vietnam)
- Protection of fish from wild catch of Lake Constance, Alexander Wirsig (Food promotion agency of Baden-Württemberg, Germany)

- Le développement des IG, une priorité stratégique pour la Région Occitanie Pyrénées Méditerranée, Pierre Ginebre (IRQUALIM, Occitanie Region, France)
- The strategic food plan for Catalunya 2021-2026: new governance to promote GI", Cristina Massot Berna (Government of Catalonia, Spain)
- Governance of GIs and the role of regional and local public actors: Bavaria, Hannah Lindermayer, Bavarian Ministry of Food, Agriculture and Forestry (Germany)
- Role of Region of Epirus at the certification of Kashkaval of Pindos as PGI, Vasiliki Igoumenidou (Epirus region, Greece)

A.2 National Authorities & GIs

Moderator: F. Tartanac

- Gonomy Michel: Les IG dans l'espace OAPI
- Philippe Kouakou: Les GIs en Cote d'Ivoire: acquis et dèfis
- Guerrero Paola: Promoción y protección de los productos de origen en países en desarrollo: el rol de estado
- Paola Pineda: Hacia una mejor coordinación eficiente y completa de las entidades delegadas de las DOP en Colombia
- Kalandadze Tengiz: The GI policy in Georgia
- Liel Uziahu: Israeli geographical indications. Unrealized potential that can be realized?
- Ilhan Özden: Geographical Indications in Turkey. The Current Status and Future Outlook
- Şimsek Nazlı / Altintas Nese: Geographical Indication Practices of the Ministry of Agriculture and Forestry in Turkey

The session presented the point of view of national authorities about GI (Chile, Turkey, Georgia), as well as the point of view of researchers about the role of national authorities (Israel, Cote d,Ivorian) and the point of view of producers (Colombia). There was also the case of one inter-regional authority (OAPI).

Highlights and recommendations (1)

- Legislation on GI are in place in most countries but are not enough for GI to be registered and used → fill the gap between law and end-users
- Importance of clear Specifications, Guarantee systems and enforcement
- Need for inter-ministries coordination to obtain better results. For example, in Turkey there is a good coordination between Ministry of agriculture et institute of intellectual property. But in Colombia there's a lack of coordination between IPI and sanitary institution in relation with food safety.
- Public authorities should be more proactive for promoting GI and raise stakeholders awareness about GI and their potential benefits (and problems).
- Public authorities can also create innovative tools as a transition to GI (see the case of Chile with the creation of a Sello de origen.
- Other countries still lack adapted regulations such as Israel.

Highlights and recommendations (2)

- Importance of involving researchers (from different disciplines) and actors from public administrations together
- Need for exchanging experiences and practices between national and regional authorities from different countries with different visions and administrative frameworks → relevance of networking
- Focus on the GI product and its system, not on the tool (legal protection)
- Clarifying the inspiring values of national/regional GI policies: Fairness? Sustainability? Inclusion of smallholders? Recognising trade-offs … there is not a policy «fitting for all»

Highlights and recommendations (3)

Taking into account all the phases of the virtuous circle of the valorization of GI products - not only legal protection:

- Product characterization / research
- Support the "social construction" of the GI product, empowerment of local actors, support inclusion
- Remove structural obstacles to the effective and fair functioning of GI value chains
- Remove legal obstacles / harmonization of rules (e.g. safety rules)
- Define common rules (Specifications) and guarantee systems
- Help producers in the choice of the "good" (=appropriate) tool for qualification, quality signalization and legal protection
- Support promotion policies
- Improve consumer awareness through education and information
- Support collective action / collective bodies
- Wider the scope to the territory
- …



Highlights and recommendations (4)

Some keywords for building effective policy frameworks:

- Multilevel (from State to Municipalities)
- Multitool (IP tools, incentives to facilities, education, promotion …)
- Multiactor (not only IP offices or Agriculture ministries, also Industry, Tourism, Safety authorities, Research centers, …)

XXX

Xxx

xxxx

Session H – African thematic session (AfriPI)

Moderation: EUIPO

The adoption of a GI legislation is not the end of the story

Sharing of experience made in the on-going implementation of the GI continental strategy adopted by the African Union

Main stakes:

- to develop bottom-up initiatives
- to have a strong involvement of local partners, including national and local authorities
- To raise awareness on GIs on the domestic market
- Difficulties in associating tradition and innovation

Innovation in traceability and authenticity marks

Cooperation projects are generally too short in duration to allow relevant and effective registrations of GIs

A strong support from African countries is needed for supplementing the financial means and support from foreign donors

Session B – International mechanisms for GI protection

Moderation: Anke Moerland and Bernard O'Connor

The adoption of a GI legislation is not the end of the story

EU FTAs/Geneva Act have been successful in that a body of international law has been established to protect GIs

However, there are weaknesses:

a) it's EU rather than globally driven – with other countries still not yet embracing the GI system

b) EU FTAs are product specific rather than systemic – this results in a incoherent body of rules with different countries, prompting the question what the objective of the EU is that they want to achieve in third countries: establish a functioning GI system, or obtain protection for only a limited number of GIs

c) sometimes there is no real buy-in to the idea of GIs in the partner country – experiences of how to increase awareness, discuss and build up knowledge: consultations with stakeholders in partner countries, involvement of state authorities in application processes like Rooibos

d) No global registration system / database (oriGIn world GI compilation still relevant!)

Governance Sessions D1/D2/D3

Closing session

Flavia Guerrieri, M.Sc.

PhD Candidate University of Amsterdam; Affiliater PhD Student CIRAD UMR-Innovation (Montpellier)

P. Tahirou Kanoute, Agro-economist and specialist in territorial governance, value chain organisation of agri-food chains (ETDS, Senegal)

Possible perspectives

- **Key 1**: **Governance scales**

1. **MICRO**: producers
2. **MESO**: national authorities/professional organisations
3. **MACRO**: international authorities

- **Key 2**: **coordination bridges** between the actors within the same scale but also transversally, along the different scales

D1: Horizontal coordination

«The GI belongs to producers, it should stay with producers»

(a) Main actors of the coordination, identifying the governance structure can allow to track decision-making processes (Badenhagen)

(b) Facilitators: higher level associations or national/international authorities –a perspective from collaborative networks (Bocadillo Veleño; Collaborative Networks, Farines de Manioc)

(c) Impacts on trust, and information flows but also open questions on proximity issues and methodological issues

D2: Vertical coordination

Problems:

- **Pre-existing situations can impact on the development of the GI:** pre-existing value chains can jeopardise the development of the GI (café des Bolovens) ; pre-existing conflicts at the local level are too hard to overcome and harm the relationship between producers and other actors of the value chain (framboise d'Arilje); low level of social capital (Gjirokastra cheese)
- **Too strict rules with too many control points** can be seen as a discouraging factor of cooperation (framboise d'Arilje)
- **Transparency and social capital:** selfish strategies and lack of transparency impact on the répartition of the benefits among the actors of the value chain (Yamanashi wine)

D3: at the crossroads of vertical and horizontal coordination

- **Vertical and horizontal coordination mechanisms and trust allow to group heterogeneous stakeholders** such as producers, processors, retailers, certification bodies, other actors involved in turism and gastronomy … (cas des IG dattes de DegletNour de Tolga (Algérie), figues de Djebba (Tunisie) and georgian cheeses)
- **Vertical and horizontal coordination mechanisms are key to the credibility/legitimacy of the GI**: control management can reveal key information on governance structure at the local level and the link to origin notwithstanding the product classes involved (agri and non-agri GIs in France).

General conclusions

MICRO

«learning processes take time» and need *calibrated* solutions tailored to case-by case specificities

Clarity and transparency matter! Finding *appropriate* solutions to ambiguities on «who does what» and «who bares the costs, who has the benefits»

MICRO/MESO & MESO/MACRO

Adequate governance structures allow to increase and sustain social capital, increase trust and enhance cooperation

Discussing policy recommendations

- The role of pratictioners: equilibrium between power relations between the actors, restoring trust through transparency as to actors' roles in the value chain and on the repartition cost-benefits
- The role of facilitating actors: diagnostic and intervention (how do we address governance questions and which tools we are using – completeness, effectiveness and accessibility)
- The role of policy: what are the risks of one-size-fits-all regulatory approaches to governance? Where to intervene at the micro level/meso/macro level in an efficient way?

Thank you for your attention!

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AGRICULTURAL RESEARCH FOR DEVELOPMENT

Restitution

Sessions I "GIs, Tourism and Gastronomy"

Session E "Link to origin:
Environmental Challenges & Climate Change"

Worldwide Perspectives on Geographical Indications
Montpellier, France, 5-8 July 2022

SESSION I : GIs, tourism and gastronomy

Lesson learned.

1. GIs et tourisme.

1.1. Importance de l'action collective et gouvernance territorial

1.2. Motivation des acteurs dans la définition d'accords

1.3. Synergies entre différents produits (ex. Café + vin, vin + artichaut)

2. GIs et gastronomie.

2.1. GIs peuvent contribuer à une meilleure nutrition (what we eat > calories intakes)

2.2. Les GIs s'insèrent dans une culture locale qu'ells participent à maintenir et qu'il faut appuyer

2.3. Les effets positifs des GIs se réalisent dans le contexte spécifique de la "diète" méditarrenéenne

3. GIs et stratégies territoriales.

3.1. Considérer la relation entre l'aire de production et les prix des produits

3.2. Les acteurs ont différentes sensibilités et objectifs dans l'elaboration (cahier des charges) des GIs

SESSION I : GIs, tourism and gastronomy

Recommendations.

1. Politiques.

1.1. Intégration entre objectifs et entre niveaux (global, meso, local)

1.2. Nécéssité de favoriser la gouvernance territoriale (coordination entre secteurs/activités)

2. Acteurs du terrain.

2.1. Coordination et action collective sont essentielles

2.2. Créativité (social medias à Cap Vert ou India = éviter les intermédiaires, transmission de messages ciblés)

2.3. Les cahiers des charges peuvent préserver la qualité nutritionnelle

3. Recherche.

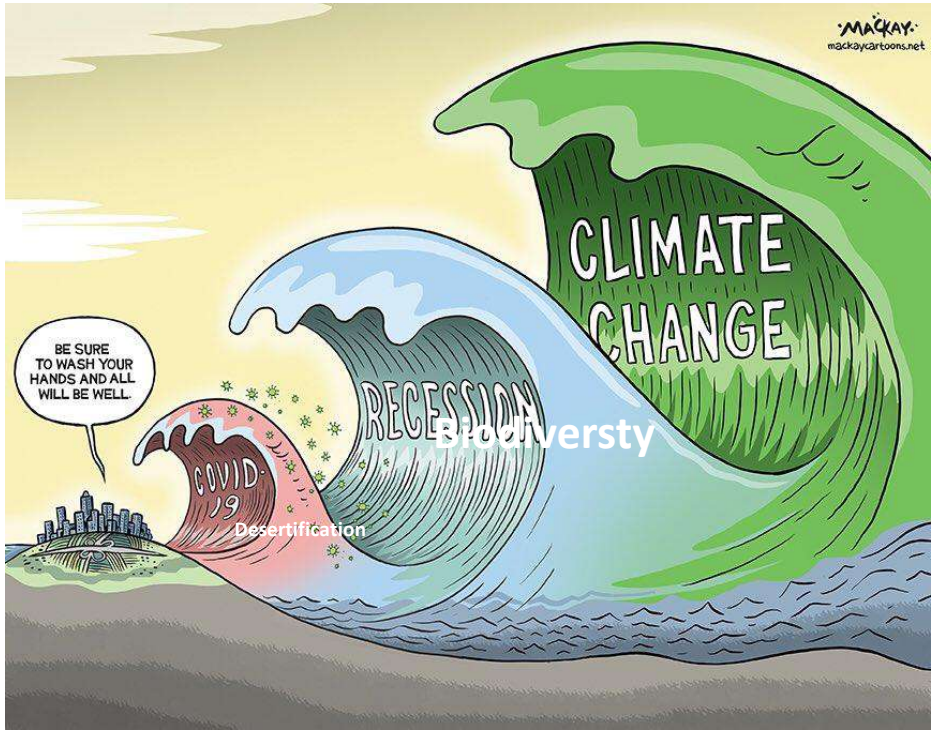
3.1. Transdisciplinarité (agriculture, health, heritage, tourism)

3.2. Approches participatives et holistiques (consommateurs ont un role actif, interventions dans les écoles, …) et évaluations des impacts

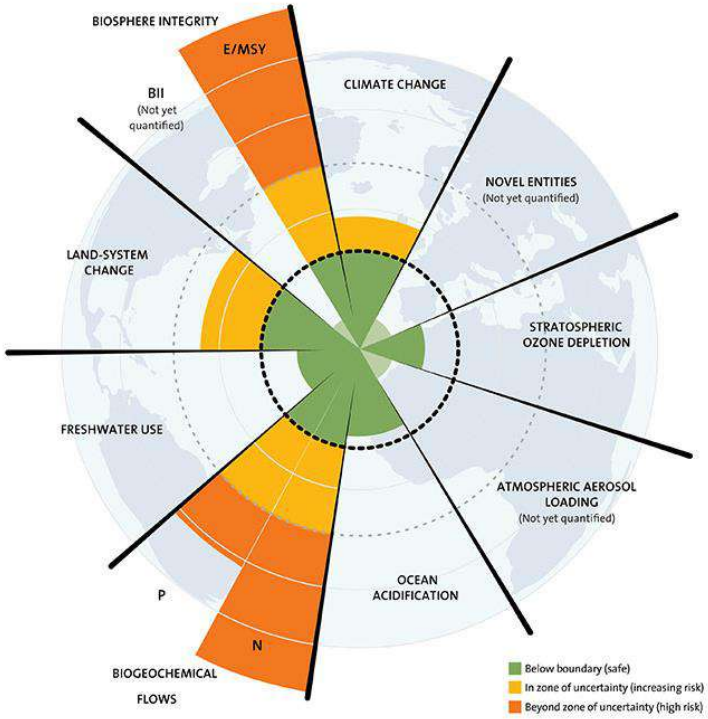
3.3. Nouvelles voies (GIs et aliments fermentés, GIs et plus d'attention aux pratiques alimentaires)

NEXUS biodiversity/Climat

Climate as architectonic global public good



The nine planetary boundaries



Emerging framing for collective action from global to local

“Link to origin: Environmental Challenges & Climate Change”

- 1/

To what extent are **GIs suitable tools** to equip producer groups to face the dual challenge of biodiversity protection and CC adaptation/mitigation?

- 2/

To what **extent are GIs adaptive tools**, to continue to enhance/protect a quality that is called upon to recompose itself as the terroirs of origin and production practices change under climatic constraints?

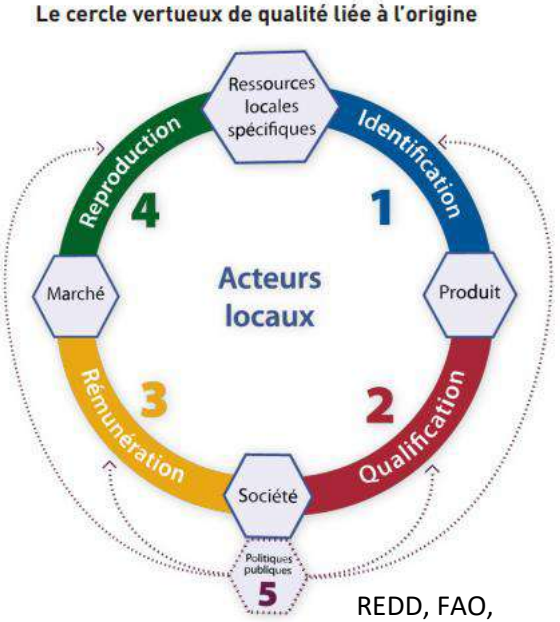
Link to origin: Environmental Challenges & Climate Change”

Link to origin ” at the  of Geographical Indications.

= protection of quality/reputation linked to a specific origin, a given terroir.

- Legal model
  Specifications = proof of origin

- Economic model
  Virtous Circle



REDD, FAO,

“A Shaken Link“

- OBSERVATIONS :

- A significant increase of one-off and structural request for changes in GI Specifications

- A diversity of strategies of producers under origin quality schemes to adapt to CC and to protect Biodiversity

- NO / FEW SYNEGIES between the 3 dimensions – mitigation/adaptation/biodiversity > no integrative mechanism within GI framework

What future for GIs in a hoter Wold ?

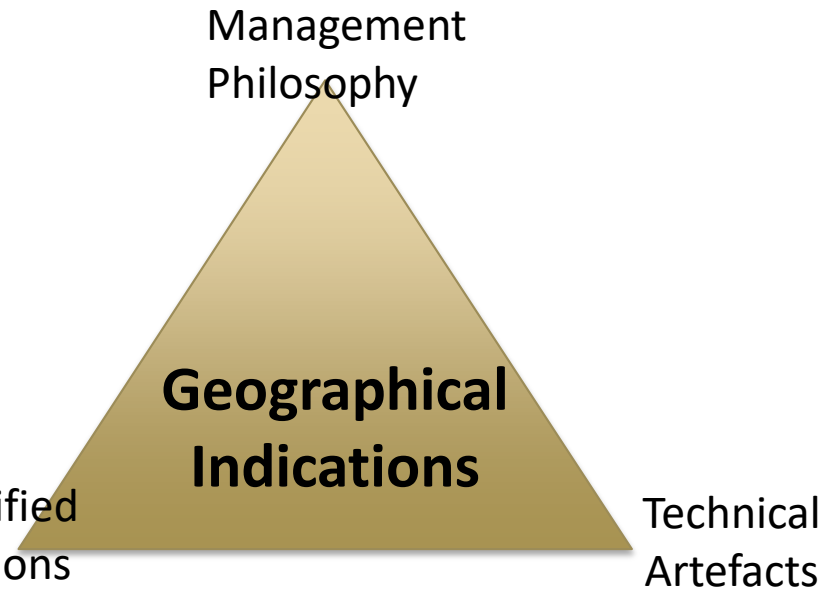
- **Conservative definition of quality**
  - Death of GIs by immobility : lost of the product specificities/qualities

- **New definition of quality – no more link to origin**
  - Death of GIs by intensive technical adaptations : lost the link to the origin

- **Procedural definition of quality (only possible under a +2.0° C scenario)**
  - New life for Gis under a procedural definition of quality, based on adaptive management of local resources

What future for GIs in a hoter Wold ?

Renewed definition to the Link to Origin



A new governance over local common goods

Scale and scope

A new "engineering of products of origin“

Accountability

Integrative Diagnosis

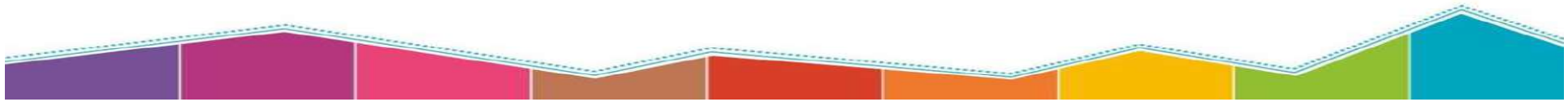
GI & sustainability

K.1 Different approaches to measure and improve GI sustainability

K.2 The variety of GI contributions to sustainability

REPORT

A. Marescotti
M. Linder
B. Pick
E. Vandecandelaere



Key messages and recommendations – K1 Methodology

SAFA	
Arciprete R., Arfini F., Filippini R.	A collective marketing strategy to assess and manage the sustainability of Geographical Indications. The case of Parmigiano Reggiano PDO.
Guadarrama-Fuentes O.V., Colomer D., Morcillo Y., Gil J.M.	Indicadores de Sostenibilidad de las DOP de aceite de oliva en Cataluña
PARTICIPATORY METHODS	
Vandecandelaere E., Samper L., Tartanac F., Vittori M.	Sustainability strategy for GI; a bottom-up and participatory approach for GI sustainability
Belletti G., Marescotti A., Vandecandelaere E.	Building and adapting collective rules of Geographical Indication Products: the role of participative evaluation
SDG and Territorial	
Guareschi M., Mancini M.C., Arfini F.	The role of GIs in public goods production and SDGs achievement: a methodological proposal
Kimura J., Rigolot C.	The potential of Geographical Indications (GI) to enhance Sustainable Development Goals (SDG) in Japan, with GI Mishima potato as a case study
Sayantani Datta, Padmavati M., Niharika Sahoo Bhattacharyya	Fostering Indian foodstuffs GIs for sustainable development
Julie Regolo, Thomas Pomeon	The intensification of GI presence may have overall positive effects on the territory in terms of economic and environmental performance.

Key messages and recommendations – K1 Methodology

Keywords	Key-messages	Recommendations
SUSTAINABILITY	Sustainability as growing important issue	Include sustainability as key GI policy objective (funds?)
TOOLS	Lack of monitoring tools able to frame all the dimension of sustainability	Need to produce and make available to stakeholders tools to assess sustainability in a holistic way
SDG	Sustainability and the compliance with SDGs should be proof and valorised	Include SDG as objectives of the evaluation
GOVERNANCE	Importance of governance for GI sustainability	Include governance (SAFA)
SIMPLE	Too complex tools and indicators. Problems in measuring environmental indicators	Need to have simple methodological tools to monitor sustainability, based as much as possible on already available data
PARTICIPATORY	Participation of stakeholders in the evaluation is needed. Include civil society in the evaluation	Develop participatory approaches as to allow stakeholders to self-assess sustainability
TIME	Sustainability must be assessed across time	Need to monitor sustainability across time
CASE BY CASE	Case by case or one-fits-for-all methodology?	TO BE DISCUSSED
SYNTHETIC	Importance to have a synthetic index	TO BE DISCUSSED
COMMUNICATION	Lack of capacity to properly communicate the sustainabililty of GIS to customers and consumers	Importance to communicate sustainability

Key messages and recommendations – K1 Methodology

- Many contributions have proposed an evaluation based on a series of indicators trying to capture the effects of the GI on the different dimensions of sustainability, some of which inspired or based on the SAFA indicators, some aiming at checking the effects in relation to Sustainable Development Goals.
- Overall, there is a growing effort to propose methodological tools simply enough to be used by stakeholders themselves to monitor and assess GI effects in the course of time, and able also to be used to communicate to consumers and civil society the results obtained.
- Main points to be further discussed are:
  - How to simplify the assessment while keeping at the same time a certain rigourness in the analysis and cover the many aspects of sustainability?
  - Should we converge towards a unified and one-fits-for-all methodology, or make in a way that the methodology and the choice of aspects/indicators of sustainability adapt to the specificity of each GI/context?
  - In light of this, how can public policies support a growing sustainability of GIs? See the recent proposal of the EU about the regulation on quality schemes
- Further research and discussioni is needed ☺
  - To sensitize value chain actors on the importance of evaluation and data sharing
  - To create a database with data from the interprofessional bodies and public organisations

Key messages and recommendations – K2 Contributions

INSIGHTS AND LESSON LEARNT FROM THE FIELD	
Teyssier C., Weiller Y.	Le cahier des charges d'une IG peut-il etre mobilisé pour contribuer à la durabilité environnementale ? Cas du partenariat entre parc naturel marin de l'estuaire de la Gironde et de la mer des Pertuis et le Groupement Qualité « Huitres Marennes Oléron Â».
Tillard G.	Comment le questionnement des trajectoires collectives des IG peut participer Ã la formalisation d'un projet sur la durabilité, en respectant la diversité des AOP laitières ?
Laborie R.S., Chetaille A.	Evaluation des interventions de l'Agence française de développement en faveur des Indications Géographiques
COMMUNICATION	
Guararrama O., Gil Roig J.I.	Principales discursos alrededor de las IGs en España: implicaciones para el diseño de polí-ticas públicas
Guibert C.	L'élevage en quête de légitimité : la réinvention du terroir par la mise en discours de la durabilité dans les filiéres sous IG
POLICY	
Rabasa I.	Sostenibilidad de las indicaciones geograficas protegidas del sector agroalimentario: marco europeo
Hegnes Atle Wehn	The Sustainable Turn and Norwegian GIs

Key messages and recommendations – K2 Contributions

Presentations about contributions of Gis to sustainability tackled different issues. What has been shown:

- **GI is a tool for sustainability**
  - Under certains conditions
  - Case by case: role of specifications and local context
  - Voluntary…GIs are (potentially) consistent with the Sustainable Common agricultural Policy goals. At least in the EU context, it does not seem necessary to introduce mandatory "environmental" sustainability rules
  - Integration of good environmental practices into the specifications of quality signs: offer producers the possibility of being actors in mitigating climate change and the erosion of biodiversity

- **Producers and their associations position themselves on Sustainability,**
  - In the narrative (Spain and France, but not everywhere, eg Norway)
  - Through concrete collaborations (Marenne Oleron case with National Park)
  - Within a sector (dairy Gis in France)
  - Cross-sectoral (eg animal products in Occitanie)
  - A concern from project implementor/donor (societal demand), (AFD)
- but we can see differences between from one side EU/developped/old countries *vs* recent Gis and developing countries…..

Key messages and recommendations – K2 Contributions

- **Recommendations for practuoners and donors:**
  - Consider sustainability as a continuous and evolutive improvement pathway
  - GI associations have a central role in improving sustainability of their system, by identifying sustainability issues and the way to address them in cooperation with relevant public and private actors related to the territory and sector (alliances)

- **Project approach (donor) to support sustainibility**:
  - Consider market ouputs, balance between local and export
  - consider other approches than GI if needed
  - Support collective action
  - Work with researchers

Key messages and recommendations – K2 Contributions

- Driving GIs towards sustainability may face some obstacles to be overcome:
  - A shared will to achieve a partnership necessary to launch exchanges, but not enough: tensions to change practices, need negotiations and long-term process to build trust
  - can be effective if economic benefits
  - To install a successful GI, local/national authorities and consortia must work closely
  - Sustainability should be «adapted» to the specific GI systems characteristic, diversity of producers' organization and firms' typology – importance of taylored and participatory approaches
  - Resistance of producers to adopt more restrictive rules imposing additional costs and change in practices they are currently used, whith differences between GI accoring to their capcities to invest – importance of providing support to smallholders

- AGAIN - GIs seem to have the potential to contribute to SDGs, and CAP new objectives too. But how can public policies support a growing sustainability of GIs? Support to participatory ex-ante and ex-post assessment, know-how and information provision, funding

Thank you

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Organisation des Nations Unies pour l'alimentation et l'agriculture



Highlights & Recommendations

G- Consumers

J- Markets

Africa Thematic Session

G. GIs and consumers

Moderators: D. Sautier & M. Champredonde

Huysmans Martijn (Do geographical indications certify origin and quality? A conceptual framework and an exploratory test on Gouda cheeses) • Kallas Zein (The impact of emotional storytelling on consumers' acceptance and purchasing intention of cheese and hazelnut with Protected Designation of Origin) • Mariot Roberta (Viability study on obtaining a geographical indication for designation of origin on salt lamb from the coastal peninsula of rio grande do sul, Brazil) • Menozzi Davide-Arfini Filippo (Choice drivers and willingness to pay for combined quality-labelled food: A cross-cultural comparison on PDO Cheese) • Poméon Thomas (AOP et AB : quelle disposition à payer des consommateurs pour la double labellisation ?) • Rahmani Djamel (How COVID-19 affected consumers' preferences and attitudes toward foods with Protected Designation of Origin (PDO)) • Särkkä Marjo (Finnish consumer's awareness of EU food quality labels and labels of origin)

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for GI products?

Moderators: A. Carimentrand & S. Slattery

Aye Myo (The potential of Geographical Indications for single origin and specialty coffee in Myanmar) • Brilhante Silva Joselito (Desarrollo territorial: la economía creativa en las regiones con indicación geográfica para el vino) • Carimentrand Aurélie (Les labels de commerce équitable et les indications géographiques: complémentarité ou supplémentarité ?) • Jakob Rackl (Geographical Indications and International Trade - A Theoretical Perspective) • Steinegger Sarah (Geographical Indications: Commons Dimensions as an Indication for Sustainable Regional Development?) • Sugiri Ranggalawe Suryasaladin (The Challenges and Impacts of Utilization of Geographical Indication to Indonesia Coffee Farmers and Industry)

H. Africa Thematic session

Moderator: E. Huerta Garcia (EUIPO)

8.30-8.45 - Introductory remarks
Dr Simplice Nouala Fonkou (African Union); Alexandra Mayr (EUIPO)

8.45-9.15 - Panel 1 Innovation in the field of the protection of GIs in Africa
Diana Akullo (AfCFTA); Sand Mba Kalu (Nigeria); Monique Bagal (AfrIPI); Alessandra Narciso (University of Rome)

9.15-9.35 - Panel 2: Innovation in the field of governance of GIs
Mosbah Achour Ziane (Association pour la valorisation et la protection de la dénomination "Datte Deglet Nour de Tolga" Biskra, Algérie); René Metomo (Association IGP Poivre de Penja); Sibylle Slattery (FAO); Claire Cerdan (CIRAD)

9.35-10.00 - Panel 3: Innovation in the field of marketing and sustainability
Omar Bekkouche (Association des figuiculteurs de la commune de Beni Maouche Beni Mouache Wilaya de Bejaia, Algérie); Charlemagne Nindjin (Université Nangui Agrogoua, Abidjan, Côte d'Ivoire); Suzanne Abeline Maboune Tetmoun (Institut de Recherche Agricole pour le Développement, Yaoundé, Cameroun); Massimo Vittori (oriGIn)

Mobilisation des consommateurs

- Importance du **story-telling /information émotionnelle** adapté au contexte [Finlande; contexte covid; qualité sanitaire; haute qualité sensorielle…]

- **Synergies et « co-branding »** entre les signes de qualité: IG + agriculture biologique, IG + commerce équitable, IG + café de spécialité… à approfondir (CAP)

>>> Mieux intégrer la communauté des consommateurs IG pour mieux connaître les préférences et mieux communiquer (« GI lovers international association »?)

>>>Coopérer réseau IG avec d'autres réseaux pour penser les complémentarités

Rémunération des producteurs

- Tensions entre logique marchande et préservation des biens communs (préservation des ressources naturelles)
- Importance d'une vision sur la commercialisation
- Question des pénuries

>>> Réfléchir à la mise en place de systèmes de contrats pluriannuels voire de prix minimums – primes IG (sur le modèle du commerce équitable)

Appropriation & autonomie

Par les producteurs:

- Importance de la demande locale et de la motivation des acteurs locaux
- Temporalité longue: **appropriation par l'action via les projets pilotes** *(quand il n'y a pas de tradition de reconnaissance des produits du terroir)*
- Dimension participative
- Bonne représentativité des acteurs

Pour les Etats:

- Enjeu d'inscription dans leurs priorités nationales de façon à mobiliser des financements durables
- Développement des formations (y compris formation initiale)



L. GIs: recognizing an IP right is not the end of the story

Moderators: E. Thévenod-Mottet & A. Grazioli

- **Barbosa Patrícia**: From Região da Mantiqueira de Minas Gerais IP to Mantiqueira de Minas DO: a case study of a change in a type of Brazilian GI
- **Mayr Alexandra:** Strengthening GI systems worldwide: EU funded projects implemented by EUIPO
- **Pedelahore Philippe:** Sélectionner les produits à enregistrer en Indication Géographique : démarches mobilisées et résultats obtenus pour quatre pays africains)
- **Takahashi Naoko:** The scope for developmental dynamism after GI specification: The case of Japanese kaki

Key considerations

- **Sufficient attention and time to pre-registration phase, may minimize problems in post-registration phase**

  - product identification (specificity & market);
  - producers groups (motivation & trust)

- **Interest to consider "temporary solution" to "preserve/ protect" the denomination before registration**

  - examples of Benin, Georgia, Italy,…
  - legal effects (?)

- **"Registration is not the end of story"… possibility to make things evolve after registration**

  - adapt book of specification if needed
  - strengthen producers group (capacity building)
  - consider projects on the post-registration phase