

PROCEEDINGS

ABSTRACTS

Worldwide perspectives on
geographical indications



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Table of contents

Cover Abstracts	1
Introduction (English)	14
Introduction (French)	18
Introduction (Spanish)	21
Detailed Agenda	24
Partners	31
Sponsor Addresses	32
A.1 Local Public Authorities & GIs	36
Governance of GIs and the role of regional and local public actors: Bavaria, Richard, Prof. Dr. Balling [et al.]	37
Plan Estratégico de la Alimentación de Cataluña 2021-2026: una nueva gobernanza para impulsar las IGP/DOP, Carmel Mòdol [et al.]	39
Protection of fish from wild catch of Lake Constance, Alexander Wirsig [et al.]	41
Governance of the Tuscany Region for quality products and territories, Crescenzi Angela [et al.]	43
Role of Region of Epirus at the certification of Kashkaval of Pindos as PGI, Vasiliki Igoumenidou [et al.]	45

Le développement des IG, une priorité stratégique pour la Région Occitanie Pyrénées Méditerranée, Jean-Louis Cazaubon	47
Protection of Geographical Indication in Vietnam: opportunities and challenges to achieve the sustainable food system, Mai Huong Nguyen [et al.]	49
The economic blind spot of Geographical Indication in state-centered governance: Mikawa region agri-food products in Japan, Hart Feuer [et al.]	51
A.2 National Authorities & GIs	53
PROMOCIÓN Y PROTECCIÓN DE LOS PRODUCTOS DE ORIGEN EN PAÍSES EN DESARROLLO: EL ROL DEL ESTADO, Paola Guerrero	54
Israeli geographical indications - Unrealized potential that can be realized?, Liel Uziahu	55
Geographical Indications in Turkey – The Current Status and Future Outlook, Özden İlhan	57
Les Indications Géographiques (IG) en Côte d’Ivoire : acquis et défis, Kouakou Philipps Kouakou [et al.]	58
HACIA UNA MEJOR COORDINACIÓN INTERINSTITUCIONAL PARA UNA OPERACIÓN EFICIENTE Y COMPLETA DE LAS ENTIDADES DELEGADAS DE LAS DOP EN COLOMBIA, Claire Philippoteaux [et al.]	59
Geographical Indication Practices of the Ministry of Agriculture and Forestry in Turkiye, Dr. Nese Altintas [et al.]	61
Etat des lieux de la politique d’appui aux IG au Maroc, Farkacha Nawal	63
The GI policy in Georgia, Tengiz Kalandadze	65
B. International Mechanism for GI protection	66
EU accession to the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications, Klaus Blank	67
Geographical Indications in the turf wars of international trade agreements. A comparative and historical perspective., Armelle Mazé [et al.]	69
A New World for Geographical Indications: The progressive extension of sui generis GI protection to contending territories, Alexandra Nightingale [et al.]	71

EU-Mercosur Trade Agreement: Geographical Indication agri-food products on the table, Guilherme Fracaroli	73
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, Alexandre Levy	75
'Rooibos' / 'Red Bush': The first African GI included in the EU Register., Dirk Troskie	76
L'internationalisation des Indications Géographiques : de l'utilité d'une perspective d'analyse comparative multi-niveaux., Claire Bernard-Mongin	78
C.1 Nature of GIs (1): Key Concepts	80
Border Wines: Terroir across Contested Territory in Central Europe and the Middle East, Daniel Montereescu	81
Pour une consécration de la notion de " produits igéables " en contexte africain : Un moyen pour atteindre un but sans bruit., Estève Degla	82
The limits of inclusion in Geographical Indications – Should we exclude any exclusion?, François Casabianca [et al.]	84
Geographical indications: protection of a name or a logo? A risky shift, Delphine Marie-Vivien [et al.]	86
Questioning the global diffusion of GI as a policy model: lessons from the implementation of Café de Galapagos GI (Ecuador), Mariagiulia Mariani [et al.]	88
Complexities in interesting New World producers in Old World GI customs, Justin Hugues	90
C.2 Nature of GIs (2): sui generis and other legal forms	91
An examination of the legal framework for origin-linked goods in Zimbabwe: Producer perspectives on legal protection for Chipinge coffee, Charlene Musiza . . .	92
Protecting GIs through EU collective marks, Anke Moerland	94
LA ESPECIALIDAD TRADICIONAL GARANTIZADA O LA INDICACIÓN GEOGRÁFICA PROTEGIDA COMO ESQUEMAS DE CALIDAD PARA LA TUTELA DEL JAMÓN SERRANO, Vicente Gimeno Beviá	96

Politics, regulations, contestation, and self interest in the struggle to register Karoo Lamb as a GI in South Africa, Johann Kirsten	98
GIs, Collective and Certification trade marks in EU – different regimes, choices and outcomes, Katarina Kompari	100
C.3 Nature of GIs (3): heterogeneity and protection	101
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, Tatiana Svinartchuk	102
Variability in the conceptual bases of Geographical Indications products: causes, consequences, possible evolutions, Marcelo Champredonde [et al.]	103
Innovating the link to origin: is there a difference between PDOs and PGIs?, Crupi Maurizio	105
Empirical Investigation of Fraud and Unfair Competition Practices in France and Vietnam: Actors, Types and Drivers, Barbara Pick	107
A Model of Geographical Indication’s Product Specification for ASEAN Member Countries, Miranda Risang Ayu Palar	108
An unequal world for GIs in the Domain Name System, Latha Nair	110
D.1 Governance of producers organisations, horizontal coordination, social capital, etc	112
Forces et faiblesses dans la gouvernance des Indications Géographiques (IG) à Bahia et des IG des Farines de Manioc du Brésil, Nina Paloma Neves Calmon Siqueira Branco [et al.]	113
Les effets d’une IG aux niveaux économique, social, environnemental, culturel. Témoignage autour du fromage Bouhezza, unique fromage affiné traditionnel d’Algérie, Samir Messaili [et al.]	115
Internal Structure and Equity of Collective Management Organizations for GIs in France, Christopher Bardenhagen [et al.]	117
PROTECTED DESIGNATION OF ORIGIN AND ITS CONTRIBUTION TO TERRITORIAL AGRO-INDUSTRIAL DEVELOPMENT: THE CASE OF ”BOCADILLO VELEÑO” IN COLOMBIA., Claudia Jazmin Galeano Barrera [et al.]	118

Geographical Indications and Collective Marks in South America: it's not all about the label. Cultural Factors and Social Network Theories, Patricia Covarrubia [et al.]	120
communication ODG pagne baoulé Cote d'Ivoire, Kouakou Vincent Beh Lam's .	121
D.2 Governance of value chain actors, linkages, vertical coordination	123
La gouvernance des IG : rôles des acteurs socio-professionnels et des collectivités territoriales cas du Madd de Casamance (Sénégal), Pape Tahirou Kanoute	124
Novel conditions or just new paths for re-territorialization through Geographical Indication: Case study of "Yamanashi wine" GI in Japan., Stéphane Fournier [et al.]	126
Can a geographical indication help foster cooperation? Evidence from the Bolaven plateau (Lao PDR), Isabelle Vagneron [et al.]	128
Le rôle du capital social dans la mise en œuvre des IG-s : application dans un territoire albanais, Elda Muco	130
Challenges and Mediation of Collective Action in the Implementation of GIs: Turkish Experience, Sertac Dokuzlu	132
Governance GIs systems in Serbia and Montenegro, with specific overview of Arilje raspberry protection, Tamara Zivadinovic [et al.]	134
D.3 Governance of value chain: controls, evaluation and GI success factors	135
La mise en œuvre sur le terrain d'une IG pour promouvoir le développement local : l'expérience tunisienne de la figue de Djebba, Nuria Ackermann	136
Etat des lieux et analyse des dispositifs de labellisation par les signes distinctifs liés à l'origine (IG), dans les pays méditerranéens du Sud avec un focus sur la filière datte en Algérie., Fadhila Bacha [et al.]	138
Managing Two Iranian GIs: A Case Study of Using the Swiss Intellectual Property Institute (IPI)'s GI Impact Evaluation Guide in Iran, Mona Kananian	140
Participatory Guarantee Systems (PGS): a tool to improve the effectiveness of Geographical Indications in short food supply chains; the case of Parma Bio-district, Michele Maccari [et al.]	142
GI development experience in Georgia, Mariam Jorjadze [et al.]	144

The control plan of agricultural and non-agricultural GIs: the Cinderella of collective action?, Flavia Guerrieri [et al.]	146
E. Link to origin: environmental and climate change issues	148
IGP, Biosphère et Collectivités Locales, Enjeux et perspectives pour un développement durable : cas du Café Ziama-Macenta, Mory Haba	149
I.G Figses seches de Beni Maouche, Omar Bekkouche [et al.]	151
La problématique des indications géographiques face au changement climatique en France, Gilles Flutet [et al.]	153
GI Products Based on Agrobiodiversity Resources: Which Quality Signs?, Sara Gabellini [et al.]	154
Climate change effects and the responses of the agri-food GI agents: Evidence from the Veneto Region (Italy), Dana Salpina [et al.]	156
Les indications géographiques face au changement climatique : No future ou new morning ? Enseignements des recherches sur les vignobles français., Jean-Marc Touzard	157
F. Link to origin: traditional know-how or innovation?	159
DOCaMEx : Capitaliser les Savoir-Faire, Nadège Bel [et al.]	160
GIs as the engine of traditional communities' rights, Astrid Wiedersich Avena	162
Comparison between Geographical Indication red rice in India and Thailand: Regulations and practices, Orachos Napasintuwong [et al.]	164
The co-production of coffee terroir on the Galápagos Islands: Knowledge, power, and sustainability in a Latin American GI project, Matthew J. Zinsli	166
Défis de la délimitation territoriale dans l'enregistrement de l'Indication Géographique : le cas de la farine de manioc Copioba, Nina Paloma Neves Calmon Siqueira Branco [et al.]	168
Le cacao rouge du Cameroun : Contribution de la recherche scientifique à la caractérisation et la délimitation de la proposition d'Identification géographique protégée (IGP), Suzanne Abeline Maboune Tetmoun [et al.]	170
G. GIs and consumers	171

Labellisation des produits de terroir et durabilité territoriale. Discussion à partir de l'exemple de la Corse, Caroline Tafani	172
AOP et AB : quelle disposition à payer des consommateurs pour la double labellisation ?, Tifenn Corre [et al.]	174
How COVID-19 affected consumers' preferences and attitudes toward foods with Protected Designation of Origin (PDO), Djamel Rahmani [et al.]	176
The impact of emotional storytelling on consumers' acceptance and purchasing intention of cheese and hazelnut with Protected Designation of Origin, Zein Kallas [et al.]	178
Do geographical indications certify origin and quality? A conceptual framework and an exploratory test on Gouda cheeses., Martijn Huysmans [et al.]	180
Choice drivers and willingness to pay for combined quality-labelled food: A cross-cultural comparison on PDO Cheese, Davide Menozzi [et al.]	182
Finnish consumer's awareness of EU food quality labels and labels of origin, Marjo Särkkä [et al.]	184
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 [et al.]	185
H. AfrIPI GIs Africa	187
Mise en oeuvre de la Stratégie continentale pour le développement des IG en Afrique: contribution de la FAO et appui à des projets IG, Sibylle Slattery	188
AfrIPI Manual for Geographical Indications in Africa - Conference theme 2: Managing GIs, Massimo Vittori	190
I. GIs, tourism and gastronomy	192
Indicaciones geográficas e incremento del turismo: experiencias brasileñas en los sectores de vino y café, Mirna De Lima Medeiros [et al.]	193
Desarrollo del cultivo de la alcachofa en São Roque-SP Brasil por medio del consumo local, turismo rural y gastronómico, Sandro Marcelo Cobello	195
The Effect of Delimited Geographical Indication Areas on Retail Prices: A European Study, Gero Laurenz Höhn [et al.]	197

The volcanic effects of PDOs wines in Cabo Verde. A sustainable approach, Alessandra Narciso [et al.]	199
A SWOT Analysis of the GI Registered Agricultural Products from India - Evidence from Select Case Studies, Lalitha Narayanan [et al.]	200
Nutrition and health potentials of GIs; the way forward, Vandecandelaere Emilie [et al.]	202
Mediterranean Diet: a multidisciplinary approach to develop a new territorial strategy, Ana Freitas [et al.]	203
J. Which markets for GI products?	205
DESARROLLO TERRITORIAL: LA ECONOMÍA CREATIVA EN LAS REGIONES CON INDICACIÓN GEOGRÁFICA PARA EL VINO, Joselito Brilhante Silva [et al.]	206
The Challenges and Impacts of Utilization of Geographical Indication to Indonesia Coffee Farmers and Industry, Ranggalawe Suryasaladin Sugiri	208
Geographical Indications and International Trade - A Theoretical Perspective, Jakob Rackl [et al.]	209
The potential of Geographical Indications for single origin and specialty coffee in Myanmar, Myo Aye	211
Geographical Indications: Commons Dimensions as an Indication for Sustainable Regional Development?, Sarah Steinegger [et al.]	212
Les labels de commerce équitable et les indications géographiques : complémentarité ou suppléantarité ?, Aurélie Carimentrand	213
K.1 Different approaches to measure and improve GI sustainability	215
Indicadores de Sostenibilidad de las DOP de aceite de oliva en Cataluña, Jose Maria Gil [et al.]	216
The potential of Geographical Indications (GI) to enhance Sustainable Development Goals (SDG) in Japan, with GI Mishima potato as a case study, Junko Kimura [et al.]	218
"A collective marketing strategy to assess and manage the sustainability of Geographical Indications. The case of Parmigiano Reggiano PDO.", Roberta Arciprete [et al.]	220

Fostering Indian foodstuffs GIs for sustainable development, Sayantani Datta [et al.]	222
Sustainability strategy for GI; a bottom-up and participatory approach for GI sustainability, Vandecandelaere Emilie [et al.]	223
The role of GIs in public goods production and SDGs achievement: a methodological proposal, Marianna Guareschi [et al.]	224
Impact des Appellations et Indications Géographiques Protégées sur le développement durable des territoires, Julie Regolo [et al.]	226
Building and adapting collective rules of Geographical Indication Products: the role of participative evaluation, Marescotti Andrea [et al.]	228
Geographical indication and agrobiodiversity: discussing issues and best practices with researchers and practitioners, Vandecandelaere Emilie [et al.]	230
K.2 The variety of GI contributions to sustainability	232
La réinvention du terroir par la mise en discours de la durabilité dans les filières élevage sous Indication Géographique, Cécile Guibert [et al.]	233
Principales discursos alrededor de las IGs en España: implicaciones para el diseño de políticas públicas, Jose Maria Gil [et al.]	235
SOSTENIBILIDAD DE LAS INDICACIONES GEOGRÁFICAS PROTEGIDAS DEL SECTOR AGROALIMENTARIO: MARCO EUROPEO., Rabasa Ignacio	237
The Sustainable Turn and Norwegian GIs, Atle Wehn Hegnes	239
Evaluation des interventions de l'Agence française de développement en faveur des Indications Géographiques, Sylvène Laborie Roussel [et al.]	241
Le cahier des charges d'une IG peut-il être 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 " Huîtres Marennes Oléron "., Catherine Teyssier [et al.]	243
Comment le questionnement des trajectoires collectives des IG peut participer à la formalisation d'un projet sur la durabilité, en respectant la diversité des AOP laitières ?, Guylène Tillard	245
L. GIs: recognizing an IP right is not the end of the story	248

Démarches pour l'indication géographique "Datte Deglet Nour de Tolga"-Algérie, Achour Ziane Mosbah	249
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 Barbosa [et al.]	251
The scope for developmental dynamism after Geographical Indication specification: The case of Japanese kaki, Naoko Takahashi [et al.]	253
Sélectionner les produits à enregistrer en Indication Géographique : démarches mobilisées et résultats obtenus pour quatre pays africains, Philippe Pedelahore [et al.]	255
Silent GIs: What is at stake?, Andrea Zappalaglio [et al.]	257
Strengthening GI systems worldwide: EU funded projects implemented by EU-IPO, Alexandra Mayr	259
Papers not presented	260
La technologie Blockchain, outil de valorisation du goût de l'origine, Fabrice Giordano	261
Una propuesta metodológica sobre los impactos territoriales de un producto de origen, Yuritzí Paola Enríquez Caballero	263
Empirical implications on creating and appropriating value in Brazil's cocoa chain with Geographical Indication, Icaro Carvalho [et al.]	264
CONVENIENCE OF A UNITARY LEGAL REGIME FOR GEOGRAPHICAL INDICATIONS AS INTELLECTUAL PROPERTY RIGHTS/LA CONVENIENCIA DE UN RÉGIMEN JURÍDICO UNITARIO PARA LAS DENOMINACIONES DE ORIGEN COMO DERECHOS DE PROPIEDAD INTELECTUAL, Montero Pilar	266
Concept of collective ownership under the Indian Geographical Indications Act, Sulok S K	268
Geographical Indication (GI) Attracts Donors and Helps Improve the Motivation and Welfare of Bali Amed Salt Producers, Suhadi Dwijomartono [et al.]	270
Web and Mobile Application Innovations Help Control Quality, Traceability, and Certification Mechanism and Market Accessibility of GI Tenun Ikat Sikka, Suhadi Dwijomartono [et al.]	272

The National Contest of Typical Food Products: a strategic tool to promote quality and market access, Ebe Muschialli	274
Identifier et enregistrer des Indications Géographiques Protégées en contexte de tensions ethniques et politiques : Eléments d’analyse à partir du cas du potentiel IG Attiéké des Lagunes en Côte d’Ivoire, Dali Serge Lida	276
Taxonomy of "Place-based Labels" : Story-telling of GI Tea Products within GIAHS Heritage Systems and Terroir, Ryo Kohsaka [et al.]	277
Reputation and Contemporary Quality: Research and Development in Unprocessed and Semi-processed Geographical Indication Products, Chandrasekaran Srinivasan	279
Geographical indications and environmental sustainability: An institutional analysis of Mezcal, Alberto Gabino Martinez Hernandez [et al.]	281
The First Controversy over GI Registration in Japan and the Potentiality of Territorial Labels: A Case of Hatcho Miso, Kae Sekine	283
The implementation of new sustainability criteria in the EU sui generis system: an opportunity to discuss polycentric governance, Flavia Guerrieri	285
The Cacao Culture : An Analysis of Philippine Cacao Potential for Geographical Indications, Simoun Rainier Bayudan	287
Expérience de l’Algérie dans le domaine des signes distinctifs de la qualité liés à l’origine (IGAO), Naima Bouras	289
Geographical Indications: What is Their Worth for Regulating the Connection Between Australian Regional Food and Origin?, Paula Zito	291
INDICACIÓN GEOGRÁFICA Y SU PAPEL TRANSFORMADOR EN LA AMAZONÍA: EL CASO DEL ESTADO DE PARÁ, Paulo De Tarso Melo	292
The Brazilian Geographical Indications Manual: the consolidation of two decades of practical experience, Marcelo Luiz Soares Pereira [et al.]	294
New World GI systems: what product definition would work in Australia?, Hazel Moir	296
GIs in for EU FTAs: deal maker or deal breaker?, Wenting Cheng	298
How do famers and managers of PDO/PGI Cheese organizations perceive value and sustainability? A comparison of Portuguese and Swedish organizations, Diogo Souza Monteiro [et al.]	300

Elementos para el análisis de la evolución de las políticas de promoción de las Indicaciones Geográficas en Brasil, Carmem Bocchi [et al.]	302
Everyday food practices: GI products, sustainable consumption and health, Virginie Amilien [et al.]	304
Study on the Protection System and economic impact of GIs in China, Hui Xu [et al.]	306
Evaluation des impacts de l'indication de Provenance Canastra/Brésil, Jean Louis Le GuerrouÉ [et al.]	308
Promouvoir la biodiversité microbienne : un défi des AOP laitières, Elise Tancoigne	310
Geographical Indications as Global Knowledge Commons. Intellectual Property Rights and Discursive Strategies at the international level., Armelle Mazé	311
Indications of Geographical Origin in the context of Unfair Competition rules, Martín Cortese [et al.]	313
GI as strategic instrument towards resilience, Dirk Troskie	315
The international trade impacts of Geographical Indications: hype or hope?, Fabrizio De Filippis [et al.]	317
From local to global, and return. Geographical Indications, FDI and the internationalisation of rural areas in Europe, Riccardo Crescenzi [et al.]	319
Le régime des IG pour les productions industrielles et artisanales : De l'ancrage territorial à l'économie circulaire, Nicolas Lacombe [et al.]	321
Is a decolonial vision of terroir possible?, Sarah Bowen [et al.]	323
Product Classification System for the Protection of Geographical Indications, Miranda Risang Ayu Palar	325
Animal Welfare Standards in the EU Official Geographical Indications, Alice Di Concetto	327
Cacao peruano y brasileño: la gestión y coordinación de los productores es suficiente para acceder a los mercados de Indicación Geográfica?, Cáceres Benavides Zina Angélica [et al.]	329
Role of Industry Associations in the GI Value Chain: The Case of Xinhui Orange Peel, Jing Li [et al.]	330

Geographical indications: Eastern Partnership Countries case, Natalia Mogol . . .	331
Does Geographical Indicator contribute to agricultural sustainability? Lessons from Kaipad rice ecosystem of Kerala, India, Radhika A M [et al.]	333
CONTRIBUCIÓN DE LAS DOP E IGP DE EXTREMADURA A LA PROTECCIÓN DE LA BIODIVERSIDAD Y AL DESARROLLO DE LA ECONOMÍA VERDE Y CIRCULAR, Begoña García Bernal	335
GOBERNANZA, CONTROL Y CERTIFICACIÓN DE LAS DOP E IGP DE EXTREMADURA ANTES DE LA COMERCIALIZACIÓN, Begoña García Bernal	337
Tracking GI Governance, Luis Samper	339
GIs as a tool for enhancing the Ethiopian honey value chain and enhancing market access, Selam Gebrehiwot Afework Selam	340
Indication géographique pour l’huile de dendê de Bahia, Brésil : crise mondiale, protection et valorisation de la singularité du savoir-faire., Alcides Dos Santos Caldas [et al.]	342
Geographical Indication System in Sri Lanka., Christopher Fernando [et al.] . . .	344
Protection des IG - L’exemple du Poivre de Penja, Marion Brunet-Pignot	345
Le plan de contrôle des AOP/IGP en France : la face cachée de la définition du lien à l’origine, Théo Martin [et al.]	347
Complexité et nécessité d’établir un lien tangible entre qualité spécifique du produit et dimension physique du terroir : cas de l’ananas Baronne en Guinée, Catherine Teyssier [et al.]	349
Repenser la gouvernance des AOP françaises au prisme de la qualité., Pierre Le Gall	351
TRADITIONAL KNOWLEDGE AND GEOGRAPHICAL INDICATIONS: A CRITICAL ANALYSIS ON BRAZIL’S NORMATIVE INSTRUCTION 095/2018, Priscila De Jesus Silva [et al.]	353
The Institutional Environment for Origin Products in Kenya: Implications of organizational structure for governance of Geographical Indications, Fredah Maina [et al.]	355
Le rôle des indications géographiques en Europe et dans le monde : vers une transformation internationale à travers la politique commerciale de l’UE ?, Laurent Manderieux [et al.]	357

THE ROLE OF GEOGRAPHICAL INDICATIONS IN PRESERVING TERRITORIAL IDENTITY: EXPLORING CASE EXAMPLES FROM INDIA, Ankita Chakraborty	359
” Madd de Casamance ”, une IG pour répondre à de multiples enjeux de durabilité au Sénégal, Stéphane Fournier [et al.]	361
Geographical Indication System to Protect Craft Sector in Sri Lanka, Hirimuthugodage Dilani	363
IMPLEMENTING TRACEABILITY SYSTEM FOR GEOGRAPHICAL INDICATION IN INDONESIA : A CASE STUDY OF BATIK TULIS NITIK YOGYAKARTA, Deslaely Putranti [et al.]	365
Geographical Indications in Africa: Opportunities and Experiences, Getachew Mengisitie Alemu	366
Gouvernance de l’IG ”Poivre de Penja”: apports d’une analyse par les biens communs et les communs politiques., Chloé Tankam	367
The Role of Geographical Indication (GI) in promoting Pakistan’s agriculture sector with the support of Food Quality Standards in QFD Model, Noor Asfia	368
CEYLON CINAMON GEOGRAPHICAL INDICATION ASSOCIATION - SRI LANKA., Christopher Fernando	370
LA INDICACIÓN GEOGRÁFICA Y SU PAPEL TRANSFORMADOR EN LA AMAZONIA: EL CASO DEL ESTADO DE PARÁ, Paulo De Tarso Melo	372
Transmitting Traditional ecological knowledge in GIs: How can productions sustain in cul-tural landscapes?, Ryo Kohsaka [et al.]	374

Author Index

374



BACKGROUND

The world's food and artisanal heritage encompasses a multitude of products linked to their origin that rely on the knowledge, skills, practices and traditions developed collectively by local producers over time and transmitted across generations. While the commercial success of origin products has long preceded the use of formal mechanisms for their protection, legal frameworks governing the registration and protection of Geographical Indications (GIs) have mushroomed around the world in a very diverse manner, translating the variety of meanings and objectives attached to them. These range from market-based approaches targeting unfair competition practices, to approaches directed at non-market objectives, including territorial development, and preservation of cultural heritage and natural resources.

Among these approaches, the *sui generis* system and the approach based on the certification/collective trademark system have emerged as the two main institutional ways to protect GIs. These mechanisms provide the legal tools to recognize and preserve the name, typicality, quality and reputation of products linked to their origin, to varying extents. In two decades, numerous new GIs have been recognized in many different countries in all regions of the world.

Considering their economic, social and cultural importance, especially for rural areas, the protection of GIs has been put on a foreground space and under the spotlight of international negotiations and debates between international organizations, bilateral relations, national policies and a broad range of stakeholders located at different levels and defending varied interests.

From an institutional viewpoint, lines and perspectives have increasingly moved from the World Trade Organization (WTO) Trade-Related Aspects of Intellectual Property Rights (TRIPs) Agreement to the World Intellectual Property Organization (WIPO) Geneva Act of the Lisbon Agreement. The nature of GIs itself has evolved from agricultural and rural policies to non-agricultural GIs, and their function has expanded from protecting consumers and producers' interests to underpinning territorial development policies based on cultural heritage.

In this context, researchers in all parts of the world have explored the connections between GIs and their many dimensions. These include, among others: the nature of the links between the products' qualities and their geographical origin and its translation into specifications; the recognition of the specific know-how of local producers, including women and indigenous and local communities; the role of public authorities; the collective organization of producers; quality control systems; governance and enforcement mechanisms; international and national protection; marketing issues; biodiversity conservation; preservation of environment and cultural heritage; sustainable development; food heritage and healthy diets when related to food products; and tourism.

At the local level, GI producers are empowered through the drafting of the GI specifications, the collective management of supply chains and the organization of quality controls. More recently, GI

producers have increasingly faced new issues such as: marketing and promotion of newly created GIs; rapidly changing markets; technical innovations; and adaptation to climate change.

From a social point of view, GIs offer particular guarantees to consumers on the quality and origin of these products, and are also in line with current concerns for the conservation of the local cultural heritage in a more and more globalized world.

Public authorities at the local, national, regional and international levels have been playing an important role in the identification, registration, control, protection and overall management of GIs. The growing number of international cooperation activities associated to technical assistance in parallel to the negotiations of bilateral trade agreements for the international protection of GIs illustrates such policy intervention.

These new perspectives, approaches and practices have led to an increasingly complex, heterogeneous, dense and evolving picture of GIs that needs to be described, analyzed and questioned.

AIMS AND OBJECTIVE

The objective of this international conference is to allow for dedicated discussions on most recent research and about best practices about GIs, while also sharing views between the academic world, practitioners network and policy sphere.

As the Geneva Act of WIPO's Lisbon Agreement recently entered into force, thereby establishing the first international system of registration and protection of GIs, it is time to wrap up the research outcomes and practical experiences of the last 25 years in all parts of the world and bring new ideas, perspectives and inspiration.

Nature and legal definition, public and private management, impacts in the marketplace and outside the market, sustainable development including social dimensions and the protection of biodiversity and environment, relationships with other intellectual property rights, engagement with other formal and informal forms of norm-making, consumers' welfare, competition policies, technical innovation and *terroir* effect, collective organization and collaboration, participation and empowerment of local actors: these are some of the topics that will feed the debates in this conference, with the objective to grasp the dynamic nature of GIs and understand better their many dimensions and the diversity of their manifestations across the world.

ORGANIZERS

The main organizers are the Food and Agriculture Organization of the United Nations (FAO) and the Centre de coopération internationale en recherche agronomique pour le développement (CIRAD).

FAO is developing extensive knowledge on GIs and provides guidance and technical assistance to countries in protecting their GIs as a tool to contribute to the development of sustainable agriculture and food systems for reaching the Sustainable Development Goals.

CIRAD conducts research, organizes training and provides technical assistance on GIs in Africa, Asia and South America, regarding the setting up of the legal and institutional framework, the product identification and selection, the drafting of GI specifications, the role of collective producers organizations, control mechanisms, the market access, or the impacts assessment.



CONTEXTE

Le patrimoine alimentaire et artisanal mondial est riche d'une multitude de produits liés à l'origine fondés sur les connaissances, les pratiques et les traditions élaborées collectivement par des producteurs localisés, au fil du temps, et transmises de génération en génération. Le succès commercial des produits d'origine a précédé l'utilisation de mécanismes formels pour leur protection en tant qu'indication géographique (IG). Les cadres juridiques régissant l'enregistrement et la protection des IG se sont multipliés dans le monde de manière très contrastée, traduisant la variété des objectifs attachés aux IG. Les finalités des IG relèvent de l'accès au marché en ciblant les pratiques de concurrence déloyale, ou visent des dimensions non marchandes, telles que le développement territorial, la préservation du patrimoine culturel et des ressources naturelles.

Le système *sui generis* et le système des marques de certification/marques collectives sont apparus comme les deux principaux dispositifs institutionnels de protection des IG. Ces outils juridiques permettent de reconnaître et préserver, à des degrés divers, le nom, la typicité, la qualité et la réputation des produits liés à leur origine. Dans les deux dernières décennies, une abondance de nouvelles IG ont été reconnues dans de nombreux pays sur tous les continents.

En raison de leur importance économique, sociale et culturelle, en particulier pour les régions rurales, les IG ont attiré l'attention et sont devenues l'objet de négociations et débats parmi un large éventail d'acteurs défendant des intérêts variés, que ce soit au niveau des politiques nationales, des organisations internationales et des relations commerciales bilatérales.

En ce qui concerne la protection internationale des IG, ces négociations et débats se sont progressivement déplacées de l'Organisation mondiale du Commerce (OMC) et de l'Accord sur les Aspects des droits de propriété intellectuelle qui touchent au commerce (ADPIC) vers l'Organisation mondiale de la propriété intellectuelle (OMPI) et l'Acte de Genève de l'Arrangement de Lisbonne sur les appellations d'origine et les indications géographiques. La nature même des IG a évolué des politiques agricoles aux IG non-agricoles, de la protection des intérêts des consommateurs et des producteurs à l'appui des politiques de développement territorial fondées sur le patrimoine culturel.

En parallèle à ces développements, des chercheurs de toutes les régions du monde ont exploré les diverses dimensions des IG. Il s'agit notamment de la nature des liens entre la qualité des produits et leur origine géographique et leur traduction en cahiers des charges ; la reconnaissance du savoir-faire spécifique des producteurs locaux, des femmes et des communautés autochtones locales, le rôle des pouvoirs publics ; l'organisation collective des producteurs, la gouvernance ; le contrôle de qualité ; la protection au niveau national et international ; la commercialisation ; la conservation de la biodiversité ; la préservation de l'environnement et du patrimoine culturel ; le développement durable ; le patrimoine culinaire et l'alimentation diversifiée et saine en lien avec les IG de produits alimentaires ; le tourisme.

Au plan local, les producteurs d'IG sont généralement responsables de la rédaction du cahier des charges, la gestion collective des chaînes d'approvisionnement et l'organisation des contrôles de qualité. De nouveaux enjeux émergent pour les filières IG tels que la commercialisation et la promotion d'IG nouvellement créées; l'évolution rapide et l'instabilité des marchés; les innovations techniques et l'adaptation au changement climatique.

D'un point de vue sociétal, les IG offrent des garanties particulières aux consommateurs quant à la qualité et l'origine des produits, et s'inscrivent dans les questionnements actuels sur la sauvegarde du patrimoine culturel local dans un monde de plus en plus globalisé.

De leur côté, les autorités publiques aux niveaux local, national, régional et international jouent un rôle crucial dans l'identification, l'enregistrement, le contrôle, la protection et la gestion des IG. Le nombre croissant d'activités de coopération internationale et d'accords commerciaux bilatéraux en matière d'IG en est une illustration.

Ces nouvelles perspectives et pratiques esquissent une image de plus en plus complexe, hétérogène, dense et évolutive qu'il s'agit de décrire, d'analyser et de questionner pour appréhender l'avenir globalisé des IG.

OBJECTIF

L'objectif de cette conférence internationale est de partager et permettre des discussions approfondies sur les recherches scientifiques les plus récentes et les leçons tirées d'expériences de mise en œuvre des IG au cours des 25 dernières années dans toutes les régions du monde, en instaurant un dialogue entre le monde de la recherche, les praticiens, les autorités et la sphère politique. Alors que l'Acte de Genève de l'Arrangement de Lisbonne de l'OMPI est récemment entré en vigueur, établissant ainsi le premier système international d'enregistrement et de protection des IG, le moment est venu de proposer des perspectives et des idées nouvelles comme source d'inspiration créatrice !

Nature et définition juridique, gestion publique et privée, impacts sur le marché et en dehors du marché, développement durable, y compris les dimensions sociales et la protection de la biodiversité et de l'environnement, relations avec d'autres droits de propriété intellectuelle, engagement avec d'autres formes formelles et informelles d'élaboration de normes, bien-être des consommateurs, politiques de concurrence, innovation technique et effet terroir, organisation collective et collaboration, participation et renforcement des acteurs locaux: tels sont quelques-uns des thèmes qui alimenteront les débats de cette conférence, avec pour objectif d'explorer la nature dynamique des IG et de mieux comprendre leurs multiples dimensions et la diversité de leurs manifestations à travers le monde.

ORGANISATEURS

Les principaux organisateurs sont l' Organisation des Nations Unies pour l'alimentation et l'agriculture (FAO) et le Centre de Coopération Internationale en recherche agronomique pour le développement (CIRAD).

La FAO développe des connaissances approfondies sur les IG et fournit des conseils et une assistance technique aux pays pour protéger leurs IG en tant qu'outil au service du développement d'une agriculture et de systèmes alimentaires durables pour atteindre les objectifs de développement durable.

Le CIRAD conduit des recherches, organise des formations et fournit une assistance technique sur les IG en Afrique, Asie et Amérique du Sud, sur la mise en place du cadre juridique et institutionnel, l'identification et la sélection des produits, la rédaction des cahiers des charges, le rôle des organisations collectives de producteurs, les mécanismes de contrôle, de l'accès au marché, ou l'évaluation d'impacts.

De nombreux autres partenaires contribueront à l'organisation de la conférence.



EL CONTEXTO

El patrimonio mundial de alimentos y artesanía incluye una multitud de productos vinculados al origen que se basan en los conocimientos, las técnicas, las prácticas y las tradiciones desarrolladas colectivamente por los productores locales a lo largo del tiempo y transmitidas de generación en generación. Si bien el éxito comercial de los productos vinculados al origen ha precedido durante mucho tiempo al uso de mecanismos formales para su protección, las leyes que rigen el registro y la protección de las indicaciones geográficas (IG) han proliferado en todo el mundo de muy diversas maneras, lo que refleja la variedad de significados y objetivos que se les atribuyen. Éstos van desde los enfoques basados en el mercado que apuntan a las prácticas de competencia desleal, hasta los enfoques orientados a objetivos no comerciales, como el desarrollo territorial y la preservación del patrimonio cultural y de los recursos naturales.

Entre estos enfoques, los sistemas *sui generis* y las marcas colectivas o de certificación han surgido como las dos principales estructuras institucionales para proteger las IG. Estos mecanismos proporcionan los instrumentos jurídicos para reconocer y preservar, en diversos grados, el nombre, la tipicidad, la calidad y la reputación de los productos vinculados al origen. Han permitido en dos décadas al reconocimiento de una multitud de indicaciones geográficas en múltiples países en el mundo.

Debido a su importancia económica, social y cultural - especialmente para las zonas rurales-, la protección de las indicaciones geográficas ha sido colocada al frente de las negociaciones internacionales y de los debates entre las organizaciones internacionales. También tiene importancia en las relaciones bilaterales y al nivel de las políticas nacionales para defender diversos intereses.

Desde el punto de vista institucional, las líneas y perspectivas han pasado progresivamente del Acuerdo sobre los aspectos de los derechos de propiedad intelectual relacionados con el comercio (ADPIC) de la Organización Mundial del Comercio (OMC) hacia el Acta de Ginebra del Arreglo de Lisboa de la Organización Mundial de la Propiedad Intelectual (OMPI). Las IG incluyen ahora las IG no agrícolas, y su función ha evolucionado de la mera protección de los intereses de los consumidores y de los productores a las políticas de desarrollo territorial basadas en el patrimonio cultural.

En este contexto, , investigadores de todas las regiones del mundo han explorado los vínculos entre las IG y las múltiples facetas que se les atribuye, tal como la naturaleza de los vínculos entre la calidad del producto y el origen geográfico y la forma en la cual se traducen en los pliegos de condiciones; el reconocimiento de los saberes de los productores locales, incluidas las mujeres y las comunidades indígenas y locales; el papel de las autoridades públicas; la organización colectiva de los productores; la gestión; los sistemas de control de la calidad; los sistemas de protección a nivel internacional y nacional, incluido el tipo de protección jurídica; la comercialización de los productos; la conservación

de la diversidad biológica; la preservación del medio ambiente y del patrimonio cultural; el desarrollo sostenible; el patrimonio alimentario; la alimentación saludable; y el turismo.

A nivel local, los productores de IG están legitimados mediante la redacción del pliego de condiciones, la gestión colectiva de las cadenas productivas y el sistema de control de la calidad. Últimamente, los productores de IG se han enfrentado a nuevos retos como la comercialización y promoción de las IG de reciente creación, la rápida evolución de los mercados, las innovaciones técnicas y la adaptación al cambio climático, entre otros.

A nivel de la sociedad, las IG ofrecen garantías específicas a los consumidores en cuanto a la calidad y el origen de los productos, y forman parte de las preocupaciones actuales sobre la salvaguardia del patrimonio cultural local en un mundo cada vez más globalizado.

Las autoridades públicas locales, nacionales, regionales e internacionales han desempeñado un papel importante en la identificación, el registro, el control, la protección y la gestión global de las IG. La acción política para el registro y la gestión de las IG se ilustra también con las crecientes actividades de cooperación internacional (asistencia técnica, capacitación), junto con la negociación de acuerdos comerciales bilaterales para su protección internacional.

Estas nuevas perspectivas, enfoques y prácticas han dado lugar a una representación cada vez más compleja, heterogénea, densa y evolutiva de las IG.

PROPÓSITO

El objetivo de esta conferencia internacional es fomentar el debate sobre las investigaciones más recientes y las buenas prácticas, facilitando el diálogo entre los académicos, los profesionales y la esfera política.

Si bien el Acta de Ginebra del Arreglo de Lisboa de la OMPI ha entrado hace poco en vigor, estableciendo el primer sistema internacional de registro y protección de las indicaciones geográficas, ya ha llegado el tiempo de resumir los resultados de las investigaciones y de las experiencias prácticas de los últimos 25 años para todas las partes del mundo, y de proponer nuevas perspectivas e ideas como fuente de inspiraciones.

Naturaleza y definición jurídica, gestión pública y privada, efectos en el mercado, desarrollo sostenible, incluidas las dimensiones sociales y la protección de la biodiversidad y el medio ambiente, relación con otros derechos de propiedad intelectual, compromiso con otros procesos formales e informales de construcción de normas, bienestar de los consumidores, políticas de competencia, innovación técnica, organización colectiva y colaboración, participación y empoderamiento de los actores locales: estos son algunos de los temas de esta conferencia, con el objetivo de comprender la dinámica de las IG en sus múltiples dimensiones, así como la diversidad de sus expresiones a través del mundo.

ORGANIZADORES

Los principales organizadores son la Organización de las Naciones Unidas para la Alimentación y la Agricultura (FAO) y el Centre de coopération internationale en recherche agronomique pour le développement (CIRAD).

FAO genera conocimientos avanzados sobre las IG y proporciona asesoramiento y asistencia técnica a los países para proteger sus IG como herramienta para el desarrollo de la agricultura y de sistemas alimentarios sostenibles con el fin de alcanzar los Objetivos de Desarrollo Sostenible (ODS).

CIRAD realiza investigaciones, formaciones y brinda asistencia técnica sobre las IG en África, Asia y América del Sur, sobre el establecimiento del marco legal e institucional, la identificación de productos, la redacción de especificaciones, el papel de las organizaciones colectivas de productores, el mecanismo de control, el acceso al mercado o la evaluación de los impactos de las IG.

Muchos otros aliados contribuyen a la organización de la conferencia.

Agenda - Tuesday 5 July 2022

>8.30-9.00

Welcome – Registration

>9.00-9.30	<p>Official Opening</p> <p><i>Elisabeth Claverie de Saint-Martin (PDG Cirad) & Qu Dongyu (DG FAO)</i></p>	> Amphi Louis Malassis
>9.30-10.30	<p>Keynote Highlights</p> <p><i>Delphine Marie-Vivien (CIRAD), Massimo Vittori (OriGIn), Florence Tartanac (FAO) & Erik Thévenod-Mottet (Swiss IPI)</i></p>	> Amphi Louis Malassis

>10.30-11.00

Coffee break

> Grand Hall Bananier

>11.00-12.30	<p>Panel: Regional Overview</p> <p>Moderators: M. Vittori (oriGIn) & N. Hirsig (Swiss IPI) <i>Simlice Nouala Fonku (African Union), Latha Nair (K&S Partners, India), Klaus Blank (EU), Marcelo Champredonde (INTA, Argentina) & Alexandra Grazioli (OMPI)</i></p>	> Amphi Louis Malassis
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>12.30-14.00

Lunch

> Grand Hall Bananier

<p>>14.00-16.00 > Amphi Louis Malassis</p> <p>A.1 Local Public Authorities & GIs</p> <p>Moderators: F. Alampi & G. Belletti</p> <p><i>Crescenzi Angela (Governance of the Tuscany Region for quality products and territories) • Feuer Hart (The economic blind spot of Geographical Indication in state-centered governance: Mikawa region agri-food products in Japan) • Ginèbre Pierre (Le développement des IG, une priorité stratégique pour la Région Occitanie Pyrénées Méditerranée) • Igoumenidou Vasiliki (Role of Region of Epirus at the certification of Kashkaval of Pindos as PGI) • Lindermayer Hannah (Governance of GIs and the role of regional and local public actors: Bavaria) • Montoro Celia (Plan Estratégico de la Alimentación de Cataluña 2021-2026: una nueva gobernanza para impulsar las IGP/DOP) • Nguyen Mai Huong (Protection of Geographical Indication in Vietnam: opportunities and challenges to achieve the sustainable food system) • Wirsig Alexander (Protection of fish from wild catch of Lake Constance)</i></p>	<p>>14.00-16.00 > Salle Badiane</p> <p>B. International Mechanism for GI protection</p> <p>Moderators: B. O'Connor & A. Moerland</p> <p><i>Blank Klaus (EU accession to the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications) • Fracarolli Guilherme (EU-Mercosur Trade Agreement: Geographical Indication agri-food products on the table) • Levy Alexandre (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) • Mazé Armelle (Geographical Indications in the turf wars of international trade agreements. A comparative and historical perspective) • Swart Marthane ('Rooibos' / 'Red Bush': the first African GI included in the EU Register) • Thévenod-Mottet Erik (A New World for Geographical Indications: The progressive extension of sui generis GI protection to contending territories)</i></p>
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>16.00-16.30

Coffee break

> Grand Hall Bananier

Agenda - Tuesday 5 July 2022 (cont'd)

<p>>16.30-18.30 > Amphi Louis Malassis</p> <p>A.2 National Authorities & GIs</p> <p>Moderator: F. Tartanac</p> <p><i>Gonomy Michel (Les IG dans l'espace OAPI) • Guerrero Paola (Promoción y protección de los productos de origen en países en desarrollo: el rol de estado) • Ilhan Özden (Geographical Indications in Turkey - The Current Status and Future Outlook) • Kalandadze Tengiz (The GI policy in Georgia) • Liel Uziahu (Israeli geographical indications - Unrealized potential that can be realized?) • Paola Pineda (Hacia una mejor coordinación eficiente y completa de las entidades delegadas de las DOP en Colombia) • Şimsek Nazlı / Altintas Nese (Geographical Indication Practices of the Ministry of Agriculture and Forestry in Turkey)</i></p>	<p>>16.30-18.30 > Salle Badiane</p> <p>C.1 Nature of GIs: Key Concepts</p> <p>Moderators: A. Zappalaglio & V. Gimeno</p> <p><i>Casabianca François (The limits of inclusion in Geographical Indications - Should we exclude any exclusion?) • Degla Estève (Pour une consécration de la notion de « produits igéables » en contexte africain : un moyen pour atteindre un but sans bruit) • Hughes Justin (Complexities in interesting New World producers in Old World GI customs) • Marie-Vivien Delphine (Geographical indications: protection of a name or a logo? A risky shift) • Monterescu Daniel (Border Wines: Terroir across Contested Territory in Central Europe and the Middle East) • Villota Rafael (Questioning the global diffusion of GI as a policy model: lessons from the implementation of Café de Galapagos GI (Ecuador))</i></p>
<p>>19.30-21.30 > Maison des relations internationales, Montpellier city center</p> <p>Welcome Cocktail</p> <p>Tasting of local products.</p>	

Agenda – Wednesday 6 July 2022

<p>>8.30-10.30 > Amphi Malassis</p> <p>D.1 Governance of producers organisations, horizontal coordination, social capital, etc.</p> <p>Moderators: F. Guerrieri & T. Kanoute</p> <p><i>Bardenhagen Christopher (Internal Structure and Equity of Collective Management Organizations for GIs in France) • Beh Lam's Kouakou Vincent (Communication ODG pagne baoulé Côte d'Ivoire) • Messaili Samir (Les effets d'une IG aux niveaux économique, social, environnemental, culturel. Témoignage autour du fromage Bouhezza, unique fromage affiné traditionnel d'Algérie) • Covarrubia Patricia (Geographical Indications and Collective Marks in South America: it's not all about the label. Cultural Factors and Social Network Theories) • Galeano Barrera Claudia Jazmin (Protected designation of original and its contribution to territorial agro-industrial development: the case of "Bocadillo veleño" in Colombia) • Neves Calmon Siqueira Branco Nina Paloma (Forces et faiblesses dans la gouvernance des Indications Géographiques (IG) à Bahia et des IG des Farines de Manioc du Brésil)</i></p>	<p>>8.30-10.30 > Salle Badiane</p> <p>C.2 Nature of GIs: sui generis and other legal forms</p> <p>Moderators: A. Ginestet & A. Parra</p> <p><i>Gimeno Beviá Vicente (La especialidad tradicional garantizada o la indicación geográfica protegida como esquemas de calidad para la tutela del jamón serrano) • Kirsten Johann (Politics, regulations, contestation, and self interest in the struggle to register Karoo Lamb as a GI in South Africa) • Kompari Katarina (GIs, Collective and Certification trade marks in EU - different regimes, choices and outcomes) • Moerland Anke (Protecting GIs through EU collective marks) • Musiza Charlene (An examination of the legal framework for origin-linked goods in Zimbabwe: Producer perspectives on legal protection for Chipinge coffee)</i></p>
<p>>8.30-10.30 > Salle Conseil</p> <div style="text-align: center;">  </div> <p>H. Africa Thematic session</p> <p>Moderator: E. Huerta Garcia (EUIPO)</p> <p>8.30-8.45 - <u>Introductory remarks</u> Dr Simplicie Nouala Fonkou (African Union); Alexandra Mayr (EUIPO)</p> <p>8.45-9.15 - <u>Panel 1 Innovation in the field of the protection of GIs in Africa</u> Diana Akullo (AFCFTA); Sand Mba Kalu (Nigeria); Monique Bagal (AfrIPI); Alessandra Narciso (University of Rome)</p> <p>9.15-9.35 - <u>Panel 2: Innovation in the field of governance of GIs</u> 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)</p> <p>9.35-10.00 - <u>Panel 3: Innovation in the field of marketing and sustainability</u> 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)</p> <p>10.00-10.20 - <u>Discussion with all participants, including other contributors & Wrap-up</u> Monique Bagal (AfrIPI)</p> <p>10.20-10.30 - <u>Conclusion</u> Alexandra Mayr (EUIPO)</p>	
<p>>10.30-11.00 > Grand Hall Bananier</p> <p style="text-align: center;">Coffee break</p>	

Agenda – Wednesday 6 July 2022 (cont'd)

<p>>11.00-12.30 > Amphi Malassis</p> <p>D.2 Governance of value chain: actors, linkages, vertical coordination</p> <p>Moderators: J. Kimura & P. Damary</p> <p><i>Dokuzlu Sertac (Challenges and Mediation of Collective Action in the Implementation of GIs: Turkish Experience) • Fournier Stéphane (Novel conditions or just new paths for re-territorialization through Geographical Indication: Case study of "Yamanashi wine" GI in Japan) • Kanoute Pape Tahirou (« Madd de Casamance », une IG pour répondre à de multiples enjeux de durabilité au Sénégal) • Muco Elda (Le rôle du capital social dans la mise en œuvre des IG-s : application dans un territoire albanais) • Vagneron Isabelle (Can a geographical indication help foster cooperation? Evidence from the Bolaven plateau (Lao PDR)) • Zivadinovic Tamara (Governance GIs systems in Serbia and Montenegro, with specific overview of Arilje raspberry protection)</i></p>	<p>>11.00-12.30 > Salle Badiane</p> <p>C.3 Nature of GIs: heterogeneity and protection</p> <p>Moderators: F. Casabianca & D. Marie-Vivien</p> <p><i>Ayu Palar Miranda Risang (A Model of Geographical Indication's Product Specification for ASEAN Member Countries) • Champredonde Marcelo Innovating the link to origin: is there a difference between PDOs and PGIs?) • Nair Latha (Variability in the conceptual bases of Geographical Indications products: causes, consequences, possible evolutions) • Crupi Maurizio (An unequal world for GIs in the Domain Name System) • Pick Barbara (Empirical Investigation of Fraud and Unfair Competition Practices in France and Vietnam: Actors, Types and Drivers) • Svinartchuk Tatiana (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)</i></p>
<p>>11.00-12.30 > Salle Conseil</p> <div style="text-align: center;">  <p>IGE IPI</p> </div> <p>L. GIs: recognizing an IP right is not the end of the story</p> <p>Moderators: E. Thévenod-Mottet & A. Grazioli</p> <p><i>Achour Ziane Mosbah (Démarches pour l'indication géographique "Datte Deglet Nour de Tolga"- Algérie) • Barbosa Patricia (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) • 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 Geographical Indication specification: The case of Japanese kaki) • Zappalaglio Andrea (Silent GIs: What is at stake?)</i></p>	
<p>>12.30-14.00 > Grand Hall Bananier</p> <p style="text-align: center;">Lunch</p>	

Agenda – Wednesday 6 July 2022 (cont'd)

<p>>14.00-16.00 > Amphi Louis Malassis</p> <p>D.3 Governance of value chain: controls, evaluation and GI success factors</p> <p>Moderators: S. Fournier & L. Paglietti</p> <p><i>Bacha Fadhila (Etat des lieux et analyse des dispositifs de labellisation par les signes distinctifs liés à l'origine (IG), dans les pays méditerranéens du Sud avec un focus sur la filière datte en Algérie) • Guerrieri Flavia (The control plan of agricultural and non-agricultural GIs: the Cinderella of collective action?) • Jorjadze Mariam (GI development experience in Georgia) • Kananian Mona (Managing Two Iranian GIs: A Case Study of Using the Swiss Intellectual Property Institute (IPI)'s GI Impact Evaluation Guide in Iran) • Lemia Chekir Thabet (La mise en œuvre sur le terrain d'une IG pour promouvoir le développement local : l'expérience tunisienne de la figue de Djebba) • Maccari Michele (Participatory Guarantee Systems (PGS): a tool to improve the effectiveness of Geographical Indications in short food supply chains; the case of Parma Bio-district)</i></p>	<p>>14.00-16.00 > Salle Badiane</p> <p>E. Link to origin: environmental and climate change issues</p> <p>Moderators: C. Bernard-Mongin & D. Barjolle</p> <p><i>Bekkouche Omar (IG Figs sèches de Beni Maouche) • Flutet Gilles (La problématique des indications géographiques face au changement climatique en France) • Gabellini Sara (GI Products Based on Agrobiodiversity Resources: Which Quality Signs?) • Haba Mory (IGP, Biosphère et Collectivités Locales, Enjeux et perspectives pour un développement durable : cas du Café Ziama-Macenta) • Salpina Dana (Climate change effects and the responses of the agri-food GI agents: Evidence from the Veneto Region (Italy)) • Touzard Jean-Marc (Les indications géographiques face au changement climatique : No future ou new morning? Enseignements des recherches sur les vignobles français.)</i></p>
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>16.00-16.30

Coffee break

> Grand Hall Bananier

<p>>16.30-18.00 > Amphi Louis Malassis</p> <p>G. GIs and consumers</p> <p>Moderators: D. Sautier & M. Champredonde</p> <p><i>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)</i></p>	<p>>16.30-18.00 > Salle Badiane</p> <p>F. Link to origin: traditional know-how or innovation?</p> <p>Moderators: C. Cerdan & P. Covarrubia</p> <p><i>Bel Nadège (DOCaMEx : Capitaliser les Savoir-Faire) • Maboune Tetmoun Suzanne Abeline (Le cacao rouge du Cameroun : Contribution de la recherche scientifique à la caractérisation et la délimitation de la proposition d'Identification géographique protégée (IGP)) • Neves Calmon Siqueira Branco Nina Paloma (Défis de la délimitation territoriale dans l'enregistrement de l'Indication Géographique : le cas de la farine de manioc Copioba) • Parayil Chitra (Comparison between Geographical Indication red rice in India and Thailand: Regulations and practices) • Wiedersich Avena Astrid (GIs as the engine of traditional communities' rights) • Zinsli Matthew (The co-production of coffee terroir on the Galápagos Islands: Knowledge, power, and sustainability in a Latin American GI project)</i></p>
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Agenda – Wednesday 6 July 2022 (cont'd)

>19.00-20.30

> Centre Rabelais, Montpellier city center

Public Round Table

Moderators InFaact Chair: S. Fournier (Institut Agro Montpellier), V. Olivier-Salvagnac (Ensat) & E. Thévenod-Mottet (Swiss IPI)

Myo Aye, coffee producer from Myanmar • Vincent Beh Lams, weaver of Pagne Baoulé in Ivory Coast • Yudy Paola Pineda Suárez, producer of Bocadillo Veleno in Colombia • Géraud Valadier, Président de la coopérative Jeune Montagne (AOP Laguiole)

In collaboration with the "4 Seasons of Agroecology and Sustainable Food" Festival



Agenda – Thursday 7 July 2022

>08.30-18.30

> Departure & return: Agropolis International

Field visits

Vins de pays d'Oc, Oignon doux des Cévennes & Taureau de Camargue

Agenda – Friday 8 July 2022

>8.30-10.30

> Amphi Malassis

K.1 Different approaches to measure and improve GI sustainability

Moderators: A. Marescotti & M. Linder

Arciprete Roberta (A collective marketing strategy to assess and manage the sustainability of Geographical Indications. The case of Parmigiano Reggiano PDO) • Belletti Giovanni (Building and adapting collective rules of Geographical Indication Products: the role of participative evaluation) • Datta Sayantani (Fostering Indian foodstuffs GIs for sustainable development) • Gil Jose Maria (Indicadores de Sostenibilidad de las DOP de aceite de oliva en Cataluña) • Guareschi Marianna (The role of GIs in public goods production and SDGs achievement: a methodological proposal) • Kimura Junko (The potential of Geographical Indications (GI) to enhance Sustainable Development Goals (SDG) in Japan, with GI Mishima potato as a case study) • Laborie Roussel Sylvène, Chétaille Anne (Evaluation des interventions de l'Agence française de développement en faveur des Indications Géographiques) • Vandecandelaere Emilie (Sustainability strategy for GI; a bottom-up and participatory approach for GI sustainability)

>8.30-10.30

> Salle Badiane

I. GIs, tourism and gastronomy

Moderators: F. Arfini & L. Piccin

• Braz Nidia (Mediterranean Diet: a multidisciplinary approach to develop a new territorial strategy) • Cobello Sandro Marcelo (Desarrollo del cultivo de la alcachofa en São Roque-SP Brasil por medio del consumo local, turismo rural y gastronómico) • Höhn Gero Laurenz (The Effect of Delimited Geographical Indication Areas on Retail Prices: A European Study) • Medeiros Mirna (Indicaciones geográficas e incremento del turismo: experiencias brasileñas en los sectores de vino y café) • Narayanan Lalitha (A SWOT Analysis of the GI Registered Agricultural Products from India - Evidence from Select Case Studies) • Narciso Alessandra (The volcanic effects of PDOs wines in Cabo Verde. A sustainable approach) • Tartanac Florence (Nutrition and health potentials of GIs; the way forward)

>10.30-11.00

Coffee break

> Grand Hall Bananier

Agenda – Friday 8 July 2022 (cont'd)

<p>>11.00-12.30 > Amphi Louis Malassis</p> <p>K.2 The variety of GI contributions to sustainability</p> <p>Moderators: E. Vandecandelaere & B. Pick</p> <p>• Atle When Hegnes (<i>The Sustainable Turn and Norwegian GIs</i>) • Guadarrama Omar (<i>Principales discursos alrededor de las IGs en España: implicaciones para el diseño de políticas públicas</i>) • Guibert Cécile (<i>La réinvention du terroir par la mise en discours de la durabilité dans les filières élevage sous Indication Géographique</i>) • Rabasa Ignacio (<i>Sostenibilidad de las indicaciones geográficas protegidas del sector agroalimentario: marco europeo</i>) • Teyssier Catherine (<i>Le cahier des charges d'une IG peut-il être 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 « Huîtres Marennes Oléron »</i>) • Tillard Guylène (<i>Comment le questionnement des trajectoires collectives des IG peut participer à la formalisation d'un projet sur la durabilité, en respectant la diversité des AOP laitières ?</i>)</p>	<p>>11.00-12.30 > Salle Badiane</p> <p>J. Which markets for GI products?</p> <p>Moderators: A. Carimentrand & S. Slattery</p> <p>Aye Myo (<i>The potential of Geographical Indications for single origin and specialty coffee in Myanmar</i>) • Brilhante Silva Joselito (<i>Desarrollo territorial: la economía creativa en las regiones con indicación geográfica para el vino</i>) • Carimentrand Aurélie (<i>Les labels de commerce équitable et les indications géographiques: complémentarité ou supplémentarité ?</i>) • Jakob Rackl (<i>Geographical Indications and International Trade - A Theoretical Perspective</i>) • Steinegger Sarah (<i>Geographical Indications: Commons Dimensions as an Indication for Sustainable Regional Development?</i>) • Sugiri Ranggalawe Suryasadin (<i>The Challenges and Impacts of Utilization of Geographical Indication to Indonesia Coffee Farmers and Industry</i>)</p>
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>12.30-14.00 **Lunch** > Grand Hall Bananier

<p>>14.00-16.30</p> <p style="text-align: center;">Plenary: Towards Recommendations</p> <p style="text-align: center;">Moderators: D. Marie-Vivien, M. Ayu, E. Vandecandelaere, & M. Gonomy</p> <p>14.00-14.30: Feedback from field visits: quiz 14.30-15.45: Highlights and recommendations from each session by rapporteurs 15.45-16.30: Discussions on recommendations by all participants 16.30: Thanks and closing of the Conference</p>	<p style="text-align: right;">> Amphi Louis Malassis</p>
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<p>>19.30-24.00</p> <p style="text-align: center;">Closing Gala</p> <p style="text-align: center;">With traditional dancing party</p>	<p style="text-align: right;">> Domaine du Grand Puy</p>
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Members of the Organising Committee

Federal Institute of Intellectual Property (Switzerland)	
Organization for an International Geographical Indication Network (oriGIn)	 Organization for an International Geographical Indications Network

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European Bank for Reconstruction and Development (EBRD)	
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Association of European Regions of Products of Origin (AREPO)	
African Union	
Organisation Africaine de la Propriété Intellectuelle (OAPI)	
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Association suisse des AOP-IGP	
Conseil national des appellations d'origine laitières (CNAOL)	
The Magister Lvcentinvs (ML/LLM), Master in Intellectual Property and Digital Innovation at the University of Alicante	

Sponsor Addresses

European Bank for Reconstruction and Development (EBRD)



For EBRD, GIs can be a driver for sustainable and inclusive value chains. As part of FAO's cooperation with the European Bank for Reconstruction and Development (EBRD), a number of technical assistance projects have been implemented in countries including Croatia, Georgia, Montenegro, Serbia and Turkey, focusing on GIs as a driver for developing sustainable value chains and support enabling environment to boost private investment. These projects supported the development of a sound institutional and legal framework to establish policies and regulations for sustainable GIs, and raised awareness of the benefits of GIs at the national level. In addition, campaigns were carried out to promote the local benefits of pilot GI value chains and products, such as higher incomes, the preservation of local resources and know-how, and potential new market linkages with the tourism sector.

The European Union Intellectual Property office (EUIPO)



The European Union Intellectual Property office (EUIPO) has in the recent years undertaken important initiatives in four areas with regard to GIs: capacity building, knowledge expansion, promotion and dissemination as well as the development of IT tools and databases. Since 2012, it implemented ten EU-funded projects on behalf of the European Commission in India, China, Southeast Asia, Latin America, the Caribbean, and Africa.

In the framework of these projects, more than 130 GI-related activities have been implemented to promote GI systems and support to the registration of specific GIs; to exchange good practice, align non-EU GI law and practice to EU standards to ensure strong GI protection; to build stakeholder capacities to effectively implement GI protection through training of examiners, producers, control bodies, practitioners, and enforcement authorities, with tangible achievements such new memberships in the Geneva Act on the protection of appellations of origin and GIs, new GIs registered in country and abroad, as well as the development GIs databases.

As the African Union member states have developed a continental strategy on GIs and are developing the African Continental Free Trade Agreement (AfCFTA), GIs are at the center of the discussion. The EUIPO supports this process through the AfRIPI project at Pan African level. One of the components of the project focuses on supporting the effective implementation of this continental strategy.

Institut national de l'origine et de la qualité (INAO)



L'INAO, établissement public du ministère en charge de l'Agriculture, met depuis plus de 80 ans, son expertise au service des Indications géographiques françaises (vins, boissons spiritueuses, cidres, poirés et produits agro-alimentaires - fromages, huiles...) mais aussi dans le monde (coopération). La France compte 490 produits sous

Appellation d'origine protégée/ contrôlée et 260 produits sous Indication géographique protégée (IGP), sous la supervision de l'INAO. L'INAO est également en charge d'autres signes de qualité tels que la STG (Spécialité traditionnelle garantie), le Label Rouge et l'Agriculture biologique.

Piloter, contrôler et protéger les Indications géographiques sont au cœur des missions de l'INAO. Ainsi, les services de l'Institut, forts de 240 agents, accompagnent les porteurs de projet dès le début de leur démarche pour les orienter et les conseiller, et suivent les organismes de défense et de gestion (ODG – associations de producteurs) ainsi que les opérateurs tout au long de la vie du produit sous signe officiel. Outre l'instruction des cahiers des charges, l'établissement assure la délimitation des aires de production, la protection juridique des produits contre les usurpations et les contrefaçons, en France comme à l'étranger, et enfin, la supervision des contrôles officiels.

Quelle localisation plus cohérente que la France, riche d'un patrimoine alimentaire et viticole incontournable, pour organiser le colloque « Perspectives mondiales sur les Indications géographiques » et ainsi rassembler durant 3 jours les meilleurs experts mondiaux ?

L'INAO salue et soutient l'initiative portée par l'Organisation des Nations Unies pour l'alimentation et l'agriculture (FAO) et le Centre de coopération internationale en recherche agronomique pour le développement (CIRAD), de réunir chercheurs, décideurs publics et opérateurs pour ce temps de réflexion à l'échelle internationale.

L'INAO soulèvera pour sa part la « Problématique des indications géographiques face au changement climatique en France » et présentera « Le défi de la protection internationale des IG via l'articulation et gradation des régimes de protection issus des accords bilatéraux UE/Pays Tiers et du droit international public ».

Les Indications géographiques sont partie prenante d'un système en mouvement, à la fois évolutif et réactif, propice à l'échange et au partage d'expériences pour répondre aux enjeux actuels : attentes sociétales de consommateurs, adaptation au changement climatique et au marché, rôles des autorités publiques, place des producteurs et gouvernance des IG, contrôle de la qualité, protection à l'international, sont autant de thèmes qui seront discutés pendant le colloque.

Association of European Regions for Products of Origin (AREPO)



The Association of European Regions for Products of Origin (AREPO) is a network of Regions and producer associations that deals with products of origin and EU quality schemes. AREPO is driven by a vision of Geographical Indications and quality products as tools for rural development and territorial planning. It aims to promote and defend the interests of producers and consumers of European regions involved in the valorisation of quality food products.

AREPO was established in May 2004 in Bordeaux by 16 regions from six EU Member States. It currently represents 33 European regions and over 700 associations of producers for more than 60% of European GIs.

Organisation Africaine de la Propriété intellectuelle (OAPI)



L'Organisation Africaine de la Propriété intellectuelle (OAPI) est une Institution intergouvernementale créée en 1962. Elle a pour missions principales d'assurer la protection des créations intellectuelles (inventions et innovations technologiques, signes distinctifs, designs des objets industriels et artisanaux, nouvelles variétés végétales, etc.) et d'accompagner le développement technologique des 17 Etats membres par une utilisation judicieuse de la propriété intellectuelle.

Dans l'optique d'aider les producteurs locaux et les artisans de ses Etats membres à tirer profit de la propriété intellectuelle en tant qu'outil de compétitivité économique, l'OAPI s'investit à promouvoir les produits de terroir et de l'artisanat jouissant d'une qualité spécifique et leur reconnaissance en Indications Géographiques Protégées (IGP).

A date, l'OAPI a déjà enregistré huit (08) indications géographiques issues de six (6) des Etats membres. L'un de ces produits, le poivre de Penja (Cameroun), est également enregistré auprès de l'Union européenne. Le processus de labélisation de neuf (09) autres produits dans cinq (05) Etats membres se poursuit. A terme, il s'agit de faire en sorte que chacun des dix-sept (17) Etats membres puisse compter au moins deux (02) produits emblématiques enregistrés en indications géographiques protégées ou en marques collectives.

Swiss Federal Institute of Intellectual Property - Institut Fédéral suisse de la Propriété Intellectuelle



L'Institut Fédéral suisse de la Propriété Intellectuelle est le centre de compétences de la Confédération pour toutes les questions touchant aux brevets, aux marques, aux indications de provenance, aux designs et au droit d'auteur, pour lesquelles il représente la Suisse sur le plan international.

IGE | IPI

La Suisse s'engage depuis des décennies au niveau international pour une meilleure protection des indications géographiques, parce que la reconnaissance de ces droits de propriété intellectuelle est favorable à l'équité, au développement socio-économique et à la valorisation des patrimoines culturels.

C'est dans cette perspective que l'IPI met en œuvre les projets de coopération internationale dans le domaine de la propriété intellectuelle et plus particulièrement des indications géographiques. Les projets terminés et en cours, dont la plupart sont réalisés sur mandat du Secrétariat d'Etat à l'Économie, concernent notamment les pays suivants : Afrique du Sud, Albanie, Colombie, Ghana, Indonésie, Iran, Pérou, Serbie, Tunisie.

The Swiss Federal Institute of Intellectual Property is the federal government's centre of competence for all matters relating to patents, trademarks, indications of source, designs and copyright, for which it represents Switzerland at the international level.

For decades, Switzerland has been committed to improving the protection of geographical indications at the international level, because the recognition of these intellectual property rights is conducive to equity, socio-economic development and the enhancement of cultural heritage.

It is in this perspective that the IPI implements international cooperation projects in the field of intellectual property and more particularly geographical indications. The completed and ongoing projects, most of which are carried out on behalf of the State Secretariat for Economic Affairs, include the following countries: Albania, Colombia, Ghana, Indonesia, Iran, Peru, Serbia, South Africa and Tunisia.

A.1 Local Public Authorities & GIs

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

Richard, Prof. Dr. Balling * ¹, Karola Schober ¹, Hannah Lindermayer ¹

¹ Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten – Germany

GI Application Process: Promote counseling and assistance

In the GI system, local and regional public actors as well as larger political actors (potential bundler” regions/Bavaria) have an essential role to play. Especially in Member States where the GI system has not been historically established, there is no instrumentalized support for (potential) producer groups. It is often up to GI producers to go through the formal process of becoming protected. Products without a strong producer group risk being lost in this process. In other cases, market participants of potential GIs must first be convinced of EU-wide protection and the administrative process. From experience, the application process sometimes deters producers because of high administrative costs/efforts. Especially in countries where consumer awareness is below average, the cost-benefit ratio is perceived negatively. Institutionalized assistance could effectively reduce administrative costs for producers groups and support them along this process.

Food Promotion Policy: (National) state co-financing

Until 6 years ago – with regulation 1144/2014, there was a lower co-financing rate via EU sales promotion and the additional possibility/necessity of co-financing by national authorities. The financial breakdown was e.g. as follows: 50% EU, 30% MS, 20% producer group.

Now there is a higher financing by the EU with a share of 70% EU (for domestic markets) and 30% producers. For the Bavarian State there is no possibility of subsidy (no driving force”).

Since there is no longer an option of co-financing, state authorities are largely excluded from the application process of promotion projects. In the past, the application process (developping well prepared concepts) was largely handled by local authorities. Now it is a standalone for applicants – a challenge especially for small associations.

At the same time, regions and competent authorities should have the opportunity to promote GIs in their domestic market. With a greater importance of quality products (especially GIs) in sales promotion, traditional producer groups can offer consumers better information and thus guidance. They should be educated about products with high typicity from their own region in order to better address the goals of the Green Deal and strengthen local identity as part of the European guiding principle ‘United in diversity’.

*Speaker

Role of Bavaria

For almost three decades now, Bavaria has been systematically pursuing the expansion of the EU-protection for its own specialties. On the part of the Bavarian State Ministry of Food, Agriculture and Forestry, there is a strong interest in strengthening GIs and supporting new applicants. In doing so, the Ministry can draw on a network of experts, to provide specialized support. Under the brand WeltGenussErbe (World culinary heritage), the Ministry promotes Bavarian GIs. Since the 1990s, more than 280 traditional, typical Bavarian products have been recorded in a database (www.spezialitaetenland-bayern.de).

Concrete suggestions for strengthening the GI system:

- Promoting consultation and assistance with GI applications.
- Empowerment of regions: promotion of product identification, promotion of regional/local structures, development of regional databases (Cf. Spezialitätenland Bayern)
- Re-introduction of optional (national) state co-financing with simultaneous possibility to promote domestically
- Focusing sales promotion on quality products

Keywords: GI, Governance, Public Authority, Bavaria

Plan Estratégico de la Alimentación de Cataluña 2021-2026: una nueva gobernanza para impulsar las IGP/DOP

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La alimentación tiene un impacto directo en la cohesión territorial y configura una identidad compartida en torno a los productos autóctonos y la cultura gastronómica propia y diferencial de las regiones. En Cataluña, el sector agroalimentario se considera estratégico para la sostenibilidad de la sociedad, y clave en la generación de nuestra identidad colectiva, vertebrando la sociedad por medio de una cultura alimentaria propia que se debe valorar y preservar como activo diferencial, y actúa como nexo de unión entre las diferentes realidades del territorio catalán. En este sentido, las DOP/IGP son una herramienta importante para poner en valor la riqueza, calidad y diversidad de los productos de nuestro territorio.

Por ello, el Departamento de Acción Climática, Alimentación y Agenda Rural ha elaborado el Plan Estratégico de la Alimentación de Cataluña 2021-2026 (PEAC), con el objetivo de disponer de una política alimentaria catalana única y compartida, construida con todos los agentes, la producción, los consumidores, las industrias de elaboración, transformación y distribución, la venta y la restauración. Esta hoja de ruta quiere construir un sistema alimentario sostenible, seguro, resiliente, saludable y de acceso universal; una única herramienta consensuada y cogestionada entre los diferentes actores implicados, representados en el Consejo Catalán de la Alimentación, órgano de debate, consulta y participación, que liderará la implantación del PEAC. En el proceso de elaboración han participado más de 350 expertos del ámbito alimentario, más de 200 entidades y asociaciones del sector, y más de 450 ciudadanos, garantizando así la multisectorialidad y transversalidad de este instrumento, que responde a las necesidades del sector, del territorio y de nuestra sociedad.

Esta es una oportunidad estratégica para implementar los objetivos de las agendas internacionales, la Agenda 2030 (ODS), la estrategia Farm to Fork, y la reforma de la PAC, en nuestra región, permitiendo la alineación de la estrategia alimentaria de Cataluña con las nuevas políticas alimentarias europeas.

En los informes consultados para la elaboración del Plan, se observa que sólo el 14% de los consumidores en Europa reconocen los logotipos de los productos DOP(1); el 20% de las IGP(1), y el

*Speaker

14%, de las especialidades tradicionales(1). Ante estos datos y el hecho de que la alimentación es un nexo de unión y de cohesión territorial, nos planteamos el reto, durante los próximos 5 años, de conseguir promover al menos 25 iniciativas de valoración de productos de calidad diferenciada (IGP, DOP) y artesanos, así como de variedades locales y razas autóctonas, para promocionar la gastronomía catalana. Eso se hará a través de varias actuaciones específicas y de otras que incluyen la formación, la comunicación y la investigación. De forma general pretenden dotar de prestigio los oficios relacionados con la producción de alimentos, definir estrategias de promoción del producto autóctono catalán, consolidar la gastronomía como vector de impulso de la cultura culinaria catalana, difundir información veraz, independiente y fiable sobre alimentación y gastronomía, e informar y sensibilizar a la población del impacto que tienen sus decisiones de consumo.

(1) Europeans, Agriculture and the CAP, Special Eurobarometer 504.

Keywords: PEAC, productos autóctonos, cultura culinaria, política alimentaria catalana, Consejo Catalán de la Alimentación, DOP, IGP

Protection of fish from wild catch of Lake Constance

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Lake Constance (German: ‘*Bodensee*’) is Europe’s third largest freshwater lake. Its shorelines are bordering the Swiss cantons of St. Gallen, Thurgau, and Schaffhausen, the Austrian state of Vorarlberg and the German states of Bavaria and Baden-Württemberg. The lake represents an important drinking water reservoir and fish source for the region. Around 30 species of fish live in Lake Constance. In particular, the whitefish ‘*Bodenseefelchen*’ (*Coregonus wartmanni*) and to a lesser extent the European perch (*Perca fluviatilis*. German: ‘*Kretzer*’), enjoy great popularity by local consumers and tourists. Beyond economic benefits through fishing, an intact Lake Constance fishery is of significant importance for both the culinary heritage of the region and its touristic sector.

However, in the last decades, fish yields in Lake Constance declined sharply: The increasing purity of the lake water led to a depletion of nutrients, in particular of phosphorus, which in turn resulted in a decrease in algae and plankton growth and subsequently in decreasing fish yields. An active or passive fertilization is incompatible with the goal of water protection and would endanger both: the natural ecosystem and the fragile balance of user interests in the region represented by the public actor ‘*International Conference of Lake Constance*’ (IBK, www.bodenseekonferenz.org). In order to meet the ever-increasing demand of fish at Lake Constance by consumers, tourism and gastronomy, around 500 to 600 tons of coregons (whitefish, whitefish, vendace) are imported and sold as whitefish, currently. Low level of self-sufficiency with fish from wild catch of Lake Constance in combination with large imports of coregons endanger the economic livelihood of Lake Constance fishermen.

To this end, regional and local public actors such as e.g. ‘*Integrierte Ländliche Entwicklung Bodensee e.V.*’, the agricultural ministries of the respective regions and their entrusted agencies e.g. ‘*MBW Marketing Baden-Württemberg GmbH*’ initiated and support measures to improve and secure the economic situation and livelihood of Lake Constance fishermen and to preserve their traditional methods and skills used to catch the Lake Constance fish. By protecting the designation “Bodenseefisch” for fish from wild catch of Lake Constance imports an fraud shall be minimized and lead to a higher-quality of the product and higher added value.

Recently an association for the protection and promotion of fish from wild catch of Lake Constance was founded (‘*Internationale Schutzgemeinschaft Bodenseefisch e.V.*’, Wasserburg,

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Germany). Apart from individual gastronomic and touristic actors the core of its members are represented by professional Lake Constance fishermen from Austria, Swizz and Germany - thereby reflecting the international shorelines of the lake. Current activities are focusing on the agreement of common quality standards at international level. Only fish from wild catch caught with traditional fishing methods (gill nets, traps, trap nets, row fishing rods) reflecting the regional knowledge and skills at Lake Constance will be permitted.

By now the registration under the EU trademark system is under preparation including the establishing of common quality standards in the trademark statute. Subsequently in the next step the implementation as geographical indication (GI) under the EU Quality scheme is foreseen.

Keywords: indigenous species, EU quality schemes, geographical indications from multi, countries

Governance of the Tuscany Region for quality products and territories

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Le Indicazioni Geografiche, come le Denominazioni di Origine Protetta e IGP (Indicazione Geografica Protetta), sono da sempre, in Toscana, sono da sempre, in Toscana, legate ai temi di qualità dei prodotti e tutela del territorio, driver imprescindibili sia per le imprese che per le amministrazioni. Il sistema IG si è rivelato uno strumento interessante per la valorizzazione delle diverse colture coltivate nei terreni agricoli (alquanto) hard della Toscana.

This traguardo è stato raggiunto con l'approvazione di regolamenti regionali che hanno preservato e valorizzato la percezione dei prodotti toscani nel mondo come: superiore, di prima qualità, unica nel gusto, associata alla fiducia nell'origin in Tuscany.

La Regione Toscana è impegnata sin dall'inizio nello sviluppo di schemi di protezione dei prodotti. Nel 2003 ha realizzato il sito web delle IG prodotte in Toscana, e ha supportato le associazioni interessate a tutto il processo di richiesta di schemi di tutela DOP e IGP (disciplinare, storico, tecnico-economico, statuto).

Le regioni italiane svolgono un ruolo importante nelle varie fasi del procedimento: riconoscimento, modifica del disciplinare, opposizioni, piano di controllo, approvazione degli stati consorziali, programmi di controllo di supervisione e linee guida dei piani di controllo. Inoltre, i produttori sono supportati e orientati in percorsi di valorizzazione, procedura, difficoltà e opportunità di tutela, approfondimento del dossier (indagini documentarie, elaborazioni dati, ricerche di caratterizzazione, ecc.), Proposte di percorsi alternativi di valorizzazione e IGP tutela, supporto nel caso degli applicativi della specifica o dei piani di controllo.

La Regione promuove la creazione di consorzi di prodotti IGs attraverso: sostegno finanziario (con risorse proprie o fondi europei), promozione, azioni di formazione, studi sull'impatto delle IG, informazione, legislazione, supporto ai consorzi nella condivisione delle migl. L'attività di supporto nel percorso dell'IG sarebbe ancora più efficace in questa fossa una pianificazione delle attività e degli strumenti.

Lo sviluppo delle IG è connesso ad altre attività regionali: salvaguardia delle risorse genetiche locali, assistenza tecnica sui prodotti biologici e integrati, catalogazione dei prodotti agroalimentari tradizionali, sostegno alla ricerca e trasferimento di d innovazelle agricola, promontenza tecnica sui prodotti pubbliche; Strade del vino e dei sapori; musei del vino e delle tradizioni contadine; Rete "Vetrina Toscana" tra produttori di IG, ristoratori e commercianti, promuovendo

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la conoscenza dei cibi e dei vini locali a consumatori e turisti, in connessione con musei, teatri, term, giardini storici, premi letterari, "cantine d'autore" (Toscana Progetto Wine Architecture), scuole, concorsi studenteschi per la valorizzazione dei prodotti.

Infine, la Regione Toscana organizza eventi per la promozione dei prodotti IG enogastronomici nel mondo: BuyWine e BuyFood, formato B2B no ed efficaci, con percorsi didattici per buyer e giornalisti.

Le nostre produzioni certificate sono un formidabile biglietto da visita della Toscana e dei suoi territori nel mondo.

Elemento portante del sistema à la governance: the Toscana ha sempre intessuto reti tra i vari stakeholder e, per quanto riguarda l'agricoltura, ha sempre attribuito un ruolo primario a DOP e IGP e ai loro consorzi, consapevoli del valore del "comune buono" rappresentato.

Keywords: Geographical Indications, governance, DOP, IGP

Role of Region of Epirus at the certification of Kashkaval of Pindos as PGI

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Region of Epirus (Greece) has a longstanding tradition in the production of a broad variety of traditional artisanal cheeses, well known for their unique distinctive texture, flavor and aroma. The fact that these characteristics are clearly connected with their production terroir has emerged the importance of supporting their proper certification and promotion in order to maintain the tradition of producing these local cheeses.

In this context, Kashkaval of Pindos -a traditional paste filata cheese produced seasonally in the mountains of Pindos as a farmhouse product- constitutes an intriguing case. During the last years its production and marketing has attracted an increasing interest as a consequence of an increase of consumers' demand. This has prompted the Governor of Epirus to initiate a series of activities performed by the Directorate of Rural Economy and Veterinary of Ioannina, concerning the:

- determination of its physicochemical characteristics during ripening. The study was implemented by scientists of the Hellenic Agricultural Organization-DIMITRA, Department of Dairy Research. The respective results were published in the Journal of Food Research 2020 (Vol 9, No6).
- collection of numerous historic data -retrieved from books, references and scientific journals- concerning its production technology, fame and chronicle of spread into Balkan and Middle East countries.
- gathering and creation of Kashkaval of Pindos producers' union, which in collaboration with the Agricultural University of Athens composed an application dossier for the product's certification as PGI (Protected Geographical Identification). The application was submitted to the Greek Ministry of Rural Development and Foods, which has evaluated-accepted the request. Currently the application is under evaluation by the EU authorities.

In addition:

- the Department of Tourism of the Region of Epirus constantly promotes the production of

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local cheeses such as Kashkaval of Pindos, in the terms of its participation in International, European and National Food Fairs and Exhibitions.

-the Region's Directorate of Development Planning has financed the activities of the Kashkaval of Pindos producers' union, in the terms of an Epirus RIS specific call dedicated to finance the production-promotion of local traditional products.

Keywords: Kashkaval of Pindos, cheese, PGI, Greece

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

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La région Occitanie se caractérise par une grande diversité de reliefs, de climats et de paysages.

85% du territoire se situe en zone défavorisée. Au début des années 90, il ressort comme une évidence partagée entre le Conseil régional et la Profession Agricole et Agroalimentaire que cet handicap dans la capacité à "produire plus" doit être corrigé par la capacité à "produire mieux". Une stratégie de valorisation des produits par la qualité et l'origine s'appuyant sur le dispositif SIQO et notamment des IG est alors mise en place.

Ainsi est créé l'Institut Régional de la Qualité Agroalimentaire, pôle de compétences dont les missions sont de contribuer à l'émergence, au développement et à la valorisation des productions sous IG. Il joue par ailleurs un rôle d'interface et de partage entre les acteurs.

En s'appuyant sur cet outil, la Région développe une politique d'accompagnement volontariste privilégiant la structuration autour de projets collectifs durables, inscrits dans les territoires :

Aides aux structures collectives : contribution au financement des démarches de valorisation des produits et des territoires, accompagnement technique et de structuration ;

Aides aux entreprises des filières : investissements, mise à disposition d'outils d'accompagnement à la commercialisation au service des acteurs via l'Agence de Développement AD'OCC, politique en faveur de la formation professionnelle autour des métiers de l'agriculture et de l'agroalimentaire ;

Aides spécifiques autour de l'installation et de la transmission afin d'assurer la pérennité des démarches.

Cette politique a permis, en 30 ans, de porter de 7 à 40 % la part des SIQO dans le chiffre d'affaires des exploitations agricoles régionales plaçant l'Occitanie au premier rang des régions d'Europe en matière de production sous SIQO (250 produits reconnus).

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En favorisant la concertation entre les différents acteurs des filières autour d'une vision partagée de l'avenir, la Région développe des contrats de filière par secteur pour maintenir ces démarches dans une dynamique de développement durable.

Keywords: Valorisation, qualité, accompagnement, territoires, durabilité

Protection of Geographical Indication in Vietnam: opportunities and challenges to achieve the sustainable food system

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Geographical indications (GI) has been adopted as a policy tool to promote sustainable rural development in Vietnam since 2001. This process has been motivated and driven by deeper integration of Vietnamese economy into the regional and global economy. In addition to the a significantly increasing number of operational GI enterprises and GI applications, to some extent, Vietnam has successfully set up a relatively comprehensive and stable legal framework for GIs. The GI scheme has gained positive awareness and recognized support from the central government. National programs on development of intellectual property assets between 2005 and 2020 have favored the GI scheme. By mid-November 2021, there are 113 GIs registered in Vietnam (including 8 foreign GIs), of which 80% are agricultural products which are sensitive to food safety and quality issues. Some Vietnamese GIs recently recognized and protected abroad (39 GIs under EVFTA, 2 GIs protected in Japan) offer opportunities to raise the added value of the Vietnamese GI products. As the other countries, the territorial approach of GI is believed to be effective in driving collective efforts toward rural development as well as sustainability of the food system (livelihood improvement, sustainable and responsible production and consumption patterns, and environmental protection). Opportunities have opened up to the Vietnamese GIs thanks to a number of multilateral and bilateral free trade agreements (FTAs) coming into effect, increasing demand for certified products. However, challenges still face those involve in the GI process, especially the post-registration phase. Indeed, there is a number of unused GIs and ineffective GIs in Vietnam, with no differentiation between GI and non-GI products, thus not bringing any benefit to farmers. This can be explained by the fact that far from being initiated by local producers and farmers, GI process has been led by "top-down" approach of state authorities, usually the local authorities. This top-down approach has conducted to inappropriate selection of products to be protected initially motivated by political and commercial considerations, such as the choice of regions which are less favored, choice of products which are big export commodities. We recommend appropriate selection of products based on 2 important factors: 1) specificity of the product and 2) motivation of the stakeholders of the value

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chain. In view of sustainability of the food system, the GI scheme is expected to embed an improved management model, an operational control system and a comprehensive educational and awareness raising plan targeted all value chain actors and consumers.

Keywords: Geographical indication, top, down approach, Vietnam, sustainable food system

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

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2

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The global spread of Geographical Indications (GI) policies has provided heritage agri-food producers an opportunity to promote and safeguard the link between their products and a geographically-specified reputation. As GI has been effectively employed in Europe to foster historically established products, often with reputations going back hundreds of years, there has been an assumption that the protection of such patrimony would likely materialize in newly adopted GI countries. However, from a public policy view in many new countries, GI is not chiefly recognized as a tool to protect illustrious agri-food products from fraud and deteriorating trade conditions, but rather to expand economic opportunities and exports. The emphasis on the latter objective can compromise the capacity for a policy to achieve the former objectives. The question we raise in this paper concerns the extent to which the prioritization of economic growth encourages the adjudicators of GI (often ministries of agriculture or intellectual property offices) to accept and even encourage ahistorical territorial and production specifications that disadvantage or discourage the oldest and most traditional producers. To this end, our argument centers around two cases of renowned traditional agri-food products in the historical Mikawa region of Japan, which have fared poorly in the new GI systems introduced since 2006. Our analysis shows that the historically legitimate regional delimitations and constellations of traditional practices that have defined very old products are sometimes marginalized or undervalued. In the case of Hatcho Miso, a red soybean miso produced since at least 1337 in a district called Hatcho, the Ministry of Agriculture, Forestry and Fisheries (MAFF) accepted a competing GI application that widely expanded the GI area and loosened product specifications. In the case of Kokonoe, one of the oldest breweries of mirin (a mild sweet rice wine often used in cooking), and whose product line already includes an entirely regionally sourced Mikawa mirin, they were discouraged from applying for the GI in its current implementation. One clear source of interference in securing such patrimony concerns how, in Japan and often more widely in Asia, GI is a political project with a top-down approach. Merit-based or democratic mechanism for inscribing GIs based on internal motivations, such as pride, fraud-prevention, and global recognition are replaced by strategic concerns reflecting political goals, such as inclusivity, efficiency, upscaling, and export. For Hatcho Miso, bubbling rivalries concerning authenticity and exclusivity led to dueling GI applications and a deterioration of cooperative behavior, culminating in an attempt

*Speaker

by the traditional brewers to seek a legal injunction against the GI registration approved by MAFF. For Kokonoe Mirin, longstanding competition between comparable breweries in the region and the lack of differentiation offered by the GI label, undermined the communal solidarity required to establish a regional producer group demanded in the GI application (Sonnino, 2013). At the macro-level, this might explain why Japan, despite featuring many agri-food products with hundreds of years of patrimony, has seen less interest in, and more conflict about, the registration of such products as GIs.

Keywords: Geographical Indication, Japan, Miso, Mirin, Governance

A.2 National Authorities & GIs

PROMOCIÓN Y PROTECCIÓN DE LOS PRODUCTOS DE ORIGEN EN PAÍSES EN DESARROLLO: EL ROL DEL ESTADO

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Chile es un país tricontinental con una longitud de 4.270 km. y con una línea de costa de más de 6.000 km. Esta heterogeneidad de territorios ha contribuido en una inigualable riqueza y variedad de productos. Sin embargo, el país es reconocido internacionalmente -desde la perspectiva de sus productos de origen- principalmente por sus vinos y por el Pisco, cuyas regulaciones son muy específicas, sectoriales y se encuentran contenidas en leyes especiales.

En países en desarrollo como Chile, con esta gran diversidad de productos tradicionales tanto de naturaleza alimentaria como artesanías, programas de promoción y protección de sus productos de origen, son instrumentos idóneos para impulsar el desarrollo territorial, poner en valor y relevar productos tradicionales y singulares del país.

El año 2012 el Ministerio de Economía y el Instituto Nacional de Propiedad Industrial (INAPI) lanzaron el programa Sello de Origen(2) indicaciones geográficas, denominaciones de origen, marcas colectivas y de certificación.

Keywords: "Programas" "Gubernamentales" "Protección" "Productos" "Origen"

*Speaker

Israeli geographical indications - Unrealized potential that can be realized?

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Geographical indications (GIs) are distinctive signs which enable consumers to distinguish between products with geographical origin-based characteristics and others without those characteristics. GIs can thus be a key element in developing quality-bound-to-origin products with great economic impact. Furthermore, GIs convey the cultural identity of a nation, region, or specific area. They can give added value to local products and thus make them preferred by consumers. GIs can apply to any product type. However, most of them are food, beverages and agriculture products.

There is no great difficulty to recall different GIs from different countries around the world. Parmigiano-Reggiano cheese from Italy, Kalamata olive oil from Greece, Tequila from Mexico, Bordeaux wines from France and Darjeeling tea from India are worldwide well-known GIs. This is not the case when one tries to recall Israeli GIs. This is no wonder since there are only 7 of them.

Israel has a great potential of producing various bound-to-origin products. The Land of Israel is a unique and diverse region. Although it is one of the smallest countries in the world, it lies between diverse geological, physiological, and climatic elements. Israel enjoys several climatic zones despite its limited area. The question that arises is why this is not reflected in a significant registration of products as GIs, given its benefits.

The protection of GIs is being explored more and more worldwide as a tool for supporting local sustainable development, stimulating the economy, increasing international trade, and promoting cultural and social exposure. However, academic writing and research on Israeli GIs are extremely limited.

The purpose of this paper is to explore GIs with the Israeli perspective. The paper discusses the Israeli legal framework regarding GIs and appellations of origin. At first glance it appears that by adopting the international legal framework, Israel has an extensive legal framework for protecting local goods. It has Sui generis protection system and both GIs and appellations of origin are governed, by statute, under the Appellations of Origin and GIs (Protection) Law. Israel is also a member of the Lisbon Agreement.

However, notwithstanding the evolution of Israel's legal framework over the years, problems related to the GIs regulation remain. Focusing on the Israeli wine industry, this paper traces the possible reasons for not realizing the potential of protecting Israeli products as GIs. No

*Speaker

actual legislative steps have yet been taken towards a mandatory classification of wine regions. Moreover, no actual actions have yet been taken regarding the supervision of the use of wine regions names on labels of wine bottles produced in Israel. Some other difficulties are the lack of effective means of supervision and control, the lack of a body legally authorized to update the wine regions, and the lack of clear and binding professional criteria regarding the determination of the boundaries of the wine regions.

By examining the great benefits GIs registration offers, this paper will put forward arguments supporting a policy of raising awareness and encouraging manufacturers, by the Israeli public authorities, to register their products as GIs.

Keywords: geographical indications, Unrealized potential, Israel, awareness, public authorities, legal framework, international law

Geographical Indications in Turkey – The Current Status and Future Outlook

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Geographical indications (GIs) can be defined as quality marks that indicate and guarantee the source, characteristics and the connection between the product's characteristics and the geographical area. GIs have especially important implications for developing countries such as Turkey, a country with rich history of traditional knowledge and one of the world's largest agricultural producers. This paper investigates how protection of GIs have developed in Turkey and explores the practical implementation of the GI provisions of the Industrial Property Law No. 6769 which has entered into force on 10 January 2017. An in-depth analysis of the current modalities of GI protection is made and the possible challenges in the future are discussed.

Keywords: Turkey, Geographical Indications, Institutions

*Speaker

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

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Dans un contexte de délocalisation des savoir-faire et de concurrence déloyale, les indications géographiques (IG) se positionnent comme l'une des alternatives pour protéger les démarches d'actions territorialisées de valorisation des produits dont la qualité est liée à l'origine géographique. La Côte d'Ivoire n'enregistre pas encore de produit IG, mais plusieurs initiatives propres à la démarche y ont été entreprises. Cette synthèse bibliographique montre que parmi les IG potentielles identifiées, l'attiéké des lagunes, le pagne Baoulé de Tiébissou et l'igname *Kponan* de Bondoukou ont fait l'objet d'études préliminaires ; des initiatives sont en cours en vue de leur labellisation. Sur le plan institutionnel et réglementaire, l'impact des actions menées sur les différentes chaînes de valeur laisse à désirer. Au niveau des producteurs, les structures organisationnelles sont soit inexistantes, ou manquent de synergie d'actions. Pour sortir de la léthargie actuelle, le comité des marques collectives et des IG (CMC) doit être opérationnalisé pour l'information et la formation des acteurs locaux. Comme tout projet orienté sur des solutions d'avenir, il faut que les groupements de producteurs existent et qu'ils s'approprient la vision du changement souhaité.

Keywords: Indication géographique, Terroir, Côte d'Ivoire.

*Speaker

HACIA UNA MEJOR COORDINACIÓN INTERINSTITUCIONAL PARA UNA OPERACIÓN EFICIENTE Y COMPLETA DE LAS ENTIDADES DELEGADAS DE LAS DOP EN COLOMBIA

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En Colombia, la protección a través de las denominaciones de origen protegidas (DOP) es declarada por la Superintendencia de Industria y Comercio (SIC), quien es también la entidad encargada de delegar la facultad de autorizar el uso de este signo a un tercero que represente los beneficiarios de la DOP, pueda demostrar que cumple con los requisitos legales y la idoneidad para realizar las labores de promoción, vigilancia y control.

A la fecha, solo 15 de las 29 (2) DOP declaradas cuentan con entidad delegada y de estas, 12 (3) son entidades delegadas de DOP agroindustriales. Pocas cumplen con la totalidad de los requisitos establecidos por la SIC, y no han podido operar eficazmente debido a dos razones principales: la falta de coordinación interinstitucional y el bajo acompañamiento a las entidades delegadas por parte del Estado.

Proponemos ilustrar el tema a través del caso de las normas sanitarias: en el país, aparte de las flores, las DOP agroindustriales son alimentos, que deben cumplir la normatividad expedida por la autoridad de control sanitario, es decir el Instituto Nacional de Vigilancia de Medicamentos y Alimentos – INVIMA.

Todo productor de alimentos procesados debe realizar un registro ante el INVIMA, inscribiendo: fabricante, nombre del producto, marca del producto, entre otros datos (4). En el nombre del producto algunos productores registran un nombre correspondiente a una DOP, sin importar la ubicación del negocio o la relación con la DOP. Hasta la fecha, el INVIMA acepta dicho nombre en los registros, argumentando que el nombre que el fabricante coloque a su producto no afecta su inocuidad, y, por lo tanto, no tiene riesgos para el INVIMA.

El conflicto se da en el rotulado del producto cuando se revisan envases o etiquetas en productores que no cuentan con la autorización de uso de la denominación de origen, sea por parte de la entidad delegada, o directamente por parte de la SIC. El INVIMA exige que el rotulado esté acorde al registro de información que han realizado ante ellos mientras que la entidad delegada para la autorización de uso y administración de la DOP no le ha permitido usar dicho nombre.

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Para el productor, es más importante cumplirle a la entidad sanitaria, que tiene facultad de sancionar en el momento de la inspección, mientras la entidad delegada tiene poco poder en el momento de su visita, y poca capacidad de acción, sea por desconocimiento, falta de capacidad técnica, humana y financiera.

Este caso de conflicto entre norma sanitaria y declaración de la DOP es tan solo un ejemplo ilustrativo de la necesidad de crear mecanismos de decisión colectiva y de coordinación de proceso, procedimientos e instrumentos de acción entre las entidades gubernamentales. Si bien el sistema colombiano de las DOP es joven, requiere de una discusión interinstitucional, entre las entidades de promoción de los productos colombianos como ProColombia o la Cancillería; los ministerios como el de Agricultura o de Comercio que tienen programas de apoyo técnico; y por supuesto, la entidad de registro de la PI, la SIC.

Keywords: DOP, coordinación interinstitucional, entidad delegada, administración eficiente, conflicto institucional, norma sanitaria

Geographical Indication Practices of the Ministry of Agriculture and Forestry in Turkiye

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According to the Turkiye’s Intellectual Property Law regarding the rights trademark, geographical indications, design, patent, utility model and traditional product names are protected and thus contributes to technological, economic and social development. Turkish Patent and Trademark Agency TURKPATENT (depending on the Ministry of Industry and Technology) is responsible for the registration of geographical indications (GIs) in Turkiye.

Geographical indications registered in Turkiye; it consists of agricultural and food products, handicraft products, mining products. There are 1042 registered geographical indication products in Turkiye. 889 of these, that is 85%, are agricultural and food products. The number of registreted other products such as carpet, rug, mine etc. are 153. The number of products pending application are 777. Gaziantep has the most registered GI products in Turkiye (82 products).

There are 3 main functions of the Ministry of Agriculture and Forestry regarding geographical indications:

- 1) Technical opinion on the application file in agricultural and food products
- 2) Awareness studies
- 3) Official controls in registered agriculture and food products

As an important market device, GI could serve as a key for a strong and sustainable rural development in Turkiye. The importance of the GI as a legal tool is to protect for traditional knowledge of our country. Within the scope of awareness activities, activities are carried out for the information and promotion of registered geographical indications. For example; the title of ”geographical indications” as a discipline in the journal of the Ministry of Agriculture and Forestry (periodical), promotional films, posters, roll-ups, regional awareness events, etc.

The Ministry of Agriculture and Forestry is responsible of official controls for the registered geographical indications as regards agricultural and food products in according to the law of veterinary services, phytosanitary, and the food and feed.

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Turkiye's agricultural production has increased rapidly in recent years. The increase in the income level and competitiveness of the producers has been due to the increase of awareness about the potential of geographically marked products, the modernization of agricultural enterprises and the improvement of product quality and technological developments.

Turkiye leads the world's production in dried figs, hazelnuts, sultanas and raisins, and dried apricots, and is an important producer of many other agricultural and horticultural products. Also Turkiye's registered geographical indications in the European Union (EU) are Antep Baklavasi, Aydin İnciri (fig), Aydin Kestanesi (chestnut), Malatya Kayisi (apricot), Taşköprü Sarımsağı (Garlic), Bayramiç Beyazı (peach) and Milas Zeytinyağı (olive oil). We have 28 products pending application for EU registration. These registered number will be increased. Turkiye's agricultural GI sector has a significant potential to grow because of its proximity to the EU and other major regional markets, growing domestic demand for GI products.

The main subjects and policies that Turkiye focuses on are as follows: to develop both production and consumption of GI registered products, to increase effectiveness of inspection activities and to promote international trade opportunities.

Keywords: Turkiye, Geographical indications, technical opinion, awareness, official controls, marketing practices

Etat des lieux de la politique d'appui aux IG au Maroc

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Au Maroc, La labellisation a été retenue dans le cadre du Plan Maroc Vert enclenchée en 2008, parmi les principaux axes de développement des produits agricoles présentant des qualités spécifiques particulièrement les produits de terroir.

Le programme de développement de la labellisation via le système des Signes Distinctifs d'Origine et de qualité (SDOQ) visait notamment :

Le développement des zones rurales et l'amélioration du revenu des agriculteurs ;

La valorisation, la protection et la promotion des produits agricoles particulièrement les produits de terroir ;

Le développement des opportunités pour les produits de terroir de pénétrer les marchés nationaux et internationaux ;

La promotion d'une agriculture durable, capable de préserver la biodiversité, l'environnement et les ressources naturelles ;

L'organisation des filières de production des produits de terroir ;

Le renforcement de l'information des consommateurs.

La loi n°25-06, relative aux signes distinctifs d'origine et de qualité (SDOQ) des denrées alimentaires et des produits agricoles et halieutiques, promulguée par le dahir n°1-08-56 du 23 mai 2008, a créé le cadre juridique indispensable qui permet la reconnaissance et la protection de ces signes. Cette loi concerne trois SDOQ, dont les principes sont présentés ci-après :

- LE LABEL AGRICOLE : La reconnaissance qu'un produit possède un ensemble de qualités et de caractéristiques spécifique et de ce fait présente un niveau de qualité élevé, supérieur à celui de produits similaires dont il se distingue notamment en raison de ses conditions de production, de fabrication et, le cas échéant, de son origine géographique.

- L'INDICATION GEOGRAPHIQUE : La dénomination servant à identifier un produit comme étant originaire territoire, d'une région ou d'une localité, lorsqu'une qualité, une réputation ou toute autre caractéristique déterminée dudit produit peut être attribuée essentiellement à cette origine géographique et que la production et/ou transformation et/ou l'élaboration ont lieu dans l'aire géographique délimitée.

- L'APPELLATION D'ORIGINE : la dénomination géographique d'une région, d'un lieu déterminé ou, dans certains cas exceptionnels, d'un pays, servant à désigner un produit qui en est originaire et dont la qualité, la réputation ou les autres caractéristiques sont dues exclusivement ou essentiellement au milieu géographique, comprenant des facteurs humains et des facteurs naturels, et dont la production, la transformation et l'élaboration ont lieu dans l'aire géographique.

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Cette loi fixe les conditions dont lesquelles les SDOQ sont reconnus, attribués, utilisés et protégés et détermine les obligations et les responsabilités incombant à ceux qui entendent en bénéficier.

BILAN DES REALISATIONS 2008-2021

En matière de reconnaissance, 74 produits ont été labellisés sous SDOQ dont 62 Indications Géographiques, 6 Appellations d'Origine et 6 Labels Agricoles depuis l'entrée en vigueur de la loi n°25-06 et ses textes d'application en 2008

Ces produits concernent essentiellement les produits de terroir au niveau de toutes les régions du Maroc, notamment, l'huile d'argan, l'huile d'olive et les fruits frais et secs (clémentine, pomme, grenade, dattes, amandes, noix), les PAM et leurs dérivés (romarin, rose, safran...) ainsi que les produits d'origine animale (miel, fromage, viandes rouge et volaille).

L'utilisation d'un signe distinctif pour un produit agricole par son producteur ou son transformateur ou son conditionneur exige l'obtention d'une certification dudit produit délivrée par un organisme de certification et de contrôle (OCC) agréé par le MAPMDREF.

A cet effet, à ce jour, le MAPMDREF a agréé 2 OCC des produits bénéficiant de SDOQ, il s'agit des sociétés " NORMACERT sarl " et " CCPB sarl ",

Procédure de labellisation SDOQ

- Elaboration du cahier des charges par le groupement demandeur (pour les IG et les AO) pour caractériser le produit et décrire son histoire et sa réputation.
- Dépôt du dossier de demande de reconnaissance du SDOQ au niveau du secrétariat de la commission nationale SDOQ (DDFP). Le dossier doit contenir le cahier des charges, la demande formulée par le président du groupement ou son représentant et le plan de contrôle validé par un organisme de certification et de contrôle agréé par le département de l'agriculture.
- Consultation publique dans deux quotidiens nationaux pour les IG et les AO (les labels agricoles sont dispensés de consultations publiques et peuvent être déposés par un particulier mais ils restent d'usage collectif).
- Examen et réexamen du dossier de demande par les différents membres de la commission nationale (la majorité des départements ministériels impliqués y sont représentés).
- Si la commission nationale émet un avis favorable, la DDFP élabore un projet d'arrêté de reconnaissance dudit SDOQ. Après signature par Mr le Ministre de l'agriculture et publication au Bulletin officiel de cet arrêté, le département de l'agriculture procède à son enregistrement au niveau de l'OMPIC.

Keywords: IG, politique

The GI policy in Georgia

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sharing knowldege on GI development and support from the State

Keywords: GI development

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B. International Mechanism for GI protection

EU accession to the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications

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It is intended to give an overview of the role of the European Union (EU) and its Member States in the Lisbon System in WIPO. The focus will be on the review of the Lisbon system that started in 2008 and resulted in the adoption of the Geneva Act on 20 May 2015, and on the subsequent preparation and legislative implementation (Regulation (EU) 2019/1753) of the EU's accession to the Geneva Act, which took place upon its entry into force on 26 February 2020.

As the major exporter of products benefiting from GIs, the EU is also a major player in international negotiations on the protection of GIs. For over 20 years, the EU has been following a successful policy of GI protection, mainly for agricultural products, both on the internal market and in third countries. Regarding agricultural products, the EU has in place legislation providing for uniform and exhaustive GI protection systems for wines (1970), spirits (1989), aromatized wines (1991) and other agricultural products and foodstuffs (1992). As for non-agricultural products, the EU stands ready to consider a system of sui generis protection based on an impact assessment of potential costs and benefits. In addition to bilateral and regional agreements with third countries that have the sole purpose of protecting GIs or provide for such protection in a separate section, international GI protection through multilateral agreements plays an increasingly important role.

The new Geneva Act is a potentially significant tool in the EU's international strategy for the protection of GIs around the world in addition to the negotiation of bilateral and regional agreements and efforts to promote the protection of GIs in the WTO, especially if the Lisbon system can be extended to new members.

The Lisbon System consists of the Lisbon Agreement for the Protection of Appellations of Origin and their International Registration of 1958 and its latest revision, the Geneva Act of the Lisbon Agreement on Appellations of Origin and Geographical Indications of 2015. It offers a means of obtaining protection for an appellation of origin or a geographical indication in the contracting parties through a single registration procedure and one set of fees. The currently 30 Contracting Parties of the Lisbon Agreement include 7 EU Member States (Bulgaria, Czech Republic, France, Hungary, Italy, Portugal and Slovakia). The EU as an international organization cannot join the Lisbon Agreement, which is reserved for States. By contrast, the new Geneva Act allows for membership of intergovernmental organizations. In view of the EU's exclusive competence for the Geneva Act as part of its common commercial policy, as confirmed by the European Court of Justice in case C-389/15 - Commission v Council, the EU had to become a

*Speaker

member of the Lisbon system.

Keywords: Geneva Act, Lisbon Agreement, EU, WIPO

Geographical Indications in the turf wars of international trade agreements. A comparative and historical perspective.

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In this communication, we provide a detailed analysis of the different lines of policy debates and theoretical arguments, as well as to the related discursive strategies, surrounding the specific place of geographical indications (here after GIs) in the negotiation of international trade agreements, with a specific focus on the opposition between the EU and the USA. Over the last decades, the legal protection of Geographical Indications as formal Intellectual Property Rights have been subject to a number of sharp economic and political debates and negotiations at the international level, especially between the US and the EU (Chen, 1997, Lorvellec, 1997, Josling, 2006, Barham and Sylvander, 2009, 2011, Babcock, 2015; Arfini et al. 2016). These debates first involved leading international organizations, such as the WTO, WIPO, FAO acting as a form of international polycentric governance, as key institutional drivers of the diffusion of geographical indications worldwide, but also more recently through the form both bilateral trade agreements, such as TTIP between the US/EU or the CETA between Canada and the EU, among many others. Empirical data are based on an extensive survey of past and current academic literature on Geographical Indications, and a detailed analysis of current negotiations surrounding GI's in the current TTIP (Transatlantic Trade and Investment Partnership) negotiations between the EU and the US, as well as the CETA between the Canada and the EU. While the discussions surrounding the place of GIs in these bilateral trade agreements have been often presented, at least from an EU perspective, as a success story in these international trade negotiations, our results highlight first, a shift in the negotiation focus compared to the early debates in WTO on scientific-evidence bases of norms and standards, towards a more pragmatic approach of the legal protection of GIs in relation to the specific statutes of generic names, as well as the adoption of unified registration systems and the rules of enforcement (O'Connor, 2004, Arrunada, 2012). Our analysis also shows that, beside the apparent success story, the role played by the legal protection of GIs in these trade agreements also illustrates the declining of exceptionalism of agriculture in international trade policy (Trebilcock and Pue 2015, Thies 2015). Our findings provide some evidence about a possible shift in interpretation and open new spaces for the GI's recognition at the international level, but also highlight the current economic and social dilemma surrounding their protection under dedicated IPR regime.

*Speaker

Keywords: Food policy, International Trade Agreements, Policy debates, International Negotiations

A New World for Geographical Indications: The progressive extension of sui generis GI protection to contending territories

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A New World for Geographical Indications

The progressive extension of sui generis GI protection to contending territories

Alexandra Nightingale, Swiss Federal Institute of Intellectual Property

Erik Thévenod-Mottet, Swiss Federal Institute of Intellectual Property

The introduction and the development of a sui generis system for the protection of geographical indications (GIs) have largely been analysed both at a broader conceptual level in terms of policies and/ or legal frameworks, and through case studies on GI products. These studies have covered many countries, mostly developing ones, where GI schemes were often a politically welcomed novelty from the end of the 1990s onwards, and were frequently accompanied by technical assistance from European countries.

This paper sheds light on quite a new field of development in the long-standing and ongoing international contentions around GIs. Countries that had previously not been politically favourable (and may still not be) to the recognition of GIs as a specific category of intellectual property (IP), let alone would even consider GIs as a tool for purposes of public policy, are shifting course on the provision of protection. These countries are notably those that are often grouped together under the term "*New World*" (Australia, New Zealand, Canada and the United States). Others historically also aligned with this position include South Africa, Singapore, Japan, South Korea and Taiwan.

The research is placed against the backdrop of the differing policy objectives and strategies of the European Union (EU) and the United States (US). Both have pushed their interests in a contended race of free trade agreements (FTAs) over the last decade since negotiations within the World Trade Organization came to an impasse in 2008.

The recent developments in Canada, South Africa, Singapore and Japan form the main corpus of this research, but the on-going FTA negotiations involving Australia and New Zealand with the EU will be included as well. In addition to an examination of the form and level of protection offered in newly established regimes for GIs, we seek to document and compare the processes under which these developments arose. This includes inter alia information provided by the government on GIs during public consultations and any responses submitted by relevant

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interest groups. Further, the effective use and implications of the established registries is analyzed both for foreign and domestic GIs. This serves to assess the registries' integration in national legal and institutional systems, as well as their sustainability.

Having explored this on-going major shift in the international balance of those who have employed a sui generis registration system for GIs and those in opposition to the recognition of GIs as a specific category of IP, we evaluate the implications towards the compatibility or harmonization between systems for the protection of GIs at the overall international level. To this end, harmonization could either contribute to or be the result of a future common international understanding of the very concept of a GI.

Keywords: New World, sui generis, EU, South Africa, Japan, European Union, Canada, Singapore, Free Trade Agreements

EU-Mercosur Trade Agreement: Geographical Indication agri-food products on the table

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The market construction of Geographical Indication (GI) products has developed asymmetrically across the globe. Mercosur and the European Union (EU) represent clear examples of such differences. The number of registered products between both is enormous (Fracaroli, 2021). Nevertheless, there is still much to investigate on how these differences progressively changed and shaped the economy of this niche. Furthermore, developing these products in those regions after the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS) requires more in-depth research once the existing data lacks conclusions regarding economic matters (Török et al., 2020).

It is a fact that the development of agri-food systems between both economic blocs is widely diverse. Since GIs are the immaterialization of food (Allaire, 2018), it expresses it through terroir, as the embeddedness of natural, human, and historical factors (Barham, 2003). Such embeddedness can only happen where these factors can occur. Generally, the agri-food production systems are significantly different between Mercosur and the EU, allowing different interactions towards terroir formation and consequent GI products.

In 2019, the EU and Mercosur announced a broad and ambitious agreement. However, despite the signature, the agreement is not under operations yet. As a broad agreement, GIs are also part of its themes. However, how will it impact this market between both economic blocs? To answer that question, the present work aims to analyze the agreement regarding geographical indication. To do so, this work will use economic sociology as a foundation from an institutional perspective of the construction of the agreement as well as its impacts on both blocs. Understanding markets as a result of social constructions is fundamental to understanding the dynamics of how it develops (Allaire, 2010; Fligstein & Dauter, 2007). Observing it not as a sequence of strictly rational decisions but also as a result of the context in which it develops allows for a more in-depth and concrete analysis of reality.

The present agreement between the economic blocs may benefit the countries involved, producers, consumers, industry and commerce. However, suppose institutions do not coordinate strategies for mutuals to develop public policies aimed at promoting this type of product and market. In that case, the agreement may result in instabilities and increased inequality. Since the relationship between GI legal structures and public goods depends on the context in which they are inserted (Belletti et al., 2017), their construction plays a crucial role in the construction and development of the market.

*Speaker

Thus, this work intends to address this recent agreement between major players that is designed to strengthen this market with the necessary depth. Therefore, despite the inherent disputes and protectionism (Josling, 2006), GIs go beyond value-adding instruments or public policies (Barjolle et al., 2011). These products represent productive models and the result of historical construction, and as such, they need adequate treatment through public policies aimed at their protection. In this sense, the assessment of the agreement regarding GIs is necessary and can bring elements capable of balancing disputes and promoting a more sustainable market for both sides.

Keywords: Geographical indication, Mercosur, European Union, Trade agreement, Economic sociology

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

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L'Union européenne a conclu un nombre important d'accords bilatéraux avec des Pays Tiers au cours des vingt dernières années, mettant en œuvre des régimes de protection juridique des IG différenciés et variés : il est ainsi possible d'observer la gradation et la différenciation des niveaux de protection accordés aux IG au titre de ces engagements internationaux. En effet, une approche comparative entre des accords comme l'accord UE/Canada (CETA), l'accord UE/Japon, l'accord UE/Ukraine ou encore l'accord UE/Chine permet de mettre en lumière le caractère variable et contrasté des champs de protection accordés. Du point de vue multilatéral cette fois, l'Acte de Genève de l'Arrangement de Lisbonne adopté dans le cadre de l'OMPI, entré en vigueur le 26 février 2020, constitue une étape majeure dans l'encadrement des IG à l'international parallèlement aux accords ADPIC issus de l'OMC. La juxtaposition de ces sources du droit met plus que jamais l'accent sur le besoin d'articulation harmonieuse de l'ensemble de ces normes juridiques. L'appropriation de ces régimes de protection est rendue plus complexe du fait que les IG impliquent non seulement des droits et des procédures spécifiques, mais également une *culture* – juridique, agricole, administrative, politique, historique – particulière qui doit être assimilée et portée par les acteurs quotidiens impliqués dans le processus des IG. Qu'il s'agisse des juges (de droit commun), des examinateurs des offices de propriété intellectuelle, des administrations (de l'agriculture, de l'économie, des fraudes, etc.) ou des organismes professionnels, l'ensemble de ces acteurs doit se familiariser avec ces outils de protection et ces procédures spécifiques afin de faire vivre et de donner corps à ce mode de valorisation des productions agricoles (et non-agricoles) de qualité. Par conséquent, une des clés de la réussite permettant d'assurer la cohérence de l'interprétation de ces diverses sources du droit – et donc la pérennité du système dans son ensemble – réside dans la formation et la sensibilisation des acteurs pertinents (institutionnels, producteurs, consommateurs, etc.) via des actions de promotion et de communication : la connaissance et la diffusion du système des IG est le gage de sa réussite et de sa pérennisation.

Keywords: Protection internationale, comparaison, culture juridique IG

*Speaker

'Rooibos' / 'Red Bush': The first African GI included in the EU Register.

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On 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). This was the culmination of a long and complicated process driven by multiple role players.

'Rooibos' is an herbal tea from the plant *Aspalathus linearis* which only grows in the South-Western Part of South Africa. The GI journey of Rooibos started in 1992 when a South African company registered 'Rooibos' as a trademark in the United States of America (USA). In 2001 a USA company obtained this trademark and immediately demanded royalties on all rooibos products exported to the USA. Although the matter was subsequently settled out of court, it underlined the danger of usurpation, value of obtaining GI protection and forced the industry to establish the SA Rooibos Council (SARC). In 2012 a French company also attempted to *inter alia* register 'Rooibos Tea' as a trademark, but was successfully opposed by the Industry.

Over the period 2005 to 2008 a multi-national project, funded by DURAS (a joint GFAR-Agropolis International initiative), analysed six potential GI in South Africa and Namibia. As part of this project, with the support of SARC, Rooibos as a case study was analysed, its unique characteristics documented and a draft product description developed. As this was an interactive and participatory project, the general buy-in of producers and processors were obtained from the start and the GI characteristics approved at an Annual General Meeting of SARC.

Although the case for the registration of a Rooibos GI was very clear, no appropriate valorisation system existed in South Africa. Hence, domestic protection was only obtained in September 2013 and (along with Heuningbos, Karoo Meat of Origin and 102 wines) it was included in the GI Protocol of the Economic Participation Agreement (EPA) between the EU and Southern African states in July 2014.

The Rooibos Industry took the next step and, for the following reasons, in August 2018 applied directly for further protection from the EU:

- a) PDO status and acronym in all EU languages.
- b) High consumer-recognition of PDO logo.
- c) Proof of protection.
- d) Improved publicity and enforcement access of the Register.
- e) Direct rather than negotiated right for producers.
- f) Ease of application for further GI protection.

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Lessons learned through the DURAS project and subsequent activities, includes the:

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

Keywords: Development of a GI

L'internationalisation des Indications Géographiques : de l'utilité d'une perspective d'analyse comparative multi-niveaux.

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La reconnaissance des Indications Géographiques dans le cadre des accords sur droits de propriété intellectuelle (ADPIC) de l'Organisation mondiale du commerce (OMC) en 1995 est à l'origine de l'internationalisation de cet instrument juridique, auparavant surtout utilisés par les pays d'Europe du Sud. Permettant de protéger et valoriser la réputation d'un produit ainsi que les savoirs et savoir-faire des producteurs, liés à une origine et un territoire donné, les IG ont été adoptées par un nombre croissant de pays. Ainsi, ces 25 dernières années, de nombreux pays se sont dotés d'un cadre juridique et institutionnel permettant l'enregistrement et la protection des IG pour des produits à la fois agricoles, alimentaires et de l'artisanat. Les dernières recensions font état de 8 127 IG enregistrées au niveau mondial, dont 3 836 en Europe et 3 084 en Asie (OriGIn, 2020).

L'internationalisation des IG pose un double défi analytique et praxéologique. En effet, comment analyser et rendre compte des effets – souvent multiples - d'un instrument mis en œuvre dans des contextes institutionnels (réglementaires, économiques, culturels, politiques) variés, et de surcroît, impliquant une diversité d'acteurs ? Comment comparer des configurations rassemblant des objets, des énoncés scientifiques, des normes, des décisions réglementaires et des mesures administratives, depuis l'échelle locale des terroirs de production, aux territoires nationaux, régionaux et internationaux de régulation et d'échanges ? Quelles leçons en tirer pour concevoir ou appuyer des processus de création d'IG qui soient effectifs ?

En croisant les perspectives gestionnaires qui analysent l'action collective par les instruments (Aggeri et Labatut, 2010) et les perspectives d'économie politique internationale, qui lisent l'action collective par les " régimes internationaux " (Krasner, 1983), cette communication propose une perspective originale d'analyse des IG. L'objectif étant d'articuler la compréhension fine des différentes dimensions de l'instrument (matérielles, intentionnelles et organisationnelles) dans son rapport au champ d'instrumentation avec, celle plus macro, des " contextes " ou des cadrages (normatifs, institutionnels, cognitifs) saisis à l'aune du concept de régime international. Cette perspective, appliquée une série d'études de cas d'IG, choisis dans le détail pour rendre compte de la diversité des configurations, se propose d'enrichir la discussion sur l'analyse sur la gouvernance des IG et leurs impacts dans une perspective comparative.

*Speaker

Keywords: Instrument, Action collective, Régime International, Indications Géographiques, Approche comparatives

C.1 Nature of GIs (1): Key Concepts

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

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Etymologically related, the concepts of *terroir* and *territoriality* display divergent cultural histories. While one designates the palatable characteristics of place as a branded story of geographic distinction (*goût de terroir*), the other imbues the soil with political meaning, defensible boundaries, and collective entitlement. This presentation traces the production of GIs in contested spaces across political borders. Tracing the ascent of terroir as an organizing principle for the global wine culture and food industry, I examine the intersection of political geography, national identity, and cultural locality in the production of edible authenticity. Border wine regions such as Tokaj between Hungary and Slovakia, the Judean Hills and South Mount Hebron in Israel and Palestine, and the former Cold War buffer zone between Bulgaria and Greece illustrate the articulation of terroir as a story of border-crossing. Beyond the essentialization of terroir as "nature" and the contested politics of territory, I identify three formations of the terroir-territory connection: (a) *territorialization of terroir*, (b) *terroir-ization of territory*, and (c) *terroir expansion*. In the case of "border wines" strategies of boundary- and terroir-making highlight the creative agency of GI producers across political territories.

Keywords: wine, terroir, territory, border wine, Israel/Palestine, Central Europe

*Speaker

Pour une consécration de la notion de ” produits igéables ” en contexte africain : Un moyen pour atteindre un but sans bruit.

Estève Degla * ¹

¹ Agence Nationale de la Propriété Industrielle du Bénin (ANaPI) – Benin

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 écoulé trop d’années...

Concept relativement nouveau et seulement récemment tutoyé dans certaines parties d’Afrique, les indications géographiques laissent encore en rade de nombreux pays du continent.

Un postulat...

L’on pourrait croire que comme le diamant, l’or ou le pétrole, ils n’en circulent point dans certains pays, mais à la vérité, chaque pays possède des produits qui doivent leur qualité à la région où on les retrouve.

Pour s’en convaincre, il suffit de faire l’autopsie par exemple de l’Attieké des Lagunes en Côte d’Ivoire, du Fromage Peuhl Wagashi au Bénin, du Riz de Kovié au Togo, pour se rendre à l’évidence que ces produits du terroir (non encore IG) présentent des spécificités à nul autre pareil. On pourrait citer d’autres exemple à l’envie dans bien d’autres pays africains.

L’igéabilité, une salle d’attente et un moyen d’évaluation des IG

Lorsqu’on recrute un employé dans une entreprise, on veut parfois se rassurer de son efficacité au moyen d’une période d’essai. La valorisation des produits à fort potentiel IG, que nous qualifions de façon sans doute un peu arbitraire, ” produits igéables ”, peut être un moyen de faire émerger des IG provisoires, de faire mieux connaître des filières pas assez connues et d’évaluer leur viabilité.

L’igéabilité, un prétexte pour aller plus vite et peut être plus loin...

Commercialiser des produits sous le sceau de ” produits igéables ” peut avoir le double intérêt de permettre aux producteurs de vite avoir un titre, même s’il est provisoire et révoquant, et au consommateur de tester ces produits et son consentement. Ce serait surtout faire participer le consommateur à la décision d’accorder ou non une IG définitive...

*Speaker

Keywords: igéabilité, produits igéables

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

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Inclusion is a great worth of our time, addressing inequalities within our societies. It legitimately becomes a permanent injunction for public policies. However, we observe that, beyond the exclusive use of the protected name, exclusion plays a core role in designing and implementing geographical indications (GI).

What role does exclusion play in the conception of GI? Should we track down any form of exclusion and seek to eliminate it? We aim to answer these questions by mobilizing our large experiences on GIs.

Analyzing GIs, we observe a series of exclusions. In the productive sphere, the specifications frame the conditions producers must respect. At first, the area delimitation introduces a boundary among neighboring producers. Then choosing rules for product elaboration lead to exclusions among producers with (i) resources whose access may be unequal and (ii) practices chosen among those present locally. In addition, GI governance modalities can constitute internal barriers against some types of producers (small producers, poorly organized or dispersed) in favor of others more powerful or with higher social capital. In the consumption sphere, exclusion arise from (i) the price level GI food is sold selecting the buyers and (ii) the targeted markets generally outside the production area depriving the usual local users of these foods and affecting their cultural affiliation.

Is removing all these exclusions in the name of inclusion making sense? It seems necessary to distinguish exclusions necessary for the functioning of any place-based sign and harmful exclusions endangering coherence of the GI cohesion and solidarity of local actors. Delimiting an area is a necessity and including the neighbors would ultimately lead to making the name generic. Similarly, setting production rules helps to give food its unique characteristics and if the

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rules were too weak in order to be more inclusive, they could no longer provide the guarantees essential to the food recognition. In addition, in order to ensure purchase by as many people as possible, one can seek to maintain low prices, which implies reducing requirements for reducing costs or make economies of scale by concentrating production in very large units. GIs doing so adopt the least demanding rules and their justification is the weakest.

At the opposite, delimiting a too small area, or choosing scarce resources and very demanding practices in non-mechanizable work without worrying about the viability of production units, or exporting all GI product outside the area depriving local connoisseurs, may be all forms of fragility. Thus, pushing the necessary exclusions to excessive levels jeopardizes the GI system in the long term. The ambition linked to GIs should lead to adequate measures for ensuring good internal inclusion in the area, for example by supporting producers ready to gradually implement stronger rules. Similarly, governance can also target local consumers, children in canteens, fairs and markets in the area for enhancing food typicity.

Finally, exclusion in GIs should be thought both as an absolute necessity ontologically linked to any origin sign and as a regulatory requirement at the heart of governance ethical issues.

Keywords: Exclusion, governance, collective rules, targeted markets, local customers

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

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L'IG confère un droit exclusif d'usage d'un nom (un nom géographique ou un nom qui renvoie à un lieu) au bénéfice de tous les produits répondant au cahier des charges. Ce droit exclusif est justifié par la réputation de l'IG, création d'un collectif localisé, ce qui en fait un droit intellectuel. Un logo peut être utilisé pour faire connaître auprès des consommateurs que ce nom est une IG, que ce soit un logo particulier au produit en question, également utile pour assurer la traçabilité, ou d'un logo national officiel s'appliquant à toutes les IG du pays.

Par exemple, en Europe, les logos officiels rouge (AOP) et bleu (IGP) sont obligatoires. Les pays d'Asie, d'Afrique et dans une moindre mesure ceux d'Amérique latine ont également mis en place des logos officiels au niveau national.

Mais, contrairement aux logos d'autres standards volontaires comme l'agriculture biologique ou le commerce équitable, ce logo national IG ou le logo spécifique au produit n'est pas l'objet même de la protection, qui est la dénomination du produit, mais un instrument supplémentaire de signalisation et de garantie, optionnel, devenu usuel suite à l'influence des autres certifications, et de la concurrence entre différents labels.

Or, on assiste à un glissement de la protection de la dénomination objet de l'IG vers la seule protection du logo, logo du produit ou logo national IG. Premièrement, on assiste à des réglementations d'usage du logo qui dépassent en exigence le contenu de la loi IG. Ensuite, en particulier en Asie, lors du contrôle des possibles fraudes et imitations sur les marchés, les autorités publiques compétentes n'appliquent leur vigilance qu'aux produits utilisant le logo... laissant alors l'usage de la dénomination libre sur les marchés, y compris pour désigner des produits qui ne respectent pas le cahier des charges ! Les autorités compétentes justifient cette pratique à la fois par la difficulté matérielle de contrôler tous les usages du nom mais surtout en raison de leur sentiment d'illégitimité à interdire un usage du nom à des producteurs habitués à l'utiliser, dans un contexte State-driven top-down approach où très peu de producteurs sont associés à la démarche IG. C'est ainsi tout ce concept même de droit intellectuel sur un nom, reposant sur la création de la réputation d'un produit en un lieu donné par un collectif localisé dont les règles communes de production permettent cette réputation qui est mis en danger. Avec le risque d'une IG - logo devenant une simple marque - club, loin des enjeux de développement territorial attendus ! Il apparaît donc urgent de réaffirmer la réservation du nom, qui va de pair avec la

*Speaker

dimension endogène de l'IG, c'est-à-dire un cahier des charges établi par un groupe représentatif de l'ensemble des acteurs impliqués dans le produit IG.

Keywords: logo, nature juridique, protection des IG

Questioning the global diffusion of GI as a policy model: lessons from the implementation of Café de Galapagos GI (Ecuador)

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Geographical Indications (GIs) are increasing worldwide, as they are supposed to allow for better protection of agro-food heritage and to stimulate rural development. In Southern and developing countries, this growth is often supported by Western countries or institutions, offering their know-how in that matter while also defending their own economical and political interests. For instance, Ecuador has proceeded since 2009 to develop GIs through assistance from a French institution, the National Institute of Origin and Quality (INAO), thus adopting French models for its GI laws, regulations, and specifications for products and productions practices. Under this initiative, the country has established six recognized GIs.

Ecuador is thus a good case to interrogate the way GIs are adapted and implemented from Western to Southern countries, and to analyse their local effects. In this paper, we propose to use the Ecuadorian GI "Café de Galápagos" as a case study to explore the global diffusion of GI as a policy model for protection of agro-food heritage. We describe the controversial results of an international policy transfer in this domain of rural development.

In order to do this, we use data collected at two levels of policy implementation: 1) at the macro-level of Ecuador's legal context, membership in regional and international governance bodies and institutional structure of GI management; and, 2) at the micro-level through an in-depth exploration of the implementation of a GI label protecting coffee grown on the Galápagos Islands. These data were collected by means of interviews, documents analysis, and direct observation through several fieldwork periods in Ecuador, with respondents from national institutions in Quito and coffee producers, processors, and retailers in the Galapagos Islands.

In this paper, we show how the establishment of Ecuador's GIs was shaped by the country's

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historical agricultural policy orientation towards competitiveness in export commodities sectors such as coffee and cacao. We underline how the blanket adoption of a European model for management of the Galápagos coffee GI failed to consider the islands' heritage, the challenges of the Galápagos coffee sector, and the capacity of the collective producer organization to manage production and commercialization under the label. This example clearly highlights the need to consider cultural, political and social constraints in the definition of GIs so that they can play a role as rural development tools.

Keywords: Galápagos coffee, policy model, transfer, Ecuador

Complexities in interesting New World producers in Old World GI customs

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There are some well-known global divisions in the level of interest in geographical indications (GI). "New World" countries – Argentina, Australia, Brazil, Canada, just to start alphabetically – are less supportive of strong GI protection than European countries and India. Within Europe, Mediterranean countries are much stronger advocates of GI systems than their Nordic and North Atlantic neighbors. These differences are often traced to self-interest – Mediterranean countries being home to many of the most famous geographical names for foodstuffs and New World countries being populated significantly with immigrant communities who came from those same areas.

But there are other complexities in trying to interest New World producers in GIs and, concomitantly, any legal regime that offers GIs strong protection. These may include differences in forms and levels of entrepreneurship as well as desire for diversification. For example, in the past twenty years the United States has seen an explosion of artisanal cheesemaking. One might reasonably think that would significantly increase interest in GIs and their protection, but it does not appear to have done so.

Another complexity for "New Worlders" is that many New World geographical names, either famous by themselves or known for agricultural production, trace back to indigenous communities – Jujuy, Kaurua, Maipu, Miami, Nantucket, Okanagan, Peramangk, and scores more. The proper, respectful use of these geographical names by principally non-indigenous producers is a complex social, ethical, and political issue that has no parallel for Mediterranean countries where GI protection first flourished.

This talk is a first attempt to look at these puzzles.

Keywords: GI New World

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C.2 Nature of GIs (2): sui generis and other legal forms

An examination of the legal framework for origin-linked goods in Zimbabwe: Producer perspectives on legal protection for Chipinge coffee

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Zimbabwean coffee, known among coffee aficionados as Chipinge coffee has re-emerged on the global market. Nestle, in collaboration with an international non-profit organisation called TechnoServe, has committed to send agronomists to offer training to hundreds of small-scale coffee farmers in the Eastern Highlands of the country. This is part of the project ‘Reviving Origins’, launched to restore coffee farming in areas where production had declined. In 2018, Nestle introduced a limited edition of the Arabica coffee known as Tamuka mu Zimbabwe. The coffee is attracting a niche market but has no specific brand for identification, apart from the one used by Nestle. This raises questions concerning the prospects of trademark and geographical indication protection for the coffee. The research investigates the scope of the legal regimes within the context of Chipinge coffee. Zimbabwe has broadly, two approaches to protection of origin-linked goods; the trademark system and a geographical indications law. Though the concepts for trademarks and geographical indications rely on largely the same economic rationale, there are differences in how they are implemented. In Zimbabwe legal protection can fall under the four categories: trademarks, certification marks, collective marks, and geographical indications. Using Chipinge coffee as a case study, the key objective of the research was to highlight the advantages and limitations of each system, ascertain from coffee farmers whether such legal protection would be advantageous or disadvantageous, and whether they would generally be willing to participate in such a scheme. Currently there is no local origin-linked good that has been registered and the research was exploratory. It was composed of an analysis of the legal framework and fieldwork which involved interviews with key stakeholders, including small scale coffee farmers in Bvumba, located in the Eastern Highlands of Zimbabwe. Key observations from the research are that capability to distinguish/distinctiveness is essential for protection under the trademark system. That poses challenges where a geographical name is used, as geographical names *per se* cannot be registered as trademarks, the proviso being only if the word or name contains an additional essential element that makes the intended significance clear beyond doubt. With the geographical indications law, an indication, however expressed can be registered if it 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. The definition is thus broad in terms of the subject matter of protection (any product) and identification element (indication however expressed - sign, letter, symbol, place name etc). In addition, it emerged from the research that the farmers viewed a trademark or geographical

*Speaker

indication scheme as a marketing strategy in new and existing markets, thus the focus on the legal form of protection was not a major consideration. The farmers also emphasised preference for a scheme which enabled all of them to participate, thus a collective form of legal protection.

Keywords: legal protection, trade mark, sui generis, marketing

Protecting GIs through EU collective marks

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In November 2020, the European Commission released the Intellectual Property Action Plan⁽¹⁾ and the Revision of the EU geographical indications (GIs) systems.⁽²⁾ It considers creating "an efficient and transparent EU GI protection system for non-agricultural products". So far, no unitary GI protection exists for non-agricultural geographical indications (hereinafter: non-agri GIs). Rather, at EU level, producers of non-agricultural products with a link to a territory can only seek protection under the collective mark system.⁽³⁾

In this paper, I focus on whether the current EU collective mark system offers a viable and long-term alternative to protecting non-agri products. The paper will address three elements of the system that currently 1) are not in compliance with the TRIPS Agreement, 2) do not safeguard the representation of the interests of all producers, and 3) do not offer protection against confusion as to geographical origin. Solutions will be proposed.

First, the EU collective mark system does not stipulate criteria that require the quality, characteristics or reputation of the good to be linked (or essentially attributable) to a specific territory. This, however, is required under the TRIPS Agreement.

Second, the concept of the proprietor for collective marks is not sufficiently defined. The EU Trade Mark Regulation sets out that an association of manufacturers, producers, suppliers of services, or traders can register a collective mark.⁽⁴⁾ Two problems are related to this. In practice, not only associations but also individual companies have registered collective marks. Another problem is that the Regulation does not require applicants to represent the interests of all potential producers. This, however, means that the applicant who determines the product specifications potentially can exclude the interests of certain producers.

Third, the CJEU in the Darjeeling case highlighted that the purpose of a collective mark for a geographical indication is different from the function of a GI: it distinguishes goods or services of members of an association from those of other undertakings, and it does not distinguish goods according to their geographic origin.⁽⁵⁾ This means collective mark holders could not claim that consumers are confused about the geographical origin of products where other signs use the geographical name. This triggers the question as to whether collective marks then are the adequate tool under the trade mark system, or whether certification marks would be better suited. Their purpose is not to distinguish goods coming from members of an association, but to distinguish goods or services which are certified from those that are not.

(1) European Commission, Intellectual Property Action Plan, Ref. Ares(2020)3662148 - 10/07/2020,

*Speaker

available at <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12510-Intellectual-Property-Action-Plan> (07/01/2021).

(2) European Commission, Inception impact assessment, Ref. Ares(2020)6037950 - 28/10/2020, available at <https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/12778-Geographical-indication-protection-at-EU-level-for-non-agricultural-products> (07/01/2021).

(3) At the national level, protection for non-agricultural products is available under different schemes, such as unfair competition law, national appellation of origin and GI regimes, certification marks and collective mark regimes.

(4) Regulation (EU) 2017/1007 on the European Union trade mark, Art. 74(1).

(5) Judgment of 20 September 2017, C-673, 674, 675/15 P, The Tea Board – Delta Lingerie (DARJEELING), para 63.

Keywords: collective marks, European Union, geographical indications, Darjeeling, TRIPS Agreement

LA ESPECIALIDAD TRADICIONAL GARANTIZADA O LA INDICACIÓN GEOGRÁFICA PROTEGIDA COMO ESQUEMAS DE CALIDAD PARA LA TUTELA DEL JAMÓN SERRANO

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La presente comunicación tiene por objeto el análisis de cuál es la protección más idónea del jamón serrano entre los diversos esquemas de calidad diferenciada. La cuestión -que no es, ni mucho menos, pacífica- plantea uno de los debates de mayor actualidad en la industria cárnica española.

Concretamente, la disyuntiva versa entre el mantenimiento de la especialidad tradicional garantizada -ETG- o la opción por la indicación geográfica protegida -IGP- como medio para la tutela y promoción del jamón serrano. La primera de ellas, vigente desde finales del pasado siglo, ampara, como signo distintivo de calidad, aquellos nombres que describen un producto o alimento específico resultado de un método de producción, transformación o composición que correspondan a la práctica tradicional aplicable al mismo, o esté producido con materias primas o ingredientes utilizados tradicionalmente. La segunda, solicitada hace cinco años para la protección del jamón serrano y todavía pendiente de resolución, comprende los nombres que identifican a un producto originario de un lugar determinado, región o país, que posea una calidad determinada, una reputación u otra característica que pueda esencialmente atribuirse a su origen geográfico y de cuyas fases de producción, una al menos tenga lugar en la zona geográfica definida.

El fundamento principal del cambio de la ETG a la IGP no es otro sino la limitación territorial de la protección de modo que el nombre "jamón serrano" quede reservado, exclusivamente, para aquellos jamones de España que reúnan las características indicadas en el pliego de condiciones. Frente a dicha pretensión, sin embargo, se alzan tanto productores externos -en su mayoría, de Portugal- como internos que creen que tal modificación perjudica a otras IGP nacionales relativas al jamón -*ad. ex.* Jamón de Trévez o Jamón de Serón-.

Por tanto, el presente trabajo, tras una exposición del estado de la cuestión, centra su estudio, desde un punto de vista jurídico, en la valoración de cada uno de los argumentos a favor y en contra de la anulación del nombre "jamón serrano" como especialidad tradicional garantizada y su inscripción como indicación geográfica protegida.

*Speaker

Keywords: jamón serrano, indicación geográfica, especialidad tradicional garantizada, origen.

Politics, regulations, contestation, and self interest in the struggle to register Karoo Lamb as a GI in South Africa

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The intellectual work on Geographical Indications in South Africa was initiated in 2006 when a French funded project on agricultural and food products in South Africa with GI attributes was implemented in collaboration with South African partners. The project identified a short list of three products with true GI attributes: Rooibos, Karoo Lamb and Honeybush. The three products have encountered different issues in their journey to full GI registration. In this paper we specifically consider the legal, regulatory, and consultative processes to get Karoo Lamb registered as a GI in South Africa – which has been ongoing since 2012. The paper provides an historic record of the various attempts to get official registration of the Karoo Lamb GI and document the opposition to the registration of the Karoo Lamb GI. We also highlight the inconsistent application of existing government regulations related to food labelling and agricultural product standards. This unfortunately contributed since 2011 to the proliferation of private Karoo Lamb brands and quality marks while the process to pilot the Karoo Lamb GI was already in place. As a result, deception, lack of control and eventually a total watering down of the reputational value of Karoo Lamb materialised.

The paper describes the implementation of the certification scheme for Karoo lamb as a collective initiative to implement GI principles in the absence of government regulations to protect GIs. It furthermore describes the various attempts to obtain government protection; first under the Merchandise Marks Act in 2013 and then two attempts under the new GI regulations of 2019 gazetted by the Department of Agriculture. We also illustrate how the certification scheme was recognised as a GI by the EU and included in the addendum to the Economic Partnership Agreement between the EU and South Africa.

The paper highlights the inconsistent application of legal opinions and interpretations in the Karoo Lamb producers' quest to get GI protection and show how retailers and some Karoo farmers are trying to prevent GI registration. The paper shows that that the GI concept is still not well appreciated in South Africa largely due to the existing the system of intellectual property rights, which vests all rights in the hands of individuals or individual companies. As a result, there is limited appreciation for the value of collective brands, certification marks and GIs per se. In addition, there seems to be considerable mistrust and confusion amongst producers and abattoirs about the role of GI organisations and their role in helping individual entrepreneurs expand their business to protect the reputational value of a GI product to get their product to high-end markets nationally and internationally.

*Speaker

Keywords: Governance, regulations, reputation, GI registration

GIs, Collective and Certification trade marks in EU – different regimes, choices and outcomes

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It is important to understand the different legal frameworks in the EU that exist for GIs and trade marks. The framework for trade marks provides for individual, collective and certification marks. The EU GI legal framework distinguishes between Protected Designations of Origin (PDOs) and Protected Geographical Indications (PGIs). To know whether choosing the one legal framework over the other will provide the same or different results or benefits, it is important to understand each of these rights as they are defined in the EU today. Firstly, GIs are meant to identify a product by its name. This is in contrast to the essential function of trade mark as indicating a commercial origin. Secondly, GIs are described as collective public rights because they belong to the regions to which they are intrinsically linked i.e., a GI cannot be removed from the area with which it is linked. Thirdly, GIs require product specifications. Finally, GIs are being regulated by third party controls. Hence, to have a GI one needs to have a designated geographical area, a specific product and most importantly a link between the two. The link requires that the designated geographical area should have some form of influence on the specific product. The strength of this link will determine whether one deals with a PDO or a PGI in the EU.

Keywords: GIs sui generis, Trademarks

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C.3 Nature of GIs (3): heterogeneity and protection

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

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The OIV is an intergovernmental organisation of scientific and technical character created in 1924. We currently count 48 members states, which are responsible for more than 80% of worldwide production of wine and for over 65% of total world wine consumption. Wine sector has been at the origin of the development of the systems of recognition and protection of appellations of origin and geographical indications, and contributed considerably in their international acceptance and promotion.

We would like to present a historical overview of debates that took place in the OIV since its creation in 1924. We will present the evolution of the definitions, recommendations regarding protection and recognition, the link with other intergovernmental debates on protection of intellectual property.

The OIV is ins a constant process of revision of these two main concepts. While being a major actor in their development and promotion, our organisation needs to keep concepts agreed for wine sector in line with main international agreements. We have recently adopted (2021) new updated definitions of a Geographical Indication and an Appellation of Origin in th vine and wine sector. The new definitions are based on the TRIPS agreement and on the Geneva act of the Lisbon agreement and reply to major concerns of our sector.

Finally, we will illustrate the evolution of the link to the geographical origin of a product over the last decades: from an appellation of origin, to international definition of "terroir" and finally, the role of the link to the place of elaboration in the overall sustainability of production systems.

Keywords: OIV, intergovernmental organsiation, wine, definitions

*Speaker

Variability in the conceptual bases of Geographical Indications products: causes, consequences, possible evolutions

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2

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Geographical Indications (GI) are official signs that indicate that a product has "a" certain specific quality linked to the territory of origin. However, the implementation of the CGI does not offer full guarantees in that regard. The findings of ambiguities in the regulations and above all, of their interpretations (Sylvander and Barjolle, 2000), entail a huge variability of qualities communicated under the great umbrella of the GI, with risks of misleading customers.

What is the essence of the GI? In principle they communicate the presence of "a" quality (objectified and symbolic) built locally in the course of history. That quality should be identifiable and correspond to what local society assumes as its own. The criteria on which is based the recognition of CGIs should be stable, shared and known by the different countries. However, there are strong differences in the criteria used for such a recognition. To what extent a rating system that has no equivalence, neither conceptual nor practical, among countries should be considered reliable? To what extent is a global system that benefits countries with low levels of requirements to recognize CGIs appropriate? What are the main reasons for these drifts in the recognition process and what are the possible corrections?

From our experience as researchers, members of recognition devices and companions in processes of construction of recognition applications, we compared the ideal provision of GI positive effects with real cases issues. We consider that the technical, commercial and political ways to build specifications provide the three sources of such drifts.

At a technical level, ambiguities come from the regulations themselves, especially under the PGI (but not only). One of the main difficulties is the consideration of reputation as a sufficient element to support a differentiation through PGI. In other cases, it is due to the consideration (or not) of human factors as essential. The diversity of interpretations of these elements partly explains the large range of products including a low degree of specificity in their quality and a weak link with their territory. In other cases, the weakening of the link with the territory and the trivialization of quality are due to an indiscriminate incorporation of exogenous technologies into the territory. At the commercial level, adjusting to the desires of certain niche markets can lead to a loss of specific quality and local society appropriation. At the political level, the drifts

*Speaker

come from the pressures that can be exerted for a product to be recognized by GI, even if there are no sufficient bases that justify it.

From our perspective, these drifts weaken the system, inducing loss of credibility and negative effects at the territorial level. Faced with such drifts that jeopardize the system, our reflection is oriented to propose possible ways of reorganization, in which situations that do not respond to the requirements of GIs are redirected towards other devices such as public or private territorial brands. This would contribute to achieving a more objective and reliable system, in view of ensuring its perennation.

Keywords: Drifts, Geographical Indications, corrections

Innovating the link to origin: is there a difference between PDOs and PGIs?

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Aim of this contribution is to analyze the relationship of geographical indications (GIs in short) with culture and innovation.

The impact of tradition and culture in the "quality, reputation, or other characteristic" of geographical indications is commonly used to justify the higher protection granted them when compared to other non-GI products. For this reason, any action loosening the link with the territory creates criticism regarding the enhanced GI protection.

Innovation, in particular, seems to be in conflict with the concept of GIs as traditional products. The amendments represent a change in the product specifications, the rules that producers have to comply with to be entitled to use a GI logo, due to the evolving natural conditions of the place and a change in the socio-economic dimension that oblige producers to adapt to the new environment.

This contribution aims at understanding the reasons why GIs are amending their link to origin and their content. In addition, this contribution wants to explore whether there is a difference between Protected Denominations of Origin (PDOs) and Protected Geographical Indications (PGIs) when it comes to the type of amendments or their consequences for the link to origin, in terms of making the link more or less flexible for producers. The methodology consists in an empirical analysis of the amendments to the single documents for processed meat products (product class 1.2) available on the e-Ambrosia Database, chosen for their twofold link based on raw materials and production process.

The analysis reveals that PDOs, despite the broad exception under Art. 5 (3), do not limit the geographical origin of raw materials, while some PGIs allow raw materials to come from a larger area. PDOs adopt stricter requirements for the characteristics and use of raw materials, in particular concerning feed, weight and age of the animals, and the characteristics of meat and other ingredients. On the contrary, PGIs tend to amend the above-mentioned sub-categories granting more flexibility to producers. Besides, the analysis shows that there is no difference between PDOs and PGIs concerning the method of production, both PDOs and PGIs have been amended providing a higher degree of flexibility to producers.

The methodology adopted in this research could be extended to other categories of products, providing a more complete picture of whether and how the difference between PDOs and PGIs is impacting the amendment of the link to origin.

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Keywords: Innovation, Product Specifications, Amendments, Qualitative Content Analysis

Empirical Investigation of Fraud and Unfair Competition Practices in France and Vietnam: Actors, Types and Drivers

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The primary function of GIs is to protect the consumers and producers' interests against fraud and unfair competition practices. This paper investigates the actors, types and drivers of fraud and unfair competition practices in five case studies in France and Vietnam. It shows how fraud practices may derive from both inside and outside the GI system. Within the GI system, many reasons may contribute to fraud practices, including low awareness, conflict or misunderstanding among GI stakeholders, as well as the lack of transparent and efficient quality controls. Outside the GI system, fraud and unfair business practices primarily stem from the commercial success of origin names.

Keywords: Fraud, Unfair competition, Enforcement, Vietnam, France, Empirical research

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A Model of Geographical Indication's Product Specification for ASEAN Member Countries

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Until present, ten member countries of The Association of Southeast Asian Nations (ASEAN) have different legal means to protect Geographical Indications (GIs) in their national levels. So far, only two of them have ratified Geneva Act of the Lisbon Agreement. However, all ASEAN countries have also been members of the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs Agreement). So, the difference can be derived from the TRIPS Agreement.

Art 22.2 (a) of TRIPS Agreement substantiates that: *"... in respect of GIs, members shall provide the legal means for the interested parties to prevent the use of any means in the designation or presentation of a good that indicates or suggests that the good in question originates in a geographical area other than the true place of origin in a manner which misleads the public as to the geographical origin of the good"*. Requirement in the aforementioned article to provide 'the legal means' for GI protection in TRIPS member countries infers a flexible option. Consequently, ASEAN member countries have established 4 different models of GI protection in their national levels.

Brunei Darussalam and the Philippines protect GI under the general Trademarks protection system, especially Collective Marks and Certification Marks. On the other hand, Cambodia, Indonesia, Thailand and Lao PDR protect GI by creating sui generis protection systems. Malaysia, Singapore and Vietnam provide dual protections for GI: under Trademarks system and special law/regulations on GI. Quite differently, Myanmar chooses to protect GI by establishing a sui generis GI sub-protection under the general Trademarks protection system.

Interestingly, IP cooperation between ASEAN members has been leading to the share interest of having similar standards of GI product specification, thanks to the support from European Union. This trend would make GI registrations between ASEAN members easier, because even though the national legal means of GI protection may vary, the substantive protected elements in the GI product specifications would be similar or even the same.

Using descriptive juridical method and comparison study to analyze the qualitative data obtained from desk and virtual research, this paper would explore a model of single standard GI Product Specification that may be applicable in the different legal contexts of ASEAN member countries.

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Keywords: model, Product Specification, Geographical Indication, ASEAN

An unequal world for GIs in the Domain Name System

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WIPO's report of the Second Internet Domain Name Process ("the 2nd report") released in September 2001 excluded GIs from the purview of recognized prior rights in the domain name process. GIs are, therefore, excluded from the Uniform Dispute Resolution Policy (UDRP) of ICANN (Internet Corporation for Assigned Names and Numbers) and are left to the whims of arbitral panels for domain names disputes. It is to be examined if the 2nd report still holds valid at a time when GIs are creating ripples in social and economic development and coming to the forefront as a tool aiding to achieve sustainable development goals (SDGs).

Both GIs and trademarks perform a similar brand function, namely, help consumers distinguish products in the marketplace for making informed decisions. While trademarks identify the commercial origin of products, GIs identify geographical origins that guarantee certain qualities, characteristics and reputation associated therewith.

In today's world, GIs are hard to ignore as there is considerable evidence around the globe of the emergence of GIs as an IP right in their own stead. While trademarks may be ahead of GIs in volumes, GIs have the unique power to qualitatively impact and uplift communities and result in development. Unlike trademarks that enrich corporations and private individuals, GIs have the power and potential to affect the development of communities positively and expansively.

The stakeholders of GIs are already at the receiving end of many odds including the lack of a uniform system of protection, discrimination meted out to GIs that are not for wines and spirits etc. Most recently, climate change has added to the woes of stakeholders of GIs. The last two years saw the world rapidly turning digital. If GIs continue to be kept out of the domain name system, it would result in aggravating the already mounting frustrations of producers and right holders. Such differential treatment to GIs is incongruent in the face of the progress undergone by GIs since 2001. Besides undermining the livelihood of millions of stakeholders of such products, it would also dilute cultural and historic moorings of many GIs around the world. Unless GIs are let into the hall of the domain name system as an IP right that must be protected from misappropriation, they will never have a level playing ground. Future discussions and policy decisions concerning the inclusion of GIs in the dispute resolution policies of domain names system must, therefore, be truer, fairer and more inclusive.

I propose to examine some decisions of arbitral panels around the world to see how domain name cases involving GIs are adjudicated, examine if there are any trailblazers in this area despite the prevailing policies of ICANN and call for immediate action to end this discriminatory treatment meted out to GIs.

*Speaker

Keywords: GIs, Domain Names

D.1 Governance of producers organisations, horizontal coordination, social capital, etc

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

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La bonne gouvernance d'un réseau de parties prenantes impliquées dans les indications géographiques (IG) est un élément essentiel de la réussite des IG. Toutefois, les intérêts divergents au sein de ce réseau multi-acteur peuvent favoriser des situations de conflit suffisamment fortes pour entraver le processus de configuration des indications géographiques.

Au Brésil, la gouvernance d'une Indication Géographique est mise en place par l'institution qui en est détentrice et représente légalement les producteurs d'un produit pour un territoire bien délimité devant l'Institut National de Propriété Industrielle brésilien. Premièrement, la gouvernance prend la forme d'un comité de gestion qui prend des décisions, collectivement, et élabore le cahier des charges du produit, les modes de contrôle du label de qualité, etc. Deuxièmement, la gouvernance intègre d'autres institutions qui soutiennent la démarche du territoire d'origine, de la sorte qu'il s'établit un réseau de soutien à l'IG. Cet étude propose une analyse des forces et faiblesses de ces dispositifs de gouvernance des Indications Géographiques à partir des cas particuliers de l'état de Bahia et des IG de farine de manioc brésiliennes au Nord du Brésil et au *recôncavo* baianais. La bonne gouvernance d'un réseau multi-acteur impliqué dans l'IG est un élément essentiel du succès de l'IG.

La gouvernance des IG est souvent l'aboutissement d'un travail en réseau impliquant des agriculteurs familiaux ou producteurs, des institutions d'enseignement et de recherche, des dispositifs d'extension rurale et d'organisations étatiques. En ce sens, il convient de souligner l'accent mis sur les relations que les organisations collectives et sociales de producteurs entretiennent avec ces réseaux de soutien aux IG.

L'étude a examiné la relation entre les organisations des producteurs avec ce réseau de soutien des IG dans les chaînes de production de Littoral Sud de cacao, du Café du Ouest, de la cachaça Abaíra et du projet d'IG farine de manioc Copioba, à Bahia. En outre, elle a couvert

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les IG accordées pour les farines de manioc de la région Nord du Brésil (IG Cruzeiro do Sul, IG Uarini, IG Bragança), en observant les facteurs de succès et les défis auxquels ces IG sont confrontées après leur obtention. Ce travail intègre une recherche doctorale et un projet d'extension universitaire mené à l'Université fédérale de Bahia, tous deux en cours.

L'analyse initiale a révélé que les cas de gouvernance les plus réussis avaient lieu dans des organisations d'agriculteurs dont l'ancienneté date d'avant la sollicitation de l'IG, les réseaux mieux structurés constituant un élément central pour le maintien et la promotion de l'IG. En revanche, les principaux obstacles, identifiés principalement dans les filières farine de manioc, sont liés à la plus grande fragilité de l'organisation sociale des agriculteurs et à leur moindre autonomie dans la constitution de partenariats et de réseaux d'appui institutionnels. Il est remarquable une diversité significative dans les types de produit alimentaires : le cacao et café étant plus valorisés aux marchés et plus exportés; la cachaça et les farines de manioc étant des produits de consommation plus nationale et d'origine plus populaire, éléments considérés en analyse.

Keywords: Organisation sociale, Gouvernance, Réseau

Les effets d'une IG aux niveaux économique, social, environnemental, culturel.

Témoignage autour du fromage Bouhezza, unique fromage affiné traditionnel d'Algérie

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Association IMESSENDA- Algérie

Les effets d'une IG aux niveaux économique, social, environnemental, culturel.

Témoignage autour du **fromage** *Bouhezza*, unique fromage affiné traditionnel d'Algérie ³

Le fromage BOUHEZZA est un fromage traditionnel typique d'Algérie, labellisé en IG dans le cadre du système Algérien de reconnaissance de la qualité des produits agricoles ou d'origine agricole. L'initiative et le projet de demande de labellisation du fromage se démarquent par le fait que :

- C'est une action volontaire des producteurs.
- Elle concerne le premier dossier de reconnaissance d'un produit d'origine animale en Algérie.
- Elle concerne le seul fromage traditionnel **affiné** d'Algérie.

Fromages d'Algérie :

Il existe d'autres fromages traditionnels en Algérie, citons : Djeben, Kelila, Takamarit,... fromages traditionnels typiques, de différentes régions du pays mais non affinés.

Acquisition du signe de qualité (IG) ; effets et retombées (cas du fromage BOUHEZZA)

Depuis 2014, année de prise de conscience des producteurs du fromage Bouhezza du potentiel de leur fromage et de l'intérêt qu'il a suscité par la recherche scientifique universitaire (UFMC/INATAA) par l'équipe du professeur M.N. ZIDOUNE vu sa typicité, ses caractéristiques, son potentiel... que la décision a été prise pour le promouvoir et le protéger dans sa recette et

*Speaker

méthode de fabrication authentique et traditionnelle ; l'installation du système de reconnaissance par le MADR (ministère de l'Agriculture) avec les mécanismes d'accompagnement a permis de cadrer cette initiative et son aboutissement.

Et depuis, une série de changements s'est opérée dans le groupe et son environnement direct et élargi, touchant plusieurs niveaux :

Au niveau social :

Reconnaissance du mérite, du savoir et du savoir-faire des producteurs par la communauté (officielle et civile)

Confiance dans le produit et autres produits commercialisés par le groupe.

Au niveau culturel :

Appropriation par la communauté des valeurs, us et coutumes liées aux caractères traditionnels et identitaires du produit, de l'image de marque générée par le nouveau statut du produit sur la région (ex : fête annuelle du fromage Bouhezza).

Au niveau économique :

Impact direct sur le prix de cession du produit qui a triplé, et des volumes et du territoire de commercialisation.

Au niveau technique et professionnel :

Plus de rigueur et de technicité dans l'acte de production et émergence d'un réseau professionnel autour des (IG , AO ...) de la certification...

Au niveau environnemental :

Prise de conscience sur les sujets liés à l'environnement tel que la gestion des déchets de production, la qualité des intrants naturels (ex lait, peaux ...).

En final, le processus d'acquisition de l'IG et son obtention ont forgé le caractère du groupe. Faire reconnaître son produit et le protéger est un challenge et une réelle satisfaction en même temps.

Keywords: fromage_bouhezza, association_ imessenda, produits_du_terroir, fromages, Algeria

Internal Structure and Equity of Collective Management Organizations for GIs in France

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In France, Geographical Indications (GIs) and other quality signs such as Label Rouge and Spécialité Traditionnelle Garantie are collectively managed using organizations called *organismes de défense et de gestion* (ODGs). The internal structures of ODGs can vary greatly — some have only one class of members (farmers,) while others have several classes or colleges comprised of different types of operators in the value chain (downstream, upstream.) French statutes and regulations provide a basic platform and some common rules for ODGs, but a high degree of flexibility and deference is given to groups to structure their organization in a way that matches their needs. For this research, we studied the structure of 12 French ODGs in order to investigate the different ways that collective management organizations can be organized across different product types, volumes, farm and value chain characteristics. Our study pays special attention to the place of the farmer — their equity within the value chain vis-à-vis other value chain operators (*pouvoir de décision.*) Using in-depth interviews and document analysis of groups’ statutes, we analyzed ODGs’ democratic structure, as well as their delegation of management: which decisions are made by the general assembly (*Assemblée Générale,*) which by the board of directors (*Conseil d’Administration,*) which by paid managers, and which by the operators themselves. From the results, we developed a typology to apply to other ODGs and to collective management bodies for GIs elsewhere in the world, detailing the farmer voice and relative equity among the operators for each type. Here we present this typology and discuss the main factors that can lead to differences in structure.

Keywords: collective management bodies, organizational structure, farmer equity, value chain

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PROTECTED DESIGNATION OF ORIGIN AND ITS CONTRIBUTION TO TERRITORIAL AGRO-INDUSTRIAL DEVELOPMENT: THE CASE OF ”BOCADILLO VELEÑO” IN COLOMBIA.

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Industrial property protection mechanisms have recently positioned themselves in emerging economy countries as tools to promote local development. Colombia has been no exception and in the last 16 years twenty-nine protected designations of origin (PDOs) have been granted. Some PDOs have not had an impact in terms of economic and social growth, one of the cases is the ”*Bocadoillo Veleño*”. In this sense, this study answers the following questions: Why has the ”*Bocadoillo Veleño*” PDO failed to generate the expected impact? And how can a PDO seal promote territorial development?

The PDO for ”*Bocadoillo Veleño*” is one of the most recent in Colombia. It was granted on June 15, 2017 through resolution 35076 of the Superintendence of Industry and Commerce. This product is a guava candy, made with red and white guava variety, produced in the province of Vélez and Ricaurte, in Colombia and whose unique characteristics of flavor, aroma and texture have been attributed by the geographical, natural, social and cultural conditions of the territory.

The objective of the study focused on analyzing: ”The use and management of the PDO of the ”*Bocadoillo Veleño*” where the structure of the collaborative networks of the snack production chain and its impact on territorial development is considered key”.

The methodology used was a single case study with multiple units of analysis, semi-structured interviews, questionnaires to measure sustainability indicators associated with the PDO and records to determine the collaboration networks through the Social Network Analysis approach. The entire guava value chain and its agroindustry participated in the study: entrepreneurs of the ”*Bocadoillo Veleño*”, guava, bijao leaf, consumers and institutions linked to the sector.

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The case study made it possible to evaluate four units of analysis: i) History of obtaining the PDO, ii) Use and management of the PDO, iii) Construction of collaborative networks to determine cooperation and trust in the system, iv) Identification of projects that make it possible to use the PDO seal for territorial development.

The PDO represents a competitive advantage; however, in order to generate territorial development, support, direction and institutional and stakeholder coordination at the territorial and national levels are indispensable. The study found that there was good cohesion among actors during the process of obtaining the PDO, but after recognition the system was dispersed and cooperation ties became fragmented.

Finally, the needs of the primary actors and territorial capacities were identified, which were presented in proposals for the creation of agrotourism "*Ruta del Bocadillo Veleño*", strengthening of agribusinesses linked to the "*Bocadillo Veleño*" such as bijao and guava production, projects focused on strengthening communication, good governance and the establishment of fair trade to ensure the sustainability of producers and above all training in agribusiness to improve their sales strategies and product positioning.

Keywords: Bocadillo Veleño, Case Study, Social network analysis, Sustainability, Territorial development

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

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South America's variety of projects aimed to promote, protect and boost traditional products continue to grow. National intellectual officers keeps supporting farmers, rural communities and indigenous peoples by advising on the implementation and use of distinctive signs. It is common knowledge that distinctive signs affords for the potential to differentiate in the market and defend their products against misappropriation. These benefits are crucial for any product placed in the market, though in some cases, a sign may protect the reputation and name of cultural expressions and local traditions of knowledge, which communities are mindful of biodiversity, environments and sustainability.

Current literature discusses the advantages of GIs and collective marks for communities, cooperatives and or associations. However, there is a lacuna in the literature regarding pre-application and recognition, specifically identifying and codify the products characteristics. These would include methods, techniques, raw materials, negotiations between producers in defining boundaries, and the internal and external quality control mechanisms, etc.

This paper will focus on a selection of cases from Chile, Brazil and Colombia's GIs and collective marks in the agricultural sector beginning with, how to motivate the community to join a 'group' and to comply with membership rules. In order to achieve this, the paper explores the potential application of networking order theory and the psychology of influence. The rationale for such an application is that it is that some people will be more affected by self, others will be more affected by the group. The aim is by applying the theories and considering cultural factors will establish a harmonious group. Additionally, establishing codes of conduct and practice will help during the recognition phase and the post-recognition phase of GIs and collective marks. Certainly, how GI and collective marks are managed and, cultural expressions administered will be examined.

Keywords: South America, case studies, cooperatives, associations, networking, membership, cultural, social

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communication ODG pagne baoulé Cote d'Ivoire

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Nous avons l'honneur de partager l'expérience de notre Organisation Collective dénommée Organe de Défense et de Gestion du pagne baoulé.

A l'initiative du gouvernement de Côte d'Ivoire, plusieurs produits ont été proposés pour bénéficier du processus de système de labélisation des Indications Géographiques. Parmi ces produits pour la plupart agricoles, un produit artisanal "le pagne baoulé" dont la principale matière première est le fil de coton a été retenu et est en voie de labélisation.

Les Ministères dont les services techniques compétents ont approché les acteurs de la filière qui se sont à leur tour appropriés le projet se sont impliqués de façon complète dans la démarche.

Cette démarche a donné les résultats suivants:

- l'implication des Organisations Professionnelles formelles et informelles des acteurs
- la délimitation de la zone géographique de production, l'historique du produit et son lien avec le peuple.
- la mise en place d'une Organisation collective: l'Organe de Défense et de Gestion (ODG) pagne baoulé.
- la sensibilisation des Autorités Administrative, Politiques et coutumière à travers des ateliers.
- la formation des acteurs de la filière sur les Indications Géographiques.
- les prises de vue des motifs pour la confection d'un catalogue et faire la protection numérique.

Nous comptons présenter au cours de ces conférences de façon détaillée, le parcours de notre organisation.

veuillez recevoir notre cordiale salutation.

ODG pagne baoulé

le PRÉSIDENT
PO. le Secrétaire Général

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Keywords: odg

D.2 Governance of value chain actors, linkages, vertical coordination

La gouvernance des IG : rôles des acteurs socio-professionnels et des collectivités territoriales cas du Madd de Casamance (Sénégal)

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La gestion des IG pose la nécessité ou défis d'une gouvernance qui assure à l'IG sa durabilité au plan:

- Institutionnel à travers un cadre institutionnel stable et multi-acteurs,
- Économique : équilibre partage des risques et de la plus-value dégagée par l'IG,
- Social : non exclusion des petits producteurs, des jeunes, des femmes ; mais qui ne ferme pas la porte au secteur privé local,
- Environnemental : une IG qui assure un renouvellement de la ressource dans le respect de la biodiversité.

L'IG Madd de Casamance est en cela un modèle en construction intéressant à suivre et à capitaliser pour un partage de pratiques au plan régional et international. Car beaucoup de pays africains disposent de produits naturels ou de cueillette qui assurent une source de revenus conséquente pour les populations autochtones.

Mais avant tout, tel que prôné par l'OAPI, le développement des IG nécessite la mise en place d'un cadre institutionnel favorable, avec un dispositif appelé comité national et une politique publique de développement durable et de promotion des IG

Malgré un retard par rapport à d'autres pays de la sous-région quant à la création de cet organe national de gestion des IG, le Sénégal vient de mettre en place son comité national de gestion des IG (CNIG) en décembre 2019.

Un projet pilote sur la filière Madd de Casamance (*Saba Senegalensis*) a démarré en 2018 à la suite du séminaire régional sur les Indications géographiques organisé par la FAO et l'Organisation mondiale de la propriété intellectuelle (OMPI). Le choix sur ce produit forestier non ligneux est guidé par :

- sa contribution à la création d'emplois et de revenus au niveau des zones rurales, pour les

*Speaker

jeunes et les femmes qui constituent une main d'œuvre pour cueillette et la transformation ;

- la menace qui pèse sur cette espèce en raison de de mauvaises pratiques de cueillette mais aussi des feux de forêts dus à la sécheresse mais aussi à des causes humaines.

- sa contribution à l' amélioration du régime nutritionnel au regard de ses qualités (apport calorique intéressant, bonne teneur en fibres et produit riche en vitamines).

Dans notre contribution, nous allons nous intéresser à deux type de défis majeurs qui se présentent aux acteurs du processus pour atteindre ces objectifs de développement durable cités ci-dessus :

- Le défi de la construction d'une organisation collective socio-professionnelle de la chaîne de valeur qui garantit un équilibre et une démocratie interne entre acteurs socio-professionnels dans les prises de décisions, les conditions d'adhésion/exclusion des membres, les conditions de contrôle et de promotion,

- Le défi de l'implication des pouvoirs publics, en la matière les collectivités territoriales auxquelles la loi sur la décentralisation (acte 2 et acte 3) confère un statut et des compétences dans la gestion des ressources naturelles (forêts) et le développement territorial.

Keywords: Gouvernance, Indication géographique, Madd de Casamance, Saba senegalensis, Sénégal

Novel conditions or just new paths for re-territorialization through Geographical Indication: Case study of "Yamanashi wine" GI in Japan.

Stéphane Fournier *¹, Hart N. Feuer *

², Aaron J. Kingsbury *

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4

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Beyond their potential role in marketing and the development of supply chains, GIs offer possibilities to codify territories. Repeated interactions between localized actors united by their dependency on a common resource (*i.e.* the geographical name under which the product is sold and the associated reputation) have the capacity to enhance place-based development through increases in social capital and innovation capacity. The optimal conditions for the establishment and success of GIs are well understood from past analyses and include: robust social structure, well-defined product specificity and institutional capacity to do so, and adequate representativeness of the different stakeholders within the GI managing group and ability to achieve rules. This study analyzes these socio-territorial impacts in the wine industry of Yamanashi Prefecture, Japan through its GI of "Yamanashi wine", registered in 2013 by the Japanese National Tax Agency. At first glance, this GI does not seem to meet the conditions for success posited in the academic literature. For example, built on the basis of an administrative delimitation (Yamanashi Prefecture) comprising different terroirs, it permits 42 grape varieties. This does not guarantee a distinct specificity for Yamanashi wines. Moreover, the GI management group only includes wineries.

*Speaker

However, this GI is being constructed within a particular context, favorable for its development. In 2018, the law on "Japanese wines" has been enforced, requiring 100% grapes of Japanese origin to qualify for the label. This national-level law has changed the relationship between Japanese wineries and grape producers at the regional level. While wineries continue to largely vinify imported grape juice, "Japanese wines" production is important to their marketing strategies. This is reflected in recent developments for the GI "Yamanashi wine", which has become not only an important consumer relations tool, but also encouraged wineries to support a stable supply of locally grown grapes from growers, who have long been considered by wineries as substitutable suppliers of commodities. Some of these producers are shifting from the production of table grapes to meet this new demand.

New forms of horizontal cooperation are also apparent between these wineries and with the smaller winegrowers, notably for technical exchange. Moreover, the grower-winery "narrative" associated to GIs allows the improvement of the image of Yamanashi wine. In turn, Yamanashi grape producers have developed new innovative capacities in producing grape varieties more suitable for winemaking.

Despite the supportive trends, this GI faces many challenges including the reinforcement of contracting to stabilize the sector and the strengthening of product specificity. This case study discusses the development of a GI in a particular Japanese "grape and wine" sector, in which grape producers and wineries were previously disarticulated. The sector is also characterized by institutional consolidation, with broad regions rather than small terroirs forming the basis of the GI. Overall, this paper analyzes the evolving conditions for a reterritorialization that goes beyond the relocation process induced by the GI and attendant regulatory change.

Keywords: GI, Japan, wine, reterritorialization, wineries, grape growers

Can a geographical indication help foster cooperation? Evidence from the Bolaven plateau (Lao PDR)

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Over the past 20 years, Lao PDR has emerged as a notable producer of coffee within mainland Southeast Asia. With the promise of high quality potential due to the history attached to coffee production in the Bolaven Plateau, as well as favorable conditions of altitude, soils, and climate, various initiatives have aimed to improve Lao PDR's coffee sector. Despite recent recognition however, Lao coffees are still exported with a discount on world markets. This is mainly due to the country's poor reputation and history of low compliance with international quality standards as well as unreliable export quantities. With new policies under preparation, the Lao PDR can take up the challenge of becoming a premier quality coffee producer in the region. To do so, it must overcome institutional, infrastructural, legal and coordinative obstacles, compounded by a lack of a common vision across value chain stakeholders (different interests, strategies and objectives).

Before the COVID-19 pandemic brought the world economy to a standstill, promising market opportunities were linked to a growing regional and domestic demand for coffee, a dynamic "sustainable" coffee market and emerging pockets of specialty coffee production. It is in this context that the Lao PDR registered the "Bolaven Coffee" geographical indication in October 2020. As a prerequisite to the registration of the geographical indication, the *Geographical Indication Bolaven Coffee Management Association* (GIBMA) was created and registered. The GIBMA is an inter-professional group that aims to foster cooperation within the coffee sector, support improvements in quality, and promote the GI product.

The question is whether (and how) this association could help foster cooperation between very heterogenous value-chain stakeholders. Indeed, coffee on the Bolaven plateau is currently produced by independent smallholder farmers (producing 90% of all coffee), as well as by two prominent cooperatives and several large ago-industrial plantations. The downstream part of the chain includes one large coffee exporting company that commercializes around 70% of all cof-

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fee production, over 30 smaller trading companies, and an increasing number of foreign investors that have been setting up plantations/factories. Vietnamese traders have recently started developing aggressive purchasing strategies to access large volumes of coffee beans at the expense of domestic buyers who have been unable to compete. In terms of collective action, the *Lao Coffee Association* (LCA) is supposed to be the all-inclusive representative of the coffee sector, yet its Board is dominated by large trading companies and plantations, and producers are hardly represented. Outside the LCA, the *Bolaven Coffee Producers' Cooperative* (CPC) represents over a thousand member-households selling certified coffees to European markets, while a few smaller farmer organizations target specialty coffee markets with the help from various cooperation agencies and NGOs

This article asks how the GI can instill trust and dialogue between the coffee stakeholders, how the GI governing body is connected to the broader industry association, in a context of: lack of a common vision over what Bolaven coffee should be and how to get there; low communication between the coffee stakeholders; and lack of support from the government.

Keywords: coffee, collective action, value chain governance, cooperation

Le rôle du capital social dans la mise en œuvre des IG-s : application dans un territoire albanais

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Les produits agroalimentaires ou territoriaux sont l'une des manifestations les plus évidentes de la localité. 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 ; Pecquer, 2001). Plusieurs études ont montré que les IG, qui représentent la manifestation légale de l'UE et la protection des produits agricoles typiques, 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).

D'autres recherches suggèrent que les systèmes de qualité européens tels que les (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. Cependant, 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 donc, d'analyser le niveau de coopération autour d'une implémentation potentielle d'IG dans un territoire donné (district de Gjirokastra, sud de l'Albanie), avec un produit spécifique (fromage de Gjirokastra), en utilisant le concept de capital social.

La méthodologie qui suit cette recherche se concentre sur les relations sociales entre les éleveurs et les producteurs de fromage (échelle locale) et sur la confiance en trois niveaux d'interaction : bonding, bridging et linking (Krishna et Shrader, 1999). Des questionnaires semi-structurés sont utilisés pour interroger le groupe cible. Au total, 101 enquêtes ont été menées dans la zone d'étude, dont 10 producteurs de fromage et 91 éleveurs.

Le fromage de Gjirokastër est un produit bien connu dans le pays qui offre un grand potentiel d'augmentation des revenus des agriculteurs. Le relief très montagneux, le climat méditerranéen chaud de l'été et la qualité des pâturages de la région de Gjirokastër ainsi que la tradition de transformation font que le fromage de cette région est d'une qualité particulière. Ce produit est lié à une longue histoire de tradition et de transformation, faisant de l'élevage la première source de revenus de la région. La production de fromage à Gjirokastër n'est pas seulement une

*Speaker

activité économique, elle est également liée à la vie sociale.

La production est reliée d'une capital naturel abondante et de très bonne qualité mais qui est très peu exploitée. L'organisation d'acteurs autour la gestion des ressources naturelles peut-être une solution pour mieux utiliser ce capital naturel abondant et pour protéger le fromage, la réputation de lequel vient de ce capital naturel. La méfiance et la manque de mobilisation d'acteurs empêche la valorisation de fromage de Gjirokastër et l'augmentation de capital social dans la région de Gjirokastër.

Keywords: Fromage, Origine, Capital social, IG, Albanie

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

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The main aim of the article is to examine the main challenges and mediation suggestions for creating the collective action that is necessary to reveal the benefits of GIs, in the light of the case studies of Gemlik Zeytini (table olive), Bursa Siyah İnciri (black fig), Türk Çam Bali (pine honey), Kemalpaşa tatlisi (dessert) and Bursa Kestane Şekeri (dessert). Several benefits of geographical indications (GIs) are indicated both in the literature and the practice. GIs have the potential for value creation in various ways like increasing revenue, employment, and market share, preserving traditional production/processing systems and biodiversity, enhancing sustainability, etc. However, certain conditions should be met for the potential benefits of GIs to be realized. Good management of GIs by all stakeholders in the value chain is of critical importance.

Good management requires collective action. However, because of the asymmetry in the value chain in terms of scale, information, market, and bargaining power it is difficult to manage the system and create collective action. GI is a collective property right and can create collective benefits but it also bears a collective risk in case of bad management. Strengthening social linkages between local actors is not easy most of the time in practice. Because most of the actors on the buyer and seller side of the value chain perceive that they have opposite interests. The difference between small-scale and large-scale producers/processors, intermediaries, and sellers create unbalance in management.

According to case studies some of the main challenges of collective action are; difficulties in understanding that GI is a collective right that can be used by all stakeholders that comply with the GI conditions; the legal status and sources of the stakeholders and registrants; differences in the actions and decision-making processes between the public institutions, NGOs, and private companies; scale differences of the stakeholders; the power of the link between producers - GI registrants, the width of the geographical area and the number of the value chain actors; political pressures and concerns about losing votes for some NGOs; cost of control, certification, promotion, and marketing activities of GI product.

Some suggestions to solve some disputes in the value chain and achieve to create collective action are as follows; working with small volunteer groups that include leaders of each value chain actor and enlarging the group step by step. Establishing a consortium by using the most inclusive legal status. Using impartial public institutions, institutes, and/or universities as mediators.

*Speaker

Using legal instruments against fraud and infringements of GI and protecting the GI product for every actor of the chain. Making investments to reduce GI applications and promotion costs, developing projects by collaborating with the public and universities. Getting some legal and organizational measures to provide a fair distribution of costs and benefits according to the scales of the stakeholders.

Keywords: collective action, value chain, geographical indication

Governance GIs systems in Serbia and Montenegro, with specific overview of Arilje raspberry protection

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GI products and governance system for products' quality (certification system and quality management organisations) is in place in Serbia for more than 12 years and in Montenegro for more than 6 years. The current sytuation is that 13 products are certified in Serbia, with functional controls and quality management organisations, while in Montenegro, only a few products are registered, without certification yet.

Governance systems are still developing, supported by FAO UN and SWISS financed projects, still the progress is different in the two countries, and some of the governance system parts are still not fully developed.

The two practitioners from Serbia will try to present how multi-stakeholders processes and cooperation between small and bigger producers are facilitated to fully develop the governance of GI products, and how neighbouring countries are working together to achieve defined objectives (to have their products registered at EU level). Arilje raspberry example will be used as a case study to show how joint effort of development agenices, business sector, local initiatives and institutional support can work together towards EU recognition, rural development and livelihood improval of rural communities and businesses.

Keywords: GI governance, internal controls, producer organisations

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D.3 Governance of value chain: controls, evaluation and GI success factors

La mise en œuvre sur le terrain d'une IG pour promouvoir le développement local : l'expérience tunisienne de la figue de Djebba

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De plus en plus de pays au monde enregistrent des indications géographiques (IG) pour leurs produits de terroir. La valorisation collective des produits à travers des IG peut avoir un impact important sur le développement économique rural quand les IG sont mise en œuvre et utilisées en commerce. Mais l'expérience menée dans plusieurs pays en voie de développement montre que souvent les IG - une fois enregistrées après un long processus légal - ne sont pas forcément utilisées par les producteurs. Les agences de développement international peuvent jouer en rôle important pour aider ces pays à surmonter les défis qui concernent la mise en œuvre des IG pour assurer des résultats palpables.

Il est également important de prendre en considération qu'historiquement, les IG en tant que droits de propriété intellectuelle ont été développées pour protéger des produits de terroir ayant une renommée nationale incontestable des copies frauduleuses commercialisées sur les marchés. La labellisation IG permettait ainsi de barrer la route aux contrefaçons. Néanmoins, aujourd'hui les IG sont souvent enregistrées pour des produits ancestraux uniques, mais méconnus du grand public. Dans ces cas, la problématique de l'usurpation du nom géographique ne se pose pas ; et le véritable défi est celui de faire connaître le produit IG sur les marchés grâce à une stratégie de valorisation et de promotion efficace.

Dans le cadre d'un projet d'assistance technique financé par le Secrétariat d'Etat à l'Economie de la Confédération Suisse (SECO), l'Organisation des Nations Unies pour le Développement Industriel (ONUDI) a collaboré entre 2013 et 2019 avec le Ministère de l'Agriculture tunisien pour mettre en œuvre l'IG " Figue de Djebba ". Cette expérience a permis d'identifier les étapes à suivre et les défis à relever pour transformer une IG pour un produit méconnu du grand public en une véritable source de développement local.

L'ONUDI a fourni une assistance en ce qui concerne la valorisation collective de l'IG, la mise en place du système de contrôle et certification de la figue IG, la commercialisation du produit, la promotion et la communication, la diversification de la gamme de produits de terroir, le marketing territorial, le développement de l'activité touristique dans la région, etc. Au cours des années, la promotion de la figue de Djebba IG, en tant que produit phare, a permis de faire parler du village, améliorer sa visibilité et encourager le développement économique, culturel et touristique.

Quand le projet a commencé en 2013 aucun agriculteur à Djebba ne labélisait les figues. En 2019 25% de la production était certifiée IG, les prix pour les figues avait doublé, la gamme

*Speaker

de produits transformés issus de figues s'était élargie et le nombre de visiteurs au village avait augmenté 150%. Ainsi la figue de Djebba est devenue le premier produit agroalimentaire en Tunisie avec une IG opérationnelle. Plusieurs IG tunisiennes sont maintenant en train d'être développées en suivant l'expérience de l'IG de la Figue de Djebba.

Keywords: Tunisia, development project, local development, GI

Etat des lieux et analyse des dispositifs de labellisation par les signes distinctifs liés à l'origine (IG), dans les pays méditerranéens du Sud avec un focus sur la filière datte en Algérie.

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Les produits de terroir sont considérés comme des leviers pertinents pour les pays et territoires en développement (Fort, 2014). Leur labélisation par des signes de qualité liée à l'origine (SQR) telles que les (AO) ou les (IG) permet de bien les identifier et les différencier (FAO, 2010). Cette labellisation est un élément de développement qui permet la valorisation de ces produits agricoles spécifiques. Elle garantit à la fois, leur distinction sur les marchés locaux et internationaux, car elle leur confère une protection et un accès aux marchés de niche et provoque ainsi une situation de rente (Cheriet, 2013) et permet également le développement économique de territoire et garantit un produit de qualité au consommateur.

A l'instar des pays européens, une dynamique pour protéger et valoriser des produits de terroir, avec IG dans les pays sud de la méditerranée s'est instaurée. Ces nombreuses initiatives sont soutenues par des organismes internationaux et surtout par la volonté politique des pouvoirs publics dont l'objectif d'entraîner un développement territorial et local, soutenu, intégré, et durable (Fort, 2014).

En Algérie comme ailleurs, la promotion des produits de terroir peut être à la base d'un processus de développement rural durable. La valorisation de leur qualité liée à l'origine peut générer des effets positifs en termes économiques, sociaux et environnementaux. Ceci, impose la nécessité de mettre en place des indicateurs de qualité permettant aux produits terroir de se distinguer sur les marchés locaux et internationaux, et aussi d'être protégés contre toute utilisation abusive ou de contrefaçon ou d'usurpation afin de guider le choix du consommateur dont les exigences de traçabilité et de qualité sont de plus en plus affirmées.

Si la labélisation des produits de terroir sous IG a connu un succès dans les pays de l'UE, quand est-il dans les pays de sud de la méditerranée ?

Dans ce contexte, notre recherche a pour objectif est de réaliser un état des lieux de la mise en œuvre des dispositifs de labellisation IG et AO en Méditerranée du Sud, avec un focus sur l'Algérie. Pour cela une analyse sera menée sur la filière dattes avec une comparaison avec

*Speaker

d'autres produits labellisés. L'étude privilégiera une approche basée sur l'identification des stratégies des acteurs ainsi que les modes de gouvernance.

L'objectif est d'identifier les facteurs qui déterminent le succès ou les freins à la valorisation du label, et ce en faisant un diagnostic sur les processus de labellisation et en déterminant le rôle de l'organisation de la filière et des stratégies des acteurs dans la mise en place et le succès commerciale du label sur les marchés

La méthode utilisée combinera à la fois une revue de littérature sur les dispositifs de labellisation existants. Cet état de l'art donnera lieu à une analyse comparative des exigences des cahiers des charges, notamment en identifiant les effets économiques et contraintes associées aux cahiers des charges. Ensuite, des entretiens avec des experts et des acteurs de la filière datte, sur le bilan de la mise en œuvre de l'IG dattes " Deglet Nour " Algérie.

Keywords: développement territoriale, qualité, labélisation, indication géographique, produits de terroir, Dattes, Deglet Nour de Tolga, Algérie.

Managing Two Iranian GIs: A Case Study of Using the Swiss Intellectual Property Institute (IPI)'s GI Impact Evaluation Guide in Iran

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Over the past decade, Geographical Indications (GIs) have been increasingly introduced to developing countries as a tool for local economic development, and recently, as an effective approach to achieving Sustainable Development Goals (SDGs). The constant challenge of development practitioners is to put the collective GI producer organizations and local government representatives at the heart of the GI scheme although development interventions are usually planned with limitations due to factors such as distance, time, budget, socio-economic complexities, and recently physical mobility derived from COVID-19 restrictions.

This study presents the experiences of using the IPI's GI Impact Evaluation Guide in assessing conditions, framework, and impacts of Iranian geographical indications, especially during the COVID-19 outbreak in 2020-2021. In the Iranian-Swiss Intellectual Property Project (IRSIP), the project management team decided to use the GI impact assessment methodology to define a set of criteria and questions to design a framework that facilitates the comprehensive semi-structured interviews with the local stakeholders to overcome the challenges of tight time budget and infeasibility of field missions.

The results show that using this methodology as a basis for conducting interviews over a long period provided the experts with a better understanding of the local governance system, socio-economic issues, and the relations among the value chain stakeholders compared to the findings from short field missions. This method can help build trust through a participatory self-assessment approach by community-based organizations who possess a GI or desire to possess one, and among public and private organizations that regulate or support the process. It can also facilitate continuous dialogues among stakeholders to negotiate the GI concept, GI-management, and responsibilities which result in empowering local organizations to set their desired goals and undertake pragmatic measures to achieve them.

This study will present the results of the project interventions in GI data collection, value chain analysis, and implementation of the GI scheme in Iran for the first time, at the two GI pilots of the IRSIP project, one in the agro-food sector and the other in handicraft sector, to empower local organizations to own and manage their GIs to achieve sustainable development at their territory.

*Speaker

Keywords: Impact Evaluation, Empowering, Value Chain Stakeholders, Facilitation, Dialogue, Local Economic Development, Sustainability

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

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Short food supply chains (SFSC) are organizational models capable to simultaneously address the needs of various stakeholders: i) consumers accessing high quality local products; ii) local farmers gaining direct market access; iii) civil society, through sustainable rural development policies.

SFSCs, developed in localized territories and based on proximity, have interesting implications in terms of governance of the food system. In Localized Agri-food Systems (LAFS)(1) there are different types of food products such as Geographical Indication (*GI*), organic, typical and locally recognized products. Those characteristics could be simultaneously present in the same product, or can also be spread among different products.

In SFSC, the product quality is strictly connected to the quality of the control system. When consumers play an active role in controlling the quality of products - alternatively or complementary to the formal guarantee systems - the elements characterizing the quality as a "domestic convention", further increase the reputation of the products.

Active participation of consumers combined with GI and organic products, can be found in the "Bio-districts"(2), which in turn are LAFS specialized in organic production. Bio-districts could benefit not only organic products, but also products certified according to other quality schemes - such as DOP / IGP - and also not certified products.

The purpose of this paper is to analyse the role of Participatory Guarantee systems (PGS)(3) as an informal quality control system, alternative and/or complementary to "formal" guarantee methods, in SFSC.

The paper aims to investigate: *i*) if PGS certification enhances or replaces the value of quality perceived by consumers; *ii*) if PGS increases the product value thanks to the trust relations established between producers and consumers; and *iii*) if PGS can represent an opportunity for GIs, in terms of internal governance and as an opportunity to facilitate combinations with other geographically-linked labels and with other labels.

*Speaker

The research makes reference to the case of the *Bio-distretto di Parma* and particularly to the PGS certification system developed by consumer groups jointly with producers of the Parma area. The research will investigate the following aspects: motivations for joining a PGS; perceived values of PGS (social embeddedness, etc.); participation (consumers and producers); limits and risks; added value of PGS (reputation, trust, reduced cost for small producers, etc.).

(1) LAFS are a form of production of local identity-based foods explicitly grounded in specific territorial dynamics of agriculture, food and consumption networks.

(2) Bio-districts are homogeneous areas with widespread organic productions that contribute to the integration of economic activities and social functions into a single system, in which "farmers, citizens, tour operators, Associations and public administrations join an agreement for the sustainable management of local resources, from the organic production and consumption model. The Bio-districts are therefore characterized by a strong emphasis on the territorial governance component, aiming at relating different stakeholders bound by shared objectives.

(3) "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, 2008)

Keywords: Participatory Guarantee Systems (PGS), Bio, districts, Short food supply chains (SFSC)

GI development experience in Georgia

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Georgia is one of the richest countries in terms of traditional agri-food products with quality features and reputation that can be clearly linked to their geographical origin. The country is on the path of building and consolidating an effective guarantee and quality control system on Geographical Indications. Two GI awarded Georgian cheeses, Sulguni and Tushetian Guda, represent the first results of this development process. These two traditional origin-linked cheeses are in fact the first products being registered and recognized in 2019 respectively as PGI and PAO with upgraded product specifications according to the newly developed GI scheme. Since 2017, the Biological Farming Association Elkana, with the support of FAO and EBRD, and in collaboration with public and private stakeholders, has been working on the country's GI development process. During a two-year work, Sulguni and Tushetian Guda producers were helped to upgrade the product specifications, develop internal control and start building a marketing and promotion strategy. The work and discussions held with producers to understand and agree on a common GI production process lasted nearly 2 years. Yet this is rather a short time if compared with the time needed in most of the cases observed in EU countries (lasting on average from 5 to 6 years or sometimes over 10 years). The approach relied on meetings with producers who had to reach consensus among themselves on the different steps of production. Quite quickly leaders emerged and took part systematically to all meetings, ensuring continuity in the debates and progress towards the finalization of the specifications. This process ensured the full participation of the main players of the supply chain allowing in-depth discussions on the critical points of the specifications and to a certain extent the circulation of the information among the producers' community. Simulation exercises of the certification process were organized with producers, certifiers and public authorities, as well as study tours in other countries for producers and public authorities to better understand the role and function of producers' groups managing GIs, GI promotion and marketing, etc. During this two-year work Elkana has gained experience in supporting GI value chains, proving that the active involvement of grass-root organizations is able to ensure in-country expertise beyond donors' projects, accompanying producer groups in their efforts to protect new GIs. The two-year work helped on triggering policy dialogue between private and public sector stakeholders, allowing to discuss, negotiate, and find commonly agreed solutions to different issues. In particular, this allowed the revision of the country's GI legal framework, the introduction of specific flexible rules for GI products to ensure food safety of cheeses produced on-farm or by small-scale dairies, and defining a control and certification system combining public and private control bodies. This is encouraging small producers to engage in the GI process that implies moving progressively from grey economy

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to formal economy. Such development is giving local producers more incentive to protect the country's natural resources and biodiversity, as in the case of Tushetian Guda producers in the Tusheti mountains.

Keywords: Georgian Cheese, Food safety, small, scale dairies.

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

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The extension of the European system of Geographical Indications (GI) for agricultural products and foodstuffs to non-agricultural products is currently discussed at the European level. Among the member states, France implemented a specific national system of protection of GIs for industrial and artisanal products (in French "Indications Géographiques pour les Produits Industriels et Artisanaux", IGPIA). This system was created with the Loi Hamon in 2014 and it is administered by the "Institut National de la Propriété Intellectuelle" (INPI). So far, 12 denominations have been registered.

While multiple studies have been carried out since 2013 to serve the ongoing political discussion at the European level, the social and legal implications of already existing non-agricultural GIs at the national and local levels are still under-researched. This contribution compares two experiences: the IGPIA "Absolue Pays de Grasse" and the Protected Designation of Origin (PDO) "Huile essentielle de Lavande de Haute-Provence". Some characteristics of the value chains involved are homogeneous, namely the type and the provenance of the raw materials, the flowers. However, the nature of the processing steps explains different choices undertaken by stakeholders for valorising and protecting the geographical name, either as a PDO or as an IGPIA.

The joint interpretation and analysis of the control plan and the product specifications revealed different approaches, aimed at the registration and management of the IGPIA and PDO at the local level. These producers' strategies respond to the substantial and procedural legal rules governing the chosen Intellectual Property tool. On the one hand, the case study on the IGPIA "Absolue Pays de Grasse" highlights that the complex structure of the value chain and the heterogeneity of stakeholders led to the creation of two centres of decision-making, one managed by the producers of flowers and one by the processors, both operating at different levels and degrees. On the other hand, the registration of the PDO "Huile Essentielle de Lavande de Haute-Provence" is the result of a long integrated collective action process carried out by a cohesive group of stakeholders (flowers producers and processors).

As a result of these patterns of collective action, different choices emerge on the link to origin and the management of controls among the actors of the value chain. The presence of two centres of decision-making for the IGPIA raises questions on the representativeness of the "Organisme de Défense et Gestion" (ODG). Moreover, the legal rules governing the French system of

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IGPIA favour interactions between the ODG and the control body that might weaken collective action at the local level, compared to the agricultural GI system. Finally, the publication of the control plan together with the product specifications in the INPI database was key to understanding the IGPIA specifications and management at the local level. This is a practice that could inspire the agricultural GI system administered by the French national authority.

Keywords: collective action, IGPIA, nonagri GIs, GI management, GI registration

**E. Link to origin: environmental and
climate change issues**

IGP, Biosphère et Collectivités Locales, Enjeux et perspectives pour un développement durable : cas du Café Ziama-Macenta

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Le Café Ziama-Macenta, première ‘‘Indication Géographique Protégée’’ (IGP) de la Guinée, mais aussi de l’Afrique de l’Ouest enregistrée par l’OAPI(1), peine encore à être un véritable levier de développement dans un territoire où Collectivités Locales, Institutions de protection de l’Environnement (pour la Réserve de Biosphère du Ziama) et l’ADECAM(2), à travers ses deux coopératives (Woko et Diani), se côtoient sans véritablement tirer profit des opportunités qu’offrent les uns et les autres pour assurer un développement durable de la région. Ce manque à gagner de l’ADECAM est certainement dû à plusieurs facteurs dont entre autres : une faible implication des collectivités locales et administratives dans la promotion de l’IGP, une non prise en compte de la production du café Ziama comme un élément de conservation de la biodiversité par les conservateurs de la nature, ce qui se traduit généralement par un faible taux de collecte de café (20 à 40 t/an) par les coopératives par rapport au potentiel réel (6000 t/an).

Située au sud-est de la Guinée, dans la région naturelle de la Guinée Forestière, la forêt du Ziama a été érigée en forêt classée en 1942 par l’administration coloniale française ; elle est devenue en 1981 une réserve de biosphère (RBZ) reconnue par l’UNESCO. Le Massif forestier du Ziama est l’une des dernières reliques de Forêts dense humide de la sous-région ouest-africaine avec une superficie de 120 000 ha. Elle constitue aujourd’hui un centre d’intérêt de plusieurs Institutions internationales de protection de l’Environnement (Fauna & Flora International, UICN, etc.) qui interviennent dans certaines activités de développement local en faveur des communautés compte tenu de sa richesse spécifique en faunes et flores, mais aussi de la fragilité de cet écosystème.

Les communautés riveraines de ce massif forestier sont généralement des agriculteurs à faible revenu pratiquant une agriculture de subsistance (riz, banane, manioc, etc.) et de rente (café, cacao, palmier à huile, cola). Ces communautés riveraines sont réparties dans sept (7) Communes Rurales et la Commune Urbaine de Macenta, qui sont sous l’influence directe de la forêt du Ziama et qui constituent le territoire délimité de l’IGP du Café Ziama-Macenta. En effet, ces Collectivités Locales sont gérées par des Maires et des Sous-préfets qui ont aussi pour mandat de coordonner les activités de développement socio-économique de leurs localités respectives en se basant sur des avantages comparatifs devant figurer dans leurs Plans Locaux de Développement (PLD).

*Speaker

Dans un tel contexte, l'IGP Café Ziama-Macenta ne saurait se développer sans une prise en compte des préoccupations des principaux acteurs se partageant et intervenant dans ce territoire. L'IGP café Ziama-Macenta doit également avoir une place privilégiée dans les Plans Locaux de Développement des communes rurales. La conservation in situ de la biosphère du Ziama se devra de prendre en compte celle ex situ de cette biodiversité à travers les pratiques culturelles du café Ziama-Macenta qui se font dans des systèmes agroforestiers riches et complexes.

(1) Organisation Africaine de la Propriété Intellectuelle.

(2) Association de Défense du Café Ziama-Macenta.

Keywords: Biosphère, Collectivité locale, développement durable

I.G Figues seches de Beni Maouche

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La figue (*Ficus carica*) est une espèce accommandante à tous les étages bioclimatiques algériens. Cette culture a occupé une place de premier ordre dans l'alimentation, et elle a toujours constituée un apport supplémentaire des revenus une fois séchée et commercialisée. La Région de Beni Maouche dans la wilaya de Bejaia Algerie, la culture de la figue s'étend sur une superficie d'environ 13 922 ha et fournit une production de l'ordre de 103 928 Qt. Exploitée dans un cadre traditionnel. la culture du figuier est conduite généralement dans un cadre vivrier avec l'exploitation d'un matériel végétal hétérogène avec plusieurs variétés portant des dénominations locales attribuées selon les zones de culture ou les spécificités du fruit.

Actuellement, le figuier connaît un regain d'intérêt, notamment dans les espaces ruraux historiquement connus comme zones potentielles de cette culture, en raison de la demande des marchés qui ne cesse de s'accroître et au politique agricole des pouvoirs publics.

La réhabilitation de la figuculture et la valorisation de ses produits est un impératif pour répondre aux défis de l'ouverture des marchés et la compétitivité des produits. Elle passe nécessairement par le recours aux variétés performantes, à l'optimisation des conduites techniques et culturelles, à la mise au point de technologie de valorisation des figues et à l'adoption de projets de protection des produits de terroir. De plus, elle nécessite une concertation et une plateforme d'échanges entre les différents acteurs de la filière figuicoles et le monde de recherche agronomique (universitaires, instituts spécialisés.....)

Concèderont qua la figue sèche de Beni Maouche, connue et ayant une notoriété ancienne Selon **Rebour, 1968**((1)*), citant **Mauri, 1942**((2)*), la variété Taamriout, donne " *des résultats remarquables dans la vallée de la Soummam et le Guergour, en particulier dans le douar des Beni Maouch* ". Actuellement 18 éditions de la fête de la figue célébrées dans la région depuis 1996 a ce jours.

C'est dans cet optique que nous avons procéder en 2014 et dans le cadre de Jumelage **Algerie-UE**, a la démarche de reconnaissance en Indication Géographique IG " figues sèches de Beni Maouche " des 03 trois variétés de figues a savoir : **TAAMRIWT**, **AZANJAR** et **ABERKANE**, sur un aire géographique composé de 21 Communes et 02 Wilayas.

Après une travail qui a duré plus de 03 ans, la figue seche de Beni Maouche, est labélisée en Indication Géographique (I.G) suivant l'arrêté du 22 septembre 2016 portant attribution de

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signe distinctif de reconnaissance de la qualité du produit agricole en Indication Géographique de la figue sèche de Beni Maouche (3).

(1)* H. Rebour, 1968. " Fruits méditerranéens autres que les agrumes ", La maison rustique, Paris.

(1)* Mauri N. Les figuiers cultivés en Algérie. Algérie Serv. de l'Arbor. Bul. 1942. 93:1-56.

3* Jornal Officiel No 72 du 13.12.2016 de la RADP.

Keywords: H. Rebour, 1968.

La problématique des indications géographiques face au changement climatique en France

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Comme l'ensemble des systèmes de production agricole dans le monde, les territoires où s'élaborent des produits à indication géographique (AOP et IGP en France) subissent pleinement les effets du dérèglement climatique. Les filières doivent s'adapter pour maintenir quantitativement et qualitativement leurs productions et continuer à bénéficier de l'IG. En effet, minutieusement codifiées dans les cahiers des charges et issues de savoirs faire locaux, souvent traditionnels, les conditions d'élaboration de ces produits ainsi que les aires délimitées de production sont questionnées par les évolutions du climat. Des effets peuvent être également observés sur le profil analytique (y compris sensoriel) des produits. Dans ce contexte, maintenir durablement les activités humaines développées autour de ces IG est à la fois un enjeu majeur pour la pérennité des filières et un vrai défi tant ces changements questionnent leurs fondamentaux. Il convient alors de pouvoir proposer des ajustements de règles de production : nouveaux cépages ou variétés, relocalisation de la production de la matière première, dates de récolte, condition de pâturage... Ces propositions ne doivent cependant pas dénaturer le lien qui unit le produit à son territoire, fondé sur une combinaison, parfois complexe, de facteurs naturels et humains. Dans cette communication l'INAO se propose de présenter un état des lieux des réflexions menées par les différentes filières en France et quelques exemples d'évolution de cahier des charges en lien avec le changement climatique. Un focus sur la question de l'évolution éventuelle des zones de production sera également présenté.

Keywords: Changement climatique, conditions de production, délimitation, adaptation

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GI Products Based on Agrobiodiversity Resources: Which Quality Signs?

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The international and European literature and institutional contexts are fostering the restoration, conservation and valorization of underutilized or neglected landraces and related cultural heritage as the foundation of a new paradigm for agro-ecological transition and rural territorial development (Chable et al 2020; Vermunt et al, 2020).

Geographical indications based on agrobiodiversity resources are attracting an increasing interest of both researchers and institutions. Nonetheless, the literature debate on the identification of potential and limits of quality signs favoring a coherent and collective management of endangered landraces and landrace-based agrobiodiversity products is still in its infancy (Santilli, 2012; Lalitha and Vinayan, 2018).

The paper aims to understand the role of denominations of origin and other quality regimes as potential tools to support the development of sustainable and multifunctional agrobiodiversity-oriented localized food systems, based on the virtuous valorization of underutilized or neglected landraces and related traditions.

From a theoretical point of view, we adapt the socio-ecological systems model for the analysis and characterization of agrobiodiversity-oriented food systems by Scaramuzzi et al (2021).

In terms of methodology, we conducted a comparative analysis of representative case studies (Poteete, 2010) involving the localized agri-food systems of three threatened plant landraces cultivated in Tuscany (Italy): the Red Onion of Valtiberina, the Cherry of Lari, and the Maize Formenton Ottofile of Garfagnana. A participatory action–research approach was followed, involving both public and private stakeholders (Kindon et al, 2007). The case study analysis followed a qualitative approach, combining secondary data and literature with the results of in-depth interviews and focus groups (Patton, 2002; Wang et al., 2017).

Results provide relevant insights on the potential and limits of the use of denominations of origin, collective and other specific public marks for the identification and protection of GIs based on landrace-based agrobiodiversity products. Specifically, we analyze the main limitations and value the potential of adopting different quality identification marks in both small-scale landrace-based niche markets and large-scale integrated supply chains, in order to be performant in combining the production of private and public goods and services and generating and fairly distributing a complex of economic, environmental and sociocultural benefits.

*Speaker

Conclusions highlight the limitations in the use of denominations of origin for small scale products, the potential of participatory self-certification systems, the necessity of an effective harmonization, at both national and local level, between agrobiodiversity specific policy frameworks and the public jurisdiction over traditional agri-food products and quality schemes. Lastly, the creation of national specific public marks for the qualification and market remuneration of agrobiodiversity products and custodian farmers' role is also evaluated.

We expect our research can support both literature and institutional debate to corroborate the role of geographical indications in addressing evolving processes of biodiversity-oriented agro-ecological transition and sustainable development, considering a fair representation, equal protection and balanced satisfaction of the interests at stake.

Keywords: Geographical Indications sustainability, Agrobiodiversity products, Agrobiodiversity, oriented localized food systems, Denominations of origin, Quality Regimes, Biodiversity oriented agro-ecological transition

Climate change effects and the responses of the agri-food GI agents: Evidence from the Veneto Region (Italy)

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Climate change is changing environmental conditions of some terroirs on which geographical indications (GIs) rely. Based on the case study of the Veneto Region in Italy, this research aims to understand whether these effects are common to different types of agri-food GIs and how GI agents are responding to climate change effects. The research adopts a mixed-method approach, based on 14 semi-structured in-depth interviews with key informants and online survey. The results draw on different levels of concerns and responses to climate change, which vary in relation to the type of GI and crop systems.

Keywords: geographical indications, agri, food systems, climate change adaptation, Veneto

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Les indications géographiques face au changement climatique : No future ou new morning ? Enseignements des recherches sur les vignobles français.

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Parce qu'il remet en cause la possibilité de relations durables entre les caractéristiques d'un produit agricoles et ses conditions locales de production, le changement climatique apparaît aujourd'hui comme la principale menace qui pèse sur les produits d'origine et les indications géographiques. Les produits sous IG sont-ils voués à disparaître du fait du bouleversement climatique, ou bien peuvent-ils continuer à offrir des perspectives pour les systèmes alimentaires ? La communication propose une synthèse des impacts du changement climatique sur les IG et une exploration des voies et conditions de leur adaptation possible. Elle s'appuie pour cela : i) sur la formalisation d'un modèle économique des produits agricoles sous IG, permettant d'organiser le questionnement sur leur durabilité dans le contexte du changement climatique (Belletti et al. 2017) et ii) sur l'exemple du vin, une production au fondement historique des indications géographiques, et dont l'analyse des conditions d'adaptation au changement climatique vient de faire l'objet d'un vaste programme de recherche, LACCAGE.

1) La communication fait d'abord un point sur le modèle économique des produits d'origine, dont l'IG vient signaler/garantir la qualité, en détaillant les conditions de sa viabilité économique : reconnaissance par les consommateurs ; redistribution de la rente de qualité au sein de la filière pour assurer la rémunération des entreprises, le financement d'actions de garantie/promotion, la préservation des ressources territoriales ; développement d'institutions et d'une gouvernance permettant la coordination de ces actions.

2) Un bilan est alors proposé sur les impacts du changement climatique pour les IG, en montrant à partir de l'exemple viticole comment celui-ci modifie les qualités des produits, leurs variabilités et leurs liens aux territoires, mais affecte aussi le risque et la rentabilité des entreprises, remet en cause l'image des produits ou des activités associées, ouvre la possibilité de nouvelles localisations et change les conditions de concurrence...

3) Une synthèse est ensuite proposée sur les stratégies d'adaptation qui combinent des innovations techniques (nouvelles variétés, modification des pratiques agronomiques ou de transfor-

*Speaker

mation), des innovations organisationnelles (assurance, révision de cahiers des charges...) et la réorganisation des productions dans l'espace, pouvant aller jusqu'à la création de nouveaux vignobles " ex nihilo ". Les stratégies d'adaptation apparaissent alors souvent menacer les IG.

4) La dernière partie montre que si le changement climatique place les produits sous IG dans des situations très contraintes (impasse à la fois de stratégies conservatrices et de stratégies d'adaptation par artificialisation des systèmes), une autre voie est possible : celle-ci s'appuie sur l'importance du niveau local pour gouverner l'adaptation au changement climatique, mais elle suppose une série de conditions : un réchauffement climatique atténué ; une définition " procédurale " et non " conservatrice " des IG ; l'intégration de l'atténuation dans le cahier des charges ; le renforcement de collaborations de R&D ; le développement d'une nouvelle ingénierie des produits d'origine.

Keywords: Indication géographique, Changement climatique, adaptation, vin

**F. Link to origin: traditional
know-how or innovation?**

DOCaMEX : Capitaliser les Savoir-Faire

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Les filières fromagères sous IG sont issues d'une longue tradition de transmission orale et d'apprentissage " au pied de la cuve " des savoirs et savoir-faire qui les constituent. Des évolutions internes aux appellations, comme le renouvellement des opérateurs, la mécanisation voire l'automatisation de certains procédés, l'absence de formalisation de certains usages, fragilisent fortement la préservation et la transmission de ces savoir-faire.

La durabilité des filières fromagères valorisant leur terroir passe donc par la pérennisation des savoirs et savoir-faire fromagers avec une montée en compétence des personnels qui les accompagnent (techniciens et formateurs).

Le développement des outils numériques permet aujourd'hui d'envisager l'exploitation de grandes bases de connaissances ouvrant de nouvelles perspectives de gestion et de transmission des données de l'expérience.

Dans ces conditions, le projet DOCaMEX (2016 – 2020) cherchait à savoir **comment collecter au mieux les savoir et savoir-faire fromagers** et de quelle manière les structurer pour les rendre durables, évolutifs, transférables et accessibles aux acteurs actuels et futurs des filières fromagères traditionnelles. Des outils informatiques adaptés ont été créés pour capitaliser, à l'échelle d'une filière sous IG, l'expérience fromagère des praticiens (fromagers) ainsi que l'expérience technique et les connaissances scientifiques (techniciens fromagers, chercheurs).

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La diversité des sources et des données collectées (publications, études techniques, vidéo, enregistrements sonores, ...) font la richesse de cet outil.

DOCaMEx, c'est aujourd'hui deux outils interconnectés :

Le livre de connaissances : qui permet de présenter des savoirs sous forme de cartes conceptuelles (outils graphiques de représentation de la connaissance composés de concepts interconnectés) et de fiches de connaissances, liées par des liens hypertextes. Cette formalisation permet de naviguer aisément entre différentes notions et facilite ainsi l'apprentissage et la contextualisation des connaissances.

Le moteur de raisonnement : qui permet de structurer le raisonnement technologique sous forme d'arborescences centrées sur un descripteur, défaut ou qualité d'un fromage. A partir de ce descripteur, les processus fromagers sont organisés en établissant des liens de causes à effets entre des situations et des leviers technologiques. Un descripteur va être relié à une ou plusieurs actions pouvant être mises en œuvre. Cet outil permet à son utilisateur d'être guidé dans son raisonnement fromager au service de la qualité du produit.

Ces outils disposent chacun d'**une version dénommée " socle "** qui regroupe les connaissances génériques de la transformation fromagère (toutes filières confondues) et de versions " filières " déclinées et adaptées pour chaque filière sous IG qui reprennent quant à elles leurs connaissances spécifiques. Les données sont sécurisées par des niveaux d'accès et des droits adaptés à chaque public. Pour toutes les nouvelles filières souhaitant créer leur propre outil, l'accès aux données " socles " permettra de construire plus rapidement son dispositif de gestion et d'utilisation de ses données.

Le projet DOCaMEx a été rendu possible grâce à la complémentarité des partenaires impliqués : fromagers et techniciens des filières fromagères, écoles de laiterie, centres techniques, universités, centre de recherche. L'enjeu est maintenant de déployer cet outil numérique vers un maximum de filières fromagères.

Keywords: savoir, faire, connaissance, savoir, fromage, fromager, transmission, expérience, raisonnement, formation

GIs as the engine of traditional communities' rights

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Geographical indications (GIs) are a legal instrument protecting the outcome of physical and human interactions in a certain territory, where such interaction is able to characterize the production of certain goods. As such, GIs have been pointed out as a valuable tool to protect local and traditional knowledge(1).

At the centre of the international debate has always been the problem of the applicability of international rules on intellectual property (IP) to the indigenous culture. These norms seem to be conceived above all as a functional tool to the interests considered prevalent in industrialized societies. Some IP rights (like patents) do not have the characteristics that consider the needs of different realities, and the more general objectives linked to the advantages for indigenous populations resulting from the exploitation of traditional methods of production by a whole community.

In this context, GIs are the legal instrument which more than others seem able to contribute to the economic growth of local communities in various ways. In addition to protecting cultural heritage, GIs are capable of stimulating the increase of handicraft production and the labor market, as well as, at social level, contributing to hamper depopulation and impoverishment of rural areas. Economic advantages are also achieved by raising consumers' attitude towards traditional crafts and tourism in local areas.

Particular attention shall be given to the non-economic effects arising from GIs policies such as, in particular, the increasing of environmental standards. The latter is due to the fact that producers fully recognize the importance of preserving their natural resources, thus being incentivized to protect their local environment. Relevant sustainable models embracing GIs supply chains consist of specific models of production: in the wine sector, for instance, sustainable practices have been implemented on the bases of quality standards. Those standards will be subject of the analysis(2). If we think about the GIs production chain and the quality controls thereto related, we can observe a control system constituted of strictly connected phases which can be compared to the principles of blockchain technology.

On the basis of such assumptions, the contribution will explore how *sui generis* GIs protection systems may involve producers to develop and implement quality assurance schemes to preserve certain environmental conditions, and hence empowering entire traditional and indigenous communities (as in the case of the production of *Madd de Casamance*, 2020).

The US constitution defines copyright as "the engine of freedom of expression". Could GIs

*Speaker

be identified as the engine of traditional communities' rights?

(1) "Traditional knowledge," in its broad description, includes the intellectual and intangible cultural heritage, practices and knowledge systems of traditional communities, including indigenous and local communities.

(2) One of them is the SOPT standard defining the sustainability of the wine-producing sector according to social, environmental, and economic reasons and providing for each objective verifiable and measurable requirement; The requirements being defined for each type of operator in the chain and for each pillar: agricultural production, cellar, bottling/packaging practices, social, economic, environmental and communication practices.

Keywords: traditional indigenous communities sustainability environmental economic impact GIs

Comparison between Geographical Indication red rice in India and Thailand: Regulations and practices

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India and Thailand are two important exporters of rice and possess several premium quality rices such as Basmati and Hom Mali. Nevertheless, the competition in the world market of quality rice is increasing with emerging competitors. To distinguish the products from competitors, Geographical Indication (GI) is one of the ways to protect the property rights of rice production. Under the agreement on Trade-Related Aspects of Intellectual Property Rights of the WTO, member states shall provide the legal means for interested parties to prevent the use of GIs by producers not located in the region designated by particular GIs, and establishes that GIs' protection shall prevent 'any use which constitutes an act of unfair competition within the meaning of Article 10 bis of the Paris Convention (1967) (Sangiovanni, 2019). Thus, India and Thailand initiated GI laws that came into force in 1999 and 2003, respectively. As of 2021, India has registered 14 GI rice while Thailand has registered 17 GI rice in the domestic market. While Thailand has successfully registered two of its local rices in the EU market, namely Hom Mali Thung Kula Rong-Hai in 2008 and Khao Sangyod Muang Phatthalung in 2013, India successfully registered only one, that is Basmati rice in 2018.

India and Thailand are endowed with rich biodiversity and has high potential to benefit from GI registration. The concept of GI in these countries is tightly interwoven with traditions, practices and know-how of rural lives. Thus, the strategy of building an image of quality for a class of products made in a certain area can help our indigenous agricultural products achieve consumer acceptance quickly and can also help our resource poor farmers command premium price. As GI rices are local varieties and important for in-situ conservation of genetic materials, it helps the preservation of traditional knowledge which is important to the sustainability of rice ecosystem.

To provide implications for the sustainability of GI products as a means to protect property rights of traditional knowledge and local resources, it is important to understand constraints and advantages that contribute to the efficiency of GI system. This paper aims to compare and contrast GI rice system in India and Thailand by selecting two similar local quality rices, one from each country.

The GI rices selected are red colored that have high nutrition and are being consumed as part of cultural and traditional cuisine. In Thailand, Khao Sangyod Muang Phatthalung is selected as it is the first PGI rice outside of the EU territory registered by the European Commission. Navara rice is selected for the India case for its first recognized GI rice variety in India. Previous

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studies have shown that the beneficial effects of GI depend strongly on the quality of the supply chain governance and on the elements of the code of practices (Radhika et al., 2021). Hence the findings from the comparative study identify the potential areas to be addressed timely and recommendations intended to improve the GI protection and management system in both the countries.

Keywords: Navara rice, Khao Sangyod Muang Phatthalung, red colored rice, India, Thailand, landrace varieties, traditional knowledge

The co-production of coffee terroir on the Galápagos Islands: Knowledge, power, and sustainability in a Latin American GI project

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This article explores knowledge and power in the implementation of a geographical indication (GI) label for Galápagos Islands coffee, a project developed by Ecuador's Ministry of Agriculture (MAG) with assistance from France's National Institute of Origin and Quality (INAO). Based on the French notion of *terroir* or 'the taste of place,' a certified GI identifies a particular agro-food product as originating in a particular territory and suggests that a given quality, reputation, or other characteristic of the product is essentially or exclusively attributable to its geographical origin. Previous scholarship on GIs in developing contexts has focused on the political struggles inherent in defining and institutionalizing the link between place and product that merits GI protection, yet these works have largely taken the knowledge produced to define *terroir* as objective and apolitical. In contrast, this article approaches the production and deployment of knowledge as socially structured and politically motivated processes that reflect and reproduce development discourses and material relations.

Using content analysis of relevant documents and semi-structured interviews with 21 key stakeholders, including agronomists, policymakers, and coffee producers, this article applies the concept of 'co-production' from science and technology studies (STS) to approach the mutual shaping and legitimizing of knowledge and politics in this rural development project. The Galápagos Islands are renowned worldwide as a conservation success story and eco-tourism destination, yet the archipelago has also been the site of conflict over the sustainability of human habitation. State institutions used the promise of higher income from the protection of the *Café de Galápagos* GI to encourage agriculturalists to manage invasive species and become 'co-responsible for conservation.' In this project, the cultural, economic, and political authority of French GI actors was deployed to legitimize the link between coffee's sensory character and the biophysical, biological, and human factors of its place of production. Policymakers used knowledge of coffee's essential qualities to support a sustainable development agenda for the Galápagos, a 'natural laboratory' of evolution, but producers linked those very qualities to alternative visions of sustainable farming. The social boundaries of Galápagos coffee's *terroir* encompass producers who can reproduce—in discursive, epistemic, and material terms—the distinctive 'culture of conservation' that was made essential to coffee's character.

This article focuses on the production and legitimation of evidence in the definition of Galápagos coffee's *terroir* and argues for considering legitimacy as a political outcome that is co-productive

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of cultural and material struggles over heritage and ‘the taste of place’ in alternative food initiatives. It suggests that for developing world products entrenched in transnational commodity chains structures and post-colonial relations, place-based food initiatives, such as GI, risk undermining knowledge and heritage when these conflict with state policy goals of agricultural modernization and resource security.

Keywords: Food politics, Expertise, Conservation, Rural development, Sustainability

Défis de la délimitation territoriale dans l'enregistrement de l'Indication Géographique : le cas de la farine de manioc Copioba

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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, mais il est nécessaire qu'il représente la zone géographique connue comme centre d'extraction, de production ou de fabrication d'un certain produit ou service. Par conséquent, la délimitation territoriale de l'enregistrement d'une indication géographique (IG) doit être effectuée très soigneusement afin de ne pas exclure des régions et des producteurs. Ainsi, 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 mobilisation pour l'enregistrement de cette IG est un effort conjoint des producteurs initié à partir d'une recherche-action coordonnée par l'Université de Bahia et des partenaires, toujours en cours. Cet article est une recherche ethnographique, menée sur la base d'entretiens, auprès de producteurs de farine de manioc de la vallée de Copioba, en 2019, lors de 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. Le principal défi identifié dans cette discussion était la diffusion historique du savoir-faire traditionnel de la farine, au-delà de son territoire d'origine. Le nom géographique du produit, "Copioba", est directement associé à la vallée de la rivière Copioba, située à Bahia. Le lieu est désigné par la littérature et par les producteurs eux-mêmes comme le territoire d'origine de cette fameuse farine de manioc. Cependant, en ce qui concerne la délimitation du territoire de l'IG, les producteurs sont divisés : ceux qui sont en faveur d'une délimitation uniquement pour les trois (3) municipalités d'origine qui composent la vallée de Copioba - Maragogipe, Nazaré et São Felipe - défendent la valorisation de la tradition historique de production ; et ceux qui sont

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en faveur d'une extension de la délimitation, qui font valoir que certaines municipalités voisines ont des producteurs de farine Copioba et peuvent renforcer le processus collectif de demande d'enregistrement de l'IG. Outre l'avis des deux parties, L'Entreprise brésilienne de recherche agronomique (EMBRAPA), partenaire du projet, a publié en 2016 une étude dans laquelle elle atteste que la farine Copioba est produite dans 26 municipalités de l'État. Cette conclusion n'est pas pleinement reconnue par les producteurs des deux côtés, mais a été utilisée comme argument pour l'admission de six (6) autres municipalités en 2020. Malgré l'élargissement de la délimitation territoriale au-delà des municipalités initiales, on estime que ce débat n'est pas encore finalisé, car l'IG implique des conflits de pouvoir et d'intérêts, ainsi que des conflits entre les municipalités du territoire. Il est conclu que la délimitation maintenant établie entraînera encore de nouvelles discussions et de nouveaux développements, puisque les raisons du désaccord initial entre les producteurs n'ont pas encore été résolues.

Keywords: délimitation territoriale, conflit, savoir, faire traditionnel.

Le cacao rouge du Cameroun : Contribution de la recherche scientifique à la caractérisation et la délimitation de la proposition d'Indication géographique protégée (IGP)

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Résumé

Au Cameroun, le cacao représente 30% des exportations non pétrolières et fait vivre plus de 2 millions de planteurs. Le cacao de fèves rouges du Cameroun possède une bonne réputation pouvant lui garantir un segment du marché international plus rentable. La notion d'Indication Géographique (IG) semble ainsi offrir des opportunités aux producteurs pour sécuriser les ventes et assurer des parts de marchés valorisant davantage les attributs locaux et conséquemment s'inscrire dans le processus de construction d'un revenu décent des producteurs.

L'Organisation Africaine de la Propriété Intellectuelle (OAPI) et les autorités camerounaises, avec le soutien de l'Agence Française de Développement, ont identifié et priorisé le cacao rouge comme l'un des produits potentiels au Cameroun pour un enregistrement comme indication géographique. Cet article présente l'étude de caractérisation en cours. Celle-ci procède d'abord à un zonage des espaces homogènes par rapport aux facteurs de production de ces fèves. Puis elle évalue leur influence sur les caractéristiques physico-chimiques et organoleptiques du cacao rouge du Cameroun.

Keywords: cacao, Indication géographique, revenu agricole, qualité organoleptique

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G. GIs and consumers

Labellisation des produits de terroir et durabilité territoriale. Discussion à partir de l'exemple de la Corse

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Depuis une quarantaine d'années, la Corse a développé une trajectoire de développement qui s'appuie sur deux maître-mots : l'identité et la qualité. En effet, après avoir expérimenté les prémices d'une production viti-vinicole et d'un tourisme de masse dans les années 1970, l'île a rapidement opté pour le tournant de la qualité dès les années 1980 (Furt & Maupertuis, 2006). Dès lors, les produits identitaires (Taddei & Antomarchi, 1997) - que sont notamment les produits de terroir- ont été réappropriés et furent l'objet d'une revalorisation culturelle et marchande. De nombreux produits agro-alimentaires ont alors été placés au centre de démarches de qualification pour l'obtention d'une Appellation d'Origine. Depuis les 1ères appellations dans les années 1975-1983 (Vin, Brocciu), on ne dénombre pas moins de 22 produits sous IG à l'heure actuelle. Dans ce projet de développement, le tourisme tient une place essentielle : multiplicateur de la demande, positionné plutôt haut-de-gamme, il tend à élargir le bassin de consommation et apporte à la destination Corse une clientèle aisée avec une forte propension à acheter des produits de terroir (Vandecandelaere & Abis, 2012 ; Hirczak & *alii.*, 2008). Consommer le produit de terroir fait partie intégrante de l'expérience touristique (Bessière & *alii.*, 2006) et les touristes ne sauraient repartir sans leur produit-souvenir. Pourtant, s'il apporte une haute valeur ajoutée au territoire, ce modèle de développement fondé sur le " panier de biens et services territorialisés " (Moalla & Mollard, 2011) n'est pas sans générer certains effets pervers qui interrogent sa durabilité autant que la soutenabilité du territoire. Tout d'abord, la forte hausse induite du prix des produits de terroir entraîne une forme de gentrification alimentaire dans un territoire où plus de 20% de la population vit sous le seuil de pauvreté. D'une certaine manière, ce sont des aliments qui permettent de faire communauté localement qui échappent à la consommation des résidents. Ensuite, ce modèle de développement s'accompagne d'inévitables effets d'aubaine : pour une organisation collective difficile à mettre en place et à entretenir, avec des coûts de transaction parfois élevés pour ces adhérents, combien de passagers clandestins tirant profit des IG à moindres frais ? Ces stratégies de contournement mettent à mal la gouvernance du système et tendent à l'affaiblir alors qu'elle s'avère souvent fragile tant les jeux d'acteurs peuvent être tendus (voir le Brocciu Corse : Millet & Casabianca, 2019). Enfin, certains opérateurs tirent avantage des effets de réputation de l'IG en mettant en œuvre de véritables stratégies de détournement de l'image de qualité construite collectivement : il s'agit là d'opérations frauduleuses visant à vendre l'image du territoire sans apporter les garanties sur l'origine des matières premières qui viennent alors d'ailleurs (Casabianca & Tafani, 2017). Se pose alors la question

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de savoir comment gérer au mieux ces effets pervers ? Ne faudrait-il pas infléchir la trajectoire de développement pour construire une " économie ordinaire " (Lamine et Chiffolleau, 2012) qui serve les résidents autant que les touristes ? Ne peut-on pas déjà déceler un certain nombre de signaux faibles comme autant de " sursauts " du modèle de développement actuel ?

Keywords: IG, produits de terroir, tourisme, durabilité terrirotirale, Corse

AOP et AB : quelle disposition à payer des consommateurs pour la double labellisation ?

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AOP et AB : quelle disposition à payer des consommateurs pour la double labellisation ?

Dans le contexte de profusion des signes de qualité qui caractérise le secteur agroalimentaire, se pose la question de leur capacité à informer le consommateur sur les qualités du produit, et ainsi dégager de la valeur, notamment lorsqu’un produit bénéficie de plusieurs labels.

Dans cet article, nous évaluons la disposition à payer (dap) des consommateurs pour des fromages sous Appellation d’Origine Protégée (AOP), en Agriculture Biologique (AB) ou avec les deux labels (AOP et AB), par rapport à un ”fromage de base” sans label. Le label AOP est très présent dans le secteur fromager (20%) et l’AB bénéficie d’un fort développement (comme dans beaucoup de secteurs de l’agroalimentaire).

Ce papier s’inscrit dans la littérature mesurant la disposition à payer des consommateurs pour les signes de qualité en présence de plusieurs signes sur un même bien (Loureiro et McCluskey, 2000 ; Hassan et Monier-Dilhan, 2002 et 2006). Ces travaux concluent que la disposition à payer pour un label dépend, de manière décroissante, du niveau de qualité initialement perçue par les consommateurs, notamment des autres signes de qualité dont le produit bénéficie.

Notre étude est menée sur trois segments de marché du secteur fromager à partir des données de prix des achats des ménages français en 2017 (panel KANTAR). Le nombre d’actes d’achat est de 305 141 sur le segment des pâtes pressées cuites de vache, de 79 739 pour les fromages à pâtes persillées et de 92 779 pour les camemberts.

La mise en œuvre de la méthode des prix hédoniques permet d’estimer la dap pour chacun des signes officiels de qualité. L’originalité de cette étude est de mesurer la dap pour l’AB par rapport au bien de base et par rapport au bien bénéficiant de l’AOP. Notre analyse tient compte de l’existence de marques (nationales ou de distributeurs), du circuit de distribution et du format de vente.

Les résultats donnent du crédit à une complémentarité de ces signes officiels de qualité et d’origine: la dap des consommateurs pour les produits issus de l’agriculture biologique est positive et significative pour tous les fromages AOP étudiés (le Comté, le Roquefort, les bleus

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AOP et le Camembert de Normandie). En cohérence avec la littérature, nos résultats montrent que l'effet marginal du label AB sur la DAP des fromages AOP est parfois plus faible que pour un fromage de la même famille sans label AOP, en particulier lorsque les fromages AOP sont fortement différenciés (Comté, Roquefort). Ainsi, pour les consommateurs, le label AB peut représenter un moindre supplément de qualité lorsqu'il s'applique à un bien AOP (dont la qualité perçue est déjà élevée), que lorsqu'il s'applique à un bien de base.

Du point de vue producteur, il serait intéressant d'examiner dans quelle mesure l'ajout de signes de qualité se réalise également à coûts décroissants, pour conclure en termes d'incitations économiques du passage à l'AB pour les AOP.

Keywords: Mots clefs : disposition à payer, AOP, agriculture biologique, secteur fromager

How COVID-19 affected consumers' preferences and attitudes toward foods with Protected Designation of Origin (PDO)

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The emergence of the COVID-19 pandemic has created one of the biggest public-health, social, and economic crises in the world, especially in the most affected countries (China, Italy, Spain, France, United Kingdom, and the United States, among others). Several countries were forced to order nationwide lockdown with different drastic restrictions to stop the spread of the pandemic. The consequences of this uncertain situation are drastic and are reflected by the increase of unemployment, the decrease of wages, and purchasing power, among others. This unpredictable and unexpected situation has created an atmosphere of fear, panic, and uncertainty among consumers. Literature (Kelly and Schewe, 1974; McKenzie, 2004; Zurawicki and Braidon, 2005; Atinc and Walton, 1998; Ang et al., 2000; Duğu, 2014; Flatters and Willmott, 2009) has shown that times of crisis alter consumer behavior. The behavior alterations are mostly reflected by a decrease of consumption, a fall of expenditure, a change in spending allocation, and elimination or postponing of major purchases, an increase of brand switching, a decrease of brand loyalty, an increase of price sensitivity, an increase of the use of discounts, price reductions and neighborhood shops, a higher emphasis on information process, shift in shopping place, a change in the relative importance of product attributes, an increase of preference for home products, and a decrease of waste, among others.

This study assesses the impact of COVID-19 on consumers' preferences and attitudes toward local food products. To this end, a survey was conducted in Barcelona (Spain) among 240 consumers in February 2020 (Before the coronavirus lockdown) and among 600 consumers in November 2020. The survey collected information on purchasing and consumption habits, knowledge, perceptions, preferences, and willingness to pay for the Reus hazelnut Protected Designation of Origin (PDO) and L'Alt Urgell - Cerdanya Cheese Protected Designation of Origin (D.O.P.). A comparison of the data collected in February and November was undertaken to assess the impact of COVID-19.

Results showed that the COVID-19 increased significantly consumers' interest, preferences, purchasing intentions, and willingness to pay for Reus hazelnut Protected Designation of Origin (PDO) and L'Alt Urgell - Cerdanya Cheese Protected Designation of Origin (D.O.P.). 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

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of these shifts will form new consumer behaviors for years to come. Moreover, most of these new consumer behaviors are still forming, giving companies an opportunity to adapt to the new reality and to meet the new consumers' needs.

Keywords: Protected Designation of Origin (PDO), COVID, 19, Consumer behaviors, consumer preferences, willingness to pay

The impact of emotional storytelling on consumers' acceptance and purchasing intention of cheese and hazelnut with Protected Designation of Origin

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It is well-known that consumers' hedonic evaluation and purchase intention of food products are affected by external contexts and varying environments. The information plays an important role in the formation of expected and actual sensory acceptances and in identifying consumers' willingness to pay (WTP). In this research, we assess the impact of emotional and objective storytelling using audio-visual and infographic communication materials on the liking scores and WTP of two Protected Designation of Origin (PDO) in Catalonia. The starting hypothesis is the superiority of the emotional discourse versus the objective narrative in affecting consumers' acceptability and preferences. In this context, the main objective of this study is to analyse the impact of the emotional storytelling on consumers' preferences and acceptance. Furthermore, to assess how the emotional message positively influence the consumers' sensory perceptions and intentions for two Protected Designation of Origin: The Hazelnut of *Reus* and the Cheese of the *Alt Urgell* and the *Cerdanya*.

Data were obtained during April 2020 from a self-completed structured questionnaire jointly with a hedonic sensory analysis. A quota sampling approach was used with gender, age and postal districts as stratification variables. Participants were recruited from the metropolitan area of Barcelona province, that are exclusively or mainly responsible of the household food shopping and who have consumed hazelnuts and cheese at least once in the last two months. Two methodological approaches were followed: The between and the within samples comparisons. The former is based on comparing the impact of the emotional and objective storytelling using two communication formats between two samples that are similar in term of socio-economic characteristics (gender, age and social class). The second approach aims at comparing the impact of the emotional and objective storytelling within the same sample (80 consumers) by randomly presenting participants with the two type of information and communication formats. To reduce the order effect and the sensory interactions between the products (hazelnut and cheese), the presentation of the products and the communication format were randomized. Results from the within sample approach showed that using an audio-visual emotional storytelling, the PDO (hazelnut) was more accepted (hedonic score) and preferred (WTP) than the

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other market leading brand. However, small differences were found when the between samples approach was applied. Results confirmed that using an objective storytelling message in an exclusive way would lead to unsatisfactory action to differentiate the PDO from the other market brands. The emotional storytelling improved the consumers' sensory perceptions when the format of the information used was the audio-visual. However, when the written communication (infographic) was used, the sensory perception of the PDO (cheese) was maintained invariant. The emotional narrative compared to the objective one may had not only a positive impact on consumers' acceptance but also on their WTP. This result represents a roadmap for improving the communication strategy of the PDO by additionally focusing on the emotional aspects of the production systems and their human factor jointly by objectively highlighting their differentiating cues from the competing brands.

Keywords: emotional storytelling, consumers, hedonic evaluation, PDO, cheese, hazelnut

Do geographical indications certify origin and quality? A conceptual framework and an exploratory test on Gouda cheeses.

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Geographical indications (GIs) protect regional specialty foods such as lemons from Sorrento. While the EU asserts that GIs certify and protect high quality regional specialty products, the US sees them as protectionist. This article develops a conceptual framework of different quality attributes and analyzes how GIs may certify quality on those attributes. Regional origin may count as a quality attribute per se, or only indirectly through taste. The conceptual framework is illustrated with an exploratory blind tasting of Gouda cheeses. The framework and empirics clarify the possibilities and limits for GIs to collectively appropriate the brand value of regional foods.

The market for lemons (Akerlof, 1970) is a seminal contribution on quality in the second-hand car market; a lemon is slang for a bad second-hand car. Akerlof showed how, in the presence of asymmetric information, adverse selection can drive out high quality goods. While individual producers may be able to resolve this problem by building up reputations for quality, governments and regulators have often taken additional action.

Building on existing regulation in some member states, the EU has set up quality schemes to protect regional specialty foods such as lemons from Sorrento. Under these schemes the EU currently protects over 3000 geographical indications (GIs) for food and wine (Huysmans and Swinnen, 2019; Velčovská and Sadílek, 2015). The premise of these GI systems is that the origin of a product has a direct influence on the quality of the good: the notion of terroir (Barham, 2003). This link may arise due to geographical factors such as soil and climate, as well as human factors such as ancestral know-how or *savoir-faire*.

Through the protection and certification of GIs, producers and regions home to specialty foods can anchor, embed, and durably appropriate their value, sometimes also generating tourism and wider regional development (Blancheton and Hlady-Rispal, 2021; Bowen, 2010; Ilbery et al., 2005; Murdoch et al., 2000; Parrott et al., 2002; Rangnekar, 2004; Török et al., 2020; Tregear et al., 2007; Vandecandelaere et al., 2020). In order to use a protected GI name, producers have to be located in the protected region and follow the product specification, which specifies the allowed ingredients and production methods.

This article contributes to the literature by separating out the role of GIs in certifying different attributes of quality in economic theory, and illustrating this with an exploratory empirical study

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into Gouda Holland and Gouda North-Holland. In the model, regional origin may be a direct quality attribute per se, as well as influence taste through terroir. Based on an exploratory blind tasting of Gouda cheeses and consumer research that shows that many of the quality attributes regulated by GIs are valued less by new world consumers, the article identifies the limits of GIs as certifying quality through regional origin. All in all, the framework and empirics presented in this article clarify the potential mechanisms, possibilities and limits for GIs to appropriate the brand value of regional foods.

Keywords: Food Quality, Taste, Origin, Authenticity, Quality Attributes

Choice drivers and willingness to pay for combined quality-labelled food: A cross-cultural comparison on PDO Cheese

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In this study we explore the consumers' preferences and drivers affecting the choice of cheese with alternative labels. A random parameter logit models was applied on a discrete choice experiments (DCE) for eliciting the preferences of cheese consumers surveyed in two EU countries, France (n=400) and Italy (n=401). We analysed consumers' choices of quality-labelled food products, i.e., protected designation of origin (PDO) labelled Parmigiano Reggiano and Comté, combined with other labelling features. Consumers' preferences for PDO label combined with organic label and mountain product label were tested in, respectively, France and Italy. In addition, price and brand effects on consumers' choices were also tested. Finally, we applied the theory of planned behaviour (TPB) framework to explore the main drivers of the PDO-labelled purchase intention and behaviour. This latter was measured with both a self-reported frequency scale, and with the stated preferences expressed through the DCE.

Structural equation modelling (SEM) indicated perceived behavioural control (PBC) and attitude to be significant predictors of intention to purchase PDO-labelled cheese in France and Italy. Subjective and moral norms affected intention in France. Intention significantly influenced the hard cheese purchase behaviour in both countries. The results confirm that the TPB model predicted the self-reported measure of behaviour more than the observed one (the DCE model), in both countries. The TPB interrelationships varied between countries, suggesting that food systems operators and public authorities should carefully target their intervention to stimulate the demand of PDO-labelled products.

The paper also contributes to the literature on credence attributes, by examining Willingness to Pay (WTP) for the mountain product, organic and PDO labels, and by identifying the effects of personal characteristics, in terms of socio-demographics and level of product involvement on the differences in WTP. The results show that for French and Italian consumers the price is the most important attribute, followed by the PDO quality label, in particular when combined with other quality features (i.e. the organic label in France, and the mountain product label in Italy). Two cheese consumer segments were identified via latent class models for each country: Price Sensitive Quality adverse consumers (21.5%), and Quality seekers (78.5%) in France, and High Quality Seekers (88.7%), and PDO Lovers (11.3%) in Italy. Significant differences in socio-demographics and attitudinal variables between segments were tested and discussed. This segmentation might help producers to improve their marketing of agri-food products with

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a high gastronomic value and differentiation potential, applying a combination between PDO labels with other labels.

Keywords: protected designation of origin (PDO) label, food quality schemes, intention, self, reported behaviour, discrete choice experiment, theory of planned behaviour, willingness to pay (WTP), mountain product label, organic label

Finnish consumer's awareness of EU food quality labels and labels of origin

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The products, which link the quality to geographical origin and tradition, can also act as drivers for sustainable value chains and territorial development. Furthermore, consumers also value both locally produced food and food imported from traditional production regions. The European Commission has adopted as a part of its policy on food quality, a scheme program for agricultural food products, wines and alcoholic beverages. These quality schemes aim to encourage diverse agricultural production and protect product names from misuse and imitation. They also function as quality cues for consumers when they choose food items. In the global context, the term "geographical indication system" is used.

As quality system labels are consumer labels, there are grounds to know in what extent consumers are aware of the existence of these labels and understand their meaning. Although some surveys have been conducted in Europe concerning the EU quality labels, the focus has been mainly in southern European countries. Therefore there is a need to gain wider understanding about this quality system, and study consumer awareness of these labels of origin e.g. in Finnish context as well.

The aim of the study was to find out the consumer awareness of the EU food quality labels in Finland. The study was conducted as a face-to-face consumer survey (N=1004). The consumers were given a recognition task in order to identify three EU quality scheme labels, two national labels of origin and EU organic label. Additionally, one invented label of origin was presented as a control. The results of the study showed that the perception of the national labels and the EU organic label was significantly better than the EU quality labels and even the invented fake label was better recognized.

Keywords: geographical indication, quality labels, quality schemes, food, tradition

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VIABILITY STUDY ON OBTAINING A GEOGRAPHICAL INDICATION FOR DESIGNATION OF ORIGIN ON SALT LAMB FROM THE COASTAL PENINSULA OF RIO GRANDE DO SUL, BRAZIL

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Many studies reveal that obtainment of Geographical Indication (GI) adds value to the product, producers, and its' local origin territory. It becomes an alternative income source for the farmers which also helps in keeping manpower in the countryside by generating work opportunities and recognition. These product's quality has been appreciated in gastronomy and attracts rural tourism, hence playing sustainability hole to these locals. Furthermore, this agriculture production can incorporate history and cultural heritage. In Brazil, law number 9,279 of May 14th, 1996, regulates the rights and obligations related to industrial property, and it is the National Industrial Property Institute's responsibility to analyze the juridical issues over GI for Designation of Origin (DO). In this law's art. 178, DO considers the country's geographic name, city, region, or location in its territory, which designates a product or service's qualities exclusively and essentially due to its geographic means, including natural and human factors. Due to the mild temperatures and its location between the Atlantic Ocean and Patos' lagoon, therefore having saltier pastures because of the salty spray of the ocean, the lambs from the cities of Palmares do Sul, Mostardas, Tavares, and São José do Norte, located at the coastal peninsula of Rio Grande do Sul, have obtained attention. Agriculture, fishery, and livestock are the main economic activities of the region. The local sheep's breeding is mainly intended for local consumers, therefore, initiatives to develop the lamb production chain will be very valuable for the economic and social development of those cities. Additionally, the farms are mostly small-scale, so ideally for sheep breeding. The present study's purpose is to prospect the salt lamb's productive chain in the coastal peninsula within the cities of Palmares do Sul, Mostardas, Tavares, and São José do Norte, located in the Rio Grande do Sul, Brazil. The project also intends to analyze the technical viability of obtaining GI for DO on salt lamb, to gather an association of local producers, and to structure the productive chain to future promote social and economic local development. To do so, a group of local lamb producers,

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meat chain suppliers, and food researchers are meeting twice a month to better understand the Brazilian guidelines on GI for DO. The meetings are coordinated by a GI specialist, and it has been focusing on collecting all data and information regarding the salt lamb product and process and the coastal peninsula of Rio Grande do Sul, Brazil. This promising strategy promotes knowledge exchange between product chain members, and it may help to find errors, difficulties, and improvements, and highlight advantages and challenges. It may contribute to better organize the production system and explore sustainability for the salt lamb products.

Keywords: designation of origin, rural development, lamb, coastal peninsula, meat quality, rural tourism

H. AfrIPI GIs Africa

Mise en oeuvre de la Stratégie continentale pour le développement des IG en Afrique: contribution de la FAO et appui à des projets IG

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La stratégie continentale pour le développement des indications géographiques (IG) en Afrique 2018-2023 de l'Union africaine (UA) a pour objet de 1) renforcer le réseau des acteurs impliqués dans le processus IG au niveau des pays; 2) préserver et promouvoir les produits traditionnels sur les marchés locaux, 3) positionner certains de ces produits sur les marchés agroalimentaires internationaux. Cette stratégie, appuyée par la FAO en collaboration avec l'Union européenne (UE), l'Organisation africaine de la propriété intellectuelle (OAPI), l'African Regional Intellectual Property Organization (ARIPO), l'Organisation mondiale de la propriété intellectuelle (OMPI), l'Agence française de développement (AFD) et le Centre de coopération internationale en recherche agronomique pour le développement (CIRAD) a été approuvée par l'UA au niveau politique en octobre 2017. Un plan d'action a depuis lors été établi afin de mettre en œuvre cette stratégie.

Parmi les 4 volets du plan d'action (1- coordination , 2-renforcement des compétences sur les IG et leurs chaînes de valeurs, 3-recherche et 4-communication), l'accent a surtout été mis sur le deuxième volet qui comporte trois types d'activités:”la formation, la mise en place de produits IG pilotes et un appui au développement d'un cadre juridique pour les IG.”

Grâce à la mise en place d'enveloppes budgétaires non négligeables tant par la Commission européenne (Intellectual property rights Action for Africa project - projet AfriPI- mis en oeuvre par le bureau européen de la propriété intellectuelle -.EUIPO-) que par l'AFD (projet Facilité IG), on assiste au développement des IG dans un certain nombre de pays africains.

La FAO, souvent en collaboration avec un autre partenaire, apporte son appui technique à la mise en oeuvre de projets ou à la formulation de projets dans plusieurs pays d'Afrique subsaharienne tels que notamment le Sénégal (Madd de Casamance), le Niger (Oignon violet de galmi), le Mali (Echalotte bandiagara) et le Togo (Riz de Kovié).

Il est intéressant de noter que tous les projets appuyés par la FAO sont à l'initiative des acteurs locaux, ou dans le cas du Niger, du Ministère de l'agriculture et de l'élevage.

*Speaker

Keywords: projets IG, mise en oeuvre stratégie continentale sur les IG

AfrIPI Manual for Geographical Indications in Africa - Conference theme 2: Managing GIs

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Earlier this year, together with two international experts – Luis Fernando Samper and Monique Bagal – I have worked on a manual for Geographical Indications (GIs) in Africa. It was commissioned (and it is expected to be published in the following weeks) by the "Africa Intellectual property rights and innovation project" (AfrIPI).

The manual has the objective to take stock of the progress on GIs made so far across the African continent thanks to the initiatives undertaken by local stakeholders (producers, governmental authorities, regional organisations) and international bodies (development agencies, donors, non-governmental organisations). The manual has also the objective to provide conceptual (economic literature) and practical tools (examples of successful GIs from developing countries outside Africa) to address the remaining weaknesses in Africa, which prevent local GIs from reaping their full potential.

The manual consists of three chapters plus a final paragraph of recommendations.

The first chapter analyses the crucial factors for the success of GIs. Fully grasping these elements is instrumental to understanding the progress made so far in African countries, which is the object of chapter 2.

In this chapter, we show that the initiatives implemented over the last years by local and international shoulders have generated significant progress in African countries in terms of the modernisation of legal and institutional frameworks, the identification of GIs, the codification of the link between products and their geographical environment in product specifications and the registration of GIs at national/regional level. While further progress is possible and necessary with renewed commitment and resources, the results achieved show that technical assistance programmes in those areas have adopted the right approach. Such progress does not mean that no additional efforts need to be made in these areas, but rather that national and international stakeholders can build upon it to further develop the GI sector in Africa.

Finally, chapter 3 analyses the areas where further attention and resources should be devoted by national stakeholders and donors: the creation of functional producers' organisations and the establishment of transparent control mechanisms for product specifications. This chapter tries to demonstrate as well that having strong producer organisations and control systems are conditions which have the potential to facilitate progress in one of the crucial success factors for GIs:

*Speaker

taking into account the emerging sustainability challenges pushed by consumers, distributors, traders and policymakers.

In the final paragraph, a set of recommendations are formulated to the attention of national and international stakeholders involved in the development of GIs in Africa, with the aim to contribute to a successful implementation of the Continental Strategy for Geographical Indications in Africa 2018 – 2023.

Massimo Vittori, Managing Director of oriGIn

Keywords: Africa, Geographical Indications, groups, controls, sustainability, cooperation, stakeholders

I. GIs, tourism and gastronomy

Indicaciones geográficas e incremento del turismo: experiencias brasileñas en los sectores de vino y café

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Las indicaciones geográficas fueron inicialmente destinadas a evitar un efecto negativo de la fama de ciertos productos (uso indebido del nombre geográfico), pero se convirtieron en un factor de ventaja competitiva y facilitador de la inserción en el mercado (Besah-Adanu, Bosselmann, Hansted, & Kwapong, 2019; Chabrol, Mariani, & Sautier, 2017). Además, los efectos derivados del reconocimiento de las IG pueden ir mucho más allá (llegando al desarrollo territorial) en función de las articulaciones y estructuras institucionales de cada caso (Bowen, 2010; Calboli, 2015; Medeiros, Passador, & Passador, 2016). Las discusiones relacionadas con las GI apuntan su potencial para incrementar el turismo, especialmente rural y gastronómico (Čehić, Mesić, & Oplanić, 2020; De La Torre, Fernández, & Pérez Naranjo, 2014; Jiménez, de la Torre, & Rojas, 2019; Pasli & Akbaba, 2019). Sin embargo, estas consecuencias fueron poco evaluadas, principalmente de forma cuantitativa. Tratando de llenar este vacío, el presente estudio preguntó: ¿las indicaciones geográficas generaron un incremento en el Turismo en el caso de las IG de vino y café en Brasil?

Así, pretendemos: verificar si el reconocimiento de indicación geográfica tuvo un efecto positivo en los puestos de trabajo en el sector turístico de los municipios que forman parte de su delimitación. En concreto, se analiza la relación entre las indicaciones geográficas y el turismo; se verifica cuáles son las principales actividades turísticas relacionadas con las indicaciones geográficas de vino y café que se desarrollan en las regiones en cuestión; y finalmente, se analiza cuantitativamente el efecto de las IG sobre el empleo en el sector turístico.

En Brasil, ya hay más de 70 registros de indicación geográfica y, dada la variedad de productos y servicios para los que se pueden aplicar, optamos por el análisis de vino y café porque se consideran productos de fuerte identidad cultural. Además, las primeras indicaciones geográficas reconocidas en Brasil fueron para vinos (Vale dos Vinhedos) y café (Región Cerrado Mineiro) y ya existen varios registros para este tipo de productos (en octubre de 2020, 8 IG de vino y 07 IG de café). El trabajo se desarrolló mediante revisión bibliográfica y documental; observaciones in situ y análisis cuantitativo utilizando *Propensity Score Matching* para verificar el aumento de

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empleos turísticos mediante la comparación de pares de municipios estadísticamente similares. Como resultado, se verificaron varias actividades turísticas relacionadas con el vino y el café en las regiones estudiadas. Hubo un aumento estadísticamente positivo en el número de empleos en el sector turístico en ambos sectores bajo análisis. Se entiende que las interacciones simbióticas pueden surgir del proceso de IG, ya que el turismo local puede servir para promover la imagen del producto de IG, lo que a su vez puede atraer más turistas a la región (Bramley & Bienabe, 2012). De esta manera, mientras que el sector del turismo puede utilizar IG como un medio atractivo y promocional, IG puede utilizar el turismo para seguir siendo eficiente.

Keywords: Indicaciones Geográficas, Turismo, Empleo Turístico, Café, Vino

Desarrollo del cultivo de la alcachofa en São Roque-SP Brasil por medio del consumo local, turismo rural y gastronomico

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São Roque, ubicada cerca de la mayor ciudad brasilena - São Paulo; es gran destino de turismo de cercanias en gran parte de su fama en el cultivo de la uva y producción de vinos con el enoturismo, pero en los ultimos anos desarrolla como importante productor de alcachofa, flor comestible de origen mediterranea poco conocida en Brasil pero con fuerte posibilidad de venta en fresco, envase, turismo rural, turismo gastronomico y la ciudad es la unica del país que los alumnos de la red pública de ensino pueden consumir plato a base de esa flor. Su origen de cultivo fue en el siglo pasado con los europeos - italianos y espanoles que solo hacian consumo propio, pero surgió como nueva posibilidad debido al cambio de la producción de uva que perdió sus precios en las decadas de 1980 y 1990. En la decada de 1990, el turismo cambió la atividad con la apertura de restaurantes y modernización de la área de venta de las bodegas en una región de la ciudad denominada "Roteiro do Vinho" (Ruta del Vino). Actualmente esa Ruta son mais de 60 propiedades que en los sábados, domingos, puentes y feriados reciben al ano, antes de la Pandemia, 700 mil visitantes y turistas al ano. Los restaurantes de la Ruta contan con platos a base de alcachofa todo ano con congelados y conservas, pero en la época de la cosecha en Brasil, de agosto a fines de octubre, la ciudad es la Capital Brasilena de la Alcachofa, con platos de la alcachofa en sus más variadas formas, hasta helados y dulces, en octubre se realiza la mayor fiesta del producto en Brasil - "Expo São Roque - Alcachofras e Vinhos" (Expo São Roque - Alcachofas y Vinhos). Hace mas de veinte anos la alcaldia y la diretoria de Educación de la ciudad en período de la cosecha hace compra directa de los productores cerca de 15 por ciento de toda producción; los ninos de cero hasta 14 anos de las escuelas públicas de la ciudad pueden comer platos a base de la alcachofa, posibilitando las personas mas sencillas consumir ese producto típico; la región de São Roque con otras dos ciudades - Piedade, mayor productor y Ibiúna son responsables por más de 90 por ciento del cultivo en el país. Ejemplos como eses explican el desarrollo del cultivo de la alcachofa en la ciudad, hace tres anos un grupo de campesinos crearón una asociación para fortalecer el poder de compra de insumos y venta junto a la municipalidad, los mayoristas. Todavia la pandemia en ano de 2020, fue por medio del turismo y cercanias de São Paulo, mayor ciudad brasilena, los productores no fueran tan afectados con la situación y no obtuvieran perdidas en ventas o caida de los precios durante el período de la cosecha. Actualmente procuran los organos públicos para ayudar en el planeamento para solicitudión de la Indicación Geográfica de la variedad denominada "Alcachofra Roxa de São Roque" (Alcachofa Púrpura de São Roque).

*Speaker

Keywords: Alcachofa, São Roque, SP, Turismo Gastronomico y Rural

The Effect of Delimited Geographical Indication Areas on Retail Prices: A European Study

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The spatial delimitation of a geographical indication (GI) is at the heart of GI product specifications. Prior theoretical work suggests that the stipulated size of this delimited area affects prices of GI products. Larger delimited areas are expected to result in lower prices due to fewer quantity restrictions and lower average quality. However, this economic effect of GI areas has not been investigated broadly despite the regulatory importance of GI delimitations. With our study, we provide direct empirical evidence of the negative association between GI area size and retail prices.

Our main contributions to extant GI research are as follows. First, our econometric analyses are based on retail prices of GI hams and explicitly include the delimitations of GI areas in square kilometres. Second, we incorporate novel product-specific controls and highlight their relevance regarding GI premium estimations. Third, our pan-European analysis comprises a representative number of various raw hams from across the EU. Also, our sample includes all official EU origin-related food labels, i.e. Protected Designations of Origin (PDOs), Protected Geographical Indications (PGIs) and Traditional Specialties Guaranteed (TSGs).

We collected cross-sectional price data of more than 750 raw hams sold in online supermarkets operating in the capitals of 11 EU Member States, namely Austria, Belgium, France, Germany, Ireland, Italy, Luxembourg, the Netherlands, Portugal, Slovenia and Spain. Furthermore, we created a novel dataset of GI areas of 22 hams from 9 countries by measuring the size of the respective delimited area in square kilometres. While the smallest GI in our sample originates from an area of less than 35 square kilometres, the largest area goes beyond 20,000 square kilometres.

Fixed effect regressions on our full sample confirm that PDOs can achieve a price premium compared to uncertified hams, while there is no significant premium for typically larger PGIs. In general, the introduction of ham-specific controls such as maturation time and the use of special pig breeds significantly improves our estimates, suggesting that GI premiums ignoring such product-specific controls are biased.

Finally, regressions on our subsample of GI hams explicitly incorporate the size of GI areas in square kilometres. Our results indicate that for larger GI areas, prices are expected to be considerably lower as outlined by extant theory. Surprisingly, the comparative size of a GI is

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more influential than being regulated under a PGI or PDO specifically. Therefore, our study underscores that GI delimitations must be well-founded by producers and policy-makers as the size of a GI is a relevant price determinant in the EU ham market.

Keywords: Geographical Indications, European Union, Food Quality Labels, Price Analysis, Raw Ham, Protected Designation of Origin (PDO), Protected Geographical Indication (PGI)

The volcanic effects of PDOs wines in Cabo Verde. A sustainable approach

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Cabo Verde instituted provisions for Geographical Indications (GIs) protections of its products through its Intellectual Property Code of 2007, and two of the country's signature volcanic wines – Fogo and Chã das Caldeiras vinho do Fogo – received appellations of origin (PDO) in 2021. On April 6, 2022, Cabo Verde signed the WIPO Lisbon System, a measure that reaffirms its commitment to utilizing GIs for the socio-economic development of the archipelago by supporting culture, agriculture, and new tourism policies.

Using a multidisciplinary approach, we investigate how GIs Cabo Verde's wines could work as a spillover, *volcanic effect*, for sustainable development. We argue that by strategically interconnecting PDO wines to other high-quality traditional products (e.g. coffee, fish, and cheese), and with cultural aspects – such as festivals and music – would not only boost agri-food tourism, but also benefit communities by increasing product traceability and having more educated youth employed. This process should be accompanied by national strategies to maximize results across sectors.

Folklore and other traditions – including food, music, and festivals – that proudly link people to their territories and products should be intertwined with a GI strategy. Education, IT, and communication infrastructures should also accompany this process to reinforce the efficacy of GIs.

Keywords: Agri, food Geographical Indications, Fogo and Chã das Caldeiras PDOs, Cabo Verde sustainable development.

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A SWOT Analysis of the GI Registered Agricultural Products from India - Evidence from Select Case Studies

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Implementation of Geographical indications (GI) in the developing countries context present multiple governance and institutional challenges. India with rich cultural heritage and biodiversity has so far registered 370 products under GI, following a ‘defensive approach’. Barring a handful of foreign origin products, the rest belong to different parts of India, where the proprietorship of the GI rest with a variety of organisations including promotional organisations of the government. The threefold objectives of GI registration are to (1) protect the interest of the producers and the consumers (2) exclude unauthorised persons from misusing the GI and (3) promote goods bearing GI in the export market (Government of India 2011: 4). Though India exports a number of agricultural products, including a number of horticultural products where India has a sizeable share in the export market, only Darjeeling Tea has been registered as a PGI in the EU. Implicitly majority of the agricultural products have presence in the domestic/regional market only. Therefore, GI with its potential as a multi-faceted development tool, need to be utilised to help the producers to benefit from cultivation of the unique products in the domestic market.

In this context, a study conducted by the authors examined the economic impact of GI registration on the producers of select eight agricultural products that include food grains, spices and horticultural products from three states of India. The market reach of these products range from local, regional to international level. The proprietorship of these eight products include government organisations, government supported agricultural universities, and farmer organisations.

Adopting a theory of change approach, the authors carry out a SWOT analysis to demonstrate that while GI registration has been a major legal intervention, a variety of challenges need to be overcome to realise the benefits from GI registration. Strength of the food grains being their sustainable production, and their relatively higher link with the geo factors than the horticultural products and spices. Food grains with GI have the opportunity to command a relatively higher price than the standard products. While the lesser yield of the food grains and spices is a major weakness, the strong influence of the international prices on the domestic prices of the spices is a major threat. The horticultural products are highly susceptible to climatic changes, which reduces the yield and income. Opportunity is open before a few of the GI products which may successfully be registered and launched in the EU market, if the ongoing trade talks between India and EU is successful in the GI related agreement. However, a functioning monitoring body that would implement standard production procedures would ensure the final products meet the quality protocols set by the EU countries. The analysis of indicators of change in

*Speaker

GI implementation notes that strong farmer collectives and creating GI awareness among all stakeholders including consumers would make positive difference on the economic returns to the producers.

Keywords: Agricultural GIs, SWOT analysis, geo links, economic impact

Nutrition and health potentials of GIs; the way forward

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Modern food systems, characterized by the increasing presence of ultra-processed foods and the limited access to affordable healthy diets, are a leading cause of increased morbidity and mortality as well as environmental degradation (SOFI, 2020). In this context, traditional food systems and their associated traditional diets and products are seen as an opportunity to counterbalance this situation, as recognized by the United Nations Food System Summit held in September 2021. In particular, increasing the consumption of non-processed and minimally processed foods was proposed as a possible solution to the global health challenge. Among these food, GI products could play an important role. If until recently the topic of nutrition was rather ignored in the GI literature, such thematic is now emerging with some promising initial findings. The FAO study "the nutrition and health potential of geographical indications" for example, provides interesting case studies highlighting the higher nutritional profile of GI food if compared to their non GI substitute. Also in the framework of the FAO-oriGI series of seminars on GI sustainability, the keynote presentations and discussions with various experts lead to the identification of important mechanisms for GI products to contribute to healthy diets: the low processed nature of the food, the link to local resources (biodiversity, soils and climatic conditions), the traditional processing methods preserving or enriching the food matrix, are among important factors to consider for nutritional quality and health. Building on these elements, the proposed contribution intends to clarify the potentialities and challenges for GI products to contribute to healthy diets and to propose an agenda for researchers and practitioners to make progress on this crucial thematic.

Keywords: GI, nutrition, health, food system, healthy diet

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Mediterranean Diet: a multidisciplinary approach to develop a new territorial strategy

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Introduction: Mediterranean Diet (MD) integrates territorial diversities, economic and lifestyle changes. These characteristics represent an enormous potential, for a sustainable food pattern and healthy lifestyles, biodiversity and to valorisation of local products.

In 2013 Portugal joined the UNESCO MD application for Intangible Cultural Heritage, being Tavira (Algarve) the representative community. Algarve has been actively working for safeguarding DM, namely at the level of the Regional Commission of the Mediterranean Diet (CRDM), which includes representatives of various entities with responsibility in this subject. In 2017, the CRDM drew up the Activity Plan for MD Safeguarding in Algarve 2018-2021, with actions integrating a strategy for the valorisation of local products, namely those falling within the scope of geographical indication products (GI). This strategy is now being replicated to national level and the GI attribution to products associated with MD in each Portuguese Region could be a key factor for MD safeguard.

Methodology: Recognising the role of the MD for sustainable development and territorial cohesion, the University of Algarve, in a partnership with the Competence Centre for the Mediterranean Diet, four Regional Agriculture Directorates of mainland Portugal (Alentejo, Lisbon and Tagus Valley, Centre and North), Tavira City Council (Representative Community) and the Higher Education Institutions' Network for MD Safeguard, developed a set of activities with the aim of strengthening the national strategy for MD promotion and safeguard.

These activities aimed to raise awareness of the characteristics associated with MD in each territory and to enable effective articulation within the main stakeholders, using a quadruple helix approach – Agriculture, Health, Heritage and Tourism, and were as follows:

- Definition of a methodology to identify the specific characteristics of MD in each of the country's regions and to enable regional actors to plan and implement a strategy to strengthen its safeguarding.

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- Promotion of focus groups and work sessions, with the different players in each region, to debate MD and to create an 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.

The results in each region's group were submitted to content analysis to quantify those related to GI. The progress of each region's working group action is monitored in periodical meetings.

Results and conclusion: It was possible to gather a wide range of actors with responsibility in preservation and promotion of MD in each Region. The created working groups are developing further work leading to a safeguard strategy for MD in each Region and the set-up of Regional Commissions for MD (CRDMs). Results point out the relevance of GI registration of regional characteristic products as a key factor for MD safeguard.

Keywords: Mediterranean Diet, Safeguard, Local products, Geographical indications, Territorial cohesion, Sustainability

J. Which markets for GI products?

DESARROLLO TERRITORIAL: LA ECONOMÍA CREATIVA EN LAS REGIONES CON INDICACIÓN GEOGRÁFICA PARA EL VINO

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Las Indicaciones Geográficas (IG) son formas de protección legitimadas por convenios internacionales y los productos con este signo distintivo de origen se diferencian por *terroir*. La economía creativa inaugura una línea de pensamiento en la que el capital simbólico y la creatividad se reconocen como activos creativos esenciales y determinantes para el desarrollo. Las actividades de la economía creativa ligadas a cualquier actividad económica con productos simbólicos basados en la propiedad intelectual permiten expandir la notoriedad y el mercado guiado únicamente por la economía tradicional. La economía creativa abarca dominios culturales (patrimonio cultural/natural, celebración, artes visuales, medios audiovisuales y servicios creativos) y dominios complementarios (turismo y ocio). Considerando el vino con IG como un recurso intangible, simbólico y notorio en la región vitivinícola, la economía creativa podría apropiarse de estos recursos para incrementar el reconocimiento y el potencial de desarrollo. El desarrollo se abordó considerando la notoriedad del vino con IG como ventaja competitiva y la economía creativa utilizando el simbolismo y organización del arreglo productivo como parte de un proceso descentralizado orientado al *branding* de lugar. Así, el objetivo general de esta investigación fue verificar la contribución de la economía creativa al desarrollo territorial de las regiones con IG para el vino. La investigación se clasifica como un estudio de caso múltiple, cualitativo, aplicado, exploratorio, descriptivo y transversal. El territorio estudiado comprendió las seis regiones con IG para vino en Brasil porque es un segmento económico concentrado geográficamente, relevante en la producción de vino y enoturismo y por ser una de las primeras IG brasileñas. La recolección de datos se realizó mediante entrevistas que incluyeron, siguiendo la metodología Tridente Creativo, grupos conformados por el poder público, sector productivo y sector creativo. Las principales conclusiones son que: (1) La economía creativa en relación con las indicaciones geográficas se restringe al desarrollo de marcas, etiquetas, contraetiquetas, frascos y folletos explicativos. Los hechos están relacionados con el vino y no específicamente con las indicaciones geográficas. Por tanto, la economía creativa no contribuye de forma significativa

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al desarrollo territorial de las regiones con IG porque aún no existe una planificación estratégica de marketing que lleve a la sociedad a tener un valor simbólico para las indicaciones geográficas; (2) El valor simbólico existente se debe al vino y no directamente a la IG; (3) La adopción de un nuevo marco al implementar un IG es una necesidad, dadas las limitadas acciones de marketing para IG. El cumplimiento actual de los criterios técnicos y la organización de productores es insuficiente para lograr el desarrollo territorial de las IG. Este estudio concluye, por tanto, por la necesidad de sumar al proceso de otorgamiento de una indicación geográfica una planificación estratégica basada en la economía creativa, la marca de lugar y el desarrollo territorial a partir de este recurso endógeno para transformar el territorio en un espacio de gobernanza de multifuncionalidades, interrelaciones, alianzas y medios para producir vinos valorados no solo por la calidad, sino también por el valor simbólico de las indicaciones geográficas.

Keywords: Desarrollo territorial, Economía creativa, Indicación geográfica, Vino

The Challenges and Impacts of Utilization of Geographical Indication to Indonesia Coffee Farmers and Industry

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Coffees are products that most registered as GIs in Indonesia since 2001. Not less than 22 local Indonesia coffees being registered as GI by coffee farmer communities or local authority in the last decades, hence Indonesia coffee farmers and producers still facing many challenges to benefit from the GI protection. The research being conduct by UI Faculty of law researcher in 2019 reveal that some GI coffee communities in Indonesia faced difficulties in managing their GI, while the consumers of Indonesia GI coffee have little attention to the use of GI as means to give assurance of quality standard of GI coffees . Furthermore many of roastery and cafes in Indonesia put little attention to GI that indicate the source of origin. One of many reasons to this condition is because the consumers of single origin coffees only constitute not more than 30 percents of coffee customers. Most of coffee sold by downstream sellers (café)offers blended coffee which the ‘recipe’ or blended compositions (and or ‘coffee origins’) being undisclosed to consumers or competitor as to offer ‘their own’ unique and distinct blended coffees. Our presentation will focus to elaborate and analyse the issues and challenges of the utilization of GI in coffee industry in Indonesia , especially how to improve the management of GI coffee organization /association in order to support Coffee farmers and stakeholders to gain benefit from GI system. The University and Government proposed to conduct collaboration in assisting GI Coffee association in managing their GI such as providing expert and consultant to train GI Coffee assosiaciton and its member to keep conforming product standard constitute under GI books of requirement, restructure the organization of GI Association, setting marketing strategy of GI coffees and promoting the use of GI identification / marks to downstream coffee sellers .

Keywords: geographical indication coffee

*Speaker

Geographical Indications and International Trade - A Theoretical Perspective

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This paper provides a first general equilibrium model of international trade to include Geographical Indications (GI). We extend the theoretical framework by Melitz (2003) to construct a market with two sectors (GI and non-GI). Each firm, independently of its sector, acts as a profit maximising individual and produces a horizontally differentiated variety of a certain type of product (e.g. dried ham) for which it has a private trademark. To define the GI sector, we adapt a set of parameters to most closely reproduce the typical characteristics of production, management, and marketing observable in a group of producers making use of the same GI label. These characteristics are (i) enhanced market access (both to domestic and foreign markets) through the reputation associated with the GI label and the resulting lower cost of building a private trademark, (ii) (subsidised) collective management of the GI label, which allows GI firms to share part of the fixed cost of production (e.g. marketing of the GI label and monitoring the market for possible imitators), (iii) the GI collective having no control over supply and exporting decisions of individual GI firms, and (iv) lower productivity of GI producers through the use of traditional and/ or artisanal production methods and local resources. GI protection refers both to the structure of the GI sector as defined in (i)-(iv) as well the exclusivity of access to this structure for firms from a given GI region. GI protection leads to increased entry of GI firms, resulting in a broader range of GI varieties available to consumers. This effect is a consequence from GI firms sharing a subset of their operating fixed costs, as the reduction in resources needed in production translates into more GI firms finding it profitable to produce. This effect of GI protection inherits a positive externality, as each additional GI firm reduces the cost of production for all GI firms operating in the market. As an individual firm does not consider this mechanism in its entry decision, entry of GI firms is lower than socially optimal. Paying a subsidy to the GI collective to foster entry thus provides a way for policy makers to increase consumer welfare. Lower productivity of the GI sector implies that, on average, GI firms will charge higher prices for their varieties than non-GI firms. Upon opening the economy, the least productive firms of both sectors will be forced out of the market by more productive competitors from foreign countries. Resilience to competition implied by the reduction in resources needed for production will alleviate this effect for the GI sector. An important novelty of the model is to define the ambiguous effect of GI protection on the exporting behaviour of GI firms: Through the reduction of fixed operating costs, domestic production becomes relatively more attractive than exporting, leading to reduced exports in the GI sector. On the contrary, lower entry costs to foreign markets make it cheaper for GI firms to export, leading to enhanced export activity in the GI sector.

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Keywords: International Trade, General Equilibrium, Collective Management, Economic Impact

The potential of Geographical Indications for single origin and specialty coffee in Myanmar

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Abstract for the participation of the Myanmar Coffee Association in the conference on World-wide Perspectives on Geographical Indications (Montpellier 12-15 July 2022)

Suggested presentation of the Myanmar Coffee Association:

The potential of Geographical Indications for single origin and specialty coffee in Myanmar

Background:

As is the case with the establishment of a national GI system, the development and market access of single origin and specialty coffee is still at an early stage in Myanmar as well. Myanmar produces only 8'000mt of coffee per year and production focuses on a few specific regions. 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. 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. Added value and increased production is also expected to lead to better income in remote rural areas and thereby contribute to development.

Keywords: Coffee, Myanmar, GI potential

*Speaker

Geographical Indications: Commons Dimensions as an Indication for Sustainable Regional Development?

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The high social and ecological costs of globalization and trade liberalization in agriculture have prompted the emergence of countermovements defending the importance of place- or region-based agri-food systems. Some Geographical Indications (GIs) have been explicitly implemented to respond to regional governance issues in rural areas, aiming at sustaining region-specific agricultural practices and promoting decentralized value creation. GIs further create and protect intellectual property rights in a context of fierce market competition and diversification. On the one hand, GIs provide a response to growing demand for accountability to consumers and for food security. GIs thus have the potential to empower producers – particularly small enterprises – and to enhance terroir-related identities and agricultural practices by consolidating the unique selling propositions of agri-food products. On the other hand, GIs may lead to an increasing industrialization of agricultural practices through higher productivity targets. In our contribution, we build on this fundamental tension between GIs as catalysts for the creation of knowledge and landscape commons – which we refer to as a commonification process –, and their role as trademarks for increased commercialization – which we refer to as commodification process. While GIs might to some extent establish agri-food products and their associated landscapes, traditions, and identities as a common good that needs to be properly governed, they might also contribute to dissolve their common good character if implemented primarily for higher returns. Our conceptual approach connects new institutionalism with political ecology to analyze the dialectical relationship between GIs acting as commonification and/or commodification instruments. Understanding the mechanisms at work is essential to capture GIs' impact on sustainable regional development. To do so, this contribution will assess the hypothesis that the higher the extent to which GIs work as a Common Pool Resource Institution (CPRI), the more they contribute to sustainable regional development. We explore the conditions of emergence and perpetuation of such localized regulatory arrangements and their impact on the long-term management of regional resources. We illustrate our conceptualization efforts with examples from Switzerland.

Keywords: Commons, commercialization, governance, new institutionalism, political ecology, sustainability

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Les labels de commerce équitable et les indications géographiques : complémentarité ou complémentarité ?

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Cette proposition de communication vise à contribuer au débat sur les contributions et les limites de deux systèmes de certification de la qualité des produits : les labels de commerce équitable et l'enregistrement en tant qu'indication géographique.

Le commerce équitable (CE) et les indications géographiques (IG) sont tous deux considérés comme des signes de qualité au service des producteurs et du développement territorial (Raynolds et Bennett, 2015 ; Barham & Sylvander, 2011 ; Balineau, 2018).

Si le commerce équitable a initialement été conçu dans le contexte du commerce international, il est aujourd'hui considéré comme une forme universelle de commerce et s'applique également aux marchés nationaux, au Nord comme au Sud (Carimentrand, 2019).

De façon symétrique, les indications géographiques, initialement conçues pour les marchés nationaux (avec notamment le marché du vin en France au début du 20ème siècle), sont de plus en plus utilisés pour les marchés d'exportation.

D'une part, les mouvements de promotion du commerce équitable connaissent un succès significatif depuis les années 1990, offrant une large gamme de produits tropicaux issus du commerce équitable aux consommateurs du Nord (café, cacao, thé, sucre, bananes...).

D'autre part, les IG ont été largement internationalisées en tant que droits de propriété intellectuelle par le biais de l'Accord sur les aspects des droits de propriété intellectuelle qui touchent au commerce (ADPIC) de l'Organisation mondiale du commerce (OMC) (Marie-Vivien et al., 2019). En conséquence, de plus en plus de produits issus du commerce équitable sont également reconnus comme des indications géographiques : huile d'argan du Maroc, Rooibos d'Afrique du Sud, Café de Colombie, Guarana Satére-Mawé (Brésil), Café Ziama Macenta (Guinée)... Cette coexistence des labels pose question. S'agit-il de processus et d'outils de valorisation de la qualité spécifiques complémentaires ou bien supplémentaires ? Quels effets produisent leur association ?

En suivant Biénabe et Sautier (2008), nous explorerons l'hypothèse d'une complémentarité entre les systèmes de qualité du CE et des IG et ses limites : complémentarité dans le temps, en tenant compte des différentes étapes de la trajectoire de développement des filières et de leurs acteurs ;

*Speaker

et complémentarité en termes d'organisation, dans le processus de construction de systèmes de qualité. Pour ce faire, nous explorerons les effets de ces deux systèmes de certification et leurs rôles respectifs lorsqu'ils sont associés via une analyse comparative basée sur une revue de la littérature.

Keywords: commerce équitable, IG, complémentarité

K.1 Different approaches to measure and improve GI sustainability

Indicadores de Sostenibilidad de las DOP de aceite de oliva en Cataluña

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Las DOPs/IGPs surgieron básicamente con una finalidad eminentemente económica. Se trataba de hacer viable una serie de producciones muy ligadas a un territorio y que formaban parte de su cultura y tradición gastronómica. La utilización de variedades autóctonas, normalmente poco productivas, y sistemas tradicionales de producción generaba escasos rendimientos y elevados costes de producción, lo que hacía a estos sistemas de producción inviables económicamente. Ante la imposibilidad de competir vía precios, las DOPs/IGPs trataron de concentrar sus esfuerzos en producciones diferenciadas que pudiesen tener un hueco de mercado en aquellos segmentos de la población que estuviesen dispuestos a pagar algo más por este tipo de productos. En las DOPs/IGPs se suponía que la preservación de estos sistemas de producción implícitamente iba a contribuir a mantener el entorno y el paisaje y a mejorar las condiciones de vida de la población de la comarca y territorio. Sin embargo, la mayor parte de los trabajos se han orientado al análisis de los beneficios económicos. Recientemente, el interés por evaluar la sostenibilidad de los sistemas alimentarios asociados a certificaciones de calidad ha aumentado notablemente. La mayor parte de estos trabajos son complejos. Utilizan muchos indicadores, algunos de los cuales son difíciles de cuantificar ya que no existe información disponible que se haya recogido para este fin. Y la generación de datos específicos es costoso. Muchos de estos estudios, aunque contribuyen a ofrecer una fotografía de la situación en un momento determinado, no permiten una monitorización ágil y continuada en el tiempo.

En este trabajo, presentamos un enfoque que, si bien no es perfecto, está basado en un principio de simplicidad y capacidad de monitorización. La recolección de información primaria se reduce sustancialmente y se concentra en los Consejos Reguladores. Probablemente el grado de precisión es menor, pero el objetivo no es ofrecer una foto fija más o menos precisa, sino ofrecer una herramienta que permita hacer una foto dinámica en el tiempo. Por otro lado, lo que se trata es de medir la sostenibilidad desde la perspectiva de la DOP en su conjunto, a nivel institucional. En otras palabras, hasta qué punto los Consejos Reguladores han contribuido a mejorar las condiciones económicas de sus socios, a mejorar las condiciones sociales de los habitantes de la comarca (como unidad de análisis en este caso) o hasta qué punto han favorecido la aplicación por parte de sus socios de medidas tendentes a reducir su impacto ambiental. La metodología se basa en una adaptación del enfoque SAFA, de la FAO, al análisis de la sostenibilidad de las DOPs de aceite en Cataluña.

Los resultados obtenidos indican que dado que han sido razones económicas las que han determinado la creación de la gran mayoría DOPs/IGPs las diferentes DOPs obtienen resultados muy

*Speaker

satisfactorios. En cuanto a las estructuras de Gobernanza la heterogeneidad es mayor, siendo las DOPs de mayor antigüedad las que alcanzan mayores valores. El margen de mejora es mayor en el caso de los indicadores ambientales y sociales

Keywords: SAFA, IG, Sostenibilidad, DOP, aceite oliva, Cataluña

The potential of Geographical Indications (GI) to enhance Sustainable Development Goals (SDG) in Japan, with GI Mishima potato as a case study

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Geographical indications (GIs) have recently become an important tool for Japanese agricultural policy, particularly after the adoption of a "sui generis" certification system in 2015. As of January 2021, 105 products have been registered as Japanese GIs. This rush is partly due to the EU-Japan Economic Partner Agreement validated in February 2020 where GI products are to be mutually protected, and partly because, just like South European countries, Japan has diversity in agriproducts and foodstuff thanks to various geographical features and food cultures.

In 2015, the UN proposed a common agenda with 17 Sustainable Development Goals (SDGs), integrating the economic, ecological and social dimensions of sustainable development. This research addresses the potential of GIs to enhance SDGs in Japan. First, we examine existing knowledge on GI inception in Japan, which consists of both government reports and research surveys. Government reports emphasize indicators such as the elimination of counterfeit products, expansion of transactions and price increase. This corresponds mostly to SDGs related to economic growth. Academic research surveys have investigated social issues raised by the GI registration process. For example, studies show how social networks can generate different pathways in the creation of new GIs, sometimes associated with important controversies. Some authors have also highlighted the gap between stakeholder's expectations and the observed effects before and after GI registration. However, we have not yet found any study proposing a comprehensive sustainability investigation of GI inception in Japan explicitly considering the full set of SDGs.

Then, as an exploration, we study the case of Mishima Bareisho Potato, in Shizuoka Prefecture, which was registered in October, 2016. From 2016 to 2018, just before and after the GI registration, 19 key stakeholders were interviewed with participatory observation of their works. These stakeholders contributed to production (i.e. farmers), transformation (processing companies) and commercialization (restaurants, cafés). On this basis, we show that Mishima Potato GI contributes to nine SDGs (#1 No Poverty; #3 Good health and well-being; #4 Quality Education; #5 Gender Equality; #7 Affordable and clean energy; #8 Decent work and economic growth; #12 Responsible Consumption and production; #15 Biodiversity; #17 Partnerships). For example, at the production stage, educational farms are developed and GI

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registration encourages female farmers. At the transformation and commercialization stages, the local restaurant offers a Mishima Croquette menu, and the Mishima Croquette Contest held by the Mishima municipality is attracting tourists to the region. Healthy and environment-friendly practices are encouraged, i.e. development of non-fried products, zero waste, zero kilometers, which are only possible with collaborative activities among stakeholders.

In conclusion, the Mishima Potato case study illustrates how the close connections of GI products to their natural and socio-cultural environment can translate into positive contributions to several SDGs. It is obvious that not all certified Japanese GIs contribute equally to SDGs, and it is important to consider potentially negative contributions. Enhancing the potential of GIs (in synergy with other agricultural policies), the SDG framework can be considered a useful tool to support decision-making and aligning local action with global priorities.

Keywords: SDGs, Geographical Indication, Japan Sustainable Development Goals, Certification, Rural development

”A collective marketing strategy to assess and manage the sustainability of Geographical Indications. The case of Parmigiano Reggiano PDO.”

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Food sustainability is an increasingly relevant issue not only for consumers, progressively demanding and attentive to their purchasing choices, but also for public authorities policies and food companies, which, in the next few years, are going to face radical transformations of their productive, managing and structural systems toward a greater overall sustainability. Therefore, we are currently witnessing an historical moment in which the food sector is attempting to develop new sustainability strategies, whose efforts and achievements could also represent valid and objective communication tools towards consumers. Furthermore, this pattern is increasingly involving also Geographical Indications (GIs) and their legal protection and promotion institutions, since GIs naturally generate public goods and meet sustainability expectations expressed by consumers and society, representing an additional quality plus on the market. The main difficulties are how to set an efficient system of data collection and implement an effective communication system toward consumers.

The aim of this paper is to present a methodological approach for the assessment of the overall sustainability of the Parmigiano Reggiano Local Agri-food system (LAFS) suitable for the management of the whole system by the Parmigiano Reggiano Consortium (CFPR) and for an effective marketing and communication strategy both towards consumers and territorial stakeholders. In short, the purpose is leading the management of the CFPR to focus on the enhancement of its own productive activities in order to achieve a more sustainable performance and communicate in an accessible and understandable way where, how and why Parmigiano Reggiano is sustainable.

To this aim, a set of indicators gathered from the FAO-SAFA approach were used to assess the sustainability of a representative sample of the PR-LAFS Parmigiano Reggiano dairies. These indicators - quantitative and qualitative - regarding the environmental, economic, social and governance dimensions have been also arranged according to the CFPR marketing strategy and classified following its sustainability values.

Through the evaluation of dimensional and synthetic indexes, the proposed approach led to a

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systemic understanding of the sustainability level of the CFPR dairies and highlighted strengths and weaknesses of the entire LAFS over time under the technical and economic pressure. The results showed an overall positive system performance, especially in terms of animal welfare, local territory impact (soil and identity features) and surrounding community involvement; on the contrary, some critical issues were observed in terms of environmental sustainability (energy sources and employed fuel) and economic resilience (commercial strategies and stability in markets).

In conclusion, the innovation of this approach consists in the development of a highly contextualized sustainability assessment strategy based on a specific GI, as well as an effective collective marketing tool for the stakeholders and the governance core. Furthermore, an evolving update of collected data may also point out the effects of the implemented policies over time and, above all, show the consumers the system ongoing trend and the sustainable improvements.

Keywords: GI, sustainability, food, Parmigiano Reggiano, PR, LAFS, CFPR, marketing, dairies, marketing strategy

Fostering Indian foodstuffs GIs for sustainable development

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In a country like India which is unique for its culinary diversity, food has several functions beyond nutritional value. It represents core cultural, region-climatic, beliefs and has taken a centre stage in the tradition in various communities. As such unique foodstuffs have given places their identity and *vice-versa*. In order to protect the vast bio-resources as well as traditional and cultural aspects, Geographical Indications (GI) protection is the most effective form of protection to protect both the product and the interests of the communities. Since the implementation of the GI Act 1999, only seventeen foodstuffs had acquired GI registration in India. The registration of the products as GI is a first step of the protection process, but post registration fostering GIs is equally important to conserve and preserve the GIs. GI is an important tool for the developing countries, the origin – linked products are intensely associated with the specific local resources as well as the community. GI protection not only adds values to the production system, rather also creates a synergic relationship between the economic and social pillars of sustainable development. In view of the policy and law context, the present study aims to provide an analysis of the foodstuffs GI in India, their socio-economic impacts and suggestive framework to foster the products and develop the community. Further, the relevance of foodstuff GIs in the overall sustainable development with respect to economic, social, environmental, cultural and other impacts in India are discussed by case studies of selected foodstuff GIs. The producers of selected foodstuff GIs were interviewed and analysed to understand the impact of the GI registration on the food products. Then we explore the potential impacts of GI registration on the sustainable development through the data collected through observing and interviewing the producers and the communities attached with the production practices and livelihood dependence on food GIs. Registered foodstuff GIs have been considered for the purpose of the study. The analysis revealed interesting insights into the registration, post registration challenges associated with these GI and certain key aspects that need to be considered from a policy perspective to foster the GI. The authors in this study finally summarises the sustainability impact and proposes some measures to promote the sustainable development of foodstuff GIs in India.

Keywords: Sustainable development goals, Geographical indications, foodstuff geographical indications, rural development, Socio, economic impact of GI, GI

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Sustainability strategy for GI; a bottom-up and participatory approach for GI sustainability

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Geographical Indications (GIs) are widely considered as tools to contribute to sustainable development, if established and well managed. While the literature may not always agree on the positive effects of GIs in all dimensions of sustainability (e.g., economic, social, and environmental), there is evidence that engaging GI value chains in a sustainability strategy can maximize improvements to the benefit of their territories and communities. FAO and oriGIn developed the Sustainability Strategy for GI (SSGI) to support GI producers and their associations so that they could engage in a participative approach to generate concrete progress and results in all sustainability dimensions, including governance. Our contribution aims at presenting the results of this bottom-up approach to sustainability and the pilot activities implemented with producers from Marcala coffee in Honduras, and more recently Paipa cheese and cocoa producers in Colombia as well as designing guidelines and toolkits to accompany producer associations and to set the stage to build alliances with their stakeholders at the different stages of the SSGI: prioritization, assessment, improvement and communication. A concrete demonstration of the use of the guidelines and the database of relevant indicators reviewed for GI sustainability will be organized.

Keywords: GI, sustainability, assessment, communication, pathway, producers' association

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The role of GIs in public goods production and SDGs achievement: a methodological proposal

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In recent years, the focus on the sustainability of food supply chains and their impact at local level has increased. In this context, Food Quality Schemes (FQS), that include Geographical Indications (GIs) represent good examples of food production that tends towards sustainability through good practices handed down in Code of Specifications (CoS) by GIs Producers Group. These practices produce positive externalities on environmental, social and economic aspects that can be considered as Public Goods (PGs) (Vandecandelaere et al., 2009; Belletti et al., 2017, Arfini et al., 2019). Despite PGs produced by GIs are not directly visible to consumers at the time of purchase and consumption, they can contribute positively to rural development in several ways in term of immaterial goods (like reputation) that contribute to market efficiency, local knowledge, cultural heritage, social cohesion and local biodiversity (Arfini et al., 2021). The importance of PGs is also highlighted by the United Nations, which categorised seventeen Sustainable Development Goals (SDGs), mostly directly related to the "food environments" (HLPE, 2017) of the GIs production system. The generation of PGs is codified by rules adopted by producers considering the local "food environments" and formally defined by the CoS. Considering these issues, some of the SDGs represent a tangible image of the sustainability related to a GIs production system as consequences of the adoption of rules and of the services provided in the territories. Thus, the objective of this paper is to analyse and assess the capacity of GIs system to generate PGs directly attributable to some SDGs. To this aim, a methodological framework able to assess the capacity of the GIs system to generate PGs over-time is proposed considering different GIs typologies. The paper discusses the PGs generated by CoS of 29 GIs analysed within the H2020 Strength2food project framework (Bellassen et al, 2022; Arfini et al., 2019). In this context, the methodological proposal consists of four steps: i) the analysis of PGs directly linked to CoS. For this purpose, three classes of PGs have been considered: Cultural Heritage Conservation, Socio Economic and Natural Resource Use; ii) the linking of the PGs to SDGs and to specific indicators using the FAO-SAFA (2013) classification. To this aim, forty-two indicators were identified corresponding to six SDG; iii) the definition of the criteria for evaluating the identified indicators; iv) the evaluation of PG generation, allowing an assessment of the impact that GI systems can generate in the different production contexts. The analysis developed by reading the CoS and linking the impacts to PGs, identified as SDGs, has made it possible to reaffirm how the presence of PGs associated with FQS products is a positive

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qualifying attribute for the food product and for the entire agri-food system that generates it. Furthermore, PGs contribute to the achievement of the UN SDGs, responding to society's needs linked to the environmental, socio-economic, and cultural dimensions. Therefore, a methodology that defines a logical process aimed at assessing PGs helps local policy makers, operators, and managers of GI groups to define which PGs should be monitored over time.

Keywords: Sustainable Development Goals, Public Goods, Geographical Indications

Impact des Appellations et Indications Géographiques Protégées sur le développement durable des territoires

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La politique agricole européenne de reconnaissance et de protection des indications géographiques (IG) a pour objectif le développement économique et social des milieux ruraux (cf. REGULATION No 1151/2012 de l’union européenne). Dans un contexte d’attente croissante des citoyens en termes de préservation de l’environnement, les productions sous IG, par leur ancrage sur le territoire et la protection des terroirs, peuvent également être un instrument de développement durable (Belletti et al., 2017). Cependant, l’évaluation de l’impact de la protection de ces productions sur les territoires reste encore peu explorée, en grande partie du fait de la faible disponibilité de données sur le sujet (Cei et al., 2018a ; Arfini et al. 2019).

Dans la littérature qui évalue les effets des IG, différents articles se concentrent sur certaines filières et démontrent l’impact sur la création de valeur aux différents stades de la chaîne de production (Monier-Dilhan et al., 2019, Bonnet et Bouamra-Mechemache, 2016), sur l’emploi et les salaires (Hilal et al., 2020) et sur l’environnement (Bellassen et al. 2022). Nous étudions également les effets des IG en France métropolitaine sur les trois piliers du développement durable, économique, social et environnemental, mais adoptons une approche plus territoriale et méso-économique (Carbone et al., 2014 ; Raimondi et al., 2018 ; Cei et al. 2018b) en visant une mesure de l’impact plus générique.

Tout d’abord nous analysons dans quelles mesures les produits sous Indications Géographiques sont concentrés sur des territoires où le développement durable est à un niveau relativement élevé (corrélations). Ensuite nous évaluons successivement l’impact de la hausse de la présence d’IG sur le territoire sur la valeur ajoutée, l’emploi agricole et l’environnement (qualité de l’eau, utilisation de produits phytosanitaires) par la méthode des doubles différences.

Nous utilisons des données inédites, hébergées et traitées par l’Observatoire de Développement Rural d’INRAE (ODR-INRAE) dans le cadre de sa collaboration avec l’INAO et la MSA autour de l’Observatoire Territorial des SIQO et de l’Observatoire de l’Emploi Agricole. D’une part, les données de l’INAO nous permettent d’évaluer finement, par produit et dans le temps (2012-2021), la présence des opérateurs habilités IG sur le territoire au niveau communal. D’autre part, nous exploitons les données de la MSA pour caractériser l’emploi agricole et la valeur créée sur le territoire. Nous contrôlons pour l’évolution des aides publiques au développement des

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démarches sous IG. Enfin, les données environnementales correspondent aux nouveaux indicateurs communaux sur la qualité de l'eau et l'usage des pesticides (INSEE). L'apport de cette étude est d'utiliser des données nouvelles sur les IG et d'étudier l'impact sur la création de valeur et l'emploi à un niveau plus fin que précédemment réalisé, sur la dernière décennie. Elle explore aussi l'effet sur le troisième pilier du développement durable, la préservation de l'environnement au niveau territorial.

Keywords: développement durable, indications géographiques, environnement, territoire

Building and adapting collective rules of Geographical Indication Products: the role of participative evaluation

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Valorization initiatives based on geographical indications (GI) can foster an origin-linked quality virtuous circle (Vandecandelaere et al., 2009). They can help producer communities to improve their livelihoods by allowing producers to capture higher shares of the added value of their products. At the same time, they can help preserve natural and cultural resources such as landscapes and biodiversity, cultural heritage and local traditions, and promote food diversity and sociocultural development.

However, GI initiatives may also result in failures or exert unintended negative effects, as evidenced by numerous cases. Despite the growing enthusiasm about the potential of GI initiatives, their actual effects can be deceiving or different from what was expected. In addition, the setting in motion and functioning of the origin-linked quality virtuous circle may prove problematic.

The effects of GI initiatives on local economy, society and the environment – and therefore the contribution of GI products to SDG goals – are often strictly linked to the content of Product specifications. Product specifications are the evolving outcome of an agreement between producers and consumers, where producers collectively define rules on production process, quality of the final product, and the area of production, thus identifying the links between the GI product, the territory, and local resources.

This contribution, starting from a reflection on the issue of GI contribution to the provision of public goods and sustainability, presents a conceptual framework and a methodology elaborated by University of Firenze and FAO (Belletti and Marescotti, 2021). The methodology aims at developing both Prospective and Retrospective evaluation able to support GI stakeholders in their decision-making processes. The paper provides some examples and case-studies about on-field implementation of the methodology. It paper argues about the relevance of participatory evaluation methods for both dealing with the different dimensions of sustainability and mediating contrasting, short and long-term interests of the different actors involved in the GI product.

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Keywords: Geographical indications, Collective rules, Evaluation, Participatory evaluation

Geographical indication and agrobiodiversity: discussing issues and best practices with researchers and practitioners

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Geographical Indications (GIs) can be considered as tools to contribute to sustainability and sustainable food systems, if well established and managed. Among the multiple aspects of sustainability, the preservation of the biodiversity is as a key element to contribute to the achievement of SDGs. Yet an abundant literature on GI and its relations to biodiversity, as the link between GI product, its specific quality and reputation often builds on a traditional production system that includes the use of local and endogenous varieties, thus agrobiodiversity. This literature shows how much the relations between GI processes and the preservation of agrobiodiversity is complex and never straightforward. They depend on many aspects and local conditions, including the type of product and production system, the importance of the local varieties in the production, the objectives of the producers group, their (in)capacity to tackle the related technical issues. This relation also evolves with the GI system and its local conditions along time. It appears that it is not possible to define general recipes to help practitioners and policymakers in enhancing GI processes towards the preservation of agrobiodiversity. Still, because of the nature of GI (an intellectual property right based on the link to origin, including when it is the case, the reference to local varieties) and the potential of GI processes (in particular through the specifications defined by the local community), there are definitively room for identifying and disseminating best practices and practical recommendations in relation with particular situations. The proposal is to organize and moderate a session on the topic of GI and agrobiodiversity, to discuss with researchers, practitioners and representatives of public authorities the crucial nodes between GI processes and agrobiodiversity, where from specific situations and its related issues can emerge solutions. The session could be organized as follow: a presentation of the background and main interactions and issues between GI and agrobiodiversity, followed by an open discussion with the participants and experts to contribute with their knowledge and experience. This session would allow to identify crucial legal and technical issues, best practices and further topics for further research in this important field for GI sustainability.

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Keywords: biodiversity, issues, best practices

K.2 The variety of GI contributions to sustainability

A l'échelle internationale, la montée en puissance des préoccupations environnementales et sociales des consommateurs et des citoyens (biodiversité, bien-être animal, équité) représente un défi majeur pour les filières agroalimentaires (Allaire, 2013). En réponse à ce contexte, on assiste en France notamment à un foisonnement de démarches de qualité, de labels, de chartes privées. Celui-ci interroge la pertinence des IG, qui se retrouvent remises en question notamment sur leur durabilité. Cette question ne va pas de soi pour des filières avant tout fondées sur un principe de lien au terroir (Barjolle *et al.*, 1998). Si les règles inhérentes à la définition des produits constituent le principal levier de renforcement de cette durabilité, les stratégies de communication sont tout aussi essentielles, pour le lien qu'elles établissent avec les consommateurs et citoyens. Pour étudier ces stratégies de communication, se focaliser sur les filières en élevage de qualité est pertinent, dans un contexte où le secteur est confronté à de multiples controverses qui le conduisent à réaffirmer sa légitimité (Delanoue, 2018), et où le discours est l'un des éléments de différenciation par rapport aux productions sans ancrage. Ainsi, il apparaît intéressant de se demander comment les filières françaises sous IG élevage ont repositionné leur discours par rapport à la durabilité. L'hypothèse est que leur communication sur ce sujet leur permet de renouveler leur lien au terroir à travers la reconstruction d'un discours ancien sur les liens entre terroir et qualité des produits (Ricard, 1999). Montrer ce lien, moins direct que pour les productions végétales, passerait aujourd'hui pour certaines d'entre elles par la communication sur la durabilité de leur production.

L'originalité de cette étude réside dans son objet : les éléments de communication déployés sur internet par les Organismes de Défense et de Gestion (ODG) des filières. Elle s'inscrit dans le prolongement de travaux mettant en valeur la dimension culturelle du terroir dans la communication (Amaya-Corchuelo *et al.* 2019) et dans le sillage de la littérature sur le renouveau du terroir (Delfosse, 2012 ; Berriane et Michon, 2016). Elle vient combler un manque d'analyse des discours de communication de ces filières sur leur durabilité. Le matériau est issu d'une thèse de Géographie financée par la région Occitanie et l'École d'ingénieurs de Purpan. L'intérêt est porté à un ensemble de filières d'élevage territorialisées, laitières ou viandes, dans la région d'Europe – l'Occitanie – qui compte aujourd'hui le plus d'indications de qualité et de l'origine (environ 260) et où le secteur agroalimentaire est prédominant (IRQUALIM Occitanie, 2020). Les résultats proviennent d'une analyse textuelle thématique des sites Internet des ODG. Les catégories d'analyse ont été construites à partir des concepts d'ancrage territorial, de terroir et de durabilité, et ont été consolidées par des entretiens.

Ce travail met en lumière une diversité de conceptions de la durabilité dans les discours, mais aussi un ensemble d'arguments communs. Ces éléments transversaux traduisent une mobilisation de la durabilité pour la réinvention du discours sur le terroir. En faisant cela, les filières d'élevage sous IG semblent investir le champ d'un terroir durable.

Keywords: communication, durabilité, qualité, ancrage territorial, terroir, élevage

Principales discursos alrededor de las IGs en España: implicaciones para el diseño de políticas públicas

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En los últimos años se ha producido una notable expansión de las Indicaciones Geográficas (IGs) en España. Sin considerar el vino, España contaba con 42 IGs, en 1996, mientras que en 2018 el número de IGs se había multiplicado por cuatro hasta alcanzar las 196. La literatura no ha sido ajena a este proceso y el número de trabajos que se han centrado en justificar la necesidad de este tipo de productos diferenciados asociado a un determinado territorio ha crecido de forma exponencial. La mayor parte de los trabajos se han centrado en resaltar los beneficios económicos, como la generación de valor añadido, el diferencial positivo de precios y su demanda potencial o el incremento de la rentabilidad de los socios de la IGs. Un grupo menos numeroso de trabajos se han centrado en analizar sus beneficios ambientales, tales como la protección de especies locales, el fomento de la biodiversidad, la protección de paisajes, el mantenimiento de prácticas agrícolas tradicionales o el uso razonable de los recursos naturales. En el ámbito social, la literatura ha puesto el foco en su capacidad para la generación de empleo local y la disminución del éxodo rural, así como su contribución a la identidad cultural y territorial. Como se puede observar, una misma realidad ha sido analizada desde enfoques muy diferentes aportando una gran variedad de discursos que pretenden justificar la existencia de estas IGs. Cada uno de estos trabajos parten de un objetivo específico dedicado a resaltar cada uno de los aspectos diferenciadores que hemos comentado anteriormente. Sin embargo, ninguno de esos trabajos han tratado de analizar cómo percibe la sociedad las IGs. Y más concretamente, ¿cómo las perciben las personas que trabajan alrededor de las mismas? Sin ese conocimiento, es muy complicado poder juzgar hasta qué punto las políticas de sostenimiento de las IGs serán aceptadas socialmente y, por tanto, capaces de ser implementadas con éxito. Para responder a esta pregunta, en este trabajo planteamos la utilización de la metodología Q que es una técnica cualitativa de investigación pero que permite el análisis estadístico a través de la cual es posible descubrir diferentes discursos relativos a cómo los individuos perciben sus comportamientos y el entorno en el que viven, en este caso, las IGs. A partir de una revisión exhaustiva de la literatura sobre IGs, se han seleccionado 44 afirmaciones sobre las que una muestra de personas relacionadas con las IGs han emitido una valoración. En concreto la muestra consta de 35 personas que pertenecen a los Consejos Reguladores, a la Administración Pública relacionada con las IGs y a la academia integrado. Los resultados nos han permitido diferenciar tres grandes discursos que rodean las IGs: el primero destaca los elementos de gobernanza; el segundo que destaca la importancia cultural y simbólica del alimento en el territorio; y un tercero

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que considera a las IG como una herramienta para alcanzar sistemas alimentarios sostenibles. Finalmente, se analizan los perfiles de los diferentes grupos de personas asociados a cada tipo de discurso.

Keywords: Discursos en torno a las IGs, España, Metodología Q, Políticas Públicas

SOSTENIBILIDAD DE LAS INDICACIONES GEOGRÁFICAS PROTEGIDAS DEL SECTOR AGROALIMENTARIO: MARCO EUROPEO.

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El presente trabajo tiene por objetivo abordar la conexión existente entre los llamados criterios de sostenibilidad y las IGPS vinculadas con el sector agoralimentario. En segundo lugar, pretende abordar cual es la forma más eficaz de impulsar los objetivos de sostenibilidad dentro del marco legal regulatorio de las IGPs en el seno de la Unión Europea.

Los criterios de sostenibilidad han estado integrados en los Principios Rectores de la Política Agraria Común (PAC) desde un primer momento, sintetizados en los siguientes apartados: i) *Apoyar a los agricultores y mejorar la productividad agrícola, asegurando un suministro estable de alimentos asequibles;* ii) *Salvaguardar a los agricultores de la Unión Europea para ganarse la vida razonablemente;* iii) *Ayudar a abordar el cambio climático y la gestión sostenible de los recursos naturales;* iv) *Mantener las zonas y paisajes rurales en toda la UE;* v) *mantener viva la economía rural mediante la promoción de puestos de trabajo en la agricultura, las industrias agroalimentarias y los sectores asociados.*

Dentro de este contexto, puede observarse como la propia naturaleza de las IGPs, actúa como un instrumento idóneo para la consecución de algunos de estos objetivos.

i) En primer lugar, las IGPs, como signos distintivos que indican un origen geográfico y unos estándares de calidad cumplen un rol diferenciador, esto es extremadamente beneficioso en un mercado como el agrícola, caracterizado por estar muy *cercano al modelo de competencia perfecta*, entre otros factores porque el consumidor medio percibe *el producto final como fácilmente sustituible*. *Las IGPs permiten romper esa barrera favoreciendo una competencia basada en parámetros de calidad*, que a su vez, redundará en beneficio de las economías de aquellas regiones productoras de esa denominación de origen.

ii) En Segundo lugar, como las IGPs son dependientes del cumplimiento de unos pliegos de condiciones específicos, existe un vínculo proporcional entre los beneficios que proporciona las IGPs a las economías (empresariales, individuales y locales) directa o indirectamente dependientes de aquellas y los esfuerzos que estas últimas están dispuestos a realizar por mantener ese pliego de condiciones.

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Por este motivo, una forma de mejorar la sostenibilidad medioambiental a través de las IGP es *incluir dentro de los pliegos de condiciones requisitos de sostenibilidad medioambiental*. De este modo, economías locales, públicas y privadas, tienen incentivos reales para cumplir e incentivar políticas medioambientales. Sin embargo, incluir estos criterios de forma obligatoria en los pliegos de condiciones podría implicar en algunos casos elevados costes de inversión, que en ocasiones pueden no ser asumibles especialmente por los operadores pequeños y medios que más necesitan las bondades del sistema de IGPs.

De conformidad con lo expuesto, para lograr que las IGPs cumplan los criterios de sostenibilidad en su triple vertiente (social, económica y medioambiental) es preciso que la implementación de criterios medioambientales en los pliegos de condiciones se fomente con políticas positivas y progresivas, V.gr. a través de subvenciones o reducción de los tipos impositivos, pero no por imperativo legal. En esta línea parece apuntar la nueva Propuesta de Reglamento de la Unión Europea para las IGPs.

Keywords: Sostenibilidad, medioambiente, pliegos de condiciones

The Sustainable Turn and Norwegian GIs

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Towards the end of the 1980s, Norwegian authorities and other key agri-food stakeholders started mobilizing what became to be described as *mental border protection* (Hegnes, 2015). Simply put, the strategy aimed to trigger new ways of thinking about and looking at food and to convince Norwegian consumers to choose Norwegian products. This Norwegian top-down *turn to new qualities* coincides with a growing turn to new qualities in Europe characterized by a bottom-up initiative by consumers, retailers and producers away from standardized products towards alternative qualities (Goodman, 2003). In July 2002, the Norwegian regulations for Geographical Indications entered into force in accordance with EU regulations. During the last decade, *New expectations have emerged from society on the functions that agricultural land should deliver* (Schulte et al 2019:113). Accompanying this turn to ecosystem service thinking is an increased attention to sustainability certification in the agri-food sector. However, the number of schemes and the complexity of standards might create confusion with respect to which sustainability objectives that are targeted. A consequence of this complexity is a demand for simplification and harmonization of standards. In an ideal situation, for example from the supplier's point of view, one would only need to comply with one set of criteria to meet all government and proprietor-based standards (Richards et al 2013:238). Recently, the European green deal, and more specifically the Farm to fork Strategy, stresses this importance of sustainable practices in all sectors and levels of the food chain (EC 2020). The labelling policy within EU is also an important part of this work.

Sustainability is an integrated and implicitly part of several Norwegian (private and governmental) certification schemes for food. However, the certifications are rarely explicitly understood and communicated as tools to cope with sustainability challenges. In this paper I address the role of GIs in this turn to sustainable qualities. I unpack the potential in the Norwegian GI scheme to address challenges related to such as climate and natural diversity for sustainable social development, infrastructure, and industry. More specifically, I relate the sustainability of Norwegian GIs to the three main pillars of sustainability, including the environmental, the economic and the social elements.

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Keywords: Norway, Sustainability, GIS

Evaluation des interventions de l'Agence française de développement en faveur des Indications Géographiques

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L'Agence française de développement (AFD) propose de présenter les résultats d'une évaluation externe qu'elle vient de lancer concernant ses interventions en faveur des Indications géographiques (IG(1)).

En effet, l'AFD, ainsi que le Fonds Français pour l'environnement mondial (FFEM), ont commencé à soutenir, à partir de 2004, les initiatives en matière d'IG à travers le Programme de renforcement des capacités commerciales (PRCC).

A travers ce programme, l'AFD a notamment accompagné les pays en développement à élaborer des cadres réglementaires et législatifs pour la protection et la promotion des IG (tels que l'établissement d'une législation, d'une structure administrative, l'enregistrement d'un ou deux produits pilotes) et a apporté un soutien direct pour améliorer la qualité des produits et leur distribution sur les marchés (soutien à l'enregistrement des produits et consolidation des "savoir-faire") en Asie du Sud-Est, en Afrique et au Moyen Orient.

Depuis 2004, l'AFD a soutenu treize projets de soutien à l'enregistrement et/ou au renforcement des IG pour un montant total d'engagements nets de 24 millions d'euros. Au total, une vingtaine d'IG ont été enregistrées ou renforcées avec le soutien de l'AFD.

En soutenant les IG, l'AFD cherche à promouvoir un "outil" au service du développement durable. En participant à la protection et la valorisation de savoir-faire traditionnels et à l'amélioration des débouchés commerciaux, les IG doivent en effet, permettre un accroissement des revenus des producteurs et participer à la réduction de la pauvreté. En parallèle, il est attendu qu'elles participent, indirectement, à la conservation de la biodiversité à travers une meilleure gestion des ressources naturelles.

L'AFD soutenant les IG depuis plus de 15 ans, a souhaité, dans une perspective de redevabilité et d'apprentissage, réaliser une évaluation afin d'avoir une vision globale sur la performance et la cohérence de ses interventions avec l'idée de déterminer dans quelle mesure l'IG peut contribuer aux enjeux de développement durable et capitaliser les enseignements pour de futures interventions. L'évaluation permettra d'alimenter les réflexions autour de la "Facilité Indications Géographiques" lancée par le CIRAD et l'AFD en 2021, pour accompagner les acteurs des pays d'Afrique, Caraïbes et Pacifique dans le développement des IG.

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Cet exercice sera conduit par le GRET et vise plus spécifiquement à :

- i) Dresser un bilan des interventions de l'AFD, afin de caractériser l'action du groupe, en identifiant ou en reconstruisant ex post les logiques sur lesquelles elles se sont appuyées et ;
- ii) Evaluer si, et comment, les interventions de l'AFD ont atteint leurs objectifs et quels ont été leurs résultats, effets directs ou indirects, positifs ou négatifs sur les cadres institutionnels, les revenus des producteurs, les modes de production, la qualité des produits et l'environnement.

(1) Sous réserve qu'ils soient disponibles à cette date-là.

Keywords: évaluation, développement durable

Le cahier des charges d'une IG peut-il être 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 " Huîtres Marennes Oléron " .

Catherine Teyssier * ¹, Yohan Weiller * † ²

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Le Groupement Qualité " Huîtres Marennes Oléron " est une organisation qui assure la protection et la promotion de l'Indication Géographique Protégée " Huître de Marennes Oléron " et des deux Labels Rouges qui lui sont associés, " Fine de claire verte " et " Pousse en claire ". Ses membres souhaitent développer un nouveau Label Rouge et ont sollicité le Parc naturel marin de l'estuaire de la Gironde et de la mer des Pertuis, dont le territoire englobe l'aire géographique de l'IGP, afin de construire un partenariat pouvant être valorisé dans le cadre de nouveau Label Rouge. En effet, les ostréiculteurs sont conscients des attentes sociétales grandissantes pour des produits alimentaires environnementalement vertueux et de l'évolution réglementaire vers davantage de durabilité dans les méthodes de production. Le parc naturel marin quant à lui est un territoire marin et un outil de gestion dédié à la préservation du milieu marin dont la gouvernance participative prend des orientations stratégiques et des décisions d'action afin de répondre à ses objectifs de i) connaissance du milieu, ii) protection des écosystèmes et iii) développement durable des activités liées à la mer. Plus particulièrement en ce qui concerne l'activité ostréicole, activité historique et identitaire du territoire du parc avec 4 000 ha de concessions ostréicoles,

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le plan de gestion du parc marin vise au maintien des conditions environnementales propices à l'activité (qualité/quantités d'eau, captage du naissain, etc.), à la diversification des productions et à la limitation des effets négatifs de l'activité (déchets plastiques, envasement, dégradation des habitats et espèces à enjeu).

Une concertation est en cours entre ces deux organisations afin de proposer des critères environnementaux qui pourraient être inclus dans le cahier des charges du Label Rouge à venir. Une telle

démarche permettant la mise en oeuvre et la valorisation de bonnes pratiques environnementales différenciantes serait positive à la fois pour les ostréiculteurs et pour le parc marin. Elle pourrait s'inscrire

dans une boîte à outils plus vaste à proposer aux professionnels, incluant par exemple également une

charte de bonnes pratiques environnementales.

Cette étude de cas s'inscrit dans le contexte national de la mise en oeuvre de la loi EGALIM imposant des

critères environnementaux dans les cahiers des charges des signes de qualité, et de réflexion de l'INAO

pour développer une méthodologie d'évaluation de la durabilité des indications géographiques. Elle donne

également un éclairage à la stratégie sur la durabilité des indications géographiques portée par OriGIn et

la FAO.

L'enjeu pour les prochains mois sera de définir des engagements environnementaux ayant un impact

positif réel sur le milieu marin et applicables par la profession engagée dans ce projet de Label Rouge.

Porteur de l'étude de cas : parc marin de l'estuaire de la Gironde et de la mer des Pertuis
Yohan Weiller, chargé de mission pêche et cultures marines

Catherine Teyssier, consultante indépendante sur les IG

Keywords: IG, durabilité environnementale, parc naturel marin

Comment le questionnement des trajectoires collectives des IG peut participer à la formalisation d'un projet sur la durabilité, en respectant la diversité des AOP laitières ?

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Le dérèglement causé par la crise Covid a enlevé des certitudes et des habitudes et contribue à l'accélération des transitions des systèmes alimentaires. Il engage les AOP à s'interroger sur leur capacité à être acteur de ces transitions. Tenant compte des enjeux du développement durable, les AOP, dans le cadre du CNAOL ont engagé une réflexion sur la durabilité de leurs filières et les actions à renforcer pour accroître la durabilité sociale, environnementale et économique. Cette crise a mis en avant le fait que l'adaptation à une future crise doit se penser à différentes échelles qui vont du local au national et du circuit court au circuit long. Dans cette recherche d'adaptation, les AOP peuvent avoir un rôle de coordination des opérateurs, de mise en cohérence de leurs stratégies au regard du produit AOP vu comme un bien commun, afin d'assurer dans le temps le maintien de ces équilibres(1).

1. AOP laitières, durables par nature ?

Les attentes des consommateurs-citoyens envers les AOP et IGP évoluent. Elles ne sont plus seulement sur les principes fondateurs des IG (origine et lien au terroir), mais tendent vers une approche plus globale intégrant le respect des ressources, la préservation de la biodiversité ou encore le bien-être des animaux et des hommes.

Et si de nombreuses initiatives (privées ou publiques, locales ou nationales), ont vu le jour pour qualifier certains engagements, elles buttent sur la capacité à donner un sens commun sur ces engagements spécifiques et territorialisés. Et surtout elles, avaient le défaut de ne pas traiter des 3 piliers de la durabilité et de ne pas valoriser les engagements historiques des dispositifs IG : valorisation des ressources locales, pratiques traditionnelles adaptées au contexte, organisation collective et gouvernance partagée.

Et si le premier confinement pendant la crise Covid a servi de révélateur de certaines fragilités des AOP laitières (dépendance à certains marchés, manque de réactivité), il a aussi mis en

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évidence une grande force, à savoir la résilience des collectifs, tant interne aux filières AOP et IGP, que dans la sphère d'influence élargie des AOP et IGP (sympathisant, chaîne de distribution, consommateur).

2. La construction d'AOP Laitières Durables

A partir de ce constat, le collectif des AOP laitières, réuni au sein du CNAOL, a engagé une vaste réflexion sur la durabilité des filières, tant du point de vue temporel, que sur les 3 piliers de la durabilité : environnemental, social et économique.

Ce travail de 6 mois a abouti à une démarche consolidée, acceptée par tous les collectifs d'AOP et IGP laitières pour valoriser, et renforcer d'ici 2030 les engagements en faveur de la durabilité.

3. La méthode employée et le respect de la diversité des collectifs

Dans le contexte de la crise Covid, le CNAOL et les ODG ont dû adapter leur méthode pour coconstruire la démarche. De nouvelles techniques d'animation ont été mises en place : atelier en visioconférence, en groupe et participatif. La gouvernance du CNAOL avait pour rôle de suivre les avancées de la réflexion et de valider les grandes orientations. Le tout en lien avec les pouvoirs publics (administrations, INAO) et les interprofessions pour assurer un maximum de cohérence.

4. Les engagements des filières pour la durabilité

A l'issue de ces travaux, le CNAOL a établi un cadre commun d'engagement pour les 51 AOP laitières. Chaque AOP est invitée à apporter des réponses aux 18 objectifs de la démarche qui répondent aux grands principes de la durabilité(2).

Ouverture :

Le cadre de gestion des IG en France porte les fondements de la durabilité, avec des engagements sur la gouvernance, la valorisation des ressources et des savoir-faire, la localisation de l'économie. Le cadre collectif est une source de résilience et de capacité à trouver des solutions, mais cela suppose le renouvellement de ces collectifs pourtant contraints par la baisse du nombre d'opérateurs. L'expérience d'AOP laitières durables montre que le domaine des IG dépend de décisions administratives sans être une économie administrée. Cette dépendance implique une relation particulière avec les autorités administratives de tutelle, mais plus largement avec l'environnement socio-professionnel et les élus, aux échelles locales, françaises et européennes.

(1) NAPOLÉONE, M., BRETON, S., FRAYSSIGNES, J., RICHARD, M., & SPELLE, C. (2022). *Les AOP et IGP fromagères Françaises face à la crise de la Covid-19 dans un contexte d'évolution des systèmes alimentaires: Dossier Covid : Conséquences de la crise sanitaire de la Covid-19 sur les productions animales. INRAE Productions Animales*, 34(4), 247–260

(2) FAO, *Biodiversité et régimes alimentaires durables*, 2010

Keywords: durabilité

**L. GIs: recognizing an IP right is
not the end of the story**

Démarches pour l'indication géographique ‘Datte Deglet Nour de Tolga’-Algérie

Achour Ziane Mosbah * ¹

¹ mosbah – Algeria

No us avons bénéficié de l'aide des experts européens au moyen d'un jumelage dans le cadre du P3A (programme d'appui à la mise en œuvre de l'accord d'association) entre l'Algérie et l'Union Européenne pour mettre en œuvre et aboutir à la reconnaissance en **IG** de notre produit dénommé : ‘*Datte Deglet Nour de Tolga*’.

L'Association pour la valorisation et la protection de la dénomination ” Datte Deglet Nour de Tolga ” a été créée pour la reconnaissance en **IG**.

Auparavant il y avait 2 associations distinctes, l'une été l'association des producteurs de dattes et l'autre l'association des exportateurs et conditionneurs de dattes.

Ce programme a fédéré des opérateurs des 2 associations et a incité à la création d'une troisième association (groupe demandeur).

La première mission avec les experts a eu lieu le 25/11/2014 et la dernière le 23/05/2016 (au total 11 missions).

Un voyage d'études a été organisé, par l'**INAO**, en France dans la région de l'IGP ” Pruneau d'Agen ”(Mai 2015), pour des opérateurs.

Le travail avec les experts avait porté sur:

- Des visites sur les aires de productions et de conditionnement.
- L'explication des volets du projet tels que : les textes règlementaires, le rôle des organismes de contrôle, formations pour l'ensemble des acteurs, accompagnement des opérateurs pour formuler le dossier de labélisation.
- La recherche et la sélection de la documentation ancienne sur ‘*Deglet Nour Tolga*’ (notoriété ancienne).
- Comment faire le lien entre le produit et la région géographique.
- Les caractéristiques de la datte de Tolga qui font la différence avec d'autres dattes.
- Les caractéristiques de la région qui font la différence avec d'autres régions.

*Speaker

- Les caractéristiques qui provoquent cette différence (taux de sucre, goût, appréciation du produit...)
- La structuration pour demander une reconnaissance (qui présentera la demande, qui signera l'accord, les personnes désignées pour aider à présenter le dossier devant le comité national de labélisation et qui parlera devant le comité).
- La formation d'un groupe de travail.
- La présentation et la discussion des enquêtes réalisées auprès des commerçants et des consommateurs dans les marchés de gros et de détails de la capitale Alger et de Biskra.
- La délimitation de l'aire géographique.
- Les principes pour un cahier des charges.
- Le contenu d'une demande de reconnaissance et un comité de rédaction a été installé.
- La présentation du rapport et des corrections ont été apportées.
- La présentation d'une fiche de dégustation, la réalisation de deux dégustations et la présentation de leurs résultats.
- L'élaboration du plan de contrôle de la Datte '*Deglet Nour de Tolga*'.

Le projet a été présenté au comité national de labélisation, l'arrêté portant attribution du signe distinctif de reconnaissance en **IG** de la '*Datte Deglet Nour de Tolga*', a été promulgué le 22/09/2016 et publié le 13/12/2016 au journal officiel de la République Algérienne.

Keywords: datte Deglet Nour de Tolga, Algérie, démarches indication géographique, experts européens, association, textes, accompagnement, reconnaissance, caractéristiques, structuration, aire géographique, cahier des charges, dégustation, plan de controle, labélisation

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

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Brazil is the largest commodity Coffee exporter in the world. In this business segment the coffee that has identification of the origin obtains a superior quotation in the external market, since the price practiced internationally follows better evaluation of its quality. Located in the south of the state of Minas Gerais, Brazil, the Mantiqueira de Minas region has a centuries-old tradition in the production of quality coffee, being one of the most awarded regions in quality competitions in Brazil. Choosing the distinctive sign related to the origin that best represents the collectivity as well as the best way to guarantee its protection, it was a great challenge. That's because Brazil has Indication of Provenance (IP), Denomination of Origin (DO), Individuals Mark, Collective Mark and Certification Mark. So, which distinctive sign best suits them? This paper aims to analyze how the distinctive signs related to the origin available in Brazil was being used by regional producers from Mantiqueira de Minas. It was noted that the local producers over the last two decades applied for all the distinctive signs types available in Brazil. They started with individual trademark application in 2006 for coffee. In 2007, they applied for a coffee certification mark and applied for an IP. In 2013, they applied for a collective mark. By 2015 they have abandoned all the trademarks applications. In 2016 they applied for a DO. However, at that time I was impossible to request a registration amendment, from IP to DO, in Brazil. It is because although the GIs are ruled by Law No. 9279/1996, the amendment to the registration was allowed only after the Normative Instruction No. 95/2018 (IN No. 95/2018) of the National Institute of Industrial Property (INPI). In this specific case, INPI decided to take advantage of the DO registration request and transform it into a registration change request. In a scenario where competitiveness is increasingly fierce, nothing could be more natural than GIs be able to adapt to changes in original conditions, what was learned from past failings or even to suit the development or new market strategies. In 2020, Mantiqueira de Minas was the first brazilian GI case of registration amendment. They used all the 4 amendments prescribed in IN No. 95/2018: changed the geographical name from "Região da Mantiqueira de Minas Gerais" to "Mantiqueira de Minas"; increased the delimited area by adding 3 surrounding cities; changed the technical specification adding a production phase; and changed the GI specie, from an IP to a DO. Ultimately, the local producers decided to be identified only by DO, the most valuable origin sign in the quality coffee market aware of the demanding consumers, especially

*Speaker

the international one. Due to its pioneerism of being the first GI record change in the country, the case study of "Mantiqueira de Minas" can be useful to the others collectives interested in changing their GI indication registration.

Keywords: Intellectual property, special coffee, Denomination of Origin (DO)

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

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As dedicated systems of geographical indication (GI) continue to be adopted following international intellectual property trends, a distinct window of opportunity has opened in which producers of historical agri-food products are induced to make hard normative and technocratic decisions about the continuity and authenticity of their products. While branding and trademarks have encouraged agri-food producers to nominally differentiate and characterize their products, the *sui generis* GI systems that have become more commonplace worldwide demand more detail and, in turn, incite more debates about identity and practice than before. While such producers have likely considered the important factors, such as the provenance of ingredients, suitability of mechanization and food chemistry, and uniqueness of the agro-ecosystem, they were rarely obliged to explicitly define these factors along certain criteria. Recently facing this challenge, Japan is a country that has a deep and wide history of marketing historical agri-food products and features a considerable degree of product differentiation. One of the most iconic and diverse cases is the production of fresh and processed persimmons, or kaki. Kaki have a longer history in China and the Korean peninsula, but only the Japanese term has become common parlance worldwide, understood in countries such as diverse as Spain, Ukraine, Australia, and North America. Many kaki species can be eaten fresh while processing is, in theory, not dissimilar to that of apricots or plums (prunes). However, the intense seasonality, broad varietal diversity, subtle organoleptic properties, and aesthetic form of kaki lend them a high level of prestige across Asia. Geographically distinct practices have created unique constellations of kaki production according to climate, species, and mode of processing that appear to lend themselves to the process of GI specification. However, kaki production areas have also evolved heterogeneously in both subtle and fundamental ways, providing impetus for conflict about which characteristics should be specified and how much leeway should be granted for new technology, varieties, or practices. The kaki case studies presented in this paper, surveying diverse GI locations ranging from micro-production areas of few hectares to relatively large operations, illuminates an emerging form of heritage governance that is both long overdue, but whose dynamism is shackled by the policy structure in which it has emerged. The development dilemmas prompted by GI kaki specification in Japan are consistent with those mentioned in Feuer et al. (2020), raising questions about who the stakeholders are, how growth and change should be understood, and how success should be framed. We find that the process of GI formation among kaki producers in Japan precipitates abrupt resolutions about organizational structure

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and product specification that may limit the extent to which governance can be iterative and learned, and thereby may diminish developmental dynamism in the long term.

Keywords: Geographic Indication, Regional development, Japan, Product specification, development dilemmas

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

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5

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L'enregistrement de la dénomination d'un produit agricole ou artisanal comme Indication Géographique (IG) et le développement de la filière IG correspondante forment un processus qui s'établit généralement sur plusieurs années et qui requiert la mobilisation de compétences et de financements conséquents. C'est un processus qui doit être en particulier porté par les acteurs locaux concernés et qui leur demande une forte implication et un important investissement en travail et en temps. Il est donc nécessaire de s'assurer, autant que faire se peut, avant d'engager un tel processus, que le ou les produits agricoles ou artisanaux qui bénéficieront de ces appuis et investissements de la part des acteurs locaux et de leurs partenaires institutionnels et financiers présentent les caractéristiques et conditions les plus favorables possibles.

Cette communication présente la démarche et les méthodes mobilisées pour sélectionner les produits IG les plus prometteurs dans le cadre du Projet d'Appui à la Mise en Place des Indications Géographiques dans les Etats membres de l'OAPI (PAMPIG 2). Elle concerne les travaux menés dans les quatre pays suivants : Bénin, Cameroun, Côte D'Ivoire et Guinée.

Cette communication rappelle tout d'abord brièvement les démarches et méthodes existantes pour l'identification et la sélection des produits IG potentiels. Elle les compare entre elles et

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avec celles mobilisées dans le cadre du PAMPIG 2.

Elle détaille ensuite les quatre étapes de la démarche utilisée à savoir : identification, caractérisation, notation et sélection des produits IG potentiels. Cette démarche propose une grille de caractérisation des produits potentiels qui demande de documenter les quatre critères suivants :

- Reconnaissance en IG (potentiel du produit à être éligible à la démarche d'IG)
- Capacités collectives d'action des acteurs locaux
- Potentiel commercial et d'emplois
- Appuis passés, actuels ou futurs de l'Etat ou de projets.

Cette communication présente les résultats obtenus à chacune de ces quatre étapes et ayant conduit à la sélection finale de 6 produits à enregistrer en IG.

Elle analyse enfin les taux de sélection des produits appliqués à chaque étape de la démarche proposée et en tire des enseignements et recommandations pour son utilisation.

Keywords: identification IG, produits potentiels, sélection, caractérisation

Silent GIs: What is at stake?

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‘Silent GIs: what is at stake?’

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In the debate on the protection of GIs, emphasis was repeatedly placed on the legitimacy and appropriateness of granting or maintaining registration for products with small product volumes and aimed primarily at local markets, arguing that the public cost of maintaining these GIs is not justified in the light of the collective interest.

This paper is aimed at exploring the under-researched issue of ‘silent Geographical Indications’, i.e. GIs that after their registration have fallen into disuse or which have never actually been used since the date of their registration. Taking Italian PDOs and PGIs for agricultural products and foodstuffs as sample, the research will constitute the first attempt to measure the importance of this phenomenon – the statutory basis of which being art 54 Regulation 1151/2012, corresponding to art 14 DM 14 October 2013 – as well as the proactivity of the interested parties to keep the register updated and the functioning of the register itself.

In order to do this, first of all, the investigation will track abandoned GIs that, nonetheless, appear on the register. This will be done by integrating three typologies of data: 1) identifying specifications registered before the adoption of Regulation 1151/2012 that have never undergone even minor amendments; 2) identifying PDO-PGI products for which there are no or very small certified quantities in 2016-2018, according to *Qualidò databank*; and 3) an internet research aimed at gathering more information on the status of the products, on the existence of known manufacturers and/or of a functioning association of producers.

Furthermore, the analysis will look for data on cancelled GIs, trying to assess whether the cancellation of the geographical name from the register also led to the disappearance of the

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product or, instead, the latter is still locally produced but without the use of a quality scheme. In order to deepen our understanding of this specific aspect, some ad hoc case studies may be taken into consideration if relevant and practically retrievable.

This empirical approach will make it possible to assess the current situation of the register concerning 'silent GIs'. This will open the doors to a debate on critical issues such as the reliability of the register as well as on the core of legal and economic nature of GIs, i.e.: the protection of GIs is motivated only by economic reasons, or are there other aspects related to their patrimonial status and to the option value for future economic use?

Keywords: Geographical Indications, Silent GIs, GI Register, GI Implementation

Strengthening GI systems worldwide: EU funded projects implemented by EUIPO

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The EU advocates for better protection of geographical indications internationally, via multilateral and bilateral agreements and technical cooperation with third countries. The EUIPO has been implementing international cooperation projects on behalf of the EU, to promote the development and implementation of GI systems in China, India, South-east Asia, Latin America and the Caribbean, and Africa. The activities implemented across these regions range from: i) promotion of GI systems via studies and awareness raising ii) exchange good practice on legal and implementation frameworks, to iii) building capacity through technical training examiners, producers, practitioners, and enforcement authorities. Overall, more than 90 such activities in the field of GIs have been implemented in recent years by EUIPO under EU funded projects. This translated into concrete accomplishments such as: drafting and review of GI legislation in some African and Caribbean countries, the effective implementation of GI registration systems including training of examiners and IT tools, the registration of specific GI products in their countries of origin and the EU (e.g. Kampott Pepper, Penja Pepper), the successful negotiations of the GI component of bilateral trade agreements with third countries such as the landmark agreement to protect 100 European Geographical Indications (GIs) in China against usurpation and imitation. In order to achieve this, the EUIPO, under the policy guidance of the Commission, engages with a wide range of stakeholders from EU and non-EU countries such as IP offices (IPOs), ministries of agriculture, customs and police authorities, judiciaries, and the private sector.

Keywords: Public policy of the EU

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Papers not presented

La technologie Blockchain, outil de valorisation du goût de l'origine

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Dans un contexte où l'industrie agro-alimentaire est au croisement de révolutions sociétale, environnementale et numérique, rassurer le consommateur par la transparence est l'actuel défi de ce secteur. Soucieux de son bien-être et résolument tourné vers une consommation écologique, responsable et saine, le consommateur est, aujourd'hui et pour demain, le principal acteur de la chaîne alimentaire. Dès lors, la notion d'identité des territoires, de traçabilité et de transparence des caractéristiques du produit consommé devient la norme.

A cela s'ajoute le rôle omniprésent du législateur venant rappeler aux professionnels du secteur leurs obligations, à savoir, une obligation d'information, une publicité ne devant pas être trompeuse et le suivi des produits assurés au moyen d'une traçabilité rigoureuse. Ainsi, les informations inscrites sur l'étiquette ou sur la contre-étiquette du produit destiné à être mis sur le marché doivent être lisibles, accessibles et compréhensibles.

Sensibilisé au problème de la sécurité alimentaire et guidé par l'évolution des modes de consommation, le consommateur, désormais curieux, averti et digitalisé, souhaite connaître les méthodes de production, la composition des produits et l'origine des certifications apposées sur l'étiquette. En utilisant la technologie Blockchain – se définissant comme décentralisée, globalisée et destinée à sécuriser le partage des données sans qu'elles ne puissent par la suite être modifiées – les produits tels que le riz de Camargue, le jambon de Bayonne et le vin de Champagne pourront dès demain être entièrement tracés. La Blockchain apparaît comme un relais de l'authenticité, de la qualité et du goût inimitable issus d'un terroir spécifique tout en les protégeant de la contrefaçon.

Nous ne parlons pas ici d'évolution du goût de l'origine mais d'une révolution numérique où chaque utilisateur devient le prescripteur du produit qu'il choisit, achète et consomme. En scannant le QR code apposé sur l'étiquette, il pourra connaître instantanément l'ensemble des étapes de production, de transformation et de distribution du produit. Cette technologie est un nouveau moyen de différenciation de la spécificité des produits, des entreprises et des indications géographiques. Plus précisément, en quelques clics sur son smartphone, le consommateur va pouvoir accéder à des vidéos et des photos retraçant le numéro de lot, la date et le lieu de plantation, ainsi que les dates de récoltes et de conditionnement.

A travers cette présentation, je souhaite évoquer, avec une prise de conscience collective, la nouvelle relation entre le produit issu d'un terroir, l'exploitant agricole et le consommateur international. Si l'identité du produit est nationale, régionale ou locale et souvent synonyme de richesse économique, la traçabilité doit, quant à elle, être intégrale ; ” de la fourche à la fourchette ”. La provenance, la qualité et la transparence des produits agro-alimentaires vendus sont donc des enjeux nationaux et européens. C'est également une véritable stratégie de différenciation

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des acteurs face aux nouveaux pays producteurs dont les méthodes de production, ne répondant pas à des cahiers des charges, demeurent obscures et non réglementées.

Keywords: IG, traçabilité, nouvelle technologie, blockchain

Una propuesta metodológica sobre los impactos territoriales de un producto de origen

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El objetivo de este documento es proponer una metodología mixta para evaluar el impacto territorial de un producto protegido bajo la normativa de indicación geográfica, denominación de origen o sus derivados como Protegida, Calificada u otros relacionados. Entenderemos que los marcos normativos de un producto de origen son comprendidos como una política de desarrollo, lo cual nos permitirá observar de manera más precisa el impacto territorial, ya sea positivo o negativo. Para ello, se realiza una revisión de veinticinco casos de estudio que emplean diversos métodos y herramientas para medir el impacto económico, sociocultural y ambiental de los productos de origen en el territorio. Posteriormente, se presenta una propuesta de variables que se pueden utilizar para la construcción de tres indicadores que midan el desarrollo sostenible y que estarán acompañados de un rastreo de procesos (*process tracing*) como una herramienta para el análisis cualitativo. Finalmente, se realiza un ejercicio de dicha propuesta con el caso de la Denominación de Origen Tequila.

Keywords: evaluación de impacto, indicadores de desarrollo, productos de origen, rastreo de procesos, territorio

*Speaker

Empirical implications on creating and appropriating value in Brazil's cocoa chain with Geographical Indication

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There are enduring inequalities on distributing and appropriating value in agri-food chains, which are linked with organizational, economic and social complexities. Although it is possible to assume an interconnection among organizations on value creation, previous studies draw attention to the total value created in a supply chain which is usually appropriated by activities closer to retailing, such as global brand, distribution and marketing (Hamilton; Senauer & Petrovic, 2011; Hernandez & Pedersen, 2017). In cocoa-chocolate chain, producers of cocoa appropriate only 4% from all value added although they are vulnerable to climatic risks and socioeconomic disruptions (Abdulsamad et al., 2015). We discussed value creation and appropriation and resource-based view (RBV) theory as a conceptual overview to comprehend how do cocoa chain create and appropriate value from the perspective of regional resources. Besides, this paper aims to understand how the cocoa production, bound to regional resources, can be developed through the use of institutional mechanisms such as the Geographical Indications. GIs signalled high specification (quality and reputation) and value added interconnected to sustainability, strengthens communities and knowledge, and preserves the environment (Barney, 1991; Reypens et al., 2016; Carvalho, Paiva & Vieira, 2016; Bowman & Ambrosini, 2000). The method is a qualitative research carried out and organized as a single case study about the cocoa chain, located in the south of Bahia, Brazil. The data was obtained from 30 semi-structured interviews with different regional actors, as also from secondary data examined with content analysis and the assistance of Atlas TI (Eisenhardt, 1989; Denzin & Lincoln, 2011; Ketokivi & Choi, 2014; Yin, 2014). Our preliminary findings point out four categories for analysis, two categories are about the regional resources and sustainability, whether they were established or developed out of the discussion around the regional movement for reputation, quality and social upgrade. And two categories are from the value creation associated with innovative, relational and information value and value appropriation associated with activities and challengers for capturing value. It is possible to see how these categories are interlinked with case study implications in Figure 1. Results show the GI signal has strengthened sustainable pillars (environmental, socially and economic) which represent unique and inimitable resources. These regional resources may be linked with value creation and appropriation dynamics, in which the structures of relations among local actors influence organizational, cultural, intangible and geographical aspects. This research remarks that the low collective activity may hinder advances on dissemination of knowledge and techniques which add value, showing the influence of relational value dynamics to these regions' development (Barney, 1991; Anand & Khanna, 2000; Swaminathan & Moorman, 2009). The theoretical-empirical findings indicated this region has

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developed an important narrative about sustainability and culture in this alternative market for sensory cocoa. However, this market is still unfeasible for small producers with low rate of collective activities, which reduces the chances of impacting the most vulnerable actors on this agri-food chain inserted in this region (one of the biggest geographical scope), which can be overcome through cooperative organizations and spaces for transformative discussions.

Keywords: Value creation, Sustainability, Resource, Based View

CONVENIENCE OF A UNITARY LEGAL REGIME FOR GEOGRAPHICAL INDICATIONS AS INTELLECTUAL PROPERTY RIGHTS/LA CONVENIENCIA DE UN RÉGIMEN JURÍDICO UNITARIO PARA LAS DENOMINACIONES DE ORIGEN COMO DERECHOS DE PROPIEDAD INTELLECTUAL

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La presente contribución persigue ofrecer una visión de las denominaciones de origen como derechos de propiedad intelectual y las consecuencias de esta naturaleza en su régimen jurídico en la normativa de la Unión Europea. Esto se analizará particularmente a la luz de las últimas reformas proyectadas a nivel de la Unión Europea, tanto a nivel de la reforma de los derechos de propiedad intelectual, como a la vista de la reforma de la normativa de las denominaciones de origen.

La circunstancia de que en ambas reformas se plantee la necesidad de una revisión del sistema de las denominaciones de origen y, muy en particular, de la posibilidad de incluir un sistema de protección de las denominaciones de origen no agrícolas, así como los últimos pronunciamientos de la jurisprudencia sobre el ámbito de la protección, y los desafíos del derecho digital, ponen de manifiesto la importancia y la conveniencia de dotar a la Unión Europea de un régimen jurídico uniforme, fuerte, claro y preciso que permita proteger a las denominaciones de origen como derecho único, con independencia del producto. La importancia de este sistema se pone de manifiesto en la relevancia que las denominaciones de origen pueden tener para la recuperación económica de los distintos países, por su especial adecuación para poner en valor los productos típicos que tienen un valor añadido.

La actual situación normativa en la Unión Europea, caracterizada por la existencia de cuatro reglamentos, uno por cada tipo de producto, así como el vacío existente en lo que se refiere a la protección de productos no agrícolas, no permite a los productores europeos gozar de los instrumentos necesarios para proteger y amortizar las inversiones realizadas en el caso de productos tradicionales, propios de regiones específicas, que les confieran una calidad y valor añadido.

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Se muestra de este modo oportuno analizar la oportunidad de dotar a la Unión Europea de un régimen jurídico uniforme para las denominaciones de origen que sea consecuente con su caracterización de derecho de propiedad intelectual. Para ello se muestra oportuno definir de forma clara el objeto de la protección, los límites, y además insertarlo de una forma sistemática dentro del sistema de los signos de calidad. Para ello deben también definirse las relaciones con otros instrumentos como las Especialidades Tradicionales Garantizadas, las Marcas, así como el derecho de la competencia desleal.

Keywords: DERECHOS DE PROPIEDAD INTELECTUAL, DENOMINACIONES DE ORIGEN, PRODUCTOS NO AGRÍCOLAS, LIMITES

Concept of collective ownership under the Indian Geographical Indications Act

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With more than 350 Geographical Indications (GI) registrations and the High Court of Calcutta's recent judgment on the Darjeeling tea dispute, the subject matter of geographical indications is attracting more attention than it did ever before in India.

The ongoing Basmati Rice controversy in which the State of Madhya Pradesh has knocked the Apex court's doors for the inclusion of its regions under the Basmati producing areas begs one pertinent question; who are the real owners of GIs? And why is that despite nearly two decades after the first application for registration of Basmati was filed in the GI Registry, the ownership issues remain unresolved.

It brings one's attention to the fact that the concept of ownership in GI is collective, making it complicated as multiple stakeholders are involved. Understanding and resolving the complexities involved in articulating collective ownership in the Indian scenario is essential to ensure that GI's real owners are identified and protected.

My research's main objective is thus to unearth the notion of collective ownership in the Indian scenario. Part I of the study gives introductory remarks on collective ownership and a brief overview of India's articulation of collective ownership during the pre-TRIPS period. Part II deals with how the TRIPS Agreement handled the concept and India's obligations under the Agreement. In Part III, the Geographical Indications Bill, the Bill introduced for domestic implementation of the TRIPS obligations relating to GI, is explored to comprehend the legislative intent behind the collective ownership envisaged.

Part IV discusses the notion's present understanding under the Geographical Indications Act, the Geographical Indications Rules and the Manual of Geographical Indications. Part V looks at the judicial contribution towards the concept. Part VI deals with four case studies (GIs in Kerala) to appreciate the gap between the collective ownership notion envisaged and the ground reality. Finally, Part VII concludes with the research findings, the lacunas in the Indian scenario and suggestions to remedy the same.

Some of the broad conclusions reached are that; there was both statutory and common law protection offered to GIs during the pre-TRIPS period. But it was underutilised, and so the concept of collective ownership articulated remained narrow in scope. With the advent of the TRIPS Agreement, the countries have the full flexibility to contemplate collective ownership; nevertheless, the TRIPS debates give some guidance from which India can gain useful cues.

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The debates on the GI bill do not provide any additional information as the legislature did not seem to have an in-depth understanding of the new subject matter in hand. The present visualisation of collective ownership under the Act needs to be more precise. It can help in providing better guidance to courts, GI application examiners and other stakeholders. The judicial contribution to the exposition of the concept remains minimal. The case studies reveal the lacunas when the concept is implemented on the ground, necessitating a proper articulation of collective ownership in the Indian scenario.

Keywords: Geographical Indications, Geographical Indications Act, Collective ownership, TRIPS Agreement

Geographical Indication (GI) Attracts Donors and Helps Improve the Motivation and Welfare of Bali Amed Salt Producers

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Bali Amed salt is pure sea salt produced by the Amed community using traditional equipment and techniques that have been passed down for generations since the 15th century. Due to its high quality, distinctive taste, and different characteristics that set it apart from salts of other regions, Bali Amed salt became the contribution of Amed people during the ruling period of Kings of Karangasem.

The salt producing area once reached almost 10 hectares with a workforce of 200 farmers. However, it began to decrease since the development of tourism in Amed in the 1980s. The low price of salt combined with high demand for coastal land caused many salt farmers to sell their land, which was later converted by the new owners into settlements, hotels, restaurants, and other tourist attractions. This almost made the salt production activities in Amed disappear.

In 2013, with less than 1 hectare of salt producing area led by I Nengah Suanda - who later became the President of MPIG, with the support of Karangasem Regency Government and Swiss Federal Institute of Intellectual Property (IPI) – 18 surviving farmers determined to maintain the existence of Amed salt production by forming the Association of Geographical Indication Protection Community (MPIG) and registering Bali Amed salt as a Geographical Indications (GI) product at the Indonesian Ministry of Law and Human Rights to protect its intellectual property. The GI was granted on 23rd December 2015 under certificate number ID G 000000038.

As a GI product, Bali Amed salt attracts a few parties that include both local and international establishments to provide financial aid, technical training, and organizational strengthening assistance to help MPIG improve production, management, sales, and marketing. With the leadership of the MPIG President who has been actively involved in marketing and public relations - including participating in exhibitions and conferences at the national level, and organizing festivals - many achievements could be made.

Post GI certification, many milestones are recorded. Seven more people joined as salt farmers, *fleur de sel* production began in 2016 after MPIG team's visit to Guérande's salt making process in France, a Salt Center as a venue for information and products exhibition was built adjacent to the production area, a production house was upgraded and equipped with a new solar dryer dome, and more customers from various industries were added to the portfolio. As a result, salt

*Speaker

production increased to 30 tons or 4% per year with the exception of 2016 due to the eruption of Mount Agung that increased revenue by 90%. The farmers are now able to sell their products to MPIG Cooperative at double the price than in 2015, thus motivating them to produce consistent quality products, and improve their standard of living.

Keywords: Garam Amed Bali, Bali Amed Salt

Web and Mobile Application Innovations Help Control Quality, Traceability, and Certification Mechanism and Market Accessibility of GI Tenun Ikat Sikka

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Tenun Ikat (handwoven tie-dyed fabric) is developed and produced widely in Indonesia especially in Sikka Regency, where the protection of motifs and weaving technique that includes the tying and dyeing processes, has been practiced and passed down for generations, hence maintaining its existence and preservation until today. For some people in Sikka Regency, weaving is a family business which embodies the concept of gender equality, where women and men have the same role, and they jointly take responsibility while building their family lives in harmony. Every motif of *Tenun Ikat Sikka* represents the ethnic diversity in the Sikka region. It also has spiritual and social values of culture and aesthetics, which are illustrated in the fauna and flora as a reflection of expression from the spirit of their ancestors.

As the existence of *Tenun Ikat Sikka* is very popular and its motifs can be clearly distinguished from other regional motifs, it has become an icon for the Sikka Regency Government. Due to its high historical and selling value, counterfeiting using machine looms has happened outside Sikka Regency. To prevent counterfeiting, 45 motifs and ways of making the state-of-the art *Tenun Ikat Sikka* have been registered for protection through geographical indication (GI) of the Government of Indonesia with certificate ID G 000000056 granted on 8 March 2017. The registration of *Tenun Ikat Sikka* as intellectual property was with the help of Swiss Federal Institute of Intellectual Property (IPI) that works with the Indonesian Government under a government-to-government scheme in intellectual property protection projects. Marketing of *Tenun Ikat Sikka* using GI logo is only allowed for fabrics that strictly follow the book of specification by producers that are members of the Association of Geographical Indications Protection Community (MPIG) *Tenun Ikat Sikka*. This serves as a warranty of the quality and traceability.

To help control the quality, traceability, and certification processes, which are easily accessed by those who are interested in the fabrics of *Tenun Ikat Sikka*, IPI introduced a web and mobile application to MPIG *Tenun Ikat Sikka*. This platform enhances geographical indication quality control management system and end-to-end traceability, sustains material sourcing, produces certifications, and QR code of fabrics, and improves market accessibility. Through QR codes, the buyers, traders, designers, production houses and consumers can now access information on

*Speaker

the type of fabric of GI *Tenun Ikat Sikka*, its motif, and size; type of thread, and dye materials; certification data as a proof of quality control clearance; as well as the data of producer, weaver, and the whole supply chain traceability from their smartphone.

Keywords: Tenun Ikat Sikka

The National Contest of Typical Food Products: a strategic tool to promote quality and market access

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To target terroir products at large, UNIDO in partnership with the Swiss Secretariat for Economic Affairs and the Fondation Rurale Interjurassienne, has been working over the past 7 years to promote the setup of National Contests for typical food products.

Based on the Swiss National Contest, a full-fledged methodology and tools have been developed and adapted to the target country needs. The methodology has already been tested in Morocco and Tunisia and UNIDO and SECO are currently duplicating the successful experience in Egypt and Georgia in the Caucasus region.

The National Contest for Typical Food Products is a national event, bringing together consumers and producers around typical food products. The contest is designed, organized and conducted with and for the consumers and helps narrowing the distance between producers and consumers.

For this reason the National contests can be considered a powerful tool to foster market access of typical food products and ensuring nation-wide communication for small scale producers. They also promote quality and encourage healthy competition among producers and products from different regions. By focusing on hedonistic qualities, the contest enables policy makers and those involved in the development of agro-food sectors to focus attention on the know-how of producers, provide constructive feedback and also better tailor training and support to improve product quality.

With the technical assistance provided by UNIDO in the framework of the PAMPAT project (Projet d'Accès aux Marché des Produits Agroalimentaires et du Terroir, <https://pampat.ma/en/>), the first Moroccan Contest for Typical Food Products was held in Rabat in November 2014, and three editions have been organized so far by the National Agency for Agricultural Development (ADA). The Contest is organized biannually, and currently fully funded by the Ministry of Agriculture and integral part of the Agricultural Development Strategy.

Thanks to the success of the Moroccan National Contest, the Tunisian Agency for Agricultural Investments (APIA) took the decision to organize the 1st Tunisian Contest of typical food products in 2016. Since then, through the PAMPAT Tunisia support, two editions have been successfully organized by APIA and the third one will take place in 2021.

*Speaker

In both countries, an active promotion of the awarded products is defined by the national partners and products are promoted both in country and internationally. This includes for example sales in national and international retailers' shops as well as in local food shops, participation to trade fairs and cooking shows with famous TV chef cooks, large media communication campaigns, etc.

A study undertaken in 2019 in Morocco and Tunisia targeting awarded producers highlighted that 100% of the interviewed producers were satisfied to have participated, 30% had gained access to new clients and/or markets and sales of the awarded products increased between 30 and 50%.

There is currently a growing interest to duplicate this successful experience in other countries and it is expected to have the National Contest in Egypt and Georgia between 2021 and 2022.

Keywords: Typical food products, Contest, Awards, Market Access, Tunisia, Morocco, Egypt, Georgia, Consumers

Identifier et enregistrer des Indications Géographiques Protégées en contexte de tensions ethniques et politiques : Eléments d'analyse à partir du cas du potentiel IG Attiéké des Lagunes en Côte d'Ivoire

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Ce projet de communication analyse les conditions d'émergence et de mise en œuvre du potentiel IG *Attiéké des Lagunes* en Côte d'Ivoire au regard des tensions politiques et ethniques, autour des produits, dans les territoires concernés. Les données empiriques à la base de l'analyse ont été obtenues à partir d'entretiens semi-structurés individuels et collectifs (focus group) auprès d'acteurs associatifs et d'acteurs individuels inscrits ou ayant un rapport avec le processus de mise en œuvre de l'IG et des acteurs ayant une légitimité sociale et/ou politique à s'exprimer sur le processus. Les résultats démontrent que les aspects qui suivent constituent des leviers pertinents pour une mise en œuvre aboutie du processus de labélisation de l'Attiéké des Lagunes. Ce sont, entre autres : i) le caractère très partagé et répandu de l'Attiéké en termes de production et de consommation dans un espace à forte différenciation ethnique ; ii) la quasi confusion des identités professionnelles aux identités sociales dans le territoire du potentiel IG ; iii) les tensions entre groupes sociaux revendiquant la propriété de la production traditionnelle de qualité de l'Attiéké (ébrié, adjoukrou, avikam et alladjan) ; iv) les tensions entre l'ensemble des producteurs et les intervenants institutionnels ; v) les tensions entre l'inscription dans des pratiques nouvelles (la mécanisation et le fonctionnement dans une communauté de pratiques et des pratiques sociales relativement ancrées-production individuelle et/ou familiale-) ; vi) les tensions entre le maintien de secrets (en termes de savoir-faire) et leur partage dans le cadre des activités de l'IG (la question de la confiance? la crainte d'une dépossession?) et vii) l'inscription dans une logique de marché et ses implications en termes de compétition, par exemple.

Keywords: Différenciation sociale, tensions ethniques et politiques, Indications Géographiques Protégées, compétition, Côte d'Ivoire

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Taxonomy of "Place-based Labels" : Story-telling of GI Tea Products within GIAHS Heritage Systems and Terroir

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GI related marks (PDOs, PGSs, GIs etc.) has the aspect of communicating "place-base" characteristics of certain products, in addition to the technical specifications and modus of productions and processing.

We comparatively analyze multiple modus (five in total) of communicating "place-base" or "place-ness"; these are story-telling, regional designation (Globally Important Agricultural Heritage Systems: GIAHS), GI label, and environmental label. We analyzed tea (and sake) as object of analysis and identified the following two characteristics of the products based on the case studies and literature review. Based on the analysis results, a hypothetical taxonomy of place-based labels and related schemes was proposed.

The two characteristics of the tea (and sake) products are; first, registration of tea involves various sectors and stakeholders with relatively high value-chain as agricultural products; leaf producers, processors, wholesalers etc. Such value-chain provides us with unique opportunity to examine inclusion/exclusion process of actors in registration as well as dynamic communications within the value-chains (in addition to the communication of GI to the consumers). As result, examples from teas are full of cases with success and failure of such processes.

Second, tea products are frequently rich in history and their brandings are linked to certain areas and terroirs. Thus, there are number of existing examples with multiple labels; i.e. products registered with multiple labels as heritage sites, organic, environmental elements. We focused on a case where tea products are GI registered in GIAHS sites. GIAHS is promoting sustainable livelihood based on socio-ecological landscape and facilitating management of ecosystem services and biodiversity conservation.

In other contexts, living creatures are frequently used as symbol of biodiversity, and associated positive effects both for environmental and well-being of the consumers. In short, birds, frogs are "icon" to communicate and convey the positive message. Oriental strokes in Toyoko, in Japan is one of the most well-known cases. Hayashi and Tanaka (2010) conducted a survey as to which animal types had "premium" for rice-products. In European contexts, salamanders are used for eco-parks. Yet, we argue that these icons are focused on "environmental elements," possibly comparable to environmental labels such as FSC and others.

Whether place-based products contribute to sustainability or not is a long-lasting debate in the scientific literature (White Honey in Cameroon to deforestation). From the analysis, we

*Speaker

conclude that synergistic relationships between GI and other labels or designation schemes can contribute to sustainable production and consumption of the registered products through the collaborations of the various stakeholders. Furthermore, proper combination and use of GI and other schemes can support landscape managements of the production areas.

Keywords: Story, Telling, GIAHS, Terroir

Reputation and Contemporary Quality: Research and Development in Unprocessed and Semi-processed Geographical Indication Products

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Reputation and Contemporary Quality: Research and Development in Unprocessed and Semi-processed Geographical Indication Products

The unprocessed and semi-processed agriculture product GI face greater dilemma in relation to crossbred or hybrid varieties. From a Plant Breeder or Scientist perspective, the product is a composition of cells, genes, DNA, etc. Creating different combination of new varieties may be in commercial interest to serve current stage of society but is nevertheless wrong. Is it a dilution of GI product and a shift from the pillar of (historic) reputation? Are such hybrid varieties contains contemporary reputation instead of historic reputation?

Today Scientists make genetic crosses and get hybrids for almost anything they wanted. They are able to create pure populations of strain with genetic complements that never before existed. They are directing the evolution of the strains so that they could adapt to novel conditions. No biological research in unprocessed and semi-processed agriculture product GI breeding has considered disadvantage of altering evolution or any research paper available on such distortions. The photoperiod sensitivity is an important trait in view of terroir, which is part of evolution. The alterations in sowing and harvesting period has made photoperiod sensitivity irrelevant to evolved varieties.

Quality is a particular expectation of performance and parameter. The Geographical Indication regulations, in general, invoke two terms such as "Given Quality" and "Specific Quality". Both terms have their unique meaning and position. Given Quality sets pre-condition and basic standards whereas Specific Quality is more precise on the standards. The identical and constant quality is recognised for given quality. Does such "given quality" creates stagnation of product improvement and quality? When constant quality is irrelevant during evolution of environment and geography to impact on quality, there are numerous issues to be studied on "given quality". 'Given quality' having quite opposite situation in view of definition and natural process, this is a subject to distort reputation in long term over GI products until it is not addressed in general.

The consumer perception on quality in number of unprocessed and semi-processed products has shifted from traditional variety to evolved variety. It has created a new consumer perception and has provided nod to the new and contemporary quality instead of keeping historic

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quality intact. A major question emerges that whether GI products can have contemporary quality in view of shifting reputation? If contemporary quality is not accepted in a GI product, does it lead to genericity of a GI?

Keywords: R&D, Reputation, Contemporary Quality, Generic

Geographical indications and environmental sustainability: An institutional analysis of Mezcal

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The objective of this contribution is to analyze the most pressing institutional and environmental issues that surround the Mezcal denomination of origin (DO) in Mexico, since its legal protection in 1994. To this end, an institutional analysis is carried out by integrating for the first time two theoretical frameworks dealing with formal and informal institutions: the Learning Regions (LR) and Localized Agri-food Systems (LAS). This process is complemented with a mixed type of interviews carried out with diverse stakeholders across the Mezcal value-chain, coming from the states of Oaxaca, Guerrero and Michoacán.

With respect to the first hypothesis, it is possible to claim that institutional proximity elements have played a positive role in the acknowledgement of the Mezcal DO in Mexico, but not necessarily within the initial legal structure of the DO. Alternative ways to certificate the Mezcal might emerged as a response to failures in the initial legal setting and changes in the legislation of Mezcal aimed at increasing its production. At the state level institutional proximity elements (either formal or informal) played an important role to find certification alternatives. Michoacan is an example of how formal institutions in the organized market can foster collective action with two objectives: to include this state into the Mezcal DO and to propose the federal acknowledgement of new Mezcal certifying entities, other than the Mezcal Regulatory Council. In Oaxaca, the role of formal institutions has been dubious, and informal institutions are characterized by important conflicts. Guerrero emerges as a very interesting example of how to develop a Participatory Agroecological Certification scheme (PAC) on top of the DO to guarantee the environmental sustainability and bio-cultural value of their Mezcal.

With respect to our secondary hypothesis, it is possible to affirm that in Mexico the institutional architecture of the Mezcal denomination of origin has led to important environmental issues since its legal recognition in 1994. The initial legal setting of the Mezcal DO and its evolution have been the cause of significant environmental issues. Firstly, biodiversity considerations

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and extraction management practices of agave were weakly introduced in the book of specifications, leading to important issues between the Ministry of Environment and local producers upon the extraction of the agave. Secondly, changes of the tequila legislation have resulted in an increase of the agricultural frontier of agave in Mezcal producing regions with serious impacts on the landscape. Thirdly, in recent years new environmental issues have come to the forefront (water and soil) and already existing problems (biodiversity and energy-resources-waste) are intensified. Nonetheless, according to the actors interviewed, some institutional proximity elements were identified that strived to cope with these issues. In Michoacan formal institutions in the organized market have been characterized by collaboration between the members of the local university of the state and local producers. The institutional architecture of Oaxaca has been characterized by an important role of formal institutions and a minor relevance of informal institutions. Finally, in Guerrero both the formal and informal architectures have worked in favor of environmental sustainability.

Keywords: Mezcal, Institutional proximity, environmental sustainability, formal and informal institutions

The First Controversy over GI Registration in Japan and the Potentiality of Territorial Labels: A Case of Hatcho Miso

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While GI is expected to promote the recognition of products, territories and agricultural production systems among consumers, the outcomes of GI systems depend on the way in which quality and code of practices of products are socially constructed. In recent years, several Asian countries integrated GI systems into their national legislations while these countries' private sectors also promoted territorial branding initiatives. Among them, Japan is an interesting example as it has established Geographical Indication System for alcohol products in 1995, Regionally Based Collective Trademark legislation in 2006, sui generis Geographical Indication legislation in 2015, as well as a private initiative Honbano Honmono certification in since 2005. The Japanese government is actively promoting these GI systems as tools to revitalize the agri-food sector and rural communities following the negative outcomes that economic, social, political and environmental changes have generated for decades. However, the government approach tends to emphasize these systems' economic role and their contributions in the export of agri-food products rather than their socio-cultural and environmental dimensions. Moreover, Japan faces limits in its territorial development due to diplomatically compromised design of its GI system (e.g., There is no PDO category in Japanese GI system).

In December 2017, this government posture caused the first nation-wide controversy over the registration of GI, namely "Hatcho Miso" in Aichi Prefecture. The government approved a code of practice proposed by the Aichi Miso and Soy Sauce Cooperative that employs modern techniques (e.g., temperature control devices in metal vats during the fermentation process) and the extended area of production (whole prefecture). Employing traditional knowledge (e.g. natural fermentation process in cedar vats) and limited area of production (Hatcho Village), the artisanal Hatcho Miso Cooperative faced competition with industrial Hatcho Miso labelled as GI and refused to be part of the GI. While the Hatcho Miso Cooperative and its associates raised an objection against the approval of the code of practice, the government responded by strengthening its control on the misuse of "Hatcho Miso" produced by the artisanal Hatcho Miso Cooperative. To seek alternative schemes for the Hatcho Miso Cooperative that would allow it to survive and limit the negative consequences of horizontal power relations, we analyze possible alternative programs, such as the third-party private certification for local products, Honbano Honmono.

In this context, the objectives of this paper is threefold: (1) to review the GI systems adopted in Japan in comparison with the European system; (2) to illustrate the contradictory process of Japanese GI certification employing a case of Hatcho Miso; and (3) to examine the potential roles of other territorial labelling systems, such as Honbano Honmono, that can contribute to the

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differentiation of quality under GIs. Our study is based on the field survey with semi-structured and spontaneous interviews conducted from 2015 to 2020 as well as on literature review and the analysis of available statistics.

Keywords: geographical indication, Japan, Hatcho Miso, modernization, geographical delimitation, territorial label

The implementation of new sustainability criteria in the EU sui generis system: an opportunity to discuss polycentric governance

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A reform of the EU GI sui generis system for agricultural products, foodstuffs, wines, and spirits is currently discussed at the EU level. Among its heterogeneous objectives, this initiative includes specific aims linked to the Farm to Fork Strategy, which is at the heart of the Green Deal and was released by the EU Commission in May 2020. The Farm to Fork Strategy addresses a wide range of complex challenges aimed to achieve sustainable food systems, while preserving human development and the environment. Among the goals of the strategy, the EU Commission mentions the need to ‘strengthen the legislative framework on geographical indications (GIs) and, where appropriate, include specific sustainability criteria’. The nature of these criteria is still to be clarified, as well as the related objectives and implementation. This last point can be particularly challenging, given heterogeneous levels of engagement in protecting GIs at the national level for agricultural products and foodstuffs, despite the common framework of the Regulation (EU) 1151/2012.

To date, various theoretical approaches and methods have been used to analyse, understand, and assess the sustainability of specific GI systems. These analyses are mainly presented in the form of collections of case studies or single case studies. On the one hand, this variety is fundamental to give an array of different experiences in the protection of names for origin products and shows the complexity of sustainability as a multifaceted concept. On the other hand, it makes it more challenging to find common and user-friendly criteria to be implemented in the rules of procedure governing future applications and amendments.

Previous studies have described the possible impact of the introduction of sustainability criteria in existing GI rule systems from the perspective of the applicants and of national and EU authorities (1). This article makes a step further and explores possible options for operationalizing the new criteria at the local, national, and EU level. Moreover, it describes the possible consequences of the reform on the governance at different regional scales, considering the existence of widespread heterogeneities in the procedural rules and practices followed by the Member States at the national level (2).

In particular, two possible approaches will be considered: a bottom-up approach where the applicants enjoy a wider margin of manoeuvre in crafting the rules of sustainable production in

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the product specifications, and a top-down approach where a set of general criteria is identified by the EU Commission and implemented in the scrutiny at the national and EU level. Finally, this analysis will discuss how the introduction of new criteria in the GI *sui generis* system could represent an opportunity for achieving a more efficient polycentric governance at the local, national, and EU level.

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Keywords: sustainability criteria, Farm to Fork Strategy, State intervention, polycentric governance, uniform system of protection

The Cacao Culture : An Analysis of Philippine Cacao Potential for Geographical Indications

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The global demand for chocolate has never been stronger. In fact, it is foreseen that from 2020, this demand will rapidly increase. Thus, the hunt for a more stable supply of chocolate is of paramount importance. Cacao, being the sole precursor of all chocolate products, becomes a focal point in overcoming this potential chocolate crisis. Today, the demand for cacao is around 4,5 million tons; and this figure is about to overcome global production lines. This study then looks into the cacao production in the Philippines. More specifically, this study will explore the potential of Philippine cacao to be protected with geographical indications.

The Philippines, being a naturally tropical country, is capable of producing cacao. The necessary conditions for cacao viability and survival are present, such as warmer temperatures, good soil balance and acidity, elevation, and climate. In fact, cacao from the Philippines have started to gain recognition as one of the world's best, having won awards internationally. Despite this, production and consumption are both low.

An initial overview in the Philippine cacao industry shows support two ways in terms of recognizing cacao geography. On one hand, the national strategy is to encourage cacao production all over the country by providing national standards. On the other hand, the country recognizes certain regions as cacao production centers. An example of this is the recognition of the Davao Region in the Philippines as its Cacao Capital. This is due to the fact that the Davao Region produces most of the cacao nationally. Thus, this bifurcated strategy may lead to initial disputes regarding the definition of geographical indications in the country.

Moreover, the legislative environment in the Philippines does not provide any sui generis system for geographical indications; and thus it is difficult to set up a working system for this kind of intellectual property right protection. Overall, this study finds that there is a potential for Philippine cacao to be competitive in the global landscape. On the question of whether or not Philippine cacao is suitable for geographical indications, it depends on the national strategy for this crop as well as the legal, technical, and social aspects associated. Finally, there is also a need to validate if cacao produced from each localized region have strong differentiating properties compared to a generic product type.

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Keywords: Philippine Cacao, Chocolate Demand, Cacao Production, Cacao Variations, Cacao Standards

Expérience de l'Algérie dans le domaine des signes distinctifs de la qualité liés à l'origine (IGAO)

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La diversité géographique de l'Algérie et de son patrimoine lui confère une importante source de richesse de biodiversité.

Conscient de ce potentiel, le Ministère de l'Agriculture et du Développement Rural Algérien a réservé aux produits du terroir une place de choix dans sa nouvelle stratégie de développement agricole par la valorisation des produits agricoles ou d'origine agricole par le recours à des signes distinctifs liés à l'origine : les Indications Géographiques (IG) et les Appellations d'Origine (AO).

La valorisation de ces produits typiques peut représenter une stratégie intéressante pour préserver certains modes de production et produits non compétitifs sur les marchés internationaux. C'est une alternative prometteuse pour le développement local, le renforcement de l'organisation, et l'amélioration des conditions socio-économiques des petits producteurs des zones rurales. La valorisation est une autre manière de sauvegarder le patrimoine génétique du pays ainsi qu'un savoir-faire accumulé tout au long des siècles.

Les travaux, les efforts, les engagements aussi bien au plan central, mais surtout local, par l'implication de la profession, les instituts techniques concernés et de toutes les collectivités locales ont permis d'amorcer l'idée de concevoir et de mettre en œuvre le système devant protéger, promouvoir la production nationale et de permettre d'identifier l'opportunité commerciale des produits agricoles notamment ceux de terroir tant sur le marché algérien qu'à l'exportation.

En effet, la mise en place d'un nouveau dispositif de labellisation à travers la reconnaissance de la qualité par les signes distinctifs liés à l'origine a permis la reconnaissance de trois produits : la datte " Deglet Nour de Tolga ", la figue sèche de " Béni Maouche " et le fromage " Bouhezza " qui présentent chacun leur démarche au cours de la présente conférence. D'autres méritent encore d'être valorisés.

Dans la perspective de voir le système en question se construire et s'inscrire durablement, assurer la pérennité des résultats, de cibler et promouvoir davantage de produits de terroir, de valoriser nos patrimoines, de doter nos territoires ruraux de projets économiquement viables et

*Speaker

durables et d'assurer ainsi aux agriculteurs concernés de bénéficier d'une part importante de la plus-value issue de leur savoir-faire locaux, et pour que les acteurs institutionnels continuent à enrichir l'expérience acquise devant permettre ainsi aux signes distinctifs de qualité de devenir des repères de qualité bien identifiés par les consommateurs, la commercialisation des produits agricoles labellisés doit être appuyée.

Keywords: valorisation, patrimoine, soutien public, politique publique, Algérie.

Geographical Indications: What is Their Worth for Regulating the Connection Between Australian Regional Food and Origin?

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This presentation assesses the value of using a food Geographical Indications (GI) framework to protect the connection between Australian regional food and origin. It analyzes the current Australian consumer protection, trade mark and passing off laws that regulate the usage of Australian regional names on food labels to make an origin claim. It identifies their deficiencies and problems resulting from them for Australian regional food producers and the wider Australian food and agrifood industries. It analyzes the current regulation of Australian regional names used on wine labels, in the form of wine GIs, and emphasizes the vast differential treatment that exists in the regulation and protection of Australian regional names used on food labels vis-à-vis on wine labels.

Additionally, this presentation explains that a food GI framework is not only important for the Australian food industry at a national level; it is also crucial at an international level. This is particularly relevant given the negotiations between Australia and the European Union in relation to the Australian-European Union Free Trade Agreement. It is also relevant given that many of Australia's neighboring countries are looking to trade with countries that protect food GIs pursuant to a dedicated food GI framework.

Moreover, this presentation explains the key features that should be included in an Australian food GI framework to ensure its effectiveness in regulating the connection between food and origin and to overcome deficiencies that exist with current Australian laws in relation to regional labeling of food products. It discusses the benefits that an Australian food GI framework would bring to the Australian food industry, at both a national and international level, as well as to the improvement of Australian Intellectual Property laws. It explains this against a backdrop of original fieldwork conducted in South Australia.

Keywords: Geographical Indications, Regional Labelling, Connection between food and origin, sui generis, trade marks, consumer protection, passing off, protection of value in regional names, protection of regional reputation

*Speaker

INDICACIÓN GEOGRÁFICA Y SU PAPEL TRANSFORMADOR EN LA AMAZONÍA: EL CASO DEL ESTADO DE PARÁ

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La Amazonía brasileña llama la atención de la comunidad internacional por su extensa área compuesta por las más variadas especies animales, vegetales, minerales y, principalmente, su gente. Un universo multicultural, donde las personas que allí habitan luchan a lo largo de la historia, ante el paradójico conflicto entre la preservación de la naturaleza local en un estado virgen y los lineamientos que la evolución global impone como fundamento del desarrollo, lo que provoca un sobreinterés por la exploración territorial, generando un flujo migratorio desenfrenado y el uso desordenado del medio ambiente. En este contexto, la Indicación Geográfica (IG) de los productos relacionados con la Amazonía comenzó a merecer una atención especial en forma de políticas públicas orientadas a proteger el saber hacer tradicional, así como la protección de quienes de hecho preservan la cultura y la historia de los productos y, a menudo, es el que menos gana económicamente en la cadena económica, es decir, el productor. El Estado de Pará es el segundo estado más grande de la Amazonía en términos de territorio y está ubicado en la región norte de Brasil. Allí, solo en 2019, la primera IG de la Región, Cacao de Tomé-Açú, fue reconocida por el Instituto Nacional de Propiedad Industrial (INPI), cuyo origen se refiere a la notoriedad de las almendras cultivadas por inmigrantes japoneses que han vivido por más de noventa años en la región y contribuir al desarrollo económico y social de la Amazonía, correlacionando su fuerza laboral y su valioso contenido histórico. Actualmente, el Estado de Pará tiene dos solicitudes de IG bajo análisis del INPI: "Farinha de Bragança" y "Queijo do Marajó". En vista de las incalculables posibilidades de productos que merecen el reconocimiento de IG en la Amazonía, especialmente en el Estado de Pará, éste, a través del Foro Estatal de Indicaciones Geográficas y Marcas Colectivas, así como el Servicio Brasileño de Apoyo a la Micro y Pequeña Empresa, son grandes alicientes para las discusiones sobre el tema, además de invertir en acciones prácticas para que las IG sean efectivas. Hoy se encuentra en marcha la fase de diagnóstico de la posibilidad de IG para el cacao en la región de la Carretera Transamazônica, Pará. El cacao es una fruta originaria de la Amazonía y actualmente ostenta el título de mayor en la región Transamazônica productor de cacao en Brasil, sus almendras fueron premiadas en el premio internacional Cocoa Award 2019, Francia. Las IG suenan como un estímulo para proteger productos que, sin un cuidado real, pueden ser reprimidos ante la gran ola de devastación de tierras e incendios forestales por la explotación del cultivo de cereales y la ganadería. Así, vemos que existe un valioso escenario de IG dentro de la Amazonía que puede ayudar a mantener vivas las tradiciones de sus productos, teniendo a su gente como el

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verdadero guardián de su historia y preservación. La prestación de servicios de consultoría en IG nos permite ser una pequeña pieza de la construcción de esta historia.

Keywords: Amazonía, preservación, tradición, desarrollo.

The Brazilian Geographical Indications Manual: the consolidation of two decades of practical experience

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The National Institute of Industrial Property (INPI) is the official government institution responsible for Industrial Property rights in Brazil, including Geographical Indications (GIs). Since 1996, the GIs are ruled by Law No. 9279, which defines Geographical Indications (GIs) as Indication of Provenance (IP) and Denomination of Origin (DO). IP is the geographic name of a country, city, region, or location in a territory that has become known as a center of extraction, production, or manufacturing of a certain good, or provision of a certain service. And DO is the geographic name of a country, city, region, or location in a territory that designates a good or service whose qualities or characteristics are an exclusive or essential result of the geographical environment, including natural and human factors. Until 2020 Brazil had already granted 61 IP and 23 DO, 9 of which are foreign. Among them are some geographic names recognised for non-agricultural products (handicrafts, ornamental rocks, live animals) and one service. Intending to bring together understandings that were dispersed in different documents, such as technical notes and legal opinions, as well as detailing the most recently Normative Instruction No. 95/2018, the Department of Trademarks, Industrial Designs and Geographical Indications created the GIs Manual Strategic Project. In July 2019, to develop the Manual, it was established a GIs Manual Working Group composed of GIs expert examiners, the respective authors of this paper. The Project aimed to provide more transparency concerning the GIs analysis and examination process. After extensive internal debates, in February 2020 a draft version of the INPI GIs Manual was published. It was an opportunity for the general public to comment on the proposal submitted. After 3 months of public consultation 153 proposals, criticisms and recommendations were received from representatives of civil society and from public and private institutions. Each one of them was carefully examined by the Standing Committee for the Improvement of Procedures and Guidelines Manual for the Examination of Marks, Industrial Designs and Geographical Indications (CPAPD, in portuguese) and technical sectors, during the second half of 2020. In January 2021 the first edition of the Brazilian GIs Manual was published at INPI website <http://manualdeig.inpi.gov.br>. The Manual are filled with detailed important information general provisions on GIs; definitions of GI types: IP and DO; geographical names and gentilics; graphical representations; names that are not permitted to be registered as GI; registration applicants and GI users; registration documents; examination; registration changes required by applicants; and online application. With the entry into effect

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in February 2021, it's expected that the Manual will be a valuable tool for the INPI services users. Also, it's expected that it would improve the clarity, efficiency and quality of the whole GIs procedure and, consequently, the applications to be analysed faster.

Keywords: Brazilian Geographical Indications Manual, Brazil, Brazilian GI Guidelines

New World GI systems: what product definition would work in Australia?

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The dispute between the European Union (EU) and the USA over Geographical Indications (GIs) is well known. In its bi-lateral trade negotiations, such as the recently completed agreement with Canada and the current negotiations with Australia and New Zealand, the EU proposes that these New World countries adopt EU-style GI regulations. Yet the agricultural systems in the New and Old Worlds differ substantially and it is arguable whether a system designed for Europe will work in the New World. This does not, however, mean that GIs should necessarily be ignored in New World countries. What it does mean is that the design of GI systems for New World countries needs to take into account specific factors, such as the lower density of agricultural production. The FAO/CIRAD conference provides an excellent opportunity for experts from New World countries to exchange views on how an appropriate New World system might be designed and the key points where it may differ from GI systems from countries with more densely settled agricultural production. It would also allow experts from Old World countries to query and critique the analysis.

This paper addresses the issue from an economic perspective, focussing on the difference between Europe and Australia in the geographic density of agricultural producers. Such differences raise substantive issues about the breadth of product description appropriate for a GI system in New World countries. The paper starts with a brief review of the product definitions used in the European food GI system and the certification trade mark (CTM) system in Australia, before comparing the distribution of producers in France and/or Italy with that in Australia.

It then turns to the options that should be considered in designing a GI system that would suit Australian needs. For this, the paper uses cheese products as an example, as these are one of the most studied types of GI. Within any geographic region, what is the density of producers of any given type of product? Within any particular boundary, would the type of highly specific product definition used in Europe – camembert, brie, etc – work effectively in Australia, or would there be so few producers that a GI consortium would be meaningless? Would a GI for all types cheese be an effective alternative and would it address the issue of the recognition of Australian regional specialties overseas? A third option is the use of GI names as regional brand protectors across a number of trademark classes (as in the current Australian CTM system)? Data from the Australian trade mark register shows that this is the type of protection most sought by Australian producers. Fundamentally this paper addresses the question of whether there are enough producers in any region to sensibly form a production association?

While focusing on Australia, the paper raises issues about GI system design in countries that are less densely settled than those where GI systems originated. Such differences are a critical element in designing a GI system that would work effectively in New World countries.

*Speaker

Keywords: product definition, New World vs Old World systems, sui generis systems

GIs in for EU FTAs: deal maker or deal breaker?

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The EU promotes geographical indications (GIs) as a type of intellectual property so that producers from the designated place can exclude producers outside of the place from using the same name for their products. In New World countries European immigrants brought European names, as part of their culture, to new places they live, (e.g. the US, Australia, New Zealand and Canada). These names have become generic product names and in New World countries everyone can freely use them. The GI conflict is severe where similar products bearing the same name but from different places compete in a globalised market.

To prevent "free-riding" and also to support local farmers in a smart way, GIs become a "must have" in recent EU trade agreements. So far, the EU has concluded free trade agreements with countries including South Korea, Japan, China, Vietnam, Singapore, and Canada. The EU is also negotiating FTAs with Australia and New Zealand and in these GIs are one of the most contentious issues.

With the examples of GI provisions and GI lists in EU FTAs, my paper argues that GIs are an issue of dealmaker in EU FTAs with East Asian countries while dealbreaker with immigrant countries with a European origin, such as Canada and Australia. This difference is caused by the fact that EU GIs and East Asian GIs are different names attached to different products, while EU GIs and Canadian and Australian GIs are the same names for similar products. Therefore, when the EU and East Asian countries negotiate GIs, they are extending domestic/internal protection to completely exotic products with no competition with each other's domestic products. When the EU is negotiation GIs with Canada and Australia, it is a different scenario. The EU wants to make a rule that the EU products with GI names will exclude similar domestic products from Canada or Australia. In other words, while the EU and East Asian countries GI provisions are more or less reciprocal – although not "mutually beneficial", (2) GIs in CETA and EU-Australia FTA are an issue about the extent to which Australia can accept EU standards to the detriment of its own agricultural industry.

This article contributes to the discussion about the "Old World" and the "New World" divide (3) with respect to GIs which by and large takes a West centric perspective and ignores East Asian countries and ignores the market competition and economic interests embedded in GI as an intellectual property right.

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Keywords: GIs, trade treaties, East Asian countries, TRIPS

How do famers and managers of PDO/PGI Cheese organizations perceive value and sustainability? A comparison of Portuguese and Swedish organizations

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In 1992 the EU introduced a voluntary policy scheme allowing member state producer organizations to register products with special qualities linked to geographic regions. Products registered under Designation of Origin (DO), Geographical Indication (GI) or Traditional Speciality Guarantee (TSG) receive intellectual property rights and only producers meeting specific standards can benefit. The EU GI policy benefits small, local and traditional producers and contributes to rural development. Still, no GI is the same and a number of factors impact the benefits of GI to producers and rural development.

While any product with a regional reputation can be registered and protected across the EU27, there are remarkable differences on the use of this instrument. Southern European countries, namely France, Italy, Portugal and Spain, have a considerable number of products registered as PDO, whereas Northern European countries have very few. This is puzzling since the intention of the EU GI policy is to benefit small, local and traditional producers and contribute to rural development. In theory, GI labels help producers capture value by establishing a connection between the product, traditional practices and product origin. This in turn creates positive knock-on effects for social, economic and environmental sustainability in rural communities. It is important therefore to understand the underlying reasons for variation in GI usage across EU countries.

The role played by GI designations on making the food system more socially, economically and environmentally sustainable has recently been investigated (Arfini et al., 2019a and 2019b; Bellassen et al., 2019). Arfini et al. (2019a) proposed a framework to evaluate the sustainability of geographical designations based on the theory of conventions over multiple social, economic and environmental dimensions, while Bellassen et al. (2019) proposed a method to measure the sustainability of alternative food products. These concepts and measures to assess the evolution of sustainability were then applied by Arfini et al (2019b) on the Parmigiano Reggiano Cheese PDO from 2000 to 2018.

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Drawing on that work, the focus of this research is to compare how producers and organizations managing PDO cheeses in three different countries perceive the benefits of using a GI and the sustainability of their production processes. We also aim to understand the extent to which the different governance and management strategies of PDOs organizations impact producers' sustainable production practices. This comparative study improves our understanding of GIs impact the perceived sustainability and value across producers who supply inputs and support organizations in countries with high, medium and low use of GIs.

Specifically we aim to answer the following research questions:

- How do PDO/PGI cheese organizations managers perceive and market sustainability dimensions of their products?
- How do PDO/PGI cheese raw material suppliers perceive their contribution to the GI and the sustainability of their production process?

Our research address two important gaps in this literature on the sustainability of PDO/PGI products: a) how is sustainability perceived and managed in PDO organizations?; b) what incentives are needed to motivate suppliers of inputs to processed PDO products to become more sustainable?

Keywords: Governance. Value perception, Cheese, sustainability

Elementos para el análisis de la evolución de las políticas de promoción de las Indicaciones Geográficas en Brasil

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Brasil tiene actualmente (enero de 2021) 75 Indicaciones Geográficas (IGs) registradas, 55 de las cuales son agrícolas o alimentares. Las IGs están reguladas por la Ley de Propiedad Industrial (LPI), Ley n^o 9.279/1996 y el registro se realiza ante el Instituto Nacional de Propiedad Industrial (INPI). El Ministerio de Agricultura, Ganadería y Abastecimiento (MAPA) trabaja en la promoción de las IGs, que incluye los siguientes pasos: Identificación de regiones potenciales para registro; difusión del tema, capacitación y otras acciones que involucren los actores locales, como productores y técnicos; diagnóstico del estado actual de estructuración de una región, como la organización de productores y la cadena productiva; acciones posteriores al registro, logrando fortalecer las IGs y el desarrollo de la región. De esta manera, trabaja para promover el desarrollo rural en las regiones utilizando las IG como herramienta.

Desde 1996, cuando se promulgó la LPI, se han implementado las IGs y se han encontrado muchos desafíos. Uno de estos desafíos se refiere a la consolidación de la Indicación Geográfica como un campo específico de política pública: ¿cuál es el rol y cómo puede actuar el gobierno para hacer de las indicaciones geográficas una estrategia de desarrollo rural, incluyendo elementos de acceso a los mercados, generación de ingresos, sostenibilidad y otros con la perspectiva del desarrollo económico y social?

Se han realizado esfuerzos para conducir e implementar el tema de las IGs en Brasil como política pública: (i) MAPA realizó una identificación de las regiones potenciales para el registro de IGs, así como de Marcas Colectivas (MCs); Brasil tiene hoy más de 200 regiones potenciales para IGs/MCs. (ii) La descentralización de acciones a nivel local/regional junto a las unidades de servicio en todos los estados de la federación, las cuales están estructuradas para desarrollar actividades a nivel local, atendiendo a regiones y productores directamente o mediante alianzas con instituciones públicas y privadas.

Los principales desafíos para la implementación de las IGs serían: (i) Creación de una gobernanza intersectorial para la gestión de las IGs, con capacidad de decisión; (ii) Creación de un sello nacional. La existencia de un sello nacional, para promover este signo distintivo puede contribuir directamente al reconocimiento de estos productos en el mercado, fortaleciendo la herramienta; (iii) Realizar una campaña publicitaria - es necesario difundir el tema en el país entre consumidores, productores y técnicos, con el fin de ampliar la circulación de información y conocimiento sobre el tema, favoreciendo la promoción de regiones y productos de IGs.

*Speaker

Keywords: indicaciones geográficas, gobernanza, políticas públicas, desarrollo rural

Everyday food practices: GI products, sustainable consumption and health

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The perspective of sustainable healthy diet that guides this paper builds on the holistic view of diet, health and wellbeing and involves *”dietary patterns that have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable (FAO-WHO, 2019)”*. Sustainable consumption, which is also a concept opening towards a wider dialogue, combines social, cultural, environmental and economic aspects.

In this paper we propose a closer look at ”all dimensions” of individuals’ health and wellbeing and sustainable consumption, including GIs, through the prism of everyday eating. Based on results from a qualitative consumer study done in the Strength2Food project (EU project from the H2020 program aiming at *Strengthening European Food Chain Sustainability by Quality and Procurement Policy*), we will present thoughts around GIs, health and sustainability. We and our colleagues* from seven countries did fieldwork among 40 families across these countries to get a better understanding of GIs as part of everyday food practices. In contrast to consumer research on attitudes and perceptions the main material in this paper comes from ethnographic fieldwork and thus focuses on food practices and words in the context of everyday consumption – focusing on at least four complementary phases : planning, purchasing, using (including cooking, eating as well as cleaning) and at last disposal. One of the main findings of this study was that consumers knew very little about GIs and they seldom associated them to sustainability and health.

The lack of knowledge and interest for GIs linked to health among the consumers inspired us to take a here closer look at GIs and traditional food in everyday food practices through a theoretical approach called ”a cultural adaptation work” (Hegnes 2013).

Eventually we will consider how to promote GIs and health and reflect upon possible contribution of GI products (traditional products in general) to healthy diets.

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*Speaker

Arfini and D. Menozzi in Italy; J. Filipović, G. Ognjanov, S. Veljković and V. Kuč in Serbia; and Barbara Tocco in UK.

Keywords: Gi, consumption, health, food culture, sustainability

Study on the Protection System and economic impact of GIs in China

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China's vast land and abundant resources, more and more geographical indications containing economic value, social value and cultural value have registered. The Protection System of geographical indications in China is still being perfected. At present, there are overlapping and parallel in management of the protection system.

GIs protection system in China

1.The Private Law Protection System : the Trademark Law and the Anti Unfair Competition Law.

China has established the system of protection of registered geographical indications through the Trademark Law and the anti-unfair Competition Law. Under the Trademark Protection System, the protection of geographical indications can be divided into two aspects: positive protection and negative protection. The former refers to the special provisions for the registration of Geographical Indications as certification marks and collective marks, the latter refers to the Provisions on the Prohibition of Geographical Names in trademark registration.

2.The Special Law Protection System(or sui generis institutional forms)

The Special Law Protection System, at present refers to the protection of geographical indication products established by the legal norms mainly based on the provisions on the protection of geographical indication products, and "Agricultural Law" , "measures for the administration of Geographical Indications of agricultural products" as the main legal norms established by the protection of geographical indications of agricultural products.

Registration Statistics of geographical indications in China

Under the present GIs protection system, there're three types of GIs, GI trade mark, GI products and GI agricultural products.

By the end of 2019, China had registered 5,324 geographical indication trademarks and 2,385 geographical indication products, there were 8,484 approved enterprises for the use of special marks (based on the 2019 annual report of the State Intellectual Property Office) , and 2,778 registered geographical indications of agricultural products.

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- Midwestern of China is rich in geographical indications resources, the number of registered GIs more than half.
- Many kinds of GIs from China protected in EU, such as Fruits and vegetables, tea, medicinal materials, ceramics and wine.

The study on economic impact of GIs in China

A sample of geographical indications is taken to investigate the sales price and sales volume of geographical indications protection products in China.

- The premium of GI products is obvious relative to the non-geographical indication protection products;
- The use of geo-specific marks will affect the premium of GI products on e-commerce platforms;
- The coordinative development effect of geographical indication and brand is remarkable;
- Quality determines the market, and lack of quality supervision leads to the withdrawal of geographical indication products from the market;
- More and more enterprises are willing to join in the production of GI products;
- The demands of protection of GI products are different, the competition intensity decides to safeguard the right.

Keywords: geographical indications, Trademark Law, The Special Law, Statistics and investigation, economic impact, premium

Evaluation des impacts de l'indication de Provenance Canastra/Brésil

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Au Brésil, il est inquiétant de voir le nombre croissant d'indications géographiques (IG) développées selon un modèle productiviste et mercantile uniquement et qui ne prend pas toujours en compte les problématiques sociales, les préservations de patrimoine ou environnemental comme le démontre l'écrasante proportion d'indications de provenance (IP), Indications géographiques axé uniquement sur la réputation au détriment des dénominations d'origine (DO) fondées sur un lien du bien au territoire. Pour faire des indications géographiques, non un outil différencié de marketing, mais une stratégie de développement de territoire et de conservation de patrimoine culturel et alimentaire, il est indispensable de mieux comprendre les indications géographiques et en particulier leurs dynamiques de construction et leurs impacts sur les acteurs et la société. L'étude réalisée sur l'IP Canastra, fromage au lait cru produit dans la région de la Canastra (Minas Gerais) est l'une des toutes premières études qui utilise la méthodologie de l'Analyse du Chemin de l'Impact au Brésil pour appréhender la dynamique de la construction sociale de l'IG et ses différents. Le projet s'est développé de mai 2020 à Octobre 2021 soutenu par la coordination géographique du ministère de l'agriculture (CIG/MAPA) et l'institution Interaméricaines de coopération agricole IICA. La méthodologie utilisée s'inspire de la méthodologie ImpresS développée para le CIRAD. Les résultats obtenus selon le principe d'une recherche participative révèlent et confirment les points forts d'une indication géographique, *i.e.* des changements importants dans les pratiques agricoles ou de production, une récupération d'un patrimoine alimentaire et culturel par les producteurs, un développement économique indéniable, des phénomènes de spill-over et scalling out qui s'étendent à toute la région comme le secteur du tourisme. Le renforcement de capacité demeure l'un des points clef de succès de l'IG. Des éléments socio-économiques comme la fixation des jeunes, la formation des jeunes, viennent confirmer tout l'intérêt d'une indication géographique. C'est l'attachement historique au produit, l'orgueil retrouvé d'être producteur de "Canastra", qui font le ciment de l'indication géographique. Cependant les résultats montrent également des déséquilibres auprès des producteurs. Si l'association de l'indication géographique compte plus de 60 membres en 2021, la région présente un nombre de producteurs supérieur à 800. L'étude démontre clairement que la première entrave a une adhésion plus importante est la difficulté d'adéquation des producteurs aux normes sanitaires de production de fromage au lait cru. Un autre point important est le coût important d'investissement pour pouvoir adapter la production aux normes de l'indication géographique ce qui crée un phénomène d'exclusion. L'une des caractéristiques intéressantes de l'IP Canastra est la politique adopté para l'association de non-poursuivre les producteurs qui produisent traditionnellement dans la région sous le nom Canastra sans être producteurs de l'IG, mais de favoriser l'émulation auprès de ces producteurs. Le rôle de l'association et la création d'un esprit collectif confortent l'importance des IG dans le développement d'un secteur, d'une

*Speaker

région. Enfin cette étude met en évidence la nécessité d'une politique publique axée sur les IG qui prennent en compte les valeurs humaines, culturelles et environnementales s'adaptant aux réalités du terrain et non à des principes technicistes.

Keywords: Canastra Lait cru Impacts Brésil

Promouvoir la biodiversité microbienne : un défi des AOP laitières

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Cette présentation pose la question des enjeux de la conservation de la biodiversité microbienne par les AOP. Lorsque l'on parle de l'impact que la modernisation agricole a eu sur la biodiversité, on pense généralement à la diminution du nombre d'espèces, de races et de variétés animales et végétales, domestiques ou sauvages, qu'elle a entraînée. Animaux et végétaux ne sont cependant pas les seuls êtres vivants impactés par cette modernisation : à la fin des années 70, les instituts techniques agricoles laitiers s'inquiètent de la disparition, dans les fermes et les ateliers de transformation fermière, des bactéries et champignons nécessaires pour la fabrication d'un aliment fermenté de choix : le fromage. Des partenariats sont alors noués dans la région alpine (France, Suisse) entre syndicats de produits AOP, instituts techniques et instituts de recherche agronomique pour préserver ces ressources, puis développer des ferments d'ensemencement qualifiés de " spécifiques ", " autochtones ", ou " sauvages ". Je reviendrai sur les différentes initiatives qui ont été menées depuis les années 1980 par des AOP fromagères de Jura, Savoie et Haute-Savoie pour promouvoir cette diversité et le développement de ces collections de souches. La présentation mettra l'accent sur les choix techniques qui ont été effectués dans la constitution de ces ferments, ainsi que sur la participation des fromagers dans ce processus. Qu'est-ce qu'un ferment " typique " ? Comment ces micro-organismes sont-ils sélectionnés ? Quelles contestations cela a-t-il fait naître ? Elle montrera également comment la construction de ces ferments amène à réactiver les tensions qui entourent la notion de typicité dans le cadre des produits AOP, entre normalisation et volonté de différenciation.

Keywords: biodiversité, produits laitiers, AOP, sciences participatives, développement

*Speaker

Geographical Indications as Global Knowledge Commons. Intellectual Property Rights and Discursive Strategies at the international level.

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The reference to the geographical names and locations has always been since immemorial ancient time part of human heritage and a support for the development of impersonal trade. More recently, in the second part of the XXth century, the protection of Geographical Indications as formal Intellectual Property Rights have been subject to a number of sharp economic and political debates and negotiations at the international level, especially between the US and the EU (Chen, 1997, Lorvellec, 1997, Josling, 2006, Barham and Sylvander, 2009, 2011, Babcock, 2015). During the last decades, the rapid adoption of dedicated institutions and legislations on Geographical Indications by a growing number of Southern countries open new perspectives for their legal recognition at the international level (Vandecandelaere et al. 2009, Marie-Vivien 2012, 2015).

In this communication, we extend current researches, using the pioneering work of Hess & Ostrom (2003, 2007), to understand the institutional and political dynamics at stake at the international level that are currently involved for their entitlement as a Global Knowledge Commons. As suggested by Hess and Ostrom (2006), knowledge, in its intangible form, fell into the category of a "public good" since it is difficult to exclude people from knowledge once someone had made a discovery. However, the "public good" dimension is also not synonymous with open and free access. With the globalization of trade, the increasing "enclosure" of the global information commons has been also observed and subject to severe critics. A dilemma, a number of legal scholars suggested the need for a positive definition of the concept of "public domain" as it depends of the nature of IPR regimes and subject to the territoriality of legal rules (Dussolier, 2015). Our analysis elaborates on this last line of argument with a specific reference to IPR regimes on geographical indications.

Our analysis is based on an extensive survey of past and current academic literature on Geographical Indications, and a detailed analysis of current negotiations surrounding GI's in the international trade agreements. These debates involved leading international organizations, such as the WTO, WIPO, FAO acting as a form of international polycentric governance, rather than a unified one, and as key institutional drivers of the diffusion of geographical indications worldwide. After giving an overview of the different lines of theoretical arguments and discursive strategies developed for the definition of IPR regimes on geographical indications, we investigate more precisely an alternative approach where geographical indications are defined as "knowledge

*Speaker

commons” (Hess and Ostrom, 2003, 2007). Our analysis includes a discussion about the relationships and tensions between human traditional knowledge and the non-human biophysical environment (Downes, 2000), and the question of the competing registration systems and the rules of enforcement (O’Connor, 2004, Arrunada, 2012). Our findings provide some evidence about a possible shift in interpretation and open new spaces for the GI’s recognition as Global Knowledge Commons, but also highlight the current economic and social dilemma surrounding their protection under dedicated IPR regime.

Keywords: Knowledge commons, IAD/SES Framework, Law and economics, International Trade Agreements

Indications of Geographical Origin in the context of Unfair Competition rules

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Geographical Indications (Appellations of Origin and Denominations of Origin) are Intellectual Property Rights, subject to special protection in International Treaties. The Paris Convention for the Protection of Industrial Property (1883) mentions DO as IPR but gives no special regulation.

The Lisbon Agreement for the Protection of AO and their International Registration (1958) ensure protection against any usurpation or imitation, even if the products true origin is indicated or if the appellation is used in translated form or accompanied by terms such as: kind, type, imitation, etc.

Among WTO's bindings legal instruments, Trade-Related Aspects of Intellectual Property Rights Agreement (1994), gives two types of protection. The relative protection, for general product, which is legally based on the Unfair Competition regulation, placing the burden to prove the infringement of illegitimate sign use. And, the absolute protection, only for wines and spirits, similar as granted by Lisbon Agreement, which makes it easier to prove the illegitimate use of the sign.

According with TRIPs, three legal instruments could be used for protection of Indications of Geographical Origin, those are: (i) unfair competition regulation, (ii) trademark law, and (iii) sui generis systems. Legal protection through the last two options, mostly, is based on the idea of granting legal monopolies to the legitimate owners.

Although it allows producers to establish the distinctive sign's goodwill, essential characteristic for any IGO, sometimes the actions developed through the granted legal monopoly, might be turned into an abuse of dominant position in the market.

The problem is not legal structures that confer special protection to legitimate users of IGO, on the contrary, those legal tools must be prevented from being improperly used for harmful actions.

IGO should never be to undermine the position acquired in the market by a competitor.

The ruling "Consejo Regulador Denominación Origen Calificada Rioja c/ EN – IN.Vinicultura – Resol 32/02" by the Federal Administrative Court in Argentina (2012), should be quoted as an

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example. The term "Rioja" was used as an IGO for Wines, by both Argentinians and Spanish producers. This was questioned by the late ones, despite the exception contained in TRIPs Agreement –article 23.3- that finally was the legal foundation of the ruling.

There is not only one definition for IGO, unlike other IPRs (lack of uniformity with different legal scopes, depending on the applicable local regulation).

Our proposal is based on the legal recognition of exclusive rights on distinctive signs for producers and legitimate users of IGO, but we encourage their enforcement to be exercised through the unfair competition rules. The Madrid Agreement for the Repression of False or Deceptive Indications of Source on Goods (1891) was based on the same central ideal.

We consider that a new international criteria of legal interpretation should be promoted, through a new model Law, taking into consideration previous ones (i.e. WIPO Publication 809)

The legal assessment of the infringement, should be based on a legal fiction: a predetermined average consumer, which helps legal operators to elucidate when an act of passing off is taking place.

Keywords: Signs, Indications of Geographical Origin, Unfair Competition Rules.

GI as strategic instrument towards resilience

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Very few will dispute that the Covid-19 Pandemic was one of the most disruptive events in the memory of most people. Other would argue that, in addition to its own disruptive characteristics, the Pandemic was also the catalyst accelerating and amplifying the emergence and impact of a range of other disruptors. These include events such as Climate Change, Biodiversity Loss, Food Insecurity, Fourth Industrial Revolution (4th IR) as well as global demographic and economic changes.

In order to identify the vestiges of a long-term (up to 2050) post Covid-19 Strategy for the Agricultural and Agri Processing Sector of the Province, the Western Cape Department of Agriculture (WCDoA) engaged on two futures projects. The first was a more generalised approach encompassing the whole, whilst the second focussed specifically on the arid areas of the Province. The reason being that the particular circumstances of sparsely inhabited marginal arid areas often disappear at the prospects of the higher populated and more prosperous farming regions.

Although these projects were conducted by two different research teams, both teams used similar approaches. These included an analysis to identify the driving forces which will shape the future of farming, the interactive development of future scenarios, the use of the three horizons framework and the development of a causality argument(s) to underpin positive interventions. The three horizons framework is a conceptual model to assist individual's thinking about current assumptions, emerging changes as well as possible and desired futures. More important, it allows for the identification of the current seeds of the future which should be stimulated as part of causal relationships.

The main findings from these two reports were complementary and, although none of the research teams was familiar with the principles of Geographical Indications (GI), some relevant recommendations emerged spontaneously. These include:

- a) Collectively harness local identities by drawing out the attributes of the geographical areas which are most compelling to the different target markets. These elements should include geological, cultural, ecological significance and sense of space. Specific reference was made to strengthening the development of the 'Karoo Lamb' GI.
- b) Anticipatory and enabling governance leading to ethical, sustainable and resilient farming practices. This is not only relevant for institutions, but also in terms of assurance and regulatory systems. Specific reference to the use of 4th IR technologies, including blockchains, were made.
- c) Engage on the continental (Africa) level as part of the strategy to harmonise the regulatory environment and for market placement of export focussed products. In the case of GI, the

*Speaker

challenges associated with cross border GI, institutional arrangements regarding mutual recognition and labelling should receive priority.

In response to these recommendations, the WCDoA is currently in the process of supporting a range of local groups to develop and register their own GI. These include 'Karoo Granite', 'Matzikamma Rosyne', 'Buchu Tea' and 'Aloe Ferox'.

Keywords: GI, Strategy, Resilience

The international trade impacts of Geographical Indications: hype or hope?

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The European Geographical Indication quality scheme preserves local expertise and avoids that one-of-a-kind local products will be crushed by industrialized global competitors assuming an increasingly conceptual role in trade negotiations between the EU and other countries. Geographical Indications (GIs), by definition, represent a guarantee of the uniqueness of a product embedded in the environmental characteristics and cultural know-how of a given region. Becoming a GI could provide competitive benefits for agri-food products in both domestic and global markets. The existing literature on the economic effects of GIs provides numerous and various evidences. In particular, literature on whether and to what extent obtaining GI certification increases trade and territorial openness is quite controversial, with some studies finding large positive effects, other insignificant and yet other negative effects. A consensus on the real effects of GIs on international advantages has therefore not yet reached. Reasons for this lack of agreement stem mainly from difficulties in obtaining data on GIs production and trade and, consequently. Indeed, inspecting the official databases on GIs, a lack of viable data emerges. At the same time, to the best of our knowledge, there is no attempt in the literature to summarise the reasons of this variation in empirical results.

This paper is the first contribution that attempts to verify this heterogeneity. After a systematic literature review of contributions about GIs' internationalization impacts and a discussion about existing data sources, their weaknesses and strengths, this paper investigates the existing estimated trade effects of the GI using a meta-analysis approach.

We find that papers quantitatively evaluating the linkage between GIs and internationalization are quite scant and the large majority of them investigate the effect on trade flows, leaving literature with a limited evidence on the impacts on other forms of internationalization (e.g., Global Value Chains and Foreign Direct Investments). Overall, there is a general optimism about the effects of GIs on trade. The meta-analysis confirms that GIs indeed have an impact on trade flows and ultimately on internationalization, even after controlling for the various characteristics of the studies, the methodology adopted and for publication bias. The main contribution of this paper is therefore methodological and can be summarised as the attempt to systematically explain the evidence of the literature on the GIs-internationalization relationship. In light of our results, and previous findings in the literature, we can conclude that GIs, thanks to the global acknowledgment of their spatially embedded characteristics, represent a relevant policy tool for the agri-food sector: they can promote international trade and territorial openness. From a policy perspective, these findings contribute to the ongoing debate on the effective-

*Speaker

ness of place-based policies suggesting the relevance of preserving and investing in embedded peculiarities.

Keywords: geographical indications, trade agreements, trade flow, meta, analysis

From local to global, and return. Geographical Indications, FDI and the internationalisation of rural areas in Europe

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Can Geographical Indications (GIs) promote the openness and internationalization of rural areas? Despite the vast literature on the impacts of GIs on trade flows, the large majority of existing studies offer limited systematic evidence on the impacts of GIs on other forms of internationalization, such as Foreign Direct Investment (FDI), at the sub-national territorial. Over the last few decades, FDI has become a central component of territorial openness and connectivity but evidence on what shapes their location decisions in rural areas remains limited. Using a novel panel dataset, this paper investigates the impact of GIs on FDI inflows for European NUTS3 regions over the 2003-2019 period.

We apply state-of-the-art policy evaluation methods to estimate the impact of GIs on FDI attraction to evaluate the role of GIs in attracting FDI towards region-of-origins that would not otherwise be targeted. We test the hypothesis that areas capable of developing space-sensitive models of production (in the form of GIs), that are actively endorsed by a formal institutional regime, eventually experience better performance in terms of territorial openness than other areas.

This paper makes a relevant contribution to the existing literature: this is the first paper that studies the linkages between GIs and territorial openness by quantitatively analysing the impacts associated with all GIs registered in the EU, using sub-national regions as a unit of analysis. In addition, our dataset used is unique as it is the first machine-readable database that reconstructs the Local Administrative Units- year variability of GIs for all EU GIs since the 70s.

Preliminary results show that FDIs in agri-business-related sectors are attracted by embedded production systems and respond to the number of products registered. There is indeed a positive and statistically significant correlation between the average number of GIs produced within the NUTS3 and the share of FDI capital invested in the agri-business related sectors on the Gross Value Added (at constant prices) of the same region. This positive effect has been found also in terms of new jobs directly created by FDI.

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In light of our results, and from a policy perspective, this paper provides therefore a basis for an informed policy debate on how local embedded production systems can be fully embraced in the design of internationalisation policies and local development strategies in rural areas. Internationalisation through investment abroad has indeed often been completely disregarded in regional and local development policy agendas.

Keywords: geographical indications, Foreign Direct Investment, quasi, experimental techniques

Le régime des IG pour les productions industrielles et artisanales : De l’ancrage territorial à l’économie circulaire

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Le régime des indications géographiques a connu une extension de son champ d’application en France aux produits industriels et artisanaux. Au travers de cette proposition l’enjeu est de voir comment se construit le lien à l’origine en dehors du cas des productions alimentaires. Je m’appuie sur le cas de la coutellerie en Corse, que je mettrai en perspective avec d’autres types de créations liées au textile. Par ailleurs, on constate que l’artisanat est étroitement corrélé à l’usage de sous-produits issus de l’élevage, notamment les laines, cornes, que j’aborde alors dans un second temps du point de vue de l’économie circulaire.

i) L’artisanat est généralement associé à des savoir-faire, laissant place à la création individuelle, singulière, ce qui rend délicate la reproduction de la notion de typicité, que l’on retrouve dans le secteur agro-alimentaire. Cette notion recouvre une dimension géographique liée à la délimitation de frontières, et une dimension sociale où les techniques de fabrication sont communes entre plusieurs producteurs. Ces deux composantes semblent a priori éloignées de l’artisanat, or, dans le cas de la coutellerie et de l’artisanat textile on retrouve des dimensions semblables. Au-delà des artefacts techniques, la matérialité des ressources employées construit le lien au lieu. Chez les couteliers l’usage de la corne est répandu dans le cas de la fabrication du *Cornicciolu* et peut fonder une première acception de la typicité, alors que dans le cas du textile, l’usage de la laine corse véhicule la mobilisation d’une race animale spécifique ;

ii) A cette première composante qui s’inscrit dans la continuité d’un travail sur l’ancrage territorial, je propose d’élargir ce champ d’étude à celui de l’économie circulaire. Laines et cornes sont considérées comme des sous-produits issus de l’élevage et leur valorisation dessine un certain nombre de perspectives associées à la notion de circularité. Elle fait en effet référence d’une part à l’usage de ressources renouvelables dans les techniques de conception textile, et mobilise l’emploi de matériaux biosourcés dans une industrie aujourd’hui largement dominée par les matériaux issus de la pétrochimie. Par ailleurs, on peut voir se dessiner des synergies productives où les déchets d’une activité sont envisagés comme des ressources pour un autre secteur, donnant lieu à l’introduction d’une logique de proximité. Ces deux composantes s’apparentent à la notion de symbiose étudiée dans le cas de l’industrie avec ici un champ d’application mobilisable dans le secteur agricole et artisanal en milieu rural.

Ce travail est issu d’une recherche post-doctorale conduite au sein de l’UMR LISA. Il s’appuie sur un travail d’enquête mené auprès des artisans ainsi que des éleveurs. L’analyse des données

*Speaker

conduit à la construction d'un modèle permettant de reproduire les apports de l'écologie industrielle et territoriale au secteur des productions animales. Il propose un ancrage théorique dans une tradition de recherche s'intéressant à la construction du lien au lieu et une seconde dimension liée à la durabilité des systèmes productifs locaux.

Keywords: artisanat, sous, produits, économie circulaire, lien à l'origine, IG PIA

Is a decolonial vision of terroir possible?

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Although the legal concept of GIs originated in Europe, they have spread throughout the world. Scholars continue to debate, however, whether GIs are a "bottom-up" tool for supporting rural development in the Global South or a way for large producers to further consolidate their power (Mancini 2013; Marie-Vivien et al. 2019; Török et al. 2020). The existing literature focuses on identifying the governance structures (within GI schemes) and state policies needed to "achieve the virtuous cycles of GIs" (Barjolle et al. 2017; Bowen 2010; Marie-Vivien and Biénabe 2017). But as Coombe and Malik (2018) note, in order to address the inequalities that marginalize small producers and laborers in the Global South, we must also look outside, considering how GIs are rooted in broader global histories and power dynamics.

In this paper, I contribute to this gap in the literature by using a decolonial framework to analyze GIs, considering whether a decolonial vision of terroir is possible. Recent scholarship uses the concept of decoloniality to theorize power dynamics in the global food system and articulate a decolonial vision of food sovereignty centered on collective self-determination (Daigle 2019; Whyte 2018). Could GIs be a way for indigenous people and communities to preserve the essential ecosystems, relationships, and traditions that are intertwined with particular foods and agricultural products?

Historians argue that the origins of GIs are fundamentally tied to French colonialism and the racialized project of ensuring that the (White) colonial majority could maintain its foodways and agricultural wealth (Bohling 2018; Cohen 2021; Guy 2010). Coombe and Malik (2018) use the contemporary cases of Rooibos tea and Darjeeling tea to show how GIs often function to "fetishize territories in a fashion that naturalizes rather than challenges the historical social relations of labor which constitutes territory as such"—benefitting, for example, wealthy white landholders in South Africa and excluding the Nepali workers in India whose descendents are responsible for passing down the knowledge of how to cultivate tea.

Is it possible for GIs, particularly in the Global South, to circumvent and resist colonial legacies and inequalities and empower indigenous producers, or are they destined to reproduce racialized and gendered hierarchies? To answer this question, I draw on emergent scholarship on decolonizing the food system and primary research conducted on mezcal and tequila. The histories of mezcal and tequila, Mexico's largest and most successful GIs, are deeply intertwined with the history and legacies of colonialism in Mexico. The goal of this paper is to articulate what a decolonial vision of terroir is possible and what conditions are necessary to support GIs that recognize indigenous knowledge, support collective self-determination, and reduce historically entrenched forms of oppression.

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Keywords: Colonialism, decoloniality, inequality, indigenous communities, equity

Product Classification System for the Protection of Geographical Indications

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Until present, there is no single classification system regarding Geographical Indications worldwide. Differently, there are Nice Agreement concerning the International Classification of Goods and Services for the Purposes of the Registration of Marks, Strasbourg Agreement concerning the International Patent Classification, and Locarno Agreement establishing an International Classification for Industrial Designs.

Classification system in trademarks makes investigating similar registered Trademarks easier, because the distinctiveness of a trademark, except for a well-known mark, is only required in comparison with other trademarks in the same classification. Classification system in patent makes searching prior art faster so the novelty of a product can be easily measured. Similarly, classification system in Industrial Design makes the newness of an industrial design can be swiftly determined. Regarding Geographical Indication, distinctiveness, novelty or newness is not an issue. What matter in a Geographical Indication potential is the strong link of a product with its geographical origin. So, classification system seems unnecessary.

However, since provisions specialized for Geographical Indication are incorporated in TRIPs Agreement, extending the scope of protection of Geographical Indication for goods other than wines and spirits has already been an issue, not to mention the debate about whether Geographical Indication can only be applied for goods or products, which implies debating about the possibility of protecting services as a class of Geographical Indications.

At the time India protects Basmati Rice as a Geographical Indication of India, indirect geographical indication has also become an issue of classification, because 'Basmati' is actually not a name of a geographical origin, but a name of a type of rice in local language of India that denotes a specific geographical area in India. Geographical Indication protection in culturally diverse countries like Indonesia and Thailand have raised new classes of non-agricultural Geographical Indications, especially handicrafts. Indonesia even extends the protection to industrial products. Whilst in one region, wild products and organic products become hot topics, on the other region, there is a need to protect herbals and traditional medicines under Geographical Indication.

All of the abovementioned problems are related to the classifications of products; which ones are eligible for Geographical Indication protections and which ones are not. If all of them are Geographical Indication potentials, would the details of requirements to establish the link of the products with their geographical origins are exactly the same?

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This paper would explore and discuss about whether a special classification system for Geographical Indications is necessary. Qualitative data would be obtained by online research. Legal methods, especially descriptive analysis and comparison study would be used to explain and analyze the data, and comprehend the topic.

This paper argues that classification system of products for Geographical Indications is worth to be considered, as different types of classifications have been used in practice to make the protection of Geographical Indications less debatable, simpler, and able to reach various types of products.

Keywords: classification, product, geographical indications

Animal Welfare Standards in the EU Official Geographical Indications

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On its face, the body of rules governing geographical indications in European Union (EU) law only regulates claims that inform consumers on the geographical provenance of a product. Yet, the act governing these rules, the Quality Scheme Regulation,(1) pertains to much more than just a "location-of-origin" food label. Rather, this regulation establishes a variety of standards related to the quality of food products, referred to in the act as "added value" or "value-adding attributes."(2)

The Quality Scheme Regulation qualifies these value-adding attributes from the dual perspective of tradition and sustainability, as opposed to less sustainable, industrial production methods. The Legislature thus sets general standards that the specifications of an official geographical indication should comply with, leaving the details of these specifications for the producers to define. In doing so, the Quality Scheme Regulation pursue two goals: ensuring fair competition on the agricultural market and protecting consumers from misleading claims.

The Quality Scheme Regulation has, however, fallen short of ensuring high levels of consumer protection. While the regulation guarantees some of the inherent and external value-adding attributes of a product, such as its local origin and ingredients; it has largely neglected many other aspects related to the methods of production. One aspect that has become crucial to consumers is the treatment afforded of animals used in the making of a food product.

It is reasonable to think that quality schemes should include animal welfare standards that go beyond legal requirements given that consumers naturally associate high quality food standards with improved animal welfare. In fact, the Quality Scheme Regulation considers, in its recitals, that specifications improving the welfare of farm animals qualify as a value-adding attribute.(3) Among the EU quality schemes, the EU organic regulation even makes "high animal welfare standards" an objective. By contrast, very few of the official geographical specifications – Protected Designation of Origin (PDO) and protected geographical indication (PGI) – contain animal welfare standards.

This omission potentially result in misleading consumers into buying products they likely consider to be more humane compared to non-certified products. Indeed, many investigations on certified farms revealed that the methods employed on farms supplying certified products, such as *Jambon de Bayonne* IGP, or *Parmigiano Reggiano* PDO – just to name a few – employed methods of production that were no different than those used in conventional systems.

*Speaker

This contribution will therefore show the limited extent to which high levels of animal welfare is taken into account in EU official geographical indications and the issues this poses to consumer protection in the EU. This contribution will then formulate recommendations for reform to inform the upcoming revision of the Quality Scheme Regulation, as well as the recently announced regulatory actions to improve consumer information related to farm animal welfare in the EU.

(1) Regulation (EU) No 1151/2012 of the European Parliament and of the Council of 21 November 2012 on quality schemes for agricultural products and foodstuffs, O.J. L 343/1-29, 2012.

(2) *Id.*, *e.g.* Recitals 34, 46.

(3) Recital 23.

Keywords: animal welfare, consumer information, labeling, consumer protection

Cacao peruano y brasileño: la gestión y coordinación de los productores es suficiente para acceder a los mercados de Indicación Geográfica?

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El presente estudio compara las trayectorias históricas y de desempeño de las experiencias de denominación del origen del Cacao del Amazonas (Ucubamba) peruano y la Indicación de Procedencia del cacao (del remanente de Floresta Atlantica del Sur de Bahia) brasileño. Los objetivos propuestos son: a) comparar el marco institucional de la calidad de origen del cacao; b) destacar la implementación de principios de sostenibilidad ambiental en sus sistemas productivos; c) caracterizar la organización y coordinación de los productores rurales para obtener la calidad de origen; y d) identificar la existencia de relaciones institucionales y redes donde están enraizadas ambas experiencias productivas. El método de investigación fue documental y bibliográfico, con el uso de la estadística descriptiva basada en datos secundarios y asimismo la realización de entrevistas de sondeo. Los resultados de la etapa inicial de esta investigación fueron auxiliados por las nociones de la sociología económica, en especial por la construcción social de mercados. Ellos indican la importancia de las prácticas productivas sostenibles, las dificultades de adaptación a las exigencias de grades & standars para acceder al mercado de la Indicación Geográfica del Cacao y al mismo tiempo parece revelarse la centralidad de las políticas públicas y la proximidad de los productores a los centros de investigación, como fuentes potenciales de ventajas territoriales para los productores de cacao de origen.

Keywords: "cacao peruano", "cacao brasileño", "políticas públicas", "tecnologías e inovação"

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Role of Industry Associations in the GI Value Chain: The Case of Xinhui Orange Peel

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In China, GIs are expected to promote the integrated development of the primary, secondary and tertiary industries in rural areas. Industry associations are vital to the production, processing, operation, management, marketing and research of GIs. This paper attempts to establish a relation between industry association and value chain, employing the example of Xinhui Orange Peel which is produced in Xinhui district of the Jiangmen City, Guangdong province, China. As the product of the best quality and famous for its special production technique, Xinhui Orange Peel is protected as GI in Europe by the bilateral agreement between China and EU. Xinhui Orange Peel Association, as a leader to promote the industrialization of Peel process, is active in the development of scientific production of Xinhui Peel, promoting development of deep processing products and extending the industrial chain. This paper explores the function and role of Xinhui Orange Peel Association in protection and promotion of Xinhui Orange Peel, analyses the relationship between Peel Association and local government, and discusses the challenges and pitfalls in building the reputation of Xinhui Orange Peel around the world. The methodology of the paper is twofold: case study and empirical study. Finally, this paper offers some resolutions to the challenges mentioned.

Keywords: Geographical indications, value chain, industry associations, Xinhui Orange Peel

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Geographical indications: Eastern Partnership Countries case

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In the Eastern Partnership (EaP) countries, the subject of geographical indications is particularly important. Although the approach to the subject of GIs in the EaP countries is uneven and differs from country to country, the attention that each of these states pays at the national level to the field of geographical indications cannot be neglected. In countries such as Georgia, Armenia and Moldova, the development of the GI system is one of the national strategic objectives. This interest is largely due to those economic benefits offered by the implementation of the geographical indications system, especially in countries where the share of the agri-food sector in GDP is significant.

During 2009-2020 several bilateral agreements between European Union and states from the EaP were signed. One of the main feature of this documents consists in the incorporation of the mutual recognition of geographical indications provisions in the Agreements.

At the time of signing, the balance of mutual protection of GIs in bilateral agreements signed by the Eastern Partnership States with the EU was clearly in favor of EU Member States, and it will probably remain like this in the future. Noticing such an imbalance between the number of GIs in the EU's Eastern Partnership States protected and the EU GIs protected in the Eastern Partnership States involuntarily, the question arises who benefits from this exchange of lists?

The bilateral agreements allows producers from Georgia, Moldova, Ukraine and Armenia to protect, on the territory of the European Union, geographical indications registered at national level without incurring any costs on their part. On the other hand, the same principle applies to European GIs. The savings made by the EU states for the protection of GIs in the Eastern Partnership states are not to be neglected (e.g. to register those over 3700 EU GIs in the Republic of Moldova only, would require over 900000 Euros official fees, not to mention related fees for legal assistance).

For sure, from the point of view of GI protection EU bilateral agreementss are very advantageous for EU.

On the other hand, AAs as a whole offers a number of advantages to EaP countries, although some of them are of an unquantifiable character and some will appear only in the longer term. Despite the fact that challenges regarding the implementation of the association agreement in the part concerning geographical indications in the EaP countries are quite similar, there are no complex studies regarding the implementation of the geographical indications systems in the Eastern Partnership Countries. The main purpose of this paper is to fulfill the existing gap

*Speaker

and to analyze the current situation in the field of GI highlighting best practices but also the vulnerabilities of the GI system in the EaP countries.

Keywords: association agreement, eastern partnership, geographical indications, intellectual property, enforcement of geographical indication

Does Geographical Indicator contribute to agricultural sustainability? Lessons from Kaipad rice ecosystem of Kerala, India

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Over years, the agricultural food systems have developed new quality conventions and have moved towards product differentiation and quality specifications. With the increasing awareness of food safety associated with higher level of literacy and media access, coupled with higher purchasing power, there is a growing demand for agriculture product which are grown under organic conditions in India. But even before this popularity Kaipad, an ecologically responsive rice cultivation system practiced in Kerala, a southern state of India was organically productive for generations. The farmers of Kaipad kept their fields under natural controls even when the global community shifted to industrial farming. Kaipad rice has been included in the Geographical Indications (GI) registry in 2014 (GI application No. 242) for its unique cultivation practices. Our study provides a micro perspective on the impact of GI registration to the farming community as well as its contribution to the sustainability of the system. Profitability of any crop is determined by the value of crop and cost of cultivation. Cost of cultivation, cost of production and different measures of marketing efficiency were estimated for Kaipad rice post GI registration. The findings show that GI recognition has brought about collective actions in the area and as a result the stakeholders are experiencing positive income effects. It is to be noted that high yielding Ezhome varieties also comes under the purview of registration. Yield gap analysis for traditional and high yielding varieties reveals that the breeding efforts of rice scientists has also contributed towards the betterment of farm incomes in the area. The value added in the region via GI recognition through preservation of local breeds and resource sustainability can make concrete contributions to long-term environmental conservation. Evidence from Kaipad also confirms that increasing producer welfare can interest and engage more farmers into the system to save tradition and preserve it for new generation. In nutshell, GI recognition has contributed towards socioeconomic and environmental sustainability of Kaipad tracts. If the question is about whether Kaipad rice has fully justified their GI status?. In the developing country context, geographical indications could be a tool with which producers can do wonders, only if they try and enter the niche markets through well crafted marketing strategy. Comparing with the classic example of ‘Champagne’, which is said to have taken as long as 150 years to develop the premium brand-image, Kaipad rice is at its infancy. More time, patience, resources, quality control mechanisms, product differentiation and popularisation strategies need to be invested. In the short period of less than 10 years, the benefits it achieved in terms of rural development and natural resource sustainability is worth commendable.

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Keywords: Conservation, sustainability, yield gap, ecologically responsive

CONTRIBUCIÓN DE LAS DOP E IGP DE EXTREMADURA A LA PROTECCIÓN DE LA BIODIVERSIDAD Y AL DESARROLLO DE LA ECONOMÍA VERDE Y CIRCULAR

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El avance hacia procesos de transición agroecológica y adaptación al cambio climático se ha impulsado en la Unión Europea con la publicación, en 2020, del Nuevo Plan de Acción para la economía circular. La Comunidad Autónoma de Extremadura (España) está implementando la Propia Estrategia de economía verde y circular (Extremadura 2030). Existe un plan de acción regional que, entre otras cuestiones, incluye el fortalecimiento de las figuras de calidad diferenciada, en particular de las denominaciones de origen protegidas (DOP) y las indicaciones geográficas protegidas (IGP). Para ello la Junta de Extremadura realiza actuaciones dirigidas a estimular las acciones de promoción e información de dichas figuras, apoyar la incorporación de nuevos productores a las DOP e IGP y ayudar financieramente a sus entidades de gestión (consejos reguladores).

La firma apuesta por las DOP e IGP en Extremadura se basa en el convencimiento de su importante contribución a la protección de la biodiversidad y al desarrollo sostenible. Por lo general, los pliegos de condiciones de estas figuras de calidad incluyen requisitos dirigidos a proteger los recursos naturales o el paisajismo de la zona de producción. Es más, muchas de estas figuras se basan en métodos de producción extensivos o semiextensivos que requieren escasos insumos y generan pocas emisiones y residuos. Asimismo, el hecho de que las DOP e IGP defiendan los productos de una zona concreta en el ámbito local, comarcal o regional, implica una reducción de la dependencia de las importaciones de materias primas y recursos naturales, lo que se traduce en una disminución del transporte y sus problemas asociados (consumo de combustibles fósiles, emisión de contaminantes y gases de invernadero, etc.).

De este modo, en Extremadura bajo los nombres de las DOP e IGP que se basa en la pervivencia de la dehesa (el sistema agrosivopastoral por excelencia de la península ibérica) y la ganadería extensiva. Así sucede en las DOP de quesos "Torta del Casar", "Queso de la Serena" y "Queso Ibores"; en la DOP de jamones y paletas del cerdo ibérico "Dehesa de Extremadura"; y en las IGP de carne "Cordero de Extremadura" y "Ternera de Extremadura". En este sentido, está finalizando la inscripción de nuevas DOP e IGP basadas también en regímenes ganaderos de este tipo: la IGP "Vaca de Extremadura" y "Cabrito de Extremadura", y la DOP "Queso de Acehúche". Otras figuras de calidad, como las DOP "Cereza del Jerte", "Ribera del Guadiana",

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"Pimentón de la Vera" o las de aceites "Gata-Hurdes", "Aceite Monterrubio" estará allí sustento del "Aceite Villuercas Ibores Jara" en cultivos agrícolas tradicionales. Por último, la DOP "Honey Villuercas-Ibores" refuerza al sector apícola y la zona de supervivencia de las abejas en una de montaña declarada Geoparque por la UNESCO. En general, no es ninguna casualidad que bastantes de los ámbitos geográficos de las DOP e IGP extremeñas coincidan con áreas legalmente preservadas, por su designación como zonas de especial protección para las aves (ZEPA) o lugares de interés comunitario (LIC), y su consecuente inclusión en la Red Natura 2000 de la Unión Europea

Keywords: Biodiversidad, DOP e IGP, Extremadura

GOBERNANZA, CONTROL Y CERTIFICACIÓN DE LAS DOP E IGP DE EXTREMADURA ANTES DE LA COMERCIALIZACIÓN

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La Comunidad Autónoma de Extremadura (España) ha aprobado una serie de medidas legales para dar cumplimiento a lo establecido en la normativa comunitaria sobre figuras de calidad diferenciada vinculadas a un origen geográfico. En particular, a lo dispuesto por el Reglamento (UE) n.º 1151/2012, que se circunscribe a productos agrícolas y alimentarios. La Autoridad competente en relación con dichas figuras es la Dirección General de Agricultura y Ganadería de la Junta de Extremadura, incluyendo la verificación del cumplimiento de sus pliegos de condiciones antes de la comercialización de los productos amparados.

Siempre que concurren las condiciones legales oportunas, la mencionada Autoridad delega la verificación del cumplimiento de los pliegos en organismos de control, al amparo del artículo 37.1.b) del Reglamento (UE) n.º 1151/2012. El principal requisito que han de cumplir estos organismos es que se encuentren acreditados por la Entidad Nacional de Acreditación (ENAC), con un alcance que abarque la certificación de productos agroalimentarios en el ámbito de la norma ISO/IEC 17065:2012. La mayoría de las figuras de calidad diferenciada de Extremadura cuentan con un organismo delegado de control que, en general, es el propio Consejo Regulador de las Denominaciones de Origen Protegidas (DOP) o las Indicaciones Geográficas Protegidas (IGP). Así ocurre con las DOP "Cereza del Jerte", "Torta del Casar", "Pimentón de la Vera", "Dehesa de Extremadura" y "Queso de la Serena", y con las IGP "Cordero de Extremadura" y "Ternera de Extremadura". Los consejos reguladores son las entidades de gestión de las DOP e IGP, con la consideración legal de corporaciones de derecho público, personalidad jurídica propia y autonomía económica. En algún caso particular, la delegación se ha realizado a un organismo de control privado (certificadora) que, asimismo, tiene que estar acreditado por ENAC; en la actualidad, esto solo sucede en la DOP "Aceite Monterrubio". En cualquier caso, la Dirección General de Agricultura y Ganadería efectúa la supervisión de todos los organismos delegados de control.

En el resto de figuras de calidad, la Dirección General de Agricultura y Ganadería lleva a cabo directamente la verificación del cumplimiento del pliego antes de la comercialización del producto, al amparo del artículo 37.1.a) del Reglamento (UE) n.º 1151/2012. Actualmente, en Extremadura esta circunstancia se da en las DOP "Miel Villuercas-Ibores", "Gata-Hurdes" y "Queso Ibores". Se trata de DOP restringidas a territorios reducidos, en zonas de montaña o

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cuyos operadores son de pequeño tamaño. Esta coyuntura explica que no posean la suficiente capacidad para abordar, con sus propios medios, la verificación de sus pliegos. No obstante, las demás funciones sí son ejercidas plenamente por sus consejos reguladores.

En cuanto a las nuevas figuras de calidad extremeñas, la evaluación y publicidad de sus solicitudes de inscripción se realiza en una primera fase por la Dirección General de Agricultura y Ganadería, tras lo cual se transmiten a la Comisión Europea. En la actualidad se encuentran en distintas fases de tramitación varias DOP ("Queso de Acehúche" y "Aceite Villuercas Ibores Jaras") e IGP ("Vaca de Extremadura" y "Cabrito de Extremadura").

Keywords: Control oficial, DOP e IGP, Extremadura

Tracking GI Governance

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Research has shown that collective action depends on the ability of organizations to develop a strong and participative institutions to be able to implement almost any cooperative endeavor. This is indeed the case of Geographical Indications (GIs), whose ability to succeed depends, among many factors, on their capability to develop a strong governance framework that can deliver strong benefits to both GI producers and other stakeholders in the territory. However, good governance also depends on being able to assert and demonstrate attributes that can, and must, be tracked so that GI Organizations can create an environment of cooperation with value chain stakeholders and with other institutions and authorities. Literature shows that GI organizations must be legitimate, participative and transparent.

Legitimacy is a strong concept that must be evaluated from different perspectives. Tracking legitimacy requires tracking representativeness, the way an organization adheres to the different rules and instances of collective decision making and how such decisions are conveyed and explained to stakeholders, bringing about confidence in those making those decisions. A participative organization not only has to demonstrate that stakeholders represented can participate but that they effectively participate. Transparency deals with the ability to handle possible conflicts of interest as well as accountability, providing public reports on its activities and remaining challenges.

The presentation aims to illustrate these indicator attributes with examples as well as other areas that can help build a strong governance reputation for GIs.

Keywords: Geographical Indications Governance Legitimacy

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GIs as a tool for enhancing the Ethiopian honey value chain and enhancing market access

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Ethiopia is the 10th largest honey producer in the world but only the 45th largest exporter. The majority of the honey produced is consumed domestically with less than 2 % exported. Due to factors related to unmodernized techniques of production which affect the quality and quantity of the product and high domestic consumption, honey is not a well-known and utilized export commodity in Ethiopia. There are high-quality honey brands produced in different regions of Ethiopia. These include the Adot-Gojjam honey, the Masha, and the Tigray Whitish honey. Each has got its reputation with its specific nature and quality strongly linked to natural and human factors in the specific regions.

Though the whole potential is not exploited and the product is not well promoted, slight improvements are observed in the production amount and access in the international market. With limited export, the demand for Ethiopian honey is increasing mainly in Europe, from time to time. Ethiopia has been the largest honey producer in Africa since 2016. Considering the Apiculture industry's huge potential for multiplied social and economic outcomes, the government and non-governmental organizations are working on enhancing the value chain through various mechanisms. Promoting the Apiculture industry could have the effect of pulling millions of Ethiopians out of poverty and supporting small and medium businesses in the industry by creating sustainable linkage with national and international partners.

Ethiopia is not a member of the WTO nor the Lisbon agreement and it does not have a national GI law. Recently, it is working on the definition of the GI legal framework and its implementation on the value chain. Introducing and promoting GIs plays a significant role in agricultural development, especially in a country like Ethiopia that has agricultural products with a suitable nature; about 80% of its population are farmers and the agricultural sector is the backbone of its economy. There are many products with an established reputation pertaining to specific regions, climate, and soil. GIs tend to be the best mechanisms to promote local products by providing protection to registered right holders and encouraging farmers and other parties in the value chain to increase production and availing a quality product to the domestic and international market. This shall benefit them to improve their lives, create jobs for others, improve food security and contribute to the overall development of the country. The quality control requirements in GI and the standards set are usually productive in maintaining the reputation of the product with a mechanism to punish free-riders. The GI system also engages many stakeholders and institutions in the management and administration which makes it more engaging by allowing parties in the value chain to participate in decision makings. This paper aims at addressing

*Speaker

how GIs can be used as a tool to promote a potential GI product, honey. It also identifies the challenges and suggests lessons that can be learned from the experiences of other countries.

Keywords: Apiculture, honey, geographical indications, value chain, rural development

Indication géographique pour l'huile de dendê de Bahia, Brésil : crise mondiale, protection et valorisation de la singularité du savoir-faire.

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La crise mondiale de la production d'huile de palme vérifiée dans le contexte actuel en raison des problèmes environnementaux, vérifiés dans des pays comme la Malaisie et l'Indonésie, les principaux producteurs mondiaux a suscité l'intérêt des producteurs et des producteurs d'huile de *dendê* (*nom brésilien pour l'huile de palme de production artisanale*) situés sur la côte de Dendê, Bahia, Brésil dans la recherche de moyens de protection, de différenciation et de valorisation d'un savoir-faire existant, dont la production a été vérifiée depuis plus de 300 ans, provenant de la côte ouest de l'Afrique, hérité de la traite des esclaves.

L'huile produite sur la Côte du Dendê, Bahia, Brésil constitue un paysage unique et contigu, qui couvre un ensemble de 23 municipalités, sur une superficie estimée à 8 731 ha (IBGE, 2018), qui produisent de l'huile de *dendê* selon deux systèmes de production : l'huile au pilon (comme encore en Afrique) et l'huile au moulin, considérées comme des productions artisanales.

L'huile de *dendê* produite dans cette région est considérée comme l'un des principaux produits culturels de l'État de Bahia, au Brésil, et s'insère dans le contexte des traditions religieuses de la côte ouest de l'Afrique.

Les deux processus de production ont des caractéristiques uniques et diffèrent des autres régions productrices dans le monde.

La recherche de l'enregistrement de la région comme instrument de propriété intellectuelle, en tant qu'indication géographique, a mobilisé les producteurs familiaux, ainsi que les universités, les institutions publiques étatiques et municipales et les organisations non gouvernementales. L'article se propose de présenter l'unicité de la production de cette région brésilienne et de montrer les différences dans la forme de production, les différentes utilisations du produit, de présenter le profil des producteurs familiaux et surtout, le système de production qui contribue au maintien de la biodiversité, en coexistence avec d'autres produits de la région, ce qui la différencie des autres régions productrices d'huile de palme dans le monde, ainsi que d'analyser l'articulation des institutions publiques et privées et de la société civile en faveur de la construction du dossier pour la demande d'enregistrement de l'Indication Géographique "Azeite da Costa do Dendê", Bahia, Brésil à l'Institut National de la Propriété Industrielle et utilisera

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comme méthodologie le Cercle Vertueux du Produit (VANDECANDELAERE, E. et al. Uniendo Personas, Territorios y Productos. Guide pour la promotion de la qualité liée à l'origine et des indications géographiques durables. FAO, 2010

Keywords: indication géographique, singularité, crise mondiale de la production de palmiers à huile.

Geographical Indication System in Sri Lanka.

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Ceylon Cinnamon.

- **Three specific products, i.e., Ceylon Tea, Ceylon Cinnamon and Ceylon Blue sapphire has been identified as Trade Marks under the Intellectual Property Act No. 23 of 2003.**
- About a decade back, Sri Lanka Tea Board lodged the application to EU requesting GI for Ceylon Tea on behalf of the tea producers in Sri Lanka. However, Tea Board withdrew the application as GI system in Sri Lanka was under developed.
- **Subsequently, Export Development Board of Sri Lanka (EDB) initiated work to lodge the GI application to EU for Ceylon Cinnamon.**
- In 2012, FAO provided technical and assistance for the project, "Enhance the compliance, productive capacities and competitiveness of the cinnamon value chain in Sri Lanka" implemented by UNIDO with funding assistance from WTO – STDF, especially to develop a road map to obtain GI for Ceylon Cinnamon.
- In 2014, WIPO supported EDB to develop the technical dossier of the GI application

In 2018, under the project "EU Sri Lanka Trade Related Assistance" funded by EU and implemented by UNIDO provided assistance to NIPO to amend the Intellectual Property Act No. 23 of 2003 to provide enabling environment for product from Sri Lanka to nationally register as GI products and also for GI products from other countries to register in Sri Lanka together with draft regulations. The amended act and the draft regulations are now in force.

Keywords: Internal Control Mechanism for CCGIA & Guide Book, Traceability System's, are in practice at the moment. Strategic Marketing Plan 2021, 2026. prepared and shared among members.

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Protection des IG - L'exemple du Poivre de Penja

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La protection des Indications Géographiques au Cameroun est récente et a été rendue possible grâce aux dispositions de l'Accord de Bangui instituant l'OAPI. Cet Accord, adopté le 2 mars 1977, régit la propriété intellectuelle au sein des dix-sept Etats membres de l'OAPI et sert de loi nationale pour chacun des Etats.

Il prévoit que l'OAPI a compétence exclusive pour procéder à l'examen, à l'enregistrement et à la publication des indications géographiques. Les indications géographiques enregistrées et publiées par l'OAPI produisent leurs effets au sein de l'ensemble des territoires couverts par l'OAPI.

Pour les dix-sept États membres de l'OAPI en Afrique de l'Ouest et du Centre, la protection en tant qu'indication géographique d'un produit ancré dans le terroir, local et historique, est un enjeu important, à deux égards :

- pour la protection du patrimoine ;
- pour le développement économique.

En effet, l'Afrique de l'Ouest et du Centre possède de nombreux produits ayant une qualité établie ou une réputation ancienne spécifiques. Par ailleurs, les filières concernées étant souvent le fait de petits producteurs, cet enjeu est réel en termes de réduction de la pauvreté.

Dans cette optique a été développé le projet PAMPIG (Projet d'appui à la mise en place des indications géographiques dans des Etats africains). Ce projet est conduit par l'OAPI, en collaboration avec le ministère français de l'Agriculture et de l'Alimentation, l'Agence française de développement (AFD) et soutenu par l'Union européenne.

A l'issue de la première phase de ce projet, clôturée en 2014, deux produits camerounais, le Poivre de Penja et le miel d'Oku, ainsi qu'un produit guinéen, le café Ziama-Macenta, ont été reconnus comme indications géographiques protégées par l'OAPI.

Dans la continuité de ce projet PAMPIG, la reconnaissance des indications géographiques d'Afrique de l'Ouest et du Centre en dehors des terres africaines est devenue un enjeu majeur de la protection et de la valorisation des produits locaux. Dans le cadre de l'appui au plan d'action de la stratégie continentale pour les IG, le programme AfriPI a choisi d'appuyer l'enregistrement de l'IG poivre de Penja.

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C'est dans ce contexte que nous accompagnons l'ASSOCIATION IG POIVRE DE PENJA en vue d'obtenir la première protection d'un produit protégé par l'OAPI en tant qu'indication géographique protégée en Union européenne. Cette demande de reconnaissance, déposée le 18 septembre 2020, a été publiée le 23 novembre 2021 et sera, en l'absence d'opposition de la part de tiers, enregistrée dans le courant de l'année 2022.

Le Poivre de Penja fait partie des poivres d'exception. Ce niveau d'excellence est obtenu par la délimitation stricte du terroir dont les caractéristiques physiques sont déterminantes pour la qualité du produit, par la description minutieuse des étapes traditionnelles qui constituent le savoir-faire des planteurs et des transformateurs du Poivre de Penja et par l'introduction de mesures nouvelles pour amener davantage de sécurité à la qualité du poivre ainsi que davantage de durabilité au système de production.

Je vous propose donc d'exposer, dans le cadre de ma contribution, la protection en tant qu'indication géographique du Poivre de Penja.

Keywords: poivre, Penja, Afrique, OAPI, indications géographiques

Le plan de contrôle des AOP/IGP en France : la face cachée de la définition du lien à l'origine

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1

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Un des piliers fondamentaux des IG en France, en Europe et dans les pays ayant un système sui generis est le cahier des charges stipulant les règles que doivent respecter les produits pouvant bénéficier de l'IG, à savoir les caractéristiques du produit, la méthode de production, l'aire géographique ainsi que la justification de la protection du nom comme IG et l'existence d'un lien entre le produit et son origine géographique.

Toutefois, ce seul document, devenu succinct avec la seule publication du document unique au niveau de l'Union Européenne, suffit-il à définir la spécificité du produit, à en gérer le respect par les opérateurs et à la garantir auprès des consommateurs ? Dans de nombreux pays, et en particulier en France, l'autre document clé de voute est le plan de contrôle. Au-delà de la reprise des éléments du cahier des charges transformés en point de contrôle, associés au mode de contrôle et à leur fréquence, il apparaît que le niveau de sanction est un élément essentiel qualifiant le lien à l'origine. Ainsi, selon la "directive" INAO-DIR-CAC-1, trois types de manquements peuvent être constatés : 1) manquement mineur = manquement non "réthibitoire" pour le produit ou manquement présentant un risque faible d'incidence sur le produit ; 2) manquement majeur = manquement ayant un impact sur la qualité du produit; manquement grave ou critique = manquement sur les caractéristiques fondamentales de l'AOP/IGP (zone de production, variété ou race, ...).

Dans le cas du Reblochon, objet d'un contentieux administratif jugé en 2018, le plan de contrôle édicte, s'agissant des conditions de traite, que le dépassement de la durée de quatre heures d'une traite constitue un manquement grave, le non-respect de l'obligation d'effectuer la traite du troupeau deux fois par vingt-quatre heures, un manquement majeur, et le non-respect du délai de huit heures entre deux traites un manquement mineur.

Or justement, les tribunaux ont considéré qu'à la lecture du cahier des charges, le dépassement de la durée de quatre heures de la traite ne saurait constituer un manquement sur les caractéristiques

*Speaker

fondamentales de l'appellation d'origine et donc un manquement grave. En l'occurrence, derrière cette durée de 4 heures de traite maximale se cachait l'impossibilité d'utiliser en pratique des robots de traite.

Ce détournement du plan de contrôle pour re-qualifier les éléments importants du cahier des charges interroge. Par conséquent et bien que le plan de contrôle fasse l'objet d'une reconnaissance par l'Inao, il serait bienvenu que son contenu soit publié au même titre que le cahier des charges, comme partie de la demande d'AOP/IGP, et ainsi faire l'objet d'une procédure nationale d'opposition, comme c'est d'ailleurs le cas pour les IG des produits non agricoles et non alimentaires protégées en France depuis la loi de 2015. Un enjeu qui est aussi celui de la transparence auprès des consommateurs, une pratique innovante de la loi de 2015 sur les IGPIA qui pourrait inspirer les AOP/IGP agro-alimentaires !

Keywords: Plan de contrôle, origine, robot de traite, litige

Complexité et nécessité d'établir un lien tangible entre qualité spécifique du produit et dimension physique du terroir : cas de l'ananas Baronne en Guinée

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Si l'on se réfère au cercle vertueux de la qualité liée à l'origine¹, la première étape d'un processus IG correspond à la phase d'identification qui permet la prise de conscience par les acteurs locaux du potentiel IG de leur produit et l'évaluation du potentiel du produit à l'échelle locale. Une étape clé de cette évaluation est d'identifier l'influence potentielle des facteurs environnementaux (dimension physique du terroir) sur la qualité spécifique du produit. Ce travail peut, entre autres, s'appuyer sur une étude scientifique qui donnera des éléments tangibles d'aide à la décision pour les acteurs locaux, en particulier pour la définition de l'aire géographique de l'IG. Dans le cadre du projet PAMPIG 2, l'Organisation Africaine de la Propriété Intellectuelle (OAPI) a reçu l'appui financier de l'Agence Française de Développement (AFD) pour la mise en place d'IG dans ses Etats membres. L'ananas de Friguiagbé ou Baronne de Guinée fait partie des produits soutenus dans le cadre de ce projet. Les travaux pour l'évaluation de son potentiel IG s'appuie notamment sur un volet d'études et recherches scientifiques pour caractériser l'effet éventuel des facteurs environnementaux sur la qualité spécifique de la Baronne qui a été mené par notre bureau d'études.

Cette étude s'est construite en plusieurs étapes :

- La délimitation de l'aire potentielle maximale de l'IG sur la base d'une revue bibliographique et d'analyse des données cartographiques
- La collecte et l'analyse en laboratoire d'échantillons de fruits et de sol
- L'organisation de dégustation de fruits
- L'analyse des résultats grâce à la connaissance de terrain, la revue bibliographique et la

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mobilisation d'outils statistiques

- Des recommandations en termes de méthodologie (amélioration et systématisation du protocole) afin de confirmer un potentiel effet terroir pour définir une aire géographique de l'IG

Nous proposons d'exposer notre méthodologie et d'en présenter les limites car notre travail a mis en

évidence la complexité de caractériser ce lien avec la dimension physique du terroir mais également la

nécessité de mener ce travail de façon rigoureuse. En effet, s'appuyer sur la seule réputation d'un

produit pour établir une IG peut s'avérer contreproductif et dévoyer ce puissant outil qu'est l'IG s'il est

mobilisé à bon escient. Notre travail est également l'occasion d'insister sur l'importance du renforcement des capacités des acteurs locaux, y compris institutionnels, pour qu'ils soient à même de

faire leur choix de façon éclairée : l'outil IG correspond-il à leurs besoins ou d'autres outils de valorisation des produits sont-ils plus adaptés ?

Porteur de l'étude de cas : SalvaTerra <http://www.salvaterra.fr/fr/>

Paul Belchi, expert agriculture / forêt / environnement

Catherine Teyssier, consultante indépendante sur les IG

Keywords: lien à l'origine, facteurs environnementaux, qualité spécifique

Repenser la gouvernance des AOP françaises au prisme de la qualité.

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Récurrente, débattue, parfois clivante, la question de la qualité est omniprésente dans la définition des appellations d'origine françaises. Elle souffre toutefois d'une délimitation fluctuante au gré des perceptions, des contextes, des crises aussi liées aux questions agricoles et alimentaires portées par la société.

Etablie à partir d'une thèse soutenue sur les mécanismes de décisions des acteurs fromagers auvergnats dans leurs choix d'expression des systèmes productifs, notre communication propose de réinvestir la question de la qualité. Plus précisément, il s'agit de démontrer comment l'interrogation des mécanismes de définition de la qualité permet de saisir le cœur de l'orientation des AOP françaises, mais aussi les divergences de voies optées par les acteurs productifs (producteurs laitiers/fermiers, transformateurs, affineurs) à la base des AOP et les conflits au sein d'une même appellation d'origine. Avec une approche pluridisciplinaire, notre travail convoque les disciplines historiques et géographiques afin de saisir les éléments contextuels ou structurants de la qualité, ainsi que les échelles et acteurs liés à sa définition.

D'abord définie sur des questions sanitaires et organoleptiques, la question de la qualité intègre progressivement, à l'aune des débats sur le développement durable, la question environnementale dans les années 1990. Les années 2000 ouvrent ensuite la voie à d'autres revendications cognitives, faisant du bien-être animal, ou encore des dimensions " fermières ", " artisanales " ou les circuits courts/locaux d'autres éléments constitutifs de la qualité. Nous verrons qu'il est possible d'intégrer et de penser l'ensemble des pratiques agricoles et agro-alimentaires relevant des appellations d'origine à travers ces quatre piliers de définition de la qualité, tant dans le passé que dans le temps présent. Loin d'être restreinte aux seuls acteurs productifs, nous détaillerons aussi quels sont les acteurs, structurants ou interstitiels, convoqués et participant à sa construction. En effet, l'ensemble des conditions de productions du lait et des fromages sous AOP est régi à partir de quatre grandes catégories d'acteurs : les acteurs productifs, l'Etat, la recherche scientifique et le consommateur. Entre ces catégories interviennent d'autres acteurs aux capacités modulantes plus fluctuantes au gré des contextes et des connivences.

Cette communication propose ainsi de penser, grâce et à travers la définition de la qualité, les choix de production, y compris ceux sanctionnés dans les cahiers des charges, de l'exploitation agricole à la gouvernance d'une AOP. Nous démontrerons que ce cadre théorique peut à la fois interroger la phase de rationalisation agricole d'après-guerre, les innovations agro-industrielles, puis l'émergence du terroir et de l'agro-écologie. Nous évoquerons les échelles spatio-temporelles d'expression de la qualité, tout comme les acteurs concernés. Initiée sous l'angle des AOP auvergnates, la réflexion ouvrira ensuite à l'ensemble des produits sous labels français. Ni héritée, encore moins inventée, la qualité est un processus itératif mais non cumulatif, socialement con-

*Speaker

struit, en lien avec une diversité d'acteurs dont les systèmes de production tentent d'en produire une synthèse plus ou moins robuste à des fins de durabilité des modèles économiques.

Keywords: construction de la qualité, AOP, France, géohistoire.

TRADITIONAL KNOWLEDGE AND GEOGRAPHICAL INDICATIONS: A CRITICAL ANALYSIS ON BRAZIL'S NORMATIVE INSTRUCTION 095/2018

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Traditional knowledge (TK) and traditional cultural expressions (TCE) have value that make up the social, cultural, belief system, economic, scientific, and intellectual essences of territories and their resources. The present analytical effort aims primarily at describing and criticizing a separation between technical and scientific fields which, when it comes to Geographical Indications (GI), should not be separated from each other: Industrial Property and the *sui generis* protection of symbolic heritage. The problem offers an opportunity to understand, enhance and expand the movement of self-affirmation of identity by collective subjects who are holders of GI in Brazil. This paper proposes an interdisciplinary look at how and to what extent the Normative Instruction No 095/2018 of the National Institute of Industrial Property (INPI), which regulates the registrations of national GI, enables the safeguarding of TK, through the recognition, incorporation and/or protection of knowledge and know-how associated with the uniqueness of products with territorial specificity, also called 'products of origin'. This discussion is supported by approaches from Geography and Cultural Studies, in interaction with technical-legislative contributions of Intellectual Property (IP). It is justified by the flagrant confusion or mismatch between the various approaches to TK and know-how in the Brazilian GI ecosystem. Although it is a fact that there is no consensus on a single approach that prevails worldwide, even among scholars of the theme, the lack of synchrony may find in the IP legislation in force forms of compatibility, as it is intended to show in this work. The proposed methodology is a qualitative exploratory approach, through case studies of GIs with cultural heritage listed by the National Historic and Artistic Heritage Institute (IPHAN). The technical specifications of the five (5) registrations already obtained by GI's with cultural heritage under *sui generis* protection in Brazil were analyzed, as were the dossiers prepared and published by IPHAN about the cultural heritage protected. In addition, a bibliographical survey of books, journals and dissertations on the subject was carried out; Law 9. 279/96 and INPI's Normative Instruction No. 95 were also consulted. As a result, strategies of compatibilization and/or convergence between the legislations of industrial property and *sui generis* protection in Brazil were identified, when applied

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on territorial resources supported on TK. As well as the composition of the panorama of public policies that concur, in the scope of IP, for greater interlocution among intellectual property assets, having in mind the ample safeguarding of cultural heritage inserted in the scope of global commercial agreements.

Keywords: Traditional knowledge, Culture heritage, Legislation, Geographical Indications

The Institutional Environment for Origin Products in Kenya: Implications of organizational structure for governance of Geographical Indications

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3

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Kenya, a member of the World Trade Organization and a signatory to the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement, is able to benefit from GI protection and marketing, as several agricultural and forestry products have unique place-based qualities in the country. Sellers have often packaged unique products to capture the consumer interests and preference. Where sellers understand consumers interests, they have However, considering most agricultural products exist in a ready market and within consumer preferences, understanding producers' willingness to adopt changes that would be required to enhance such protection is important. The objective of the study was to assess role of organizational structure on producer awareness and willingness to pay to register their origin products with geographical indications in Kenya. The study focused on four products, names tea (134), mangoes (137), goats (135) and fish from Lake Victoria (126), deriving uniqueness from the specific regions they are produced. The paper assesses the policy and institutional incentives by applying the Institutional Analysis and Development framework (IAD), by answering one of four broad themes suggested from literature. These include (i) the organizational and institutional structures; (ii) level of equitable participation; (iii) strength of market partners; and (iv) the effectiveness of existing legal protection that would provide incentives or disincentives for protection of agri-food products with geographical indications. Low produce prices often lead to exploitation of the environment by the producers in order to break even, which in turn would lead to decline in the production quality of the origin products. In order to ensure sustainability in production of the origin product as well as of the environmental factors that lead to its uniqueness, the institutional environment needs to be appealing to the producers. To determine the status of GI policy and institutional incentives present in Kenya, a qualitative research design was used. Thus qualitative data was gathered through literature review, key informant interviews and focus group discussions. The organizational structure along the value chain of each product influenced governance of the potential GI products and hence the producers willingness to protect

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the environment. In the Lake Fish value chain, organizational structure influenced negatively the producer willingness to register their products with GI, while for the Tea value chain, the highly structured organization had a positive influence on producer willingness to pay to protect their product with GI. Mango and goats, which were distinctly recognized in the market by consumers, had less structured and powered organizational structure at production level, hence lower prices and lower willingness by producers to protect with GI. The existing organisational and institutional structures in each of the four agri-food value chains considered provide both incentives and disincentives to GI protection benefiting the producers. The structure in all four value chains meant that farmers were price takers. The producer participation varied from manipulative (mangoes) to instrumental (goats and tea).

Keywords: Governance, Organizational structure, Producer willingness to pay, Producer awareness

Le rôle des indications géographiques en Europe et dans le monde : vers une transformation internationale à travers la politique commerciale de l'UE ?

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L'étendue de la protection des indications géographiques (IG)(1) dans l'Union européenne (UE) s'est considérablement développée grâce à la jurisprudence la Cour de justice de l'UE (CJUE) : dans un certain nombre d'arrêts (tels ceux des affaires *Champanillo*, *Morbier*, *Queso Manchego*, *Scotch Whisky* et *Viniverla*), la CJUE a entre autres précisé qu'il est interdit dans l'UE aux produits non protégés par des IG de présenter certaines caractéristiques ou d'utiliser des images qui évoquent des IG. Cela s'applique quand bien même des produits ou services non protégés par des IG sont différents de ceux protégés par les IG et proviennent de la zone géographique des IG concernées.

La présente contribution soutient que, outre l'élargissement de l'étendue de la protection des IG déjà discutée par la Doctrine, les IG se sont transformées en un droit de propriété intellectuelle (PI) différent, potentiellement capable de protéger plusieurs aspects d'un produit.

Cette transformation et ses implications ne sont pas passées inaperçues dans la jurisprudence, comme en témoignent les conclusions de l'Avocat général de la CJUE Pitruzzella dans l'affaire *Queso Manchego*, où il relevait que " la protection contre l'évocation rappelle celle qui est accordée aux marques renommées ". Dans la même lignée, prenant certainement en considération la nécessité de ne pas trop étendre la protection des IG (mais craignant que cette possibilité ne se produise), M Pitruzzella convenait avec la Commission européenne dans ses conclusions de l'affaire *Morbier* que la forme ou l'apparence d'un produit peut représenter une évocation interdite d'une IG à condition que l'élément reproduit ne soit pas " intrinsèquement lié à un procédé de production qui, en tant que tel, doit rester à la libre disposition de tout producteur ". Ainsi, alors que l'objet de la protection des IG reste une indication ou un terme, la protection par les IG s'étend à plusieurs éléments d'un produit IG, tels que sa forme, son apparence et ses caractéristiques.

Or une telle transformation du rôle des IG, que l'on pourrait qualifier de " contamination " d'autres droits de PI, est susceptible de se produire au niveau international : la présente contribution passe en revue plusieurs accords de libre-échange de l'UE et y a identifié l'utilisation

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d'un langage identique ou similaire à celui de la législation européenne relative aux IG. Cela pourrait conduire l'UE, ses États membres et/ou les exportateurs de produits protégés par les IG de l'UE à les interpréter conformément à la jurisprudence de la CJUE. Néanmoins, à la lumière de la dynamique entourant les négociations de ces accords, il est possible de douter que certains des partenaires commerciaux de l'UE puissent accepter aisément une transformation aussi importante du rôle des IG.

(1) Le terme IG est utilisé ici pour désigner un certain nombre de moyens différents de protection des noms et des symboles, allant des indications de provenance aux appellations d'origine, et d'autres signes distinctifs similaires.

Keywords: indications géographiques, Europe, politique commerciale de l'UE

THE ROLE OF GEOGRAPHICAL INDICATIONS IN PRESERVING TERRITORIAL IDENTITY: EXPLORING CASE EXAMPLES FROM INDIA

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THE ROLE OF GEOGRAPHICAL INDICATIONS IN PRESERVING TERRITORIAL IDENTITY:

EXPLORING CASE EXAMPLES FROM INDIA

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ABSTRACT

Geographical Indications (GIs) aids in creating an institutional framework for recognizing, nurturing, and preserving the identity of a good originating from a specific region. The territorial identity of a GI not only represents the adherence to place but also depicts the factors that have been unique enough to preserve the identity over a large period. The Indian GIs have been classified into five heads by the Registry at Chennai, among which Handicraft GIs and Agriculture GIs comprise almost 90% of the total. The registered GIs have not only been the saviours of the traditional skills and customs inherited over generations but have also remained one of the important options of sustaining rural as the well semi-urban environment. These GIs

*Speaker

also play an important role in the local and national economy with agriculture, handicrafts contributing to the highest and second-highest employment opportunities respectively in rural and semi-urban areas. Despite the direct and indirect ways in which GI tends to preserve 'Identity', it also at times lacks in guaranteeing a certain level of protection especially in case of imitations and awareness functionalities. This research thus tends to look at:

Objectives-

- The aspects behind the inception and gradual development of Identity of selected Agricultural and Handicraft GIs
- The unique factors that claim to identify and distinguish GIs falling in similar categories
- How territorial identity of GIs gets violated

- To finally assess the role, importance, and extent of protection rendered by GIs.

Data and Research Methods-

This research tends to encompass both qualitative and quantitative techniques ranging from textual analysis to the use of data visualizations, mapping software, primarily from secondary sources along with certain insights from field visits.

Keywords- Geographical Indications, Identity, India, Handicraft GIs, Agricultural GIs

Keywords: Geographical Indications, Territory, Identity, India, Handicraft GIs, Agricultural GIs, Preservation

” Madd de Casamance ”, une IG pour répondre à de multiples enjeux de durabilité au Sénégal

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3

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L’enregistrement d’une IG ” madd de Casamaance ” est demandé par une association regroupant des cueilleurs et des transformatrices de madd, l’APPIGMAC (Association pour la Protection et la Promotion de l’Indication Géographique *Madd de Casamance*).

Le madd est une liane sauvage ; l’IG ” madd de Casamance ” porte sur le fruit frais cueilli en forêt et cinq produits transformés (nectar, sirop et conserves). La cueillette et la transformation doivent obligatoirement se dérouler dans les trois régions administratives composant la Casamance naturelle.

L’enregistrement de cette IG contribuerait à la construction d’une filière impactant positivement sur les piliers du développement durable.

Sur le plan environnemental et sanitaire (approche ” One health ”), l’enregistrement de cette IG permettra grâce à la meilleure valorisation de cette ressource forestière non ligneuse qu’est le madd la préservation des forêts casamançaises, car les oppositions aux feux de forêts allumés par les chasseurs et les agriculteurs et à l’abattage illégal des forêts seront plus fortes. Le cahier des charges a également été conçu de manière à imposer de bonnes pratiques de cueillette, garantissant à la fois la sécurité sanitaire et la préservation de la ressource : la commercialisation sous IG n’est possible que pour des fruits cueillis à maturité, sans maturation artificielle ni traitement post-récolte (les fruits cueillis verts et mûris artificiellement causant des intoxications alimentaires) et la coupe des lianes est interdite.

Sur le plan économique et social, l’enregistrement de cette IG est à même de construire une filière de produits de qualité garantissant une bonne rémunération pour les acteurs économiques locaux, une répartition de la valeur ajoutée entre les différents maillons de la filière plus juste

*Speaker

et un maintien de cette valeur ajoutée dans le territoire d'origine. En effet :

- La coordination entre cueilleurs et transformatrices sera renforcée grâce à la structuration de l'APPIGMAC garantissant une représentativité et impliquant un consensus entre les différentes professions.

- La protection des noms est demandée pour le madd frais et pour des produits transformés localement, la spécificité de ceux-ci ayant été démontrée. Cela permettra de lutter contre les usurpations de l'origine " Casamance " constatées et ainsi d'augmenter les prix de vente des produits sous IG à la traçabilité établie.

- La transformation certifiée du " madd de Casamance " n'est possible que dans un rayon de 200 kms autour la zone de cueillette, ce qui évitera la concurrence entre les artisanes casamançaises et les unités semi-industrielles du nord du pays. Cela est nécessaire pour avoir des fruits frais et non abimés par un long transport. La possibilité pour la transformation hors zone de faire des produits " à base de madd de Casamance IG " ne restreindra pas le marché pour les cueilleurs de l'association.

Le " madd de Casamance " deviendra un produit d'origine, naturel et éthique, cueilli et transformé / consommé à maturité, et devrait ainsi bénéficier d'une demande renforcée. Le monopôle des acteurs économiques locaux sur ce produit d'origine permettra des relations plus équilibrées avec les acteurs de l'aval des filières.

Keywords: madd, Casamance, Sénégal, impacts, durabilité

Geographical Indication System to Protect Craft Sector in Sri Lanka

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Crafts is one of the oldest industries in Sri Lanka which goes back to many millenniums. There are huge number of handicrafts in Sri Lanka. As a member of the WTO, Sri Lanka too protects its intellectual property rights under the Intellectual Property Rights Act No: 36 of 2003. According to the World Intellectual Property Organization (WIPO) crafts can be protected using several types of Intellectual Property Rights (IPRs) and around the world countries are using one or several methods to protect their craft sector.

The main objective of this research study was to understand the feasibility of introducing GI protection system for Sri Lankan craft sector. To achieve the said objective the study used both qualitative and quantitative research methods comprised with literature review, key informant interviews, few field visits and country case studies. Two craft products were selected in this regard. Namely; Moratuwa wood carvings and Weweldeniya rattan products. As the first step the study tried to map the two-value chains with stakeholders and their activities. Further, the study attempted to identify the existing barriers and tried to develop the sector by proposing a GI protection system.

Difficulty in obtaining raw materials is one of the main constraints which faced by most of the ground level craft people. Difficulty in finding a market is another common issue specially with the individual entrepreneurs. Not having a proper mechanism for craftsmen to enter to the export market and foreign market chains is another constraint. It is important to identify how GI system could support to overcome the above barriers and ensure the sustainable growth of the sector. Some of the findings are highlighted below;

- Obtaining trademarks, patent, industrial design etc. is a costly process and renewal is needed in every year. Since most of the craftsmen are in the rural areas and a higher percentage of them are belonging to the poor category.
- There are already developed geographical clusters and the reputation for each craft cluster is developed based on their origin or the territory. Such as; Weweldeniya rattan, Moratuwa wooden carvings, Ambalangoda masks etc.
- Further, these crafts product are specific to the relevant area. Craftsmen are using raw materials which are available in the specific area. And the process of creating crafts are based on the knowledge which comes from generation to generation.

*Speaker

- There is a well-developed reputation and history for these crafts products and the main characteristics or the specification of the products are linked with its origin.
- There is a well-established value chain system or the supply chain system in these selected two crafts products which can be easily trace and linked with the origin.
- There are established few associations such as "Moratuwa wood workers associations, Rattan producer's association etc. which will help in creating GI associations. Presently, there is an amendment to propose the GI registry system for Sri Lanka.

By considering the above facts GI system can be identified as the best and most feasible method to protect the craft sector in Sri Lanka

Keywords: Sri Lanka, Craft, GIs, Value, chain, IPR

IMPLEMENTING TRACEABILITY SYSTEM FOR GEOGRAPHICAL INDICATION IN INDONESIA : A CASE STUDY OF BATIK TULIS NITIK YOGYAKARTA

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Batik Tulis Nitik Yogyakarta (BTNY) is the first batik acknowledged as Geographical Indication (GI) in Indonesia. It successfully breaks the assumption that batik can only be registered under Copyright regime. The protection given was based on the unique technique of the batik making-process which use specific *canting*, a pipe with a pointed end, which in Batik Nitik, the pipe is split open for painting motifs and make it distinctive with other batik products in Indonesia. However, after its registration as GI in 2019, Paguyuban Batik Tulis Nitik Yogyakarta (PBTNY), the GI managing group, face another issue regarding traceability system. With no efficient system possibly attached to their product, BTNY is in a vulnerable position to maintain their status as GI product. Even though the code was stated in their Book of Requirement (CoP), in fact the code was never realised. Unlike other products of GI, in BTNY, the craftsperson manually put their code as the batik-maker in the cloth, which resulting the traceability system not established in the final product. With the absence of traceability code in the product would affect the quality control process. In the long run, the guarantee of product quality is at stake. Thanks to the technology, the help of a computer program can save time and make it labour-saving to the association to attach the code in their product. A software named "SiBatik" was developed by a group of university lecturer to help the association in implementing the traceability code. The software works to generate a QR code which contain several information such as, the name of the craftsperson, the motif, group they came from, and the time stamp. The latest was included to distinct products produced by one craftsperson which indeed would be different from time to time. Besides helping the PBTNY to implement the traceability code, the use of QR code which attached in the label of the final product also aid the consumers to track whether or not the product is original by scanning the code through their devices.

Keywords: Batik Tulis Nitik, Yogyakarta, Geographical Indication, Indonesia, QR Code

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Geographical Indications in Africa: Opportunities and Experiences

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The significance of GIs in marketing products that have intrinsic characteristics, and enhancing a range of social, environmental and economic gains is well recognized in Africa. Measures have been taken at the continental and national level to promote the protection and use of geographical indications. There are success stories that demonstrate the importance of geographical indications. A number of countries have also embarked on initiatives of protecting and using geographical indications. The paper aims at highlighting the experiences and opportunities of using geographical indications in Africa.

Keywords: Impacts of GIs, Opportunities of GIs, Success experiences in Africa

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Gouvernance de l'IG "Poivre de Penja": apports d'une analyse par les biens communs et les communs politiques.

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Cet article propose une analyse de l'action collective qui porte l'indication géographique Poivre de Penja (IGPP). Nous posons la question de la capacité de l'interprofession à permettre une gestion durable des ressources en protégeant la dénomination mais aussi en permettant un accès effectif, notamment des petits producteurs, aux bénéfices de la ressource. Pour ce faire, nous mobilisons deux approches théoriques des communs, l'une socioéconomique dans la filiation des travaux d'Elinor Ostrom et l'autre sociopolitique intégrant la question des rapports de pouvoir (Ribot et Peluso, 2003 ; Peluso et Ribot, 2020). Nous mobilisons des données d'enquêtes originales collectées à travers 51 entretiens semi-directifs en 2017. Tout d'abord, nous montrons que la création de cette ressource commune s'appuie effectivement sur une structure de gouvernance associant les différents acteurs de la filière, y compris des petits producteurs. Plusieurs principes de gestion efficiente des ressources identifiés par Elinor Ostrom sont également respectés (Ostrom, 2005). Toutefois, la dénomination "IG poivre de Penja" est fragilisée par l'absence de système de certification et de traçabilité. Par ailleurs, l'analyse révèle des asymétries fortes entre les acteurs et des rapports de pouvoir qui participent à maintenir cette hiérarchie. Nous montrons que la structure de gouvernance, dans ses objectifs comme dans son organisation ne tient que faiblement compte des caractéristiques socioéconomiques des petits producteurs. Enfin, la perspective de l'ouverture d'un centre de conditionnement et d'agrégage, étape clé de la traçabilité, laisse ouverte des questions importantes quant à la gestion durable de la ressource : les capacités d'enforcement en cas d'usurpations, la rentabilité pour les petits producteurs, et les coûts sociaux initiés par un système de contrôle reposant en partie sur les producteurs eux-mêmes.

Keywords: Poivre de Penja, gouvernance, biens communs, rapports de pouvoir

*Speaker

The Role of Geographical Indication (GI) in promoting Pakistan's agriculture sector with the support of Food Quality Standards in QFD Model

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Purpose

This paper aims to explore the impact of Geographical Indication on the Pakistan Agro-industry by the mediating role of food quality and safety standards. In addition, aims to identify the GI impact on performance of Pakistan Agro industry by the application of quality and safety standards.

Design/methodology/approach

This study at first stage has designed the Quality Function Deployment Model to construct a correlation matrix between Agro-industry requirements and the global quality and safety standards. At the second stage the study has constructed structural equation model (SEM) to explain the effects of GI and global quality and safety standards on Agro industry performance. Data was collected by the 250 respondents related Agro-industry of Pakistan.

Findings

Three main finding have been reported based on the results of the study. First: As Pakistan is an Agro based economy and has abundance of high-quality Agro products. therefore, GI is an essential tool to protect Pakistan's Agro- products at global level. Secondly: GI Tagging would serve as a bridge between Pakistan and international markets by branding Pakistan's Agro products according to global quality and safety standards. Thirdly: there is a need to design supportive policies to promote GI tagging and for the implementation of global quality and safety standards in Pakistan's Agro industry to compete at global level.

Originality/Novelty

This is the first study conducted in Pakistan to highlight GI importance in the context of Pakistan's Agro industry by defining global quality and safety standards.

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Keywords: Geographical Indication, Agro, Industry, Quality standards, safety standards, QFD Model. Pakistan

CEYLON CINAMON GEOGRAPHICAL INDICATION ASSOCIATION - SRI LANKA.

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The headquarter of the Ceylon Cinnamon Geographical Indication Association is located at 42, Nawam Mawatha, Colombo, 00200, Sri Lanka.

Ceylon Cinnamon Geographical Indication Association is a non-profit, autonomous, apolitical, neutral and national association. This Association only serves the public interest. Ceylon Cinnamon Geographical Indication Association is created in 2019, and its duration is not limited.

Objectives and mission

Ceylon Cinnamon Geographical Indication Association is established for the defence and promotion of the producers' know-how and the name, quality and reputation of Ceylon Cinnamon, for the benefit of stakeholders involved from producers to consumers. To achieve these objectives;

Prepare the specifications of Ceylon Cinnamon qualities, a reputation that is inherent due to the origin and applies for its registration as a protected Geographical Indication (GI) under the Sri Lankan Law;

Create relations and cooperation/links between Ceylon cinnamon nursery owners, producers, processors, traders, organizations and relevant Statutory Institutions that comply with the specificity of Ceylon Cinnamon;

Promote the reputation and integrity of Ceylon Cinnamon by the improvement of its quality and preventing infringement or misuse of the Ceylon Cinnamon name;

Prepare and implement the internal control system to ensure the quality, traceability and uniqueness;

Identify and cooperate with the External Control Agent;

Train members and develop their capacities to produce Ceylon Cinnamon in compliance with the Traditional Knowledge, Standards and Specifications;

Examine and make a decision on the applications of those.

*Speaker

Maintain the register of nursery owners, producers, processors and traders accredited by the Internal Control Agent and communicate relevant information to members and External Control Agent as well as to the National Intellectual Office (NIPO) and interest parties upon request;

Prevent misuse of Ceylon Cinnamon name (by third party whose products that do not conform to the applicable standards and specifications);

Take necessary legal measures to protect the name of Ceylon Cinnamon from misuse or infringement;

Provide socio-economic benefits to producers /processors involved in the Ceylon Cinnamon supply chain;

Build capacity/awareness about GI of Ceylon Cinnamon among various stakeholders and consumers;

Take any other action needed to achieve the Association's objectives.

Membership

Ceylon Cinnamon nursery owners, producers, processors, traders, stakeholders and other interested persons of the cinnamon supply chain in Sri Lanka defined area that agree and shall act devotedly to promote the objectives of the Association can apply for the membership if also fulfilling the following criteria nursery owners;

Membership of the Association is open to citizens of Sri Lanka.

Members' rights

To use the "Ceylon Cinnamon" name on the genuine Ceylon Cinnamon that they produce or sell; if they respect the specifications and are accredited by a relevant control agent or institution;

To be committed to the aims and objectives of the Association and to work accordingly;

To provide all relevant information related to the production and exploitation of Ceylon Cinnamon to the Association especially the number of harvested/ coppiced stems/ trees, production capacities, production and exploitation plans of Ceylon Cinnamon;

Obligation to take action on participatory decisions taken by the Ceylon Cinnamon Geographical Indication Association;

Keywords: Association, Membership, Obligation to the constitution, Marketing strategy.

LA INDICACIÓN GEOGRÁFICA Y SU PAPEL TRANSFORMADOR EN LA AMAZONIA: EL CASO DEL ESTADO DE PARÁ

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La Amazonía brasileña llama la atención de la comunidad internacional por su extensa área compuesta por las más variadas especies animales, vegetales, minerales y, principalmente, sus habitantes. Un universo multicultural donde las personas que allí viven luchan a lo largo de la historia, ante el paradójico conflicto entre la preservación de la naturaleza local en estado virgen y los lineamientos que la evolución global impone como fundamento del desarrollo, que despierta interés en su explotación, generando un uso desordenado del medio ambiente. En este contexto, la indicación geográfica (IG) de productos relacionados con la Amazonía comenzó a merecer una atención especial en forma de políticas públicas dirigidas a la protección de los conocimientos tradicionales, así como la protección de aquellos que preservan efectivamente la cultura y la historia y, a menudo, ganan menos económicamente en la cadena económica, es decir: el productor. Este trabajo muestra cómo el estado de Pará utiliza las indicaciones geográficas como una posibilidad para preservar. La Amazonía brasileña llama la atención de la comunidad internacional por su extensa área compuesta por las más variadas especies animales, vegetales, minerales y, principalmente, sus habitantes. Un universo multicultural donde las personas que allí viven luchan a lo largo de la historia, ante el paradójico conflicto entre la preservación de la naturaleza local en estado virgen y los lineamientos que la evolución global impone como fundamento del desarrollo, que despierta interés en su explotación, generando un uso desordenado del medio ambiente. En este contexto, la indicación geográfica (IG) de productos relacionados con la Amazonía comenzó a merecer una atención especial en forma de políticas públicas dirigidas a la protección de los conocimientos tradicionales, así como la protección de aquellos que preservan efectivamente la cultura y la historia y, a menudo, ganan menos económicamente en la cadena económica, es decir: el productor. Este trabajo muestra cómo el estado de Pará utiliza las indicaciones geográficas como una posibilidad para preservar. El estado de Pará cuenta actualmente con el registro de 04 indicaciones geográficas, que son: Tomé-Açú para el producto de cacao, Marajó para el producto de queso, Bragança para el producto de harina de yuca, que son indicaciones de origen, así como la Tierra Indígena Andirá-Marau para productos waraná (guaraná nativo) y panes waraná (palo de guaraná), siendo una denominación de origen. El estado de Pará busca a través de las indicaciones geográficas obtener una herencia para enfrentar el uso menos sostenible de sus productos. El aceite de andiroba y chocolate de la isla de Combú, el cacao de la región de la carretera Transamazónica y Baixo Tocantins, la miel de São João de Pirabas y Carajás, las artesanías cerámicas de Marajó, Tapajós y Parauapebas demuestran la riqueza de productos que se conservarán durante varias generaciones debido a la preocupación

*Speaker

por su protección intelectual. A través de políticas públicas diseñadas por el Foro Técnico Estatal de Indicaciones Geográficas y Marcas Colectivas, se espera que la protección intelectual vinculada a la biodiversidad se preserve perpetuamente.

Keywords: Amazon, Preservación, Biodiversidad.

Transmitting Traditional ecological knowledge in GIs: How can productions sustain in cul-tural landscapes?

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¹, Yuta Uchiyama ¹

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As Geographical Indications (GI) differentiate products with locally unique production methods and product characteristics, the registrations could encourage the production increase and add new producers. However, recruiting additional producers does not automatically occur. The study surveyed the community and government attempts with GIs. Generally, producers faced decrease in demands and populations. What attempts to add producers are tried for this purpose? The GI registration was the attempt of production promotion and collaboration to share traditional ecological knowledge (TEK) and production knowledge from household to community levels. TEK conserved landscape of agricultural production and surrounding environment and cultures, including cultural landscapes. Local governments can integrate these local attempts with the national policies to increase new agricultural producers of commercially viable products. The GI registration of *Odate Tonburi* demonstrated the increased opportunity to open TEK at a community level. Furthermore, along with the GI registration of *Kunisaki Shichitai*, the on-the-job training is practiced. The city government formalized the policy to add new producers under the national policy framework. The uniqueness characterized by the Globally Important Agricultural Heritage Systems also affected the government attitudes on this formalization.

Keywords: Geographical indication (GI), Globally Important Agricultural Heritage Systems (GI-AHS), Producer recruitment.

*Speaker

Author Index

- A M, Radhika, 321
A.M., Radhika, 152
Ackermann, Nuria, 124
Aguilar Gallegos, Norman, 106
Altintas, Dr. Nese, 49
Amilien, Virginie, 292
Andrea, Marescotti, 216
Angela, Crescenzi, 31
Arciprete, Roberta, 208
Arfini, Filippo, 130, 170, 208, 212
Asfia, Noor, 356
Autio, Minna, 172
Aye, Myo, 199
Ayu Palar, Miranda Risang, 96, 313
- BACHA, Fadhila, 126
Baldenhofer, Michael, 29
Baldi, Lisa, 130
Balling, Richard, 29
Balling, Richard, Prof. Dr., 25
BARBOSA, PATRICIA MARIA DA SILVA, 282
BARBOSA, PATRÍCIA, 239
Bardenhagen, Christopher, 105
Barjolle, Dominique, 46
Batista Junior, Eudoxio Antonio, 290
Bayudan, Simoun Rainier, 275
beh lam's, kouakou vincent, 109
BEKKOUCHE, OMAR, 139
BEL, Nadège, 148
Belchi, Paul, 337
Belletti, Giovanni, 142, 216, 218, 245
Bernard-Mongin, Claire, 66, 269
Bernardes, João, 191
Beuvier, Eric, 148
Blank, Klaus, 55
BLOT, Caroline, 141
BOCCHI, CARMEM, 290
bouras, naima, 277
Bowen, Sarah, 311
Braz, Nídia, 191
BRILHANTE SILVA, JOSELITO, 194
Brito, Carla Oliveira, 330
Bruch, Kelly, 239
BRUNET-PIGNOT, Marion, 333
BUCHE, Patrice, 148
- Caldas, Alcides dos Santos, 330
Camps, Laia, 27
Carimentrand, Aurélie, 201
Carvalho, Icaro, 252
Casabianca, François, 72, 74
Castellví, Anna, 27
Cazaubon, Jean-Louis, 35
Cerdan, Claire, 243
Chakraborty, Ankita, 347
Champredonde, Marcelo, 91
CHARLES, Cécile, 148
Chen, Zuting, 318
Cheng, Wenting, 286
Chetaille, Anne, 229
COBELLO, SANDRO MARCELO, 183
Colomer Bosch, Delia, 164, 204
Colomer, Delia, 166
Conceição Campos Pena, Lara, 101, 156
Corre, Tifenn, 162
Correa Pinto, Gustavo, 173
Cortese, Martín, 301
COUTEAUX, Julien, 148
Coutinho, Anderson, 173
Covarrubia, Patricia, 108
Cozzi, Elena, 170
Crescenzi, Riccardo, 307
Cretnik, Andreas, 29
Cristina, Vaquero Pineiro, 305, 307
Crombez, Christophe, 185
Cruz, Ana Lúcia, 191
- Datta, Sayantani, 210
de Cassia Vieira Cardoso, Ryzia, 101, 156
De Filippis, Fabrizio, 305, 307
de Jesus Silva, Priscila, 341
de Lima Medeiros, Mirna, 181
DE OLIVEIRA CABRAL, JOSÉ EDNILSON, 194
DEGLA, Estève, 70
Di Concetto, Alice, 315
Dilani, Hirimuthugodage, 351
Dokuzlu, Sertac, 120
Dos Santos Caldas, Alcides, 156
dos Santos Caldas, Alcides, 101
Dwijomartono, Suhadi, 258, 260
- Ebralidze, Ia, 132
Egelyng, Henrik, 343

El Hadad-Gauthier, Fatima, 126
 Emilie, Vandecandelaere, 190, 211, 218
 Enríquez Caballero, Yuritzi Paola, 251

 Fernando, Christopher, 332, 358
 Feuer, Hart, 39
 Feuer, Hart N., 114
 FLUTET, Gilles, 141
 Fogliatto Mariot, Roberta, 173
 Fontecha Hernández, Andrea, 106
 Fort, Fatiha, 39
 Fournier, Stéphane, 114, 243, 349
 Fracarolli, Guilherme, 61
 Frayssignes, Julien, 221
 Freire Guimaraes, Carla Regina Ferreira, 317
 FREITAS SCHILLING MARQUESAN, FÁBIO,
 194
 Freitas, Ana, 191

 Gabellini, Sara, 142
 gagliani, gabriele, 345
 Galeano Barrera, Claudia Jazmin, 106
 García Bernal, Begoña, 323, 325
 Gautier, Jacques, 141
 Gaytán, Marie Sarita, 311
 Gennaro, Giliberti, 31
 Gerber, Jean-David, 200
 GERBER, Pauline, 148
 Gil Roig, José Maria, 164, 166
 GIL, JOSE MARIA, 204, 223
 Gimeno Beviá, Vicente, 84
 Giordano, Fabrice, 249
 Giua, Mara, 269, 305, 307
 Godia, Joan, 27
 GONOMY, Michel, 243
 Gonçalves, Alexandra, 191
 GU, XIN, 294
 GUADARRAMA-FUENTES, OMAR V., 204,
 223
 Guareschi, Marianna, 130, 212
 Guerrero, paola, 42
 Guerrieri, Flavia, 134, 273
 Guibert, Cécile, 221
 Guéneau, Stéphane, 116

 HABA, Mory, 137
 Haroutounian, Serko, 33
 Hegnes, Atle Wehn, 227
 Heisrath, Wolfgang, 29
 Howard, Phillip, 105
 Hugues, Justin, 78
 Hunter, Erik, 288
 Huysmans, Martijn, 168, 185

 Höhn, Gero Laurenz, 168, 185

 Ignacio, Rabasa, 225
 Igoumenidou, Vasiliki, 33
 Ilhan, Özden, 45
 Indikawati, Fitri Indra, 353

 Jayasingha., G.G., 332
 Jorjadze, Mariam, 132

 Kalandadze, Tengiz, 53
 Kallas, Zein, 164, 166
 Kananian, Mona, 128
 KANOUTE, Pape Tahirou, 112
 Kanouté, Pape Tahirou, 349
 Kimura, Junko, 206
 Kingsbury, Aaron J., 114
 Kirsten, Johann, 86
 Kohsaka, Ryo, 265, 362
 Kompari, Katarina, 88
 Kouakou, Kouakou Philipps, 46
 Krieglstein, Bruno, 29

 Laborie Roussel, Sylvène, 229
 lacombe, nicolas, 309
 LE GALL, PIERRE, 339
 LE GUERROUÉ, JEAN LOUIS, 296
 Leite, Sergio, 317
 Levy, Alexandre, 63
 Li, Jing, 318
 Lida, Dali Serge, 264
 Lindermayer, Hannah, 25
 Liu, Ying, 318
 Locatelli, Liliana, 239

 M., Padmavati, 210
 MABOUNE TETMOUN, Suzanne Abeline, 158
 Maccari, Michele, 130
 Machado Terra, Luiza, 173
 Maina, Fredah, 343
 Mancini, MariaCecilia, 130
 Mancini, Marian Cecilia, 212
 manderieux, laurent, 345
 Manzo, Stefania, 132
 Marescotti, Andrea, 142, 218, 245
 Mariani, Mariagiulia, 76
 Marie-Vivien, Delphine, 37, 72, 74, 116, 335
 Marie-vivien, Delphine, 134
 MARTIN, Théo, 335
 Martinez Hernandez, Alberto Gabino, 269
 Mateus, Maria Palma, 191
 Maurizio, Crupi, 93
 MAYOUX, Laurent, 141

Mayr, Alexandra, 247
 MAZOUZ, KHEIREDDINE, 103
 Mazé, Armelle, 57, 299
 Mburu, John, 343
 Melo, Paulo de Tarso, 280, 360
 Menapace, Luisa, 197
 Mendoza García, Edgar Mauricio, 106
 Mengisitie Alemu, Getachew, 354
 Menozzi, Davide, 170
 MESSAILI, SAMIR, 103
 Metereau, Renaud, 269
 Milutinovic, Mirjana, 122
 Miyake, Yoshitaka, 265, 362
 Moerland, Anke, 82
 Mogol, Natalia, 319
 Moir, Hazel, 284
 Mongondry, Philippe, 57
 Monier-Dilhan, Sylvette, 162
 Monterescu, Daniel, 69
 Montoro, Celia, 27
 Morcillo Ripoll, Yolanda, 164
 Morcillo, Yolanda, 166
 MORCILLO-RIPOLL, YOLANDA, 204
 mosbah, achour ziane, 237
 Muco, Elda, 118
 Muschialli, Ebe, 262
 Musiza, Charlene, 80
 Mòdol, Carmel, 27

 Nadav Feuer, Hart, 241
 Nair, Latha, 98
 Napasintuwong, Orachos, 152
 Narayanan, Lalitha, 188
 Narciso, Alessandra, 187
 Nawal, Farkacha, 51
 Negro, Sandra, 301
 NEVES CALMON SIQUEIRA BRANCO, Nina
 Paloma, 101, 156
 Nguyen, Mai Huong, 37
 Nightingale, Alexandra, 59
 NINDJIN, Charlemagne, 46
 Njankoua Wandji, Dieunedort, 158
 Noniashvili, Tamar, 132
 NOTZ, Eric, 148
 Nozières-Petit, Marie-Odile, 105

 Oberlack, Christoph, 200
 Ognov, Alexandra, 141

 Pagliacci, Francesco, 144
 Paglietti, Lisa, 122
 PALOMINO, MARCOS EDUARDO PIZETTA,
 282
 Parayil, Chitra, 152
 Passador, Cláudia Souza, 181
 Passador, João Luiz, 181
 PAYSANT, Benoît, 148
 PEDELAHORE, Philippe, 243
 Pena, Lara, 341
 PEREIRA, MARCELO LUIZ SOARES, 282
 Philippoteaux, Claire, 47, 106
 Pick, Barbara, 95
 PILAR, MONTERO, 254
 Pineda Suarez, Paola, 106
 Pineda, Paola, 47
 Pizzamiglio, Valentina, 208
 POLTURAT, Blandine, 148
 Pomeon, Thomas, 214
 Pouzenc, Michaël, 221
 Purcell, Kerry, 108
 Putranti, Deslaely, 353

 Quintas, Célia, 191

 Rackl, Jakob, 197
 Rahmani, Djamel, 164, 166
 Raiher, Augusta Pelinski, 181
 Raju, Rajesh K, 321
 REGOLO, Julie, 214
 Regolo, Julie, 162
 Rigolot, Cyrille, 206
 Romano, Anabela, 191
 Romero Riaño, Efrén, 106
 Roos, Gun, 292

 S K, Sulok, 256
 Sahoo Bhattacharyya, Niharika, 210
 SALGUEIRO CHACON, SUELY, 194
 Salpina, Dana, 144
 Salvatici, Luca, 305, 307
 Sambou, Maïmouna, 349
 Samper, Luis, 327
 Samper, Luis Fernando, 211
 SANSON DE BEM, JUDITE, 194
 Santiago, Débora Gomide, 290
 Santos, Wellington Gomes dos, 290
 SARTO FREIRE CASTELO, JOSÉ, 194
 Sautier, Denis, 158, 243
 Sauvee, Loic, 105
 Scaramuzzi, Silvia, 142
 Schineider, Juliana, 296
 Schober, Karola, 25
 Sekine, Kae, 114, 271
 Selam, Selam Gebrehiwot Afework, 328
 Sessim Borges, Dina Giovana, 173
 SILVA, MARIANA MARINHO, 282

Simsek, Nazli, 49
Slattery, Sibylle, 176
Souza Monteiro, Diogo, 288
Sow, Fanta, 349
SPELLE, Céline, 148
Srinivasan, Chandrasekaran, 267
Steinegger, Sarah, 200
Sugiri, Ranggalawe Suryasaladin, 196
Suhadi, Dollaris, 258, 260
Svinartchuk, Tatiana, 90
Särkkä, Marjo, 172

Tafani, Caroline, 160, 309
Takahashi, Naoko, 241
Tancoigne, Elise, 298
Tankam, Chloé, 355
Tartanac, Florence, 190, 211
Tavares Alfama, Hailton, 187
Teyssier, Catherine, 231, 337
Thouillot, Floriane, 243
Thévenod-Mottet, Erik, 59
Tillard, Guylène, 233
Touzard, jean-marc, 145
Troskie, Dirk, 64, 303

Uchiyama, Yuta, 265, 362
Urdillo, Carme, 27
Uziah, Liel, 43

VAGNERON, Isabelle, 116
van Noord, Daniël, 168
Vieira, Adriana, 239
Vieira, Luciana, 252
Vilela Marta Rio Costa, Ana Alexandra, 288
Villota, Rafael, 76
Vinayan, Soumya, 188
Vittori, Massimo, 178, 211

Weiller, Yohan, 231
Wibowo, Arif Ardy, 353
Wiedersich Avena, Astrid, 150
Wilkinson, John, 317
Wirsig, Alexander, 29

XU, HUI, 294

Yang, Xuan, 294
Yeh, Ching-Hua, 170

Zappalaglio, Andrea, 245
Zina Angélica, Cáceres Benavides, 317
Zinsli, Matthew J., 76, 154
Zito, Paula, 279
Zivadinovic, Tamara, 122

