

Geographical Indications for Food: A Faustian Bargain between Heritage Preservation and Better Access to Origin-Based Market Segments?

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Starting point

- Inclusion of regional development, and the conservation of biodiversity and traditional knowledge
(Marie-Vivien & Biénabe, 2017)
- International market demand for quality segmentation for food safety, traceability, and authenticity
(Barham & Sylvander, 2011; Maye et al., 2016; Conneely & Mahon, 2015)

Starting point (*cont.*)

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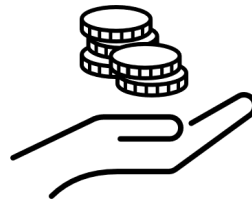
Disciplinary approach

- Political Ecology and new institutionalism
 - Power relations in environmental issues
 - Institutions – the rules of the game:
who decides, who benefits, who is included and who is excluded?
 - Ecological Economics
 - Economic activity < > human well-being, sustainability, and justice
- GIs imply a re-negotiation of the benefits from, decision-making about intellectual property rights to commons

Commons protection or commodification?

- research hypotheses

GIs protect commons if and only if they reinforce the non-monetary values of commonly shared resources (e.g. biocultural heritage), amidst or even despite better access to origin-based market segments



GIs commodify commons if they give more weight to monetary values than non-monetary values of commonly shared resources (e.g. biocultural heritage)

Commons institutions

- Community regulating resource use with self-organized institutions
- Difficult to exclude users

(Ostrom, 2015)

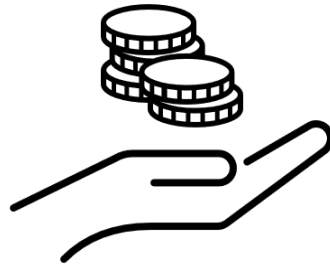
- Goods and services primarily valued according to their use value – their multiple values for society

(Bollier, 2021; Gibson-Graham et al., 2016; Sato & Soto Alarcón, 2019; Vivero-Pol et al., 2019)



Commodification of goods and services

Valuation according to their exchange value rather than their use value
= monetary value
(Gerber & Gerber, 2017)



Commons protection through GIs?



- a. Value chain actors that collectively create and use commons resources

- b. Intellectual commons resources – knowledge, know-how and reputation



- a. Institutional arrangements and practices of shared ownership, decision-making, and responsibility

(adapted from Lemeilleur & Allaire, 2019; Quiñones-Ruiz et al., 2015)

Commodification through GIs?

- Intentions vs. practices and outcomes of alternative agriculture
 - Industrial standardization, hygiene laws, and large-scale distribution
 - Creation of standards and markets
- Products become (more) consistent and can be disembedded from their context

(Lotti, 2010)

Preliminary indicators

	Commodification	Commons preservation
Principles of terroir-specific farming	<ul style="list-style-type: none"> • Short-term perspective of resource use, profit-orientation 	<ul style="list-style-type: none"> • Long-term perspective of resource use, value-orientation • Biodiversity conservation • Promotion of cultural values of food
Codes of practice	<ul style="list-style-type: none"> • To meet market demand and commercial standards (Galtier et al., 2008) • Established by external actors • Bypassed by value chain actors 	<ul style="list-style-type: none"> • To ensure maintenance of terroir-specific agricultural practices and food • Established by value chain actors (Quiñones-Ruiz et al., 2015) • Adhered to by value chain actors
Control mechanisms	<ul style="list-style-type: none"> • By third-party 	<ul style="list-style-type: none"> • By value chain actors (and third-party)

Research Outlook

- Comparative case studies of commons around food in Switzerland and Peru
 - Geographical Indication in Switzerland
- Participatory Guarantee Systems (PGS) in Peru
- ...



Thank you very much
for your attention & inputs!

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Picture Sources:

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