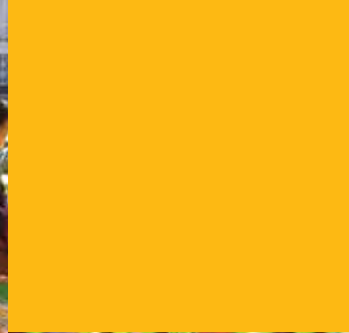




Food and Agriculture  
Organization of the  
United Nations

# Linking people, places and products



A guide for promoting quality linked to  
geographical origin and sustainable Geographical Indications

Second edition



# LINKING PEOPLE, PLACES AND PRODUCTS

## A guide for promoting quality linked to geographical origin and sustainable geographical indications

This guide has been jointly produced by the Food and Agriculture Organization of the United Nations (FAO) and SINER-GI

Second edition

### **Authors and Editors:**

Emilie Vandecandelaere  
Filippo Arfini  
Giovanni Belletti  
Andrea Marescotti

### **Associate authors and contributors:**

Gilles Allaire; Jo Cadilhon; François Casabianca; Peter H.G. Damary; Magali Estève; Martin Hilmi; Charlotta Jull; Amélie Le Coent; Emmanuelle LeCourtois; Jérôme Mounsey; Anna Perret; Denis Sautier; Florence Tartanac; Erik Thévenod-Mottet; Frederic Wallet.

The designations employed and the presentation of material in this information product do not imply the expression of any opinion whatsoever on the part of the Food and Agriculture Organization of the United Nations (FAO) concerning the legal or development status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries. The mention of specific companies or products of manufacturers, whether or not these have been patented, does not imply that these have been endorsed or recommended by FAO in preference to others of a similar nature that are not mentioned.

The views expressed in this information product are those of the author(s) and do not necessarily reflect the views of FAO.

The views expressed in the contribution by Siner-GI members are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission. Neither the European Commission nor any person acting on behalf of the Commission is responsible for the potential use of the information contained herein.

The views expressed in the contribution by Siner-GI members are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission. Neither the European Commission nor any person acting on behalf of the Commission is responsible for the potential use of the information contained herein.

ISBN 978-92-5-106656-0

All rights reserved. FAO encourages reproduction and dissemination of material in this information product. Non-commercial uses will be authorized free of charge, upon request. Reproduction for resale or other commercial purposes, including educational purposes, may incur fees. Applications for permission to reproduce or disseminate FAO copyright materials, and all queries concerning rights and licences, should be addressed by e-mail to [copyright@fao.org](mailto:copyright@fao.org) or to the Chief, Publishing Policy and Support Branch, Office of Knowledge Exchange, Research and Extension, FAO, Viale delle Terme di Caracalla, 00153 Rome, Italy.

© FAO 2009-2010

## FAO Programme on Quality Linked to Geographical Origin

Worldwide, there are increasing social expectations and consumer demand for food and agricultural products that bear a specific quality label, in particular with a relation to origin, tradition, and a particular know how. Promotion and preservation of such origin-based quality can contribute to rural development, food diversity and consumer choice. This is in particular is a result of the preservation and promotion of local natural, cultural and social resources. Moreover, the recent development of new schemes, such as geographical indications, requires guidance. FAO therefore, in 2007, launched a programme on origin-linked quality in order to contribute to rural development by assisting member countries and stakeholders in the implementation of origin-based quality schemes, both at institutional and producer level that are tailored to individual economic, social and cultural contexts.

**Website:** [www.foodquality-origin.org](http://www.foodquality-origin.org)



Within FAO, this guide is the result of the collaboration between the Nutrition and Consumer Protection Division and the Rural Infrastructure and Agro-industries Division which both support the development of specific quality schemes to enhance sustainable development.

The Food Quality and Standard Service of FAO is grateful to the ministry of agriculture and fisheries of France for its contribution to the trust fund project on specific quality (2007-2010) that supported the development of knowledge and analysis of member countries' experience in the field of quality linked to geographical origin and that permitted the publication of this guide.



**Strengthening International Research on Geographical Indications (SINER-GI)** is a research project and network supported by the European Community (priority 8.1: Policy-oriented research) from May 2005 to July 2008, coordinated by Bertil Sylander up to 2007 and by Gilles Allaire from 2007 up to the termination of the project. The objective of the SINER-GI project is to build and share a coherent worldwide scientific basis regarding economic, legal, institutional and socio-cultural conditions of success for geographical indications. This scientific work is to give effective support for sound policies. SINER-GI builds on a worldwide network of contributions from many researchers and associated researchers and case studies. The SINER-GI consortium gratefully acknowledges the financial contribution of the European Community under the Sixth Framework Programme for Research, Technological Development and Demonstration Activities, for the Specific Targeted Research Project SINER-GI SSPE-CT-2005- 006522.

**Website:** [www.origin-food.org](http://www.origin-food.org)



---

# Content

<b>Foreword ...</b>	<b>.xi</b>
<b>Acknowledgements ...</b>	<b>.xii</b>
<b>List of acronyms and abbreviations ...</b>	<b>.xvii</b>

<b>INTRODUCTION ...</b>	<b>.xix</b>
-------------------------	-------------

## **THE DIFFERENT STEPS OF THE ORIGIN-BASED QUALITY VIRTUOUS CIRCLE 1**

1- Identification .....	4
2- Qualification ...	4
3- Remuneration ...	5
4- Reproduction of local resources .....	5
5- Role of public policies along the virtuous circle ...	6

**Figure 1:** The origin-linked quality virtuous circle .....3

**Case study 1:** The value creation process - SAFFRON OF TALIOUINE (Morocco) .....6

## **PART 1. IDENTIFICATION: AWARENESS AND POTENTIALS .....9**

### **1.1 THE LINKS BETWEEN PRODUCTS, PEOPLE AND PLACES .....11**

The product: specific quality and reputation ...	12
The place and the local resources .....	13
The people: the collective dimension and potential for action ...	14
Practice .....	17

**Figure 1:** Interaction between people, product and place .....11

**Box 1:** Terroir and typicity ... .....12

**Case study 1:** Identification of specific quality and reputation: UVS SEA BUCKTHORN (Mongolia);  
SALT OF AMED (Indonesia) ... .....13

**Case study 2:** The link with the physical environment-PICO DUARTE COFFEE  
(Dominican Republic) ... .....15

**Case study 3:** The path from identification to qualification - CHIVITO CRIOLLO DEL NORTE  
NEUQUINO (Argentina) .....16

### **1.2 WHY ENGAGE AN ORIGIN-BASED COLLECTIVE PROCESS? A SUSTAINABLE PERSPECTIVE .....19**

Rural and sustainable development ...	19
The economic pillar: adding value and benefit from organization ...	20
The environmental pillar: sustainable use of resources and biodiversity .....	22
The social pillar .....	23
A tool in the hand of local actors for a sustainable territorial approach .....	24
Practice .....	27

**Box 2:** Premium price from differentiation .....20

**Case study 4:** Influence of reputation on price formation - NAKORNCHAISRI PUMMELO  
(Thailand) .....21

---

<b>Case study 5:</b> Contribution to social sustainability - MAIZ BIANCO DE CUZCO (Peru) .....	24
<b>Case study 6:</b> Origin-linked production for promoting the sustainable development of a fragile area - LIVNO CHEESE (Bosnia Herzegovnia) .....	25
<b>1.3 GEOGRAPHICAL INDICATIONS, LOCAL REGULATION AND PROTECTION</b> .....	<b>29</b>
What is a geographical indication (GI)? .....	29
Use and misuse: the need for well established and explicit rules .....	31
The need to establish local rules to use the geographical indication .....	33
Enforcement of the local rules: social mechanisms and legal protection .....	33
Practice .....	37
<b>Box 3:</b> The formalization of rules and collective actions - Example of Nyons Olive oil .....	31
<b>Case study 7:</b> Imitation of a GI by industrial companies - QUESO CHONTALEÑO (Nicaragua) .....	32
<b>Case study 8:</b> Social control and sanctions for local staple food - GARI (cassava semolina) from SAVALOU (Bénin) .....	34
<b>Case study 9:</b> Registering a GI to prevent the private registration of a geographical name (Dominican Republic) .....	34
<b>Box 4:</b> Geographical Indication, Appellation of Origin and Indication of Source .....	35
<b>Box 5:</b> Origin-based product, GI product and protected GI product .....	35
<b>1.4 SHARING A COMMON APPROACH</b> .....	<b>39</b>
The need for collective action .....	39
Mobilizing local stakeholders .....	40
Involving external actors .....	42
Practice .....	47
<b>Figure 2:</b> Different stakeholders who can be involved in the value creation process .....	39
<b>Case study 10:</b> Setting up Collective Actions - COTIJA CHEESE (Mexico) .....	41
<b>Case study 11:</b> Involvement of a supply chain actor: a butcher - PAMPA GAÚCHO DA CAMPANHA MERIDIONAL MEAT (Brazil) .....	42
<b>Box 6:</b> Examples of chefs and restaurants support .....	43
<b>Case study 12:</b> The role of travelers and emigrants nostalgia for their native country in promoting the product and building its reputation - MAMOU CHILI (Guinea) .....	43
<b>Box 7:</b> Consumers' support - Example of Slow Food .....	44
<b>Box 8:</b> Examples of wine routes .....	44
<b>Case study 13:</b> Actions of public authorities and NGOs - CACAO ARRIBA (Ecuador) .....	45
<b>Box 9:</b> Examples of research projects .....	45
<b>Case study 14:</b> Actions of public authorities and NGOs - CHIVITO CRIOLLO DEL NORTE NEUQUINO (Argentina) .....	46
<b>PART 2.QUALIFICATION: SETTING RULES FOR A GI PRODUCT</b> .....	<b>49</b>
<b>2.1 THE CODE OF PRACTICE</b> .....	<b>51</b>
A document defining the specific quality linked to geographical origin .....	51
Importance of measurable requirements .....	52
Importance of mediation .....	53
<b>Box 1:</b> The main content of the code of practice .....	52
<b>Case study 1:</b> A constructive process to elaborate the code of practice - COFFEE OF KINTAMANI BALI (Indonesia) .....	54

<b>2.2 DEFINITION OF THE SPECIFIC QUALITY PRODUCT .....</b>	<b>55</b>
Description of the product.....	55
First step: inventory of resources and practices .....	55
Second step: defining the rules .....	57
<i>Practice</i> .....	59
<b>Box 2:</b> Examples of specific characteristics giving typicity to the product.....	56
<b>Box 3:</b> Taste qualification process - Argan Oil (Morocco).....	56
<b>Table 1:</b> Sample questions for providing an inventory of specific characteristics .....	57
<b>Box 4:</b> Setting up a sub-category; example of Gruyère.....	57
<b>Case study 2:</b> Including artisan and industrial production categories-TURRIALBA CHEESE (Costa Rica).....	58
<b>2.3 THE DELIMITATION OF THE PRODUCTION AREA ... ..</b>	<b>61</b>
What defines the territory? ... ..	61
Reputation and history ... ..	61
The GI name and the territory.....	62
Criteria and methods to define the boundaries ... ..	63
<i>Practice</i> .....	71
<b>Case study 3:</b> Taking into account the territorial complexity of the existing production area - GRUYÈRE PDO (Switzerland) ... ..	62
<b>Box 5:</b> Examples of GI names in relation to the territory .....	63
<b>Table 2:</b> Criteria for delimitation .....	64
<b>Case study 4:</b> The delimitation of the GI boundaries - ROOBOIS HERBAL TEA (South Africa) ... ..	65
<b>Box 6:</b> Link with the geographical area: difference between Appellation of Origin (AO) and Geographical Indication (GI) ... ..	65
<b>Box 7:</b> Examples of delimitation in relation with terroir plots and administrative boundaries .....	66
<b>Box 8:</b> Method and contents of a GI delimitation report ... ..	66
<b>Case study 5:</b> How the CoP justifies the link between product and geographical area - LARDO DI COLONNATA (pork fat) (Italy) .....	67
<b>2.4 SETTING UP THE LOCAL GUARANTEE SYSTEM ... ..</b>	<b>71</b>
A guarantee system for geographical indications .....	72
Role of producers organizations in the guarantee system ... ..	74
Setting up the control plan .....	76
Managing the costs ... ..	77
<i>Practice</i> .....	81
<b>Case study 6:</b> Traceability at the producers' level: implementation of simple tools - KAMPONG SPEU PALM SUGAR (Cambodia) ... ..	72
<b>Case study 7:</b> Traceability and control system - COLOMBIAN COFFEE (Colombia) .....	73
<b>Box 9:</b> The different verification systems ... ..	74
<b>Case study 8:</b> Elaboration of a control system -COFFEE OF KINTAMANI BALI (Indonesia) .....	75
<b>Box 10:</b> Examples of sanctions for not meeting requirements ... ..	76
<b>Table 3:</b> Example of control plan for a GI vegetal product (Kampot pepper) .....	78
<b>Table 4:</b> Example of control plan for a GI animal product (Comté cheese) .....	79
<b>2.5 TAKING INTO ACCOUNT ENVIRONMENTAL AND SOCIAL ISSUES IN THE CODE OF PRACTICE ... ..</b>	<b>83</b>
The code of practice and sustainability ... ..	83
Setting the rules for sustainability .....	86
<i>Practice</i> .....	89

<b>Case study 9:</b> Products based on biodiversity resources - CHIVITO CRIOLLO DEL NORTE NEUQUINO (Argentina), CACAO ARRIBA (Ecuador), CHERRY OF LARI (Italy), JINHUA HAM (China)	85
<b>Figure 1:</b> Taking into account environmental and social aspects within the code of practice ...	86
<b>Table 5:</b> Examples of criteria for social and environmental sustainability ...	87
<b>2.6 POTENTIAL PROBLEMS IN SETTING THE RULES AND HOW TO SOLVE THEM</b> .....	<b>91</b>
<i>Practice</i> .....	93
<b>Table 6:</b> Examples of problems and solutions ...	92
<b>PART 3. REMUNERATION: MARKETING A GI PRODUCT</b> .....	<b>93</b>
<b>3.1 BUILDING AN ORGANIZATION TO MANAGE THE GI SYSTEM</b> ... ..	<b>97</b>
Importance of an organization ... ..	97
Roles and activities of a GI organization .....	97
Structuring the organization .....	98
To be or not to be ... part of the GI organization? .....	101
<i>Practice</i> .....	103
<b>Box 1:</b> Examples of activities and services the GI organization may provide .....	98
<b>Case study 1:</b> An organization supporting a GI product - COMTÉ CHEESE (France) .....	99
<b>Figure 1:</b> Example of structure for a GI interprofessional organization .....	99
<b>Case study 2:</b> Building a producer organization - KAMPONG SPEU PALM SUGAR (Cambodia) .....	100
<b>Case study 3:</b> The organization structure - PDO GRUYÈRE (Switzerland) .....	101
<b>Table 1:</b> Potential advantages and disadvantages of being part of the GI organization ... ..	102
<b>3.2 ACTIONS FOR STRATEGIC MARKETING</b> .....	<b>105</b>
Strategic and operational marketing .....	105
Developing a strategic marketing plan .....	106
Market analysis .....	106
Market segmentation: dividing a market into categories ... ..	108
Targeting: prioritizing .....	110
Positioning: getting consumers to understand the product ... ..	111
<i>Practice</i> .....	113
<b>Box 2:</b> Strategic and operational marketing for GI products in Tunisia .....	106
<b>Case study 4:</b> Market research and consumer surveys - TURRIALBA CHEESE (Costa Rica) ... ..	107
<b>Box 3:</b> Example of SWOT analysis made by the GI organization - PARMIGIANO REGGIANO CHEESE (Italy) .....	108
<b>Case study 5:</b> Segmentation and targeting-COLOMBIAN COFFEE (Colombia), COTIJA CHEESE (Mexico) .....	109
<b>Figure 2:</b> Example of consumers' segmentation by income and age .....	110
<b>Box 4:</b> Examples of logos for various GI products .....	111
<b>Box 5:</b> Examples of GI product category logos .....	111
<b>3.3 THE MARKETING MIX (OPERATIONAL MARKETING)</b> .....	<b>115</b>
What is the marketing mix? .....	115
Product .....	116
Price .....	117
Place .....	118
Promotion .....	121
<i>Practice</i> .....	123



<b>Figure 2:</b> The Marketing mix components ...	115
<b>Case study 9:</b> Now available for consumers: sliced and in vacuum packages for longer conservation - PARMA HAM PDO (Italy) .....	116
<b>Case study 10:</b> Quality differentiation, price and labelling- PARMIGIANO REGGIANO (Italy) .....	117
<b>Case study 11:</b> Accessing a new niche market - LIMON OF PICA (Chile) .....	119
<b>Case study 12:</b> Selecting the distribution channels- CHIVITO CRIOLLO DEL NORTE NEUQUINO (Argentina) .....	120
<b>Case study 13:</b> Examples of collective advertising tools - PARMIGIANO REGGIANO CHEESE (Italy).122	

## **PART 4. REPRODUCTION FOR SUSTAINABLE GIs .....125**

### **4.1 KEY FACTORS FOR SUSTAINABILITY ... ..127**

Reproduction of local resources and sustainability ...	127
Being aware of possible negative impacts ...	127
Key factors for sustainability .....	129
Assessing sustainability .....	129
<i>Practice</i> .....	133
<b>Case study 1:</b> Rural development issues - ROOBOIS HERBAL TEA (South Africa) .....	127
<b>Box 1:</b> Some questions for sustainability evaluation ...	131
<b>Case study 2:</b> Social and environmental sustainability, CHERRY OF LARI (Italy) ...	132

### **4.2 THE EVOLUTION OF RULES OVER TIME ..... 135**

Living products ...	135
The reasons the rules change .....	135
How changing the rules ...	137
<i>Practice</i> .....	139
<b>Case study 3:</b> Increasing market demand and resource shortage can lead to the modification of the rules - TEQUILA (Mexico) .....	136
<b>Case study 4:</b> Changing the rules for a GI within a new national legal framework - HAM OF UZICE/ ZLATIBOR (Republic of Serbia) ...	138

### **4.3 EXTENDED TERRITORIAL STRATEGIES FOR INCREASING RURAL DEVELOPMENT .....141**

Geographical indication as a leverage for extended territorial strategies ...	141
Investing in rural tourism ...	142
Conditions for setting-up extended territorial strategies ...	142
Involving local stakeholders for extended territorial strategies ...	143
<i>Practice</i> .....	145
<b>Case study 5:</b> Extended territorial strategy: benefiting from the reputation of the GI - LARDO DI COLONNATA (Italy) .....	142
<b>Case study 6:</b> GI as a tool for promoting the territory - Linking local wine and tourism activity (Brazil) .....	143
<b>Case study 7:</b> Linking GIs to rural tourism development (Morocco) ...	143

## **PART 5. CREATING CONDITIONS FOR THE DEVELOPMENT OF GIs: THE ROLES OF PUBLIC POLICIES .....147**

### **5.1 THE LEGAL PROTECTION OF GEOGRAPHICAL INDICATIONS .....149**

Legal tools ...	149
-----------------	-----

<i>Sui generis</i> systems and trademark laws .....	149
The choice of appropriate legal tools by local stakeholders .....	154
Early protection to prevent generalization and expropriation of the GI .....	154
Tools for an effective legal framework .....	158
<i>Practice</i> .....	159

Box 1: TRIPS and Lisbon Agreement .....	150
Box 2: The <i>sui generis</i> system for Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI) of the EU .....	151
Case study 1: Generic name or not? A GI product with a collective trademark - COTIJA CHEESE (Mexico) .....	152
Table 1: Main differences between <i>sui generis</i> GI, certification TM and collective TM .....	153
Box 3: When a GI becomes generic, the example of Camembert .....	155
Box 4: When a GI is registered outside of the territory, the example of Roobois ... ..	155
Box 5: Examples of inventories of products ... ..	155
Box 6: The Organization for an International Geographical Indications Network: OriGIn ... ..	156
Case study 2: Different legal tools for protection - TEQUILA (Mexico); DARJEELING TEA (India) ..	157

## **5.2 SUPPORTING A GI SYSTEM THROUGH PUBLIC POLICIES ... ..161**

Different approaches and different roles for public policies .....	161
Different levels in the definition of GI public policies .....	162
The integration of public policies in the local project around the GI .....	162
<i>Practice</i> .....	167

Box 7: Possible roles of public actors along the quality circle ... ..	161
Box 8: Main roles of local public actors .....	163
Case study 3: Public and local authorities support - LIMON OF PICA (Chile) .....	163
Table 2: Examples of policy tools and possible actions ... ..	164

## **CONCLUSION .....171**

## **Bibliographic references ... ..173**

## **Glossary.....184**

---

---

# Foreword

According to the 1996 World Food Summit, “food security exists when all people at all times have physical and economic access to safe and nutritious food to meet their dietary needs and food preferences for an active and healthy life”. Within this broad definition, the quality and specific attributes of food, diversity and local access are all matters to be taken into account. In various parts of the world, generations of people have built up their local identity, with know-how, recognized typical food products and a specific landscape that reflects the interaction between natural resources and production systems. Today, this link among a product, a place and the inhabitants not only represents a heritage to be preserved, but also has a market value in its own right, as consumers become increasingly interested in quality linked to geographical origin, traditions and typicity.

In view of the positive impact such links can have on rural development and the preservation of biodiversity, FAO recently expanded the scope of its activities in the field of specific quality to encompass quality linked to geographical origin. An informal Interdepartmental Working Group on Voluntary Norms for Specific-Quality Products was set up to oversee and coordinate the development of this new sphere of activity. Several seminars have been organized in recent years in various parts of the world – the Mediterranean basin (2007), Latin America (2007), southwestern Europe (2008) and Asia (2009) – to raise awareness regarding not only the importance of origin-linked quality, but also requirements in terms of legislative framework, certification systems and support activities. Participants in these seminars recommended that FAO should develop guidelines to assist government officials and stakeholders in the development of sustainable systems in this connection.

FAO is thus pleased to present this guide, which is the fruit of close collaboration among its experts, members of the interdepartmental working group and the network of experts belonging to the European Union-funded Siner-GI Project. This collaboration provided access to a whole range of information on products of origin-linked quality, current processes and projects, experience in implementing such schemes and best practices in this regard.

It is our hope that this guide, combined with the case studies carried out in various regions of the world, will assist stakeholders, particularly small farmers and producers in developing countries, in their efforts to preserve and promote their products of origin-linked quality, taking advantage of consumer interest in such products in order to improve their livelihoods and promote sustainable agriculture and rural development.

**Ezzeddine Boutrif**

Director, Nutrition and Consumer Protection Division  
and Chair, Inter-departmental Working Group on  
Voluntary Norms for Specific-Quality Products

## Acknowledgements

The authors wish to thank all the contributors from FAO – Florence Tartanac, Charlotta Jull, Jerome Mounsey, Emmanuelle Lecourtois, Amélie Le Coent, Jo Cadilhon and Martin Hilmi – and the SINER-GI network – Gilles Allaire, François Casabianca, Denis Sautier, Erik Thévenod-Mottet, Peter Damary, Magali Estève, Frédéric Wallet and Anna Perret – for their contributions and comments.

The comments and advice of other experts have also been highly appreciated: Dominique Barjolle, Annie Chapados, Alexandra Grazioli, Marco Perri and the members of the FAO Interdepartmental Working Group on Voluntary Norms for Specific-Quality Products – Renata Clarke, Doyle Baker, Cora Dankers and Janice Albert. Special thanks go to Ezzeddine Boutrif, Director of the Nutrition and Consumer Protection Division of FAO, for his invaluable advice and guidance.

### Presentation of authors and contributors

#### **Gilles Allaire, INRA Unit of Toulouse**

Researcher at the Institut National de la Recherche Agronomique (INRA). He has been Scientific Coordinator of the European research programme SINER-GI. He analyzed public policies related to geographical indications and has participated in several field missions worldwide and in the organization of several international seminars on GI issues (2006-2008) in South Africa, Turkey, Brazil, Argentina, Chile, and Europe.

#### **Filippo Arfini, Department of Economics, University of Parma**

Professor in the Department of Economics at the University of Parma. He has extensive experience in agro-food chain management for GI products and has taken part in several research projects on GI products at national and international levels. He coordinated the working group devoted to the preparation of this practical guide for the EU projects DOLPHINS and SINER-GI.

#### **Giovanni Belletti, Department of Economics, University of Florence**

Professor of Agricultural Economics as well as Agro-Environmental and Rural Policies in the Department of Economics, University of Florence (I). His fields of research are agro-food supply chain organization, quality economics and policies with particular reference to origin-linked aspects, local agro-food systems, agro-environmental policies, agro tourism and rural development dynamics. He has taken part in the SINER-GI project, in which he shared the responsibility for the work package (WP) on GI social and economic issues, WP on Policy Recommendations and carried out the case study on Pico Duarte Coffee in the Dominican Republic.

#### **Jo Cadilhon, FAO**

Marketing Officer (Quality Improvement) based at FAO's Regional Office for Asia and the Pacific. He provides technical assistance in quality improvement of agricultural products from a marketing perspective. Given his expertise in marketing and supply

---

chain management, this includes activities such as regional market studies, support to field projects, provision of policy and technical support to member countries, capacity building and institutional strengthening.

**François Casabianca, INRA Unit of Corte**

Research engineer at INRA (French Institute for Agronomic Research). He is a member of the Steering Committee of the SINER-GI project. He is part of a research unit located in Corsica and dedicated to the development of livestock activities. As an animal scientist, he worked on local beef and pork production, focusing on elaboration of the code of practice for geographical indications, in particular local breeds and technical knowledge.

**Peter H.G. Damary, AGRIDEA**

Team leader of the food supply chains and geographical Indications (GI) for AGRIDEA, member of the Swiss network on GIs, and responsible for the development of international training modules on GIs. He has extensive experience in development work and quality of food supply chains. He currently works on Geographical Indications at the international level and the promotion of regional food products in Switzerland.

**Magali Estève, AGRIDEA**

Responsible for projects related to local food production in South Eastern Europe and institutional and public policy aspects for origin labelled products in international cooperation within AGRIDEA. She was involved in the SINERGI research project and is leading scientific and technical collaborations with universities and local actors in the Balkans.

**Martin Hilmi, FAO**

Consultant for the Rural Infrastructure and Agro-Industries Division (AGS) at FAO in Rome, and also professor of small business management and marketing. He is working with AGS on farm management training and extension materials, farm business school training materials, small-scale farm enterprise diversification and rural transport. He provided technical editing to this guide, contributed in terms of marketing matters for GI products and GI organizations, as well as proofreading.

**Charlotta Jull, FAO**

Legal officer for the Development Law Service (LEGN) at FAO in Rome. She is currently working on several technical cooperation projects involved in the development and review of legal and institutional frameworks for GIs. She has considerable experience in the area of trade and environmental law and policy and has worked for several international organizations before joining FAO, including Unidroit and the Organization of American States.

**Amélie Le Coent, FAO**

Consultant FAO in Rome. She is currently working on voluntary standards and schemes for specific quality products and provides support to the programme on quality linked

to geographical origin of FAO. She has worked on organic agriculture in France, and in particular she provided support to farmers for the organization of local organic supply chains (local distribution networks and public markets for school canteens). She provided coordination and editorial support to this guide.

**Emmanuelle LeCourtois, FAO**

Consultant FAO in Rome. She is currently working on voluntary standards and schemes for specific quality products and provides support to the programme on Quality linked to Geographical Origin of FAO. She has worked on business models for enhancing small-scale farmers' access to markets for certified products, and in particular for registered GI products. She compiled the FAO case studies and provided editorial support to this guide.

**Andrea Marescotti, Department of Economics, University of Florence**

Professor of Agricultural Economics and Rural Economy in the Department of Economics, University of Florence. His research activity covers supply chain analysis, agro-food marketing, alternative agro-food systems, short supply chains, food quality, Geographical Indications and agricultural development. In the SINER-GI project, he was co-responsible for working package 2 on GI social and economic issues, and working package 7 on policy recommendations, and carried out the case study on Pico Duarte Coffee in the Dominican Republic.

**Jerome Mounsey, FAO**

Associate Professional Officer for FAO in Rome. He works for the Animal Production Service (AGAP) on projects involving milk and meat production, nutrition, food safety, the environment and the effective dissemination of technical knowledge to developing countries. He is also currently involved in supporting FAO field projects in Ethiopia, Montenegro, the Philippines and Afghanistan.

**Anna Perret, AGRIDEA**

Specialized collaborator in geographical indications for AGRIDEA Lausanne. She has experience in organizing international training courses and study tours and in welcoming international delegations interested in the Swiss policy on GIs. She has contributed to the European research project SINERGI with two North American case studies on Florida oranges and Bleuets du Lac-St-Jean (Quebec). She is especially interested in the environmental and consumer aspects of quality foods.

**Denis Sautier, CIRAD**

Researcher in Food Economics, specialized in food quality schemes at the French Agricultural Research Centre for International Development (CIRAD) in Montpellier, France. He and his colleagues are participating in many research and training activities on the recognition of local specialty products worldwide. In the SINER-GI project, he coordinated the case study component which provided many insights and examples for this guide.

---

**Florence Tartanac, FAO**

Agro-industry officer for the Rural Infrastructure and Agro-industries Division of FAO in Rome. Her areas of expertise are: small-scale rural agro-industries, agro-industry management, food certification, business partnerships, and innovation promotion. She joined the organization in 2001 at the FAO Regional office for Latin America and the Caribbean, before being transferred to Rome in 2005.

**Erik Thévenod-Mottet, AGRIDEA**

Responsible for the scientific activities of AGRIDEA on Geographical Indications. He worked previously for a wine inter-professional body and for a certification body specialized in GIs. For a decade AGRIDEA has been involved in European research projects on GIs and provides training programmes and expertise on topics related to GI implementation, management and development.

**Emilie Vandecandelaere, FAO**

Specific Quality Officer for the Food Quality and Standards Service (AGNS) of FAO in Rome. She is the Project Manager for Quality Linked to Geographical Origin. She provided FAO case studies and analysis of advantages and constraints of the implementation of quality linked to geographical origin schemes as well as the key factors for sustainable development. She also coordinated the edition and publication of the guide.

**Frederic Wallet, INRA Unit of Toulouse**

Research engineer in economics at the French National Institute for Agricultural Research (INRA) in Toulouse. His research topics are the impact of geographical indications on rural development, the innovation process in rural policies and GI protection schemes. In particular, he worked on Chinese and French case studies.

## Pictures Credit

- Allaire, G.:** *Goethe wine* p.143 (case study 6).
- Alvadaro F.:** *Woman* on the cover page; *Feria* p.118
- Arfini, F.:** *Chontaleno cheese* p.32 (case study 7).
- Belletti, G.:** *Pico Duarte coffee* p.15 (case study 2); p.34 (case study 9)/ *Pork fat of Colonnata* p.142 (first picture in case study 5).
- Bernardoni, P.:** *Livno cheese* p.25 (case study 6).
- Biagini, L.:** *Pork fat of Colonnata* p.67 (case study 5); p.142 (case study 5, second picture).
- Blanco, M.:** *Cheese Turrialba* p.58 (case study 2); p.109 (case study 4).
- Cerdan C.:** *Pampa Gaucho meat* p.42 (case study 11).
- CGIC/StudioVision:** *Comté* p.99 (case study 1).
- Consorzio del Formaggio Parmigiano-Reggiano:** p.122 (case study 8).
- Damary, P.:** *Argan Oil* p.56 (box 3); p.84.
- Durand, C.:** *Salt of Amed* p.13 (case study 1).
- Fournier, S.:** *Gari* p.34 (case study 8).
- González Jiménez, E.:** *Cocoa Chuao* p.4.
- GRET/CEDAC:** *Palm sugar* p.51; p.100 (first photo in case study 2).
- Kpohomou C.:** *Mamou Chili* p.43 (case study 12).
- Leclercq M./CIRAD:** *Rooibos* p.65 (case study 4); p.128 (case study 1).
- Marescotti, A.:** *Cows* on the cover page and p.12 (box 1)/ *Pico Duarte coffee* p.15 / *Cows Maremmana* p.20 / *Cherry of Lari* p.85 (case study 9); p.132 (case study 2).
- Mawardi, S.:** *Coffee Kintamani Bali* p.54 (case study 1); p.75 (case study 8).
- Migration et Développement:** *Saffron* p.6-7 (first and second picture in case study 1); p.15; p.144 (case study 7).
- Pérez Centeno, M.:** *Baby goat of Neuquen* p.5; p.16 (case study 3); p.23; p.46 (case study 14); p.85 (case study 9).
- Poméon, T.:** *Cotija cheese* p.41 (case study 10); p.109 (case study 5); p.152 (case study 1).
- Quingaísa, E.:** *Cocoa Arriba* p.22; p.45 (case study 13); p.85 (case study 9).
- Thévenod-Mottet E.:** *Vacherin Mont d'Or* p.30.
- Ts. Enkh-Angalan:** *Uvs Sea Buckthorn* p.13 (case study 1).
- Vandecandelaere, E.:** *Man with the cheese, crocus flower and olives* on the cover page/ *Limon of Pica* p.4; p.119 (case study 11); p.163 (case study 3)/ *Asiatic market* p.5 (first picture)/ *Saffron* p.7 (third and fourth pictures in case study 1); p.43 (box 6)/ *Pummelo* p.21 (case study 4)/ *Maiz Blanco* p.24 (case study 5)/ *Olive* p.83/ *Palm Sugar* p.100 (second picture in case study 2)/ *Ham* p.116 (case study 9).
- Wang G.:** *Jinhua pig* p.85 (case study 9).



---

## LIST OF ACRONYMS AND ABBREVIATIONS

ARPQC	Regional Association of Cotija Cheese producers
AMIGHA	Moroccan Association for the Geographical Identification of Argan Oil
CIGC	Inter-professional Committee of Comté cheese
CIRAD	Agricultural Research Center for International Development (France)
CoP	Code of practice
DAI	Dinaric Arc Initiative
DO	Denomination of Origin
EU	European Union
EURONATUR	European Nature Heritage Fund
FAO	Food and Agriculture Organization of the United Nations
FEDECACE	National Federation of Coffee Growers of Ecuador
FNC	National Federation of Coffee Growers of Colombia
GI	Geographical Indication
GMO	Genetically Modified Organism
IDA	Ibar Development Association
IDIAF	Dominican Institute for Research on Agriculture and Forest
IFOAM	International Federation of Organic Agriculture Movements
INRA	National Institute for Agricultural Research (France)
INTA	National Institute for Technological Agronomy (Argentina)
INTERG	Technical Center for Oils (Morocco)
IP	Intellectual Property
IPR	Intellectual Property Rights
IUCN	International Union for Conservation of Nature
NAFTA	North American Free Trade Agreement
NGO	Non-Governmental Organization
OAPI	African Intellectual Property Organization
ORIGIN	Organization for an International Geographical Indications Network
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
PGS	Participatory Guarantee System
PROCHILE	Direction of Promotion and Export of Chile
SICA	Coffee Information System, Colombia
SINER-GI	Strengthening International Research on Geographical Indications project of the EU
STREP	Specific Targeted Research or Innovation Project of the EU
SWOT	Strengths, Weaknesses, Opportunities, Threats
TM	Trade Mark
TRIPS	Trade-Related Aspects of Intellectual Property Rights Agreement
UCODEP	Unit and Cooperation for People Development
UNEP	United Nations Environment Programme
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNCTAD	United Nations Conference on Trade and Development, Italy
UNDP	United Nations Development Programme
UNOCACE	Union of the Cacao Farmer Organizations of Ecuador
WIPO	World Intellectual Property Organization
WTO	World Trade Organization
WWF	World Wildlife Fund

---

# Introduction

## **Linking places, local stakeholders and their products**

Strengthening the ties among local stakeholders, places and agricultural and food products is a major step towards sustainable rural development. These relations are based on local capacities to create value within a global market, while remaining anchored in a specific place. Origin-linked products have specific quality attributes that are inseparably linked to the places where they are produced and that build up a reputation over time, associated with a geographical indication (GI) that identifies them. These differentiated products can thus meet a specific and remunerative demand. Consumers are increasingly concerned with the specific attributes of agricultural and food products, particularly in terms of their culture, identity and means of sustainable production. Moreover, such products can contribute to biodiversity preservation, cultural heritage protection, sociocultural development and rural poverty reduction.

The identity of GI products as differentiated origin-linked products reflects the unique combination of local natural resources (climate, soil, local animal breeds and plant species, traditional equipment etc.) and cultural assets (traditions, know-how and skills, often handed down from generation to generation) in a given territory, thus establishing specific links among the product, local stakeholders and the territory.

Over time, the attitude of the various stakeholders within the production area (farmers, processors, local consumers, public bodies, NGOs etc.) and their interaction with other factors outside the zone build up the identity of the product in relation to the territory and a specific group of people. This process involves various actors, who coordinate and harmonize their production and trading practices.

## **Geographical indications for sustainable development**

An origin-linked product can become the pivotal point of a specific-quality virtuous circle within a territorial approach, meaning that its promotion as a GI product can have positive effects that are reinforced over time, thus allowing preservation of the agrifood system and related social networks, which in turn contributes to economic, sociocultural and environmental sustainability:

- economic sustainability should bring about improvements in producers' incomes and quality of life, and make the entire rural economy more dynamic;
- sociocultural sustainability is based on local stakeholders' assuming ownership of the process, taking part in decisions and actions regarding GI products and benefiting from a fair distribution of the gains; their identity and their pride in their work and culture are also boosted, through local knowledge and traditions;
- environmental sustainability means that any actions should help in preserving – or, indeed, improving – local natural resources, particularly biodiversity, landscape, soil and water, for future generations.

The contribution of the GI process to sustainable development will depend on how local resources are used and on the interaction among local stakeholders.

## **The importance of establishing rules for the use of geographical indications**

The main threats to development of the origin-linked quality virtuous circle are external pressures and the lack of coordination among local stakeholders. Market globalization and new technologies may endanger the specific features of traditional farming systems and processing techniques. In addition, the reputation and value of a GI product may attract imitators and free-riders, either inside or outside the recognized production area. Misleading practices mainly involve use of the product name and, in some cases, some of its specific features.

For all these reasons, it is strongly recommended that a set of rules be established at the local level in order to prevent loss of the product specific quality, but also to avoid misappropriation of the name, thus fostering consumer confidence. This process includes the development of a code of practice (CoP) to define the product in relation to its origin and the establishment of a local organization to ensure not only coordination among local stakeholders but also product conformity.

The GI can then be recognized by public authorities and protected as an intellectual property as provided for in the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs) of the World Trade Organization (WTO) (1994). Producers may decide to apply for GI recognition and registration, according to the legal and institutional framework of the country. As such, the use of a GI requires formal identification of authorized users, which can be achieved only through a concerted approach.

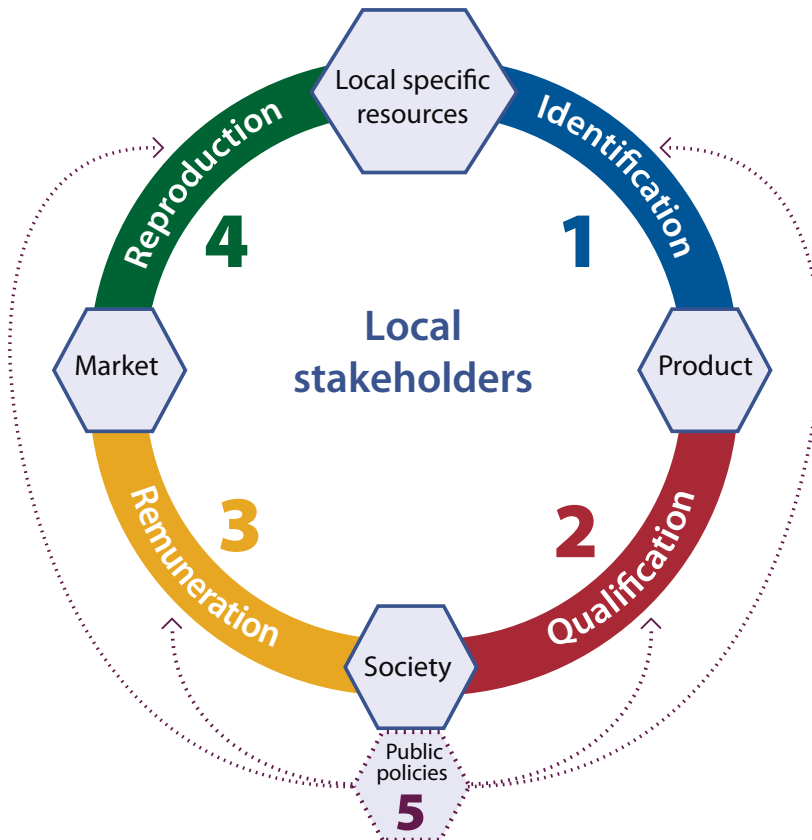
## **The importance of value chains in managing geographical indications**

For any origin-linked product, implementation of a GI process for sustainable optimization, based on specific local resources and a set of rules laid down in a code of practice, requires the establishment of a system for management of the GI through an organization suited to local conditions and capable of managing a GI strategy encompassing the whole value chain. Obtaining legal protection is not an end in itself, but a possible step in the quality virtuous circle, which has the overall aim of creating a profitable and sustainable system for all local stakeholders and the whole zone. A GI value chain organization is vital for management of the GI through the marketing, traceability and conformity of the product, a high degree of empowerment of producers and processors, and, lastly, the capacity to incorporate a certain number of technical or management innovations for sustainable development of the system

## **The origin-linked quality virtuous circle: a methodology for development**

The local implementation of a GI process thus requires a whole range of activities and conditions. The origin-linked quality virtuous circle can be used as a methodology to support local stakeholders in their management of the various activities involved in the GI system and optimization of the potential of the GI for sustainable development. The quality circle proposed in this guide is composed of various steps: identification of local resources, qualification of the product as a GI (setting of rules), remuneration (management of the GI system) and reproduction of local resources to boost sustainability. Public actors can play a major role all the way around the circle by providing an adequate institutional framework and encouraging the potential positive effects of origin-linked products on rural development.

## The origin-linked quality virtuous circle



### Objectives of the guide

The objectives of this guide are:

1. to explain what origin-linked quality and the GI concept are;
2. to raise awareness regarding the potential of origin-linked products for rural development and conditions for sustainability;
3. to facilitate implementation of GI processes at local level by providing tools and a concrete methodology.

Based on multidisciplinary research and empirical evidence from all over the world, this guide is intended for practitioners, rural development specialists from the public or private sectors, representatives of value chains, policy makers, rural community leaders and trainers. It is intended more particularly for those involved in the development of agricultural and food systems who have an interest in promoting and preserving local food products and resources (traditions, know-how and natural resources) within a perspective of rural development. The role of these facilitators is of paramount importance in helping local stakeholders to become aware of the potential of origin-linked products, organize themselves and carry out collective actions, understand the importance of appropriate rules and pilot the GI system towards economic, sociocultural and environmental sustainability.

This practical guide avoids prescriptive or normative solutions, instead offering an approach that provides step-by-step answers to the main questions facing development actors seeking to identify, define and protect products of origin-linked quality through the adoption of various measures allowing their sustainable development.

## **Structure of the guide**

After a general description of the origin-linked quality virtuous circle, four parts of the guide describe specific phases in the circle, while the fifth discusses related public policies:

- description of the origin-linked quality virtuous circle;
- identification: awareness-raising among stakeholders and assessment of potential (Part 1);
- qualification: establishment of rules and a code of practice (Part 2);
- remuneration: marketing aspects and organization (Part 3);
- reproduction of local resources: ensuring sustainability (Part 4);
- the role of public policies in the overall process (Part 5).

Each chapter describes concepts and provides concrete examples from case studies from all over the world, together with some practical exercises. Recommendations or models are also provided. At the close of each chapter, a self-assessment form is provided so that readers can carefully think over the issues involved in their particular situation.

At the end of the guide, a detailed glossary provides definitions of the main concepts and technical terms.

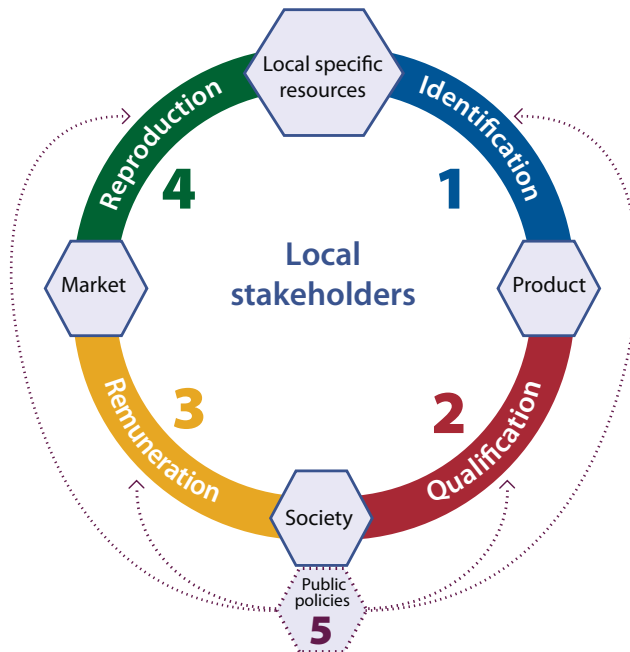
# The different steps of the origin-linked quality virtuous circle

Certain food and agricultural products have a specific quality linked to their production origin that can make them famous as a result of characteristics linked to their local natural and human environment. This specific quality provides a product with the potential to play a role in a sustainable development process, inasmuch as local stakeholders can turn latent local resources into active assets, preserving and enhancing them, so that they receive society's recognition and are better remunerated in markets.

This part of the guide describes the various stages in the methodology to be adopted for sustainable development based on the origin-linked quality virtuous circle.

Origin-linked products are those that can be differentiated as a result of their local identity or typicity. Their identification as GI products is justified by the particular local context in which they originate and that gives them a specific nature, quality or reputation in consumers' eyes. Their anchoring in their production area allows a quality virtuous circle to be established, inasmuch as promotion of their origin-linked quality can generate positive economic, social and environmental effects, which can then be reinforced over time thanks to sustainable reproduction of the local resources involved. This virtuous circle corresponds to a value creation and preservation process with four main stages (see Figure 1), starting when local stakeholders gain awareness of the potential of the product and agree to launch a collective process. Added value is a result of consumers' and market recognition of the product, and may if necessary be reinforced by official recognition and legal protection of the GI. The sustainability of this production and promotion system for the origin-linked product will depend both on remuneration from the market and on sustainable reproduction of local resources.

**Figure 1: The origin-linked quality virtuous circle**



The main stages in the origin-linked quality virtuous circle are:

1. Identification: growing local awareness and appreciation of the potential of the product.
2. Product qualification: establishment of rules for value creation and the preservation of local resources.
3. Product remuneration linked to its marketing and to management of the local system.
4. Reproduction of local resources, boosting the sustainability of the system.
5. Public policies providing an institutional framework and possible support for the various stages in the circle.

Throughout this process, the role of both local economic actors (those involved in production and marketing) and external actors (government authorities, NGOs, research and development centres etc.) is vital. The institutional framework (public policies and regulations) also plays an important role in enhancing and preserving origin-linked quality.

## 1. Identification (Part 1)

The first step in the activation process is clear identification of the origin-linked product and the local resources needed for its production. This process relies to a large extent on local producers' becoming aware of the potential of specific local resources, for this constitutes the basis of collective action to obtain recognition for the value of the product. Identification of the reputation, the specific resources involved and their link to the specific quality of the product may also require scientific studies and analysis, Pica lemons (Chile): identifying the specific characteristics of the product directly in the field either of resources (soil analysis, history of the product etc.) or of the product and its reputation (tasting, consumer surveys etc.). At this stage, external support can be important in terms of specific technical and scientific contributions.



Limon of Pica (Chile): identifying the specific characteristics of the product directly in the field.

## 2. Qualification (Part 2)

The qualification phase is the process by which society (consumers, citizens, official bodies, other stakeholders in the value chain etc.) is put in a position to recognize the value attached to the origin-linked product. Qualification involves not only a clear, unanimous description on the part of producers, defining the characteristics of the production zone, the production process and the qualities of the product, but also the use of appropriate tools to identify, develop and protect these characteristics. In this perspective, attribution of a GI label plays a vital role in signalling the link among the product, its geographical area and its specific quality, making the origin-linked product a "GI product". Qualification requires local producers to draw up a code of practice (CoP) containing the criteria and requirements that allow the specific quality to be achieved. Local producers must therefore join together to establish these rules and implement them in such a way as to guarantee the defined quality. This process is critical both in order to guarantee that consumers receive the expected quality and also in order to ensure the reproduction (preservation and improvement) of local resources.



Cocoa Chuao (Venezuela): women drying cocoa beans in the traditional way in front of the village church; the particular type of flooring gives special drying conditions



### 3. Remuneration (Part 3)

The remuneration phase corresponds to the mechanisms by which society pays producers for the services associated with the origin-linked product, in other words the specific attributes of intrinsic quality, preservation and promotion of natural or cultural resources etc. Remuneration of the GI product has to cover the cost of production, which is often higher than that of more industrialized or imported products, in order to ensure a certain level of profitability, and hence of sustainability. One major remuneration mechanism is the market (in terms both of access and of higher prices). Marketing of the GI product requires a collective strategy to manage the collective asset – the reputation of the product – for the creation of added value. A collective structure to manage the GI production and marketing system is therefore important. Remuneration for specific local resources may also be obtained through non- market mechanisms, inasmuch as market mechanisms cannot fully reward certain values of a product, such as the total value of a local resource (a traditional breed or local variety, a particular land management system, preservation of a landscape etc.). If this is the case, it may be necessary to reward these values through government intervention (for example financial support or technical assistance) (see also Part 5).



Remuneration: a local markets in Asia.

### 4. Reproduction of local resources (Part 4)

Reproduction of the system means that resources are preserved, renewed and enhanced all around the circle in order to ensure long-term sustainability of the system producing the origin-linked product, thus guaranteeing the very existence of the product. The reproduction phase therefore depends first of all on assessment of implementation of the previous stages (identification, qualification and remuneration) and their impact on the zone in economic, social and environmental terms. Moreover, the reproduction of local resources, including the increased reputation of the origin-linked product and its particular zone, may have positive effects on other local economic and social activities. For this stage, it is therefore useful to adopt a territorial strategy.



Chivito criollo del Norte Neuquino (baby goat, Argentina): preservation of the product and the resources mean that young people do not have to leave the mountains.

On the other hand, the reproduction of specific local resources is not automatic even if production becomes more lucrative, because it depends largely on the attitude of local stakeholders and their manner of managing economic relations and local resources. Reproduction requires fair distribution rules throughout the value chain, both between

producers and those involved in marketing and also within the production system itself. The reproduction phase for local resources must also make sure that the environment, landscape, culture, traditions and social fabric are not adversely affected by the associated economic activity.

## Role of public policies along the virtuous circle (Part 5)

Public actors (national, regional and local government, other authorities and institutions representing the public interest) can play a major role in the enhancement of origin-linked products in order to increase their positive contribution to sustainable rural development. First, they can provide a legal and institutional framework allowing the recognition, regulation and protection of collective property rights over GIs. Moreover, supportive public policies can provide favourable conditions for a better development of origin-linked products, increasing their positive impact on economic, social and environmental aspects during the various phases of the quality virtuous circle.

### Case Study

#### Case study 1: The value creation process SAFFRON OF TALIOUINE (Morocco)

Saffron of Taliouine is produced in Morocco's Anti-Atlas Mountains. Local stakeholders and facilitators identified promotion and preservation of this origin-linked product as tools for rural development. The methodology adopted was that of the origin-linked virtuous circle.

##### 1. Identification

Saffron of Taliouine enjoys a specific quality and an excellent reputation. Local awareness was promoted by the Moroccan-French NGO Migrations&Development, which developed various types of collaboration to support the identification, qualification and remuneration phases (FAO, the Souss Massa Dra Regional Council, the National Agricultural Research Centre, the Slow Food Organization etc.). The identification phase highlighted the specific origin-linked quality of the saffron:



Soil analysis by INRA research center.

- it is of high quality and has a specific flavour confirmed by laboratory tests, and its link to its geographical location is reported as far back as the ninth century;
- local natural resources play an important role in its specific quality; for example, the volcanic soil filters rainwater and also the water coming from the Siroua mountains;
- traditional practices are important both for cultivation (crop rotation, natural fertilizer etc.) and preparation, with women and young people playing a major role;
- know-how is intimately linked to the Berber culture and localization; traditional villages (*douars*) retain a strong community tradition.



**2. Qualification**

Identification of the product potential (soil analysis, composition analysis, sense and taste analysis, market studies etc.) meant that an enhancement and marketing project could be designed. The enhancement concerned all the production stages: cultivation, harvesting, storage and packaging. In order to upgrade their saffron, producers first sought organic and fair-trade certification, while awaiting recognition as a GI product. GI registration will allow enhancement and protection of the specific quality resulting from its link with the particular zone. Formulation of the GI code of practice is a vital part of the project.



Type of packaging is part of the product definition.

**3. Remuneration**

The development of collective action is based on highly effective village associations, which facilitate the creation of producers' associations and cooperatives, and provide better conditions for marketing. The market study led to identification and establishment of trade links with European fair trade companies, while also improving local marketing (traditional fairs, tourism etc.). Collective promotion (communication) is boosted locally thanks particularly to the annual Taliouine Saffron Festival, and internationally thanks to famous chefs.



A renowned French chef participating in field visits in November 2007, recognized and promoted the qualities of the product in his restaurant .

**4. Reproduction of local resources**

The project takes economic, social and environmental sustainability into account, especially through definition of the product and the production process. The first impact of the project has been assessed in order to improve both the code of practice and marketing of the GI product (for example through analysis of the markets to be targeted and the sustainable farming practices to be observed and included in the code of practice).



The first Saffron festival in Taliouine, November 2007



Source: Garcin, D.G. Carral, S. 2007; Technical cooperation Programme of FAO.

