



# Linking people, places and products



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



# 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 SENER-GI

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## 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 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.

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



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# 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, specific quality and attributes of the food, diversity and local access are important matters that need to be considered. In different parts of the world, generations of people have built local identity; know how, reputed typical food products, and specific landscape that characterise the interaction between natural resources and production systems. Today, this link between a product, a place and people represent not only a heritage that needs to be preserved, but also a value on the market as consumers become increasingly interested in quality linked to geographical origin, traditions and typicity.

Because of its potential positive impact on rural development and preservation of biodiversity, FAO has recently expanded the scope of its activities under the framework of specific quality to include quality linked to geographical origin. An informal Interdepartmental Working Group (IDWG) on “Differentiated Quality Food and Agricultural Products” was set up to oversee and coordinate the development of this new area of work. Several seminars have been organized during the last few years, in different parts of the world, to raise awareness about the importance of quality linked to geographical origin and its requirements in terms of legislative framework, certification schemes, and promotional activities. These seminars were held in the Mediterranean basin (2007), Latin America (2007), South-eastern Europe (2008) and Asia (2009). Participants in these seminars recommended that FAO develop technical guidelines to assist concerned government officials and relevant stakeholders in the development and implementation of specific quality schemes.

FAO is pleased to present this Guide which is the fruit of an intense collaboration between its experts, members of the IDWG on Differentiated Quality Food and Agricultural Products and the network of experts belonging to SinerGI project supported by the European Community. This collaboration has made it possible to access a variety of information on products with quality linked to geographical origin, processes and schemes as well as experiences and best practices in establishing these schemes.

It is our hope that this Guide, together with the case studies carried out in different regions of the world, will assist stakeholders, particularly small farmers and producers in developing countries, in their effort to develop and implement quality products, linked to geographical origins, and take advantage of the opportunities offered by consumers’ interest in these products to improve their livelihoods, and promote sustainable agriculture and rural development.

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## 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