

# Conclusion

GI systems all around the world are the result of a complex process of relationships (formal and informal) among several types of stakeholders and actors (private and public, local and outside the territory) that have formalized in a set of common rules the main focus points on the definition of the quality linked to geographical origin: production systems, standards, control schemes, as well as the use of local resources and protection system against usurpation. All these activities are finalized to add value to the products originating from specific geographical areas that have been produced using human skills or cultural habits and to preserve production systems for future generations. In other words, relationships among actors should preserve GI production systems from market pressure and enhance local development in rural areas under three different perspectives: environmental, social and cultural.

Within the human and environmental contexts, the sustainability of GI systems is the result of a composite set of intertwined processes. These processes include the identification of the potential of the origin product and the involvement of actors (identification phase), definition of common rules for managing production systems and local resources (qualification phase) and adoption of common strategies for marketing initiatives (remuneration phase). Local producers and local populations might benefit from the characteristics of the local environment and cultural heritage without compromising the future of their environmental systems and the future of the local inhabitants and this should be enhanced (reproduction phase). The consequence of those actions on local resources that generate opportunity and increase the quality of life has direct outcomes on the local population.

The creation and management of GI systems and products requires a delicate equilibrium between the three pillars of sustainable development and the motivations of different stakeholders. Reaching this equilibrium is a very difficult task because the collective interest and the social welfare will be impacted by collective actions carried out according to the definition of the “quality rules”, the adoption of common strategies for specific issues (local resources and marketing) and networking activities (GI networks and GI with other social and economic networks).

In order to reach the final objective of creating GI sustainable systems, it is necessary to have the knowledge, vision, determination, time and help of facilitators. Those can be public institutions (local, regional and national institution) but also NGOs, that facilitate the spread, comprehension of methodologies and approaches already applied in many successful GI products.

In this perspective, this guide synthesizes all the aspects dealing with the creation, management and development of sustainable GI systems. It hopefully provides an “ideal” path that should be followed by GI stakeholders and a set of questions that will help them to know, to manage and to develop their *own* GI products in their own socio-environmental context.

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## 5) Web site: International institutions and research units:

**AGRIDEA:** [www.agridea-international.ch](http://www.agridea-international.ch)

**International Center for Advanced Mediteranean Agronomic Studies (CIHEAM):** [www.ciheam.org](http://www.ciheam.org)

**CIRAD:** [www.cirad.fr/fr/index.php](http://www.cirad.fr/fr/index.php)

**CNRS:** [www.ethno-terroirs.cnrs.fr](http://www.ethno-terroirs.cnrs.fr)

**Cybermontagne:** [www.cybermontagne.org](http://www.cybermontagne.org)

**European Union - Direction Générale de l'Agriculture de la Commission Européenne:** [ec.europa.eu/agriculture/quality/](http://ec.europa.eu/agriculture/quality/)

**FAO Quality linked to geographical origin:** [www.foodquality-origin.org/eng/index.html](http://www.foodquality-origin.org/eng/index.html)

**FAO Food safety and quality service:** [www.fao.org/ag/agn/agns/index\\_en.asp](http://www.fao.org/ag/agn/agns/index_en.asp)

**FAO Rural infrastructure and agro-industries division:** [www.fao.org/ag/ags/](http://www.fao.org/ag/ags/)

**The International Centre for Trade and Sustainable Development (ICTSD):**  
[www.ictsd.org](http://www.ictsd.org)  
[www.iprsonline.org/resources/Geographical\\_Indications.htm](http://www.iprsonline.org/resources/Geographical_Indications.htm)

**Ministry of Agriculture and Fisheries, France:** [www.agriculture.gouv.fr](http://www.agriculture.gouv.fr)

**Federal Office for Agriculture FOAG, Switzerland:** [www.blw.admin.ch/index.html?lang=en](http://www.blw.admin.ch/index.html?lang=en)

**Ministry of Agriculture, Chile:** [www.minagri.gob.cl/](http://www.minagri.gob.cl/)

**Interamerican Institute for Cooperation in Agriculture (IICA):** [www.iica.int](http://www.iica.int)

**INRA:** [www.inra.fr](http://www.inra.fr)

**Florence University, Economics department:** [www.dse.unifi.it/index.html](http://www.dse.unifi.it/index.html)

**Parma University , Economics Department:** [www.unipr.it/](http://www.unipr.it/)

**ORIGIN:** [www.origin-gi.com](http://www.origin-gi.com)

**SouthEastern European Development Organisation (SEEDEV):** [seedev.org/](http://seedev.org/)

**SINERGI Research Project:** [www.origin-food.org](http://www.origin-food.org)

**SLOW FOOD:** [www.slowfood.org](http://www.slowfood.org)

**United Nations Conference on Trade and Development (UNCTAD):**  
[www.iprsonline.org/resources/Geographical\\_Indications.htm](http://www.iprsonline.org/resources/Geographical_Indications.htm)

**WIPO (World Intellectual Property Organization / Appellations of Origin):**  
[www.wipo.int/lisbon/en](http://www.wipo.int/lisbon/en)

**WTO – TRIPS:** [www.wto.org/english/tratop\\_e/trips\\_e/gi\\_background\\_e.htm](http://www.wto.org/english/tratop_e/trips_e/gi_background_e.htm)

# Glossary

## **Accreditation**

Third party attestation related to a conformity assessment body conveying formal demonstration of its competence to carry out specific conformity assessment tasks (ISO/IEC 17000:2004 - clause 5.6).

## **Alliance**

A collaborative agreement between independent economic units sharing certain objectives that combines their resources and expertise to reach these objectives in the interest of each participant. In the area of GIs, a strategic alliance might be established between producers and processors to coordinate production and sales of a local product so that consumers are willing to pay an added value for the products. It is supported by collective bargaining and generally some form of collective organization.

## **Appellation of Origin (AO)**

Appellation of Origin is the geographical name, which serves to designate a product originating therein, the quality and characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors. The term is commonly used in France and parts of southern Europe. Appellation of Origin was one of the earliest forms of GI recognition and protection (Paris Convention, 1883). Though mentioned in earlier treaties, the 26 Contracting Parties to the Lisbon System first formally agreed to use the term Appellation of Origin as a form of GI by using one single registration procedure, effective among the signatories.

## **Certification**

The procedure by which official certification bodies and officially recognized bodies provide written or equivalent assurance that foods or food control systems conform to requirements. Certification of food may be, as appropriate, based on a range of inspection activities, which may include continuous on-line inspection, auditing of quality assurance systems and examination of finished products (Codex Alimentarius). Certification is a third party attestation related to products, processes, systems or persons (ISO/IEC 17000:2004, clause 5.5).

## **Certification body**

An organization performing certification sometimes referred to as “certifier” or “certification agency”. For a product or a production process to be certified, a third party must give written assurance that the product, process or service being certified meets specified requirements. Certifications are offered through a certification body, which is usually an accredited organization that can be owned by a governmental agency; but can sometimes be a professional or a regulatory body (administration). The certification body may use an existing standard or may set its own standard, sometimes based on

an international and/or normative standard. In the field of GIs, certification bodies set up control procedures and assure that producers respect the established CoP. In some countries certification is compulsory for GIs.

### **Certification mark**

A certification mark is any word, name, symbol or device that signals the certification of a product's quality characteristics, which may include geographical origin. It conforms to specifications laid out by the owner, which can apply to place of origin and/or methods of production. The mark requires some verification by a third party that prescribed that the attributes have been met or are present. Unlike trademarks, certification marks are source-identifying in the sense that they identify the nature and quality of the goods and affirm that these goods have met certain defined standards. Certification marks differ from trademarks in three important ways. First, a certification mark is not used by its owner. Second, any entity that meets the certifying standards set by the owner is entitled to use the certification mark. Third, it applies only to the product or service for which it is registered. However, a single US certification mark can be tied to a variety of products, producers and processors in a region i.e. 'Pride of New York' for fresh fruits and vegetables.

### **Code of practice (CoP) (or book of requirements, product specification, disciplinary document)**

Documented list of precise practices that have to be implemented and standards of production that have to be met to make a GI product; usually agreed upon by the producers' association. This refers to standards, minimal standards, product specifications and production mode and conditions.

### **Collective/public good**

A collective good, whether produced by the public or private sector, is a good that can be used simultaneously by several actors without any diminution of its attributes. The consumption of a collective good by one additional actor does not reduce the satisfaction of all other actors (the principle of non-competition) and it is not possible to exclude any actor from consuming the good (the principle of non-exclusion). Geographical indications as an Intellectual Property Right can be considered as a collective/public good. However, the misuse by individuals (or by groups) of the collective reputation linked with a geographic name threatens the value of that collective resource.

### **Collective mark (USA)**

Collective marks are used by the members of a cooperative, association or other collective group to identify their goods or services as having a connection to the collective mark and its standards. The collective mark may have a geographic identity and may advertise or promote goods produced by its members.

### **Collective (trade)mark (EU)**

Collective marks are trademarks used by the members of a collective group to

distinguish their offerings from those of non-members. A group that benefits from a registered “protected designation of origin” (PDO) or “protected geographic indication” (PGI) may also apply for a collective trademark for their GI product’s name or graphic representation. The PDO/PGI designation provides a protected indication of quality and origin relationship that is separate from other Intellectual Property Rights. Aspects of PDO/PGI can therefore be subsequently marketed as a collective trademark, conferring additional protection via Intellectual Property Rights. Conversely, a product or graphic representation that has been collectively trademarked cannot be subsequently registered as PDO or PGI because a GI cannot override an existing trademark.

### **Collective marketing**

Collective marketing occurs when single people, such as small-scale farmers, involved in commercial activities, for example crop and livestock production, decide to form an organization that coordinates (and if necessary directly carries out) some or many marketing operations required to satisfy consumer demand. Local actors can increase their income and efficiency by joining with other local actors to market their food products and benefit from the collective action, such as better bargaining opportunities, more volume of produce to sell, etc. Collective marketing is commonly carried out by a collective organization (see definition of organization).

### **Conformity assessment**

Demonstration that specified requirements relating to a product, process, system, person or body are fulfilled (ISO/IEC 17000:2004 - clause 2.1).

### **Control plan**

The Control Plan is a specific and adaptable document which specifies how each requirement of the CoP has to be checked. It is a management tool used to identify and monitor the activity required to control the critical inputs and/or key outputs for a process.

### **Differentiation strategy**

Development of a product or service that offers unique attributes that are valued by customers and that customers perceive to be better than or different from the products of the competition. A differentiation strategy is based on a voluntary approach through market segmentation, giving entitlements for value-added in the production processes, such as organic agriculture, traditional products, etc.

### **Enforcement**

The process by which a norm, or in general legislation, comes to have legal force and effect. The rules collectively established for the GI product (the CoP) should be enforced against usurpers of the GI. The producers of the GI can enforce these rules through a Court, or can be given ex-officio status by National authorities (as in the case of some Special protection schemes, as PDO-PGI in the European Union).

**Free-rider**

A free-rider is a person or group that benefits from a good or service without paying for it. In the case of GI products, the geographical name of the GI product could be used by some actors in order to gain a benefit (for example a higher price) without contributing to the reputation (see “Reputation”) of the product, or without a contribution to any collective expenses.

**Guarantee system**

A guarantee system is the mechanisms existing or implemented in order to ensure the existence of certain attributes and the compliance with certain specifications as mentioned in the CoP (assessable criteria and critical points, control plan –what, when, by whom to be controlled, and type of sanctions-), documentation (attestation) and information.

**Generic**

A term or sign is considered “generic” when it is so widely used that consumers commonly view it as designating a class name or category of all of the goods/services of the same type, rather than as a geographical origin. This term applies to standards recognized widely by the marking and offering baselines for quality definition.

**Geographic(al) indication (GI)**

The Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS) (1994) agreement states: “Geographical indications... identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is, essentially attributable to its geographical origin” (art. 22.1). All WTO member countries have to establish basic provisions for the protection of GIs.

A GI is an umbrella term to distinguish the identification of a product’s origin and its link with particular characteristics and reputation related to that origin. When GIs are legally registered they take different forms such as AOs, PDOs, PGIs. As such they become enforceable. The TRIPS agreement does not provide for any specific legal system of protection for GIs; this is left to member countries. If a member country has established a formal registration process to recognize GIs within its territory, then we can refer to this registered product as a “Protected GI”. However, a GI may exist without protection or seek protection, except if the name or product is considered as generic. In certain situations, a Collective mark or Certification mark is the main effective juridical protection for a GI.

**Geographic sign**

A graphic symbol indicating a GI.

### **GI System**

A GI system includes all actors and activities aiming at contributing to the production of the GI product. Therefore, a GI system includes the GI producers and the other actors along the value-chain, also including but not limited to public authorities, non-governmental organization, research institutions, extension services and other institutions indirectly linked to the GI product (for example tourism activities in the production area).

### **GI group**

Group of stakeholders directly concerned with the product, acting as a representative group of all the actors who joined efforts in elaborating the quality of the end product: producers, processors and traders.

### **Governance**

Neutral concept referring to the complex mechanisms, processes, relationships and institutions through which citizens and groups articulate their interests, exercise their rights and obligations and mediate their differences.

### **Indication of source**

Any expression or sign used to indicate that a product or a service originates in a country, region or a specific place, without any element of quality or reputation (Madrid Agreement, 1891, Art. 1.1; Paris Convention, 1883).

### **Inspection**

Systematic examination of a product and/or the process of its production, to assure that it meets generic standards (sanitary, labelling, etc.), as well as specific standards required by the established CoP for that product. Inspection systems can be implemented at three levels: 1) auto control, implemented by the producers themselves, 2) collective control, implemented at the level of the organization producing the product, 3) state control, implemented at the national level. Successful inspection allows the product to be certified so that it may be sold under the protected GI name. Collective and state controls are generally delegated to third certification bodies.

### **Intellectual Property Rights (IPRs)**

In law, Intellectual Property (IP) is an umbrella term for various legal entitlements, which attach to certain names, written and recorded media and inventions. The holders of these legal entitlements may exercise various exclusive rights in relation to the subject matter of the IP. The adjective “intellectual” reflects the fact that this term concerns a process of the mind. The noun “property” implies that ideation is analogous to the construction of tangible objects. Consequently, this term is controversial. Intellectual Property laws and enforcement vary widely from jurisdiction to jurisdiction. There are inter-governmental efforts to harmonize them through international treaties such as the 1994 World Trade Organization (WTO) Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs), while other treaties may facilitate registration in more than one jurisdiction at a time. Disagreements over medical and software

patents and the severity of copyright enforcement have so far prevented consensus on a cohesive international system. GIs are recognized as intellectual property right in the same way as patents, trademarks or software.

**Interprofessional association/body**

An interprofessional association/body is a private organization, bringing together upstream and downstream partners from the same product chain with the purpose of regulating the product's market, participating in the implementation of agricultural policy provisions, analyzing the implications of different contractual arrangements, encouraging performance improvements in the chain and defending its collective interests. Although this organizational form originated in France (see law 2006-11, January 5, 2006), the notion of interprofessional association is broadly recognized today in texts governing the Common Agricultural Policy of the European Union.

**Label**

Any tag, brand, mark, pictorial or other descriptive matter, written, printed, stencilled, marked, embossed or impressed on, or attached to, a container of food.

**Labelling**

Any written, printed or graphic matter that is present on the label, accompanies the food, or is displayed near the food, including that for the purpose of promoting its sale or disposal (Codex Alimentarius).

**Management**

Management is organizing, coordinating, controlling and monitoring activities, resources and people to reach defined objectives. This is commonly done by setting policies and plans that allocate resources and responsibilities to processes and people. Commonly in GI organizations and GI processes every member has managerial functions to carry out. In a GI system appropriate management is a fundamental factor for the success of the GI process, GI organization and its product(s).

**Mark**

The term 'mark' is used interchangeably between regular trademarks, collective and certification marks. Depending on the context, 'mark' can refer to regular trademarks, GI-related trademarks, collective marks or certification marks.

**Market segmentation**

Process of dividing the market into different homogeneous groups of consumers in order to implement specific marketing strategies and actions.

**Marketing**

Marketing is carrying out all the operations and tasks that are necessary to satisfy consumer demand. Marketing involves such operations as researching markets, handling, product quality and safety, packaging, branding, transporting, deciding how, where and when to sell, etc. Certification schemes, as GI schemes, can be a very

important part of the marketing strategy. In GI organizations marketing is carried out by the organization itself (collective marketing) and by its single members. Importantly there needs to be integration of marketing operations between the collective marketing of the organization and the individual marketing operations of its members.

### **Strategic marketing**

Strategic marketing means developing a strategy to reach consumers and cope with competitors. It implies a thorough analysis that addresses the consumers' needs and their typology ("segmentation" of the market), in order to address the product to the most "appropriate" consumers ("target").

### **Marketing plan**

The marketing plan is a written document that elaborates the necessary actions to be taken in order to achieve the marketing objectives according to the defined marketing strategy. The marketing strategy is therefore "put into practice" with the definition of the marketing leverages given by the price, product, promotion and place.

### **Niche market**

This is a market segment that addresses a need for a product or service that is not being met by mainstream providers. A niche market may be thought of as a narrowly defined group of potential customers. A distinct niche market usually evolves when a potential demand for a product or service is not met by any supply, or when a new demand arises as a result of changes in society, technology, or the general environment. Niche market ventures may become profitable even though they are by nature small in comparison to the mainstream marketplace, as a result of the benefits of specialization and focus on small identifiable market segments; even without the benefit of an economy of scale.

### **Organization**

General term to denote a group of actors (producers, but non-producers may also be included ) organized to share functions and/or resources and to provide services for their members, such as training, credit, insurance, etc. Collective organizations are quite generalized in business (i.e., it is not restricted to specific quality products). In agrifood systems, collective organizations are composed of people, such as farmers who come together to benefit from group purchase of inputs, coordinate farming techniques, share know-how and in some cases market their produce collectively. There are several possible configurations for collective organizations, including alliances, consortia, and interprofessional associations (see related definitions).

### **Origin-based product**

Origin based products are products "where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin". Indeed, some agricultural and food products present specific quality characteristics, which can be attributed to the particularity of the place and environment where they are produced. This specificity results from a combination of unique climatic conditions, soil characteristics, local plant varieties, breeds or skills, historical and cultural

practices as well as traditional knowledge in producing and processing certain products. The interaction between these elements (the so-called *terroir*) confers specific characteristics that allow their differentiation from similar products.

### **Protected Designation of Origin (EU) - PDO**

According to EC Regulation no 510/2006, “designation of origin’ can be the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff: a) originating in that region, specific place or country, b) the quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and c) the production, processing and preparation of which take place in the defined geographical area.” Note that the acronym “DO” was also associated with Spanish and Italian Designations of Origin which existed prior to EU regulation 2081/92.

### **Protected Geographical Indication (EU)- PGI**

According to EC Regulation n° 510/2006, a ‘geographical indication’ can be the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff: a) originating in that region, specific place or country, b) which possesses a specific quality, reputation or other characteristics attributable to that geographical origin, and c) the production and/or processing and/or preparation of which take place in the defined geographical area.

### **Reputation**

Reputation refers to the notoriety acquired by the GI product on the market and in the society, and it is the outcome of consumption history and traditions.

In a general sense, the term “reputation” expresses what is commonly said or believed about the abilities and/or qualities of somebody or something. In terms of commercial exchanges, reputation denotes renown and/or recognisability of a firm, and/or of a product produced by this firm. Economic theory points out the role that reputation can play in the solution of certain problems that arise from information asymmetry between producer and consumer in the high quality goods markets. In the case of Origin-based products, reputation is a factor which can yield a price rent based on the time-honoured tradition and excellence of the product. This, however, often requires the use of legal instruments to protect the product name.

### **Quality**

The totality of features and characteristics of a product or service that bear on its ability to satisfy stated or implied needs (International ISO standard 8402).

### **Quality Assurance**

A set of activities, whose purpose is to demonstrate that an entity meets all quality requirements. Quality assurance activities are carried out in order to inspire the confidence of both customers and managers, confidence that all quality requirements are being met.

### **Specific quality**

Specific quality is a set of characteristics associated with a good or service that are recognized by all involved parties as distinctive aspects of the product or service that therefore can form the basis for its protection. Achieving a specific quality may require particular production conditions, some of which may be linked to unique local attributes (*savoir-faire*, *terroir*) that are informal traditional knowledge, which may in turn be defined in a publicly established CoP. These particular production practices may generate additional production and protection costs, which can in turn be recognized by consumers in their willingness to pay a higher price to acquire goods or services with the specific quality they seek.

### **Stakeholders**

In the value creation process of origin-based products, stakeholders are all those persons, groups, organizations, having a direct or indirect stake in the outcome of the process, because they can effect or be affected by its results. Key stakeholders are local producers and their associations, firms involved in the value chain (processors, distributors, suppliers, etc.), consumers, government and all the institutions taking part in the GI system.

### **Standard**

A document, established by consensus and approved by a recognized body, which provides for common and repeated use, rules, guidelines or characteristics for activities or their results, aimed at the achievement of the optimum degree of order in a given context. Standards are set up by numerous types of organizations to facilitate coordination of actors and reduce uncertainty concerning the quality of a good or service.

WTO definition: document approved by a recognized body, that provides, for common and repeated use, rules, guidelines or characteristics for products or related processes and production methods, with which compliance is not mandatory. It may also include or deal exclusively with terminology, symbols, packaging, marking or labelling requirements as they apply to a product, process or production method. Standards prepared by the international standardization community are based on consensus .

### **Sustainability**

Refers to an evolution allowing for the preservation, maintenance and improvement of the quality of natural resources, and the maintenance of environmental equilibria, with a view towards managing them for the future. Sustainable development was defined in the Report of the Brundtland Commission (1987) as, "...development that meets the needs of the present without compromising the ability of future generations to meet their own needs." For the OECD (2001), sustainability is a resource-oriented, long-term and global concept. It is resource oriented because we do not know which use future generations will make of the resources and which economic activities they will engage in. It is viewed as essentially goal-oriented, implying that resources should be used in such a way that the value of the entire stock of capital (including its option value) does not diminish and an indefinite stream of benefits can be obtained.

***Sui generis***

Latin for “of its own kind,” used to describe something that is unique or different. In law, it is a term of art used to identify a legal classification that exists independently of other categorizations because of its uniqueness or as a result of the specific creation of an entitlement or obligation.

***Terroir***

A *terroir* is a delimited geographical space, where a human community, has constructed over the course of history a collective intellectual or tacit production know-how, based on a system of interactions between a physical and biological milieu, and a set of human factors, in which the socio-technical trajectories are put into play, reveal an originality, confer a typicality, and engender a reputation, for a product that originates in that *terroir*.

**Traceability**

International Organization for Standardization (ISO) defines traceability as the “ability to trace the history, application, or location of that which is under consideration.” In the case of the GI products, a traceability system is a more or less complex system (depending on the decisions taken by firms and/or by the normative framework) that allows to clearly identify the different stages for the product to reach customers and consumers, the firms that have been involved in the production process and along the value-chain and the provenience and characteristics of the raw materials used to make sure that the CoP has been correctly applied and to intervene in case of failure.

**Trademark**

In some countries it is possible to protect geographical indications as trademarks. Geographic terms or signs are not registerable as trademarks if they are merely geographically descriptive or geographically misdescriptive of the origin of the goods. However, if a geographic sign is used in such a way as to identify the source of the goods/services and, over time, consumers recognize it as identifying a particular company or manufacturer or group of producers, the geographic sign no longer describes only where the goods/services come from, it also describes the somewhat unique “source” of the goods/services. At that point, the sign has a “secondary meaning” or “acquired distinctiveness” and can be trademarked.

**TRIPS**

Trade Related Aspects of Intellectual Property Rights (TRIPS) Agreement overseen by the World Trade Organization (WTO). The TRIPS agreement does not determine national legislation, but, in order to be TRIPS compliant, WTO members’ domestic Intellectual Property law must establish the minimum level of protection for IPRs laid out in TRIPS’ 73 articles.

### **Typicity**

1) The typicity of an agricultural product is a characteristic belonging to a type that can be recognized by experts (connoisseurs), based on the specific attributes of that type of product. Typicity also expresses the idea of being distinguishable from other products in a similar or comparable category, which forms the basis for the identity of the type. It includes a degree of internal variability within the type, and should not be confused with conforming to a norm.

2) These properties of belonging and distinction are described by a diverse set of characteristics (technical, social, cultural) identified and refined by a human group that serves as reference. These are based on know-how distributed among numerous actors including producers of raw materials used, processors, regulators and connoisseur-consumers.

3) Among the many expressions of typicity, those tied to the *terroir* is a particular construction that concretizes the *terroir* effect for a given product.

### **Value Chain**

A value chain is a chain of activities through which a product (or a service) is produced and distributed to customers. A product goes through a sequence of processes and activities of the chain and at each stage the product gains some value that builds up from the previous steps.

### **Value creation process**

In this guide, the value creation process consists in activating a “virtuous quality circle” based on the “recognition” of the values of an origin-based product. Four main stages of this virtuous circle have been identified: Identification of resources (local awareness), Product qualification, Product remuneration and Local resources reproduction and improvement.

Promoting the links between people, places, and agrifood products can be a tool for sustainable rural development in many rural communities of the world. In fact, origin-based products show quality attributes linked to the geographical places and people as a result of specific local know how and natural resources, and over time, a collective reputation is being built, that is identified by a geographical indication (GI). The definition of this specific quality thanks to a code of practice and the collective management of the GI system are fundamental tools to identify and preserve natural and human resources thus enhancing economic, social and environmental effects.

The aim of this guide is to provide local stakeholders with a conceptual framework, concrete illustrations and methodologies for the promotion and preservation of quality products linked to geographical origin and for implementation of GIs. The guide proposes a four-step process in order to strengthen the origin-based quality virtuous circle. The material presented in the guide derives from experiences of FAO and SinerGI in this field.

**Identification** of the links between the specific quality product and the local resources, **Qualification** with the code of practice and recognition of the GI as a collective territorial-based asset, **Remuneration** thanks to the marketing approaches and **Reproduction** of the local resources in a long term approach, are the key steps allowing for an economic, socio-cultural and environmental sustainability of the origin-based production system.



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