



# Rural development and agrifood product quality linked to geographical origin in Asia

Proceedings from the technical consultation  
8–10 June 2009, Bangkok

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# Introduction

The Regional technical consultation on rural development and agricultural and food quality linked to geographical origin in Asia was organized by the Food and Agriculture Organization of the United Nations (FAO), the Delegation of the European Commission (EC) to Thailand and the Department of Intellectual Property (DIP), Ministry of Commerce of Thailand, from 8 to 10 June 2009 at the Imperial Queen's Park Hotel in Bangkok.

The 71 participants came from government, the private sector, certifiers, non-governmental organizations and industry organizations, representing 17 Asian countries. The objective of the consultation was to share lessons learned, identify problems and suggest recommendations to support rural development and agrifood quality linked to geographical origin. The recommendations were then presented during a public conference on 11 June attended by more than 200 persons.

The recommendations of the consultation addressed two main levels: the legal and institutional frameworks, and setting up and managing GIs at the local level.

As far as the legal framework is concerned, the consultation recommended governments provide a clear and correct definition of what a GI is and build their expertise for assessing registration applications based on a code of practice. The experts highlighted the great importance of coordination between public institutions. They also emphasized the need to support policies to raise consumer awareness of GIs. They proposed in particular the establishment of a national GI label to build consumer recognition of the concept and associate it with the origin-linked quality products already registered.

The experts called for appropriate guidelines to ensure that GI marketing chains do benefit producers. As far as local aspects are concerned, the experts noted the importance of participatory approaches to elaborate the codes of practice and guarantee systems for GI. The experts also encouraged industry stakeholders to promote their GI products through local and international trade fairs and linkages with the tourism industry.

This report summarizes the proceedings of the technical consultation. The detailed recommendations from the consultation are listed in the [final section](#) of this report. Annex 1 presents the list of participants of the technical consultation. Annex 2 details the programme of the technical consultation. Annex 3 features the summaries of presentations given by national experts on a case study from their country; these summaries have been contributed freely by their author. All the presentations delivered at the technical consultation are available for free download from the website: <http://www.foodquality-origin.org/Bangkok/programme.html>

# Introductory session

## Official opening of the consultation

At the official opening of the technical consultation on 8 June 2009, Jean-Pierre Chiaradia-Bousquet, Officer-in-Charge, Development Law Service, FAO, Rome, underlined the strong cultural affinity of Asian consumers with their agricultural and food products, and how these were often the result of a long interaction between the local agro-ecological conditions and the know-how and traditions of populations. To support the local development of the products linked to a geographical origin, stakeholders and their governments in Asian countries have been devising various institutional platforms developed by the stakeholders and their governments to implement, monitor and protect geographical indications and other origin-linked labels. Mr. Chiaradia-Bousquet also mentioned the FAO's Interdepartmental Working Group on Differentiated Quality which gathers technical experts in the fields of agribusiness, marketing, food safety, quality control and development, trade and law. All this expertise is at the disposition of development stakeholders, and accessible through an official request addressed to the FAO Representative in the member country.

Jean-Jacques Boufflet, Minister Counsellor for Trade at the European Commission Delegation to Thailand, welcomed the participants of the technical consultation and reminded the audience of the European Union's early leader position on the issue of agricultural and food quality linked to geographical origin. Given the pool of expertise on geographical indications (GIs) within its member states, the European Commission has launched an ambitious programme of cooperation with various trade partners in order to promote the concept of agricultural and food quality linked to geographical origin. China and the member countries of the Association of Southeast Asian Nations (ASEAN) are beneficiaries of such cooperation programmes focusing on strengthening the legal framework for the protection of intellectual property rights and developing the capacities of partner countries to assess and register new geographical indications in their country.

Puangrat Asavapisit, Director-General of the Department of Intellectual Property, Ministry of Commerce of Thailand, focused her welcome address on the achievements of Thailand in adopting the concept of rural development and agrifood quality linked to geographical origin. She reported that Thailand had already registered more than 20 geographical indications, both Thai and foreign products. This had enabled the development of profitable trade between Thailand and the European Union. It was also helping to secure the protection in Thailand of the indication and label of agricultural and food products made famous by their high quality and associated with their geographical origin.

After the opening ceremony, Jo Cadilhon, Marketing Officer (Quality Improvement), FAO Regional Office for Asia and the Pacific, Bangkok, gave an overview of the programme of the technical consultation and described its objectives as being:

- To share information on the current status of rural development and quality linked to geographical origin: potential, drawbacks and procedures;
- To identify lessons learned from best practices;
- To identify problems in implementation;
- To propose recommendations for tackling problems;
- To raise awareness about the concept of quality linked to geographical origin; and
- To disseminate conclusions to a wider audience through a public conference to be held immediately following the technical consultation.<sup>1</sup>



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<sup>1</sup> The presentations made at the public conference on rural development and agricultural and food quality linked to geographical origin: lessons and perspectives can be downloaded from:  
<http://www.foodquality-origin.org/Bangkok/PublicSeminarprograme.html>



## Setting the stage

The first afternoon of the technical consultation featured a plenary session. The organizing committee chose to feature presentations by experts that would set a common stage for all participants. The common understanding of concepts and vocabulary would then allow smoother discussions on the issue of rural development and quality linked to geographical origin.

Emilie Vandecandelaere, Food Quality Officer, FAO, first gave a general presentation on quality linked to origin and rural development. She presented the programme launched by FAO on specific quality in 2007 and described how it was helping stakeholders in FAO's member countries to link products, places and people. Ms Vandecandelaere emphasized how this approach could lead to rural development initiatives that led to the definition and protection of products that have quality that is linked to their geographical origin and allowed some value addition to be implemented and captured at the local producers' level of the marketing chain while also strengthening the local social network around a common project. The concept of quality linked to origin also allows the preservation of local resources: i.e., traditions, know-how, and natural resources. In this initiative the code of practice (CoP) of the product, defined and implemented by producers, was the main development tool. Ms Vandecandelaere then presented the various institutional and organizational success factors that had been encountered by the FAO programme on specific quality around the world. She concluded by emphasizing the importance of coordination between stakeholders in defining and implementing such schemes, both at the local and national levels.

Pushpendra Rai, Acting Director and Head of the World Intellectual Property Organization Singapore Office, gave an overview of the international intellectual property context of agrifoods linked to geographical origin. Mr Rai's main message was that geographical indications are intellectual property rights with a multifunctional character. They can help to differentiate products in a competitive market while also have an effect on technology and rural development. He then reminded the audience on the different legal instruments that can protect geographical indications nationally and internationally. Mr Rai insisted that the most effective tool for intellectual rights protection should be chosen carefully according to the means available, and that geographical indications would not function alone if active promotion of the product was not associated with the protection mechanism to develop consumer awareness of the product's specificity and name.

The final plenary presentation was given by Constantinos Petrides, International Relations Officer, Directorate General Agriculture and Rural Development of the European Commission. Mr Petrides presented how the Commission had used geographical indications as an instrument of the European Union rural development policy. He first detailed how geographical indications were protected in the European Union but insisted that this tool had not led only to enforced protection of producers' intellectual property rights. Indeed, the experience from the European Union showed how GIs could have a positive economic impact on rural development through increased prices and profitability, among other indicators, for producers of products certified as GIs compared with producers selling conventional products.

Geographical indications had also encouraged more environmentally friendly production techniques, which led to the conservation of local natural resources. Mr Petrides also showed how GIs in the European Union were a good marketing tool and trusted sign by which consumers could recognize quality of the food they purchased. He also insisted that geographical indications were a parallel tool to trademarks for intellectual property rights protection and marketing. Producers should use one or the other, or both, according to their specific production and market context while policy makers should make sure the enabling environment is set for both systems to work with complementarity.

The general discussion that followed the three plenary presentations showed that the participants who had been invited to join the technical consultation had already a deep understanding of the issues involved in the issue of rural development and quality linked to geographical origin. Fundamental questions were already raised at this stage of the discussion although two full working days were to follow to focus the discussions on specific issues.

In the three following half-days, the participants were asked to join one of three smaller groups of their choice. During each half-day session, the working groups would be addressing the three following topics:

- A. Institutional framework;
- B. Efficiency of the value chain;
- C. Challenges linked to specific commodities.

Each group session started with presentations by national experts on a case study from their country illustrating the topic under discussion. The facilitated discussion that followed was expected to produce a list of lessons learned from the case studies presented, a list of problems encountered by stakeholders, and clear recommendations to tackle the most pressing problems.

# Workshops on the institutional framework

## Session A.1. Role of government: legal framework, support to technical implementation, assessment and registration, market access and information

Facilitator: Jean-Pierre Chiaradia-Bousquet, FAO

This session was organized to determine the roles of the public stakeholders in the identification and protection of GIs. The output expected of this session was a list of roles public bodies could play so as to provide the enabling environment for the development of origin-linked products.

Participants were asked to ponder the following questions:

- Are incentives created for private sector involvement or is the process driven by government?
- What is being done to secure international protection?
- How are consumers informed about the new product?
- Is there a strategy for an official quality sign?
- How are the technical aspects of a new product evaluated during the registration process?
- What would be the best model for Asia?
- Are minimal requirements enough for registration or is a detailed code of practice necessary?
- What are the problems and constraints of different quality–origin models including private brands and *sui generis* systems?

The workshop resulted in the following lessons learned. There is a need for a clear definition of a GI at the national level to cover territory, product, and know-how. There is a need for public–private dialogue and coordination for the application and implementation of GI specificities. There is also a need for public authorities to support the creation of institutions that will put the GI concept in operation; these institutions should be open to producers, traders and other stakeholders involved in these marketing chains of products linked to their geographical origin.

The main problems encountered by stakeholders implementing GI in the region were a general confusion between GIs and trademarks; the absence of relations between producers and traders on the one hand, and between producer–trader consortia and other groups of

stakeholders on the other hand; the lack of proper associative body granted the role of defining and controlling GIs on behalf of public authorities.

## **Session A.2. Coordination between institutions (intellectual property, trade, agriculture)**

Facilitator: Antonio Berenguer, EC

This session looked specifically at cases where there had been coordination between different institutions: both multisectoral (intellectual property, agriculture, rural development, trade, etc.) and multilevel (regional, national, local). Participants in this group were asked to identify the best role of different institutions in the development process of origin-linked products: Who does what? How?

The expected output for this session was a best-practice guideline for collaboration within an integrative national strategy towards promotion of quality linked to geographical origin, registration or protection for Asian countries.

The group of experts in this session reported the following best practices in the coordination between institutions to implement GIs in the region:

- Ensure appropriate awareness raising about the GI system and its advantages to producers or local communities;
- Ensure a proper setup of the GI (good quality product, homogeneity of the product), which is conducive to easier promotion;
- Ensure a solid GI registration process so as to avoid conflicts;
- Ensure subsequent protection and enforcement of protection of GIs;
- Ensure quality control is implemented in a cost-effective manner to facilitate participation of SMEs.

## **Session A. 3. Guarantee system and certification**

Facilitator: Pascal Liu, FAO

This session on guarantee systems and certification tackled the institutional and local models for guarantee systems (verification, certification and control) of quality linked to geographical origin. It had some 15 participants including representatives from Bangladesh, India, Nepal, Pakistan, Cambodia, China and a European certification company. In order to introduce the topic the facilitator presented the basic concepts of conformity assessment and certification. Then he gave a summary of the outcomes of the Technical Consultation on Independent Certification in Asia, which FAO held in 2007. The consultation noted that certification may help maintain market access, add value to products and raise sales. However, certification always has costs (fixed and recurrent). The costs of compliance and inspection are a challenge

to the inclusion of small-scale producers into certified food supply chains. From the governmental perspective, certification can be a tool to help ensure compliance with national food safety standards and other quality assurance schemes, but it should be consistent with national policy objectives. Policy makers should understand that certification cannot replace regulations and that a separation of functions is needed in order to preserve independence, avoid conflict of interests and build trust. The consultation agreed that national governments should have a say in the operation of international certifying bodies. It called for the harmonization of food quality and safety standards to facilitate international trade. Finally, it made the following recommendations:

- Strengthen national capacities to meet international food quality and SPS standards. Innovations in extension and training systems are essential;
- Public and private sector institutions must help small-scale producers organize in groups, cooperatives and other forms of associations to set up collective quality assurance systems.

Three short presentations followed. The first, by Riccardo Cozzo, Bioagricert Thailand, dealt with the training of local certifiers for geographical indications. The second was made by Qie Yuguang, Carrefour China, on the guarantee system of its Quality Line geographically-related food products. Finally, Jean-Marie Brun, GRET Cambodia, presented the internal control systems of Kampot Pepper GI.

The participants shared the experiences of their country with certification systems linking quality to origin. It emerged that a wide variety of systems are used to protect and promote origin-linked products, from collective trademarks (e.g. Basmati rice in Pakistan) and certification marks to *sui generis* systems similar to that of the European Union (as practised in India, China and Thailand). Overall, participants had little knowledge of the various types of conformity assessment systems available and certification in particular. They asked many questions on group certification and how to establish internal control systems. They were eager to learn and actively participated in the discussion. Debates were lively and went well beyond the time limit.

In conclusion, the session made recommendations addressing the local level and the national institutional framework. The importance of participatory approaches to elaborate the codes of practice and guarantee systems for GI was underscored. It was advised that producers should set up a local organization as one of the first steps. The organization should develop an internal control system before applying for registration. A cost-effective control system was said to be essential to avoid usurpation. Managing an effective internal control system entails many responsibilities for the producer organization. It should elaborate a control plan (technical documentation and control system) and control points. The control system must include packing, transportation, storage and delivery. Accurate record keeping is critical. All this requires skills and resources. Technical support from outside sources is often necessary.

In addition, the role of the local organization in marketing and communication was stressed. Registering a GI is not sufficient to ensure economic success. Many GIs have failed due to the

lack of concerted marketing efforts and investments. The session agreed that local producers should have a proactive role in managing the GI.

As regards the national framework, some participants stated that the role of the public sector was to provide clear legislation (including a correct definition of geographical indications), sensitization and the authorization and monitoring of certification bodies. To this end, it should provide guidelines and criteria for the authorization of certification bodies. Suggestions were made that the public sector should ensure *ex officio* protection and prevent infringement with sanctions.

Participants recommended that the public sector should develop expertise for assessing the applications for GI registration based on a code of practice. Also, government should ensure that applicants are collective organizations that equitably represent all potential stakeholders in the GI. This was viewed as a condition to ensure that GI marketing chains did benefit producers. Finally, participants highlighted the need for coordination between public institutions due to the multiple roles that they would need to take on.



# Workshops on efficiency of the value chain

## Session B.1. Organizing producers and marketing chain towards registration of the quality sign

Facilitator: Emilie Vandecandelaere, FAO

This session was given the task to review the various methods used to set up a local quality–origin product in order to reach the registration or recognition by consumers and public administrations.

The first presentation by Denis Sautier, Researcher from CIRAD in the Lao People's Democratic Republic, presented some important points related to the local process of GI implementation, the development of the code of practice and collective action. He highlighted the importance of the collective action: it was a learning process that requires time. Three questions should guide the elaboration of the code of practice (CoP):

- 1) Why is the product unique?
- 2) What are the critical points of production or process?
- 3) How to control them?

The discussion between participants pointed out the need for a common term for the CoP. Moreover, discussions were held on the risk of product homogenization to reach export markets requirements while local tastes for the traditional product may differ. On this point, the CoP could include two subcategories of products with different criteria to address local and export market demands. Another important aspect regarding the criteria of the CoP was discussed: practices may vary a lot between producers, in order not to exclude at the beginning the producers who are not meeting quality criteria but wish to meet them. An optimum can be defined in the CoP but with a delay to meet them; this is the case of Kampsong Speu Palm Sugar which took three years to conform to the CoP.

This case on Kampsong Speu Palm Sugar was presented by Sereyvath Prak from CEDAC, who described the process of implementing the GI with the support of CEDAC, a national NGO, and the French NGO GRET, within a project with the Cambodian Ministry of Commerce. This palm sugar presents a specific taste, due to the sandy soil and low precipitation; this taste is valued on the market as it is sold at a price 10 percent higher than palm sugar coming from elsewhere. The GI association KSPA was created in order to promote the origin-based quality and to apply for the registration as GI. (At the date of publication the draft law is still under review by the Cambodian Parliament.) One important lesson discussed about this case was the inclusion in the CoP, in addition to the criteria related to the product's uniqueness, of some innovative practices to upgrade the product. One problem to be solved is the packaging: the sugar is traditionally sold without packaging while this seems a key element for GI labelling and guarantee.

The presentation on Kintamani Bali Coffee by Mr Riyaldi showed the collective process to upgrade and specify the coffee quality from Kintamani which has become the first GI in Indonesia. This process involved the GI organization composed of coffee farmers and processors, and other stakeholders: buyers, provincial and district governments, the Indonesia Coffee and Cacao Research Centre (ICCRI), CIRAD and central government agencies such as the Directorate General of Intellectual Property Rights supported by the National Expert Team on GI as certifying agency. The discussion that followed illustrated the fact that GIs could be a tool for promoting an origin-based product and create a reputation that did not exist before. Indeed, before 2002 the coffee was dried with a wet process, thus achieving low quality. The GI process included a new practice for dry processing that upgraded the quality and permitted the creation of a good reputation and an increase in price.

The presentation by Ts. Enkh-Amgalan on Uvs Sea Buckthorn fruit illustrated the difficulties due to a GI registration by a single firm and without a code of practice agreed among local producers. Sea buckthorn is very popular and presents a very nutritious berry, especially the one coming from the Uvs Region in Mongolia. Registered as a GI in 2007 by a single firm, the other producers, although they are legitimate users of the GI would not be able to use the indication anymore. Discussions and negotiations are in process to find a solution and allow the GI to benefit all producers of the area. The discussion on this case showed the importance of an adequate legal framework to set the “rules of the game” and ensure benefits for all legitimate users by requiring a collective approach, a code of practice agreed among producers and a system of controls.

Ceylon Cinnamon, a case presented by Christopher Fernando from the Sri Lanka Spice and Allied Products Producers and Traders' Association, is in the early process of identification: the producers through SAPPTA are looking at a GI tool in order to confirm the differentiation of their product as the true cinnamon, of higher quality, in comparison with other varieties available on the international market. Their objective through the GI would be to help producers to pass from a traditional system into the globalized market with a modern approach. The discussions pointed out the importance of defining what made the product unique and different from other products of the same category, as it would be the basis of differentiation on export markets. Variety can be part of this uniqueness but is not sufficient; local conditions also have a role to play.

The last presentation was on Doi Tung Coffee, the development of which was supported ten years ago by the Mae Fah Luang Foundation under the patronage of the late Princess Mother of HM King Bhumibol of Thailand. In a poor area where opium used to be grown, the new plantations of Arabica coffee are now providing good income to producers and the GI reputation includes this success story. In 2007 the Foundation registered the GI Doi Tung Coffee; the Foundation markets the products and organizes the verification of the product conformity. The discussion highlighted the importance in this case of external support by the Foundation, which provided the plantation material and equipment. Nevertheless, the investments in the coffee value chain are now funded by the revenues from sales; the system is becoming autonomous.



The participants then worked in groups of two or three to define the problems and needs, the lessons learned and recommendations for implementing GI at local levels.

Lessons learned were identified:

- The code of practice is important to link GI with uniqueness, reputation, quality, price and other differentiation factors like environmental and ecological factors. There is a need for a common glossary;
- The elaboration of the code of practice should be based on collective efforts;
- GI can combine tradition and innovation to create new value and quality improvement in the product;
- An organizational or institutional framework is an essential and enabling factor to evolve a sustainable intervention in registered GIs;
- GI experience is a learning process and it evolves over time.

The problems and recommendations were defined within three main areas: legal and institutional framework of the registration process, production system and markets, as shown in Table 1 below.

***Table 1: Problems and recommendations on the organization of farmers' groups and marketing chains for GIs***

	<b>Problems or needs</b>	<b>Recommendations</b>
<b>Legal and institutional framework</b>	<ul style="list-style-type: none"> <li>• Need for an adequate legal framework</li> <li>• Individuals can grab the benefit of GIs</li> <li>• GI registered without CoP</li> <li>• Ensure ownership to avoid GI usurpation</li> <li>• Conditions for GI not clearly established in the national laws</li> </ul>	<ul style="list-style-type: none"> <li>• Public authorities should have criteria for assessing the CoP: it must be a fair compromise and come from a collective and representative group</li> <li>• Public authorities should provide producers with guidelines for registration and clarification on the differences between GIs and trademarks</li> </ul>
<b>Producers</b>	<ul style="list-style-type: none"> <li>• Lack of GI-related information to all stakeholders</li> <li>• Need for facilitators or local organization to set up the GI locally</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitators should build initiatives according a phased process to support producers' organization and effective supply chain</li> <li>• Facilitators and stakeholders should take into consideration a gradual implementation of GI rules</li> <li>• Donors should fund relevant initiatives and facilitators should provide guidelines to stakeholders</li> </ul>
<b>Markets</b>	<ul style="list-style-type: none"> <li>• Lack of consumer awareness on registered GIs</li> <li>• Difficult establishment and cost of control or certification</li> <li>• Lack of common symbol as a marketing tool</li> </ul>	<ul style="list-style-type: none"> <li>• Both public authorities and local producers should work on raising consumer awareness (information, common GI sign, etc.)</li> <li>• Local GI association should include promotion within its activities</li> </ul>

## Session B.2. Building an industry body for business and institutional partnerships to manage geographical indications

Facilitator: Andrew. W. Shepherd, FAO

The purpose of this session was to assess how the different stakeholders managed the quality sign collectively once it has been registered to ensure its success on the market and enhance positive social and economic impact like fair redistribution along the marketing chain.

Four minipresentations were made to this session. The first, by Kongkiat Nasimma, covered an association of producers of Jasmine rice under the Thung Kula Thai Hom Mali GI in Thailand. Vu Trong Binh then discussed the Phu Quoc Fish Sauce Association of Kien Giang Province, Viet Nam, and Hamid Malhi the Basmati Growers Association of Pakistan. Finally, Jo Cadilhon presented the Nakhonchaisri Pomelo GI of central Thailand, on behalf of Sing Ching Tongdee, who was unavailable. While the last presentation did not, strictly speaking, discuss an association it did raise some interesting problems associated with protecting a GI, problems that could perhaps have been better addressed had an association been in place.

In discussions following the presentations, session participants noted that there were obvious difficulties in developing farmer associations when farmers were widely dispersed, as was the situation with the Jasmine and Basmati rice cases. It was felt that farmers needed to be organized into groups to send representatives to association meetings. This was not, however, a problem with Phu Quoc fish sauce producers, who numbered less than 100. Speakers noted that existing associations had very limited resources, were unable to afford full-time staff and that a framework for collective action among GI producers had not yet been developed. Government support was often required if the associations were to function even at the barest minimum.

Activities that GI associations would like to carry out but are unable to because of lack of resources included promotion of the products to consumers and quality control monitoring. In at least two of the cases presented the GI was perceived as being under threat because of the “capture” of the GI by traders marketing products that did not conform to the specifications. The lack of official sanction for GI infringement was commented on as was the general ignorance about GIs among traders.

There was relatively little enthusiasm amongst either speakers or session participants to try to address such problems by broadening associations to include other “actors” such as traders, processors, or exporters. Speakers considered that producers were responsible for the great bulk of the value of GI production and this was given as a reason for a reluctance to work with others in the chain. In fact, among many session participants there seemed to be significant hostility to the private sector and the role it played. Nevertheless, there was no enthusiasm for the idea that associations should try to exclude traders by seeking to take on a marketing role themselves and it was recognized that all stakeholders had to be consulted in developing a GI and the accompanying codes of practice and that this involvement must be confirmed by the authorities before establishing a GI.

There was considerable discussion about the sequencing of GI establishment. Participants felt that there was strong evidence that GIs and their standards were imposed with minimal consultation with producers, an example being the fish sauce GI which failed to specify that bottling should take place in Phu Quoc. In order to represent the interests of producers it was considered that, as in Europe, strong associations were essential before GIs were finally approved and were not something to be introduced as an afterthought after the GI was established.

Participants did, however, stress that associations were not something that could be imposed upon farmers from above. Farmers must see the value of collaboration. Considerable time was often required to build the necessary collaboration and to develop representation within an association (e.g. through sub-groups). GI regulations, and thus association rules, should be inclusive; they should not be so strict that some producers are excluded. Official recognition of associations was essential as well as the development of coordination and communication mechanisms between associations and the government. Support to build the capacity of farmers, both to operate as an association and to meet GI criteria, was also considered necessary.

Participants noted that legislation governing associations was often inadequate and could constrain GI association development. They therefore urged governments to examine national legislation relating to associations.

Finally, participants considered that much work was required to promote GIs among consumers. They commented favourably on a booklet on Thai GIs handed out to participants of the consultation. Most participants felt that partnership with the private sector was essential for such promotion. Several felt that a generic national GI label was desirable.

## **Session B.3. Extending a territorial strategy to economic, social and environmental issues**

Facilitator: Stéphane Passeri, EC

This session looked beyond the economic value chain at other strategies for products with quality linked to geographical origin: territorial approach, environmental sustainability, tapping tourism. The participants were asked to ponder the following questions:

- What are the benefits of such strategies and the problems arising?
- Are there any lessons learned that could lead to guidelines for Asian countries wanting to support such diversification of their marketing chains linked to origin?

The experts in this working group identified lessons learned from the case studies presented:

1. It is important to group farmers and other stakeholders of a GI within an organization;

2. A strong management body is needed for the GI. This body should not be profit oriented and allow a redistribution of shares and benefits among stakeholders and the promotion of social development and cultural heritage;
3. Communication and coordination is needed with government offices to protect the landscape of the GI or the potential landscape of a GI;
4. It is important to link the promotion of the GI with the country's image and its other quality products;
5. GI producers should follow a strategy that is committed to achieving the GI requirements while also developing the value of their product.

The experts in this session also reported the problems encountered by stakeholders implementing GIs with a view to achieving social and environmental benefits (see Table 2).

***Table 2: Problems encountered when extending a territorial strategy to economic, social and environmental issues***

Difficulty to obtain a global picture related to the different dimensions of GI development: environmental policy, cultural asset, commercial aim, tourism, etc.	<ul style="list-style-type: none"> <li>• Lack of awareness and communication between administrations</li> <li>• Lack of communication between GI and non-GI stakeholders who are also beneficiaries (local administration, public promotion department, consumers)</li> </ul>
Lack of involvement of non-GI stakeholders in the application process phase of GI	<ul style="list-style-type: none"> <li>• Lack of awareness and understanding by local communities and agencies of the GI concept</li> <li>• Lack of communication between the organization in charge of promotion of GI and tourism authorities</li> </ul>
Lack of long-term project planning (more than one or two years)	<ul style="list-style-type: none"> <li>• For national development of a GI system</li> <li>• For sustainability of GI product development: training of producers, internal and external control system, etc.</li> </ul>

# Workshops on challenges linked to specific commodities

## Session C.1. Exports of plant products: tea, coffee, rice, fruits, medicinal plants

Facilitator: Constantinos Petrides, EC

The objective of this session was to illustrate the cases of quality linked to a geographical origin through products meant for export. Experts were asked to ponder the motivations of producers to create an exportable product related to geographical origin and the economic, social and environmental impacts of this strategy.

In particular, this session tackled the following questions:

- How to enhance or develop the reputation of the country, its local areas or the specific origin?
- Is there a special strategy to target export markets?
- Is a national branding more effective than specific origin branding for these markets?
- How to develop a marketing plan for export products?
- How to deal with conflicts of registration in different countries and international protection of the denomination?

The session identified the following lessons learned from the national case studies presented. First there is a long history and tradition in Asia of trade of agricultural products that qualify as GIs. Second, some high-quality Asian products with export potential are not well known internationally. Finally, Asian countries face similar common problems related to GI awareness, capacity building and infringements on the use of an indication.

The experts in this session reported a series of problems encountered by stakeholders exporting GIs (see Table 3).

**Table 3: Problems encountered by stakeholders who are producing a GI for the export market**

Capacity building needed	<ul style="list-style-type: none"><li>• National authorities and institutions</li><li>• Legal and regulatory framework</li></ul>
Lack of strong and organized producers' associations	<ul style="list-style-type: none"><li>• Lack of awareness by producers</li><li>• Inability of producers to promote their own interests (e.g. registering GIs)</li></ul>
Increased cases of GI infringement, deception or misuse of Asian indications abroad	<ul style="list-style-type: none"><li>• Enforcement problems abroad</li><li>• Refusal to invalidate trademarks in other countries, which misuse the name of an Asian GI</li></ul>

## Session C.2. Developing animal and aquaculture products

Facilitator: David K. Hitchcock, FAO

This session focused on the issues and opportunities encountered in developing market linkages for animal and aquaculture products. Four mini-presentations were delivered on the following topics:

- Gobi camel mool – presented by S. Regzedmaa, Ministry of Agriculture and Light Industry, Mongolia;
- One Village-One Product Programme in Nepal – presented by H. Regmi, Ministry of Agriculture, Nepal;
- Oyster production and marketing in Surathanee Province – presented by V. Somboonyarathi, Department of Fisheries, Thailand; and
- Impact of GI certification of Jinhua ham in Zhejiang Province – presented by Wang Guihong, INRA–University of Toulouse, France.

The presentations stimulated lively discussions, particularly relating to two major principles or approaches to be adopted in the initial development of sustainable market linkages:

- Persons or organizations responsible for specific actions within the GI process should be fully cognizant of the product context or existing enabling environmental conditions, in particular product market demand and roles and responsibilities of major stakeholders; and
- The process of GI development and implementation should encourage voice and ownership by all major stakeholders.

Some of the many lessons learned or problems encountered by the participants included:

- Lack of active involvement by producers in the supply chain or the GI process;
- Lack of awareness and knowledge of the GI process and conditions amongst stakeholders;
- Consumer awareness building of already registered GI products is urgently required;
- Individuals (persons or organizations) should not be allowed to control the GI process or its benefits;
- Codes of practice must embrace national or international animal welfare and genetic standards to protect food safety and quality;
- GI products registered without codes of practice being formulated;

- Species selection for GI products should be in accordance with tradition and consumption patterns;
- The GI process can help safeguard and protect specialized or endangered breeds by providing market niche opportunities and demand;
- The successful “one village–one product” concept provides an excellent launching pad for GI development, particularly for smallholder farmers;
- GI protections or conditions are not recognized by local laws and regulations; and
- Market saturation or promotion of too many GIs may dilute demand or erode credibility in the eyes of the consumer.

The participants used the problems encountered and lessons learned to develop a number of important recommendations:

- The collective ownership of the GI product by all major stakeholders must be encouraged or promoted;
- Domestic and international regulations for GI certification should be used wherever possible to develop the GI codes of practice;
- Stakeholder information on the GI registration process and requirements need to be improved;
- Individuals (persons or organizations) should not control benefits;
- GI branding, trademarks or symbols must be easily recognized by consumers; and
- Greater efforts need to be made to raise awareness of consumers to the benefits and importance of GI products.

## Session C.3. Developing local value chains for traditional products

Facilitator: Marija Spirovska, FAO

The session focused on the challenges and opportunities in developing and marketing traditional products. In particular the session discussed the process of capturing, packaging and promoting traditional knowledge, the relation between the different stakeholders, and the possible markets.

The session included three presentations: two from the participants, presenting specific cases of traditional products and one from the facilitator, focusing on the role of certified forest products in sustainable management of natural resources. The case of Bor Sang Umbrella was presented by Kannika Buachen, owner of the Umbrella Marketing Centre. The Bor Sang Umbrellas have received numerous awards and are increasingly sought by the export market.

However, the presentation also highlighted the fact that traditional craftsmanship was a dying art as most of the young people were not interested to continue the tradition and there were no strong government incentives for promoting the traditional knowledge.

Subhod Kumar, from the Confederation of Indian Industry presented the case of the Kondapally Toys, made from a local endemic species of white sander tree, which obtained a GI registration certificate in 2007. Mr Kumar provided an overview of the product development and quality assurance system, as well as the current and foreseen markets for the toys. The presentation stressed the importance of external support by the Private Trust Fund and emphasized that coordination between stakeholders such as the government, private sector and the trust fund was essential in facilitating the registration of the GI.

The participants drew several positive lessons from the presentations and from their experience with other traditional products. Most importantly it was evident that when developed and marketed properly, traditional products earned premium prices as in the case of Kondapally Toys. They can also be part of a wider tourism promotion strategy of certain regions as shown by the presentation on Bor Sang Umbrellas. The discussion also helped to identify various challenging issues which were hindering the process and were yet to be resolved in order to strengthen the development and marketing of traditional products. Some of the highlighted problems or lessons are touched upon below.

Producers and local artisans are not fully involved in the supply chain. This was one of the drawbacks of the case of Bor Sang Umbrella, where the private company was taking upon a coordinating and decision making role. On the other hand, the participants acknowledged the importance of a “catalyst” who moved the process forward.

Traditional knowledge can be difficult to capture and disseminate. Due to the fact that there are few written documents, identifying the “carriers” of the knowledge and capturing their skills is a challenging task. Recipes, procedures and techniques live and die with the people (artists, craftspersons) which are carrying the legacy.

Young people are not interested in learning about the traditional knowledge and are seeking other opportunities in the urban centres.

Informing about the quality and safety of traditional products is a challenge. Consumer safety is increasingly important and traditional products must comply with the government standards for certain products which can lead to increased production costs. On the other hand, consumers are not fully aware of the process behind the traditional product and therefore may be reluctant to purchase it; this is particularly important for food products.

One important observation which the participants put up for discussion was the fact that many projects and government strategies elaborated on possibilities that GIs offered to rural development without clearly explaining the necessary elements. The participants agreed that although it was clear that there was an obvious link, much more detailed strategies and actions were needed in order for these statements to become reality. Primarily it was specified that there was a strong need for documenting and sharing positive and successful examples in



order to demonstrate the impact of GI on rural livelihoods. This could provide guidelines on how communities should pursue the development of traditional products and help in the establishment of market links. The participants called for action from international organizations such as FAO to facilitate the documentation and dissemination of such examples.

Other important recommendations include:

- Documenting the traditional knowledge is important both for the GI process of obtaining the certificate as well as for marketing the products (telling a story). Support is therefore needed for developing booklets, video materials, etc. which would compile the traditional knowledge;
- Consumer awareness regarding traditional products needs to be raised through stronger marketing and promotion;
- During the development of traditional products the local resource base needs to be properly identified and managed. This is particularly important for handicrafts or other products which are made from locally available natural resources. In order to ensure that they are used sustainably, a code of practice needs to be developed, perhaps as part of the GI registration;
- Development of traditional GI products should be empowering through capacity building and the involvement of local people in all steps of decision making from production to marketing;
- The development of traditional products should be a multi-stakeholder effort, but the government needs to facilitate and support existing initiatives through the allocation of budgets.

Overall, the participants agreed that the potentials of marketing and promoting traditional products in the Asia-Pacific region were not fully tapped. Currently, the most important market links for traditional products are with the tourism sector. Much more capacity building is needed in order to enable local products of traditional products to comply with the GI procedures and more importantly to market their products. The private sector can play an important role in promoting traditional knowledge but the interests of local people must be assured throughout the chain.

# Recommendations of the technical consultation

The results from each one of the parallel workshops were shared during a poster gallery walk where all participants could go to see the poster result of all the workshops. The consultation facilitators prepared a synthesis of the different recommendations from the different workshops, which was then discussed and amended in a plenary discussion.

The recommendations addressed two main levels:

1. The legal and institutional frameworks and capacities, in relation with evaluation, registration and protection of GIs at national level;
2. At the local level, in relation with setting up and managing a particular GI product.

As far as the legal and institutional framework is concerned, the consultation recommended governments provide a clear and correct definition of what a GI is and build their expertise for assessing registration applications based on a code of practice. The experts highlighted the great importance of coordination between public institutions. They also emphasized the need to support policies to raise consumer awareness of GIs. They proposed in particular the establishment of a national GI label to build consumer recognition of the concept and associate it with the origin-linked quality products already registered.

The experts called for appropriate guidelines to ensure that GI marketing chains do benefit producers. As far as local aspects are concerned, the experts noted the importance of participatory approaches to elaborate the codes of practice and guarantee systems for GI. The experts also encouraged industry stakeholders to promote their GI products through local and international trade fairs and linkages with the tourism industry.

## Legal or institutional recommendations

### Registration and protection

The technical consultation recommended governments consider taking the following actions so as to ensure a fair registration process and an efficient protection system:

- Provide a clear and correct definition of a geographical indication in line with TRIPS as a minimum, pertinent legislative framework;
- Explain the definition of GIs and provide guidelines and criteria for the accreditation of certification bodies (public or private) to national stakeholders;
- Develop expertise for the assessment of registration applications based on a code of practice;

- In order to ensure sustainability of new GIs, assess registration requests upon the following criteria: specific quality, collective approach, fair compromise among stakeholders and protection against infringement;
- Ensure that the applicant is a collective organization that equitably represents all potential stakeholders in the GI;
- Allow all eligible stakeholders to benefit from the benefits of GIs;
- Ensure *ex officio* protection, prevent infringement by enforcing sanctions;
- Involve several institutions and experts from the ministries in charge of agriculture and of trade so as to build consensus on the registration process and enforcement;
- Set up a cost-effective control system to avoid usurpation considering the respective role of private and public stakeholders in an efficient guarantee system.

### **Supportive policies**

The technical consultation recommended governments consider taking the following actions in order to develop the enabling environment that will support sustainable GIs:

- Identify potential products and stakeholders or interprofessional bodies ready to cooperate;
- Lead activities to raise consumer awareness through the media. In particular, publishing booklets with short straightforward messages was seen as an efficient strategy.
- Establish a national GI label that all actors could use to signal their product to consumers;
- Launch pilot projects to develop newly registered GIs, in particular those products meant for export and provide temporary support such as investment;
- Support the organization of producers at the local level and the capacity building of producers for internal control system;
- Ensure that GI managers are collective organizations that equitably represent potential stakeholders in the GI;
- Ensure that farmers and primary producers have a majority say in the association;
- Include economic and rural development potential as assessment criteria for the registration of new GIs;
- Include GIs in a national strategy for tourism and export promotion of the country's products.

The experts from the consultation recommended international organizations and development agencies to undertake the following activities that will support their member countries:

- Develop guidelines for GI pilot projects;
- Provide funding to help governments set up pilot projects as well as training and capacity development activities.

## **Coordination**

The technical consultation recommended governments consider taking the following actions in order to foster the coordination among all institutions involved in GIs:

- Set up a central interministerial planning body responsible for a national GI development strategy;
- Set up an appropriate mechanism (e.g. interagency body) to define and monitor GIs and raise consumer awareness;
- Involve local authorities in the support to the GI concept and in the identification of new products with GI potential;
- Promote public-private partnerships for the promotion of GIs.

## **Local level and value chain**

### **Setting up the GI**

The technical consultation recommended producers consider taking the following actions when elaborating a new GI:

- Identify properly the resources they need within the code of practice of their GI;
- Involve all value chain actors, in particular the primary producers so as to ensure representativeness in the setup process;
- Make sure that the CoP that defines the criteria for the specific quality of their product are controllable, and establish a control plan;
- Document traditional knowledge and stories about the product so as to be able to produce a historical record of the GI;
- Take time in implementing the GI process with a gradient in implementation: pilot test scale first to give producers time to comply with the CoP;
- On an optional basis, consider including food safety requirements and other possible product innovations into the code of practice in order to differentiate the GI products from more generic products already available on the market.

The experts recommended organizations involved in facilitating the GI process (NGOs, research, international organizations) consider implementing the following activities to strengthen the elaboration process of new GIs:

- Facilitate the GI process and build the capacity of stakeholders in the supply chain;
- Provide technical assistance in new product development;
- Provide support for investment at the beginning of the GI process;
- Encourage the sharing of the documentation and impact studies of other existing GIs.

## Managing the marketing and conformity of the GI

The technical consultation recommended producers consider taking the following actions so as to develop a solid marketing and control systems for GIs:

- Set up a local organization responsible for the internal control system before registration; this organization should also be responsible for communication and promotion about the product;
- Participate actively in local and international fairs to promote the GIs.

The experts made the following recommendations for organizations involved in supporting the GI process in order to foster agro-industries based on GIs:

- Provide technical assistance on market assessment and increasing the awareness of consumers;
- Phase out support during the development process in both short- and long-term projects.



# Annex 1: List of participants of the technical consultation

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61	EC	Mr Dusit Meksingvee	Business Information Officer	Trade and Economic Section EC Delegation to Thailand	<a href="mailto:dusit.meksingvee@ec.europa.eu">dusit.meksingvee@ec.europa.eu</a>
62	EC	Mr Pekka Penttila	Attaché (Trade)	Trade and Economic Section EC Delegation to Thailand	<a href="mailto:pekka.penttila@ec.europa.eu">pekka.penttila@ec.europa.eu</a>
63	EC	Mr Stéphane Passeri	Intellectual Property Specialist	EC Delegation to Thailand	<a href="mailto:stefpasseri@hotmail.com">stefpasseri@hotmail.com</a>
64	FAO	Mr Jo Cadilhon	Marketing Officer (Quality Improvement)	FAO Regional Office for Asia and the Pacific	<a href="mailto:jo.cadilhon@fao.org">jo.cadilhon@fao.org</a>
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67	FAO	Mr Jean-Pierre Chiaradia- Bousquet	Officer in Charge	FAO Development Law Service	<a href="mailto:oic-legn@fao.org">oic-legn@fao.org</a>
68	FAO	Mr Pascal Liu	Trade Economist	FAO Markets and trade Division	<a href="mailto:pascal.liu@fao.org">pascal.liu@fao.org</a>
69	FAO	Mr Andrew W. Shepherd	Marketing Economist	FAO Rural infrastructure and Agro- industries division	<a href="mailto:andrew.shepherd@fao.org">andrew.shepherd@fao.org</a>

70	FAO	Mr David Hitchcock	Senior Agroindustries Officer	FAO Rural infrastructure and Agro-industries division	<a href="mailto:david.hitchcock@fao.org">david.hitchcock@fao.org</a>
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## Annex 2: Programme of the technical consultation

### FAO-EC-DIP Regional Seminar on rural development and agricultural and food quality linked to geographical origin in Asia: Lessons and perspectives

8 – 11 June 2009, Imperial Queen's Park, Bangkok

#### TECHNICAL CONSULTATION ON RURAL DEVELOPMENT AND AGRICULTURAL AND FOOD QUALITY LINKED TO GEOGRAPHICAL ORIGIN IN ASIA

Monday 8 June

Sakura Room, 37<sup>th</sup> floor

Time	Agenda item	Speaker or facilitator
15.00	Opening: Welcome addresses	Jean-Pierre Chiaradia-Bousquet, Officer in Charge FAO Development Law Service, Rome Jean-Jacques Boufflet, Minister Counsellor for Trade, EC Delegation to Thailand Puangrat Asavapisit, Director-General of Department of Intellectual Property
15.20	Overview of the seminar objectives and programme	Jo Cadilhon, Marketing Officer (Quality Improvement) FAO
15.30	Quality linked to origin: some potentials for rural development	Emilie Vandecandelaere, Food Quality Officer, FAO
16.00	Background on international intellectual property context of agrifoods linked to geographical origin	Pushpendra Rai, Acting Director and Head, World Intellectual Property Organisation Singapore Office
16.30	Geographical indications as an instrument of the EU rural development policy	Constantinos Petrides, International Relations Officer Directorate-General Agriculture and Rural Development, EC
17.00	Questions and answers Discussion	Chair: Jean-Jacques Boufflet, Minister Counsellor for Trade EC Delegation to Thailand
17.40	Preparation for parallel working groups and ice breaker	Emilie Vandecandelaere, Food Quality Officer, FAO Jo Cadilhon, Marketing Officer (Quality Improvement)
18.00	End of first day	
18.30	Welcome cocktail <u>Les Nymphéas French Restaurant, 4<sup>th</sup> floor</u>	Welcome address: Jean-Jacques Boufflet, Minister Counsellor for Trade, EC Delegation to Thailand

Working language: English

Tuesday 9 June

The technical consultations on Tuesday and Wednesday will be based on parallel sessions, related to three themes:

A. Institutional framework – B. Efficiency of the value chain – C. Challenges linked to specific commodities

8.30 – 12.00 Morning parallel sessions

<b>Subject</b>	<b>Presentations</b>
A.1. Role of Government: legal framework, support to technical implementation, assessment and registration, market access and information Facilitator: Jean-Pierre Chiaradia-Bousquet, FAO <b><u>Sakura Room, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Presentation by facilitator, Geographical indications in Asia: institutional framework</li><li>• Tarit Datta, IIM, GI registration procedure in India</li><li>• Oskar Simanullang, Directorate General of Intellectual Property Rights, Registration process of GI products in Indonesia</li><li>• Wang Guihong, INRA Toulouse, The Chinese GI systems of SAIC and AQSIQ</li><li>• Vu Trong Binh, RUDEC, Registration of Phu Quoc Fish Sauce GI</li></ul>
B.1. Organizing producers and marketing chain towards registration of the quality sign Facilitator: Emilie Vandecandelaere, FAO <b><u>Momiji Room, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Denis Sautier, CIRAD, The local process of GI elaboration : Lessons learnt from European and Asian case studies</li><li>• Sereyvath Prak, CEDAC, Supply chain for Kampong Speu palm sugar, Cambodia.</li><li>• Riyaldi, Ministry of Agriculture, Kopi Arabika Kintamani Bali</li><li>• Ts. Enkh-Amgalan, SDC, “Uvs sea buckthorn” GI: lessons learnt and experiences</li><li>• Christopher Fernando, SAPPTA, Ceylon cinnamon</li><li>• Thanawat Sriksirin, Doi Tung Development Project under Royal Initiative Project, Sharing the best practice: the case study of the Doi Tung Development Project</li></ul>
C.1. Exports of plant products: tea, coffee, rice, fruits, medicinal plants Facilitator: Constantinos Petrides, EC <b><u>Foyer, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Ch. Hamid Malhi, Basmati Growers’ Association, The efforts of the Basmati Growers Association, Pakistan</li><li>• Saki Septiono, Directorate General of Intellectual Property Rights, Aceh heads towards a new conflict over a name of a coffee</li><li>• Roya Noorbakhsh, Institute of Standard and Industrial Research of Iran, Iranian saffron</li><li>• Choni Dendup, Ministry of Agriculture, Attributes of Bhutanese red rice</li><li>• Sinouk Sisombat, Lao coffee association, Marketing Lao Coffee</li></ul>

**Working language: English**

**Tea and coffee break: In front of Les Nymphéas French Restaurant, 4<sup>th</sup> floor**

**Lunch: Park view Restaurant, Ground floor**

Tuesday 9 June

13.30 – 17.00 Afternoon parallel sessions

<b>Subject</b>	<b>Presentations</b>
A. 2. Coordination between institutions (intellectual property, trade, agriculture) Facilitator: Antonio Berenguer, EC <b><u>Sakura Room, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Lao Reasey, Department of Intellectual Property Rights, Development of the national legal framework in Cambodia</li><li>• Shinta Sirait, Directorate General of Intellectual Property Rights, Coordination between institutions to support quality of Indonesian food GIs</li><li>• Monthathip Chanphengxay, NAFRI, Project for establishment of Geographical Indications in Laos: main results</li><li>• Salma Chaudhuri Zohir, Bangladesh Institute of Development Studies, Protecting geographical indications in Bangladesh</li><li>• Laddawan Kunnoot, Bureau of Rice Products Development, Driving for the success of GI rice in Thailand</li></ul>
B. 2. Building an industry body for business and institutional partnerships to manage geographical indications Facilitator: Andrew Shepherd, FAO <b><u>Momiji Room, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Vu Trong Binh, RUDEC, Conflicts within the supply chain of Phu Quoc Fish Sauce</li><li>• Ch. Hamid Malhi, Basmati Growers' Association, The Basmati stakeholders</li><li>• Jo Cadilhon, FAO, Marketing problems faced by the producers of the Nakhonchaisri Pomelo GI in Thailand</li><li>• Kongkiat Nasimma, Thung Kula Rong-Hai Thai Hom Mali Rice Trade Association, GI Thung Kula Rong Hai</li></ul>
C. 2. Developing origin and quality for animal and aquaculture products Facilitator: David Hitchcock, FAO <b><u>Foyer, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Regzedmaa Sandag, Ministry of Agriculture and Light Industry, The Gobi camel wool as a Mongolian geographical indication</li><li>• Hemraj Regmi, Ministry of Agriculture, One Village One Product in Nepal</li><li>• Varatip Somboonyarathi, Thai Department of Fisheries, Oyster from Surathanee Province</li><li>• Wang Guihong, INRA-Toulouse, Impact of a GI certification in a livestock farming activity: the case of Jinhua Ham</li></ul>

**Working language: English**

**Tea and coffee break: In front of Les Nymphéas French Restaurant, 4<sup>th</sup> floor**

**Free evening**

Wednesday 10 June

8.30 – 12.00 Morning parallel sessions

<b>Subject</b>	<b>Presentations</b>
A. 3. Guarantee system and certification Facilitator: Pascal Liu, FAO <b><u>Sakura Room, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Presentation by facilitator, Main conclusions of FAO's technical consultation on independent certification in Asia</li><li>• Riccardo Cozzo, Bioagricert Thailand, Geographical Indications: regulation, certification and inspection procedures for training local CB</li><li>• Qie Yuguang, Carrefour China, To ensure freshness of agricultural products via direct purchase</li><li>• Jean-Marie Brun, GRET Cambodia, Implementation of control mechanisms: the case of Kampot pepper</li></ul>
B. 3. Extending a territorial strategy to economic, social and environmental issues Facilitator: Stéphane Passeri, EC <b><u>Momiji Room, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Phouang Parisak Pravongviengkham, Ministry of Agriculture and Forests, The role of Geographical Indications for rural development in Laos: the macro view and status</li><li>• Denis Sautier, CIRAD, Quality sign linking environmental, social and origin aspects: "Small chicken rice" from Xieng Khouang plateau, Lao PDR</li><li>• Siriporn Boonchoo, Queen Sirikit Institute of Sericulture, Marketing strategy of Thai Silk industry</li><li>• Wicha Promyong, Doi Chaang Fresh Roast Coffee Co., Ltd, Doi Chaang Coffee GI</li></ul>
C. 3. Developing local supply chains for traditional products Facilitator: Marija Spirovska, FAO <b><u>Fover, 37<sup>th</sup> floor</u></b>	<ul style="list-style-type: none"><li>• Kannika Buacheen, Umbrella Marketing Center (1976) Co., Ltd, Bor Sang Umbrella</li><li>• Presentation by facilitator, Certification of forest products</li><li>• Subohd Kumar, Confederation of Indian Industry, Presentation on Kondapally Toys</li></ul>

**Tea and coffee break: In front of Les Nymphéas French Restaurant, 4<sup>th</sup> floor**

**Lunch: Park view Restaurant, Ground floor**

14.00 – 17.00 Afternoon plenary session

**Sakura Room, 37<sup>th</sup> floor**

14.00 Poster gallery of all the working group reports

15.15 Tea and coffee break

15.30 Discussions and synthesis of reports into expert recommendations and joint FAO-EC-DIP press conference of the following day.

1700 End of third day and completion of technical consultation evaluation forms

**Tea and coffee break: In front of Les Nymphéas French Restaurant, 4<sup>th</sup> floor**

**Free evening**

**Working language: English**

# Annex 3: Summaries of national case study presentations

## The Chinese GI systems of SAIC and AQSIQ

Wang Guihong, INRA Toulouse, France

This presentation discussed the differences of implementation between the two systems implemented by the State Administration for Industry and Commerce (SAIC) and the General Administration of Quality Supervision, Inspection and Quarantine (AQSIQ) for geographical indications in China and showed the advantages and constraints and the future perspectives of these two systems.

Why China applies the GI system?

- It is a mode of protection of intellectual property;
- It is a tool to help durable development in rural areas;
- It is a method to preserve the patrimony.

The Chinese Trademark Officer (CTMO) of SAIC is using three legislative acts to protect GIs: laws, regulations and measures of registration and administration of the collective marks and certification marks. The definition of the geographical signs by the Trademark Law is consistent with the definition of the Geographical Indication as given in the TRIPS Agreement.

AQSIQ is in charge of monitoring imports and exports, the quarantine and import–export food safety. This system existed since 1994 and has been implemented in collaboration with some French institutions and the European Union. There is a Specific Protection ruled by a decree. It establishes a special system for GI protection that is similar to the European Union system.

The presentation discussed faults and imperfections of the Chinese GI system:

- At the protection level;
- At the innovation level;
- At the administrative level;
- At the consumer level.

The study concluded that it was not an essential problem that there are two GI protection systems in China. The SAIC system was dedicated to market regulation while the AQSIQ system was oriented to quality and food safety. Some connections are missing in the control of the management to meet the standards of GI products. The study reflected on how relations

and cooperation between all institutions could be conciliated and whether it was necessary for the Chinese Government to intervene.

## Registration of Phu Quoc Fish Sauce GI

Vu Trong Binh and Dao Duc Huan, RUDEC, Viet Nam

Fish sauce is a traditional product of Viet Nam. Being a country with long costal beaches and rich in sea products, Viet Nam has many famous fish sauces, such as Phu Quoc fish sauce from Kien Giang Province, Nha Trang fish sauce from Khanh Hoa Province and Cat Hai fish sauce from Hai Phong Province. However, Phu Quoc fish sauce has crossed borders to become a high quality product and be well-known all over the world for its deliciousness and typical characteristics.

Since 1995, several regulations have been issued, making a legal base for appellation of origin and geographical indication in general and the development of geographical indication for Phu Quoc Fish Sauce in particular. Some of the main acts are indicated below:

- Articles 786, 789 and 795 of the Civil Code passed by the National Assembly on 28 October 1995: referring to the concept of industrial property including creation, label of product, industrial design, useful solution, appellation of origin;
- Articles 9, 10 and 23 of Decree 63/CP of the Prime Minister issued on 24 October 1996, amended by the Decree 06/2001/ND-CP on 1<sup>st</sup> February 2001 of the Vietnamese government, prescribing the objects of intellectual property, industrial design, label of product, appellation of origin as well as setting up intellectual property for them;
- Circular 3055/TT-SHCN on 31 December 1996 of the Ministry of Science and Technology guiding how to implement the Decree 63/CP of the Prime Minister in setting up industrial property;
- Decree 54/2000/ND-CP on 3 October 2000 of the government indicating the protection of industrial property in terms of business secret, geographical indication, commercial name and protection of the right against unhealthy competition;
- Circular 132/2004/TT-BTC on 30 December 2004 of the Ministry of Finance guiding the receipts, submission, management and the use of fees for industrial property;
- Law of Intellectual Property, approved by the eleventh National Assembly of Socialist Republic of Viet Nam on 29 November 2005.

Phu Quoc fish sauce has been registered as an appellation of origin product since 1998, when the Vietnamese and French Governments signed a memorandum of understanding on prohibition of imitations and protecting appellation of origin (AO) products in Hanoi. In other words, the two governments made agreement to protect their products together. Accordingly, Viet Nam would protect French AO products like Cognac. In parallel, France would support



Viet Nam in the development of appellation of origin. After this Agreement, the French Economic Mission Bureau in Hanoi supported the former Ministry of Aquaculture of Vietnam to complete the protection form for Phu Quoc Fish Sauce. This procedure can be highlighted by the following points:

On 21 September 1998 a group assisting the AO procedure for Phu Quoc Fish Sauce in Kien Giang Province was founded according to the decision of Ministry of Aquaculture number 550/QĐ-BTS. Its function was to support Kien Giang Province and Phu Quoc District in completing the protection document for Phu Quoc Fish Sauce, to popularize the benefit of appellation of origin and the rights and responsibilities of the users of AO products. However, this group ceased to work after the registration of Phu Quoc Fish Sauce. That is why the advertisement of the product and the support to the Association of Producers of Phu Quoc Fish Sauce in operating and developing a marketing chain for its appellation of origin and applying for the right of use met so many difficulties. In addition, the Government of Viet Nam had not yet established any administrative bodies managing and consulting geographical indications and appellations of origin at central and local levels.

On 4 October 2000 the Association of Producers of Phu Quoc Fish Sauce was founded, representing all Phu Quoc Fish Sauce Producers. Allowed by the People's Committee of Phu Quoc, this association was responsible for the protection of their common right and compliance with all the necessary formalities to apply for registration of Phu Quoc Fish Sauce as an AO product. Although starting to operate, the association did not receive its decision of foundation from the People's Committee of Kien Giang Province as cited in the legal decree (decree 88/2003 of the government) until October 2005. Thus, during five years the association was not formally recognized although capacity as a legal entity is essential for an organization to be allowed to produce an AO in Viet Nam.

From August to September 2000 there were many workshops on appellation of origin with the participation of French experts (Interprofessional Bureau of Cognac, French Embassy in Hanoi) and staff from the French Economic Mission, the Department of Industrial Property, the Ministry of Aquaculture, local bodies and producers in order to plan the development of appellation of origin for Phu Quoc Fish Sauce.

On 11 May 2001 the association of Phu Quoc Fish Sauce submitted its application for AO registration. In this document, the Association mentioned all aspects of specific quality, production condition, limitation of area, etc. At this time, the Association of Producers of Phu Quoc Fish Sauce still has not received the decision of foundation of Kien Giang Province according to the decree 88 of the government but only the decision that acknowledges its executive board from the People's Committee of Phu Quoc District.

On June 1<sup>st</sup> 2001, or only 20 days from the time the application form was submitted, the Department of Intellectual Property made the decision accepting the AO registration of Phu Quoc Fish Sauce. Since then, Phu Quoc Fish Sauce has been protected exclusively on the Vietnamese territory.

After the registration, fieldwork support for the development of Phu Quoc Fish Sauce geographical indication has not been continuous. Moreover, the consultancy for GI development is separated from the organization of the marketing chain. This means the Phu Quoc Fish Sauce GI development has not made any progress. In the case of Phu Quoc Fish Sauce, the approaches for AO development are rather good in terms of law, but there is a lack of expertise in the organization of producers, commodity management, marketing, and production planning.

Up to now, the only success has been in registering Phu Quoc Fish Sauce as an appellation of origin product, but no one has the right to use it. Furthermore, problems still exist among stakeholders of the Phu Quoc Fish Sauce commodity chain: from processing, bottling, and distribution to monitoring and management. In terms of the Association of Producers of Phu Quoc Fish Sauce, it has not yet had any collective action in regards to production, commercialization and quality control. There have even been conflicts between association members who are suppliers and those who are non-suppliers of the large bottler, Knorr Company.

More importantly, the lack of national institutions to use GI, to control product quality and market together with the lack of public service support (consultants, local public service) have made it difficult to develop the Phu Quoc Fish Sauce GI.

To find a solution, on 17 October 2008 Kien Giang Province issued a decision on temporary regulation of geographical indication and in the year 2009, RUDEC will provide support to start improving Phu Quoc Fish Sauce geographical indication by strengthening local institutions, implementing quality control and the delivery procedure for using Phu Quoc Fish Sauce geographical indication.

## Development of the national legal framework in Cambodia

Lao Reasey, Department of Intellectual Property Rights, Cambodia

A geographical indication enables producers of traditional specialties, which have a particular quality and reputation related to their geographical origin, to protect the name of their products, similar to the way in which a trademark enables a company to protect the brand or quality symbol of its product. It is an opportunity offered to producers in rural communities to increase the value of traditionally acquired expertise in a world undergoing globalization.

The GI concept is now recognized by the World Trade Organization (WTO) TRIPS agreement. Cambodia, as many of the WTO member countries, is currently setting up the legal framework for the protection of geographical indications at the national level. By doing so, it defends its producers and consumers against usurpations and frauds.

Firstly, a geographical indication is a geographical *name* that is known in the market and associated with a particular product. Examples already registered as Geographical Indications include Roquefort Cheese, Basmati Rice, Darjeeling Tea, Champagne, and more recently rice from the Surin Highlands of Thailand. Other examples from Cambodia (not registered yet) are

Kampot Durian and Battambang Rice. The fact that a name is known on the market is evidence of product notoriety. This notoriety very often leads to usurpation of the name and imitations. Some producers or traders try to take advantage of the name and notoriety of the product to market goods that do not have the required special features or that are produced in a different region.

The name must refer to a *specific quality* of the product. In other words, such things as the appearance, colour, flavour, physical and chemical characteristics, and source material are peculiar to the product originating from the specific region.

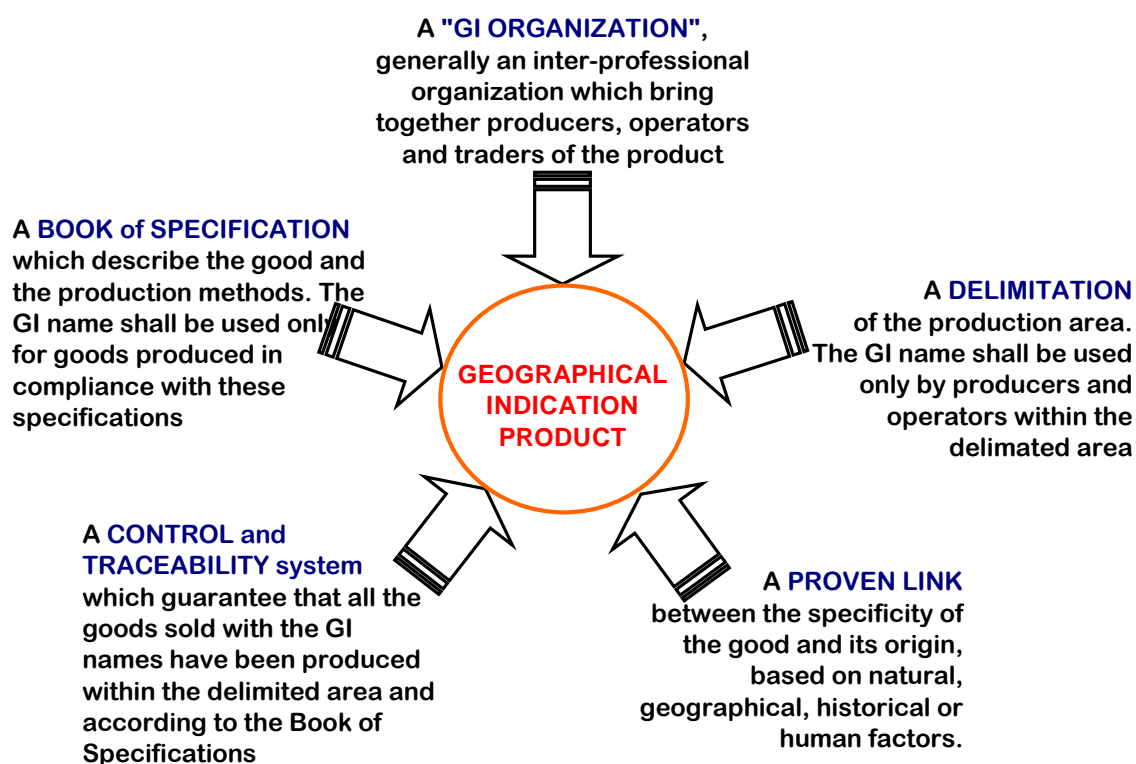
Moreover, this name and the specific quality of the product must be linked to a *production territory*. This production territory accounts for the specific features of the product, either through the actual characteristics of the region (soil, climate, etc.) or through the skills and know-how that the producers have accumulated and perfected over time.

For instance, some wines have a certain bouquet due to the characteristics of the soil where the vineyards are grown or the amount of sunshine they get. The same goods produced in a different region do not have the same characteristics.

The name of the product associated with a geographical indication therefore results in an *asset*.

To be registered, a protected geographical indication needs to be based on a book of specifications or code of practice which defines the area of production and the production method. This document also details the particular qualities of the good and how they are related to the territory. Control mechanisms have also to be developed, including internal control (generally implemented by an organization of producers or producers with traders) and external certification by an accredited certification body. The five pillars of a protected geographical indication are shown in Figure 1.

**Figure 1. The five pillars of a Protected Geographical Indication**



*Source: GRET/MOC – Pilot project for the protection of geographical indications in Cambodia*

The Ministry of Commerce (MOC) of the Kingdom of Cambodia has initiated a process to develop and implement a system of protection of the geographical indications, as a part of the Intellectual Property Rights System. A law on Geographical Indication Protection has been drafted, and after a feasibility study, MOC has started the implementation of a pilot project for geographical indications protection, with the financial support of the *Agence Française de Développement*.

The Ministry of Agriculture is also a close partner of the Ministry of Commerce on this issue, and a joint GI Secretariat has been established, composed of three officers from the Ministry of Commerce and two officers from the Ministry of Agriculture.

GRET (a French NGO) and CEDAC (a local NGO) have been recruited to provide support on the implementation of this pilot project, which started on June 2007, and was scheduled to last two years.

The objectives of the pilot project are the following:

- Component 1: Development of the legal and administrative framework for the protection of geographical indications in Cambodia;
- Component 2: Capacity building of the Administration (GI office in particular);
- Component 3: Support to registration of “pilot” GIs;

- Component 4: Promotion of GI concept, capitalization and dissemination of the experience.

For Kampot Pepper and Kampong Speu Palm Sugar are two pilot products under this project. Two interprofessional organizations have been created: Kampot Pepper Promotion Association (KPPA) and Kampong Speu Palm Sugar Promotion Association (KSPA). They have defined and validated the book of specification for both products and, from the beginning of this year, have started to register producers, disseminate the book of specification, develop tools for resource accounting and traceability, and introduce control procedures.

A common logo has been designed that can be used by all operators who comply with the books of specification. Once the name is registered as a GI, its use will not be allowed for operators who are not members of the association and who do not comply with the specifications and control mechanisms.

Several organizations and companies who are already marketing these product have signed up with the GI associations, such as Confirel, Kampot Pepper Agricultural Cooperative (KAMPACO), Farmlink, Senteurs d'Angkor, CESDE and DATe.

## Coordination between institutions to support quality of Indonesian food GIs

Shinta Sirait, Directorate General of Intellectual Property Rights, Indonesia

Based on the Government Regulation No. 51/2007, a geographical indication is described as a sign showing the origin location of a product which is affected by the nature and the human factors or the combination of these two factors so that it has a quality and certain characteristics. The scope of GI protection in Indonesia is for agricultural products, industrial products and handicrafts and other products having GI characteristics. The product is protected by law if it is registered and listed on the General List of Geographical Indications issued by the General Directorate of Intellectual Property Rights. The product is protected as long as it has the quality and characteristics stated in its GI requirements book.

A GI applicant can be:

- 1) An institution representing a community in a region where the product is made, for example, raw material suppliers, agricultural product producers, handicraft producers, distributors, wholesalers and retailers;
- 2) An authorized institution or
- 3) A consumers' group.

The registration process includes an administrative verification for 14 days, a substantive verification for a maximum of two years and publication for three months. The monitoring and evaluation of the GI implementation is conducted by an expert team called the Indonesian

GI Experts Team. The team was established in August 2008 and will be effective for five years. This team can also assist an applicant to develop a requirement book or code of practice. The team consists of experts representing many institutions concerned in agriculture, industry, trade, laboratory testing, research and development, supervision as well as from the General Directorate of Intellectual Property Rights. In order to do the job, the team can outsource for specific expertise such as in geology, meteorology, veterinary matters, food safety or security and plant breeding.

The team's job nationally is:

- 1) To evaluate the GI requirement book proposed;
- 2) To consider and recommend registration, deciding for improvement or cancellation of a proposal; and
- 3) To monitor and control the GI implementation.

## Project for establishment of geographical indications in the Lao People's Democratic Republic: main results

Monthathip Chanphengxay, NAFRI, Lao People's Democratic Republic

The Project for establishment of geographical indications (PEIG) was established in 2007 in the Lao People's Democratic Republic to join efforts of the Ministry of Agriculture and Forests (MAF), the National Agriculture and Forest Research Institute (NAFRI), the National Authority for Science and Technology (NAST), local governments, producers and suppliers, to create a legal framework and pilot project experiences in quality products linked to geographical origin.

The main achievements obtained, according to the three components of the PEIG action plan, have been as follows :

- 1) Recognizing GIs: the Intellectual Property Law of the Lao People's Democratic Republic was voted on December 2007, promulgated in April 2008. It concerns all Intellectual Property Rights (IPR). A unique application decree, covering all IPR, is under preparation;
- 2) Promoting GIs: among many activities conducted (awareness raising, production census, group organization), a special mention is due to the product profile characterization (cup testing, aromatic analysis) and the detailed market studies. Two well-known products were chosen from 5 feasibility studies, to serve as pilot-products:
  - Bolovens Plateau Arabica and Robusta Coffee, aimed mostly at exports;
  - Small chicken aromatic sticky rice from Xieng Khouang and Houaphan Provinces, aimed at the national urban market.

- 3) Setting the rules of GIs: this activity includes background studies to define the area delimitation, using Geographical Information System, the collective elaboration of a code of good practices or production protocol by supply chain stakeholders and the preparation of a control plan.

Bottlenecks remain. GI registration is not yet possible until the decree is issued. Price premiums currently obtained are linked to organic and fair trade certifications; origin is an asset for fame and long-term market stability. There is a need to strengthen national expertise and “GI task force” among several ministries at central level and for follow-up activities and groups to pilot products up to registration.

## Protecting geographical indications in Bangladesh

Salma Chaudhuri Zohir, Bangladesh Institute of Development Studies, Bangladesh

There is a need to set up an appropriate and efficient legal framework. The draft ordinance on “The Geographical Indications of Goods” is a close adaptation of the 1999 Indian law, but it needs to be benchmarked with other laws, such as the Thai and the new Cambodian law.

The following stakeholders are allowed to register new products:

- A government agency;
- A group of persons representing the producers’ interests (association, cooperatives, interprofessional bodies);
- A private person or a group of private persons, etc *should not be allowed to apply for* GI nor for a collective or certification trademark which contains a GI;
- For a GI of a foreign country, there must be *explicit evidence* that such a GI is protected under the law of such country and has been used continuously until the date of filing.

The Draft ordinance is fully in compliance with the TRIPS Section 3. All kinds of goods are protected: agricultural, industrial goods and handicrafts. It has accurate definitions of the protected signs and accurate definitions of the application requirements. Only collective bodies can apply “representing the interest of the producers of the concerned goods”. The Draft mentions “human factors”, it prohibits registration of a GI as a trademark, it mentions “an Appeal Board” which could be the triggering point of a “GIs Board”. However, users need to renew the registration after ten years and need formal registration, which contradicts the definition on application requirements mentioned above, and is an unwieldy procedure in a least-developed country.

The following stakeholders are involved in rule enforcement:

- Users. The specifications of the goods should be in accordance with the conditions prescribed by the Registrar. The right owner must be able to train users on



specifications and monitor and control users' compliance with the registered specifications of the right.

- Organization of producers in a collective structure (GI society). There has to be organization of producers. At present most are weak as institutions. These need to be strengthened. Capacity building of these organizations is needed so that they can draft the product specifications, draft the application for registration and monitor through inspection.
- It is proposed that a committee hereafter called the “Geographical Indications Board”, as in Thailand, be formed where the Secretary Ministry of Industry could be the Board Chairperson and the Registrar Department of Patent, Design and Trademark, should be the Board Member Secretary.

A tentative list of Bangladeshi food and non-food products deserving GI has been examined. As many as 73 tentative products are listed: 52 are food products and the remaining 21 are non-food products. Food products include three fish items, 12 fruits, 15 processed food and sweets, 14 agricultural products and eight types of vegetables; the products come mostly from Jessore and Chittagong areas. There is a consensus on 14 new products including Dhaka Jamdani, Nakshikantha, Hilsa from Chandpur, Fazle Mango from Chapainawabganj (Rajshahi). There is a need to finalize the list after extensive discussion with producers, traders and policy makers.

The following actions are needed in order to control and monitor the right owners who are producing, processing and trading the protected quality goods:

- 1) Setting up a GI wing in the trademark administration, implementation of the “GI Board” and training civil servants for enforcement of the GI system;
- 2) Capacity building of collective bodies and reliable inspection bodies;
- 3) Costs of registration should be set for application, notice of opposition, extension of time, certificate, amendments of registration, revocation of registration;
- 4) Costs of litigation should be set for opposition and appeal; these costs will depend on the complexity of the case;
- 5) Time frame for registration and protection should be set.

The producers should have a specific mark set for each product. Collective advertising campaigns could be undertaken. At the national level, the marketing policy of the right owners' bodies and organizations should be to organize local and international fairs, skill training, setting up websites and a GI portal, emporium, etc. The One District–One Product (ODOP) project of the Export Promotion Bureau (EPB) can be a tool to promote GI products.



## Ensuring freshness of agricultural products via direct purchase

Qie Yuguang, Carrefour, China

Carrefour promotes quality–origin agricultural products in China via direct purchase. In China, to protect producers’ and consumers’ product quality benefits, a quality–origin certification and labelling system has long been applied to a wide range of agricultural and industrial food products.

Carrefour China has launched its direct purchase programme in 2007. The synergetic link between direct purchases and quality–origin brings a series of benefits to all market players. The core of direct purchase is to reduce middle steps in the marketing chain and purchase directly from growers and farmers. By recognizing and fulfilling the quality–origin identification, the progress of direct purchase is largely accelerated. Quality guarantee is another advantage of direct purchase and quality–origin identification. The successful launch of such products enables the traceability of the product up to the farm level.

Dangshan Pear is a good example of this practice. Working closely with Dangshan Pear Farmers’ Association, Carrefour China has successfully launched this product in 2007 in its stores. Now the number of direct-purchase agricultural items has largely increased to include more fruits and vegetables.

## Implementation of control mechanisms: the case of Kampot Pepper

Jean-Marie Brun, GRET, Cambodia; Prak Sereyvath, CEDAC, Cambodia; and Martine François, GRET, France

Kampot pepper has a long history and reputation. Its current revival and the growing interest for this pepper are a strong asset, but also lead to misuses of the “Kampot Pepper” name. Fake products are marketed in Cambodia and abroad. This situation is a strong driver that made producers and operators receptive and pushed them to volunteer to start the preparation of an application for registration as GI. An interprofessional organization has been created in 2008 and a first book of specification (BoS) was validated by the producers (about 150 farmers) and main stakeholders. Whereas the legal framework was not yet finalized in Cambodia, it was decided to implement a real-scale test of traceability and control mechanisms for the season 2009.

The following tools were developed and tested between February and May 2009:

- Registration of producers and signature of a commitment to follow the BoS and control rules;
- Verification of compliance of the plantation prior to confirming the member registration;

- Development of a producer book and records of production and sales by producers and buyers;
- Development and implementation of internal control procedures: verification of compliance with the book of specification and control of the records (100 percent of producers were inspected by the association's inspectors between end of March and early May 2009);
- Test of sensorial analysis tools;
- External audit of the internal control (ECOCERT mission, 26 May to 5 June 2009), and verification of the traceability system at the traders' and packagers' level.

This real-scale test has been successful and is very encouraging. The external auditor has judged the internal control implementation as “complete, coherent and well informed”. The adoption of changes proposed in the book of specification was also already significant. For instance, a very large majority of producers mention about hygienic measures implemented during the external controller's audit, despite these measures not being part of the traditional practices.

Such control mechanisms seem to be manageable for the association. But there is a need to clarify the adequate level at which to take sanctions or measures, especially when the certification body might not be near at hand. Whereas it is wise to leave the certification body take the responsibility of the sanction decision and application, the delegation from external controller to internal controller of the power to advise sanctions or temporary measures (still under the authority, control and legal responsibility of external controller) has to be considered, especially when the certification body is localized far from the GI area. For example: the internal controller or GI association shall be entitled to “freeze” a batch of non-complying products, otherwise it could be marketed before being certified.

The key challenge is now to develop the market in order to make sure a large majority of the production complying with the GI requirements will benefit from the expected added value.

## The local process of GI elaboration: lessons learned from European and Asian case studies

Denis Sautier, CIRAD, Viet Nam

Quality linked to origin and to traditions reflects a local environment and a cultural heritage. It is based therefore on a shared know-how by producers, and often by processors and consumers or users of the product. The recognition of this quality, for instance through the registration of a geographical indication, should therefore pay special attention to participatory processes.

Experiences in Europe and Asia show some critical steps in GI elaboration and implementation, such as the following:

- The supply chain study;
- The organization of the supply chain (need to gather all the operators into a group);
- The preparation and definition of the contents of the code of practices (or production protocol) for GI production processing and packaging;
- The preparation and definition of the delimited geographical area for the GI;
- The internal rules for decision-making and information sharing within the supply chain;
- The implementation of the internal control system (ICS);
- Criteria used for the contents of the production protocol are of special relevance as they can decide upon the inclusion or exclusion of many local stakeholders.

Taking into account participatory processes at three stages: before, during and after GI registration, is important in order to avoid excluding legitimate producers, and also to maximize the rural development outcomes and impact of the GI process.

## Kopi Arabika Kintamani Bali

Riyaldi, Ministry of Agriculture, Indonesia

Kintamani Bali Arabica Coffee (KBAC) is the first Indonesian GI Product. There are currently another six GI applications under process. GI protection in Indonesia is based on Trademark Act No. 15/2001 to protect the product, and Estate Crops Act No. 18/2004 to protect the area and conform to the WTO TRIPS Agreement at the international level.

Quality control for KBAC is conducted by the producers; the market control is implemented by producers, customers and government; and yearly control is done by the Central Government. The illegal use of the GI label is sanctioned by 4–5 years prison and IDR800–1 000 million fine.

Actors involved in the process of GI for KBAC were the organization of coffee producers and processors known as MPIG (local society for GI) which also acted as GI applicant. Provincial and District Governments, the research agency Indonesia Coffee and Cacao Research Centre (ICCRI) and CIRAD acted as supporting agencies. The central agency Directorate General of Intellectual Property Rights (DGIPR) was supported by the National Expert Team on GI (NETGI) as certifying agency. The applicant submitted the book of requirement to DGIPR, and DGIPR asked NETGI for substantive examination. NETGI was asked to give the recommendation to DGIPR on whether the application could be registered or should be rejected.

Arabica coffee has been cultivated in Kintamani Bali since the 1800s; most of the production was exported. Before 2002 Kintamani Arabica Coffee had no specific quality reputation, the farmers harvested all stages of the coffee berry (green, yellow and red berry), processed them

under a dry processing system at a low hygienic standard, which produced low-quality and low priced coffee beans.

Starting from 2002 some studies were conducted to increase the quality of Kintamani Arabica Coffee for GI protection. The managing group which consists of coffee farmers, processors, buyers, Provincial and District Governments, ICCRI and CIRAD was built. New standards of collective action, cultivation, harvesting, processing, storage and marketing were developed. Application for GI protection was submitted on July 2007 by MPIG, and GI certification was released by the DGIPR on December 2008.

Presently, the price of KBAC is almost double to that of the non-GI Arabica coffee; productivity and quality of coffee production, income and prosperity of the coffee farmers and processors have already increased. A more sustainable environmental condition and stronger collective action have also been developed. Success and positive impact of developing KBAC geographical indication will be followed by many other specific agricultural products, processed products and handicrafts.

## Uvs Sea Buckthorn GI: lessons learned and experiences

Ts. Enkh-Amgalan, SDC, Mongolia

Uvs sea buckthorn (*Hippophae rhamnoides* L.) was registered as a GI in 2007. Sea buckthorn is a highly nutritious and versatile berry, containing vitamins C, E, beta-carotene and omega-3 fatty acids. Sea buckthorn oil is very popular for medical use. Uvs is the name of the province home to wild sea buckthorn in Mongolia and where sea buckthorn was first domesticated in the country in the 1940s. These long years of traditional growing and consuming sea buckthorn have created the association of the two names among people: “Uvs sea buckthorn”. Customers associate the name “Uvs sea buckthorn” with a high-quality natural product linked to the specific natural and climatic features of the province’s territory.

Know-how, technology and skilled labour have been built up during years of domestication since the 1940s; sea buckthorn production is clearly an economic comparative advantage of this remote province to capitalize on. Because of the ability of the sea buckthorn tree to resist harsh weather and strong root shooting system, it is also planted in different parts of the country in the efforts of combating sand movement and desertification.

The unique quality of Uvs sea buckthorn comes from the natural environment of Uvs Province. Growing in very harsh climate where temperature reaches  $-50^{\circ}\text{C}$  in winter and  $+35^{\circ}\text{C}$  in summer, sea buckthorn develops rich oil and other mineral contents in order to resist to the cold and to the large temperature fluctuations in the region. It also creates a habitat where these useful minerals are preserved for a long time after harvesting and in processed products. Recently, there have been several laboratory analyses in Japan and Mongolia to find scientific proof for these unique quality properties. The laboratory analysis report released by a Japanese company shows that Uvs sea buckthorn fruit and products have no trace of any chemical elements and that they are pure organic products.

There are three main types of players in the Uvs sea buckthorn value chain: ten sapling growers, 50 tree growers and three processors. Motivated by an increasing demand for the product in the market, the largest sea buckthorn processing company is Uvs Province, Uvs Food Company, has applied for Uvs Sea Buckthorn GI registration in 2007 in order to create legal protection for the name and safeguard the reputation for quality of the product. The name has frequently been misused by similar products coming from other regions of Mongolia or from Russia trying to benefit from the good reputation of Uvs sea buckthorn to increase their sales.

However, due to inadequate elaboration of the Law on the requirements of GI production and implementation, the registration does not bring the benefits the local producers or processors had aimed for in terms of safeguarding and controlling the reputation for quality of the product. First of all, the application for GI registration in Mongolia does not require a collective approach. An individual or a single company from the area can apply and register a GI under their name. Secondly, the procedure does not request a specific code of practice for GI production and quality control system. In the law, the registration only requires the explanation on how the specific quality of a product is linked to the geographical area or to traditions and know-how from local people.

As a next step after registration, Uvs Food Company has approached the other two smaller processors with the request to agree on a common code of practice in order to ensure and maintain quality of Uvs products. It has proven not to be an easy process as the other processors were not consulted nor involved in the process before the registration. As there is no independent quality control system nor any law requiring a specific written code of practice to be followed for GI production, Uvs Food Company has no means of controlling the flows of its GI product.

## Ceylon cinnamon

Christopher Fernando, SAPPTA, Sri Lanka

Seventy percent of the spices cultivators in Sri Lanka are in the form of home gardens. More than 80 percent of spices are from Central, Uva, Sabaragamuwa, North Western, and Southern Provinces. Sri Lanka cinnamon continues to remain the major spice exported from the country. More than 90 percent of the production is exported.

Due to its relatively low land coverage compared with other domestic plantation crops, cinnamon in Sri Lanka is classified as a minor export. With an area of around 25 545 ha under cultivation. The sweetest and most prized variety grows in the “Silver Sand” costal belt of the Negombo River, just north of Colombo. The two main varieties are *Cinnamom zalenicum* and *Cinnamom cassia*. There is an increasing preference for natural flavours all over the world. Demand for cinnamon oil is expected to grow steadily in the future.

Cinnamon peeling is a highly skilled technique, handed down almost unchanged from ancient time. The industry is facing a severe shortage of cinnamon peelers, accounting for an estimate loss of output of 3 000 to 4 000 tonnes. Producer profit margins are comparatively low due to

the ever increasing cost of peeling, fertilizing, weeding and other agronomic practices. The industry has remained more or less stagnant; a probable reason for this could well be attributed to the dominance of the cassia variety, a much cheaper variety of cinnamon.

SAPPTA's interests span the entire spectrum of spices, including cinnamon. The Association promotes regular dialogue with state agencies and all other policy making bodies, to move away from our traditional commodity exports, towards move value-added spice-based products. SAPPTA is developing small producers and traders and trying to take value to the village. SAPPTA continues to present issues of concern faced by both growers and exporters of cinnamon to the Export Development Board, Department of Export Agriculture, the Ceylon Chamber of Commerce, and the Department of Commerce. As a result of this representation, we have been blessed to achieve:

- Cabinet approval for the Export Development Board to hold ownership of the Ceylon Cinnamon Brand;
- Establishment of a rural credit scheme for cinnamon;
- Government contribution of LKR10 million to set up a Cinnamon Development Fund to provide subsidies, credit, extension and research inputs and assistance for cinnamon-based value-added products. Subsidies and credits are given for new planting, replanting and rehabilitations.

## Sharing the best practice: the case study of the Doi Tung Development Project

Thanawat Sriksirin, Doi Tung Development Project under Royal Initiative Project, Thailand

In 1987 the Mae Fah Luang Foundation (MFLF) under the patronage of the late Princess Mother of HM King Bhumibol initiated a development programme in Doi Tung, Chiang Rai Province. At that time Doi Tung was a remote area. People were left to meet their daily need in any way possible. Shifting cultivation degraded the watershed areas. Opium was grown as a medicine and cash crop because it was the only product for which the market would come to local communities. The people were living in a vicious cycle of sickness, poverty and ignorance. There was no hope and future in that remote mountain.

When the Doi Tung Development Project started, the Princess Mother recognized that the complex problems of Doi Tung are only symptoms of the root causes which were poverty and lack of opportunities, which must be addressed in a holistic and integrated manner, starting with the people. The Mae Fah Luang Foundation uses a people-centric approach to development, aiming at empowering the people to help themselves and to live with dignity in harmonious and sustainable coexistence with nature. This approach is called Sustainable Alternative Livelihood Development (SALD). Once the people had strong health and all their basic needs were met, livelihood became the main focus. Several income-generating activities were promoted in the project area. This included growing Arabica coffee as part of the “economic forest”. However, the Foundation went beyond just encouraging the people to



grow coffee and sell it as a commodity. It has also empowered the people through creation and encouraged them to move up the value chain as soon as they could. Opium farmers became forestry workers, receiving cash payment and an opportunity for an honest living. In the 20 years' journey we are proud to say that these farmers are now owners of Doi Tung's coffee plantation or they are employees in a coffee roasting facility, earning sufficient income ten times higher than what they used to get from selling opium.

Two years ago the Foundation registered a geographical indication for the Doi Tung Coffee, setting a new benchmark of excellence for the Doi Tung coffee farmers to strive towards. This process is crucial as it will ensure that once the Foundation phases out and successfully transfers the ownership of its businesses to the local people, they will be able to carry on the coffee enterprise by themselves and they can rest assured that no one can take away the name and the reputation of Doi Tung Coffee that the local people have worked so hard to build over the past two decades.

## Conflicts within the supply chain of Phu Quoc Fish Sauce

Vu Trong Binh, RUDEC, Viet Nam

*Nuoc mam* is the Vietnamese traditional fish sauce made from salty fish. It can be produced in different provinces and from different kinds of fish, such as codfish or cuttlefish. Among all fish sauces, it is indispensable to mention Phu Quoc fish sauce, a high-quality product made of anchovy from Kien Giang Province. In fact, Phu Quoc is an island district of Kien Giang Province in Viet Nam, which is rich in anchovy and has a long-standing production technique of fish sauce. This is the reason why this island is famous for its delicious fish sauce, not only at the national level but also all over the world.

Phu Quoc Fish Sauce was registered for geographical indication in 2001 with the following characteristics: dark red-brown; light fragrance; salty with a delicate special smell but without fishy and ammoniac smell; strong sweet with natural fatty taste; aftertaste is sweet and fatty due to natural protein and fish grease. The protein level represents a quality advantage of Phu Quoc Fish Sauce in the market. Since the fish sauce was registered it has become very famous not only for its quality but also due to the fact that it is a prestigious product registered by the government.

The specific territorial area of Phu Quoc Fish Sauce is situated in Phu Quoc Island District of Kien Giang Province. This island has many special characteristics in terms of climate, for example temperature, humidity and rainfall. In addition, the fresh water from the earth's womb is also a special criteria to soak and make fish sauce. What is more, this fish sauce is specially produced in accordance with the hundreds-of-years experience of Phu Quoc inhabitants. It should be noted that all the containers of the fish sauce are made of wood coming from the forests of Phu Quoc Island. Furthermore, the salt used for fish conservation and fermentation must be taken from Ba Ria–Vung Tau and Phan Thiet Provinces and it must be preserved in a minimum period of 60 days before using. The natural fermentation process

lasts from 12 to 15 months for the first extraction and it is not allowed to use additives in fish sauce production.

The number of households producing fish sauce is 85, all of which are companies with business licenses. Possessing a business license is an obligation in the Phu Quoc Fish Sauce producing system because this is a base for authorities to control environmental sanitation as well as tax. These companies annually provide the market with 7 million litres of fish sauce. However, 80 percent of this production is bottled in Ho Chi Minh City. This has still been a debating matter between producers of the two provinces since the Ministry of Aquaculture issued a regulation indicating that Phu Quoc Fish Sauce must be bottled right at the production place. The fact is that Phu Quoc Fish Sauce is mainly consumed in the South of Viet Nam. While in the North of the country there is still a limitation of the product because of long distance and the competitiveness of its local substitutes. At this moment, thanks to Unilever Corporation (with the appearance of Knorr brand sauce), the consumption of this product is increasing a lot. In the international market, Phu Quoc Fish Sauce can be found in many countries like France, the United States of America, Japan and has become a popular product.

The diversity among fish sauce producers as well as in the use of labels and bottle materials (plastic or glass) makes it difficult to distinguish the true GI and the false Phu Quoc fish sauces. Another difficulty is that because of limited capacity to bottle fish sauce on the island, of the long distance and of high production costs, 80 percent of the fish sauce production is packaged in Ho Chi Minh City without producers' marks but with those of the packaging and commercial enterprises. The increase in price of Phu Quoc Fish Sauce results mainly from the increase in input materials and labour costs, not because the product is now registered as a geographical indication. This shows that the market value of geographical indication has not yet been exploited. The packaging has not been unified, the product quality has not been controlled and there have not yet been effective management tools for this product. That is why up to now Phu Quoc fish sauce has not been officially protected in the market.

The Phu Quoc Fish Sauce Producing Association was established to manage and develop the geographical indication for Phu Quoc Fish Sauce with the support of the former Ministry of Aquaculture of Viet Nam. Nevertheless, four years after it was founded and with 76 members, the association has not reached its goals of protecting the members' rights, unifying and managing fish sauce production, building a quality management of this geographical indication. More importantly, it is not supported by its own members. That is why since it was born the Phu Quoc Fish Sauce Producing Association has not yet had any collective action in regards of production, commercialization, and quality control. There have been even conflicts between association members (who are either suppliers or non-suppliers for the Knorr Company). However, because this is a quite a new civil institution in Viet Nam, particularly in geographical indication activities, the Phu Quoc Fish Sauce Producing Association needs to have technical assistance in terms of methodology, operating regulation, research system and technology handover. Improving the efficiency of the association is likely to be a good solution to stimulate its management practices; likewise, geographical indication application is needed for Phu Quoc fish sauce to be officially protected in the market.



In the case of Phu Quoc Fish Sauce geographical indication, the conflict between the producer–traders of Phu Quoc Fish Sauce in Phu Quoc Island District, Kien Giang Province and 155 processor–traders in Ho Chi Minh City on the use of the protected designation of origin is very serious because for a long time, 20 companies in Ho Chi Minh City have used the name of Phu Quoc for their fish sauce. The lawsuit on misuse of the name of Phu Quoc is the first case in Viet Nam of a judicial procedure concerning the protection of a geographical indication.

Within the requirements of the TRIPS agreements, the case of Phu Quoc Fish Sauce is really a good example of the development of a geographical indication, including legislation, producer's organization, and commercialization. The lack of national and local institutions as well as civil organization is the main obstacle for the development of geographical indications in Viet Nam. Phu Quoc Fish Sauce is considered as a test for geographical indications, allowing stakeholders to find out solutions for constraints and limitations related to institution, technical management, and policy.

## The Basmati stakeholders

Ch. Hamid Malhi, Basmati Growers' Association, Pakistan

The Basmati farmer is the major stakeholder growing Basmati rice since generations in the 15 Basmati growing districts of Punjab, Pakistan. Pakistan consumes only Basmati rice for domestic, religious and other occasions. Other rice grown is less than 10 percent of the production. They are non-aromatic and early ripening thus easy to handle separately. Farmers lack post-harvest technologies, especially drying and storage, and they suffer from low prices and delayed sales. Basmati farmers in Pakistan contribute up to 90 percent of the market value of the commodity.

The Basmati rice researcher is the key player in introducing new varieties but hardly benefits from varietal breakthroughs. Researchers suffer from indifference of regulations governing their employment. Transfers from one crop research to another are a big hurdle in the development of a sustainable interest in rice research. Rules do not allow independence in decision making.

The trader commercializes all varieties of different rice but is aware of the quality issues of domestic and the international consumer. Traders keep Basmati rice separately stored and sell it according to the consumers' demand of quality.

The miller. There are more than 2 000 rice mills in the Basmati area, of which 6 percent are modern rice processing units with state-of-the-art modern machinery installed for Basmati paddy milling, rice grading, colour sorting and polishing to different grades of whiteness as per buyers' needs. The miller or processor adds up to 5 percent in the marketable value of the final product.

The exporter. Private exports started after 1988 when the business was denationalized. Out of the 500 exporters of Basmati rice only 100 export more than a 1 000 tonnes annually. There is no public sector entity into Basmati rice exports. The international marketing is their domain.

The government regulates the export and local trade. The quality control mechanism of the Trade Development Authority of Pakistan is also run by Rice Exporters (REAP).

Rice exporters claim equal rights to the ownership of Basmati rice if not exclusive rights, although their contribution in the marketed product is negligible as compared to the share of the Basmati farmers who have been committed to preserve its quality and production over centuries. Being powerful lobbyists the former tend to influence matters to their benefit. It should be internationally recognized that all geographical indications of agricultural products belong to farmers. It is also a practice in the region that government sector entities are registering GIs in their name instead of building the capacity of the main producers; this practice also needs to be curbed in the long-term interests of the main producers.

## Marketing problems faced by the producers of the Nakhonchaisri Pomelo GI in Thailand

Sing Ching Tongdee, Thai Fresh Fruit Traders and Exporters Association, Thailand

Currently Thailand's production of pummelos stands at about 250 to 300 thousand tonnes per annum. The prime areas of production are in the central region of the country. Nakhonchaisri and its surrounding districts have a long traditional place name associated with quality pummelos and have a loyal and enthusiastic consumer group both in Thailand and in the main export market in Hong Kong. Though export of pummelo represents less than 10 percent of the country's production, it is very important because Nakhonchaisri pummelos depend on the export market more than any other regions of the country. The unique geographical conditions and traditional farming systems in the Nakhonchaisri areas have long been recognized as important factors for the production of quality pummelos in the area. In addition, there are well established market distribution networks in the area, especially for export operation. The local Nakhonpathom Province Chamber of Commerce submitted the application for GI Nakhonchaisri pummelo and was granted registration of GI in order to protect Nakhonchaisri growers and not to deceive the consumer.

Nakhonchaisri pummelo growers receive a price premium for their fruit and the price set in the area has been used by traders as a benchmark for sourcing pummelos from other supply bases in the country. This study made a comparison of the farming systems and cost of production between GI-designated areas and their surrounding districts in Rachaburi Province that are outside the GI area. In conclusion, there are very distinct differences in farming concept for these two regions. These differences are not a reflection of GI registration but rather the result of the social, cultural, and economical backgrounds of the locals.

Due to the restriction on the price of the land that is getting higher, high labour costs, and increasing susceptibility of the low lying flat swampy plain in the area to flooding and high

tides, the unique geographical conditions of the areas for pummelo production are not as attractive as previously thought, especially from a marketing point of view. Together with the migration of pummelo growers elsewhere to seek better opportunities, pummelo production has now expanded to many other regions of the country. There have been trials and errors growing pummelos in these new farms. There are other locations where fruit quality produced is also acceptable but timing of the harvest and percentage of tradable fruit, two of the important factors in profitability, are not suitable. Moreover, fruit defects of various sorts associated with new farms in other provinces remain key technical problems to be solved.

Officially, Nakhonchaisri pummelos have been registered as a municipal trademark for the past two years. Little progress has been made since. The GI registration does not appear to affect the Nakhonchaisri growers much because the areas under GI designation are limited and further expansion is almost impossible. Besides, Nakhonchaisri growers have always received a premium farm gate price. The report suggests the extension of the municipal GI to a “generic” GI approach at the national level while still relying on the municipal name “Nakhonchaisri” to protect “Thai” pummelos based on good marketing and economic sense. But there should be no compromise on fruit quality with such an expansion. In order to implement such a concept, the normal quality management norms should be well worked out especially regarding the supply sources outside of the GI-designated areas. The pros and the cons of the GI issues should be looked at from the total supply chain point of view from the grower to the consumer. The management structure to provide GI assurance should look at how the fresh produce trade operates. It should also take into consideration the shifting bargaining power of the various stakeholders along various marketing channels, which is the result of changes in supply situations such as volume, price and timing and most importantly the availability and reliability of the alternatives and the quality of the fruit produced from these other areas to be potentially included in a larger denomination area.

## The role of geographical indications for rural development in the Lao People’s Democratic Republic: the macro view and status

Phouang Parisak Pravongviengkham, Ministry of Agriculture and Forests, Lao People’s Democratic Republic

In the Lao People’s Democratic Republic, the agricultural sector accounted for 42 percent of GNP, and 80 percent of the active population in 2006. The country experienced a 7 percent growth rate in 2007. Urbanization is growing fast as cities grow at 6 percent per annum and amount to 30 percent of the country’s population. The tourism activity is expanding rapidly. The Lao Government has set a target for the country to become a WTO member. These evolutions open new opportunities for producers. Yet, information and training are strongly needed. Furthermore, the landlocked situation hinders exports.

In the framework of poverty alleviation policies, the Lao Government looks forward to approaches that link farmers to markets (either national, international or touristic) while making good use of local assets (natural production and know-how). The ownership of the geographical indication tool is therefore considered important. The expected impacts of using

and protecting GIs relate to rural economics, employment, preservation of tradition and environment, the stimulation of farmers' groups and of better coordination in the value chains.

To obtain complete ownership of the GI tool requires the following actions:

- Strengthening of regional pilot projects;
- Developing awareness, training and information activities;
- Strengthening a national capacity task force associating the National Authority for Science and Technology and the Ministry of Agriculture and Forestry.

## Quality sign linking environmental, social and origin aspects: “Small chicken rice” from Xieng Khouang plateau, Lao People's Democratic Republic

Denis Sautier, CIRAD, Viet Nam

The Lao People's Democratic Republic hosts an exceptional biodiversity for rice, especially for sticky rice, the main food staple and a strong component of Lao identity. The Lao language expression “to eat” not only means “to eat rice” as in Thai or Vietnamese languages, but more precisely “to eat glutinous rice”.

A joint IRRI–MAF/NAFRI study between 1995 and 2000 identified, for glutinous rice alone, 5 042 germplasm samples. However, this unique biodiversity is rapidly disappearing. According to IRRI, “*the erosion of traditional germplasm of most lowland areas in the Lao People's Democratic Republic, as a result of improved higher-yield varieties, might be completed by 2010. It is probable that only special traditional rice such as black rice and well-known aromatic varieties will continue to be grown.*”

Small chicken rice (*khao kay noi*) is a small, rounded sticky farmer-selected rice variety grown in high-altitude Xieng Khouang and Houaphan Provinces. This rice has excellent productive, processing, cooking and aromatic characteristics. In other regions of the country, small chicken rice can also be grown, but the rice is less aromatic. A village-level rice production census was conducted in more than 140 Xieng Khouang Plateau villages and was compared with the natural resources database (altitude, soils, slopes, etc.) through a geographical information system. Results show that on Xieng Khouang Plateau, small chicken rice organoleptic quality is enhanced by a set of local environmental and human factors:

- High altitude between 1 000 and 1 200 m (cold nights leading to late maturation);
- Mild temperatures (20°C);
- Good rainfall pattern during rainy season (1 000 mm);

- Presence of valley fogs during dry season (humidity > 70 percent);
- Skilled farmers with high adoption of this variety.

Additionally, consumer surveys, interviews with rice traders, and analysis of the distribution retail system were conducted in Vientiane capital. The results show traders' and consumers' interest in quality insurance for this rice. They also identify the main quality criteria they expect to pay for. These elements are important inputs to foster the organization of small chicken rice producers, and to prepare the implementation of a marketing test.

The project for establishment of a geographical indication of Xieng Khouang Plateau implies and links economic, cultural, social and environmental dimensions. Geographical indications offer an appropriate tool that enables the mention of some relevant items in the code of practices linked to social and environmental components, such as biodiversity.

## Marketing strategy of the Thai silk industry

Siriporn Boonchoo, Queen Sirikit Institute of Sericulture, Thailand

Thai silk handicraft production is complex and involves very diverse steps of production. The main production stages are silkworm rearing, silk reeling, weaving, product processing, and marketing. These stages are combined in various ways along the value chain, with agents who are carrying out one or more of these production functions. There are three main types of silk fabric producers in Thailand, namely: individual weavers in their own houses, small- to medium-scale weaving enterprises, and large weaving factories. The total number of people engaged in silk handicrafts cottage industries and silk enterprises are approximately 450 000 people. About 98 percent are engaged in community enterprises, cooperative groups or private silk cottages and are classified as small-and-medium silk handicraft enterprises. Only 2 percent are involved in large-scale silk industries. In 2008 foreign exchange earnings from the export of silk goods have reached about THB1.03 billion per annum (including home textile and finished products). Besides, there is also the value of silk being purchased by tourists at about THB1.5 billion and local market consumption of about THB1.8 billion per year. The total value of silk product is about THB4.33 billion.

The Ministry of Agriculture and Cooperatives has formulated its strategy plan. There are three strategic issues for silk handicraft cottage development and marketing. The following are the details of the three strategic issues.

First, to improve product standard of silk yarn and silk products, the Ministry will emphasize on the following activities:

- To increase the productive efficiency by providing good varieties of mulberry, silkworm and transfer technology to farmers' groups;
- To conduct research work by developing high-yielding mulberry and silkworm varieties, modern technology of Thai silk production, reeling and weaving equipment, which suit local conditions;

- To develop a production model for niche market products;
- To establish a basic standard system for local Thai silk yarn.

Second, so as to diversify silk products development, priority will be given to the following actions:

- To develop diversity of silk products in terms of types or items of products, patterns, and packaging;
- To establish research and development in the field of product development of marketing of silk handicraft cottage industry in the short and long terms, in order to respond to further market demand;
- To promote and protect local wisdom by establishing property rights in terms of brand, license, Royal peacock logo, geographical indications, etc.

Third, to promote and strengthen the Thai silk industry, the Ministry will put emphasis on the following programmes:

- To join road shows and exhibitions in the country and internationally so as to introduce and distribute unique products of Thai silk handicrafts to the markets;
- To establish a brand which is a good representative and good image for unique products of Thai silk handicrafts certified to the consumers;
- To promote Thai silk products as natural and environmentally friendly products;
- To improve the efficiency of the logistic system of all supply chains of the silk handicraft cottage industry;
- To collaborate and create a national and a regional network of silk clusters.

## The efforts of the Basmati Growers' Association, Pakistan

Ch. Hamid Malhi, Basmati Growers' Association, Pakistan

Basmati rice is a GI of the Basmati growing farmers of Punjab, Pakistan. Basmati is long-grain and extra long-grain aromatic rice which has been grown for centuries in a particular area of Punjab, Pakistan. It was scientifically identified by the Rice Research Station, Kala Shah Kaku, District Sheikhupura headed by Sardar Khan. The first variety of Basmati was registered in 1933, which was followed by Basmati Pak in 1968, Basmati-385 in 1985, Super Basmati in 1996, Shaheen Basmati and Basmati 2000 in the year 2000.

Basmati is produced by more than one million farmer families, 95 percent of which own below five hectares of land. Production is currently 2.5 million tonnes and exports are above US\$1 billion. Nearly half the production is consumed locally and also stored for later sales.



The Basmati Growers' Association (BGA) was registered in 2005; it filed for the registration of Basmati GI in 2005; the application was decided in its favour on 20 May 2008. Appeals against the decision were filed by APEDA of India (Agricultural and Processed Food Products Export Development Authority) and REAP (Rice Exporters' Association of Pakistan), which are being contested by BGA in the Sindh High Court. BGA has also filed a petition against the Indian notification of Super Basmati by India's Ministry of Commerce in 2006. BGA is also making efforts to create awareness amongst the farmers and the trade about the quality issues of Basmati. The Basmati Growers' Association is also involved in representing Basmati farmers at various policy and planning forums. BGA is also in the process of establishing an improved quality assurance mechanism.

There is dire need of capacity building of the Basmati farmers to realize the quality issues of the GI. The registering authority and other public sector agencies related to GIs lack conceptual understanding of the issue and are thus unable to comply with the requirements of registration of GIs; the reason being that they are overburdened with other issues at hand. GIs lack due attention: only three more applications have been filed since 2005, which is a very slow pace in comparison with progress in other countries of the region.

The requirements to register a GI in other countries are cumbersome and expensive. Once a GI is registered in the country of origin it should be considered as registered all over the world for record purposes at a common register with WIPO. Contenders could file comparative claims within a limited period of time.

## Iranian saffron

Roya Noorbakhsh, Institute of Standard and Industrial Research of Iran

Agriculture plays an important role in the Iranian economy. In fact about a third of the population lives in rural areas and many of them are directly linked to agriculture, as it supports about 25 percent of total employment. Generally speaking, Iran is a highly favourable location for the production of a wide range of fruits and vegetables. Indeed, Iran has an almost unique diversity of soils, climates, and plants. Just to give examples, Iran is now the largest producer of pistachio, dates, saffron, cherries, and pomegranates in the world, and it ranks second to ten in many other products such as apricots, walnuts, almonds, figs, apples, grapes, peaches, and nectarines.

Iran is the first producer of saffron in the world. The most significant quantity and quality of saffron comes from southern Khorasan, an Iranian province that, according to its Governor General, produced 173 of the world's 210-tonne output in 2002. Highly suitable climatic conditions are not the only reason for the superiority of Iranian saffron. Superiority also comes from a rich heritage of indigenous knowledge and skills in growing the crop. It is intermingled with various economic, social, and cultural aspects of the local communities where it is grown. Therefore, the technology of producing and processing saffron and even its uses have been shaped up according to the indigenous knowledge of saffron growing areas. Iranian saffron farmers know best how to handle the product. As an example, they pick the

stigmas at night or early morning, so that the stigmas may retain the highest possible flavour and perfume. Picking of saffron under direct sunshine reduces the quality of stigmas.

Annually about 15 to 20 percent of the Iranian saffron is consumed locally. The rest is exported to more than 40 countries in the world. Although Iran is the first producer of saffron in the world, it is not the main country that determines the fate of saffron.

The Government of the Islamic Republic of Iran became a signatory to the Madrid Agreement Concerning the International Registration of Marks and the Protocol Relating to the Madrid Agreement on 19 August 2003. Furthermore, the Council of Ministers on 8 February 2004 authorized the Iranian Government to join the Madrid Agreement for the Repression of False and Deceptive Indications of Source on Goods, signed on 14 April 1998. Apart from this, in 2005, the Law for Protection of Geographical Indications was also approved by the Parliament, but because of problems such as the lack of a national institution for submission and follow-up on applications, the lack of implementation system and certifier body, and a shortage in the required legal awareness, professional knowledge and financial capabilities in existing organizations, over 80 percent of “Iranian red gold” is re-exported from the main international leading world producers using their brand name. Even some other neighbouring countries mix Iranian saffron with their own products and export it.

## Attributes of Bhutanese red rice

Choni Dendup, Ministry of Agriculture, Bhutan

Rice is grown in Bhutan under widely varying altitudes and climate; from tropical lowlands 150 m-high in the south to an elevation as high as 2 800 m in the north. Rice is the staple food crop in the country and is indispensable to Bhutanese culture, tradition, religion and livelihood.

More than 65 percent of the total area under rice is still planted to traditional varieties reflecting the high adaptability and suitability of these cultivars in the traditional farming system. At the higher altitudes local rice are broadly classified into “Bja maap” (red rice), some of which are exported from the country as “Bhutanese Red Rice”. Presently, red rice bound for export are grown in Western Bhutan in the districts of Paro, Thimphu, Punakha and Wangdue.

Bhutan exports rice to the United States of America. Markets are also being explored in the United Kingdom and Germany. Charu Tshongdrel based in Paro has been exporting annually around 100 tonnes of rice to the United States of America since 1994. Rice is packed in 20-kg bags or more and shipped to Lotus Foods Inc. which is based in California. The importer packages the products in varying weights and also processes the products as per the needs of the customers.

The following constraints still plague Bhutanese red rice production and marketing chains:

- Farmers are not honouring the sales agreement;



- Maintaining uniform quality across the marketing chain;
- Small surpluses leading to cost increases in collection;
- Lack of equipment for drying and milling;
- Lack of know-how on export procedures for new prospective exporters.

## Marketing Lao Coffee

Sinouk Sisombat, Lao coffee association, Lao People's Democratic Republic

This presentation focuses on how Lao coffee is managed and promoted so as to access the major international markets.

The Lao People's Democratic Republic is a coffee-producing country among more than fifty ones all around the world. Its production volume is very small: around 20 000 tonnes per year at maximum while Viet Nam produced 1.1 million tonnes in 2008, Brazil more than 3 million tonnes, and even Thailand produced 60 000 tons of coffee.

With such a small quantity produced, the Lao People's Democratic Republic has to go exclusively towards quality and find its own way. The specific and favourable conditions of its cultivation (mostly organic) and the features of the producing region, the Bolovens Plateau, in regard to the soil (virgin and volcanic) and climate particularities (cool air most of the time), plus a centennial tradition of know-how and skills of the local population for caring after their coffee from seeds to beans are definitely unique and could be promoted properly.

The Lao People's Democratic Republic is not very well known and Lao coffee is mostly unknown. To make the world know that the Lao People's Democratic Republic has a very good coffee, one of the best in the world, we have to make it known and its quality acknowledged. Targeting right from the beginning the high-end market, our coffee must be reliable and only recognized certifications could make the consumers around the world trust its quality. Presently, we are mostly working to extend the organic certification to cover a larger area of plantations so as to produce progressively more and more organically certified coffee. The organic labelling is also a key to opening the niche organic market everywhere in the world. The European Union is the biggest, followed by the United States of America; even China is a very fast-growing organic market.

At the same time a GI project is underway to achieve an ambitious target: labelling the Bolovens Plateau as a geographical indication for Lao coffee. The GI labelling could help to open new markets but mostly it is expected to add more recognition and so more value to the product. The day when Lao coffee will be well-known and famous worldwide, the Lao People's Democratic Republic will acquire a more attractive image. Coffee could boost tourism.

The vision we have to make people all around the world know Lao coffee as one of the world's best must be backed on a general strategy to commit all the stakeholders and all the

foreign donor community operating within the country to have clear, determined policies that must cover the whole chain of coffee actors: producer–farmers, trader–exporters, processor–roasters. Stakeholders must be pushed towards quality and value addition. Promoting this value chain is the main duty of the Lao Coffee Association in the coming times.

## The Gobi Camel Wool as a Mongolian geographical indication

Regzedmaa Sandag, Ministry of Agriculture and Light Industry, Mongolia

Whenever a Mongolian region has a special typical traditional product, the quality and fame of which are linked to that region, producers can apply for a geographical indication. The intellectual Property Office of Mongolia handles the application. The next step is that producers whose products qualify organize themselves in order to identify and prepare their GI products' code of specifications.

What should local producers for example herders do in order to promote a GI product?

- Identify the product from their region that could qualify for bearing a GI sign;
- Decide the boundaries of the geographical area benefiting from the GI;
- Define jointly the product specification with the actors concerned in the supply chain;
- Apply for GI registration;
- If the GI application is accepted, ensure strict control of quality and origin of those products;
- Enhance quality so that reputation increases.

Geographical indications promote traditional and typical products, protect local know-how and facilitate quality assurance; they can lead to better prices for producers, and promote rural development. This presentation on the Gobi Camel Wool as a Mongolian geographical indication will illustrate this process.

## One Village One Product in Nepal

Hemraj Regmi, Ministry of Agriculture and Cooperatives, Nepal

Situated in the northern hemisphere, known as the land of Mount Everest and the birth place of Lord Buddha, Nepal is a tiny landlocked country with an area of 14 7181 square km and residents of about 27 million people, surrounded by India and China. Geographically there is a great diversity in the nation; one of them is the altitude ranging from 80 m to 8 848m at the highest peak of the world. About 33 percent of the total GDP comes from the agricultural sector and the main economic activity of about two-thirds of the Nepali people is agriculture; this shows the subsistence nature of agriculture in the country. Considering these facts the Government of Nepal has adopted various plans, policies and programmes for the uplifting of

rural poor farmers and one of the recently started successful programmes is the One Village–One Product (OVOP) in Nepal.

Inspired by the successful OVOP movement in Oita prefecture of Japan and similar programmes in many other countries, the Government of Nepal, Ministry of Agriculture and Cooperatives (MOAC) initiated the OVOP programme in partnership with the Federation of Nepalese Chamber of Commerce and Industries (FNCCI). The programme was started two years ago in six districts and four products with the following major objectives:

- Eradication of poverty and economic development of local communities by the utilization of their skills;
- Production of local varieties using local skills according to the market demand;
- Identification and production of local products which have export potential;
- Raise economic status of local people to eradicate poverty.

Agro Enterprises Centre (AEC), the technical wing of the FNCCI, is the secretariat at the central level for the programme implementation and monitoring supported by different committees. The Agri-Business Promotion and Statistics Division of the Ministry of Agriculture and Cooperatives is the main partner on behalf of the Nepalese Government.

The programme is mainly divided into two components: production, mostly handled by government offices in close coordination with farmers, and business including export, mostly handled by FNCCI offices in close coordination with traders

The Steering committee is chaired by the Honourable Minister, Agriculture and Cooperatives with other ministry and central office representatives being the members for overall guidance. The Programme implementation central committee chaired by the FNCCI President gathers members from different ministries and other related offices. The District-level programme implementation committee, cochaired by the district Chairperson of FNCCI, comprises district-level partners of the government.

The money for the OVOP fund is provided by the government and FNCCI. The account is handled jointly by a senior representative from MOAC on behalf of the government and by a senior manager of FNCCI. The funds are managed by a Basket fund sub-committee and implemented at district level by the District-level programme implementation committee.

The programme started as a pilot project in July 2006 for a period of five years and assumes that communities will take over the programme after the project comes to an end. The programme was started with four products items in seven districts; in 2008 two more districts were added with two more product items (see Table 4).

**Table 4. Products and districts involved in the pilot OVOP programme in Nepal.**

Products	Districts
Sweet orange	Ramechhap and Sindhuli
Lapsi	Bhaktapur
Bael	Bardiya and Siraha
Rainbow trout	Rasuwa and Nuwakot
Orchid	Lalitpur
Agrotourism	Kaski

The programme has been implemented on a pilot basis with no guarantee of its sustainability. The country is in political transition and frequent strikes and *bandhs* (transport boycotts) are hampering the programme implementation. A few products like rainbow trout fish have a great scope inside the country as well. No international market has yet been discovered for the aforesaid products.

## Impact of GI certification in a livestock farming activity: the case of Jinhua Ham

Wang Guihong, INRA Toulouse, France

Jinhua Ham is a famous traditional Chinese product with almost 1 200 years of history. This is a traditional GI product made in an area defined around Jinhua and Quzhou Districts in Zhejiang Province. The two back legs of the local pig breed known as black two-end pig are used as a raw material for producing the ham.

In this presentation, three questions are presented:

- Why did producers choose the black two-end pig as the raw material for Jinhua Ham?
- What are the consequences induced by the GI specification implementation?
- What is the difference between the standard (Jinhua Ham) and the GI Jinhua Ham (“Jinhua Ham from Jinhua City”)?

The black two-end pig breed’s natural qualities have been improved over 1 600 years of natural selection. The physiological properties of the pig’s meat have made these rustic animals a very good material to produce a unique ham in texture and taste. However, the breeding cycle is long, the price of meat is expensive and the traditional processing season is limited to winter. As a consequence this breed has almost disappeared during the 1980s. The development of Jinhua ham has been hindered and quality has been degraded. This has induced counterfeiting and loss of confidence.

In 2000 the black two-end pig was chosen by the Ministry of Agriculture as the specific breed for the Jinhua Ham GI product. The state has published a specific norm for this breed and ham producers have signed new contracts with farmers while some new varieties of ham products are being created.

## Bor Sang Umbrella

Kannika Buacheen, Umbrella Marketing Centre (1976) Co., Ltd, Thailand

Hand-made bamboo umbrella making at Bor Sang Village has been performed for over two centuries derived from handicraft arts of an unknown origin. In the olden days, people made each part of bamboo umbrellas at home, especially during the post-harvest season and their children learned the trade by helping their parents, in a tradition passed down from generation to generation. The process of making bamboo umbrellas is time consuming and people who make traditional bamboo umbrellas must be very patient. The traditional bamboo umbrellas require only a knife and hand drill as tools. The rest of the process depends on the spirit and heart of the person who delicately fits in the umbrella's ribs piece by piece and applies layer after layer of glue and colour to bring waterproof bamboo umbrellas alive.

Hand-made bamboo umbrella frames consist of distinct parts: the upper head, lower head and upper head sleeve use softwood; the rib and strut use bamboo; the stem uses palm leaf. These parts are assembled to form an umbrella. Then the umbrella is saturated in an insecticide solution for a certain period of time and, thereafter, fumigated in order to prevent destructive pests and harmful microorganisms.

Botanically named *Broussonetia papyrifera*, locally named *Sa* paper is made from the bark of the mulberry tree. Initially, the bark is soaked in clean water for about 24 hours. Then it is boiled with several kinds of ashes for about 3–4 hours and rinsed clean with water. Next, the material is beaten with mallets until tender and thereafter fibres are put into a water-filled tank and stirred with a paddle until the fibres are suspended in the water. The fibres are then sifted with a screen and dried in the sun for about 20 minutes. Once dried, sheets of paper are formed which can be peeled off easily. This is the paper used in double layer to cover the umbrella frame and later painted.

The covering material of the umbrella is pasted onto the umbrella frame by a special mixture of paste and persimmon fruit secretion, which helps tense and make the umbrella waterproof. This is because of the botanical property of the fruit. The secretion can be obtained by pounding the certain amount of fruits in a set of gigantic mortar and pestle. Thereafter, they are fermented for a month or two before the secretion is used for the mixture. Those umbrellas covered with special *Sa* paper, rayon and silk covering materials are used for sunshade or indoor decorative purposes only.

In olden days, there was no design painted on the umbrella in this village. Until the last two decades, villagers began their painting designs by imagination. Floral, animal, and scenic designs appear on umbrellas today. Most of the painters working in this Centre have never attended any school of arts at all. They mostly obtained on-the-job training: they learn and practice the way of painting while they are at work.

The rapid urbanization is transforming the traditional culture, society, and values of communities throughout the region. As valuable global resources, such as the Internet, become more easily available for the benefit of present and future generations, older

generations are becoming increasingly frustrated and dismayed by the deterioration of their heritage and regional identity in the face of globalization. Most of the master craftsmen, considered as the mainstream population of the region, have struggled to preserve their traditions more actively over the past few years, but the current economic crisis throughout Thailand and all of Asia has greatly limited the financial resources supporting their efforts. The fine arts, perhaps more than any other field, have suffered greatly as more and more young people focus their efforts and attention on business or politics with the hopes of securing a stable fiscal future. During the past 20 years, our local area was confronted with a series of unfavourable developments. Young people prefer going to the city and seem to think working with bamboo umbrellas is a sort of low-class trade and have thus lost interest.

Therefore the GI registration can help by:

- Consolidating the umbrella's master craftsmen to share the secret formulas that they used to pass down in their families into a formal handbook and CD programme. In this case, the heritage of bamboo umbrella making will be preserved and easily accessible. People will have access to correct data and be able to help preserve our handicraft and important cultural heritage;
- Upholding and improving the ancestral arts of this village by training the master craftsmen to supervise bamboo umbrella trainings;
- Improving the living standards of a number of villagers by providing knowledge and vocational skills of making bamboo umbrella, and related skills for young residents. The local residents can then work at home or find employment in local umbrella factories near their homes;
- Enlarging the market extent of umbrellas, especially the foreign market. The implementation will focus on young resident development with better income and quality of life. We will lead our handicraft cluster to World Craft or World Heritage status to preserve and protect our cultural inheritance.

## Certification of forest products

Marija Spirovska, FAO, Thailand

Adding value to various products collected from nature is often seen as an opportunity for generating income and improving market links for communities living in marginalized areas. Regional labelling is one of the available instruments for entering niche markets, which has a potential for involving and uniting a variety of stakeholders in promoting and marketing traditional local values.

Very often, forestry products are seen as carriers of regional labels, which in some cases is induced by the ecological attributes of a certain species (e.g. specific medicinal or healing properties), or the location (forests and mountains are often perceived as clean, natural environments). In addition, there have been increased efforts of various forestry projects for

supporting local livelihoods and promoting sustainable use of forest resource through the development of niche products.

Certification has been developed as an instrument for promoting sustainable forest management in the early 1990s, with an initial focus on tropical forests. However, currently most of the certified forests (91.8 percent) are located in Europe and North America. Five percent of the certified forests are located in the Asia-Pacific region.<sup>2</sup>

The slow adoption of wood products certification in tropical countries has been due to various reasons such as limited market size, the wide gap between existing practices at national level and certification requirements, and high costs for certification. This has been acknowledged and some of the existing schemes such as the Forest Stewardship Council (FSC) have started introducing new, simplified guidelines for small forests. Possibilities for group certification as well as adapting a stepwise approach are also being developed in order to reduce the costs and increase accessibility of the different schemes.

Wood products are important contributors to the local value chains, either in a form of locally produced furniture items or as handicrafts. Handicrafts are a particularly important part of the local tourism offer of a certain region, providing opportunity to direct the tourists' spending to the local communities. There are a number of examples of regional labels for various non-wood forest products (NWFPs) such as honey, or spices. However, evaluations of NWFPs certification reveal substantial ecological, socio-economic and administrative obstacles for collectors of forest products. Cases from Namibia, Brazil and the Philippines demonstrate that there is much potential in utilizing the traditional ecological knowledge when certifying different NWFPs.<sup>3</sup> In the case of UNESCO's biosphere reserve Entlebuch in Switzerland, wood products have been the pioneer products through which the regional label was initiated and launched.

Developing regional labels is at the core of community-based natural resource management as it requires discussion and decision on how to manage the common resources. Through the process various stakeholders are bound together in deciding on the "borders of the region", the flagship products and codes of conduct. It is an empowering process because it makes people realize the uniqueness of their culture, the wealth of their forests, and the beauty of their landscape.

Forestry products can be promoted and marketed under different certification or labelling schemes. Officially recognized certification mechanisms provide opportunities for tapping international markets through promoting sustainably managed wood and non-wood forest products. Equally important are the opportunities existing at local level, particularly as a part of an overall strategy for promoting a certain region. Deciding on the target market and form of certification or labelling is posing a challenge for many traditional products from the Asia-

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<sup>2</sup> Durst, P.B., McKenzie, P.J., Brown, C.L. & Appanah, S. 2006. Challenges facing certification and eco-labeling of forest products in developing countries. *International Forestry Review*, 8(2): 193–200.

<sup>3</sup> Shanley, P. & Stockdale, M. 2008. *Traditional knowledge, forest management and certification: a reality check. Forests, trees and livelihoods*. Oxford, AB Academic Publishers.



Pacific region. It is therefore important to document and share various available examples in order to help identify the most suitable mechanisms for labelling and promoting local values.

## Presentation on Kondapally Toys

Subohd Kumar, Confederation of Indian Industry, India

Kondapally toys or *Kondapally Bommalu* are delightful expressions of art of rich traditional value made of the wood of “*Tella Poniki*” also called white sander, found in the forests and hills adjoining Kondapally Village located about 20 km from Vijayawada in Krishna District of the State of Andhra Pradesh. The wood is then processed and carved in to the desired shape and size. *Bahudara* is a very important tool used in carving the toys. Vegetable and synthetic colours are used and the themes chosen are mostly rural life, mythological figures, animals and birds.

The Lanco Institute of the General Humanitarian Trust (LIGHT) and the Kondapally Wooden Toys Manufacturers Mutually-Aided Purchase and Sales Cooperative Society came together to file for GI application together. The financial support was extended by LIGHT, which works for promoting the interests of artisans and art. This case is a testimony to the growing importance of the quality inspection mechanism during the entire process of making the toys which include:

- Checking the height and dimensions of the tree used for cutting (should reach a minimum of 3.5–4.6 m in height and 60–90 cm of bark diameter);
- Quality of the wood after drying in the sunlight for one month to ensure that the wood loses sufficient moisture to enable artistic carving of wood;
- Ensuring proper drying of the toys from time to time at various stages during the process of making. (The time taken may vary from 8–24 hours, based on the weather conditions.);
- Overall size, shape and presentation of the toys.