

# Identification of origin-linked products and their potential for development

A methodology for participatory inventories







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# 1 Executive summary

Whether at local, regional or national level, stakeholders and policy-makers in agricultural and rural development often wonder about the existence of an agricultural and food heritage and the possibility of developing a strategy based on the optimization of typical products. These questions generally arise from the search for local development strategies that capitalize on local resources (by means of labels for products or tourism activities) or, where geographical indications (GIs) are concerned, on the benefits of identifying origin-linked products in order to obtain recognition for them and preserve them. In this phase of regional- or national-level reflection on general strategy, tools are needed for identifying products, drawing up an inventory and assessing their potential, not only in terms of economic value creation, but also of preserving and enhancing the cultural and environmental heritage, in order to select pilot case studies and support a local dynamic.

Within a zone (territory), defined as the geographical production area for an origin-linked product, local stakeholders and especially producers may equally hope to assess their product's link to geographical origin and define a territorial preservation and enhancement strategy.

As part of FAO's Quality&Origin Programme, the present study proposes a methodological participatory approach to identifying products of origin-linked quality to be used as levers for sustainable rural development, through the virtuous circle to which they could give rise (FAO and SINER-GI, 2009). Quality is a collective construction, which depends on the vision of the producers themselves and on the perceptions of consumers; it is progressive and includes objective and subjective elements. The proposed approach aims to involve local actors in the identification of such potential and to provide lines of enquiry according to the characteristics identified and the available information that producers and other stakeholders can explore and confirm, depending on the strategy they decide to implement.

The methodology provides two types of input, one concerning a five-step inventory of origin-linked products and the other concerning the identification of the characteristics and potential of a particular product, adopting two analytical tools or questionnaires that can be used online. The first questionnaire assesses the link between a product and its origin, while the second focuses on strengths and weaknesses in terms of economic value and/or preservation of a heritage. On the basis of the answers to these questionnaires, recommendations and points for consideration are supplied and can provide a useful archetype for defining a regional strategy based on the value of the product in question.

## 2 Objectives and context

### 2.1 Objectives and anticipated results of the study

The main aim of this study is to offer a method and a tool to help the stakeholders involved to identify food and agricultural products that could become the pivotal elements in a virtuous circle of origin-linked quality through a territorial strategy for preservation and promotion. The enhancement of a product of origin-linked quality can have positive effects that are reinforced over time in terms of the economic viability and preservation of the natural and cultural heritage.

The virtuous circle, presented in the guide *Linking people, places and products* (FAO and Siner-GI, 2009), can be used as an approach aimed at guiding the local stakeholders concerned in the definition and development of a territorial strategy based on enhancement of their product. The first step is identification, which consists of identifying the link between the product, its zone and its strengths and weaknesses, and mobilizing stakeholders in the local value chain into a collective local dynamic.

This paper seeks to support the identification phase, which is carried out by local stakeholders within the territory of a given product, or is introduced by policy-makers at a higher, regional or national, level to support such strategies in the zones under their political control.

It should be stressed that quality is a social construction (Bérard and Marchenay, 1995; Sainte-Marie *et al.*, 1995) in constant evolution and that the mobilization and vision of local stakeholders are determining factors in developing these strategies. The proposed method and tools are therefore devices to facilitate a participatory approach and provide food for reflection among local stakeholders on the basis of information available at a given moment.

The paper has two specific objectives:

- first, to propose a set of criteria for analysing (a) the origin-linked quality of a particular product (Questionnaire 1: Link to the *terroir*) and then (b) the strengths and weaknesses in its zone and production system under a territorial strategy for the economic development and preservation of the heritage based on enhancement of the product (Questionnaire 2: Development);
- second, to propose an inventory process to be adopted by the region or country as a whole (and thus covering various zones and their products) in support of a territorial development policy, and to identify pilot case studies from a list of potential products.

In both cases, the target audience is the public and private stakeholders who need to identify the potential of their product(s) in order to contribute to sustainable development, either at the regional or national level (when carrying out an inventory) or at that of the specific zone of a product.



This methodology and associated analytical tool were developed and tested<sup>1</sup> on agricultural and food products. The scope of the paper is thus confined to such products, inasmuch as they can have strong ties to their geographical origin and a local impact, since (unlike dishes, recipes or craft products) they cannot be delocalized without compromising the quality or specific reputation associated with their origin.

The study presents the following elements:

- the methodology covering the five steps necessary to carry out a regional or national inventory of products;
- two questionnaires: the first (identification) to identify the characteristics of the origin-linked quality, and the second (development) to identify strengths and weaknesses for the development of a territorial strategy; these questionnaires can be used directly through a web tool<sup>2</sup> that facilitates such use by those concerned;
- the definition of main drivers based on combinations of the characteristics identified in Questionnaires 1 and 2, thus providing guidelines to define the territorial strategy and facilitating the selection of pilot products as part of an inventory process according to the objectives defined;
- a set of analytical tools and pointers for reflection for stakeholders in order to help them make their strategic and technical choices, based on the product characteristics; the recommendations are also generated by the web tool on the basis of answers to the questionnaires.

The pointers and the drivers based on the answers generated by the web tool provide guidelines for reflection on strengths and weaknesses, and thus offer assistance in defining and implementing a territorial strategy. The recommendations do not replace the views, opinions and decisions of local stakeholders and producers of the products concerned, who are the sole decision-makers with respect to the development of their products.

## 2.2 Origin-linked quality, terroir and GIs for sustainable development

Products of origin-linked quality (products of a *terroir*) are distinguished from comparable products by their local identity and their typicity because of their tie to the *terroir*. The *terroir* constitutes the multiple interactions within a specific geographical area between local stakeholders and their environment over the course of time, interactions that have generated specific knowledge and developed a specific origin-linked quality. This specific quality has both a dimension that can be objectified (especially through its sensory characteristics of taste, texture and shape) and a subjective and symbolic

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<sup>1</sup> The questionnaires and the resulting recommendations and profiles have undergone field testing in Argentina, Morocco and Italy as part of various projects in order to receive feedback and comments on their practical use.

<sup>2</sup> [www.foodquality-origin.org/webtool/en](http://www.foodquality-origin.org/webtool/en)



dimension (for example, identity-affirming values and authenticity) (Allaire, 2011; Bérard and Casabianca, 2003; Barham, 2003; Barjolle *et.al*, 1998; Bérard and Marchenay, 1995, 2007, 2008; Van der Ploeg, 2002).

The objective and subjective dimensions of quality are linked to a unique geographical and temporal context, and, as a result of this combination of material and non-material elements, the product possesses a specific quality and unique identity that cannot be reproduced. This identity gives it its special quality, formed by a certain environment, people and historical trajectory.

Insofar as this specific quality is recognized by consumers, it can lead to the creation of various values – economic, social, environmental and cultural – that are spread along the value chain among producers, processors, middlemen, retailers and other local stakeholders, especially the tourist sector or the local population (Barjolle, 2006).

A product of origin-linked quality can be identified by a specific name, referred to as a Geographical Indication (GI).

**Geographical indications** are defined in the Trade-Related Aspects of Intellectual Property Rights (TRIPS) Agreement of the World Trade Organization (WTO) as “indications which identify a good as originating in the territory of a Member [of WTO], or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin” (Article 22.1).

Another international definition, which is similar but more precise with regard to the nature of the link to origin (local natural and human factors) is that of the Lisbon Agreement on **appellations of origin** (AOs): “in this Agreement, ‘appellation of origin’ means the geographical denomination of a country, region or locality, which serves to designate a product originating therein, the quality or characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors .... The country of origin is the country whose name or the country in which is situated the region or locality whose name, constitutes the appellation of origin which has given the product its reputation” (Article 2).

*It should be noted that in the present paper “geographical indication” combines GIs as defined by the TRIPS Agreement and AOs as defined in the Lisbon Agreement.*

A GI may correspond to a geographical name, either alone (for example, Tequila) or accompanied by a common name (for example, saffron of Taliouine), or a name that has become associated with the geographical origin of the product over the course of time (for example, Arriba cocoa from Ecuador), in which case it is referred to as a “traditional name”.

For producers, this name represents the uniformity of the production system and confers a special feature, quality or reputation in the eyes of consumers. A GI product is thus a product of origin-linked quality, bearing an identifying name, the GI, in which the producers are recognized, and which has acquired

recognition by consumers. This identity and this recognition are based on a certain definition of the specific quality of the product, explicit or not. The **qualification** stage thus corresponds to the explicit definition of the specific quality and the formalization of common rules for producers that enable this specific quality to be obtained. If the local stakeholders consider such a move useful, this formalization can also lead to a request for official recognition of the GI as well as its protection as intellectual property. The product will then be identified as one with a protected GI.

A product of origin-linked quality can become the pivotal point of a specific-quality virtuous circle, meaning that its promotion as a GI product can have positive effects that are reinforced over time, thus allowing preservation of the agrifood system and related social networks, which can in turn contribute to sustainable development.

The definition of **sustainable development** adopted is the one elaborated by the Brundtland Commission<sup>3</sup> and involves three pillars, social, environmental and economic. The social pillar includes the cultural dimension, thus allowing the inclusion of traditional knowledge and ensuring that the "sustainable development approach" is culturally relevant (or acceptable and therefore appropriate) to the local population (Calvo and Arico, 2010). This is one of the major challenges identified by UNESCO, which legitimizes the use of local products as a lever for sustainable development based on four pillars (social, environmental, economic and cultural), allowing long-term preservation of all natural and human resources (including traditional knowledge) with ownership of the process being assumed by local stakeholders.

The approach of the virtuous circle of origin-linked quality defines four major steps in developing a territorial approach to optimize a local product in order to create economic value and preserve the associated natural and cultural heritage (see Diagram 1):

1. identification: awareness raising and mobilization of stakeholders involved with the approach and identification of origin-linked quality;
2. product qualification: product definition and establishment of rules shared by producers governing value creation and the preservation of local resources;
3. product remuneration linked to marketing strategy and management of the local guarantee system;
4. reproduction of local resources, boosting sustainability of the system: this phase corresponds to a regular assessment that local stakeholders must carry out concerning the effects in economic, social and environmental terms, so that the system can be adjusted if necessary.

Throughout this circle, public policies provide an institutional and legal framework (especially when there is a demand for official recognition) and can support certain activities (especially for the enhancement of environmental or social sustainability).

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<sup>3</sup> "Development that meets the needs of the present without compromising the ability of future generations to meet their own needs." United Nations (1987).

Diagram 1: The origin-linked quality virtuous circle



Source: FAO-SINERGI 2009

The **identification** phase is critical in laying the groundwork for such an approach. Are the producers the claimants and drivers in promoting their product? What is the potential of the product in terms of specific origin-linked quality? This origin-linked quality can be analysed in terms of linkage to terroir, which has a human dimension (know-how, cultural aspects, practices) and a physical dimension (natural and genetic resources), knowing that the two dimensions interact over time. This is the subject of the first questionnaire proposed.

Next – and the subject of the second questionnaire – identification also concerns the local conditions that will constitute the engine and the weaknesses to be taken into account by local stakeholders in defining their local development strategy based on optimization of the product.

## 2.3 Construction of questionnaires to identify potential

Many works have been used in establishing the methodology and the tools to identify factors in sustainable development. In particular, international case studies and analyses have been produced by more than 50 researchers associated with the DOLPHINS and SINER-GI<sup>4</sup> research projects and under the

<sup>4</sup> Strengthening International Research on Geographical Indications: from research foundation to consistent policy, European research programme FP6, directed by Sylvander and Allaire, [www.origin-food.org](http://www.origin-food.org)

FAO Quality&Origin Programme.<sup>5</sup> Systematic analysis of these case studies reveals (a) the practical ways in which products of origin-linked quality can generate positive effects for sustainable development and (b) the key factors (Belletti, *et.al*, 2003 ; Belletti and Marescotti, 2002, 2011) (see Table 1 below). It is important to remember that the case studies (FAO and SINER-GI, 2009; Barjolle, *et al.*, 2009) and the technical cooperation projects concerning FAO pilot case studies show that these effects are not systematic – and, still less, automatic. They become real if the local economic stakeholders carry on the process of improving the value, making it alive and pursuing its evolution as adaptation is needed (reproductive phase of the origin-linked quality virtuous circle) in collaboration with an external support network.

It therefore appears that the existence of a specific origin-linked quality carries a range of potential impacts for the production area, its resources and the sector concerned, as summarized in Table 1 below.

**Table 1: Potential impacts of products of origin-linked quality**

Conditions, key factors	Potential impact, value establishment
Typicity comes from local natural resources	Sustainability of natural resource exploitation
Inputs can be neither replicated nor transported	Localization of economic activities
Know-how is specific to the site and is based on an organized local community	Transmission of the localization of know-how and of support for reproduction of the local social system
The name is linked to the geographical origin	Promotion of the global image of the zone and side effects
Support for the identity of the <i>terroir</i> from producers and the local population	The <i>terroir</i> is a space within which the identity of the product is guaranteed

Source: adapted from Belletti and Marescotti, 2002

The extent to which these possible benefits will be achieved thus depends on the methods adopted by local stakeholders for the optimization process, according to certain “families” of key factors: mobilization of local stakeholders? identification of suitable markets? identification and qualification of natural and cultural resources? guarantees provided? Families of criteria may thus be identified in terms of the type of impact they may have (see table 2). Each local situation will favour one family over another, or in some cases combine several of them, although not all these conditions will necessarily be present at the same time. In the course of time and as the virtuous circle develops, supplementary factors may emerge and be strengthened.

<sup>5</sup> Internet site of the FAO programme : [www.foodquality-origin.org/eng](http://www.foodquality-origin.org/eng)

**Table 1: Key factors to make concrete the potential impacts of origin-linked quality**

Family of criteria	Conditions, key factors	Potential impacts: value creation
Mobilization	Local stakeholder applicants Presence of a leader core Collective/participatory approach	Efficiency of the collective organization and the territorial approach Building the capacity and power of producers within the value chain
Economic development	Identification of remunerative markets appropriate for the strategy of origin-based differentiation Reputation of the name	Economic viability Added value, income, increase in prices or volumes according to possible strategy
Preservation of local natural, social and cultural resources	Resources have been identified and brought into line with qualification rules, then readjusted if necessary over time	Contribution to preservation of the natural and cultural heritage Contribution to preservation of the cultural heritage and traditional knowledge
Consumers	Traceability System of guarantees provided by the specifications and the associated control plan	Consumer confidence

This is why origin-linked quality can be mobilized as a tool and lever for local development. In the framework of a general inventory and research concerning pilot case studies, the approach often starts from the viewpoint of territorial development and public policy. The goal is then to overcome narrow sectoral approaches by focusing on projects that will achieve significant effects for the benefit of the region and the zones concerned and that can also act as demonstrations in terms of approaches for other zones.

The identification questionnaires proposed in the methodology seek to enable local stakeholders and experts to ask questions and identify lines of action around the potential of origin-linked quality (Questionnaire 1) and local conditions (Questionnaire 2) in order to define a strategy to address strengths and weaknesses related to the key factor families described.

These proposed lines of action depend on the information available and on the situation at a given time; they should be considered pointers to facilitate local-level discussion. The validity and relevance of this evaluation are highly dependent on the knowledge and perception of the person or persons using the tools regarding the product and its production system. This is why it is useful

to compare the results of the same product according to various users and especially to consider the use of the questionnaires in a participatory way with the producers themselves (or at least with representatives of the various types).

**Diagram 2: Origin-linked quality and potential impacts**



The identification questionnaires allow analysis of the presence of these key factors for a product and its production system, according to the key factors previously defined (see diagram 2):

**Questionnaire 1:**

1. origin-linked specificity, the strength of the link to the *terroir*, which depends on historical depth, identity-related depth and the depth of the link with local resources (see Table 1: Link to the geographical origin (or link to *terroir*)).

**Questionnaire 2:**

2. efficiency of collective organization or mobilization, i.e. the possible level of efficiency and effectiveness of collective action by stakeholders (motivation, participation and anchor) (see “Mobilization” in Table 2);
3. potential for economic development, corresponding to all the elements determining future development and economic growth, i.e. long-term economic viability (see “Economic development” in Table 2);

4. contribution to environmental and social sustainability, i.e. the effects of the action on natural, social and cultural resources (see "Preservation of natural, social and cultural resources" in Table 2);
5. contribution to the increase in consumer trust, i.e. improvement in quality, and the guarantees provided to consumers (see "Consumer confidence" in Table 2).

In evaluating the presence and intensity of the key factors for a given production system or zone, each of these families can be linked to these concepts and refined through various criteria that serve as a basis for constructing the analytical tools. Table 3 (next page) specifies the criteria addressed in these questionnaires.

On the basis of criteria refined through the two questionnaires, it is possible to highlight the main engine for launching the origin-linked quality virtuous circle, in other words for developing a territorial strategy based on optimization of the product of origin-linked quality. Indeed, in the quality virtuous circle approach, the existence of criteria within each family allows the sustainability of the system to be boosted, especially through the following mechanisms:

- The potential of origin-linked quality is strengthened through the reproduction of local resources (for example, identification research allows the rediscovery of forgotten genetic resources or an historical and cultural depth, while qualification can safeguard these resources and highlight the product's characteristics, so that it gains more recognition and added value on the market).
- The mobilization of stakeholders is boosted when a first group of pioneers shows the value of qualification of a product and its optimization on the market, strengthening social networks and the effectiveness of the value chain, which could seek to extend the territorial strategy to other sectors (adopting the rationale of the basket of goods), strengthening the conservation and reproduction of local resources.
- Economic development brings viability to the system, in particular by allowing investment in approaches that are more sustainable over the long term (research, infrastructure, welfare etc.).
- The preservation of local resources reinforces the specific quality of the product.
- Guarantees provided to consumers (remuneration) beyond local impacts (economic viability) offer benefits to all consumers, both local and other.



**Table 3: Criteria for identifying a terroir product and factors for its sustainable development**

Factor	Explanation
<b>Link to the terroir</b>	Production is traditional ( <b>historical anchoring</b> ) and characteristic of the zone; the product incorporates <b>unique features</b> that cannot be reproduced elsewhere. <b>Identity</b> : the identity-affirming component of the product plays a preponderant role in its image, and the region is known beyond its borders for this product. If the product bears an identity-related name – the geographical indication (GI), shared by the producers and/or known to consumers – its existence is firmly anchored in the collective knowledge of the link and its particular features. <b>Link to local resources</b> : certain characteristics are linked to geographical origin; i.e. local human resources (know-how) and/or natural resources, including genetic resources in some cases, have a heritage component, conferring a unique character that cannot be reproduced in another region.
<b>Mobilization</b>	The collective formed by stakeholders from the local value chain of producers (raw materials, processors, others) can be mobilized: the <b>motivation</b> of the stakeholders involved in production is important in launching a <b>collective</b> effort and will be all the easier if it is supported by <b>already existing interactions</b> . The possibility of collective action for product optimization will be affected by the <b>types of stakeholder</b> involved and their diversity.
<b>Economic development</b>	<b>Reputation</b> : certain characteristics of the product or of how it is made have contributed to its high reputation in terms of a recognized quality (this can be measured by the higher price of the product compared with others of the same category and/or <b>usurpation</b> of its name on the market). The product as <b>representative</b> of the zone: it provides employment for a significant number of local stakeholders and its production is concentrated in the zone. The product is an engine of <b>economic development</b> for the stakeholders in the value chain (primary and secondary producers etc.), as a result of market trends and promotion activities, leading to improvements in the profitability and economic viability of enterprises (increased volume or price, or improved access to national/foreign markets). If product promotion initiatives (including those connected with tourism) already exist, quality enhancement action will boost the effects of these initiatives.
<b>Preservation of natural, social and cultural resources</b>	The product is linked to major issues concerning the sustainable reproduction of natural resources ( <b>fragile environments, vulnerable species and varieties, biodiversity</b> ) and the process may have a significant impact because of the role <b>producers of raw materials</b> can play in the zone through their practices and numbers.
	The product is associated with significant social and cultural issues, and its existence will contribute to maintaining a fragile local society; <b>social equity, redistribution</b> of created value and <b>decent work</b> support the social sustainability of the system. The production and processing of the product enable a body of knowledge and practices associated with a <b>local culture</b> to be preserved.
<b>Consumer trust</b>	The process of recognition will establish <b>guarantees</b> for consumers in terms of <b>traceability</b> and quality, while also contributing to variety in the <b>choice</b> of food.

## 3 Inventory and identification method

### 3.1 From formulation of a general strategy to action plans for each product in its own zone: a five-step process

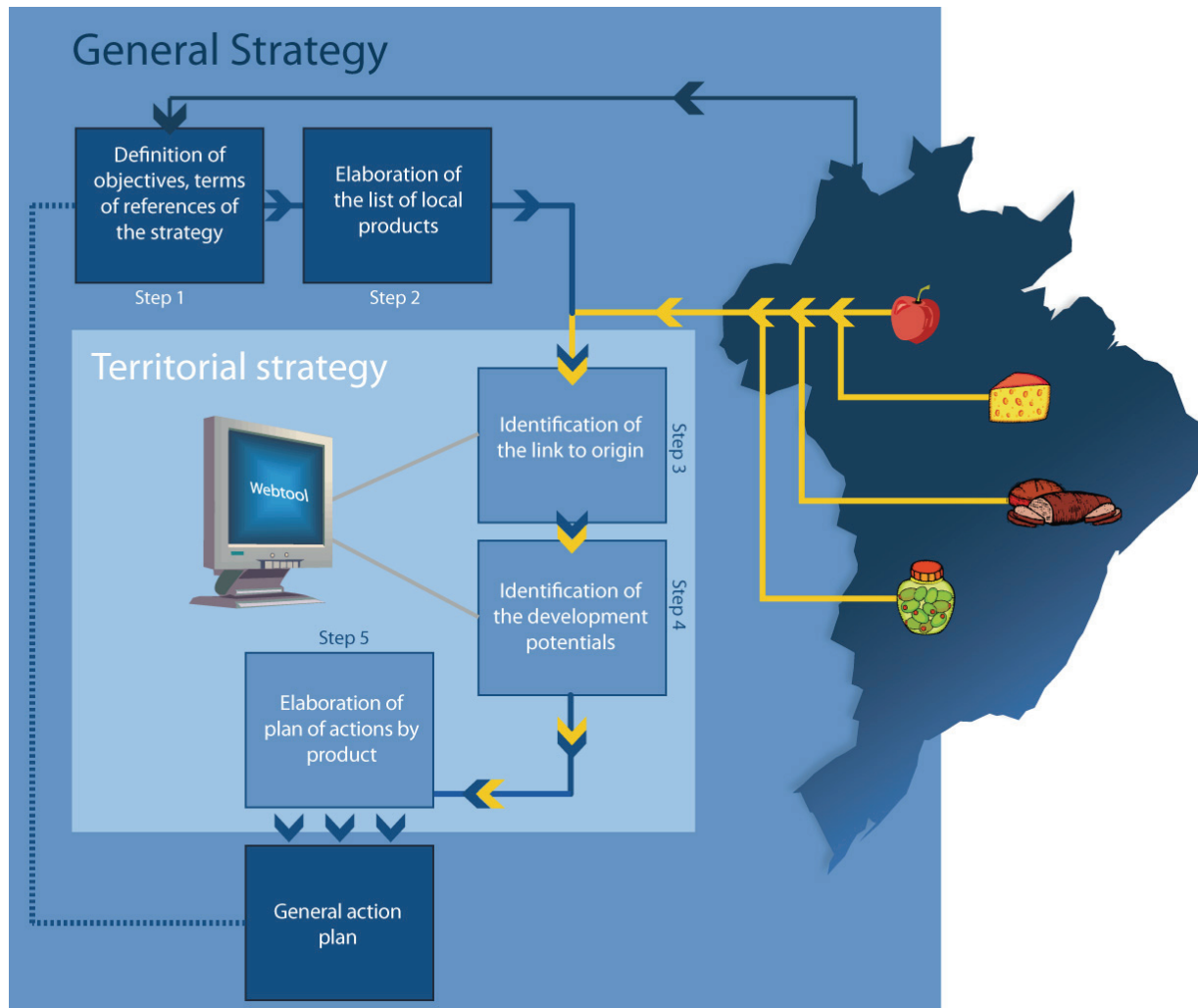
The proposed methodology has two levels, the first encompassing the main steps in carrying out an inventory as part of a general strategy, and the second encompassing the analyses to be carried out regarding a product under consideration. These two levels also correspond to two possible points of entry depending on the user, as shown in the following table:

**Table 4: Level, stakeholders and objectives, according to the two entries into the process**

<b>Result</b>	Inventory of origin-linked products and action plan for pilot products	Identification of potential products
<b>Process</b>	General process initiated by policy-makers in the context of a local development policy	Local process undertaken by local stakeholders to optimize their product of origin-linked quality
<b>Level</b>	The <b>regional</b> (or <b>national</b> ) level, delimited by administrative boundaries and corresponding to an intervention level for development policies	The <b>local</b> level, corresponding to the production area of a product of specific quality (or qualities)
<b>Stakeholders and objectives</b>	<b>Policy-makers or stakeholders in development</b> seek to design territorial development policies on the basis of the optimization of local products. A development strategy must be defined by policy-makers prior to intervention.	The <b>stakeholders in the zone</b> can put in place a territorial strategy based on the origin-linked quality virtuous circle. The chances of success in implementing this virtuous circle of qualification and promotion of <i>terroir</i> products are determined by the action of local stakeholders.
<b>Entry into the process</b>	The process starts with Step 1 (definition of the general strategy) and continues through to the definition of action plans for a small number of pilot products (Step 5). This progressive approach enables the stakeholders to identify all the agricultural and food products in a given zone that have potential with regard to the strategy and to projects aimed at sustainable development; origin-linked products are then identified; and, lastly, a shortlist of potential GI products is selected from this group.	The process corresponds to the use of Questionnaires 1 and 2 (Steps 3 to 5) for identifying the potential of their product and pointers for work to be done to develop the origin-linked quality virtuous circle in their zone.
<b>Strategy</b>	General	Territorial

The methodology with its two entry points and five steps is illustrated in the following diagram 3:

**Diagram 3: The two entry points and the five steps in the methodology**



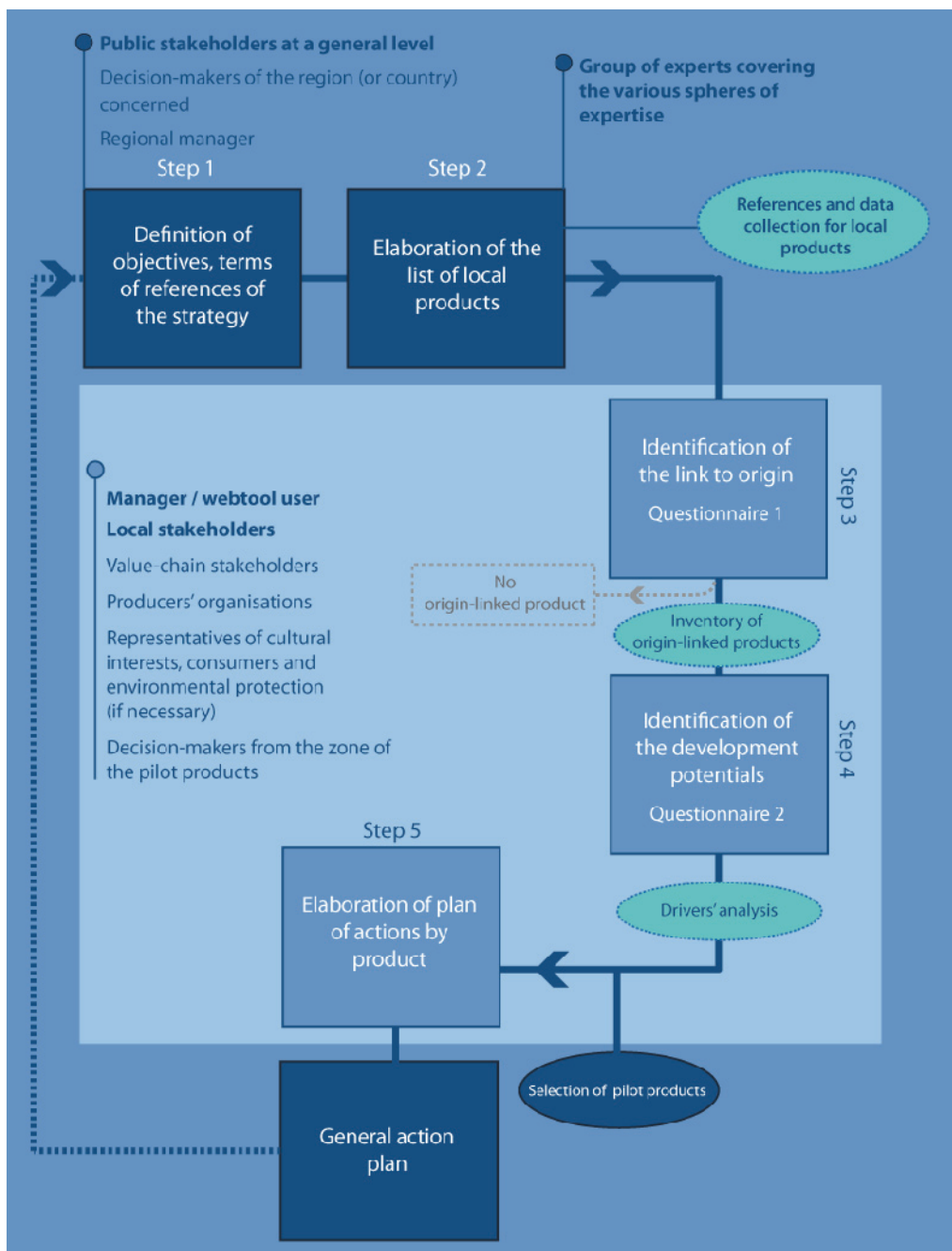
The five steps are as follows (see diagrams 3 and 4):

1. Definition of the **objectives** and **terms of reference** for the inventory, which is part of an overall development strategy by decision-makers in the region (or country).
2. **Preparation of a list of promising local products**, their promise being assessed by competent experts in terms of the general strategy. This list is intended to be broad and exhaustive.
3. **Identification of the origin-linked quality**. Each product<sup>6</sup> is examined using the first questionnaire in consultation with local stakeholders, which allows analysis of the characteristics and potential of origin-linked quality, i.e. the link to geographical origin in the twofold dimension of natural and human factors.

<sup>6</sup> A product from the list drawn up in Step 2 in the case of a general approach, or a product that is found in the zone and for which local stakeholders hope to consider an optimization strategy.

4. In consultation with local stakeholders, **each product with an origin-linked quality is then screened** using a second questionnaire so as to highlight its strong and weak points in terms of key factors **for development and the preservation of local resources**. This analysis of local conditions leads to characterization of the main driver(s) of the product in terms of the definition of a territorial strategy. Within the integrated approach, these drivers can facilitate the selection of promising pilot case studies from the point of view of the stakeholders' objectives at a regional or national level.
5. Definition of **(pilot) action plans for each product in its own zone and coordination of action plans in the context of the overall (regional- or national-level) approach**. The action plan for each product is formulated by the local stakeholders on the basis of the main drivers identified, making sure that all the various issues for the zone are included. As part of a regional or national approach, the action plan is drawn up with the support of the regional manager and his or her team, who will then decide with the local stakeholders what types of support are needed locally, given the objectives and the tools provided by the development policy. Their role at this stage is also to ensure coordination among the various action plans, provide feedback for the regional or national strategy and if necessary modify the terms of reference.

**Diagram 4: The stakeholders involved and the results along the 5 steps**



### 3.2 Public-private governance

In order to maximize impact, the optimization of products of origin-linked quality combines two approaches at the local level:

- economic optimization of the product of origin-linked quality, i.e. the design and implementation of a strategy of market differentiation by the economic stakeholders in the value chain concerned;

- promotion of the process of sustainable local development by maximizing its potential with regard to the preservation of local natural and cultural resources, and thus its contribution to the preservation of public assets, thanks to the support of public policies.

When this combination is proposed, it assumes a style of governance negotiated between public and private stakeholders. From this point of view, the success of any development brought about by *terroir* products depends both on the motivation of stakeholders in the value chain in question and on support from authorities and institutions at all levels (local, regional and national). Implementation of the inventory process and the successive steps are set within this framework, and it is important that the roles of the various stakeholders in each step be clearly defined.

### 3.3 The role of local actors

As has been stressed, local stakeholders are at the heart of the territorial strategy to optimize their product in their zone and are thus in the centre of the quality virtuous circle.

In the case of a general strategy initiated by policy-makers as part of their public policies and by stakeholders in development at the regional or national level, these stakeholders will play a key role in both phases of identification because they are the custodians of product information. They are thus vital players in defining the spatial strategy and action plan – and even more in developing it, should their product be selected as a pilot case study.

There are therefore two situations: either the producers are informed of the existence of the tool and thus request support for such a territorial approach, in which case mobilization is effective and ownership is immediately assumed; or they are not informed of the existence of the tool, the potential of their product and the advantages and constraints, in which case there is the risk of a top-down approach that would prevent assumption of ownership of the approach by the local stakeholders, particularly those involved in the value chain, without which the quality virtuous circle could not be permanently put in place.

This is why the motivation and mobilization of local stakeholders are essential criteria when considering the potential for development. In selecting pilot products, it is relevant to favour those that already have a collective dynamic or where there has been a prior mobilization of local stakeholders, or to anticipate activities and an action plan that would allow local stakeholders to assume ownership of the process.

A top-down approach proposed by public regional or national bodies may address problems that local stakeholders have not identified and/or that they do not see in terms of the GI tool. In such cases, local stakeholders' assumption of ownership cannot be spontaneous and facilitators will have to apply levers to mobilize these stakeholders, for example by:

- linking the qualification process to the solution of an acute local problem, or several such problems, even if the connection between

the problem(s) and the solution proposed by the qualification process seems weak;

- identifying which stakeholders could be more powerful in the new configuration and assessing their capacity for action (= the capacity to pilot the local system in the right direction for the process); parallel with this, identifying "veto players" and assessing their capacity for negative action, bringing in expert support (or further such support) for the "winners" and anticipating compensation for the "losers" in the action plan.

### 3.4 Incorporation of identification into a participatory approach

Apart from the involvement of local stakeholders, identification of the potential of products will benefit from being implemented in a participatory process for products whose link to their origin has already been confirmed. Comparison of the views of the various stakeholders concerned with the product, who have close personal knowledge about it, means that the debate can be focused around crucial points that often emerge as sources of controversy.

The agricultural producers or manufacturers of the product often have differing practices and the final products themselves have characteristics that vary to some degree. The answers to the questions in the questionnaires proposed in this inventory method may thus vary, sometimes to a considerable extent, from one individual to another, depending on their position in the value chain, their markets, their experience, their working methods and their knowledge about the variety of practices.

A participatory approach is an excellent way of compensating for the lack of exhaustive knowledge that a single person can gather, while also facilitating the sharing of information among all the producers involved with the product. The participatory approach is therefore recommended inasmuch as it seeks the active involvement of producers who are sufficiently representative of the diversity that exists on the ground. It is in fact crucial to make sure that an isolated person in an office, cut off from his land, does not try to apply the method and answer the questions asked on his or her own.

The participatory approach also encourages reflection on different points of view in order to discern the main points of disagreement and find paths leading to consensus. For example, in the case of many cheeses, some makers work with unpasteurized milk while others use pasteurized milk. For defining the product manufacturing method, these methods and their consequences for the strength of the tie between the product and its *terroir* have to be discussed.

When points of controversy are identified, if each person can follow the discussions and feels that his or her point of view will be listened to and respected in the participatory process of the inventory, the qualification process (the second stage in activating the virtuous circle) will be all the more



effectively launched. A sufficient basis of trust among the partners in the value chain will be created.

To this end, animation of participatory sessions through the online tool to answer the questions in the identification questionnaire will create a collective dynamic for exploiting the potential of the product. When the questionnaires are used in the general process of making a regional or national inventory, it is therefore recommended that they be used in two stages:

1. Answers are provided to the questionnaire by the team in charge of the inventory, using the collected data to validate the existence of a link to the origin (Questionnaire 1) and possibly to obtain an initial idea of the strengths, weaknesses and main drivers of development (Questionnaire 2).
2. For products with a link to origin, and in order to create a collective dynamic for a project to optimize a product, use of the two questionnaires during participatory sessions with local stakeholders, especially producers, will have results more in line with the real situation as the producers see it.

In order to reach a consensus and take account of the various recommendations in a gradual and more effective process, it is important that the facilitator take enough time to allow dialogue among the stakeholders to bear fruit. Sufficient importance must therefore be given to the necessary complementary studies, for example studies of value chains or scientific and technical studies on major technical points, which can or should then be incorporated into the product specifications in the qualification phase.

The participatory approach is demanding, and machinery needs to be devised to support the process, taking account of both the human and natural resources available. In order to spark off a local dynamic, the terms of reference of the inventory (cf. 4.1) must include a significant dose of animation in order to facilitate local stakeholders' assumption of ownership, and this will help guarantee the success of the later phases of the virtuous circle: qualification, remuneration and reproduction.

### 3.5 The role of experts or consultants

The inventory process and the online tool can be directly implemented by local technicians themselves. The objective is to offer tools that are easily accessible to meet the needs of local stakeholders in their particular context and with their particular human and financial resources.

However, when the eventual objective is to mobilize local stakeholders around a local project, it is useful to have the services of a facilitator to support the mobilization process. It may also be useful to obtain the input of a technical expert associated with the type of product or optimization process. As part of the regional or national process initiated by policy-makers, this person has a key role to play in ensuring that local stakeholders assume ownership of the process.

The same person may play the roles of technical expert and process facilitator, who can contribute elements of his or her expertise to discussions with local stakeholders, setting them in context and clarifying the options, while seeking consensus and not thrusting his or her own opinion to the fore. This person could also be the user of the online tool during analysis of the link to origin (Questionnaire 1) and the potential for development (Questionnaire 2).

These experts may be local people, a local body or outside consultants, but the important thing is that they be seen by stakeholders as competent in their field and independent and neutral with regard to issues in the zone (i.e. seeking the general well-being of the local community rather than defending the interests of a particular group). The choice of profile is decisive, as are the terms of reference. In general, previous experience in a participatory process to carry out an inventory and in activation of the potential of origin-linked products is needed. Such experience provides the person with a perspective on links among the various regions of the country, or among several countries, so that he or she can refer to similar cases. The person must be chosen on the basis of objective criteria, but must always have animation capacities. He or she must enjoy sufficient legitimation and recognition to carry out this function. His or her training in moderation, animation and facilitation techniques and competence with regard to GIs are very important factors for success in assuring the sustainability of the actions undertaken.

It is important that as part of his or her task of providing expertise, the person take care to complement such action with the training of local stakeholders in order to build local capacities with regard to development based on mobilization of the potential of products of origin-linked quality. Such training should focus on key people from each stage in the value chain so that they can achieve greater control over the qualification, remuneration and reproduction processes of the local system concerning the origin-linked product.

The work of these experts needs sufficient time to enable local stakeholders to assume ownership of the knowledge mobilized through the inventory process. If development is to be sustainable, it is important that the terms of reference of the person recruited anticipate a transition to the assumption of responsibility by the local stakeholders themselves: the activation of local resources must in due course be carried on with no involvement from the expert. It would thus be a good thing if the terms of reference were to include the identification of key people capable of supervising and supporting the dynamics set in motion following the phase of outside financing of the project.

## 4 Implementation of the approach

The inventory is of no use unless it is placed at the service of a clear strategy adopted by local or national policy-makers. It is of paramount importance to define objectives and expected benefits (see box 1). To be used, it must be followed up with an action plan to optimize products. Otherwise, it remains a dead letter, of academic but not operational utility. It should be noted that although the present paper presents the role of definition of an integrated strategy, it does not focus on the processes of formulating such a strategy.

### Box 1: Importance of defining objectives and benefits

Generally speaking, inventories mobilize work, finance and the time taken by stakeholders to answer questions. In order to avoid their resulting simply in lists whose only merit is their existence, it is important that long-term objectives be clearly defined, beyond the stage of the carrying out of the inventory itself. Nor should the preparatory phase of the inventory be neglected, for it will allow clarification with the stakeholders regarding the broader benefits that can be envisaged in terms of sustainable development. The economic development component is often the most motivating element for the stakeholders in the value chains concerned, and the prospect of investment in the promotion or support of production facilities for the products identified will be a powerful lever for motivation and growth. On the other hand, rushing into an inventory can result in a loss of trust on the part of the value chain stakeholders, whereas when they are mobilized by an initial contact and the time taken to answer questions, they are in a position to wait for feedback or concrete actions. If the stakeholders see that interest in them – especially if the inventory is commissioned by government authorities – is confined to one-way information, they may become hostile and critical. It will then be all the harder to engage in a participatory development process later on.

### 4.1 Terms of reference of the inventory process (Step 1)

The terms of reference can be part of the general strategy for development of the region. This strategy allows the role of each stakeholder, public and private, to be defined in terms of the main and specific objectives, and optimization of local products is a spur to action for these stakeholders. A strategy is classically based on the analysis of strengths and weaknesses, opportunities and threats, and potential vectors for development. Policy-makers decide on the long-term goals for the region, the objectives to be achieved and the resources to be mobilized, and also appoint a regional manager whose role is to direct implementation of the strategy.

The objectives of the inventory, as defined in the terms of reference, can vary. Some examples drawn from concrete situations in which inventories have been carried out can be given:

- development of the tourist image of the region based on the food heritage;
- provision of information to consumers on the culinary heritage;

- evaluation of potential with a view to defining and implementing a specific policy for GIs;
- registration and protection of GI products;
- preservation of local resources based on the labelling of products from a national park.

The objectives of the terms of reference lead to the definition of general criteria that the inventory project manager and his or her team will use to draw up the list of “promising products” (Step 2), which will then be screened, using the questionnaires, during Steps 3 and 4.

As mentioned earlier, the concept of sustainable development encompasses a range of economic, social, environmental and cultural values, including consumer protection. These aspects must all be taken into account, but cannot all be equally optimized at the same time: a sustainable approach must be maximized by laying the stress on priorities based on the objectives of the general strategy defined in the first step. It should be noted that these objectives can also evolve on the basis of the results of work carried out (in a backwards link) so that the situation on the ground is taken into account.

## 4.2 List of promising local products (Step 2)

### 4.2.1 Procedure

The starting point is the idea that the inventory is set within a clearly defined strategy, one of the objectives of which is to develop a virtuous circle based on the optimization of products of origin-linked quality. At the outset it is thus important to draw up the fullest possible list of promising products, with the aim of establishing a sufficient pool to identify products of origin-linked quality, and then possible pilot cases from among these. With a view to increasing the chances of including all the possible products, some of which may be known only to one person in the region, preliminary work needs to be done on identifying issues linked to the various dimensions of sustainable development (economic, social, environmental and cultural) and consumer protection. This task is best carried out in a participatory manner with local stakeholders, who should work alongside the experts in charge of the inventory, thus allowing the experts to establish a sufficient personal database. The task is guided by the search for local products meeting very broad criteria, for example:

- economic importance of the product in the zone;
- importance from the viewpoint of tourism;
- importance from the historical viewpoint;
- importance from the viewpoint of natural resource protection;
- importance based on the number of producers;
- importance from the viewpoint of reputation;
- importance from the viewpoint of export markets.
- Importance from the viewpoint of cultural resources and traditional knowledge.

#### 4.2.2 The various types of expertise needed in order to carry out an inventory

Making a list of promising local products, bearing in mind the objectives set out in the general strategy, assumes the presence of expertise of various types, for example in the spheres of culinary culture, history, geography, environmental sciences, economic promotion, rural development, agricultural economics, agrifood marketing, food health security, and trademark and geographical indication law. Ethnobiologists' skills can find products that are often marginal but have promising economic potential.

Such a range of expertise is not found in a single person, so that a group of experts is formed with the task of drawing up the list. The combined skills and knowledge of the members of the group mean that an inventory can be drawn up that includes all the promising products, with all the necessary data for each of these. The experts may be recruited in the region or from outside it. Their experience of this type of work is also a factor to be considered in recruiting them.

#### 4.2.3 Drawing up of fact sheets

For each of the local products listed, a descriptive fact sheet must be drawn up, which will then act as a database that can be consulted (and also expanded) throughout the process and will in particular make it possible to answer the questions in the questionnaires in Steps 3 and 4. The data listed below (table 5) are the minimum that should be collected so as to be able to identify sources and also collate descriptive data for each product.

**Table 5: Descriptors in the factsheet (Step 2)**

<b>References (author[s], data, title, publisher)</b>	<p>These references are varied: books, memoranda, magazine articles, radio or television broadcasts, internet sites, films, statistics etc.</p> <p>These unprocessed data are collected so far as possible in electronic form in order to facilitate their filing and later use.</p>
<b>Resource-persons (surname, first name, profession, postal address, e-mail address, telephone number)</b>	<p>Details of resource-persons with in-depth knowledge of the product, how it is produced, its history, its use, the customs linked to it, or any other aspect of interest for future economic, cultural or environmental optimization.</p> <p>These resource-persons can be mobilized in Step 4 in order to define and implement strategies for the specific product.</p>
<b>Descriptive data</b>	<p>The data are collected with a view to making a selection and therefore complete as much as possible of the identification questionnaire (Questionnaire 1, Step 3), and then of Questionnaire 2 (Step 4).</p> <p>The information does not concern only the product but also the production system and in particular the type of stakeholder and their grouping, as well as the zone as a whole (links with other activities, social and environmental issues etc.).</p> <p>At this stage it is hard to assemble all the data for all the promising products. It is therefore recommended that alternative means of evaluation initially be sought for each of the criteria and a brief qualitative evaluation be carried out in order to make a preliminary selection (Questionnaire 1, Step 3) that should be as rational as possible. Then, for products that have been screened through Questionnaire 1, it would be useful to revise the questionnaires with local stakeholders (a participatory process) in order to finetune the results and set a local dynamic in motion.</p>

### 4.3 Identification of products of origin-linked quality (Step 3)

This step consists of screening a local product with the identification questionnaire for origin-linked quality on the basis of clearly defined criteria regarding the type of link to the *terroir*.

In the case of an inventory, this means evaluating the link to geographical origin of all the products on the initial list, which allows generating a list of products of origin-linked quality.

### 4.3.1 Procedure

This phase makes it possible to assess the origin-linked quality potential according to the degree of specificity of the link to the *terroir* under its physical and human aspects. The link to the *terroir* is analysed in its various aspects as drawn from the definition of *terroir*, as follows (see table 6):

**Table 6: Criteria for analysis of the link to terroir (Questionnaire 1, Step 3)**

Question	Criterion	Question
$l_1$	<b>Historical depth and local identity</b>	Has the product been produced since a long time?
$l_2$		Is the product (as well as the ingredients, the ways and means used to produce it) part of the local culture and/or territorial identity?
$l_3$		Is a geographical indication (GI) or identifier commonly used to identify/designate the product?
$l_4$	<b>Specificity</b>	Does the final product have specific qualities (material or immaterial) that cannot be reproduced elsewhere?
$l_5$	<b>Link to the <i>terroir</i> in its human dimension</b>	Is any specific local knowledge involved in the production or processing of the product?
$l_6$		What is the degree of variability of the processing and/or production practices and knowledge in the production area?
$l_7$	<b>Link to the <i>terroir</i> in its physical dimension</b>	Do the raw materials come from the same production area as the final product? <i>(This question is asked only in the case of a processed product.)</i>
$l_8$		How diverse are natural conditions within the current production area?
$l_9$		Do natural conditions give specificity to the final product?
$l_{10}$		Are there some specific genetic resources (with regard to the raw materials or involved in the processing process) that historically originate from the production area?

Note: identification of origin-linked quality potential depends particularly on the identity-affirming value of the product for local stakeholders, something that can be evaluated only by the latter as a group. It is their mobilization around the product that will to a large extent determine that the potential becomes a real engine for development of the virtuous circle. From this viewpoint, use of the questionnaire is indicative and seeks to provide pointers for reflection on ways of supporting this

The specific answers to the questions for each product, according to the available information and the situation at a given moment, allow an



assessment to be made of the origin-linked quality potential in three main ways:

- a. The link to the *terroir* is based both on human resources (know-how) and also on natural – and, where applicable, genetic – resources.
- b. The link to the *terroir* is essentially bound up with know-how concerning processing of the product (with raw materials coming from other production zones).
- c. The link to the *terroir* is weak or non-existent, according to information provided: either research on the link to the *terroir* can be developed to encompass certain dimensions, or local stakeholders may decide to explore in other directions (culinary speciality, traditional product, direct sale, organic product, fair trade etc.) (Barjolle, *et al.*, 2010).

Note: in terms of the protection of intellectual property attached to the name of the GI product, the distinction between a link to the *terroir* based (a) on know-how and local natural resources or (b) solely on know-how (and reputation) may be referred in many regulations to the distinction between the categories “appellation of origin”

### Box 2: Online tool – registration and Questionnaire 1

Once on the Internet page [www.foodquality-origin.org/webtool/en/](http://www.foodquality-origin.org/webtool/en/), the user proceeds as follows:

- registration of the person (e-mail, field of expertise, etc.) and product (name, origin, type etc.);
- for one product, selection of Questionnaire 1; then, for each question (10), selection of the right answer from multiple-choice replies (a, b, c, d);
- Enter: the base automatically generates the results (type of link and analysis).

The answers to the questions allow the features of each product to be taken into account and specific questions to be generated if appropriate. For example, if the raw materials of the product come from the same production zone, then appropriate supplementary questions appear in the questionnaire. Similarly, the answers given during registration of the product allow certain irrelevant questions to be avoided or specific questions to be asked.

The analyses generated at the end of the questionnaire are based on the answers ticked and combinations of these. Evaluation of the link to origin thus depends on the scores for each answer, giving a picture of the nature of the link to origin. It is then possible to evaluate whether or not the product has an origin-linked quality according to natural and/or human factors.

This task of analysis and appraisal of the link can be carried out easily with the tool placed online, thanks to the task of data acquisition by the person who has gathered all the necessary information on the product (see box 2).

### 4.3.2 Expertise

In-depth knowledge of the products is needed in order to enter the correct answers both for this questionnaire (link to geographical origin) and for Questionnaire 2 (analysis of potential for development of the process). The person filling in the questionnaire (the user) must have all the necessary information regarding the product and must therefore have a good knowledge of it, be capable of easily collecting missing pieces of information from stakeholders and also, if need be, make sure he or she has experts available for consultation.

In the case of the regional or national strategy, it is helpful to proceed in two stages:

1. Answers to Questionnaire 1 are provided by the team in charge of the inventory, using the data collected.
2. For products with a link to origin according to the results of the questionnaire, and with the aim of having results more in line with the situation as seen by the producers, the questionnaire can then be filled in again with the producers' participation.

In the case of the regional or national strategy, in order to make a first screening Identification, the group of experts who have drawn up the exhaustive list of local products must then be expanded to include other experts, to ensure the presence of the expertise needed for these two phases of identification of the individual product and especially as concerns knowledge of each product (local stakeholders). The group is thus ideally made up of:

- the experts who carried out Step 2, who have extensive knowledge of the products;
- local stakeholders who are familiar with their products, local sensitivities and the motivation of the key stakeholders and leaders within each value chain of the products taken individually;
- other experts who have expertise and experience in the promotion of regional products and can make valid recommendations and provide points for comparison;
- the user of the questionnaires, i.e. the person who will enter the data into the questionnaire: he or she will be responsible for seeking information from producers, with the support of people recruited from a university institute, for example searching for complementary data if needed; it is recommended in the first screening that the same person should fill in the questionnaires for each of the products after gathering all the necessary information from the members of the group.

## 4.4 Identification of strengths and weaknesses for development of an origin-linked optimization process (Step 4)

This phase is based on use of the second questionnaire, for the products with a link to geographical origin, which identifies strong and weak points so that the potential in terms of development and benefits to the zone and consumers can be defined for each product (see questions in Annex II). This analysis means that the product can be classified according to a main driver on the basis of locally identified potential to contribute to a particular impact.

The main driver may offer pointers for development in terms of potential activities by local stakeholders – and thus their engines – in order to facilitate definition of the territorial strategy and the action plan.

In the case of a regional or national approach to inventory, the main drivers enhance the selection of pilot products according to the objectives of the overall policy. In the same manner as for Questionnaire 1, once the questionnaire (available online) has been filled in, the tool generates a series of recommendations or pointers for reflection and action for each product (see box 3).

### 4.4.1 Procedure

The criteria used for this questionnaire (i.e. the questions the user must answer, see table in Annex II) cover the various groups of criteria and corresponding dimensions relating to potential impacts presented in section 2.4 above.

Although discussions with stakeholders in the value chain should allow the questions in Questionnaire 2 to be answered, it may be helpful to carry out a more systematic value chain study prior to filling in the questionnaire. Study of value chains will provide information on the relative importance of the various trade channels with regard to raw materials (if applicable) and final products, so that the working of the value chain can be more clearly identified and the current strengths and weaknesses, together with levers for development, can be brought out. Carrying out a study of the value chain of each promising product on the list is clearly costly in terms of both time and money. It could be done subsequently for products selected for pilot case studies, in order to make the results of Questionnaire 2 more precise and finetune the action plan.

Depending on the combination of the various types of potential identified at a given time, the product is classified under one of the four drivers described below. The combination is based on a primary endpoint and secondary endpoint in terms of potential contribution to a family of impacts.

### 4.4.2 Expertise

The experts and modalities involved are the same as for Step 3 and the use of Questionnaire 1.

#### 4.4.3 Main drivers and profile

The main driver allows a major development rationale to be defined within a territorial strategy, taking account of the factors for success observed on the ground during the identification process (Questionnaires 1 and 2). The combination of the four types of result related to the four drivers also determines a certain profile for the product, represented in the online tool by a radar graphic diagram.

These four main drivers are defined as follows:

- **Local development**

This main driver is based on the following engines: maintenance of local jobs, protection against delocalization of production, increase in profit margins in the region, increase in the bargaining power of producers in the industry to support diversification of agricultural enterprises, increase in allied activities such as tourism that develop the rationale of the basket of goods and services, where all products and services in the zone benefit from the specific quality image.

- **Economic growth**

This main driver is based on the following engines: protection against wrongful use of the name and unfair competition (based on the registration and protection of the GI), increase in prices, increase in turnover (including exports), access to new markets (including respect for food security standards or logistical norms).


- **Preservation of social and cultural resources**

This main driver is based on the following engines: improvement in the image of the region, social equity, the hope of establishing links with cultural events, preservation of local communities' traditional know-how and style of life, food diversity and links to the culinary heritage, and, more generally, a communication strategy concerning the region's resources.

- **Natural resource preservation**

In this case, the engines are often as follows: preservation of specific local natural resources, (landscapes, breeds, varieties etc.), improvement in the image of the region, strengthening of its natural image, increase in biodiversity conservation (including food biodiversity), reduction in negative impacts on the environment from intensive farming, research on alternative ways of optimizing specific natural resources.

### Box 3: Online tool – Questionnaire 2 and main driver

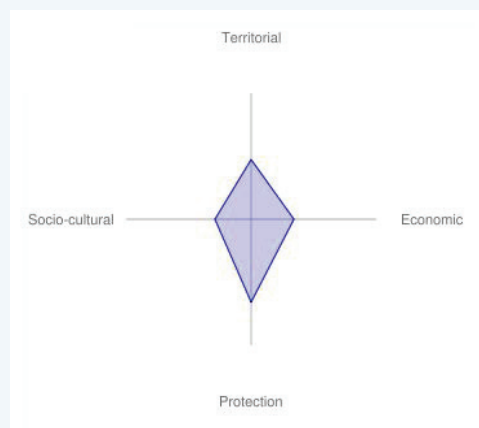
For the products which have a link to origin (the symbol  appears in the list of products), the user selects Questionnaire 2 and ticks answers to the 38 questions asked. At the end of the questionnaire, when he or she clicks "Enter", the results are generated (a list of analyses and the main drivers of the product – presented in Step 5 with regard to the selection of pilot cases).

The four main drivers are built up according to the following mechanism: each one corresponds to a series of main and secondary questions; the sum of the main and secondary scores (which is weighted by 0.25) gives a total score, which must be higher than the average value for a product to be associated with a main driver.

Main driver	Main questions (weighting: 1)	Secondary questions (weighting: 0.25)
Local development	D <sub>1</sub> -D <sub>11</sub>	D <sub>13</sub> , D <sub>17</sub> , D <sub>23</sub> , D <sub>26</sub> , D <sub>30</sub> , D <sub>33</sub>
Economic growth	D <sub>11</sub> -D <sub>21</sub> ; D <sub>36</sub> -D <sub>38</sub>	D <sub>22</sub>
Natural resource protection	D <sub>22</sub> -D <sub>28</sub>	
Sociocultural aspects	D <sub>29</sub> -D <sub>35</sub>	D <sub>11</sub> , D <sub>13</sub> , D <sub>14</sub> , D <sub>17</sub>

Lastly, if the scores are lower than the average in each of the dimensions, the approach lacks a main engine for its success. On the other hand, an approach may have aspects of several main drivers. Whatever the case, the online tool gives a radar chart to illustrate the result concerning four possible drivers, which can give information on the positioning in each of these dimensions and the existence of a main driver when the position is above the average. When the "Preservation of social and cultural resources" and "Preservation of natural resources" axes are weak, they indicate the aspects that need to be strengthened in the action plan.

*Example, main driver: Preservation of environmental resources.*



## 4.5 Formulation of the action plan for the individual product (Step 5)

The main driver, defined on the basis of answers to the identification questionnaires, seeks to facilitate the establishment of an action plan through the strategy lines proposed on the basis of its success factors and opportunities, but also the risks to be considered (see Annex III). This action plan can be facilitated by an expert or someone with a good knowledge of the product, who provides support to local stakeholders. It is based on the results of the questionnaires, according to their potential for economic development and the preservation of cultural, social and natural resources, as well as guarantees provided to consumers.

As part of the national or regional process, it is vital to ensure consistency between a local action plan and the initial terms of reference, and also the body of action plans for pilot case studies. This is why this stage also includes feedback with regard to the terms of reference of the overall government policy (Step 1). These terms of reference can be adjusted depending on the results of the questionnaires and their associated action plans, which provide a realistic view of local situations, problems to be solved and the resources required.

### 4.5.1 Procedure

#### a) Selection of pilot case studies

In the context of the regional or national inventory process, it is important that local stakeholders be supported in their strategy to optimize their product and promote their zone, through one of several pilot case studies, which will serve as demonstrations (for other zones) and also help meet challenges regarding sustainable development of the zone in question.

The regional manager and his or her work team are responsible for identifying one or more pilot products from the list of *terroir* products identified by their main driver and profile, according to the original objectives of the general policy.

The selection may thus be based on the potential impacts of the main drivers, depending on the objectives of the general policy and also the resources available to support local stakeholders in developing their territorial strategy.

Depending on the objectives of the policy, the manager may also define supplementary criteria in order to select the pilot products, taking particular contexts into account, for example: if the context is that of a nature reserve, the supplementary selection criteria may concern the preservation of certain heritage resources; if the context is that of implementation of a law and a recommendation on the protection of geographical indications, the selection criteria will depend on the requirements of the national legal framework; and if the context is a local-level joint initiative involving tourism and product promotion, the criteria will be connected to links between the potential

development of products and synergy with various types of tourist service for which producers are motivated.

b) Development of the action plan by product

In this phase, terms of reference of the general strategy defined in Step 1 are translated into terms of specific and targeted measures to support each of the pilot cases through their action plan. This presumes that the specific issues and context of implementation are identified for each product and that practical measures are proposed and adapted to the conditions and needs of a given zone, stakeholders' demands and possibilities for support granted by policy-makers at the general level.

Recommendations are proposed for each main driver with regard to development of the action plan in order to minimize threats and boost the contribution to sustainable development by taking its other dimensions into account (see Annex III).

It would be helpful to complement the formulation of an action plan for each pilot product with more detailed operationalization, which could take the classical form of a logical framework specifying implementation activities and their sequence, methods and costs.

c) Retroaction: taking account of the effects of implementing action plans on the evolution of the regional- or national-level overall strategy

As part of a regional or national policy, it is important, on the one hand, to ensure consistency among the various pilot case studies and their action plans, and, on the other, to ensure that the concrete results of the analyses of the products and the action plans for the pilot products are used to finetune or adjust the overall development strategy, especially with regard to the problems to be solved and the resources available.

This retroaction assumes a participatory approach (for example, workshops using participatory mapping, GIS, territorial diagnosis), thus creating the conditions for dialogue between local stakeholders and decision-makers in order to target actions and resources appropriate to local conditions and overall strategy objectives.

For the sake of overall consistency (regional, national), synergies are sought among products (for example, joint or complementary optimization) and among sectors (agriculture–tourism–craft production), thus avoiding narrow sectoral approaches by introducing a cross-cutting approach with regard to actions and actors, making it easier to address issues concerning territorial development.

#### 4.5.2 Expertise

At the local level for each product, in order to discuss the results and formulate recommendations for an action plan, it is recommended that the stakeholders in the value chain or the policy-makers for the zone should hold discussions with other producers and enter into contact with experts, either through the

FAO programme or other support programmes, or through producers' organizations (for example the oriGIn organization,<sup>7</sup> which represents GI producers from all over the world).

In the framework of the inventory, the group established at the national or regional level (see Expertise, section 4.3.2 above) can usefully be expanded with representatives of cultural contexts, consumers and environmental protection, who can provide a complementary viewpoint that is broader and less linked to purely economic issues concerning the choice of products.

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<sup>7</sup> <http://www.origin-gi.com/>



## 5 Conclusion

This paper presents a five-step method for carrying out an inventory of products of the *terroir*, drawing up a shortlist and selecting flagship products around which to initiate concrete actions within the framework of support policies for the optimization or recognition of products of origin-linked quality. For the individual product, it offers two questionnaires that allow its link to the *terroir* to be assessed, and also the potential, strengths and weaknesses of an optimization process that would be useful for the overall strategy or for any facilitator within a zone.

This method is applied to agricultural and food products that have potential in terms of origin-linked quality and could serve as a pivot for a virtuous circle for territorial development. Dishes, recipes, craft products etc. typical of a region have not been taken into account regarding application of the method. Wider identification of the biocultural heritage of a zone would necessitate expansion of the group of stakeholders in the task of identification and characterization, and also adaptation of the questions. Such an expansion of the inventory is in line with a promising future perspective and would give the zone further opportunities for sustainable development.

In the web tool associated with these questionnaires, a detailed commentary and analysis or points for reflection are generated according to the answers given. These analyses, together with the recommendations of the main drivers, allow local stakeholders and other experts to carry out an initial reflection on the approach and the action plan to be established around the quality virtuous circle based on a particular product.

Over time, the general strategy takes on an iterative character: the secondary effects have to be taken into account when an optimization strategy has been pursued for a particular product or products. At that time, the definition or revision of the general strategy for regional development and priorities in its implementation will require revision. The stakeholders in the products are the actors in this process of reflection on strategy, together with the other actors involved in the region's economic and cultural activities, donors and national-level political and administrative authorities. This strategic reflection should be part of a participatory approach, creating the conditions for dialogue between local stakeholders and external decision-makers, so that actions can be pursued to make these products real levers for territorial development. The broader cross-cutting approach discussed above will mobilize all the local resources in question, including cultural resources.

Finally, it is important to note that the recommendations generated and the identification of one main driver per product have a purely indicative character for each product at a given time and given the available information collected by the user and his or her team. Moreover, it will be the human factors that ultimately determine the appropriate direction and the success of the strategies defined. This is why local producers must be involved

in the identification process, and it is even recommended that with regard to products whose link to their origin has been identified, the tool should be used with the producers' participation so as to initiate a collective dynamic to optimize a given product of origin-linked quality.

These human factors concern on the other hand the vision and decisions of local actors mobilized in their zone with regard to their product, but also the capacity and drive to mobilize political and institutional stakeholders within the zone of origin and also at higher regional or national levels.

This paper accompanies the development of an online tool, which enables the method to be tested with users in a position to carry out these inventories, and we are interested in any comments or suggestions for improvement.

Contact: [quality-origin-webtool@fao.org](mailto:quality-origin-webtool@fao.org)

# Annexes

## I. Examples of inventories

### **Inventory of products that could develop a GI in Lebanon**

An inventory was carried out in Lebanon by the Ministry of Agriculture as part of a cooperative project between Switzerland and Lebanon, with the objectives of (a) developing a methodology to identify products and (b) identifying those products that could become the objects of a GI registration process. The methodology focused on the feasibility of establishing a legal basis for Controlled Designation of Origin and Protected GI registration, following the European Union model, and broadly adopts the criteria used during the examination of applications by the authorities responsible for registration. With regard to specific objectives, the idea was to support exports of these products, seeing them as drivers of economic development.

On the basis of the methodology adapted to the Lebanese situation for the identification of GIs, 41 product data sheets were drawn up, describing the main characteristics of each product, its history, reputation, market and value chain. The inventory covered all Lebanon's products (except for wine), including non-food craft products. This undertaking showed how difficult it is to gather information on value chains and matters relating to the marketing of these products. An anthropo-technical survey was carried out on the Koura olive oil value chain in order to gain a better understanding of the Lebanese situation, especially the organization of economic transactions and the interactions between formal and informal systems in trade exchanges. A survey of the products listed in the inventory was then carried out among Lebanese consumers and the Lebanese diaspora (thanks to diplomatic networks) in order to confirm the reputation and export potential of the products in question. This whole process was able to confirm the existence of GI products in Lebanon, although fewer than initially estimated. It also showed the absence of value chains structured around these products and the importance of the informal sector with which registration processes must deal.

*Dominique Barjolle, Swiss Federal Institute of Technology, Zurich (ETZH)*

### **Inventory of potential products in Ukraine**

At the request of the Ministry of Agriculture, an appraisal of the potential for developing GIs in Ukraine was carried out with support from FAO. The task was entrusted to the NGO Community Wellbeing – Heifer International, which carried out an inventory of potential products in order to develop a GI process. The inventory covered ten regions of Ukraine and was carried out within each region by people with good knowledge of the farming world (working for agricultural extension structures or the local agricultural

administration). In each region, surveys were carried out of approximately 100 consumers to assess their knowledge of typical products and their interest in them, while some 30 producers were interviewed to identify the link of their products to origin and the potential for developing a GI and a market for these products. The products had initially been identified by researchers on the basis of their own knowledge and surveys of resource people or because they had been mentioned by consumers. All these data were then analysed, allowing the potential of 48 products to be evaluated in terms of the potential to develop a GI, based on the number of criteria present. Lastly, those with the highest potential were listed in a report that highlights the key points for recognition of a GI and can thus be used to expand a database on GI products. This work was able to confirm the importance of such products in Ukraine and their potential for development. Interest in supporting GI development within rural development and through some pilot case studies has thus been confirmed and a cooperative project is being set up.

*Emilie Vandecandelaere, FAO*

### **Regional inventories of products of origin-linked quality in Morocco**

Aware of the positive repercussions that could be anticipated from the optimization of *terroir* products, the Moroccan Ministry of Agriculture, Rural Development and Fisheries, with support from FAO, committed itself to an ambitious policy to recognize such products and protect their geographical indications. After setting up a legal framework in 2008, this policy led in particular to the launching at the end of 2010 of multidisciplinary studies to identify and develop *terroir* products in various regions of Morocco. This proactive process was carried out by a wide variety of stakeholders throughout the country (public authorities, civil society, private initiative etc.), and was piloted by the Value Chain Development Division. Each Regional Directorate of Agriculture was invited to issue an official call to tender with specifications laying out the terms of reference for these studies. In less than a year from this point, consulting firms proposed and then used tools for “the identification of products of origin-linked quality and their potential for development”. Although the government initiated the dynamic, the various processes were started and implemented in such a way that responsibility was gradually assumed by the stakeholders concerned. This approach will provide the Ministry of Agriculture, Rural Development and Fisheries with some first pilot cases regarding the implementation of a geographical indication. By adopting labelling tools, local stakeholders themselves should then be in a position to propose optimization projects for origin-linked quality. These inventories took between seven and twelve months and have already (in April 2011) led to the publication of a national catalogue, while an update should appear in 2012. The detailed studies are the property of the Moroccan Government and there are currently no plans for their publication. Particular mention may be made of the inventory carried out in the Chaouia Ouardigha region, which started by analysing the links between quality and origin for 48 agricultural and food products in the district. It thus enabled the authorities to see the existence of products that had been underestimated or ignored in

development plans, as is the case for by-products from an argan forest or a wild olive forest covering more than 20 000 hectares. These inventories thus enabled local and national governments to identify *terroir* products and pilot case studies through which they could support their value chains in developing GI or AOP labelling. In various zones, the mobilization of stakeholders around the identification of products has already allowed a collective project to be generated for the optimization of products. For example, in the case of the absinthe of Chaouia-Ouadigha, such a reflection allowed a value chain dynamic to be reactivated with the creation of a producers' association in July 2011.

*Alexandre Maillet, Higher Education School of International Agro-Development (ISTOM)*

### **Inventory of the culinary heritage in Switzerland**

The inventory of the Swiss culinary heritage was the result of a request by a group of deputies to the Swiss Federal Parliament in 2000. These deputies wished to make the Swiss aware of their culinary culture in a European context in which the economic and cultural issues associated with typical food products are increasingly being recognized. In 2003 the federal government and the regional governments jointly decided to fund the inventory, providing three-quarters of a total budget of about 1.5 million euros, the last quarter being made up from private donations and sponsors. The implementing structure is an association composed of organizations with specific expertise regarding food. A team of researchers was engaged by this association and is supported by a network of local correspondents who are close to the ground and sector specialists with cross-cutting expertise (cheese, cooked meat, confectionary etc.). The inventory took four years (2005–2008) and assembled data sheets for 400 products, which are listed according to criteria of age (at least 40 years) and specific link with Switzerland or one of its components. Each report lists the characteristics of the product, its history, production methods and consumption habits. These reports are accessible free online ([www.patrimoineculinaire.ch](http://www.patrimoineculinaire.ch)). So far in 2011, few products in the inventory have received optimization. A current study, commissioned by the federal government, is intended to assess the possibility of establishing AOC and PGI procedures for some of the products surveyed. The inventory has also been fairly regularly used by the press. Book projects are expected to take shape over coming years.

*Stéphane Boisseaux, Swiss graduate school of public administration (IDHEAP)*

## **Inventory of typical products from Aquitaine without an official sign of quality**

This inventory was carried out between November 2009 and September 2010 on the initiative of the Aquitaine Association for the Promotion of Food and Agriculture (AAPrA), a body supported by the Aquitaine Regional Council and responsible for promoting regional products with official signs of quality (communication and marketing). The main intention was to establish a list of agricultural and food products supplied from Aquitaine, apart from products with official signs of quality (which are already well-known and identified by regional institutions and policies) and to provide an overview of each value chain identified. Two students (from the course for a master's degree in Territorial Development and Product Quality and Origin at Bordeaux University) were recruited for this work, under the supervision of the AAPrA director, for a total cost of about 10 000 euros (training and travel allowances).

Initial bibliographical and Internet research was able to identify a certain number of products and contacts. Fieldwork and interviews with producers and/or group leaders (66 in all) then allowed a fact sheet to be compiled for each product, with the following data: (i) description (name, category, characteristics, photograph); (ii) link to *terroir* (history, *terroir*, know-how, mode of consumption); (iii) economics (number of producers, production volumes, distribution channels, communication mechanisms, development difficulties/projects); and (iv) contacts (people met and referred to, good places to find or consume the product). The 134 fact sheets were classified according to type of product (fruit, breed, confectionary etc.). This inventory is currently the property of the AAPrA and has not yet been distributed. An optimization project is under way, with the creation of an Internet site listing products and producers, and possibly the development of ancillary services such as a smartphone GPS application.

*Marion Donars, Higher Education school of food, animal health, agronomy,  
environment of Clermont Ferrand (VetaGroSup)*

## II. Criteria and questions – questionnaire 2

nb	Criteria	Question
D <sub>1</sub>	Mobilisation	What is the degree of motivation of local stakeholders to promote the origin-linked product through <b>collective action</b> ?
D <sub>2</sub>	Economic development	What proportion of local employment is directly or indirectly due to the product?
D <sub>3</sub>	Mobilisation	What is the predominant type of farmer ( <b>producer</b> of the <b>raw material</b> )?
D <sub>4</sub>	Mobilisation	How homogeneous are the interests of the farmers?
D <sub>5</sub>	Mobilisation	How homogeneous are the <b>farming systems</b> ?
D <sub>6</sub>	Mobilisation	What is the predominant type of processor?
D <sub>7</sub>	Mobilisation	What is the degree of specialisation of processors?
D <sub>8</sub>	Mobilisation	How homogeneous are the interests of the processors?
D <sub>9</sub>	Mobilisation	Which <b>value chain</b> stakeholders play the main role with regards to market strategy?
D <sub>10</sub>	Mobilisation	Are other stakeholders interested in the process?
D <sub>11</sub>	Reputation	Are the name and/or the image of the product used to sell other products?
D <sub>12</sub>	Reputation	If thinking about registering a geographical indication, what would be the type of name ( <b>identifier</b> ) you would register?
D <sub>13</sub>	Reputation	Are there any collective or individual promotional/advertising initiatives related to the <b>origin-linked product</b> and its GI?
D <sub>14</sub>	Reputation	Do consumers recognize a link between the name of the product and the <b>territory</b> or production area?
D <sub>15</sub>	Economic development	What is the major constraint in terms of economic development?
D <sub>16</sub>	Economic development	What is the most likely economic growth for the product following promotion of the product?
D <sub>17</sub>	Reputation	Is the region itself well-known and/or a tourist attraction?
D <sub>18</sub>	Economic development	What is the level of self-consumption?
D <sub>19</sub>	Economic development	What are the trends in national markets?
D <sub>20</sub>	Economic development	What are the trends in export markets?
D <sub>21</sub>	Reputation	Has the product been delocalized outside the production area?
D <sub>22</sub>	Preservation of natural resources	Do the production and/or processing practices contribute to the conservation of natural resources?
D <sub>23</sub>	Preservation of natural resources	Do the production and economic activities linked to the product have a positive impact in terms of the landscape?
D <sub>24</sub>	Preservation of natural resources	Do the product and its production system contribute to preserve wild or agricultural biodiversity?
D <sub>25</sub>	Preservation of natural resources	Do the product and its production system contribute to preserve any endangered species or varieties?

D <sub>26</sub>	Importance of the product in and for the territory	What percentage of the production area is used for the production of the <b>raw material</b> ?
D <sub>27</sub>	Preservation of natural resources	Does the product and its production system contribute to preserve a particularly <b>traditional</b> or <b>fragile ecosystem</b> ?
D <sub>28</sub>	Preservation of natural resources	Do farmers follow <b>good agricultural practices</b> ?
D <sub>29</sub>	Socio-cultural	Do the product and its production system encourage the use of the local language or local wording?
D <sub>30</sub>	Link with other regional assets	Is there a potential for joint promotional initiatives with other products?
D <sub>31</sub>	Preservation of local cultural resources	Are knowledge, knowhow and <b>traditional</b> practices related to the production, processing and/or cooking of the product transmitted well to younger generations?
D <sub>32</sub>	Preservation of local cultural resources	Have the product-linked communities maintained strong and diverse culinary <b>traditions</b> associated with the product?
D <sub>33</sub>	Preservation of local cultural resources	Can the production area be considered as a remote area and as being very dependent on the product (for lack of alternatives)?
D <sub>34</sub>	Social Equity	How <b>decent</b> are the working conditions in production and along the <b>value-chain</b> ?
D <sub>35</sub>	Gender	Are women, youth, minority groups or other vulnerable groups, who play a role in the production system and <b>value chain</b> , actively involved in the decision-making process?
D <sub>36</sub>	Consumer's trust	Is there already a distinctive sign that makes consumers recognize the specificity of the product?
D <sub>37</sub>	Food safety	Is there a system of food safety management in place that addresses food safety concerns?
D <sub>38</sub>	Food safety	Is the product <b>traceable</b> along the value chain?



### III. Success factors, opportunities and threats according to main driver

MAIN DRIVER: LOCAL DEVELOPMENT			
Success factors	Opportunities	Threats	Line of strategy for the individual product
<p>Producers sharing the same view.</p> <p>Strong support from an external network (notably local authorities).</p> <p>Firm links with the authorities or national or international support organizations</p> <p>Other products or services of the zone are also assets for the region.</p>	<p>Increased sales, new markets, especially local ones with the development of tourism.</p> <p>Creation or maintenance of possibilities of local jobs (value chain and other local products and services – basket of goods).</p> <p>Snowball effect with by-products or other services in the region, thanks to synergy in promotion.</p> <p>"Basket of goods and services" that creates value for all goods and services in the zone.</p> <p>The reputations of the product and the region reinforce one another.</p>	<p>Fall-off in efforts and mobilization after the first stage of strong support.</p> <p>Lack of mobilization of producers, who face various other more important problems (such as public health or access to education for children).</p> <p>The project remains isolated and is not supported by local political authorities.</p>	<p>Mobilization of various support networks over time.</p> <p>Establishment of economic partnerships with other activities in the zone (tourism).</p> <p>In order to formalize the coordination and concentration mechanisms: setting up committees of local stakeholders related to channels or local projects, for example creating observatories.</p> <p>Establishment of links with sociocultural development projects</p> <p>Evaluation of impacts on local natural resources (cf. reproduction phase).</p>

MAIN DRIVER: ECONOMIC GROWTH			
Success factors	Opportunities	Threats	Line of strategy for the individual product
<p>A good collective strategy</p> <p>Effectiveness in collective governance.</p> <p>Renown of the name</p> <p>Specificity of the product</p> <p>Trends in consumption (general increase in the market for similar products).</p> <p>Capacities in terms of increases in volume and price.</p> <p>The product meets health standards</p> <p>Consumers can identify the product when they purchase it.</p>	<p>Effects of protection of the name against competitors</p> <p>Increase in negotiating power vis-à-vis purchasers.</p> <p>Increase in visibility thanks to collective promotion action</p> <p>Effectiveness in organization of distribution.</p> <p>Increased consumer confidence thanks to product definition and certification.</p>	<p>Fall in quality and over-exploitation of resources in case of major increase in volumes.</p> <p>Negative impacts on natural resources resulting from intensified production.</p> <p>Concentration of production because of increased competition within the supply chain and the loss of small-scale production.</p>	<p>Identification of offsets to growing at the expense of certain resources.</p> <p>Inclusion of minorities, and development of a strategy that includes the fight against discrimination, poverty and exclusion.</p> <p>Establishment of collective management within the sector, enabling collective management of the GI and providing procedures for maintaining the anchor (eg. preferential local procurement).</p> <p>Establishment of links with cultural potential</p> <p>Investment in marketing strategies appropriate to the specific features of the product.</p>

MAIN DRIVER: ENVIRONMENTAL CONSERVATION			
Success factors	Opportunities	Threats	Line of strategy for the individual product
<p>Support from the NGO involved in the preservation of endangered natural resources.</p> <p>Trained field workers capable of supporting producers' efforts in adoption of new sustainable development practices.</p> <p>Distinct genetic resources</p> <p>Networking with well-known partners at national or international level in order to recognize and learn about the potential of the product and its territory, thus supporting identification and preservation of resources.</p>	<p>The region becomes a showcase, attracting a new group of tourists.</p> <p>New visibility for the region if information is well disseminated.</p>	<p>Lack of motivation on the part of producers.</p> <p>Insufficient economic viability.</p> <p>New challenges facing producers, so that they no longer pay attention to the project.</p>	<p>Development of initiatives remunerating environmental services (labelling, tourism, subsidies etc.).</p> <p>Establishment of links with allied projects for natural resource protection (e.g. nature reserves, protected zones).</p> <p>Integration of compensation objectives into the strategy of clearing a low economic growth in order to support the long-term project.</p>

MAIN DRIVER: SOCIOCULTURAL HERITAGE PRESERVATION			
Success factors	Opportunities	Threats	Line of strategy for the individual product
<p>Support from institutions or NGOs involved in the preservation of endangered cultural resources. Appropriate embedment in the local community.</p> <p>Firm links with institutions or NGOs involved in the conservation of local foods (e.g. Slow Food).</p> <p>The product having a strong reputation, the identity of the region helping to boost this, and the product contributing to the renown of the region. Networking with well-known partners at national or international level in order to recognize and learn about the potential of the product and its territory, thus supporting the identification and preservation of resources.</p>	<p>Synergy with similar initiatives throughout the country and even throughout the world.</p> <p>New visibility for the region, if information is well disseminated.</p> <p>Development of solidarity tourism, heritage tourism, cultural tourism etc.</p> <p>Increase in producers' pride in their products and their community as a whole in their own zone, contributing to an increase in the local community's bargaining power and rights.</p>	<p>Insufficient economic viability.</p> <p>Lack of a solution to other major problems of the region, hampering any long-term development.</p> <p>Tendency to conserve a heritage that blocks necessary innovations.</p> <p>Dissemination of information about the product not possible without institutional support, but not viable on the basis of financing for the product value chain.</p>	<p>Taking into account of the economic dimension, development of the value chain and innovation.</p> <p>Establishment of links with heritage-focused projects (e.g. museums, visits, cultural tours, events, cultural tourism).</p>

## IV. Definitions

**Basket of goods** (or territory-based basket of goods and services, as defined by the authors Mollard and Pecqueur) indicates the existence in a given zone of quality products that have a territorial identity and are associated with a body of public and private goods and services (for example, landscape and culture are local public goods, hotels are private services), reinforcing this identity. The combination of this composite supply is carried out by the consumer (his or her basket) present in the zone and creates added value from the consumer's willingness to pay. The success of this approach presupposes good coordination among private stakeholders and between public and private institutions.

**Code of practice (CoP) (or book of requirements, product specification, disciplinary document):** a document describing the specific attributes of the GI product in relation to its geographical origin through a description of the product and its manner of production, laying down requirements regarding not only modes of production but also those of processing, packaging, labelling etc., as applicable. Any party using the GI must meet the requirements laid down in the CoP, which is the outcome of a consensus among the stakeholders in the value chain concerned with the GI.

**Collective action** brings stakeholders together for common objectives that go beyond individual interests.

**Consumer deceit:** if the indications brought to the consumer's knowledge are false, we speak of consumer deceit. If the person(s) or enterprise(s) responsible for the deceit are identified, they may be liable to judicial proceedings, under the national or international measures of consumer protection law.

**Decent work** sums up the aspirations of people in their working lives. It involves opportunities for work that is productive and delivers a fair income, security in the workplace and social protection for families, better prospects for personal development and social integration, freedom for people to express their concerns, organize and participate in the decisions that affect their lives, and equality of opportunity and treatment for all women and men.

**Delocalization of production** is a response to the search for a competitive advantage based on cost leadership. On the basis of a comparison of the cost of inputs (capital, labour, other resources), the rationale of management by cost seeks maximum efficiency and depends on full information and the interchangeability of goods for consumers. All things being equal, consumers will choose the cheapest product, without considering such other elements as identity or origin. Special attributes are not taken into consideration – the main difference from the strategy of product differentiation, which seeks attributes to which consumers will be

sensitive so as to indicate a preference, including a willingness to pay more. In the case of food products, the attributes for which consumers indicate a willingness to pay more relate mainly to five types of promise: mode of production, origin, tradition, social conditions of production (fair trade) and mode of marketing (Barjolle, Damary and Schaer, 2010).

**Driver (or engine), main.** The main driver or engine allows a broad type of territorial strategy to be characterized for methodological purposes, bearing in mind the success factors identified in the zone during the identification process (Questionnaires 1 and 2). The combination of potential impacts and success factors also determines a certain product profile, represented in the online tool by a diagram illustrating the results for the four types of driver.

**Endemic:** refers to a plant resource that is found only in a specified geographical zone.

**Farming system.** A farming system is defined as a set of individual production systems that generally have basic resources, operational modes, means of household subsistence and similar constraints, and for which development strategies and similar interventions are appropriate. According to the level of analysis, a farming system can encompass dozens or millions of households.

**Food health security** refers to the microbiological properties of food, insofar as they cause no harm to human health.

**Food security** refers to a minimum amount of calories available to people in order to ensure their survival in a satisfactory state of health.

**Generic (or basic) quality** corresponds to the minimum quality a product must have in order to be placed on the market. It thus has a normative effect, inasmuch as governments must ensure the safety, health and information of consumers and the proper working of the market as part of their mission to protect the public good.

**Generic name:** a term or sign is considered “generic” when it is so widely used that consumers view it as designating a class or category of all the goods/services of the same type, rather than as referring to geographical origin.

**Good agricultural practices (GAP)** are practices that ensure that farming is environmentally, economically and socially sustainable and produces healthy, good-quality food and non-food products.

**Identification.** The precise identification of a *terroir* product and the local resources needed for its production is the first step in the process of activating a virtuous circle of origin-linked quality. This stage depends to a large extent on the local producers' increased awareness of the potential associated with specific local resources – which is what constitutes the basis for collective action to gain recognition for the value of a product. It depends therefore on identification of the specific quality of the product

and the local resources involved, but also on the motivation of local stakeholders and the potential to devise a strategy for the optimization/preservation of the product.

**Identifier.** Various types of identifier can make up a GI:

- a geographical name – alone, so that it becomes the name of the product (as with Roquefort), or in association with the common name of a product (as with Cotija cheese);
- a name, symbol or words referring to a zone and its local inhabitants, but which is not a geographical name (e.g. Arriba cocoa);
- associated supplementary characteristics that may also be considered geographical identifiers, such as pictures of famous places (mountains or monuments), flags, specific designs or folklore symbols;
- the traditional form and appearance of the product, such as specific packaging or a common element on the label (see examples below).

**Inventory.** The inventory is the most exhaustive list of agricultural and food products from a given zone for which at least one of the stages of preparation takes place in the zone (agricultural production or manufacture). The aims of carrying out the inventory must be defined and will guide the choice of data to be assembled on these products.

**Niche market:** a market segment that addresses a need for a product or service not being met by mainstream suppliers. It may be seen as a narrowly defined group of potential customers and usually develops when a potential demand for a product or service is not being met by any supply, or when a new demand arises as a result of changes in society, technology or the environment. Despite the fact that niche markets are of their nature very limited in volume as compared with the mainstream market (and hence do not have the benefit of an economy of scale), they may be very profitable, thanks to the advantages of specialization and their focus on small and easily identified market segments.

**Participatory approach.** The participatory approach is characterized by consultation and joint decisions at all the crucial stages in collective action.

**Producers** are the stakeholders in the value chain involved in producing a product. In the GI approach, they include all the stakeholders in the chain who play a role in the specific origin-linked quality of a product and therefore, depending on the product: raw material producers (primary producers, herders, farmers etc.), collectors, processors, preparers and assemblers (several possible levels).

**Products whose quality is linked to their origin** are distinguished in several ways from comparable products. One of the main features is the link between the product and its *terroir*. The *terroir* is a delimited geographical area where a human community has over time built up a collective knowledge – intellectual or tacit – of production, based on the interaction

between natural (physical and biological) and human factors. Within this system of interactions, the sociotechnical mechanisms set in motion show an originality, bestow a typicity and give rise to a reputation for a product or products coming from this *terroir*.

**Qualification** is the process by which society (consumers, citizens, government offices, other stakeholders in the value chain etc.) is in a position to recognize the value associated with a *terroir* product. This phase in the virtuous circle of origin-linked quality involves a precise description, enjoying unanimity among producers, of the characteristics of the zone, the production process and the quality attributes of the product.

**Raw materials:** the ingredients that go into the primary composition of a food, including bacteria and yeasts.

**Relocalization of a geographical name** consists of adding an extra geographical qualifier referring to the origin zone (for example *Normandy Camembert*) to the name of a product of origin-linked quality that has become generic (a name that could be geographical, for example Camembert is a soft cheese that took its name from a village in Normandy in France), inasmuch as it has become common usage or is now used in different regions.

**Remuneration** is the set of mechanisms by which society repays producers for the services associated with the origin-linked product. In the virtuous circle of origin-linked quality, the remuneration phase thus corresponds to setting up activities concerned with marketing and management of the sign of quality, including those linked to the system of guarantees as to the conformity of the product to its specifications.

**Reproduction** of the system signifies that the resources are preserved, renewed and improved throughout the cycle in order to ensure the long-term sustainability of the system in which the *terroir* product is located, thereby guaranteeing the very existence of the product.

**Specific quality:** a set of characteristics associated with a good or service that is recognized as distinct from mainstream products, in terms of either composition, production methods or marketing. These characteristics thus allow the product to be differentiated in the market on the basis of a voluntary approach and specification of the product on the part of economic actors and to the extent that the prerequisites regarding generic quality (or basic quality with regard to consumer protection and respect for the rules of the market) are assured.

**Standard:** a document established by consensus that provides, for common and repeated use, rules, guidelines or characteristics for activities or their results, guaranteeing an optimum degree of order in a given context. Standards are set up by various types of organization to facilitate coordination among stakeholders and reduce uncertainty concerning the quality of a good or service. WTO defines a standard as a document approved by a recognized body, which provides, for common and



repeated use, rules, guidelines or characteristics for products or related processes and production methods, with which compliance is not mandatory. It may also include or deal exclusively with terminology, symbols, packaging, marking or labelling requirements as they apply to a product, a process or a production method. Standards drawn up by the international standardization community are based on consensus.

**Substitute products** are all those products that meet the same needs of consumers. The number of such substitute products depends on the viewpoint from which the needs relating to the product are considered. For example, for fresh unpasteurized whole milk, the need may be a nutritional one for milk, in which case all milks will be substitutes, whereas if the need is for the protein content of the milk, there are many more substitute products. The study of substitute products can give a clear picture of the amount of competition around a product.

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

**Territorial strategy.** The territorial strategy covers two aspects: the strategy (objectives and definition of resources) of the stakeholders in development in order to achieve local development (understood in the sense of economic and social development for all stakeholders in the zone on the basis of optimization of local resources); and the strategy devised for a specified administrative or political area, in this case by the competent political actors.

**Terroir:** a delimited geographical area in which a human community has built up a collective intellectual or tacit production know-how in the course of history, based on a system of interactions between a physical and biological environment and a set of human factors, in which the sociotechnical trajectories brought into play reveal an originality, confer typicity and engender a reputation for a product that originates in that terroir.

**Traceability** is defined by the International Organization for Standardization (ISO) as "the ability to trace the history, application or location of that which is under consideration". In the case of GI products, a traceability system has varying degrees of complexity (depending on the decisions taken by stakeholders and/or the normative framework) and allows clear

identification of the various points in the origin and movement of the product and its raw materials all the way along the value chain until it reaches customers and consumers, including all the enterprises that have been involved in the production, processing and distribution process, to make sure that the CoP has been correctly applied and to intervene in the case of non-respect.

**Tradition.** The tradition surrounding a product is the body of knowledge and customs that make up the identity of the product for its historically affiliated community, its consumers and, more generally, people familiar with it.

**Typicity:** the typicity of an agricultural or food product is a characteristic belonging to a category of products that can be recognized by experts or connoisseurs on the basis of the specific attributes common to such products. Typicity expresses the possibility of distinguishing an origin-linked product from other similar or comparable products, and thus underlies the identity of the product. It may include a degree of variability within the category, but such variations do not compromise its identity. These properties of the category are described by a set of characteristics (technical, social, cultural) identified and defined by a human reference group, based on know-how distributed among the various stakeholders in the value chain: producers of raw materials, processors, regulators and consumers.

**Unique character:** a product has a unique character linked to its geographical origin if it cannot be replicated in another zone for objective reasons, whether these concern the physical characteristics of the natural environment or human factors (traditional know-how).

**Value chain:** a chain of activities through which a product (or a service) is produced and distributed to customers. A product goes through a series of processes and activities in the chain, at each stage gaining some value that is added to that from the previous steps.

**Value creation process:** a term used to indicate activation of a “virtuous circle of quality” based on recognition of the values of an origin-linked product through the identification and development of its specific attributes. Four main stages in this virtuous circle have been identified: identification of resources (raising local awareness); product qualification; product remuneration; and the reproduction and enhancement of local resources.

**Virtuous circle of origin-linked quality (and the associated strategy).** The virtuous circle of origin-linked quality and the associated strategy correspond to the process of promoting a product from the *terroir* (or a product of origin-linked quality). It allows a contribution to be made to sustainable local development through a series of steps (identification, qualification, remuneration, reproduction), which boost one another in a feedback loop.

**Zone (or locality):** the zone or locality to which the link to the *terroir* refers is a specific geographical area, with physical limits separating it from neighbouring zones. The nature of the boundary of the zone depends on the element that determines its identity and may thus be political, cultural, physical, historical etc.

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