

Identification: awareness and potentials

The first step of the quality virtuous circle, in order to launch or strengthen the local promotion process of the origin-based product, is to identify the links of the product with the territory, its potential and needs, in order to plan the way forward. Several important questions for local stakeholders are addressed in the following chapters of this part:

- What are the links between the local product, the place and the people? Is there a potential for promoting an origin-based product in a sustainable perspective? (chapter 1.1)
- What are the reasons for engaging in such a sustainable development process? (chapter 1.2)
- Why is there a need to establish collective rules and to establish collective rights on the reputation of the origin-based product as the basis for the next step of the qualification process? (chapter 1.3)
- How to establish collective action? Which actors, internal or external to the production system and territory, can be involved? (chapter 1.4)

1.1 The links between products, people and places

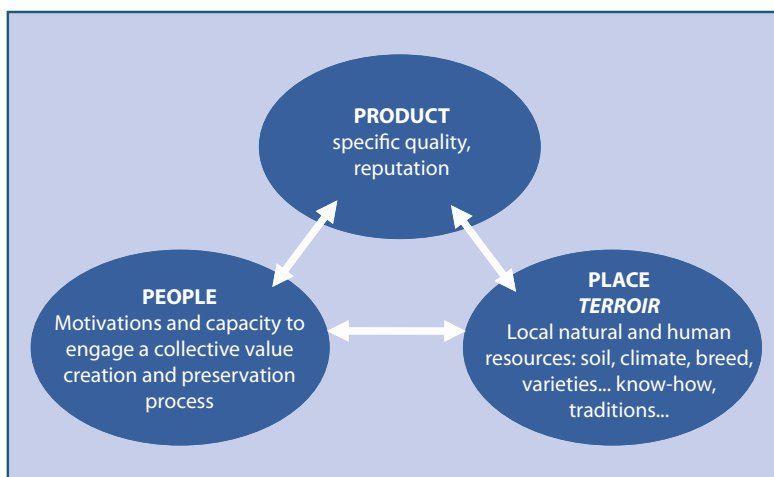
Introduction

Origin-based products have the potential to be part of a sustainable quality virtuous circle based on their promotion and preservation of local resources. This potential lies within their specific quality, which is a result of a unique combination of natural resources (climatic conditions, soil characteristics, local plant varieties, breeds, etc.) and local skills, historical, cultural practices as well as traditional knowledge in producing and processing the products. The first step for local actors is to be aware of this potential by identifying the links between the product quality and the local environment.

The possibility to activate the quality virtuous circle based on a product of specific quality linked to geographical origin depends on the presence of three main pre-requisites:

- **The product:** it presents some specific characteristics linked to geographical origin that give it a special quality and reputation on the market, with a specific consumer demand;
- **The place:** the special quality characteristics are the result of the natural and human resources of the local area in which it is produced;
- **The people:** the local producers, having inherited traditions and know-how, together with other local stakeholders, must be motivated to engage in a value creation and preservation process.

Figure 2: Interaction between people, product and place



1.1

The product: specific quality and reputation

Some agricultural and food products display specific characteristics which are inherent to the place where they are produced and that give the product a reputation.

Examples of specific characteristics

Different objective or subjective specific characteristics can appeal to consumers. They can relate both to intrinsic quality, such as aroma, texture, flavour, shape and colour, and extrinsic attributes, related to the way of producing, preparing and consuming the product. These provide subjective, immaterial or symbolic aspects: either emotional (for example the sense of "being part" a community), ethical and societal (for example by preserving traditions and know how, supporting local producers, environment friendly, etc.) or social and fashionable (for example the product reflects our social status).

Tequila, Parmigiano-Reggiano, Darjeeling or Champagne are only a few examples of product names which acquired a reputation linked to their geographical origin. Specific quality means that some characteristics differentiate the product from the other products of the same category and consumers perceive it as such, whatever the market, being local, national or international.

Regarding the differentiation on the market, the *typicity* is an important feature to consider, meaning the product is not only specific, it is also unique, by its combination of natural and human production factors, anchored to the territory. Such

products cannot therefore be reproduced elsewhere. The degree of specificity and anchorage of the local resources is a measurement of typicity.

Consumers' perception is linked to the reputation of the origin-based product and its recognition in the market. Market studies (See chapter 3.2) are necessary to identify this reputation and perception by answering different questions, for example, is there a specific demand and a willingness to pay for it? Do consumers differentiate that particular product from others of the same categories? Is there a specific group of consumers that can be targeted for this specific product?

Therefore, the name of the product plays an important role in recognition on behalf of the consumers for the specific quality product, by referring to geographical names and symbols, which unmistakably refer to geographical places and their people.

BOX 1: TERROIR AND TYPICITY

A *terroir* is a delimited geographic area where a human community has developed, over the course of history, a collective production method and know-how. A *terroir* is based on a system of interactions between physical and biological milieu and a set of human factors involved to convey an originality, confer typicity and engender a reputation for a product.

Typicity, is an inheritance, which has historical and geographical origins and which is anchored to a territory through a cultural identity and heritage.



The presence of unique herbal varieties and species in pastures gives milk a specific flavour and chemical composition, delivering uniqueness in cheeses.

The place and the local resources

The place represents the geographical area that bears both the natural resources (physical and biological environment or milieu) and the human resources linked to the generations of inhabitants and producers. This territory is delimited in space

Case Study

Case Study 1: Identification of specific quality and reputation

UVS SEA BUCKTHORN (Mongolia)

Sea Buckthorn (*hippophae rhamnoides L*) is a highly nutritious and versatile berry, containing a lot of vitamins, in particular vitamin C and other mineral substances, which is traditionally processed as juice and oil in Mongolia.

Uvs is the name of the province home to wild Sea Buckthorn in Mongolia and where Sea Buckthorn was first domesticated in the 1940s. The natural environment of Uvs is unique, composed of great lake basins (salty lakes) and cold water rivers, with a very harsh climate. In order to withstand this harsh and cold climate, Sea Buckthorn develops a rich oil content that allows vitamins



and mineral substances to be kept in the fruit for a long period. In addition to these specific climatic conditions, the muddy soil rich in iodine and fed by permafrost water also contributes to the creation of the unique quality of Uvs Sea Buckthorn. These specific characteristics are recognized by consumers locally but also internationally, especially in Japan and Korea, where it is used as a raw material for organic juices and cosmetic products. The growing demand for Sea Buckthorn products originating from the Uvs district led some local producers to act for the protection of their products as a GI.

Source: Ts. Enkh-Amgalan, 2009.

SALT OF AMED (Eastern coast of Bali island, Indonesia)

The salt produced in Amed is a marine salt elaborated by natural evaporation, in traditional salt marshes located on the beach. This salt is the result of a very dry micro-climate of the Amed region. Amed salt has specific characteristics. The crystals are smaller than standard marine salt. The colour is white-beige with a light tint of pink. Amed salt is crunchier than industrial salt and tastes less salty. It has a complex aroma : sour at the beginning then progressively going bitter. It sells for twice the price of other salts.



Source : Durand C., 2009.

1.1

and relates to the interaction between its people and the environment. The term *terroir* represents the capacity of this territory to confer, over time, the specificity and typicity to the product.

Natural resources are often linked to human intervention, as the physical environment is also shaped by human choices, and adjustments to adapt their production methods to their environment on the basis of a cultural heritage and local know-how. In this sense, the product belongs to the local community that created, adapted, preserved and passed on the specific environment, the local resources, the techniques and the culture required to reproduce it.

The *terroir* and its different components, the traditions and know how are the outcome of actions taken by many people from the territory over a long period. This means that the product is tied to a local community and has a heritage dimension. Consequently, a

Heritage and know-how

Genetic resources of specific plant varieties or breeds, for example, are the result of an intentional selection made by farmers over many years. Specific agronomic, breeding techniques and raw material processing, have been locally developed, taking into account the specificities of the local environment and materials.

This knowledge is often "context-specific" and "non-formalised" (non-written). It is shared within the local community, passed on through practices and usage, and it has adapted to the local changing environment and within organizations through a learning-by-doing process.

Physical environment and natural resources

Specific features can be identified in many different factors, such as seasonal temperatures, humidity levels, wind, the physical-chemical characteristics of soil and water, sun exposure and pastures composition. These are among the most important physical resources that may confer a specific quality to agricultural and food products. Genetic resources are another type of specific local resource. Local plant varieties or animal breeds can adapt to a specific environment over time and are often the source of specific qualities identified in agricultural and food products.

product, its name and its reputation on the market, cannot be the property neither of a single person nor of a single private actor. On the contrary, the local community acquires a collective right to the product, and is entitled to ensure that their product is made according to the rules defined by the community itself.

People: the collective dimension and potential for action

As a result of its heritage dimension, the product specificity and reputation belong to the local people who share a collective right to benefit from it.

Therefore, a collective approach is required to

engage the quality virtuous circle in order to promote and preserve the origin-based product and local resources. The potential for engaging the value creation process depends on the will, motivation and capacity of the local community and especially of the local production system, to coordinate their actions and promote the product collectively.

Many stakeholders are involved in the production and value creation process of a specific quality product linked to its geographical origin, and many different actors may have an interest in the product. Firstly, production (supply chain) actors play a central role, and often within a traditional production system, the role played by women, elderly people and families is of particular importance. In fact, the local community members may see the product as an element of their local culture and at the core of local activities. Local institutions, public authorities, consumers, researchers, NGOs,

Case Study

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

A study carried out by the Dominican Institute of Research on Agriculture and Forest (IDIAF) and CIRAD for the PROCA2 Project assessed the quality potential of different production zones in the Dominican Republic. More specifically, they bought coffee made from 100 percent red cherries and processed it in order to obtain an optimal quality (pulping within a few hours of harvesting, controlling of the fermentation cycle, double washing with clean water, controlling the humidity rate and so on). The coffee quality was assessed by physical (size, number of defects, density and colour of the beans) and cup attributes. This study revealed the specificity and potential of each of the Dominican coffee production zones. This activated many projects for developing origin-based coffees, including by means of GIs. Indeed, a discussion between local actors in different production areas arose based on the scientific findings, aiming to define more precisely the geographical boundaries, especially altitude and administrative boundaries. One of the GI initiatives is Pico Duarte Coffee.

Source: Belletti G. et al, 2007



etc., inside and outside the territory may have an interest in the promotion of the origin-based product (See chapter 1.4).

These stakeholders may influence differently the origin-based product development, conveying their own vision of the product and their own interests. Local consumers are more interested in specific aspects of a product that may be different from those considered by businesses. On the other hand, bigger and/or modern companies are interested in different aspects of a product than an artisan or a small-scale business.



The selection of green coffee in the Dominican Republic



Women picking stigma from the saffron crocus flowers, in Taliouine, Morocco

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

Chivito Criollo del Norte Neuquino is a local goat breed from Patagonia in Argentina, produced exclusively on natural mountain pasture. The breeding is based on the knowledge of local people who practice transhumance.

The National Institute of Research and Extension in Agronomy (INTA) started in 2001 a participative programme with the producers to identify, conserve and improve the breed. This programme leads to an in depth identification of the breed and its genetic make-up through a specific methodology for animal genetics and in relation with the local environment and know how (www.fao.org/ag/againfo/programmes/en/genetics/map.html).

The programme was an opportunity to reveal the importance and specificity of the natural and cultural resources giving the meat its specific quality linked to geographical origin, thus the potential for developing a GI product. Based on the identification outcomes, the producers supported by INTA and other local actors then engaged the qualification phase to set up the rules for GI use.



Source: Pérez Centeno, M. 2007

PRACTICE

Think about the issues raised in this chapter in relation with your situation.

Answer the questions

Product

- What are the specific characteristics of your product? Why is your product different from similar products sold on the market?
- Which quality attributes of your product appeal the most to buyers and consumers?
- How many types of this product do you know?
- Will your product characteristics change in the future? Which ones? Why?

Place and specific resources

- Where does the specific quality of your product come from?
- Which are the natural resources used in the production process?
- Which are know how, specific knowledge and skills linked to the origin-based product?
- What is the area where you produce or possibly can produce it?
- Can you trace back the history of your product? Do you know any “stories” (narrative, legend) about your product?

People

- Who are the local actors who are involved in the production process (supply chain)?
- Which are the local actors who, although not directly involved in the production, seem interested in the product valorization and protection?
- Who are the external actors interested in the product (e.g. University, Government, retailers, processing companies)?
- What are the characteristics of these different categories of actors? Do they have, and which are, their motivations and aims in promoting and preserving the product?

List in the tables

- 1) Specific qualities of your product 2) Specific local resources of the production process 3) Link between qualities and local (natural and human) resources.

1) Specific qualities	2) Specific local resources	3) Comments
...	...	
...	...	

- 1) Actors involved in the product 2) Their characteristics 3) Their motivations

1) Categories of actors	2) Characteristics	3) Motivations
LOCAL (inside and outside the supply chain) a) ... b) ...	a) ... b) ...	a) ... b) ...
NON LOCAL a) ... b) ...	a) ... b) ...	a) ... b) ...

1.2 Why engage an origin-based collective process? A sustainable perspective

Introduction

As the quality of origin-based products is deeply rooted and linked to specific local resources, the survival and improvement of the production system can play an important role in supporting the local economy and way of life. Adding value to such a product while preserving its characteristics allows for remunerating and reproducing specific local resources, not only benefiting the production system, but also rural development dynamics, local society and, often fragile, natural resources. It means creating a synergic relationship with the two other pillars of sustainable development: environment and society.

Rural and sustainable development

The contributions of origin-based products to rural development, encompass not only agricultural growth and agribusiness development, but also the development of other local activities, the social dimension and empowerment of local actors (community participation in the definition of objectives, social equity, the growth of social dynamics, the local population's confidence), and the role of local resources.

The contribution can also be considered in terms of sustainable development, a concept that emerged from the need to promote development that "meets the needs of the present without compromising the ability of future generations to meet their own needs". Promotion and preservation of origin-based products can serve as a tool to address the three complementary pillars of sustainability: economic, environmental and social, as they are intrinsically associated in the case of an origin-based product.

The contribution of origin-based products to rural and sustainable development is particularly relevant for fragile or remote areas, where usual constraints and less competitive production conditions, can be turned into assets by adding value. As a result

Possible benefits by engaging a value creation and preservation process

- Maintaining and/or increasing local revenues and local employment in the different stages of the production process (production, processing, distribution).
- Allowing local people to stay and live in the production area.
- Preserving the environment and biodiversity
- Maintaining traditional farming with its potential positive contributions to the landscape, favourable habitats for biodiversity and soil preservation.
- Maintaining traditional processing systems and recipes.
- Keeping alive local traditions and local culture related to the product.



The Maremmana is a very specific breed of cattle in the Maremma region (Italy), which is extremely uncompetitive in terms of costs and productivity. The valorisation of the specific characteristics of the meat can allow the survival of this breed, which has no substitutes in the production area.

of their special ecological significance, specific natural resources are often less productive than conventional ones in terms of physical and economic productivity, and the production system cannot be competitive in terms of volumes or prices but can differentiate the products with specific and high value characteristics. This is the case for many specific breeds raised on local pastures which may produce less milk than others, but from which particular cheeses are produced according to local artisan recipes.

The economic pillar: adding value and benefits from organization

Accessing markets

Origin-based products have the potential to create added value through market recognition, by providing access to new niche markets for differentiated products, or preventing their disappearance on existing markets, endangered by more competitive products. This can contribute to ensuring a decent income for local producers if the higher added value is fairly redistributed among producers.

A higher selling price is often one of the first aims of supporting a strategy for an origin-based product, but increased economic value also means better access to markets, either new ones or by securing access to existing ones thanks to the differentiation of

BOX 2: PREMIUM PRICE FROM DIFFERENTIATION

Comparison of prices between origin-differentiated and non-differentiated coffees on international markets.



Source: Teuber R, 2007.

the product. In other words, it should allow local producers to participate in markets where they can obtain a price that covers production costs despite the presence of more competitive products from outside the area.

The value creation is also a driving force for ensuring consumer confidence on the origin of the products and generic quality requirements, through the use of quality insurance schemes and traceability systems throughout the process. Accessibility to and maintenance of profitable marketing channels is of key importance in order to maintain local resources. Through the effective marketing of these products, rural activities can be maintained and even diversified, so as to promote related industries, such as tourism, and also to prevent locals from migrating. Indeed, specific local resources involved in the production system, i.e. unique plant varieties, animal breeds or traditional landscapes, food traditions and culture, are valuable also for tourism and gastronomy.

Maintaining a traditional product on the market:

In many remote areas like mountains or desert, numerous traditional products are at risk of disappearing, as production is not competitive (cost of production, imitation by actors outside the area). This in turn forces people to leave these areas. Promotion of the origin-based product for its recognition and protection from unfair practices on the market may allow them to continue to be produced. See for example the cases: Turrialba cheese (case study 4 in chapter 3.2); Cotija cheese (case study 11 in chapter 3.3), Limon of Pica (case study 3 in chapter 5.2).

Case Study

Case study 4: Influence of reputation on price formation NAKORNCH AISRI PUMMELO (Thailand)

The pummelo is a tropical or near-tropical fruit native of South East Asia and is the principal ancestor of the grapefruit. It flourishes naturally at low altitudes close to the sea, but because of its restricted cultivated areas, its production is often overshadowed by that of grapefruit. It is well-known to be a luscious fresh fruit and is more popular than grapefruit for many consumers in the Far East. It is claimed that the Nakornchaisri pummelo (Thailand) quality attributes stem from human intervention, through specific farming traditions and production skills, coupled with unique geographical conditions. Nakornchaisri pummelo is sought out by discerning consumers and growers who are willing to pay a high market price. In 2005, the Nakornpathom Chamber of Commerce established a GI for the fruit to identify the product and to protect and promote its market value.

GIs can be a very important determinant for higher market prices. For export, purchasing price and fruit quality, Nakornchaisri pummelo have been used as a benchmark for fruit from other regions. The fruit from Nakornpathom (GI designated areas) receive a price premium of 2 to 4 Baht higher than fruit from Phetchaburi or other areas of an almost equal quality. Supply from other regions of the country is increasing. Currently, consumers are willing to pay a higher price for fruit claimed to come from Nakornchaisri even with a degree of doubt and reservation as to the true origin of the producing area. Traders rely mainly on consolidators to ensure the origin of the area of production, thanks to the trust that has been established on the basis of a long-term working relationship between exporters and consolidators.



Source: Tongdee, S.C. 2007.

1.2

Benefiting from the local organization

The value creation process requires a coordination of small-scale actors (horizontal and vertical relations along the supply chain) to strengthen a territorial network. Thanks to the collaborative interactions among local stakeholders with public and private sectors, local actors can even compete with bigger firms.

Small-scale firms can obtain a good added-value with little investment in promotion and marketing on the origin-based product: indeed there is no need to invest in new products, and promotion can be collective.

Apart from the activities directly associated with the supply chains of origin-based products (trade, preservation, packaging, controls) the value creation process, to promote such products, can strengthen other local activities, especially in the tourism and gastronomy sectors.

The environmental pillar: sustainable use of resources and biodiversity

The promotion of origin-based products can generate two kinds of positive impacts:

- Sustainable use of natural resources: identifying the link between the product and the *terroir* raises awareness about the importance of a sustainable use of local resources. Moreover, often origin-based products are linked to traditional production systems and extensive practices with lower environmental impact compared to modern techniques and inputs.
- Biodiversity: origin-based products often use traditional, endemic or specific locally-adapted species, varieties, breeds and micro-organisms. The promotion of such products can help resist pressure towards increased specialization and economic rationalization, thus preventing the disappearance of habitat, typical landscapes and genetic resources.



Cacao Arriba in Ecuador: the promotion process aims also at preserving the ancient Cacao seeds which were increasingly replaced by new and more productive varieties

The social pillar

Since origin-based products have generally been produced for a long period in the same social and cultural environment, they incorporate a strong empirical and locally validated experience and know-how by producers, regarding how to manage a sound production process and attain a high specific quality within the particular local environment. Moreover, the link between product, people and place often makes the GI product a cultural and symbolic marker and an element of identity for local populations, going beyond the mere economic aspect.

As a consequence, the *social dimension* has many aspects:

- The origin-based product is related to the preservation of natural and cultural heritage, traditions, know how and lifestyle in marginal areas.
- The collective dimension of the origin-based product strengthens social linkages between local actors, not only through local organizations and greater equity in the production sector, but also externally, as all local stakeholders are involved (for example public actors, stakeholders of the tourism industry, schools, etc.).



Chivito Criollo del Norte Neuquino (Argentina): preservation of the "Crianceros way of life" and increase of the "territorial self-esteem" with involvement of all local people (i.e. school contest to design the logo)

- Promotion of an origin-based product increases self-esteem among local actors as their identity and the related way of life, including the role of each actor (men and women, young and old people) is recognized and considered as valuable. This is especially the case of remote areas, where the production system is very different from modern systems.
- Traditional production, and processing of these products, often involves work undertaken by women, thus giving positive social and economic recognition to their work and providing an opportunity to involve them in the creation of added value on farms or in a small-scale factory.
- The sustainable management of various local resources used for food and agriculture contributes to food and livelihood security while the preservation of typical products offers consumers food diversity and a wider choice.

Case study 5: Contribution to social sustainability MAIZ BIANCO DE CUZCO (Peru)

The Giant White Corn from Cuzco is produced in the “Sacred Valley of the Incas” along the Vilcanota river, between 2600 and 2950 m of altitude, Cuzco being the famous ancient Inca capital.

Cultural heritage preservation. This very ancient variety of maize has an important tradition and religious function. The valley is part of the countries’ main cultural and natural attractions, such as the Machupicchu, the Ollantaytambo archaeological sites or the crop terraces typical of the region of Yucay. The promotion as an origin-based product contributes to maintain ancestral agricultural practices and related landscapes that local producers consider part of their legacy.

Producers self-esteem. The Giant White Corn from Cuzco was recognised as a geographical indication in 2005 by the office in charge of intellectual property in Peru. This official recognition corresponds to an external recognition of the product value, thus reinforces producers self-esteem and the sense of identity of the local community.

Strengthen social linkage. The process to obtain the official recognition involved a wide range of public and private representatives of the region, thus contributing to strengthen networking between institutions. At producers’ level, an organization was not yet in place but would be a crucial step in order to reinforce social cohesion around the product promotion objective.

Food and livelihood. Maize is an essential component of the Andean food which presents a high diversity of maize varieties. If the Valley tourism attractiveness is an asset for local marketing, it is at stake for producers because it leads to some pressure from tourist activities on agricultural lands. Raising awareness on the value of this typical production not only for producers but also for tourism and local food availability should enhance a right balance between economic activities (tourism and agricultural production).



Source : Rivera Campos and Riveros Serrato, 2007

A tool in the hand of local actors for a sustainable territorial approach

Promoting an origin-based product has the potential to maintain and promote non-standardized food products on new and existing markets, to preserve the associated socio-ecological system, and to maintain population activities in rural areas. In this perspective, they can contribute from the production side to a territorial and integrative approach for sustainable development in particular in fragile areas.

Nevertheless, it is important to recall that the modalities of the local process will determine the real contribution to sustainable rural development: positive effects in economic, environmental and social fields are neither automatic nor simultaneous, and some negative effects can even be observed.

In any case, the process and effects have to be assessed by stakeholders as to improve an origin-based product over time and in order to allow the reproduction of resources. This shall be addressed with key factors to be considered in Part 4.

Case study 6: Origin-based production for promoting the sustainable development of a fragile area

LIVNO CHEESE (Bosnia Herzegovina)

The *Livanski Sir* (Livno cheese) was originally a sheep's milk cheese. The production started several centuries ago and recently was produced using cow's milk. Nowadays, *Livanski Sir* designates several types of cheeses, among which an ongoing protected denomination, which tries to associate the name with a strong sheep milk composition (at least 70 percent). The production area is very specific with hills, pastures and meadows, mountains with bushes, oak and pine forests as well as *karstic* fields with pastures, meadows, forest and marshes called *Polje*. *Karst polje* is a three dimensional natural landscape shaped by the dissolution of soluble layers of bedrock, mostly limestone, characterized by a high level of biodiversity, cultural heritage, marginal and sensitive areas. As a result of the threats against biodiversity, a global project under a collaborative framework, the Dinaric Arc Initiative (DAI), is implemented with a focus on the preservation of the environmental and cultural diversity and heritage of the Dinaric Arc region through the integration of all relevant sector policies. Regarding the agricultural sector, the objective is to reactivate sheep production and pasture management that play an important role in the biodiversity and equilibrium of the area, by adding value to the Livno cheese thanks to a GI process. This process was initiated by the local association of sheep breeders and cheese producers (Cincar association), and supported by an Italian NGO (UCODEP).

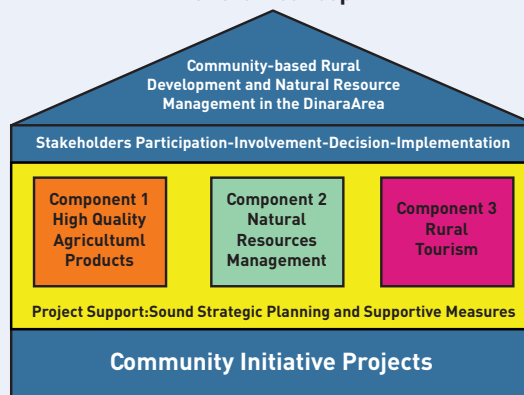


Spring floods in Livanjsko Polje



The Livno cheese

Overall concept



Source: Bernardoni, P. et al, 2008, Dinaric Arc Initiative (FAO and other partners, including, WWF, IUCN, UNDP)

PRACTICE

Think about the issues raised in this chapter in relation with your situation.

Answer the questions

- What are your main objectives and expected outcomes in promoting your origin-based product?
- Which are the positive effects of your product on the local system today?
 - Make a checklist of possible consequences and outcomes;
 - Associate these outcomes with the specific local resources they come from.
- What are the potential positive outcomes that the product could generate?
- Are there any threats for specific local resources of the product? Where do they originate?
- How do they relate to economic, environmental and social dimensions?
- How could you further take into account other dimensions for sustainable development?

List in the table

- 1) Main objectives
- 2) Expected outcomes
- 3) Link to sustainable development,
- 4) Specify the means: how and which local resources are involved and identify the constraints to overcome

1.Objectives	2. Expected outcomes	3. Relation to sustainable development	4. How? What are the constraints?
...	...	...	...

1.3 Geographical Indications, local regulation and protection

Introduction

Names and representations, which refer to a place, are very often used by local actors and consumers to identify the particular origin of products. Therefore, these geographical indications (GI) play an important role in the value creation process as it differentiates origin-based products from others of the same category. This collective reputation can be subject to misuse inside and outside the territory. The use of GIs requires a localized definition of common rules in order to improve coherence between local producers and avoid unfair practices and misleading of consumers. The recognition of the collective rights of local producers over the GI is also a fundamental step for engaging the qualification of the product.

There are many different reasons for establishing common local rules for geographical indication products. The two most important ones are:

- Improve coherence between different producers
- Avoid unfair practices and misleading consumers regarding the use of GIs.

What is a Geographical Indication (GI)?

Product characteristics, production expertise and consumption experiences are incorporated over time within the name of the product, so that the acquired reputation becomes a valuable asset. When this asset is linked to a particular geographical origin, it is generally recognised by the use of a GI to designate the product.

Through the contributions of many local producers, some products earn a reputation over time that is inextricably tied to the place of production. Contrary to the use of an individual company name or commercial trademark, a geographical indication can benefit all producers in a region by associating a specific product with a given territory.

A GI encompasses four main elements:

- a defined geographical area of production
- specific production methods
- a specific quality of the product
- a name and reputation that differentiate the product from others.

A GI is a place or country name that identifies a product of which quality, reputation or other characteristics are attributable to the origin. A GI signals to consumers that the goods have special characteristics as a result of their geographical origin. Therefore, a Geographical Indication is more than an Indication of source, which just indicates the provenance of the product (such as "Made in") without referring to a certain quality.



Examples of labelling with geographical indications

There are many types of identifiers constituting a GI:

- a geographical name: alone, becoming the name of the good (such as Bordeaux or Champagne), or associated with the common name of the good (such as Coffee of Colombia or Chivito Criollo del Norte Neuquino in Argentina, Pico Duarte coffee, etc.),
- a name, symbol or words referring to a place and its local people, whereas they are not names of geographical places (for example Tequila, Feta or Basmati).
- additional associated characteristics that should also be considered as geographical identifiers such as: images of famous places like mountains or monuments; flags; images of specific objects; folkloric symbols, etc;
- the specific traditional shape and appearance of the product, such as a specific packaging or a common element on the label (See examples below).



The Vacherin Mont-d'Or is a soft cheese, produced on the French and Swiss sides of the Jura mountains, and is encircled with spruce bark and packaged in a box made of wood. This gives a specific appearance and particular taste to the cheese.



The Bocksbeutel is the German name of a particular shape of bottle for wines that is reserved by EU law for use with only certain wines from designated areas in Germany, Greece, Italy and Portugal.

Use and misuse: the need for well established and explicit rules

A GI incorporates the values, reputation and history of a given product. Over time, local communities can develop informal common rules linking specific quality products and names used to identify them, becoming legitimate users of the intellectual property rights associated with the GI. The GI, therefore, becomes an important collective asset for the value creation process.

Local stakeholders can make use of the GI and participate in its value creation. If the product characteristics comply with a local tradition and image of quality, the product will preserve and increase the GI value; but if not, the GI value will diminish.

In other words, the behaviour of each producer can benefit from, or damage, the GI as an asset. As long as a product benefits from a collective reputation, it means that there are already certain local rules followed by producers. However, this reputation can be damaged if producers using the GI name do not respect the principles that made the product typical and valuable.

In order for producers to contribute to the preservation of the specific characteristics and the value of the GI product on the market, it is important that some clear rules exist and that they are enforced.

Nonconformity to the local rules

The value attached to the GI can attract imitators, usurpers and free riders – both inside and outside the production area – who may misuse the GI designation. Such competitors may try to benefit from the reputation of a GI without meeting the expectations concerning the geographical origin and/or the quality of the product.

BOX 3: THE FORMALIZATION OF RULES AND COLLECTIVE ACTION EXAMPLE OF NYONS OLIVE OIL

The ancient Romans introduced the olive trees in the region of Nyons (France). Nyons olive oil has been famous for about 2000 years. Throughout the twentieth century, it benefited from a price premium. During the 1970's, local producers and traders started to perceive a threat; a number of large traders began selling under the name of "Nyons olive oil", an olive oil which was in fact imported in bulk from abroad and only bottled in Nyons. This threat of imitation and misuse of the name stimulated local suppliers and processors to define and defend their common interests. In this



case, the existence of a local cooperative facilitated the process. Nyons olive oil was defined as extracted exclusively from the "Tanche" olive – a local variety established long ago and particularly well adapted to the strong winds and risks of frost prevailing in this production area. The geographical area was defined accordingly. Nyons olive oil later became the first protected GI product in France, apart from wine and cheese. This pioneer experience paved the way for other GIs on diverse agri-food products.

Source: Pecqueur, B. 2001

They may endanger the reputation of the product, the functioning of the value creation process, the reproduction of specific local resources and the beneficial outcomes of the product on the local community.

The production of imitation GI products, may not only arise from producers operating from outside the place of origin. If the range of production processes and inherent characteristics are too broad to preserve the specific quality of a product, the problem can also occur among producers within the same area of origin.

Case Study

Case study 7: Imitation of a GI by industrial companies QUESO CHONTALEÑO (Nicaragua)

Farm households that practice the transhumance produce Queso Chontaleño in remote areas of Chontales (Nicaragua). This cheese, known by domestic consumers as “Queso chontaleño”, has a very strong flavour and personality. Nowadays, other milk producers, from more accessible areas, would like to start the production of “Queso chontaleño GI” in order to increase their profitability and market opportunities. This semi-industrial cheese should replace their existing products, “queso filato” and “Queso Morolique”. At the same time, an industrial company sells industrial “Queso tipo chontaleño” at the supermarkets of Managua and exports it to the United States, for nostalgic Nicaraguan consumers. This situation brings about some confusion surrounding the term “Queso chontaleño”: some people perceive this as cheese prepared according to the local traditions and artisan techniques; others use the term “queso chontaleño” to indicate any type of cheese made in the Chontales regions. Today, there is no national law protecting and defining the “Queso chontaleño” product. As a consequence, some companies sell “Queso chontaleño” using milk produced in areas far from the original one, and by large intensive dairy farms.



Queso chontaleño by the industrial company sold in supermarkets or exported to the United States.



Source: Arfini, F. et al, 2007

A designation encompassing different products

In some cases, the reputation attached to a GI covers a wide range of products, which may have significant differences in their appearance, production methods, etc. In this context, it can be hard to distinguish a legitimate use of the GI from a misuse or imitation.

In other cases, several local names are used for the same kind of product, and it could be better to choose only one name during the qualification process (See chapters 2.2 and 2.3). There may be no easy solution to the problem, but it is important to encourage a process of convergence and consensus-building among local stakeholders that fits with local resources and with local traditions.

The need to establish local rules to use the Geographical Indication

In order to prevent misuse or expropriation of GIs, and allow them to play their role as a sign of a specific quality linked to Geographical Origin, both for producers, consumers, local and global stakeholders, a set of common rules defined at local level is required in order to:

- Clearly identify the product and define its production and processing practices shared among stakeholders using the GI.
- Avoid unfair production and commercial practices, preventing people to abuse or to damage the GI reputation by making and selling products with different and/or lower quality characteristics while benefiting from the reputation of the quality sign.
- Guarantee quality assurance of the product and of the geographical origin, fostering consumers' confidence.
- Guide the behaviour of local producers, and support coordination and cohesion among GI producers to create, preserve or improve the products' reputation and name value.

These rules should give a clear reference and assurance to producers and to all interested parties. They are usually written in a document called code of practice (CoP) (also called: "book of requirements", "product specification" or "disciplinary document") (See chapter 2.1).

In order to enforce these local rules, local stakeholders can explore ways to ensure the conformity to the rules established and protect their rights to use the GI under a protection and guarantee system. A precise assessment of the situation is necessary to establish linkages between the legal issues to be addressed based on the available normative framework, market realities and producers' strategies.

Enforcement of the local rules: social mechanisms and legal protection

The regulation of GIs, first and foremost, is based on a system of self-enforcement by producers. GIs can also be enforced through informal mechanisms, such as mutually agreed upon, social controls, unwritten rules of practice and standards (See case study 8). A self-regulation and enforcement alone can apply locally in very specific contexts. When the relationships among producers are not strong and/or marketing abuses (imitation of the product and GI usurpation) are common nationally or internationally, legal protection of the GI may be considered by local stakeholders as a tool for effective regulation (See chapter 5.1).

Even when no problems of imitation or divergence in local production practices emerge, the establishment of formally recognised rights over the GI could be important: in fact a formal recognition of the GI – legal or not – could prevent registration of the GI by other actors.

Without legal protection of codified rules and a regulatory system for the market, it may be difficult to avoid the misuse of the geographical names, especially when the reputation is high. The absence of a regulatory framework may threaten the legitimate local GI system and collective efforts to promote and preserve the local resources, while misleading consumers (See case study 7).



Case study 8: Social control and sanctions for local staple food GARI (cassava semolina) FROM SAVALOU (Bénin)

Gari is the favorite staple food all over Western Africa. It is made from toasted cassava semolina. In the village of Savalou (Benin, West Africa), a special type of gari, called Gari missè, is produced and its fame is widespread throughout the country. Quality control is carried out at the processing and trading stages by the group of Savalou women processors. They only allow women whom they know and trust into their processing. The women processors themselves treat directly most of the products. Within the group, a social control is imposed to respect correct processing rules and marketing practices. A lack of respect for the rules entails the risk of being expelled from the group.



Source: Gerz, A. and Fournier, S. 2006.

Several legal instruments to protect GIs are then available depending on the country. These include :

- National laws on business practices relating to the repression of unfair competition or the protection of consumers either in general terms or more specifically regarding such matters as the labeling , certification and agricultural control measures, etc.
- Regulation of GI registration under intellectual property rights: specific geographical indication laws and trademark laws, with different categories depending on the country.



Case study 9: Registering a GI to prevent the private registration of a geographical name (Dominican Republic)

In the Dominican Republic, as in other countries, many geographical names have been registered as private trademarks by individual firms. For example, many coffee trademarks are registered according to the national Dominican law. This caused serious problems for local initiatives of qualification of the local coffee by means of a Geographical Indication, because all the “meaningful” geographical names (such as the name of the Pico Duarte, the highest mountain in the Caribbean region) were already privately registered.



Source: Belletti, G. et al. 2007.

Indeed, at the international level, GIs are defined and recognised as intellectual property rights by the Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs) of the World Trade Organization (See box 1 in chapter 5.1). In fact two specific international definitions exist in relation with GI: geographical indication and appellation of origin. These two are distinct from the indication of source, which does not refer to a specific quality (See box 4).

BOX 4: GEOGRAPHICAL INDICATION, APPELLATION OF ORIGIN AND INDICATION OF SOURCE

“Geographical Indications” defined by the TRIPs Agreement in 1994, “are indications which identify a good as originating in the territory of a member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin”.

“Appellation of origin” represents a more restrictive category of GIs, defined in the Lisbon agreement of 1958, as geographical designations of products whose quality and characteristics are due exclusively or essentially to the geographical environment, including both natural and human resources.

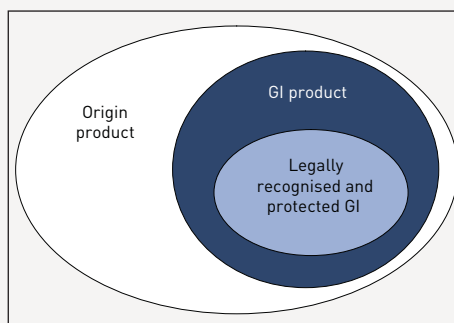
“Indication of source” refers to a sign that simply indicates that a product originates from a specific geographical region, in particular some countries. Therefore, even if the indication of source refers to a geographic name (the country name), it is different of the geographical indication and appellation of origin that refer to a specific quality.

The legal protection of a GI may represent either a kind of accomplishment of the GI set-up, or the first step to establish the dedicated collective organization with all its potential tasks on a solid basis. The identification of the specific quality and the definition of the local rules defined by local actors during the qualification phase will serve as the basis for applying for legal protection, especially in the case of legal tools under intellectual property rights.

BOX 5 : ORIGIN-BASED PRODUCT, GI PRODUCT AND PROTECTED GI PRODUCT

Not all origin-based products (that is, products with a specific link with a territory) are GI products: the fact that people inside the local production area refer to the origin-based product with a specific name (the GI) indicates a consciousness of the specificity of the product. This kind of consciousness is the result of a learning process, developed during the identification phase of the value creation process. Not all GI products are (and shouldn't be) legally recognised and protected GI products, even though very often, some kind of legal recognition of the right of the local community over the geographical indication could be very useful for preventing or enforcing unfair practices.

Source: Siner-GI reports WP1 WP2



PRACTICE

Think about the issues raised in this chapter in relation with your situation.

Answer the questions

- What is (are) the name(s) of your product?
- Is your product known as a result of to the geographical name of the production area? Or through many geographical names? Are there any other identifiers of the product?
- Are there specific associated signs or characteristics (bottle, shapes, presentation...), which may indicate the geographical origin of your product to consumers, in addition to the name itself?
- Does the geographical name make sense for consumers? Is it positive or negative?
- What is the reputation of the Geographical Indication (local, national, international)? Are consumers aware of the specific quality of the product? Is there a difference in price for your product?
- Are there problems caused by some heterogeneity of the products originating from the designated geographical area?
- Is there a need for defining common rules on the GI product?
- Are there any problems of abuse or misuse of the name / designation of your product? If yes, what are the consequences?
- Are there any imitations of your product? How do these imitations differ from the "original" product? Why do you think these products are not authentic?
- Are there any risks of confusion or conflict with other geographical identification (name, symbols, characteristics, signs)?
- Are the related signs and characteristics specific enough? Is it necessary to regulate them? What would be the benefits from having a legal protection of the product name?

List in the table

- 1) The products, geographical identification or other related signs that may imitate your product or GI in the market.
- 2) Where they are made.
- 3) The differences between them and the "authentic" ones.
- 4) The effects these imitations may have (on the market, on the local production system...).

1. Imitations, confusing geographical identification or associate signs	2. Where?	3. How do imitations differ?	4. Effects
...	...	...	...

1.4 Sharing a common approach

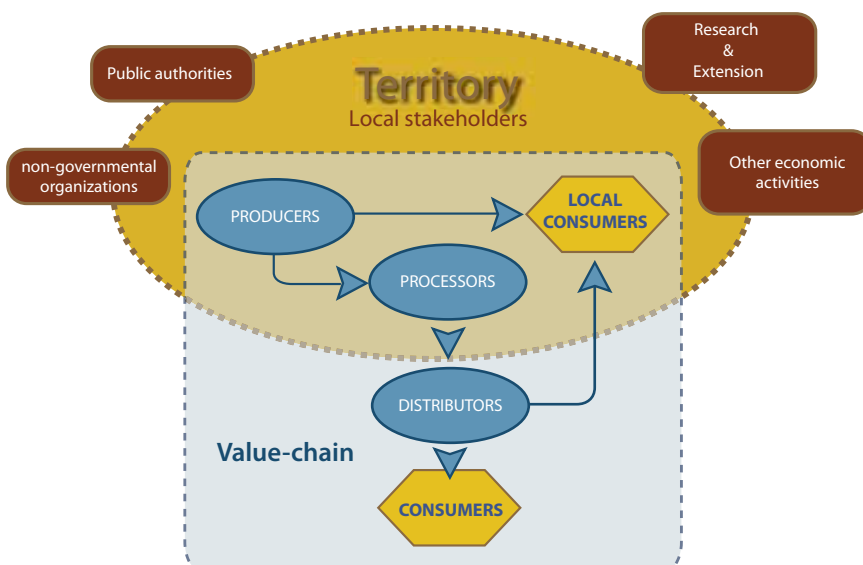
Introduction

Collective action is necessary all along the quality circle, and should be considered from the onset of the identification phase. Indeed, setting up a value creation process for a GI product requires the active involvement of the local stakeholders who have the right to define the common rules for using the GI. This should be attained through a participatory approach in order to share a common vision and strategy for the product, to identify its links with the geographical origin, and to establish a collective protection system. Moreover, local producers should be able to build and manage active and stable external relationships from different points of view: economic, political, social and scientific. Therefore territorial links and external networks are important to consider.

The need for collective action

Within and outside the production area, a GI product involves, by definition, many different actors. Producers, processors, traders and consumers share know-how about good practices regarding production, processing, preservation, trading and even use or consumption of the product.

Figure 2: Different stakeholders that can be involved in the value creation process



1.4

Inhabitants, scientists, development practitioners and public actors may also possess relevant information and vision for the preservation and promotion of local resources. This is a *shared* knowledge and it can be viewed as a collective expertise. It is also a *distributed* knowledge, which means that the skills of various actors are necessary to fulfil the whole process. In fact, no single actor is able to master all the dimensions and steps of the elaboration process. Market recognition obtained by GI products reflects the collective capacity to define and efficiently manage the combination of natural and human factors. Beyond the definition of the product and its specific quality, the collective strategy may reinforce the reputation used as a strategic tool for marketing and/or rural development. In this view, collective rules should not be considered as a constraint but as a condition for efficiency.

Different categories of stakeholders can be involved:

- Within the value-chain and in the territory: companies participating in different stages of the production process
- Outside the value chain, but still on the territory: local communities, producing and/or consuming the product; local institutions: producer organization, local public administrations, agencies and NGOs for development, consumer associations
- These supportive stakeholders can be located outside the territory but at some point may become involved in the process because of their particular interest (biodiversity and environmental aspects, local culture and traditions, gastronomic issues, landscapes, etc.)
- External stakeholders, outside the territory but linked to the value chain: intermediate purchasers, consumers outside the production area

Setting up a collective action includes different aspects:

- defining the community or group of stakeholders who will benefit from the right to establish the rules, and will share the rights and responsibilities to respect rules regarding the GI product,
- establishing the network and the partnerships within the local production system, the territory and the external supportive actors, facilitating sharing information and knowledge. This includes practical activities such as meetings, visits etc.,
- defining the rules that will be shared among the producers in the different phases.

Mobilizing local stakeholders

Mobilization of the local actors concerned by the impacts of the origin-based quality circle on the territory (value chain actors and local community) is a fundamental step, and requires raising awareness on the potential for rural development and the role of the local actors. This mobilization implies three important activities:

- Organizing the local context, e.g. through producers' meetings, studies and visit exchanges with other similar production systems, in order to share views on the product and on what determines its characteristics.
- Empowering disadvantaged actors, who often are the real trustees of the "original product", in order to allow their participation in the process. Empowerment of local actors is a key issue in the perspective of social sustainability for the value creation process. Local public administrations, NGOs and other local associations, should support these activities.

- Mediating: each actor has a specific vision of the product and its evolution, depending on their specific interests in the product. Therefore, it is important to consider the motivations of the actors involved, as they can be a potential source of conflicts when engaging the qualification. Some of the questions that should be explored are: How and where to produce the product? Which particular characteristics it should or should not have? What are the rights of each stakeholder involved with the product? What rules and decisions should be established by the community to prevent damage that may arise through improper production, sale or use of the product?

Case Study

Case study 10: Setting up collective actions COTIJA CHEESE (Mexico)

The Cotija cheese is produced by a small community of farmers with their own distinctive history and culture linked to cattle farming in the Jalmich region in Mexico, farmers being scattered throughout the mountain range (12 000 inhabitants, 5 inhabitants per km²).

Two Mexican researchers became aware of the value of this product and its risk of disappearance as a result of the rural exodus. They raised awareness within the local community and together with the local leader of Cotija town, they facilitated the collective actions in order to promote and preserve the cheese by maintaining producers' income and local activity.

As a result, the Regional Association of Producers of Cotija cheese (ARPQC) was created in 2001 with 93 producers in order to exchange and cooperate in the process of identification and qualification of the product.

To face the problem of isolation and lack of time and resources, meetings and workshops were organized with representatives of 25 geographical groups of five to ten families, half of which were part of a cooperative established to implement the common process of qualification and develop product marketing.

Then a Civil Association « Prosierra de Jalmich » was created in 2003, involving a wider range of stakeholders (producers, researchers, local leader, other professionals as well as regional and national public institutions), in order to develop a territorial strategy, apply for an official recognition of the specific quality and reputation of the product and largely promote the product.

Source: Poméon, T. 2007.



As a result of mobilization, a group of local stakeholders directly concerned by the qualification of GI product (a "GI group") emerges and acts as a representative of the actors who join efforts in elaborating the quality of the end-product: producers, processors and traders. In chapter 3.1 more details are available on GI organization for marketing the product.

1.4

Involving external actors

Producers should not remain isolated in their efforts to identify and qualify the origin-based products, as this often implies specific knowledge and capacities. The management and development of the GI production system should benefit from support external to the production system and even the territory in order to help producers to reduce obstacles and improve the management and the economic sustainability of the production system.

The dimension of the external partnerships constitutes a “supporting system” for a GI product, or GI system. Although they are not directly involved in the production, the processing of the product, nor in the final decision on its rules and physical boundaries, the supporting network can play a very important role, sometimes initiating the quality virtuous circle by raising the awareness of producers or even leading the process of identification and qualification of the product.

Therefore the GI system should include all kinds of actors and activities that can contribute to the production/promotion of the GI product. Different categories of actors can also be part of the quality circle at one moment or another and examples are provided below.

Case Study

Case study 11 : Involvement of a supply chain actor: a butcher PAMPA GAÚCHO DA CAMPANHA MERIDIONAL MEAT (Brazil)

The “*Carne do Pampa Gaúcho da Campanha Meridional*” is a meat produced on the large Pampa meadows recognized for a long time by Brazilian people for its specific quality. It has been protected as a GI since December 2006 by the Brazilian National Institute of Industrial Property (INPI). This was possible thanks to a project established in 2004, through a partnership between private



and governmental organizations and with the leadership of farmers from the Pampean region. The objective of the project was to differentiate their product and improve its quality in order to compete on the national and international markets. The code of practice refers to strategic resources that are conferring its specificity to the Pampa Gaúcho meat: a privileged ecosystem, a European cattle genetic base, a meat production process based on raising animals outdoors on grass, satisfactory animal welfare for slaughter, extensive native grasslands, tacit knowledge of producers, culture and tradition of the people, the Gaúcho. During the implementation of the GI, a favoured partnership has been set up with a specialized butcher in Porto Alegre, which is for the moment the unique retailer of the bovine meat from the Pampa Gaucho Meridional GI. This butcher has a specialized shop renowned for its high quality meat, from British cattle, bred in the Rio Grande do Sul State. His clients are connoisseurs who look for quality and who accept and can afford higher prices. This butcher recognized the quality of the “Pampa gaucho da Campanha Meridional” meat and accepted to promote the GI’s meat in his shop. In doing so, he supported the GI development: he offered market access and he promoted the intrinsic value of the meat.

Source : Cerdan C. et al, 2007



Food operators

Traders, sellers, restaurant owners and other actors belonging to the supply chain, even if not involved directly in the qualification process, can play an important role in enhancing the economic vibrancy of the GI product, supporting marketing and promotion activities, helping to find new solutions and create new marketing opportunities.

BOX 6: EXAMPLES OF CHEFS AND RESTAURANTS SUPPORT

Chefs and owners of restaurants can collaborate to promote the product and the territory.

For example in the case of the Saffron of Taliouine (See box 1 page 7) the involvement of French chefs to raise awareness of the local community on the product value and to promote it in their restaurants. Another example is related to the black pig from the Gascogne region, in the South West of France: it is a very peculiar specialty product, which almost disappeared because of a decline in pig land race biodiversity. The renewal of this product, was made possible because of an efficient supportive network: a group of chefs, celebrities and personalities, who organized and participated in advertising the product.



Tasting of saffron cuisine with French Chefs during Saffron Festival in Taliouine 2008.

Consumers and consumer associations

Consumer preferences and purchases allow for the reproduction and improvement of the resources used in the GI production process. Consumers may also be a vehicle for information transmission and spreading the notoriety of the GI product. In particular, travelling consumers, emigrants or tourists, can diffuse the reputation of a local product.

Case Study

Case study 12: The role of travellers and of emigrants nostalgia for their native country in promoting the product and building its reputation - MAMOU CHILI (Guinea)

In Guinea-Conakry (Western Africa), chili from Mamou is famous throughout the entire nation because of its strong taste, which cannot be obtained elsewhere. Guineans, who travel abroad, always choose Mamou chili as a gift. It is also very popular, among the Guinean communities abroad, as a product for recognition. This product enjoys a strong external network of faithful consumers abroad, who prefer this product and give it a high symbolic value. This wide diffusion through travellers and migrants is clearly a very important support for this local product.



Source: Camara, T. H. Haba M. 2004.

In some cases, consumer associations may intervene to protect the very existence of the GI product on the market, preventing its disappearance by organizing events, implementing new marketing channels, new production experiments, etc.

BOX 7 : CONSUMERS SUPPORT: EXAMPLE OF SLOW FOOD

Slow Food is an international association operating since 1986 for the safeguard of the international oeno-gastronomic heritage, through the enhancement of typical products, promotion of agrifood quality and taste education of consumers. The Slow Food Foundation for Biodiversity was born in 2003 with the objective to protect the agricultural biodiversity and of the folk as well as food traditions in the world. More specifically, the Foundation is active in the realization of the following projects:



Slow Food Foundation
for Biodiversity

- The Ark of Taste, inventory of traditional quality agrifood products that are disappearing.
- Slow Food *Presidia*, specific projects created to protect small producers and save plant species, animal breeds and quality folk products.
- The Earth Markets, addressed to small-scale producers of origin-based quality products, which offers an important commercial opening to local communities.

Every two years Terra Madre allows producers from all over the world and operators of the sector (cooks, universities, journalists; 167 000 visitors in 2006) to meet and raise awareness of their food products and taste food products during the Salone del Gusto.

Source: www.slowfoodfoundation.org

Public and non-governmental bodies

Local governments and other local authorities, together with NGOs, can act in many levels to support a GI product's development: research support, rural animation, as well as technical assistance or information and marketing campaigns to consumers and traders (see case studies 13 and 14). Public intervention may be justified as GI products create employment and generate a positive image of the region. This can be useful for tourism and for the attractiveness of the region in general.

Public support can also come from national or international institutions. The role of public actors and policies are analyzed more in detail in chapter 5.2, in a perspective of sustainable development and the need for balanced private-public coordination.

BOX 8: EXAMPLES OF WINE ROUTES

Wine routes and specific fairs dedicated to a local product are good examples of possible positive support by local institutions. Many local authorities in Southern France (Municipalities, Regional or Departmental Councils) are implementing, in collaboration with wine producers, tools (signs on the roads, booklets, maps, etc.) to promote the local wines. In the famous wine producing region of Mendoza in Argentina, various communities have developed local or regional itineraries, to promote wine routes within the territory, that guide tourists from wineries to related attractive sites or other local economic activities.



Example of Maipu "wine berceau" in the central western oasis of Tupungato in the Uco Valley.

Source: Vandecandelaere, E., 2004.



Case study 13: Actions of public authorities and NGOs CACAO ARRIBA (Ecuador)

In 2000, the Ministry of agriculture began a project for protecting Cacao Arriba to preserve the quality of this cacao. In 2005, within the programme Biocomercio supported by UNCTAD (United Nations Conference on Trade And Development), national institutions and a group of NGOs reinforced the project. They worked with the aim of supporting producers (through the National Federation of Cacao Producers of Ecuador - *Federación Nacional de Productores de Cacao del Ecuador* - FEDECADE and the Union of Cacao Producers Organizations of Ecuador - *Unión de Organizaciones Campesinas Cacaoteras del Ecuador* - UNOCACE) in the elaboration of a strategy and of a formal request for an appellation of origin.



Source: Quindaisa, E. et al 2007.

The scientific and development support

Scientific support may be useful during the process of rule-setting (for example by providing studies and research analysis on economic and social sustainability), to demonstrate the link between the product quality and its territorial origin and even to support the group of producers in marketing and promotion activities and collective organization management.

BOX 9: EXAMPLES OF RESEARCH PROJECTS

In South Africa, a project managed by ARC (Agricultural Research Council) and the North Western Cape Department of Agriculture (South Africa) helped to define the GI approach for Rooibos and Honeybush (See case study 1 in chapter 4.1). They brought in new partners, such as the environmental NGO Cape conservation.

In Tuscany, Italy, a research project was conducted by the University of Pisa and Florence, to study and preserve the native cherry-tree varieties of Lari (name of a small village) (See case study 2 in chapter 4.1). The research was carried out with the involvement of local farmers, who participated in the research activities by exchanging knowledge with scientists, and planted the specific local cherry-trees with their technical assistance and learned from the results of the study.

Other local economic activities

Within the territory, other private sector actors, outside the production supply chain, can establish very useful and successful alliances with GI systems, in particular tourism activities as a result of synergies related to the territory reputation (See chapter 4.3).

Case study 14: Actions of public authorities and NGOs CHIVITO CRIOLLO DEL NORTE NEUQUINO (Argentina)

In the case of Chivito Criollo del Norte Neuquino, the national extension agency INTA supported the launching of a virtuous quality circle with the identification of the local breed (See case study 3 in chapter 1.1) in order to build a sustainable economic activity in the remote areas of Neuquen in Patagonia, Argentina. They informed local stakeholders of the importance of promoting and preserving local resources: various public institutions have participated in the process by facilitating



Producers working on a map for the delimitation of the GI area.

meetings to present and discuss the strategy for protection and recognition of the specific product. A GI process began with the involvement of numerous producers, motivated by the sustainable perspective. Breeders and dealers discussed in workshops different ways of preserving the traditional production system and how to promote the product in the market. An “ad hoc” committee elaborated the specific rules (code of practice) while 150 producers out of 990 participated in developing the request for protection by government authorities. A GI association was created in 2006 : la “Asociación del Consejo Regulador de la Denominación de Origen Chivito Criollo del Norte Neuquino” who applied for a GI. It was established that only farmers and dealers could be active members of the association although others can participate as Honorary members. A regulating council for the development of the GI product was elected consisting of producers and marketing intermediaries. An advisory council was created, integrating public institutions: INTA, representatives of the Ministry of Agriculture, the municipality of Chos Malal, etc.



Source: Pérez Centeno, M. 2007.

PRACTICE

Think about the issues raised in this chapter in relation with your situation.

Answer the questions

- Who is interested in implementing a value creation process for your product?
- Are some producer’s groups or cooperatives already organized and active on quality attributes in production, processing or marketing? Does their area of action fit with the area of production of the product?
- Are there any previous experiences of joint initiatives by producers and processors for the product? Do these different stakeholders have leaders or representatives?
- What are your objectives (passive or active approach)? How can you enhance a collective action?
- Who are the main stakeholders? How can we be sure to represent all stakeholders? Who will lead the process?
- Which typology of actors interacts with the GI producers? Are they private or public actors? Which is their interest and need? What help can they provide to the system?
- How can you build external relations and create a “supporting network”?
- How can you ensure transparency in information sharing and in decision-making?
- Which criteria do you have for sharing costs and benefits? (One person, one vote, according to volume produced, etc.)

List in the table

- 1) Who is, or can become, a member of the external support network for your product?
- 2) What are the main expectations of this actor in relation to your product?
- 3) Which initiatives can improve the linkages and tighten the network?

1) Members of external support network	2) Main expectation of this member	3) Main initiative to strengthen the linkage
...	...	
...	...	

