

INTRODUCTION

TRAINING ON ORIGIN-LINKED PRODUCTS

TOOLS FOR A PARTICIPATORY APPROACH



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Training on Origin-Linked Products

Tools for a Participatory Approach

This tool has been jointly elaborated by FAO and REDD
“Sharing knowledge for ethical and tasty food”.

The sheets “content” are extracts from the guide
“Linking People, Places and Products”.

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Food and Agriculture Organization of the United Nations
Rome, 2013

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E-ISBN 978-92-5-108040-5 (PDF)

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Foreword

Our planet's wealth of cultures and environments has given it an exceptionally rich food heritage. Terroir products are at the heart of this heritage: the fruit of know-how and raw materials from the specific territory or zone where they are produced, they constitute both a heritage to be preserved and a special quality to be optimized on the market. This heritage is not only cultural – linked to the special know-how of generations of producers – but also natural, linked to the genetic biodiversity of local varieties and breeds that lend such local products their unique quality. It is also a heritage of landscapes shaped by traditional practices over long periods of time. On the markets, as far as they don't represent a trade barrier, these products, can provide producers with better profits in markets, inasmuch as consumers are becoming increasingly aware of origin-linked specific quality and looking for authentic flavours anchored in tradition. From the consumer's viewpoint, these products offer the possibility of preserving or even enriching dietary diversity, for they offer a more varied nutritional composition than industrial products, which tend toward standardization in globalized markets.

Such terroir products are thus at the heart of sustainable food systems, restoring a link between producers and consumers. The preservation and promotion of such origin-linked products entails first the identification of the local resources that give them their specific quality, followed by codification of this quality so that it can be preserved and reproduced over time, and lastly its differentiation on the market. For the consumer, this differentiation takes the form of labelling. The label must be associated with a specific name linked to origin, and may be protected through recognition of a geographical indication (GI).

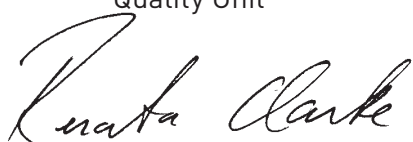
FAO has developed a set of tools and methodologies to support stakeholders in these steps. In particular, the guide "Linking People, Places and Products" provides practical guidelines for the steps to be taken from identification of potential for development through to marketing and the sustainable reproduction of resources, following the stages in an origin-linked quality virtuous circle. Although this guide has already supported many training sessions and courses in the field, we felt it would be useful to develop a special tool for trainers hoping to design training courses appropriate for each situation in the field of origin-linked quality.

Taking its lead from the key stages in the origin-linked quality virtuous circle, this training handbook offers a set of modules wealth of explanations, examples, and practical activities aiming at carrying participative trainings for sustainable GI process.

This handbook is the fruit of collaboration between FAO's Rural Infrastructure and Agro-Industries Division and the Food Safety and Codex Unit, which are pleased to disseminate this new tool. We are sure that it can help to boost stakeholders' capacities in a field that is particularly promising for rural development and the preservation of local resources.

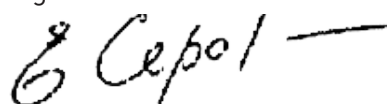
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Acknowledgements

The present training tool aims at enhancing conception and implementation of training on origin-linked quality and geographical indications, on the basis of the guide “Linking People, Place and Products” developed by FAO and SinerGI network in 2010.

This training handbook has been produced in collaboration with REDD “Sharing knowledge for ethical and tasty food”, an association specializing in training for rural development and products of origin-linked quality. Internet site: <http://redd.pro>

Within FAO, the present training tool is a result of collaboration between the Food Safety and Codex Unit and the Rural Infrastructure and Agro-Industries Division, which support the development of specific quality procedures and value chains in order to contribute to sustainable development.

FAO thanks REDD for its contribution to this training tool, in particular Peter Damary, Dominique Barjolle, Corinne Couillerot, Astrid Gerz, Delphine Marie-Vivien, Anna Perret.

All colleagues from FAO who have contributed to its elaboration are also warmly thanked, in particular Emilie Vandecandelaere and Florence Tartanac. Are also thanked for their valued comments, Carlos da Silva, Eva Galvez Nogales, Larissa D'Aquilio.

FAO thanks the French Ministry of Agriculture, Food, Fisheries, Rural Affairs and Regional Planning for its contribution of funds to the special project on specific quality (2007–2013), which has allowed the development of knowledge and analysis on specific quality, thus making the publication of these training tools possible.



FAO programme on origin-linked quality

Some agricultural and food products are distinguished from one another by certain characteristics, qualities or reputations resulting essentially from their origin (production and/or processing area). These origin-linked quality products can increase food security through their contribution to rural development and the preservation of food diversity, and also by offering consumers a wider choice. Indeed, thanks to the link between such products and their territory or zone of origin, they can help to preserve local resources, maintain traditions, strengthen the organization of local stakeholders and prevent delocalization and the rural exodus. Action to promote such products, particularly through their geographical indication, is relatively recent and is accompanied by requests for support and guidelines. In 2007 FAO therefore launched a programme on specific quality with a view to supporting the development of procedures for the recognition and promotion of origin-linked specific quality, both for institutions and for producers, suited to the specific economic, social and cultural context.

Web Site: www.foodquality-origin.org



List of acronyms and abbreviations

A4	Standard paper size of 21 x 29.70 cm
A5	Standard paper size of 14.80 x 21 cm
B2B	Business to Business
B2C	Business to Consumer
C	Content sheets
C°	Degrees Centigrade
CD	Compact Disk
CIRAD	Centre de Coopération Internationale en Recherche Agronomique pour le Développement
CNRS	Centre National de la Recherche scientifique (France)
CO2	Carbon dioxide
CoP	Code of Practice
CTA	Technical Centre for Agricultural and Rural Cooperation
E	Exercise sheets
EU	European Union
FAO	Food and Agriculture Organization of the United Nations
GAP	Good Agricultural Practice
GI	Geographical Indication
IFOAM	International Federation of Organic Agriculture Movements
INAO	Institut National de l'Origine et de la Qualité (France)
IPR	Intellectual Property Rights
ISO	International Organization for Standardization
ITC	International Trade Centre
NGO	Non-Governmental Organization
OriGIn	Organization for an International Geographical Indications Network
PDO	Protected Designation of Origin
PGI	Protected Geographical Indication
REDD	Le Réseau Echanges – Développement Durable
SINER-GI	Strengthening INternational Research on Geographical Indications, an EU research project
SME	Small and Medium Enterprise
T	Trainer sheets
TRIPS WTO	Agreement on Trade Related Aspects of Intellectual Property Rights
UNIDO	United Nations Industrial Development Organization
WIPO	World Intellectual Property Organization
WTO	World Trade Organization

Introduction

Why is participatory training on origin-linked quality and geographical indications needed?

The promotion of links among local stakeholders, their territories or zones and their food products can be a tool for sustainable development in rural communities throughout the world. Terroir products have specific qualities linked to their production territory or zone and those involved, resulting from specific know-how and local natural resources.

The success of a process to optimize a product of origin-linked quality in economic, social and environmental terms, especially through its geographical indication (GI), is based on identification by stakeholders in the value chain of their shared interests and objectives, the local resources that contribute to the product's reputation and sustainable means for its exploitation.

GIs must be based on local stakeholders' know-how, so that of their very nature they require a bottom-up – and therefore participatory – approach. The stakeholders in the value chain must grasp what is at stake in organizing the chain and protecting the name of their product, so that they can undertake the process and carry it through. Without this assumption of responsibility, any such process is bound to fail and will contribute nothing to sustainable development of the region.

The stakeholders in the value chain must also work together to develop production rules (the code of practice or specifications), which are what distinguish GIs from any other quality label. Each code of practice is specific to the product(s) in question and must reflect the practices of the value chain stakeholders.

FAO, under its Quality & Origin Programme, and REDD have thus worked together to support a bottom-up approach, developing these tools for a participatory process of training on “the promotion of origin-linked quality and sustainable geographical indications”. It is vital that the local stakeholders involved or concerned by these actions be provided with the tools and methods to undertake participatory action to optimize products of origin-linked quality.

The guide “Linking People, Places and Products” provides a methodological approach centred on the origin-linked quality virtuous circle for the development of procedures to preserve and promote these products, providing concepts, recommendations, practical examples from all over the world, and self-evaluation exercises.

With a view to boosting the capacities of those involved in such procedures and increasing the number of experts in the world, whilst bearing in mind the recent nature of interest in this subject, FAO and REDD wished to offer a complete training tool.

What does it entail?

This training tool is constructed around the virtuous circle presented in the guide “Linking People, Places and Products” (FAO, sinerGI 2010) and takes up each of its parts, the key points of which are summarized in the form of “content” sheets.

The trainer is guided in the elaboration of his programme and activities thanks to the booklet containing the “trainer” sheets. Various types of exercise are also proposed: role-playing, reflection on various issues, case studies and propositions to stimulate discussion. In this series of modules, participatory activities are designed so that participants can share with each other and with experts, carry out exercises on their own cases or invented cases close to the situation on the ground, and reflect on practical and theoretical factors and situations. The aim is to help them to grasp the theoretical concepts found in the “content” sheets. These exercises complement more theoretical material in order to help participants to take ideas fully on board.

Within each of the five parts that take up those of the guide (identification, qualification, remuneration, reproduction and public policies), “content” sheets (C) take up one or two chapters from the guide and are paralleled by the “trainer” sheets (T) and specific “exercise” sheets (E).

These tools are not ready-made recipes, but are intended to be adapted to each group of participants and each context, in the form of propositions to design made-to-measure training courses.

How is the tool structured?

Each training module is based on the combination of trainer sheet(s) to the related “content” (C) and “exercise” (E) sheets.

The “trainer” sheets (marked with the letter T) are addressed exclusively to the trainer and explain how the training modules work, with suggestions for presentation of the content, especially participatory activities. They will facilitate the planning of training sessions. Each sheet for trainers contains:

- links with the related content and exercise sheets;
- the objectives of the session;
- the materials and time required for the module in question;
- a training methodology, divided into an “approach” part and a description of the participatory activity proposed;
- the essential points to be transmitted to the participants.

The “content” sheets (marked with the letter C) summarize all the chapters in the guide “Linking People, Places and Products” for the trainer and the participants. They represent the material the trainer will be able to provide to participants, either directly by distributing the sheets either using the content in other way, like vidoprojection for example. These content sheets are organized as follows:

- objectives;
- key concepts;
- process;
- summary.

The “exercise” sheets (marked with the letter E) contain all the materials the participants need to carry out the participatory activities, i.e. the questions they must answer or the scenarios and roles for role-playing. These materials, which may be adapted by the trainer (but always acknowledging the source), can be made available to participants according to needs.

The last part is devoted to all the other sources of useful information that can be brought into play in order to prepare a given module, or if the participants want to expand their knowledge.

With a view to facilitating use of these tools, the following are published:

- a printed version;
- an on-line version, at www.foodquality-origin.org/training;
- a CD version.

What is the trainer’s role?

In a participatory approach, the trainer’s role is in the first place that of establishing the best possible conditions, so that participants can really take new knowledge on board on the basis of their own lived experience and knowledge.

The trainer must first select the modules and participatory activities suited to the content to be transmitted to the participants and their context, and thus construct his or her “training plan”. It is vital to adapt the training so far as possible to the culture and context of the participants. Certain participatory activities proposed may not be suited to certain audiences, but there is nothing to prevent the trainer from drawing inspiration from them to create a more appropriate activity.

If the trainer has the possibility of taking examples known to the participants for the participatory activities, or even using them during the presentation of content, this will considerably enrich the participants’ experience, since it will make it easier for them to incorporate the new concepts into their daily work. Participants with positive prior experience are a precious source of information and should, if possible, therefore be used as resource people on subjects where they have special knowledge. The sharing of experience among participants is a particularly effective teaching method in a context of adult education.

The trainer may also identify outside experts in a specific field to present and illustrate one of the topics addressed, or a field trip may be organized if there are any practical examples of promotion processes in the vicinity, so that participants can meet with the local people involved.

The trainer must also make sure that the physical conditions for sessions are adequate. There is nothing more distracting for a student than physical discomfort. Such physical conditions range from the actual training premises to the availability of the necessary materials, regular breaks, the possibility of logging on to the Internet, and rules regarding the use of cell phones and wifi.

At the end of the course, it is important that the trainer ask the participants for their feedback: what they have learned, what they still need and any suggestions for improvements. It is helpful to draw up an evaluation questionnaire for participants to fill in for this purpose.

Lastly, the trainer represents a contact point and a resource person for the participants, and can monitor their activities afterwards, if need be. If he or she wishes, we can always be contacted for further information or support. We should also be grateful if anybody using this material would let us know about the time and context of its use. In addition, we would much appreciate any comments that can help us to improve it, and users can write to us at fao-kit@redd.pro.

What elements should be taken into account in preparing the course?

Any training has objectives, means and constraints in terms of time and material and human resources. It must take into account the participants' needs in terms of increased knowledge and know-how, and their contexts and capacities.

The type of audience, the moment and the scope of development of the GI system, and the context, are factors that will affect the content of your course. Special attention must therefore be paid to these elements presented below.

The various actors in the GI system

Various types of actor have specific roles in a system to optimize products of origin-linked quality.

National and local authorities in their role as legislator

These may be authorities responsible for agriculture, artisanal (and industrial) production, public consumption and health, trade, intellectual or industrial property, etc. Their role is to put the legal and juridical framework in place and design development strategies.

Institutions involved in applying laws

These include the authorities responsible for enforcing food safety and public health standards and market regulations (labelling, consumer information, fair competition etc.), and also organizations involved in inspection and certification (both public and private).

Support organizations

These include decentralized state agencies such as those concerned with agricultural extension, research stations, support centres for small and medium-sized enterprises, universities, and also certain private-sector entities such as chambers of agriculture or commerce, NGOs and networks working for rural development, support to value chains, consumer associations and environmental protection and heritage protection associations.

This category of actor also includes trainers and facilitators keen to improve their expertise regarding geographical indications.

Value-chain stakeholders (farmers, processors) and their organizations

These people are obviously central to any effort to optimize products of origin-linked quality. It is basically they who will be behind any initiative.

The phases in development of GI systems

It is important to consider the point the participants have reached in GI policy (at the national institutional level) or the GI process (at the local and value-chain level), so that their needs can be better targeted in terms of theoretical input and practice. Are they located:

- in a context where there is as yet no national legislation and no GI product is as yet protected in their country or region?
- at the very beginning of an promotion or protection process for one or several specific GI product(s)?

- in a context where the national juridical and institutional framework is in place and various value chains have already carried out such processes and can thus be used as examples?

Available time and resources

The time available for the course is often a constraint, inasmuch as the participants are usually fully employed professionals, so that they cannot devote much time to training. It is therefore all the more important to maximize the learning experience in the available time, particularly by targeting the key points to be addressed.

The trainer cannot be an expert in all the spheres connected with GIs, and even if the “content” sheets and the exercises can be delivered without advanced expertise in the field, it may be very useful to call on experts both for presentations of the content and also for reflections on the feedback from participatory activities.

Case studies are other very useful resources to be incorporated into the training. The learning experience will be all the richer if the trainer can organize a field trip concerning the case in question, so that the participants can meet those involved face-to-face and see certain situations for themselves.

How should your course be constructed?

The different elements below will help you in elaborating the training.

Identifying the participants’ needs and experience

The first step in preparing the training session is to identify the participants’ needs on the basis of their role in the GI system, their knowledge and the current development of the system. A good knowledge of the participants also means identifying their background and experience, and sharing these with the others

Selecting modules on the basis of needs and allotted time

The participants’ needs will enable you to identify the central topics to be addressed and the corresponding modules. Other modules judged useful can be combined with these central topics, depending on the time available.

Certain modules, such as module T1 “The origin-linked quality virtuous circle” and T2 “Identification”, are always essential topics in the participants’ course: T1 because it explains the key steps to be considered in a GI process and the rationale of the training course itself, and T2 because it provides the basis of what a product of origin-linked quality is. If the participants already have some knowledge of the subject, it can be addressed more rapidly, in the form of a revision or fuller explanation, making use of the corresponding “content” sheets.

Preparing practical activities

Each module anticipates practical participatory activities regarding the issue addressed: questions, role-playing, case studies, the hat method etc. These activities are explained in the “trainer” sheets and are based on the material described in the “exercise” sheets. You will sometimes have to choose the type of exercise best suited to the participants’ level. You can always combine the activities proposed in these sheets with the questions listed at the end of the chapter of the “*Linking People, Places and Products*” guide relating to the subject of the module. These questions can also be a good way of assessing the participants’ grasp of the subject.

Preparing the participants

Try to contact the participants prior to the course in order to suggest how they can prepare themselves regarding the topic to be addressed in the sessions. This preparation may be to read some chapters from the guide “Linking People, Places and Products”.

You may be able to organize the course in a number of sessions, some days or even weeks apart. This will enable the training to be more closely linked to the participants’ circumstances: between two training sessions, you can thus ask them to find certain information or analyse their situations in the light of the information received during the course.

Considering the possibility of having experts or witnesses take part

You should also consider the possibility of having experts in the field take part, either in order to present the content or to provide their witness or perhaps to react to the participatory activities. Whatever the case, it is important to prepare the intervention with the expert, so as to make sure that he or she really covers the information necessary for the module in question. (Without such preparation, the expert could focus on topics already addressed or to be addressed in other modules: he or she obviously cannot know exactly how the course is constructed.) Some participants may be able to play this role of “expert” because of their experience.

Making use of concrete cases

Lastly, a field trip is a definite advantage for the course – either at the start, to give an idea of what is to be studied, or at the end, so that the participants can explore their doubts with those directly involved – but it requires very careful preparation. A summary should be made, covering the situation of the value chain, the background, key figures (numbers of producers, production volumes etc.), together, if they exist, with the code of practice and other documents concerning protection of the GI. This summary should be shared with the participants in advance, so that during the trip they can focus on the main issues.

What materials will be required?

Preparation of the training course also entails careful preparation of the materials required for each session. A list of the materials generally used is given below. This same point is also covered in the “trainer” (T) sheets for the specific materials required for the module in question.

- Computers and printers/photocopiers to prepare the written material;
- projector and screen (or white wall) to present the content (speakers should be planned if films are projected);
- some computers with Internet access so that participants can carry out research (unless they can bring their own computers to the course);
- A5 paper of various colours (and sizes) and large sheets (at least 1 metre x 2 metres) on which participants can stick their own papers during group work (the large sheets can be

replaced by sticky walls (see www.facili.nl/products.html), large plastic sheets on which participants can stick and move their papers) Blu-Tack or large Post-its can also be used;

- sticky paper, glue or two-sided adhesive tape;
- markers in various colours (enough for all the participants);
- a number of paperboards;
- materials to allow the participants to take notes;
- name badges;
- copies of the “content” (C) sheets for all the participants;
- copies of the “exercise” (E) sheets.

To go further

Other sources of information

Source	Links to the Modules (Source Chapter)									
	T1	T2	T3A	T3B	T4A	T4B	T5A	T5B	T6A	T6B
FAO 2009. Linking People, Places and Products. Second edition. Rome. Viale delle Terme di Caracalla, 00100 Rome, Italie: FAO. www.foodquality-origin.org/guidance	X	X	X	X	X	X	X	X	X	X
FAO. 2012. Identification of Origin-Linked Products and their Potential for Development A methodology for participatory inventories http://www.foodquality-origin.org/fileadmin/templates/olq/files/MethodologyEN.pdf		X								
FAO. 2009. Course on agribusiness management for producers' associations. ftp://ftp.fao.org/docrep/fao/011/i0499e/i0499e00.pdf					X	X				
CTA and OriGIn. 2011. "Practical Manual on Geographical Indications for ACP countries". Geneva, 1 av. Varembe, 1202 Genève. http://publications.cta.int/publications/publication/1667/trade/		X (1, 3.1)	X 3.3		X (3.2)	X (3.3)			X (2)	
WIPO. 2013. Geographical Indications; An Introduction. www.wipo.int/export/sites/www/freepublications/en/geographical/952/wipo_pub_952.pdf		X	X	X					X	
Bérard, L. et Marchenay, P. 2007. From localized products to Geographical Indications. CNRS – Ressources des terroirs, Bourg-en-Bresse. http://www.ethno-terroirs.cnrs.fr/IMG/pdf/Localized_Products_to_GI.pdf		X								
International Trade Center. 2009. Guide to Geographical Indications: Linking Products and their Origins. ITC, 54-56 rue de Montbrillant, 1202 Genève. http://www.intracen.org/trade-support/geographic-indications/									X	X
ONUDI. 2010. Adding value to traditional products of regional origin: a guide to creating an origin consortium. ONUDI, Vienne. http://www.unido.org/index.php?id=5940			X		X					
FAO case studies. www.foodquality-origin.org/ressources/etudes-de-cas/en										

Useful Internet sites

Dedicated web-site of the FAO www.foodquality-origin.org

REDD web-site, training and consultancy organization on Geographic Indications systems:
www.redd.pro

Register of GI registered (or in process of registration) in the European Union, DOOR: <http://ec.europa.eu/agriculture/quality/door/list.html;jsessionid=yvypPh9LnYL4cmvhq68b7MrT2kpv7s3z0xqP25LY7lhTthFQpyh7!-1533155053>

INAO (French Institute on quality and origin) with information of Codes of Practice of GIs registered in France (in French): www.inao.gouv.fr

Web-site of the Swiss Ministry of Agriculture with information on registered GIs (in French or German):

<http://www.blw.admin.ch/themen/00013/00085/00094/index.html?lang=fr>

Web-site of the Indian registry of Geographical Indications

<http://ipindia.nic.in/girindia/>

Web-site of the Organization for an International Geographical Indications Network :
www.origin-gi.com

Web-site of the EU research program on Geographical Indications SinerGI www.origin-food.org

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Glossary

Accreditation

Independent third-party attestation by competent independent authorities that a certification body, a control body or a laboratory has provided formal demonstration of its competence to carry out specific conformity assessment tasks with a view to granting marks or certificates, or establishing relations, in a given field.

Actor: see “Stakeholder”.

Alliance: see “Partnership”.

Appellation of origin (AO)

“The geographical name of a country, region or locality that serves to designate a product originating therein, the quality and characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors” (Lisbon System). Appellation of origin was one of the earliest forms of GI recognition and protection (Paris Convention, 1883). Although mentioned in earlier treaties, the 26 contracting parties to the Lisbon System in 1958 first formally recognized the term “appellation of origin” as a form of GI by using a single registration procedure, effective for all the signatories.

Certification

A procedure by which a third party, the official certification body, provides written assurance that an organization system, a process, a person, a product or a service is in conformity with requirements specified in a standard or other frame of reference. In the case of GIs, the certifying body certifies that the GI product is in conformity with the relative code of practice. Certification may, if appropriate, be based on a range of activities: on-site inspection, auditing of quality assurance systems, examination of finished products etc.

Certification body

A body responsible for providing certification, sometimes referred to as the “certifier”, which may be public or private and is normally accredited and/or approved by a recognized authority.

Certification mark

Any word, name, symbol or device that signals certification of the characteristics of a product, which may include geographical origin. It conforms to specifications laid down by the owner and may apply to the place of origin and/or production methods. The mark requires some verification by a third party, which defines whether the attributes are present. Unlike trademarks, certification marks identify the nature and some type of quality of the goods and affirm that these goods have met certain standards. Certification marks also differ from trademarks in three ways: first, a certification mark is not used by its owner; second, any entity that meets the certifying standards set by the owner is entitled to use the certification mark; and, third, it applies only to the product or service for which it is registered.

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

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/public good

A good that can be used simultaneously by several actors without any diminution of its attributes. Its use by an additional actor does not reduce that of the others (the principle of non-competition) and no individual can be prevented from using this good (the principle of non-exclusion). As an intellectual property right, a geographical indication can be considered a collective or public good. However, misuse by individuals or groups of the reputation linked to a geographical name threatens the value of the collective resource.

Collective mark (United States)

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

Collective (trade)mark (European Union)

Trademarks used by the members of a group to distinguish their product from that of non-members. A group that has the benefit of a registered “protected designation of origin” (PDO) or “protected geographical indication” (PGI) may also apply for a collective trademark for the name or graphic representation of its GI product. The PDO/PGI designation provides a protected indication of quality and relationship of origin that is separate from other intellectual property rights. Certain aspects of a PDO/PGI can therefore subsequently be marketed under a collective trademark, conferring additional protection via intellectual property rights. Conversely, a product or graphic representation that has been registered as a collective trademark cannot subsequently be registered as a PDO or a PGI, inasmuch as a GI cannot in general override an existing trademark.

Collective marketing

Occurring when individuals involved in commercial activities, for example small farmers, decide to form an organization to coordinate (and if necessary directly carry out) a number of marketing operations required to satisfy consumer demand. Local stakeholders can increase their income and efficiency by joining with other stakeholders to market their food products and benefit from collective action, for example to obtain a better bargaining position or a larger volume of sales. Collective marketing is commonly carried out by a collective organization (see definition of “Organization”).

Conformity assessment

Demonstration, through a systematic examination carried out by one party on the request of another, that specified requirements relating to a product, process, system, person or body are fulfilled. Such demonstration is based on a critical study of documents and other types of inspection or analysis, allowing verification that the specified requirements are being met.

Control plan

A specific, adaptable document that lays down how compliance with the various rules in the CoP is to be checked. It is a management tool identifying the control points constituting the critical stages in the production process and the means of verifying their conformity with CoP requirements.

Differentiation strategy

Voluntary development of a product or service offering unique attributes that are valued by consumers, who perceive them to be better than or different from competing products. A differentiation strategy is based on market segmentation and may be supported by a voluntary approach in order to obtain a specific certification or label (for example in connection with organic farming or traditional products).

Enforcement

The process by which a norm, or legislation in general, comes into legal force and effect. The rules collectively established for the GI product (the CoP) must be enforced against those misappropriating the GI. The producers of the GI can enforce these rules through a court or may themselves be given official standing by national authorities.

Free-rider

A person or group that benefits from a good or service without paying for it. In the case of GI products, the geographical name of the GI product may be used by certain stakeholders hoping to gain a benefit (for example a higher price) without contributing to the reputation (see “Reputation”) of the product or to any collective effort.

Generic

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

Geographic(al) indication (GI)

The WTO 1994 Trade-Related Aspects of Intellectual Property Rights (TRIPs) Agreement states: “Geographical indications [...] identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin” (art. 22.1). All WTO member countries have to establish basic provisions for the protection of GIs. The term “GI” can be used to distinguish the identification of a product’s origin and its link with particular characteristics and a reputation related to that origin. When GIs are legally registered they take such forms as AOs, PDOs and PGIs, depending on the categories defined in the various countries, and, as such, they become enforceable. The TRIPs Agreement does not provide any specific legal system of protection for GIs, leaving this task to member countries. If a member country has established a formal registration process to recognize GIs within its territory, then a product registered in this way can be referred to as a “protected GI”. However, a GI may exist without protection or without seeking protection, unless the name or product is considered generic. In certain situations, a collective mark or certification mark is the most effective legal protection for a GI.

Geographic(al) sign

A graphic symbol indicating a GI.

GI group

Group of stakeholders directly concerned with the product, acting as a representative group for all the stakeholders who pooled their efforts in order to elaborate the quality of the end product: producers, processors and agents linked with distribution and trade.

GI system

A system including all stakeholders and activities that contribute to the production of the GI product. A GI system thus includes the GI producers and the other stakeholders involved directly or indirectly in the value chain, including but not limited to public authorities, NGOs, research institutions, extension services and other institutions directly linked to the GI product (for example tourism activities in the production area).

Governance

Concept referring to the complex systems covering mechanisms, processes, relationships and institutions through which individuals and groups articulate their interests, exercise their rights and obligations, and mediate their differences.

Guarantee system

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

Indication of source or provenance

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

Inspection

A systematic examination to verify conformity with a specified standard, carried out by a public authority or a party invested with equivalent authority. "Inspection" also refers to verification carried out by stakeholders themselves: (1) self-inspection carried out by each stakeholder of his or her own practices (record-keeping); or (2) internal inspection carried out by the organization for each of its members.

Intellectual property rights (IPRs)

An umbrella legal term covering various legal entitlements attached to certain names, supports and inventions, written or recorded. The holders of these legal entitlements may exercise various exclusive rights in relation to the subject matter of the intellectual property. The adjective "intellectual" indicates that the term concerns creations of the mind, while the noun "property" indicates that the mind's production process is analogous to the construction of tangible objects. Intellectual property laws and their enforcement vary widely between one jurisdiction and another. There are intergovernmental efforts to harmonize them through international treaties, such as the 1994 WTO Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPs), while other treaties may facilitate registration in more than one jurisdiction at a time. GIs are recognized as intellectual property rights in the same way as patents, trademarks or software.

Interprofessional association/body

An organization bringing together upstream and downstream partners from the same value chain with the purpose of regulating the market for the product, participating in the implementation of agricultural policy provisions, analysing the implications of various contractual arrangements, encouraging improvement in performance along the chain and defending its collective interests.

Label

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

Labelling

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

Management

The organization, coordination, control and monitoring of activities, resources and people in order to reach defined objectives. This is achieved by defining policies and programmes that allocate resources and responsibilities to processes and people. In GI organizations, each member generally has managerial functions to carry out. In a GI system, appropriate management is a fundamental factor for the success of the GI process.

Mark

A term used interchangeably to indicate trademarks, collective marks and certification marks. Depending on the context, “mark” can refer to a regular trademark, a GI-related mark, a collective mark or a certification mark.

Market segmentation

The process of dividing the market into a number of homogeneous groups of consumers in order to implement targeted marketing strategies and actions.

Marketing

All the operations and tasks necessary to meet consumer demand. Marketing involves such operations as market research, handling, product quality and safety, packaging, branding, transport, and various decisions regarding sale itself (how, where and when). Differentiation labels, such as GI ones, can be an important part of marketing strategy. In GI organizations, marketing is carried out both by the organization itself (collective marketing) and by its individual members. It is therefore very important to decide how the collective marketing of the organization and the individual marketing operations of its members will be coordinated.

Marketing mix (operational marketing)

Practical definition at a given moment of how the marketing plan is to be implemented within the framework of the “4 P’s” of product, price, place and promotion.

Marketing plan

A document describing the actions to be undertaken to achieve the marketing objectives according to the marketing strategy adopted. The marketing strategy is therefore put into practice with definition of the marketing leverages of product, price, placement and promotion.

Niche market

A market segment that addresses a need for a product or service not being met by mainstream suppliers. A niche market 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 of their focus on small and easily identified market segments.

Organization

General term denoting a group of stakeholders (producers, but non-producers may also be included) organized to share functions and/or resources and to provide services for its members, such as training, credit and insurance. Organizations are fairly common in the agrifood sector, where they are composed of such stakeholders as farmers, who join together to benefit from the

group purchase of inputs, coordinate farming techniques, share know-how and in some cases market their produce. Organizations may take various forms, including partnerships, consortia and interprofessional associations (see related definitions).

Origin-linked product

A product in which a specific quality is essentially attributable to its geographical origin, as a result of a combination of unique climatic conditions, soil characteristics, local plant varieties or breeds, local know-how, historical or cultural practices, and traditional knowledge concerning the production and processing of certain products. The interaction among these elements (which constitute what is known as the *terroir*) confers specific characteristics that allow the product to be differentiated from other products in the same category.

Partnership

A cooperative agreement or alliance between independent economic units sharing certain objectives, combining their resources and expertise to reach these objectives in the interests of each participant. In the sphere of GIs, a strategic partnership can be established between producers and processors to coordinate production and marketing. A partnership entails collective bargaining and some form of collective organization.

Protected designation of origin (PDO) (European Union)

According to EC Regulation 510/2006, “‘designation of origin’ means the name of a region, a specific place or, in exceptional cases, a country, used to describe an agricultural product or a foodstuff (a) originating in that region, specific place or country, (b) the quality or characteristics of which are essentially or exclusively due to a particular geographical environment with its inherent natural and human factors, and (c) the production, processing and preparation of which take place in the defined geographical area.” Note that the acronyms “DO(C)” ([controlled] denomination or designation of origin) and “AOC” (controlled appellation of origin) correspond to designations of origin that existed in individual countries (France, Italy and Spain) prior to the European Union’s Regulation 2081/92.

Protected geographical indication (PGI) (European Union)

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

Quality

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

Quality assurance

A set of activities implemented in the context of a “quality system” with the aim of demonstrating effective management of quality, bearing in mind the critical points identified, in order to ensure that a good or service meets all quality requirements and to instil a certain level of confidence among both customers and managers.

Reputation

Term referring to the recognition acquired by the GI product in the market and in society as the outcome of consumption history and traditions. In a general sense, “reputation” expresses what

is commonly believed or stated about the abilities and/or qualities of a person or thing. In terms of trade, reputation denotes the renown and/or recognizable character of an enterprise and/or a product produced by this enterprise. Economic theory stresses the role that reputation can play in solving certain problems arising from information asymmetry between producers and consumers in high-end markets. In the case of origin-linked products, reputation is a factor that can lead to a higher price based on the recognized excellence and tradition of the product. Such a reputation often requires the use of legal instruments to protect the product name.

Specific quality

A set of characteristics associated with a good or service that is recognized as distinct from mainstream products, either in terms of composition, production methods or marketing of the product in question. 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.

Specifications: see “Code of practice”.

Stakeholder (or Actor)

In the value-creation process for origin-linked products, any person, group or organization with a direct or indirect stake in the outcome of the process, inasmuch as they can affect or be affected by its results. Local producers and their associations, companies involved in the value chain (processors, distributors, suppliers etc.), consumers, the government and any institution playing a part in the GI system are all key stakeholders.

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.

Strategic marketing

Marketing that follows a strategy developed to reach consumers and hold its own against competitors. It entails a thorough analysis of consumers’ needs and their typology (“segmentation” of the market) so that the product can be addressed to the most “appropriate” consumers (the “target” market).

Sui generis

Latin legal term meaning “of its own kind” and used to describe something that is unique or different. In law, it is a term used to describe a legal situation so unique as to preclude any classification into existing categories and require the creation of specific texts.

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.

Terroir

A delimited geographical space 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 a typicity and engender a reputation for a product that originates in that *terroir*.

Traceability

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 etc., to make sure that the CoP has been correctly applied and to intervene in the case of non-respect.

Trademark

In some countries, geographical indications can be protected as trademarks. Geographical terms or signs cannot be registered as trademarks if they are merely geographically descriptive or geographically misdescriptive. However, if a geographical sign is used in such a way as to identify the source of the goods or services, and if consumers have over time come to recognize it as identifying a particular company, manufacturer or group of producers, it no longer describes only the place of origin, but also the “source” of the uniqueness of the goods or services. At this point, the sign has thus acquired a “distinctive character” or “secondary meaning” and can therefore be trademarked.

TRIPs

The Trade-Related Aspects of Intellectual Property Rights (TRIPs) Agreement overseen by the World Trade Organization (WTO). Under this agreement, the national intellectual property legislation of WTO members must establish the minimum level of protection for these rights as defined in the 73 articles of the agreement.

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 includes a degree of internal 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.

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 in this guide to indicate activation of a “quality virtuous circle” 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.

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