



Food and Agriculture  
Organization of the  
United Nations



One Country  
One Priority Product

## Geographical indications for improved farm income and sustainable development of rural territories

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### Definition

A geographical indication (GI) is a sign used on products that have a specific geographical origin and possess qualities or a reputation that are due to that origin. In order to function as a GI, a sign must identify a product as originating in a given place.



## International examples



**Argan oil** for an oil from the kernels of the argan tree, grown in Morocco



Examples of geographical indications protected by collective or certification marks in their country of origin



**Gruyère** for a cheese from a specific region in Switzerland



**CRICOVA**



**Idaho potato** for potatoes grown in the State of Idaho, in the United States of America



**Puer** for a dark tea from the Yunnan province, in China



## Our region



**Albania** (potato from Stebleves, carp and dish from SHKODRËS, cheese KAÇKAVALL from GJIROKASTRËS)

**Uzbekistan** (Khorezm melon Gurvak, Khalva from Kokand, Parkent grapes, Kuvin pomegranate)

**Tajikistan** (Tajik lemon, anzur onion, dried apricot Ashtak, Kuruti Mastchoh)

**Kyrgyzstan** (Liquid kurut Alaiku, Arslanbobsk Wild Nut, Kyrgyz white honey)

**Bosnia and Herzegovina** (Livno cheese, Neum oyster, chestnut honey from Cazinska Krajina, Majevisa smoked cheese Zarac)

**Armenia** (Alani dried peaches stuffed with walnuts; Qarahunj mulberry spirit, Lori, Chanakh, Horatz (kinds of cheese), Matzoun dairy product)

**Moldova** (potatoes from Corjăuți, tomatoes from Dubăsari, honey from the Codru area)

**Kazakhstan** (Kyzylorda melon, Kyzylorda rice, Almaty apor apples)



## Legal framework

	Definition on geographical indications	Law on geographical indications	Law harmonized with EU law on GIs	Bylaws or procedures for certification and controls	Public trainings for producers (application, certification, marketing)	Public awareness raising campaigns for consumers
Albania	+	+	+	developing		
Bosnia and Herzegovina	+	+	+	developing		
North Macedonia	+	+	+	+	developing	
Serbia	+	+	+	+	developing	
Montenegro	+	+	+	developing		
Belarus	+			+		
Russia	+			+		
Moldova	+	+	+	developing		
Georgia	+	+	+	+		
Armenia	+	+		NA		
Azerbaijan	+	+		NA		
Turkey	+	+	+	NA	+	+
Uzbekistan	+	+(new) revising		developing		
Tajikistan	+			NA		
Kazakhstan, Kyrgyzstan						
EU	+	+	+	+	+	+



## Benefits of geographical indications (economic):



- the price for GI on average might be higher by 20-50%, depending on case
- producers of milk might receive higher price after registration, depending on case
- producers gradually increased production in time, 200-300% growth after the registration
- easier access to the EU market, as the consumer knows about GIs)
- less dependency from bulk commodity prices due to differentiation
- a tool to support community development: producers receive higher margin and then GI benefits are more and equally distributed to other community members (hotels, processors, logistics and other businesses)
- a tool to engage more members of community: collective approach generates economies of scale that are beneficial for small businesses that don't have critical mass to carry out activities on their own



## Benefits of geographical indications (social and environmental):



- A tool to support cooperation among small producers: once registered, the right to use belongs to community of producers in a given territory - collective protection or enforcement
- A tool to support cooperation among small producers with consumers: collective promotional campaigns
- GI products have been sensitive to issues like gender equality, decent working conditions and climate and environmental damage, as products exist and thrive in the long term and GI are part of communities and distribute value fairly along short value chain through “local value chain governance”
- Adapting to sustainability audits might be easier for GIs
- New EU proposal: for new GIs to include a sustainability characteristic (economic, social, environmental), not mandatory. Examples could include nutritional value, such as less salt added, or possessing a characteristic with reduced negative environmental effect or a positive effect on biodiversity



### Geographical indications in Armenia, Georgia, Moldova, Kyrgyzstan and Russia

PDF URL (English language version):  
<http://www.fao.org/3/ca1002en/ca1002en.pdf>  
 PDF URL (версия на русском языке):  
<http://www.fao.org/3/CA1002RU/ca1002ru.pdf>



### Food export promotion policies in Austria, Brazil, Chile, Estonia, Poland and Serbia

PDF URL (English language version):  
<http://www.fao.org/3/CA2883EN/ca2883en.pdf>  
 PDF URL (версия на русском языке):  
<http://www.fao.org/3/ca2883ru/ca2883ru.pdf>



### Executive Summary from Second Regional consultation on geographical indications in Europe and Central Asia (FAO, 2021)

PDF URL (English language version):  
<https://www.fao.org/3/cb5557en/cb5557en.pdf>



### Руководство для практиков по созданию механизмов устойчивых географических указаний.

PDF URL (версия на русском языке):  
<http://www.fao.org/3/i1760ru/i1760ru.pdf>

PDF URL (English version):  
<http://www.fao.org/3/i1760e/i1760e.pdf>



### Geographical indications in Croatia, Hungary and Poland

PDF URL (English language version):  
<http://www.fao.org/3/CA0938EN/ca0938en.pdf>  
 PDF URL (версия на русском языке):  
<http://www.fao.org/3/CA0938RU/ca0938ru.pdf>



## Sources

Slide 2: WIPO, [https://www.wipo.int/geo\\_indications/en/](https://www.wipo.int/geo_indications/en/)

Slide 3: For "Bursa fugue"- Sertac Dokuzlu, presentation delivered during FAO REU Second regional consultation on geographical indications. 2019. For "Tvishi wine" – Learning course of Sakpatenti/WIPO, Chapter on geographical indications. For the remaining pictures: Geographical Indications, An Introduction. WIPO, 2021.

Slide 4: For the map of Georgian products: Learning course of Sakpatenti/WIPO, Chapter on geographical indications. For Albanian products: Book of traditional products in Albania. Slow Food, 2020. For products from Bosnia and Herzegovina: Book of traditional products of Bosnia and Herzegovina. Brenjo D., Dokuzlu S. and others. FAO, 2022 (draft version). For Moldova: Geographical indications in Armenia, Georgia, Moldova, Kyrgyzstan and Russia. FAO, 2018. For the countries in Central Asia: materials developed by the project: "Regional integration and capacity building to boost Agribusiness MSMEs competitiveness and trade Promotion in Central Asia – CANDY V", funded by the European Union program "Central Asia - Invest V" and the Austrian Development Cooperation.

Slide 5: based on the information provided by the projects, synthesis reports of FAO REU regional consultations on GIs or EU Progress Reports for pre-accession countries.

Slides 6 and 7: Strengthening sustainable food systems through geographical indications An analysis of economic impacts. Vandecandelaere E., and others. FAO, 2018; Poetschki K., Peerlings J. and Dries L. The impact of geographical indications on farm incomes in the EU olives and wine sector. 2021; Cesaro L., Maronqui S. Economic and structural characteristics of farms engaged in quality schemes, evidence from FADN in Italy. Presentation delivered during EEAE Congress in Parma, 2016. Manual for Geographical Indications in Africa. EUIPO, 2020.



# Thank you