



**Food and Agriculture  
Organization of the  
United Nations**

## **Gis and GIAHS: Definition, The differences, the synergies of the two systems**

**1<sup>st</sup> Regional workshop for Globally Important Agricultural Heritage Systems (GIAHS) in Azerbaijan-30 September 2021**

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## What is a GI?

- A GI is a sign which attests to the quality, specific characteristics or reputation of a product, as linked to its geographical origin. The differentiation of the product can be attributed to natural factors (such as soil, climate and water) or to human factors (such as local culture, expertise and tradition). These characteristics, along with production specifications (including control systems) are detailed in a code of practice, established by a collective organization in order to protect the given GI and obtain formal certification, depending on national legislation.



## What is a GI?

- Geographical Indications (GIs) have been in use since the beginning of the twentieth century, initially to protect wines from fraud and unfair competition.
- GIs are thus used to increase both the credibility and visibility of a product, focusing on its quality as related to its geographical origin
- . Registered by national authorities, GIs provide farmers and producers on the one hand with juridical protection from misuse in terms of name and fame, and consumers on the other hand with assurance on the quality and geographical origin of the product.

## What is a GI?

- GIs are protected by intellectual property rights according to the World Trade Organization's Agreement on Trade-Related Aspects of Intellectual Property Rights (TRIPS Agreement) and the Geneva Act of the Lisbon Agreement.
- This means that GIs are protected not only at national level but also at international level. According to the Organization for an International Geographical Indications Network (oriGIn), there are 8 679 registered GIs products worldwide at this day.

# Advantages of GIs

## At economic level

- A GI registration often brings added value to the value chain; this can benefit and empower farmers and producers along the value chain, for example through higher prices on the market or better sales.
- GIs contribute to maintain the local production in its basin of production and therefore to maintain jobs in the local area even to create some jobs through the strategy of commercialization, the developing of markets, and so on.

## Advantages of GIs

### At social level

- The creation of collective organization to protect and promote the GI strengthens the links between the local actors.
- GIs can sustain and contributes to the preservation of local traditions.

## Advantages of GIs

### At environmental and biodiversity level

- GI development may promote biodiversity conservation **directly** through the use of a specific genetic resource (specific traditional, endemic or locally adapted species, varieties or breeds of plants, animals or micro-organisms)
- GI development may promote environmental conservation **indirectly**. **T**raditional methods of production used by some GIs have the potential for having **less impact on the environment** (use of water, soil degradation, carbon emission) **than industrial methods**.
- The code of practice for the GI product may also include environmental criteria, in order to prevent local natural resources from being overexploited and to guarantee the sustainability of the system.

## What is a GI?

### To summarize:

- GIs can generate better incomes for all actors of local value chains, including small producers, thus leading to more investment, better livelihoods and better diets.
- GIs can have positive impacts at environmental level, by fostering the adoption of practices that preserve natural resources and biodiversity.
- GIs can sustain and improve social fairness, gender equity and preservation of local traditions.

**Gis contribute particularly to SDGs** towards sustainable food production and consumption patterns to eliminate hunger and improve nutrition, thus contributing to SDGs 2 and 12.





## What is a GIAHS?

- ▶ Launched as an initiative in 2002 and established as a corporate programme in 2015, the GIAHS approach has evolved to capitalize on specific aspects of traditional agriculture for its conservation and sustainable development. The Programme aims to highlight unique agricultural practices in communities that link food and livelihood security, agro biodiversity, culture and landscape in a systemic approach..
- ▶ A technical note <http://www.fao.org/3/cb1854en/cb1854en.pdf> compares the two systems

# Comparison of GIAHS and GIs

Criteria	GIAHS	GIs
Criteria for designation/ decision/ selection	Selection criteria focus on: i) Food and livelihood security, ii) agro biodiversity, iii) traditional knowledge, iv) cultures and v) landscapes	Selection criteria relate to the quality, specific characteristics or reputation of a product as linked to its geographical origin
Governance body	GIAHS Programme (FAO) • FAO Committee on Agriculture • Decision on designation: Scientific Advisory Group SAG • Management of designated GIAHS sites: site stakeholders (local and/or national government)	National government authorities • Decision on designation: experts' committee
Endorsement from Government	Not mandatory but considered as basic requirement	Mandatory

# Comparison of GIAHS and GIs

Criteria	GIAHS	GIs
Definition	An agricultural system composed of traditional knowledge and practices, landscapes, culture and biodiversity	The name of a product, with its characteristics, production methods and delimited geographical area of production.
Objective (s)	<ol style="list-style-type: none"><li>1. Highlighting unique knowledge, practices and landscapes</li><li>2. Dynamic conservation (as well as adaptation and development) of a site</li></ol>	Highlighting of the name, geographical origin and reputation of a product, and also protection
Applying body	Ministry of agriculture or of environment, or national GIAHS committee	The Farmers' and food processors' organizations (including all value chain

# Comparison of GIAHS and GIs

Criteria	GIAHS	GIs
Protocols/systems for quality management of agrifood products	Not required	Required and certified
Biodiversity	Mandatory	Not mandatory but one of its characteristics
Promotion of sustainable methods	Mandatory	Not mandatory but sought after

# Comparison of GIAHS and GIs

Criteria	GIAHS	GIs
Dynamic conservation approach (flexibility for changes in practice)	Yes	Yes, but only if revisions to the code of practice are approved
Focus on nutrition, healthy diet, food safety and quality	No	No explicit focus on nutrition, but food safety and quality are very important
Juridical protection	No	Yes (TRIPS Agreement and Geneva Act)



# Comparison of GIAHS and GIs

- ▶ To summarize: GIAHS and GIs are two complementary systems:
  - ▶ GIAHS brings to GIs the notoriety of the GIAHS site and its beautiful landscape;
  - ▶ GIs can bring a social and economic dynamism through the collective organisation of protection and promotion of the GI, the added value brought along the value chain including the producers, the creation of jobs through the strengthening of the value chain, the strategy of commercialization and so on.
  - ▶ The main factor of success is the local ownership of the project for a GI: The local stakeholders must have the leadership on the project.

# The material on GIs on our website

The publications encompass methodologies, training guides and case studies.

These documents can all be found on the FAO GI website <http://www.fao.org/geographical-indications/resources/en>.

**Linking people, places and products  
Guidelines on practical approaches  
and tools to establish and manage  
sustainable GI, from the identification  
of potential products to their  
registration**



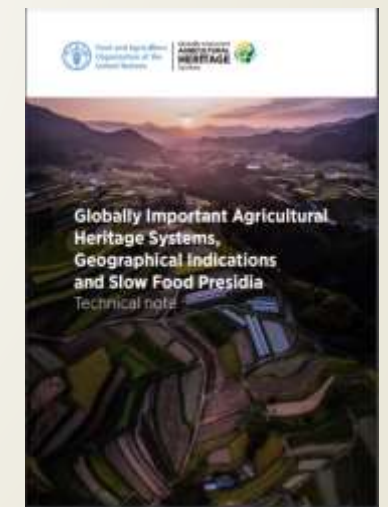
**Identification of origin-linked products  
and their potential for development: A  
methodology for participatory  
inventories**



**Training on origin-linked products: Tools  
for a participatory approach**



**Globally Important Agricultural  
Heritage Systems, Geographical  
Indications, and Slow Food  
Presidia**





Merci pour votre attention

Pour plus d' information:  
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