



The setting up of a GI

A toolkit for the different phases of the local process
Importance of the qualification phase

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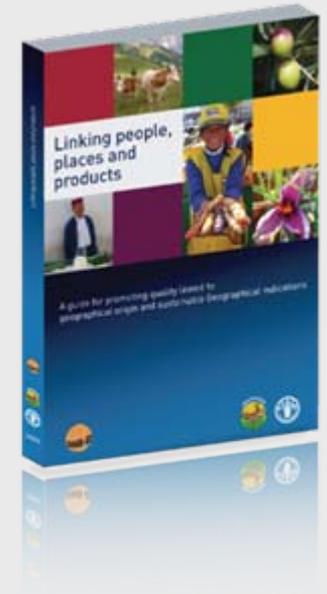
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REDD „*For Ethical and Tasty Food*“

FAO programme on Specific quality

- **Main objective:** to assist Member Countries and stakeholders in developing Specific quality schemes, in particular quality linked to geographical origin
- ▶ **Framework and activities:**
 - ▶ Launched in 2007
 - ▶ Knowledge dimension:
 - ▶ Case studies
 - ▶ Expert meetings
 - ▶ Regional seminars: The Mediterranean, Latina America, Asia, Southeastern Europe; Africa forthcoming
 - ▶ Guidelines, training material, methodologies
 - ▶ Website Quality & Origin: www.foodquality-origin.org
 - ▶ Development of technical cooperation projects



Technical Cooperation projects

COUNTRY	DURATION	OBJECT
Morocco	2008-2010	Support to development and the implementation of a recognition system for specific quality signs and origin-based labels in Morocco.
Tunisia	2008-2010	Support to development and implementation of a control system for origin-based quality products
Tunisia	2008-2010	Elaboration of a national strategy: “promotion of a strategy for the valorization of quality products”
Morocco	2008-2011	Capacity-building of the local stakeholders to develop mountain quality products – Example of Saffron
Lebanon	2009	Development of a GI for the Labneh value-chain
Bhutan	2009-2010	Establishment of a national strategy for promotion and preservation of specific quality products: the case of Yak products
Chili, Argentina, Brazil, Equator, Costa Rica, Perú	2010-2012	Regional Technical Cooperation Project on origin-based and tradition-based quality of food products
Ukraine	Jan-Aug 2011- formulation full project	Assessment of GI potential and its realization in support of rural development .
Croatia	2009 – ongoing	Formulation of GI project – starting in 2011
Mali	2009- ongoing	<i>Supporting producers’ organization for a better exploitation of productions in the circles of Bandiagara and Menaka</i>
Guinea Bissau, Mali, Senegal Sierra Leone	2009- ongoing	<i>Promoting origin-linked quality products in four African countries (in collaboration with Slow Food)</i>
Thailand, Vietnam, Cambodia, Laos	Formulation	<i>With Agence Française de Développement .</i> Promotion of rural development through development of Geographical indications at regional level in Asia
Mexico	2010-2011	Assessment of specific and generic quality of Cotija cheese for specification and food safety
Benin	Formulation	Support to the qualification of GI products



Objectives of the presentation

- Why and How to entry in the setting-up of a Geographical Indication?
 - *Presentation of the stepwise approach developed in the FAO Toolkit*
« Linking product, people and place »
- Which critical points in the first phase of the setting-up?



Plan

1. Motivations to entry in the setting-up of a GI
2. Key points of the a strategy based on the origin-linked products
3. FAO-stepwise approach for origin-linked products
4. Critical points in the first phase of qualification



1. MOTIVATIONS TO ENTRY IN THE SETTING-UP OF A GI



Origin-linked products: Tools for sustainable rural development

Main reasons why developing a strategy for the products whose their quality is based on their geographical origin...

- Better market access for the local and traditional products
- Better prices
- Fight against unfair competition (out-of-region) and imitations
- Avoid the industrial copies, even in the region
- Value added is localised (no delocalisation)
- Local culture is developed
- Positive impacts are expected



Expected impacts on the 3 dimensions of sustainable development

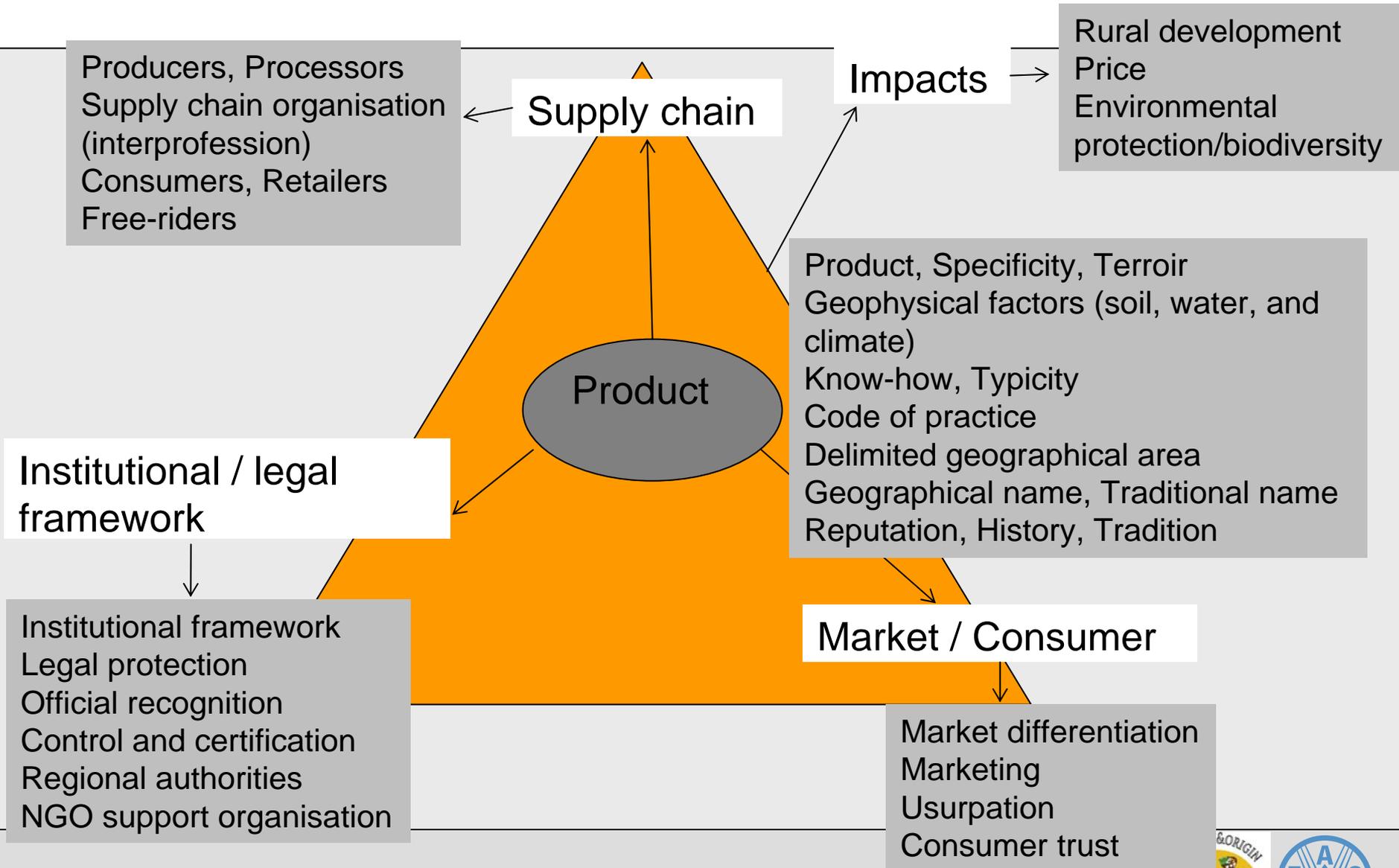
- On the economic dimension, the consumer, paying for quality, will contribute to creating value localized in the rural territories.
- On the environmental dimension, local products are often derived from extensive use of natural resources, and make use of rare and endemic breeds or varieties.
- On the social dimension, origin-based products preserve traditional know-how and local cultural elements.



2. KEY POINTS OF THE A STRATEGY BASED ON THE ORIGIN-LINKED PRODUCTS



Triangle of GI and keys words

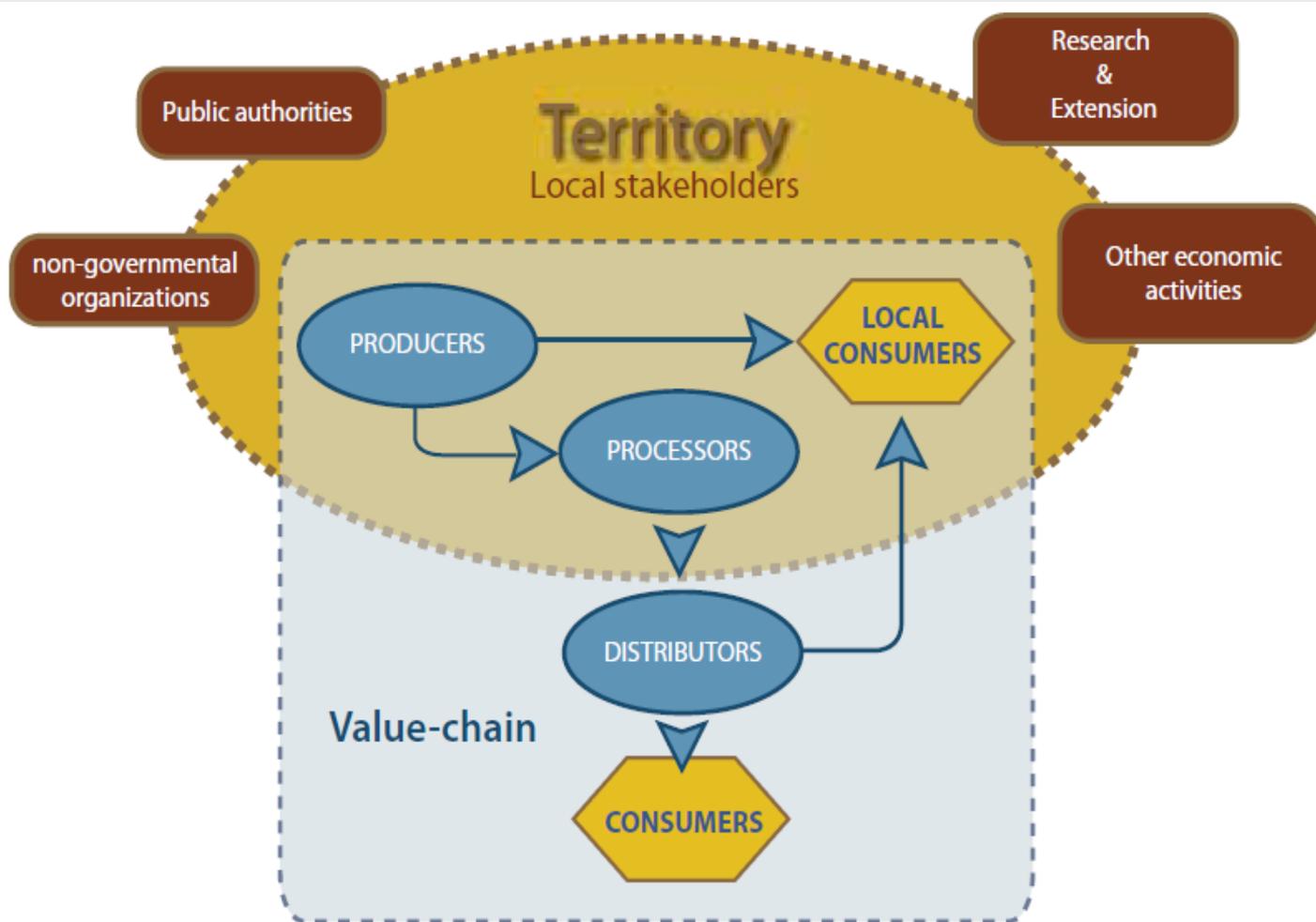


3 pre-requisites

- The possibility of activating the origin-linked quality virtuous circle depends on the presence of three main pre-requisites:
 1. The **product**: it presents some specific characteristics linked to geographical origin that gives it a special quality and reputation in the market, resulting in specific consumer demand.
 2. The **place**: the special quality characteristics are the result of the natural and human resources of the local area in which it is produced.
 3. 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.



Sharing a common approach



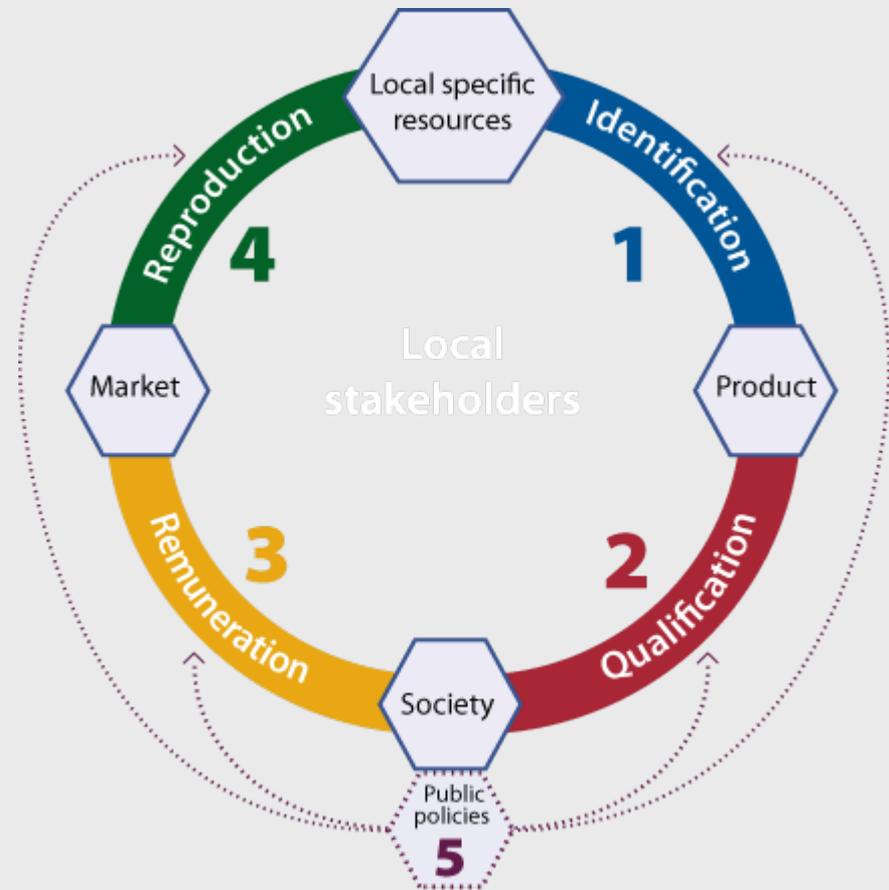
3. FAO-STEPWISE APPROACH FOR ORIGIN-LINKED PRODUCTS



Virtuous circle

1. **Identification:** local awareness and assessment of potentials
2. Product **qualification:** setting up of the rules: the code of practice
3. Product **remuneration:** managing the system marketing the products
4. Local resources **reproduction:** assessment for ensuring system sustainability

Public policies: support activities along the circle to enhance sustainable GIs



4. CRITICAL POINTS IN THE FIRST PHASE OF QUALIFICATION



For the producers

- The first step in activating the virtuous circle of quality is the precise identification of local product and local resources needed for production.
 - For this, it is important that local producers realize the potential associated with specific local resources, which constitutes the basis for collective action to promote the value of the product.



Participatory approach

- A participatory approach is required in order
 - to develop a common vision and strategy for the product,
 - to identify its links with the geographical origin,
 - to establish a collective protection system.
- *Moreover, local producers should be able to build and manage active and stable external relationships emanating from different perspectives: economic, political, social and scientific.*
- Therefore, territorial links and external networks are important to consider.



Elaboration of the code of practice

- The aim of the CoP is to provide rules for applying the specific quality to the GI producers located in a delimited area.
- The CoP describes the specific characteristics of the GI product which are attributable to its geographical origin, justifying the link between the product and the territory (the same product cannot be elaborated in other territories).



A Code of Practice ...

... must explain how

- a given quality = the specific attributes that make the product different from others of the same category
- a reputation = history of the product, past reputation, current reputation
- or other characteristics = for instance know-how, form, etc.
are linked to the origin.



Key-points which are different and particular to the geographical origin

In the application file

- History of the product
 - Apparition of the product upon time
 - Cultural events linked with the product
 - Recipes and traditional dishes made from the product
- Typicity
 - What makes the product specific in this region: taste / way of production (wood fire for ex.) / texture / form / colour
- Local, loyal and constant know-hows and uses

Code of Practice (*must reflect the application file*)

- Description of the product
- Process of elaboration
- Area delimitation



Critical points in the first step “qualification”

- What is/are the designation(s) used to trade the product?
- Are there specific associated signs or characteristics which may indicate the geographical origin of the product to consumers, in addition to the designation itself?
- Are there problems caused by some heterogeneity of the products originating from the designated geographical area?
- Are there problems of abuse or misuse of the designation?



Gruyère PDO

Code of Practice

The PDO code of practices requires that the milk cannot be collected further than 20 km from the dairy (Art. 21.2).

Mandatory use of yeast made in the cheese factory from the production of previous days (Art. 21.4).

Mandatory use of linens for the production of Alpine pasture Gruyère (Art. 35.7).

Territorial impacts

This provision prevents too much concentration of the dairies and maintains the local scale of the processing.

This provision maintains the natural microflora associated to the production of Gruyère and the diversity of the cheeses, both through year and between the numerous cheese factories.

This provisions, amongst others, aims at maintaining the traditional way of producing Alpine pasture Gruyère, which is the premium quality inside the PDO



Thank you for your attention

