

Supporting local qualification processes of Origin products in the perspective of sustainability: legitimacy and role of public policies ♦

BELLETTI Giovanni, MARESCOTTI Andrea

Dipartimento di Scienze Economiche, Università di Firenze (Italia)

E-mail : giovanni.belletti@unifi.it, andrea@marescotti@unifi.it

1. Origin products and qualification processes

In recent years many scholars and institutions (both at national and international level) focused on the role that market mechanisms may play in order to provide environmental benefits and, more in general, non-private goods (OECD, 1999). At the same time, the opportunities niche markets and special quality products offer for poverty alleviation have been explored (Shepherd, 2007), with special reference to origin-based products and geographical indications. The link between these two perspectives can offer very interesting opportunities in a sustainability perspective (Gruère et al., 2006).

Origin-based food products are products the quality of which can be somehow associated to territorial production and processing conditions based on local specific resources, included social, cultural and environmental ones. These products are linked to territory both on the supply chain side (agriculture, and processing), and on the consumption side (local food habits, gastronomy, festivals), besides being strictly embedded in local environment (natural resources, weather and climate, specific farming systems, native breeds and plant varieties).

The link of the Origin products to local specific resources can be seen as both a restriction and an opportunity. By definition, local specific resources – such as local knowledge and skills, or plant varieties and animal breeds – are not easily transferable to alternative uses. In any case, their displacement implies a loss of their productivity. On the other side, this link offers opportunity to differentiate the product on the market, thus internalizing the values connected to the place. In this way, a better valorisation and a full remuneration of local specific resources can be attained.

The possibility to create value from an origin product via the market mechanism has both a territorial and a collective basis.

Indeed, the territorial basis is provided not only by the use of unique local resources, but also by the name of the product that normally contains a geographical reference. This geographical name is used as the main communication leverage to market the product to consumers, owing to the reputation acquired along time on the basis of repeated purchases and the maintenance of the promise of quality (Belletti, 2000).

On the other side, the collective basis is given by contribution that the many actors gave along time to the definition, evolution and maintenance of the link between the product and its territory, thus gaining the right to use the geographical name of the product. As a result, the link of the product with the territory displays many components that are not defined once for all. On the contrary, actors adapt the product and its link with its production context and local resources on the basis of

♦ This paper is written in the framework of the EU Specific Targeted Research Project SINER-GI “Strengthening International Research on Geographical Indications” (SSPE-CT-2005- 006522), coordinated by Bertil Sylvander and Gilles Allaire, supported by the European Commission. under the Sixth Framework Programme for Research, Technological Development and Demonstration Activities. The views expressed in this contribution are the sole responsibility of the authors and do not necessarily reflect the views of the European Commission. Neither the European Commission nor any person acting on behalf of the Commission is responsible for the use which might be made of the information.

the available innovations on the production, distribution, and consumption side, keeping as much as possible the historical tradition and a tight link with local specific resources.

Therefore, the **creation** of the value of the origin product should be conceived as a local qualification process, that is as a social construction by which local actors (producers and other stakeholders) manage the link between product quality and its territory, and reach a dynamic agreement on the way of linking the product to the society (consumers and, more in general, citizens) on the basis of certain conventional rules (Tregear et al, 2007).

Given this framework, geographical indications, defined as identifiers of the product expressed by geographical names or other words or symbols very specific of their territory of production¹, are one of the tools that may allow the qualification of the origin product both inside the local production system and on the market.

In next parts, this paper aims at:

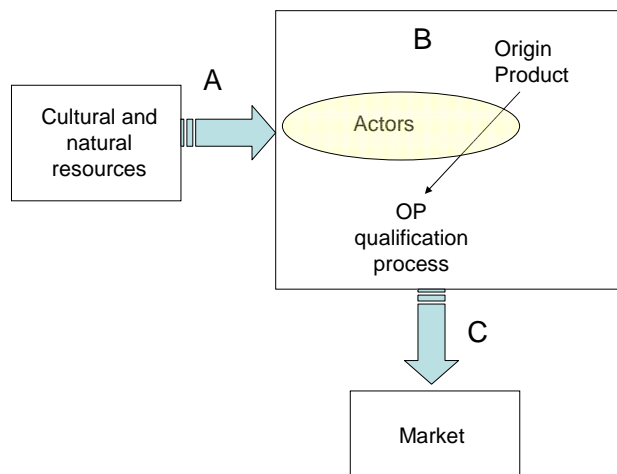
- giving a framework for the analysis of the links between Origin products and sustainability, with particular emphasis on the preservation of cultural and biological specific resources, in the light of local qualification process perspective
- discuss justification, principles and roles of the State intervention in regulating and protecting the intellectual property rights connected to Origin products, with specific reference to Geographical indications
- discussing the legitimacy and the opportunities offered by proactive public policies aimed at supporting the sustainability-oriented origin products qualification processes.

This paper is based on a review of many empirical evidences, collected at Italian, EU and world level in the last ten years. In particular in the SINERGI EU-funded research project eight case-studies allow for the proposition of policy recommendations: Dominican Republic Coffees, Basmati Rice from Pakistan and India, Rooibos Tea (South Africa), Jin Hua Ham from China, Argentinean Pampean beef, Cheese Kajmak from Serbia, Pampa Gaucha da Campanha Meridional Meat (Bresil), Chontaleno cheese (Nicaragua), Tequila (Mexico), Paprika (Hungary). Authors are grateful to case-studies responsables for empirical analysis and suggestions, to all researchers involved in SINERGI network and to all participants to Santiago (Chile) and Budapest (Hu) regional meetings.

2. Origin products and cultural and ecological sustainability

The embeddedness of origin products in local networks and their links with local specific resources offer interesting opportunities for using market-based approaches in the conservation and reproduction of cultural and biological resources. Our framework of analysis is schematically presented as follows:

¹ The concept of Geographical Indication is defined in the TRIPS Agreement (Art. 22.1) as follows: “Geographical indications are, for the purposes of this Agreement, 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.”.



Cultural and natural resources (local specific resources) are incorporated in the origin product, by way of the action of local producers who interpret and give them a more or less relevant role on the basis of their specific aims and interests.

In addition, local actors activate a qualification process on the origin product in order to creating conditions for marketing the product inside and outside the area of production. This qualification process involves (and affects) all the actors operating at different stages of the supply chain.

Then, firms sell the product on the market, thus remunerating local specific resources used in the production process and setting the basis for their reproduction.

These different steps are subject to some failures that are related to three main areas:

- A) the jointness between the origin product and the non-commodity outputs (preservation of the cultural and biological resource)
- B) the activation and development of the origin product (OP) qualification process (collective action failures)
- C) the imperfections in market mechanisms (market failures).

A) The nature and the degree of jointness in the production of commodity (the origin product) and non-commodity output (the preservation of cultural and biological resources), given some degree of externality effect of the non-commodity output, are very complex and context-specific too. For these reasons, they are identifiable only on the basis of an in-depth analytical work. In general terms, two ideal-typical situations can be identified (OECD, 2001).

The first situation is when a strong technical jointness exists, that is the production of OP asks for the use of specific resources, given that alternative technologies are not available. This implies that the supply of the OP automatically generates the supply of the non-commodity output. Producers don't need to allocate resources to the production of the non-commodity output. In this case, a rise in the demand of the OP on the market guarantees automatic social and environmental effects. Economic inefficiencies associated with these externalities arise only when there are divergences between marginal social costs/benefits and marginal private costs/benefits at the market price of the OP.

In the second situation, a certain degree of flexibility in the available techniques is allowed. As a consequence, producers can to loosen the link between OP and local specific resources while continuing to produce the OP. For example, producers can abandon less efficient tradition cultivation practices or local genetic resources, or even to shift to other economic activities, under the pressure of market competition and modern more efficient techniques. In this situation, the preservation of cultural and biological local specific resources is accomplished with opportunity

costs. Consequently, there is no guarantee of keeping a strong “traditional character” and “environmental friendliness” in the production methods and in the use of specific resources. Here, OP market success doesn’t guarantee the preservation of local specificities. On the contrary, it can even stimulate the weakening of the link and its positive effects on cultural and biological preservation.

B) The activation, development and success of the OP qualification process can encounter many difficulties generating collective action failures.

Collective action in building and managing OP qualification process is a prerequisite, given general failures in rural markets especially in developing countries (Markelova et al., 2009), where lack of information, distortion or absence of markets, credit constraints, etc. are observable, amplified by small scale and lack of capabilities and empowerment of local actors.

A collective action is required especially for OP, due to the above mentioned collective nature of the resources on which the OP is built, the territorial (collective and social) nature of the construction process of the OP, and the collective nature of the reputation the OP gained on markets (Belletti, 2000).

Many actors are involved in the OP system, both on the production and on the consumption side, and more in general inside the territory. Heterogeneity occurs with reference to different visions actors have of the OP, and different interests and aims they pursue by means of the OP. Local firms may produce OPs with different characteristics, and in some cases with stronger or weaker links to local specific resources. In addition, vertical conflicts can arise between farmers and processors of the raw material.

In these situations, it is not easy to reach a coordination among local actors around a common qualification process. Conflicting types of OPs can reduce the possibility to reach the final market, induce cannibalisation problems, reduce the perceived quality of the OP on the market and dissipate the reputation of the OP.

In addition, unbalances in distribution of capabilities and resources among local firms and local actors generates different power, and some actors become able to better exploit the economic and social results coming from the qualification of the OP.

Collective action failures can affect three strictly interconnected aspects: the activation of the qualification process (e.g. lack of resources, skills, capabilities; conflicts about the definition of the OP); the management of the qualification process; and the results of the qualification process. The horizontal and vertical distribution of benefits affects on the preservation of the cultural and biological resources.

Possible negative effects of the OP valorisation process should also be taken in account². This is the case of overexploitation of natural and local specific resources due to the market success of OP product, when no or loose common rules are established.

C) Failures of market mechanisms, both from information and from a market power point of view, can undermine the remuneration of the OP specific resources.

A first key-area concerns the role that the market, by way of the consumer-pays principle, can play in the valorisation of OPs cultural and environmental effects. The question is to what conditions and extent the value created through the market mechanism can remunerate social benefits generated by non-commodity outputs. The answer depends on many supply and demand conditions (Gruère et al, 2007), and varies according to the different types of cultural and environmental values incorporated in the OP. The higher the existence values and the option values expressed by the OP, the more difficult is a full remuneration of OP values. In this case, an integration of non-market tools (e.g. direct agro-environmental subsidies, or command and control) is very often needed to attain an efficient provision of social benefits. The possibility to correctly identifying the OP on the market is

² See Bowen and Zapata (2008) for an application to the case of Tequila GI in Mexico.

a very important stake. Due to OP nature and to its links to the territory, geographical names or other specific names linked to the territory play the role of OP identifiers. Unfair imitations of the OP, e.g. products using the same name but produced outside the native area or produced without using the local specific resources or traditional methods, can be competitive on price and crowd-out the “original” OP.

A second key-area is related to the issue if the value created by the market do remunerate those agents **who effectively generate non-commodity outputs by managing local specific resources, rather than other agents**. Unbalances in vertical market power between the OP local production system and other downstream steps of the OP value chain can give downstream external actors (middlemen, wholesalers, exporters, big retailers) the power of appropriating the rent gained by the OP. For example, very often the positive environmental effects are generated by farming activity, while downstream firms, who participate to a lesser extent in producing social positive effects, benefit the most, having the stronger position in the supply chain. In this cases, fair distributive mechanisms inside the OP local system are needed in order to ensuring the remuneration of the agents who effectively produced positive externalities.

Information problems and market power unbalances threaten the remuneration of the actors involved in the management of the local specific resources, and as a consequence the reproduction of the OP.

All these failures, that very often work together, cause an underutilization of cultural and biological local resources and/or an erosion of their stock and/or their quality. The final result is a sub-optimal provision of the non-commodity output with regard to societal needs. In this framework, public policies supporting the valorisation of origin products can be justified in two main areas of intervention:

- policies aiming at regulating and protecting the intellectual property rights, that very often find a natural tool in the use of geographical indications protection schemes: they set potential effects of OP valorisation on preservation of cultural and environmental resources;
- other proactive public policies supporting OP sustainability, that enhance the effects on cultural and environmental resources.

3. The regulation and protection of IPR linked to OP by means of Geographical Indications

The International Treaty on Plant Genetic Resources for Food and Agriculture recognizes in its Article 9, “the enormous contribution that the local and indigenous communities and farmers of all regions of the world (...), have made and will continue to make for the conservation and development of plant genetic resources (...)”. This contribution gave rise to farmers’ rights that include the protection of traditional knowledge and the right to equitably participate in benefit-sharing and in decision-making about plant genetic resources exploitation.

The provision of a Geographical indications special protection schemes could be a good legal framework protecting the intellectual property rights linked to valorisation of cultural and biological resources by means of OP (Bérard and Marchenay, 2006).

The justifications for the provision by the State of acknowledgment of intellectual property rights on geographical indications and of the establishment of special protection schemes evolved along time, and progressively incorporated environmental and social features (Sylvander et al, 2006).

On the other hand, very few empirical studies deal with the effects GIs special protection schemes have on cultural and environmental resources, although many GI (also in the EU) are based on local native plant varieties or breeds and are very close to local traditions and culture.

The rationale for providing a good (clear, efficient, transparent) and effective legal framework for the recognition and protection of Geographical indications IPR (both inside the country and at international level) concerns not only avoiding frauds and guaranteeing producers and consumers

about the origin-based characteristics of these products, but also supporting other key elements in the qualification and reproduction process of the OP. In particular:

- prevent any form of individual appropriation of geographical names, as this could be detrimental to future possibilities for collective initiatives and threaten the sustainability of OP systems
- develop local consciousness about the OP and its system. Public authorities and local actors are often not aware of GI products potential and of the “values” they incorporate
- stimulate the activation of collective action linked to the territorial qualification process. GI registration procedure should ask for a wide participation of all producers in the definition of the OP process and product characteristics
- rules-setting process (concerning product and production process characteristics, and the geographical area of production) and the elaboration of the Code of practice, should be as inclusive as possible of all the categories of local actors. Indeed, particularly in developing countries, the recognition of a GI can easily become a useful weapon for stronger actors **to promote their own interests and their vision of the OP**. Therefore, the GI application process, and the very act of registration, may create social conflicts between the actors of the system. Where actors are heterogeneous in profile, with different motivations and approaches to OP production and marketing, GI registration can raise disputes. This point is important because so far, there is often a trade-off between reaching high-quality levels in the OP production, and social inclusion.
- support the alignment of local producers, and of their products, in order to reinforce the identity of the product on markets and create a reputation
- prevent un-sustainable practices in the production and valorisation process of the OP, by means of the codification of the practices that are more consistent with traditional farming systems and local ecological equilibria. The risk of over-exploitation of environmental goods linked to OP is stronger where socio-economic conditions of local actors are difficult, or where non-local actors are the leading actors of the valorisation of the OP
- a regulation of the access to, and the use of, GI protection schemes, in order to guarantee that all producers respect the Codes of practice, providing products that comply with the common rules.

All these goals require the integration of many different policy levels (from international to local).

A very sensitive question regards the coercive role the State and other public authorities should play in forcing the incorporation in the Code of Practice of explicit rules aimed at preserving cultural and/or environmental resources. These rules can put out of the market some OP producers and even cause the disappearance of the production system, with negative effects. Therefore, public authorities should carefully balance pro and cons of this kind of obligations. Instead of putting obligations, it might be better that public authorities support local actors in deciding if and to what extent incorporating local specific resources in the qualification of the product and in marketing strategies (Bougherara and Grolleau, 2004).

On the other side, public policies are asked to directly intervene in the GI recognition process when some fundamental aspects are menaced, taking a role of guarantee in balancing of opposite interests of different actors. In these controversies, public choices should be inspired by tradition, sustainability and acknowledgement of the rights of actors who contributed to the maintenance of the OP along time.

The GIs can also have a negative effect on local knowledge and local varieties. Writing a Code of practice that prescribes the use of specific practices and/or biological resources, and impose some minimum quality characteristics of the final product, restricts individual practices and producers' choices. This standardization can menace the development of traditional knowledge and reduce the environmental value linked to the biological diversity.

4. Proactive public policies supporting Origin Product sustainability

Public actors (the State, regional and local governments, other authorities covering public roles or representing public interests), and in particular those acting at local level, often perceive OP as a means for supporting local development dynamics, due to their links to specific places and to local human and physical resources. As a consequence, public actors are important stakeholders involved in the development of Geographical indications and other qualification tools, with the aim not only of protecting and regulating, but mainly of supporting and enhancing local initiatives on these products and supporting external positive effects on the whole rural context.

Therefore, the role of public actors is much wider than the provision of a “good” legal framework. The potential positive effects of OP on the local production system and local society are not automatic, being often blocked by many factors acting not only along the supply-chain but also inside the production area (at economic, social and institutional level). Public policies can improve these potential positive effects.

All the different available tools for the valorisation of the OP should be taken into account, and their integration allowed for, as there is a risk that only the protection of the GI as a tool to support the OP system is considered, forgetting other tools such as marketing initiatives, rural animation, research, and collective organisation.

The case study analysis and literature reviews identify some critical areas, where policies should be addressed (see Appendix 1).

Organization and governance issues are at the heart of a good functioning of OP and GI systems, and public policies should support and promote collective organisations which allow all categories of actor to participate and be represented, in order to reach a fair distribution of benefits.

Equitable horizontal-vertical distribution of the GI benefits, depending both from rule-setting process and the functioning management of the OP system, should be supported across different categories of actor in the supply chain and inside each sector.

The development of marketing-oriented logics should be supported by public policies. In fact, GI recognition does not change the marketing of a GI product, but it can create an important basis allowing collective marketing strategies or new individual ones to emerge. Therefore, an effort towards a more market-oriented vision should be encouraged, as well as support for collective marketing initiatives, whenever the scale (financial resources) and the competencies (know-how, skills) are low at the individual (single firm) level.

Information of consumers and citizens about GI product and process characteristics is another key-element, in particular culture and environment-related characteristics, and to give real guarantees to the consumer that each GI product complies with them, providing that the impact of GI products and production methods on consumers and citizens is made more evident.

Finally, GI policies should consider a GI product as a pivot for an enlarged territorial development strategy, and take GI legal protection schemes as one of a set of tools to valorise OP. The process of GI application itself may stimulate new social networks, which can be the basis for larger initiatives inside local areas but outside GI product supply-chains. GI product spillover effects at local level, synergies between different local products, tourism, handicraft activities, networking initiatives inside the GI production area, should be supported, valorising the “basket of goods” dynamic, favouring a comprehensive valorization of the territory, and mobilizing the image of the GI product.

5. Building effective OP governance systems

The qualification and market valorisation of the OP linked to cultural and biological resources preservation, should be conceived as a process starting from the (re)building of the identity of the product, going through the validation and the remuneration of the product, and ending with the

reproduction of local specific resources (human, cultural, physical and environmental) at the basis of the product.

Public policies are justified not only as intellectual property right policies. Indeed, considering the different failures that may occur, public policies are able to give an important contribution for creating the conditions for exploiting all the potentialities of the OP, by means of a diversified set of policy tools involving different areas of intervention, competencies and territorial policy levels, which should create conditions for collective qualification processes by eliminating different failures and empowering local actors.

The effects on cultural and environmental sustainability, their direction and magnitude depend on both private (individual and collective) and public actors' strategies which define the links between the OP, local resources and society and markets, and from effectiveness of these strategies. From the public actors' point of view, institutional settings are very relevant in order to allow:

- an horizontal governance, aimed at coordinating different areas of intervention involved by the multidimensional nature of the OP from economic to social and health & food safety aspects
- a vertical governance, aimed at coordinating different territorial policy levels, from the world organisations up to local administrations.

Both in the horizontal and vertical governance, much room should be given to private initiative, given the voluntary provision of the OP and of related cultural and biological benefits. The OP qualification process asks for the right mix of public and private initiative, so public indirect interventions supporting collective intermediate institutions (as producers and interprofessional associations) capable to represent the interests of relevant parties involved in the OP system is a very relevant part of a comprehensive OP and GI policy.

REFERENCES

- Aubertina C., Boisvert V., Vivien F.D. (1998), Social construction of the problem of biodiversity, in: *Nature Sciences Sociétés*, Volume 6, Issue 1, Pages 7-19
- Belletti G (2000), Origin labeled products, reputation and heterogeneity of firms. In: Sylvander, B., Barjolle, D., Arfini, F. (Eds.), *The Socioeconomics of Origin Labeled Products in Agro-food Supply Chains: Spatial, Institutional and Co-ordination Aspects*. INRA, France
- Belletti G., Marescotti A. (2006), *GI social and economic issues*, WorkPackage Final Research Report, EU Funded project "Strengthening International Research on Geographical Indications: from research foundation to consistent policy (SINERGI)", FP6-2003-SSP-3 - 006522
- Belletti G., Marescotti A. (2008), *GI Strategies and policy recommendations*, WorkPackage Research Report, EU Funded project "Strengthening International Research on Geographical Indications: from research foundation to consistent policy (SINERGI)", FP6-2003-SSP-3 - 006522
- Bérard L., Marchenay P. (2006), Local products and geographical indications: taking account of local knowledge and biodiversity. *International Social Science Journal*, 187, pp. 109–116
- Boisvert, V. 2006. From the conservation of genetic diversity to the promotion of quality foodstuff: Can the French model of 'Appellation d'Origine Contrôlée' be exported? CAPRI Working Paper No. 49. Environmental and Production Technology Division. Washington, DC: International Food Policy Research Institute.
- Bougherara D., Grolleau G. (2004), Could Ecolabeling Mitigate Market Failures? An Analysis Applied to Agrofood Products, Working Paper CEASR, Dijon
- Bowen S., Zapata A.V. (2009), Geographical indications, terroir, and socioeconomic and ecological sustainability: The case of tequila, *Journal of Rural Studies*, Volume 25, Issue 1, Pages 108-119

- Kroeger T., Casey F., An assessment of market-based approaches to providing ecosystem services on agricultural lands, *Ecological Economics*, Volume 64, Issue 2, 2007, Pages 321-332
- Kruijssen F., Keizer M., Giuliani A. (2009), "Collective action for small-scale producers of agricultural biodiversity products", *Food Policy*, 34, pp. 46–52
- Gruère G., Giuliani A., Smale A. (2006), Marketing underutilized plant species for the benefit of the poor: a conceptual framework, EPTD discussion papers No 154, International Food Policy Research Institute (IFPRI)
- Josling T. (2006), "The war on *Terroir*: Geographical Indications as a Transatlantic Trade Conflict", *Journal of Agricultural Economics*, 57 (3), pp.337-363
- Larson J. (2007), "Relevance of geographical indications and designations of origin for the sustainable use of genetic resources", Global Facilitation Unit for Underutilized Species
- Markelova H., Meinzen-Diick R., Hellin J, Dohorn S. (2009), Collective action for smallholder market access", *Food Policy*, 34, pp. 1-7
- OECD (1999), *Cultivating Rural Amenities: An Economic Development Perspective*, OECD, Paris.
- OECD (2001), *Multifunctionality: towards an analytical framework*, OECD, Paris
- Ostrom E. (1990), *Governing the Commons. The Evolution of Institutions for Collective Action*, Cambridge, Cambridge University Press
- Shepherd A.W. (2007), « Approaches to linking producers to markets », FAO, Occasional paper
- Sylvander B., Isla A., Wallet F. (2007), "A quelles conditions le dispositif des Indications Géographiques peuvent ils être considérés comme des biens publics permettant de contribuer au développement durable?", Joint Congress of the European Regional Science Association (47th Congress) and ASRDLF (Association de Science Régionale de Langue Française, 44th Congress), Paris, August 29th - September 2nd
- Thévenod-Mottet E. (2006), *GI legal and institutional issues*, WP1 Report, EU Funded project "Strengthening International Research on Geographical Indications: from research foundation to consistent policy (SINERGI)", FP6-2003-SSP-3 – 006522

Appendix 1 – Critical areas of proactive public policy intervention and some policy recommendations

Source: Adapted from Belletti and Marescotti, 2008 (SINER-GI WP7 Policy recommendations)

Area “Organization and governance”

- | |
|---|
| <ol style="list-style-type: none">1. Promote a collective organisation of the GI system2. Support the “scaling-up” process of the GI system3. Reduce the cost of controls |
|---|

Area “Horizontal-vertical distribution of the GI benefits”

- | |
|---|
| <ol style="list-style-type: none">1. Ease the use of the GI protection scheme for all categories of local producer2. Support equitable distribution of GI scheme effects across different categories of actor in the supply chain and inside each sector3. Consider structural bottlenecks in the GI product supply chain |
|---|

Area “Market”

- | |
|---|
| <ol style="list-style-type: none">1. Support marketing- oriented logics2. Promote vertical relationships between firms of the GI system3. Support information systems on market intermediaries and final demand, prices, marketing channels, etc.4. Support joint (collective) marketing initiatives5. Make special market access provision for GI products (i.e, lower tariffs, tariff quotas, etc.)6. Encourage GIs in the domestic market |
|---|

Area “Consumers and citizens”

- | |
|---|
| <ol style="list-style-type: none">1. Inform consumers about GI product and process characteristics and give real guarantees to consumers that each GI product complies with them2. Make more evident the impact of GI policies on consumers and citizens3. Support a higher consumption of GI products at local level |
|---|

Area “Comprehensive strategy”

- | |
|--|
| <ol style="list-style-type: none">1. Enhance community vibrancy around the GI product2. Encourage valorisation of the “basket of goods” dynamic |
|--|

APPENDIX 2 – Examples of policy recommendations integrating different policy levels, aiming at improve GI systems sustainability

Source: Adapted from Belletti and Marescotti, 2008 (SINER-GI WP7 Policy recommendations)

POLICY RECOMMENDATIONS	a) International GI negotiations	b) EU and Member States / cooperation accompanying policies	c) National	d) Regional / Local
ROLE OF LOCAL RESOURCES				
<p>- Refine the knowledge of specific local resources (biodiversity, human capabilities, ...) for GI specificities (characterization) WHY? Local specific resources give more or less specificity to GI product and differentiate it on the market</p>		<ul style="list-style-type: none"> - Support technical assistance and research programmes devoted to the analysis of the role of specific local resources for the quality of the GI product 	<ul style="list-style-type: none"> - Support studies to analyse the role of specific local resources for the quality of the GI product - Consider GI strategy to redefine the use of local resources, sustainable agriculture and food production in mountainous and other less favoured areas. 	<ul style="list-style-type: none"> - Stimulating reflexion of local actors about the specificities of the product in relation to specific local resources, from a technical but also social and cultural point of view
<p>- Carefully consider in the design of the Code of practice how local resources (and in particular local plant varieties or animal breed) have to be used. Support initiatives that favour the preservation and improvement of specific local resources (biodiversity, human capabilities, ...) and the defence of traditional systems of production WHY? When the reputation of the product is closely related to the use of certain plant variety, the specification should focus on the varieties that were the basis of the reputation . The way the use of local resources is regulated affects the possibility to reproduce and improve the stock and the quality of the resources Local specific resources are often menaced by modern/external resources</p>	<ul style="list-style-type: none"> - Enhance GI use as a tool for the negotiations between TRIPS and Convention on Biodiversity on the point of preserving genetic resources - Enhance GI use as a tool for the negotiations between protection of cultural diversity (Unesco) and TRIPS 	<ul style="list-style-type: none"> - Try to identify the relationship between GI and local resource to see what are the connections - Support national policies and procedures 	<ul style="list-style-type: none"> - Favour the inclusion of norms devoted to the regulation and reproduction of local specific resources in the Code of practices - Understand and valorise the role of biodiversity and cultural diversity in product specificity linked to the origin - Technical assistance, research programmes, training courses 	<ul style="list-style-type: none"> - Stimulate the debate between local actors on the role of local resources for GI specificity - Favour the inclusion of norms devoted to the regulation and reproduction of local specific resources in the Code of practices - Promote the identification and characterization of local production practices - Technical assistance, research programmes, training courses
<p>- Support the inclusion of the producers of the raw material and ingredients in the GI system, in particular for GIs on processed product WHY? If a desired effect of the GI is linked to the remuneration and preservation of the local specific resources involved in the GI production process, it is very important the involvement</p>			<ul style="list-style-type: none"> - GI shall be authorised for local resources which are not registered for commercialisation as seed coming from breeding industry 	<ul style="list-style-type: none"> - Stimulate farmers' participation in the process of GI setting, and empower them - Use training centres for the dissemination of practical skills related to GI product

of the producers involved in the use of these resources in the building of the Code of practices.				
ENVIRONMENTAL ISSUES				
<p>- Integrate GI schemes with elements linked to protection of biodiversity, preservation of the environment and of typical landscapes WHY? Local biodiversity, environment and landscape are important elements for the quality of life of local people, but they can become important elements in order to differentiate the GI product on the market. In this way, GI product valorization could support the environmental local quality</p>	<ul style="list-style-type: none"> - Link the TRIPS negotiations and the Convention on Biodiversity through GI protection - Negotiate the inclusion of environmental elements in GI product description 	<ul style="list-style-type: none"> - Adapt GI Systems to make provision for the inclusion of environmental aspects in the product description - Taking into account the (positive and negative) environmental externalities of the GI to take decisions on the public support given to the GI (and eventually on the registration) 	<ul style="list-style-type: none"> - Consider the link with the ecosystem as one criteria to document GI recognition - Support from technical and economic point of view the inclusion of environmental aspects in GI Code of Practices - Taking into account the (positive and negative) environmental externalities of the GI to take decisions on the public support given to the GI (and eventually on the registration) - Consider the possibility to creating a quality hallmark to identify “good, clean and fair” GI products 	<ul style="list-style-type: none"> - Include norms on environmental issues in the Code of practices in order to improve sustainability of local production system
<p>- Encourage more ecologically sustainable production practices into the GI local production systems WHY? Through GI production being based on extensive agriculture, low inputs, artisan rather than industrial methods, rare or threatened varieties or species (preservation of biodiversity), maintaining traditional landscapes and habitats</p>		<ul style="list-style-type: none"> - Support research in order to clarify relationships between the GI product and environmental aspects - Support integration between Organic and Low input schemes, and GI certification systems 	<ul style="list-style-type: none"> - Support integration between organic practices and certification system, and GI certification system - Incorporate rules of sustainability inside the Code of practices: packaging, energy, transport, etc. - Monitoring and evaluation, and link monitoring and evaluation to changes to codes of practices 	<ul style="list-style-type: none"> - Encourage GI system actors to develop ecological practices by identifying and ‘celebrating’ them - Link to product quality attributes and use as marketing resource, where relevant - Monitoring and evaluation - Link monitoring and evaluation to changes to codes of practices
SOCIAL AND CULTURAL ISSUES				
<p>- Strengthen the role of GI as potential mechanism to prevent the expropriation of local cultural and intellectual property from outside the area, considering the importance of human factors</p>	<ul style="list-style-type: none"> - Strengthen the role of GI as a way of protecting local cultural and intellectual property . - Include cultural 		<ul style="list-style-type: none"> - Establish social elements as a standard part of GI product description - Historical proof could be more considered in the 	<ul style="list-style-type: none"> - Ensure that Social aspects be included in GI product description - Promote scientific research that identify local

<p>(history, cultural and religious context) WHY? Local culture, religion and people identity are important elements for the quality of life of local people, but they can become important elements in order to differentiate the GI product on the market. In this way, GI product valorization could support the socio-cultural local quality</p>	<p>aspects in the global debate about GIs</p>		<p>decision to register GIs</p> <ul style="list-style-type: none"> - Taking into account the (positive and negative) social externalities of the GI to take decisions on the public support given to the GI (and eventually on the registration) - Consider GI as a tool to maintain skilled people of sophisticated handicraft - Adapt GI Systems to make provision for the inclusion of social aspects in the product description 	<p>knowledge concerning the transformation, preparation and tasting GI product</p> <ul style="list-style-type: none"> - Include norms on social issues in the Code of practices in order to improve sustainability of local production system. A strong version is to develop context-specific norms (whereas only copying general schemes, as Fair Trade)
<p>- Encourage more socially sustainable production practices into the GI local production systems WHY? Very often GI products involve small firms, artisanal and labor intensive methods, women workforce. GI products can give interesting opportunities in order to improving social welfare.</p>	<ul style="list-style-type: none"> - Focus on relevance of local resources, local knowledge and know-how practices, territorial self-esteem, tradition and other elements of culture to widen the scope of debate about GIs and reformulate arguments. 	<ul style="list-style-type: none"> - Support integration between Fair trade schemes and GI certification systems - Monitoring and evaluation - Support research on inter-linkage between GIs and quality of life, livelihood assets in rural area 	<ul style="list-style-type: none"> - Support integration between Fair trade practices and certification system, and GI certification system - Create a quality hallmark to identify “good, clean and fair” products - Monitoring and evaluation - Aware dangers of social exclusion, prevent exclusion of weaker producers groups 	<ul style="list-style-type: none"> - Encourage GI system actors to develop socially sustainable practices by identifying and ‘celebrating’ them - Strengthen cultural and symbolic values associated to the GI product to keep local traditions and reinforce self-esteem and proudness of producers and local population - Monitoring and evaluation - Employ cultural resources (history, traditions, identity, cultural capital) in setting the product definition, standards, the codes of practice. Emphasise cultural uniqueness of each code of practice.