



Roles of Public Actors at Local Level (3a2)

The role of public extension and technical assistance and support organizations for the effectiveness of Geographical Indications for coffee in Brazil

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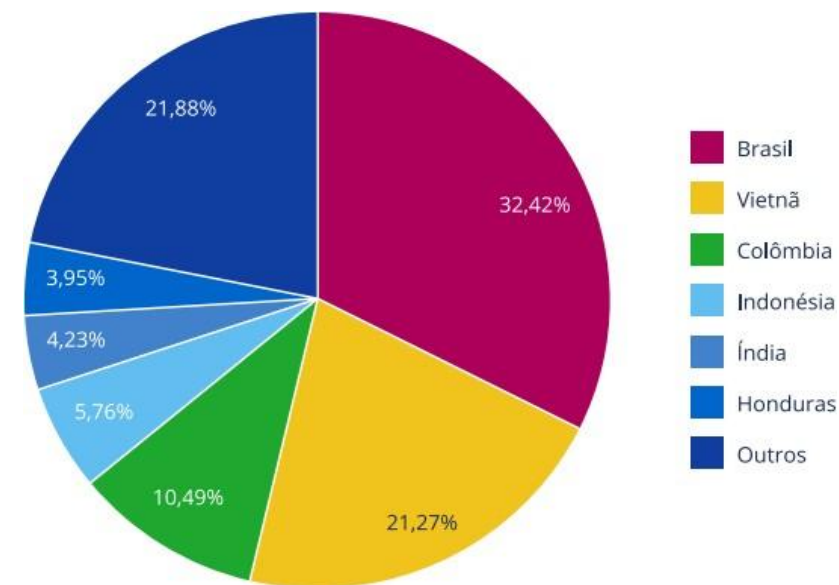
- Over 3,000 faculties and 6,000 technical administrative staff
- 136 undergraduate programs (40 thousand students)
- 150 graduate programs (12 thousand Master and PhD candidates)



Coffee in Brazil

- Production: 54,2 million 60kg bags (Conab, 2024)
- 2,23 million hectares (Conab, 2024)
- Larger producer and exporter
 - (145 countries in 2022)
- 2nd largest consumer
- Family farming plays important role
 - 80% of the farms, almost 40% of production

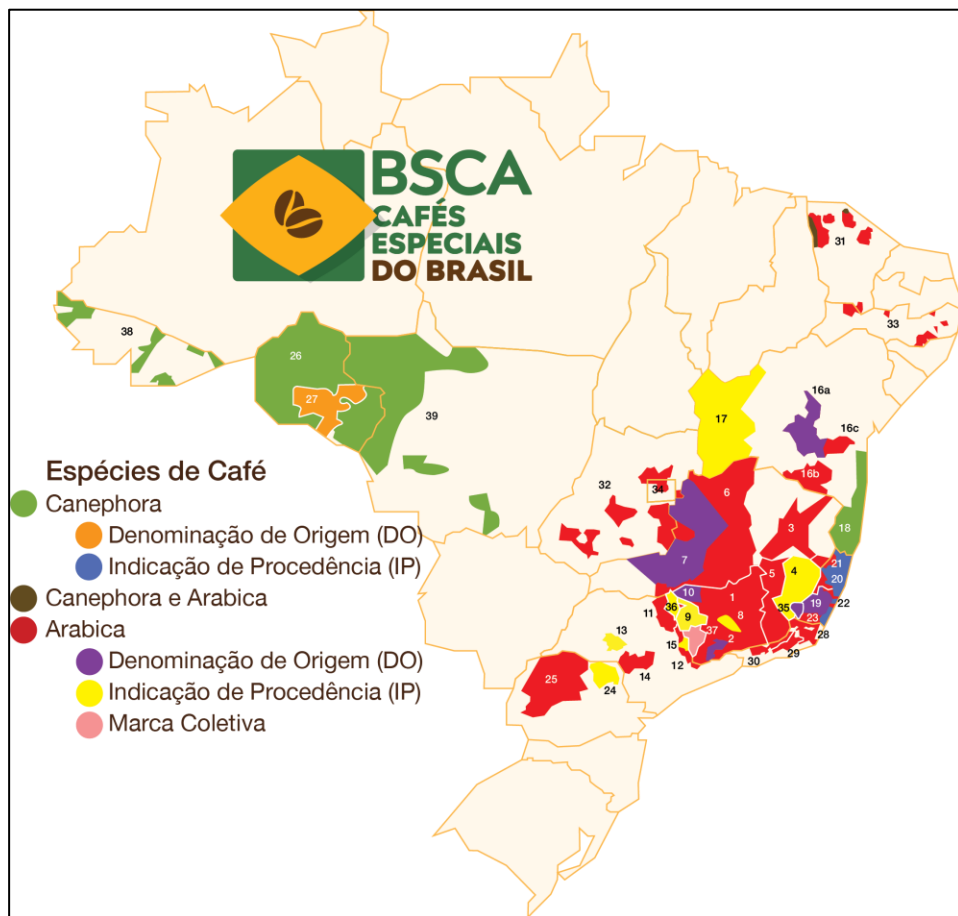
World exports - Coffee



Source: USDA, 2021.



Coffee Geographical Indications



Source: BSCA, 2024.

18 GI (7 are DO)



Source: Sebrae Origens, 2025.

Problem

- Why aren't GIs effective in all areas?
- Why aren't there positive spill-overs and development in every GI?

Research question:

- What is the role of public rural extension and technical assistance services and support organizations in the effectiveness of coffee GIs?

Objective

- The objective is to understand the role of public technical assistance and rural extension services and support organizations in the effectiveness of coffee GIs.

What we have done

- A field study was conducted, supported by a literature review.
 - The role of support organization was observed:
 - awareness-raising and educational process
 - the potential
 - the process of collective construction
 - implementation and maintenance of the GI
- Face to face interviews with rural producers and support organizations in three Brazilian states and five coffee GI territories.



What we have found

- GI registration does not guarantee development but has a great potential;
- GI does not exclude small farmers due to its rules, but rather the inefficient communication process;
- Public technical assistance and rural extension (ATER) is the main service for family farmers but not sufficient to meet the needs of territories;

What we have found

- It is necessary to adopt a dynamic communication and foster participatory process;
- Public ATER and support organizations in each territory is fundamental to support the effectiveness of the registry;
- The role of social relations.



What fills your cup?



Tradition, history, culture, natural resources, landscape, technology, labor, know-how, quality, research, experience, people ... COLLECTIVE ACTIONS.



Grazie

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