
Enhancing the Market Power of GI Producer Organizations: Lessons from Serbia

Lisa Paglietti*¹, Stefania Manzo^{†1}, Tamara Zivadinovic*^{‡1}, and Nathalie Vucher*^{§2}

¹FAO UN – Italie

²Nathalie Vucher – producer association – France

Résumé

In Serbia, we have undertaken extensive work with Geographical Indication (GI) producer organizations for three key products (Raspberry, sour cherry, ajvar), focusing on strengthening their governance and market positioning. We present the case of GI Arilje Raspberry of the leading GI association in Serbia since 2014 and one notable success story, where efforts were made to differentiate the product's labeling and increase its visibility, enabling it to stand out in both local and international markets.

The project aimed at expanding the reach of Serbian GI products-particularly GI Arilje-through targeted market demand analysis and understanding of market requirements. To ensure sustainable progress, we facilitated linkages between GI producer organizations, government institutions, and key private sector players. This tripartite dialogue was essential in aligning objectives, securing government support, and fostering private sector involvement. By integrating this cooperative approach, GI producers improve their governance structures, start developing innovative solutions and a clearer strategy for sustainability.

As a result of these initiatives, GI producer organizations adopted GI as an advanced market strategy. This has proven to be one of the most promising avenues for market differentiation, tapping into consumer demand for high-quality, authentic products.

The ongoing dialogue and collaborative efforts among producers, the government, and the private sector have empowered GI organizations to unlock new market opportunities both domestically and abroad.

This model of fostering collaboration, enhancing governance, and understanding market dynamics can serve as a blueprint for other countries seeking to strengthen their own GI producer organizations, so that their GI products can achieve greater market penetration and consumer recognition.

Mots-Clés: marketing, governance, empowerment

*Intervenant

[†]Auteur correspondant: stefania.manzo@fao.org

[‡]Auteur correspondant: tamara.zivadinovic@gmail.com

[§]Auteur correspondant: nvexport@orange.fr