
The Journey of Mauritian Sugar Producers Towards Geographical Indication Recognition

Chetanand Dookhony*¹

¹industrial property office of Mauritius – 8th - 11th and 14th Floor, Newton Tower, Sir William Newton Street, Port Louis Republic of Mauritius, Maurice

Résumé

- **Introduction**

Mauritius has a long tradition in sugar cane farming & sugar manufacturing. In more recent times, faced with global market & price uncertainties, as well as threats to product authenticity, the Mauritian cane sugar industry embarked on a journey to achieve Geographical Indication recognition. This endeavour was not merely about obtaining a label; it was about bringing together diverse stakeholders and leveraging their collective expertise to drive sustainable innovation. In 2024, Mauritius established a comprehensive legal framework to recognise & register GI for its products. This enabled the application for recognition of "Mauritius Unrefined Sugar."

- **A United Effort**

There is in Mauritius a long history of collaboration and partnership between sugar producers. Realising the potential benefits of GI recognition, stakeholders pooled their resources & knowledge with the support of experts, and, in 2024, assembled a comprehensive dossier for the application..

- **Pooling Expertise**

Marketing and sustainability experts, producers and research specialists came together to craft compelling narratives highlighting the distinctiveness of Mauritius Unrefined Sugar and its unique qualities and providing critical insights into the cultivation practices adapted to the singularities of the geographical zone.

- **The Role of the Mauritius Sugar Syndicate**

The Mauritius Sugar Syndicate founded on a model of transparent governance & equitable sharing of proceeds, played a pivotal role in the GI application process. As the central body representing all the island's sugar cane farmers and millers,

*Intervenant

- **Building the Dossier**

The process of compiling the dossier was a testament to the power of leadership and teamwork, with stakeholders bringing their unique perspectives to the table, thus ensuring that the application was thorough and well-rounded.

- **Valorising the Work of Farmers and Millers**

Achieving GI recognition is a profound acknowledgment of the hard work and dedication of farmers and millers. This recognition valorises their efforts by:

- **Preserving Cultural Heritage:**
- **Boosting Morale and Pride:**
- **Enhancing Market Value:**
- **Empowering Local Communities:**

- **The Human Dimension**

At the heart of this journey were the people who made it possible. The planters and millers who shared their generations-old knowledge, the researchers who provided scientific evidence and validation, the extension officers who bridged the gap between theory and practice, and the marketing experts who told the story to the world. Their collaboration exemplified how human ingenuity, and cooperation can lead to innovative solutions in the face of challenges.

- **Collaboration with Public Institutions**

The journey was further supported by close collaboration with public institutions and foreign experts who played a crucial role, providing guidance and support throughout the process.

- **Conclusion**

This project is a testament to the power of collaboration and innovation. It highlights how a united effort, driven by a shared vision and the pooling of diverse expertise, can help achieve remarkable outcomes and pave the way for sustainable development.

Mots-Clés: Mauritius, Mauritius Unrefined Sugar, Sugar cane, farmers, millers, specialty sugars