

WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

SECOND INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY

Role of FAO in accompanying actors along the sustainability pathway

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Food and Agriculture in the 2030 Agenda



Food and agriculture targets relate to practically all 17 SDGs



A food systems approach is needed to achieve SDGs



Importance of territorial approaches to contribute rural transformations towards SDGs

A Geographical Indication is more than an Intellectual Property Right: each GI system presents specificities that create the ground for sustainable development



How GI can contribute to sustainable food systems and SDGs?

Territorial approach

- *Link with origin that is formalized into the specifications*
- *Collective and participatory approach, smallholders to joint forces, economies of scale and VC efficiency*
- *Economic impacts and territorial strategy, job creation, perspectives for young people*

Inclusive value chain and food system

- *Local producers as main actors – redistribution of benefits locally and more balanced power distribution along the VC*
- *Smallholders and women empowerment*

Market tool combined to public goods

- *Public – private coordination, policy dialogue*
- *Coordination between levels: local, national and international*

Consumers interest

- *Food diversity: cultural aspects, impact on nutrition*
- *Guarantees on quality and origin for consumers*



GIs have demonstrated economic impacts

- Robust impact of GIs on **final products prices** - from 20 to 50% increase
- Better **income redistribution to primary producers**
- **Increase of production**, especially in the long term
- **Market access enhanced**, new markets or growing markets
- More economic resilience, especially through **diversification and decreasing dependency** to global market price
- **Positive externalities**





Learning from 18 years experience

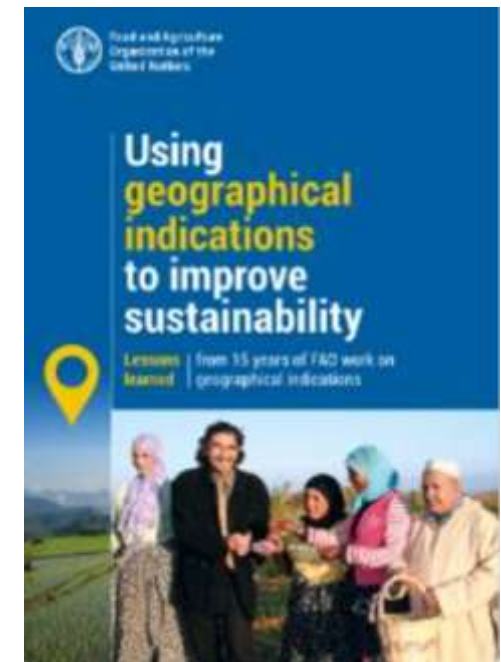
The importance of endogenous and inclusive GI processes : Participatory processes are the foundation of GI Sustainability, they are crucial to build trust among value chain stakeholders and place the local community at the core of the development of GIs, including the more vulnerable categories

Crucial importance of the GI specifications, bearing in mind that the sustainability-improving practices should be in line with the preservation of the product-specific quality or reputation

Collectively define a territorial strategy for sustainability: the GI organization should build strong networks with other local stakeholders, partners and experts, including public authorities.

Further research and evidence needed:

- GI systems as a contribution to healthy diets
- Contribution of GI processes to biodiversity
- Inclusion of vulnerable categories and gender equality
- Links between GI systems, local gastronomy and rural tourism
- GI systems and land protection (link to Globally Important Agriculture Heritage Systems-GIAHS)





Policy implications

Encouraging local GI communities to engage in sustainability pathways

Public extension services and development efforts to:

- **empower local stakeholders** in the demonstration and management of the link between GI products and their origin
- support the **assessment and monitoring of the sustainability** of GI systems
- providing **incentives** towards GI sustainability, and especially for small GI systems and vulnerable categories of GI producers.
- facilitating the **sharing of knowledge**, capacity development and the provision of technical assistance

Comprehensive policy and regulatory framework with a systemic approach

- **Requests for GI registration:** detailed description of the link to origin, identifying the roles of human and natural resources ; well-organized examination of specifications to support sustainability
- **Lighter procedure for revision of registered GI** for improved sustainability and resilience (climate change)
- **National platforms to facilitate interministerial discussions** and synergies (e.g. fraud prevention, food safety standards or rules specific to small-scale or traditional producers) and policy dialogue with the concerned private sectors.
- **Awareness raising**, dissemination of best practices and knowledge sharing for all stakeholders.
- **Investments in practical research and innovations** that support the preservation of traditions



Why a sustainability strategy for GI?

Agenda 2030 : GI well placed to contribute to sustainability: rooted in their territories and importance of local governance

But not all GI cases demonstrate to be sustainable...

Performances

- Long term viability as resources cannot be delocalized and reputation is collective
- Climate change and resilience
- Market access - *corporate responsibility* and sustainability reporting





Developing a roadmap towards increased sustainability in GI systems

Practical guidelines for producers' organizations to identify priorities, assess performances, and improve the sustainability of their GI systems



A practical, step-by-step guide describes the **actions to be taken at each stage, with recommendations, models and concrete examples** to meet the needs of associations, which differ according to their characteristics and contexts;



A toolkit in the form of an Excel file. It helps data processing, and models for organizing, analyzing and presenting information, particularly in graphic form, throughout the various stages of the methodology



A database listing and describing **62 topics and 442 field-tested sustainability indicators relevant to GIs**, from which can be selected or adapted those responding to the priorities identified and the characteristics of the GI system and organization. **Some 20-24 indicators** recommended for the sustainability roadmap

www.fao.org/documents/card/en/c/cc9122en
www.origin-gi.com/web_articles/sustainability/





Key messages

- GIs are collective intellectual property rights **in the hands of GI producers**
- Geographical indications (GIs) can represent an important lever to strengthen **local sustainability and sustainable food systems** by combining processes at the territorial level.
- There is a **need to gather evidence** and formulate best practices regarding the contribution of GIs to sustainability.
- **GI specifications and good governance** are key: it is important to encourage local GI communities to engage in long-term sustainability pathways
- **Policy and regulatory frameworks** should ensure the continuity of GI schemes over time to contribute to environmental preservation and social responsibility in the long term.



Food and Agriculture Organization
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To be released soon!

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Thank you



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