

**2025 Worldwide Perspectives on
Geographical Indications Conference**

**Balancing Tradition and Innovation:
Enhancing Sustainability in
Geographical Indications through the
Case of Cao Phong Oranges in Vietnam**

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Outline



- Research significance
- Key concepts
- Methodology
- Research findings
- Policy implications



Research significance

- Geographical indications (GIs) are essential for protecting products that have specific qualities linked to their geographical origin.
- In Vietnam, GIs play a crucial role in preserving cultural heritage and promoting local economies.
- However, Vietnamese GIs are facing several challenges, such as climate change and the shift towards mass production.
- This research addresses the balance between maintaining traditional practices and adopting innovative methods to enhance the sustainability of GIs in Vietnam, with a focus on the case of **Cao Phong orange**.



Key concepts



- **Sustainability** includes three dimensions (economic, social, and environmental).
- **Tradition** involves time-tested methods of cultivation and production that reflect local culture and practices.
- **Innovation** refers to modern techniques and technologies that can enhance productivity and sustainability.
- **Integration of innovation and tradition** refers to the mixture of innovative practices (e.g., organic farming, precision agriculture, and improved supply chain management) with traditional methods (e.g., crop rotation, intercropping, agroforestry) to create resilient agricultural systems.



Introduction to Cao Phong Orange GI

Origin: Grown in Cao Phong District, Hoa Binh Province, Vietnam.

GI Protection: Since 2013

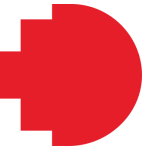
Distinctive qualities: Sweet taste, aromatic flavor, and vibrant color.

Unique growing conditions: Rich soil and favorable climate, contributing to their exceptional quality.

Cultural significance: The GI is essential to local agricultural practices and cultural heritage and promotes community identity.

Economic impact:

- Recognized as a premium product, allowing farmers to achieve higher market prices.
- Attracting tourism and enhancing agricultural exports.



Methodology



- **Research design:** Qualitative method was selected to gather in-depth insight from participants.
- **Data collection:** We conducted a total of 23 in-depth interviews (15 interviews in 2018 and 8 interviews in 2024) with farmers, policy makers and local government officials, focusing on integration of innovation and tradition, and its sustainable impact over time.
- **Data analysis:** Thematic analysis was employed to identify key patterns and insights from the interviews.



Research Findings - Challenges for Cao Phong Oranges (2018)

- **Decrease in productivity:** Over-reliance on chemical inputs led to diminishing returns and negative environmental impacts.
- **Declining soil quality:** Intensive farming practices degraded soil health, affecting crop yields.
- **Emerging diseases:** Increased vulnerability to pests and diseases due to monoculture practices.
- **Impact on sustainability:** These challenges threatened the traditional GI status of Cao Phong oranges, undermining their market competitiveness and long-term viability.



Research Findings - Innovative Practices Adopted between 2018 and 2024



- **Minimizing chemical use:** Transitioned to organic farming practices, improving soil health and product quality.



- **Improving soil quality:** Implemented sustainable farming techniques such as crop rotation and organic composting.



Research Findings - Innovative Practices Adopted between 2018 and 2024



- **Enhancing logistics and supply chain management:** Streamlined processes to reduce waste and increase efficiency.



- **Role of awareness and training:** Technical training programs organized by local government agencies supported farmers on sustainable practices and innovations, leading to improvements in productivity and



Policy Implications



Both local and national governments in Vietnam play a vital role in fostering the integration of innovative practices within traditional GI systems.

- **Local Government:** Responsible for implementing training programs, providing resources, and facilitating farmer cooperatives.
- **National Government:** Essential for creating a supportive legal framework, securing funding, and promoting awareness of GI importance on a broader scale.



Thank you

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