

2ª International Conference on the “Worldwide Perspectives on Geographical Indications (GIs)”, FAO - Rome – 18-21/feb/2025.

A PROPOSAL TO RAISE AWARENESS TO SUCCESS OF GEOGRAPHICAL INDICATIONS AT LOCAL LEVEL

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South America and Brazil...



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Brazilian Framework for GI

National Institute of Industrial Property – INPI

Industrial Property Act 9.279, 14/may/1996

Normative INPI/PR 04, 12/jan/2022

Art. 176: Indicação Geográfica

Art. 177: Indicação de Procedência – IP

Art. 178: Denominação de Origem – DO



Geographical Indication:

Protected Geographical Indication – PGI

Protected Denomination of Origin – PDO

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GI in numbers in Brazil

Total GIs : 139 + 1*

Agrifood sector: 97 + 1*

- **IP** : 100
- **DO** : 29 + 10 (foreign)

Nationals: 129 + 1*
Foreign: 10



Source: INPI: [12-fev-2025](#).

*Decree # 4.062/2001 which defines cachaca as a GI expression http://www.planalto.gov.br/ccivil_03/decreto/2001/D4062.htm

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The concept

product/services



people



territory



Photos: personal collection.

GI Jundiahy for Niagara Pink Grape – the territory



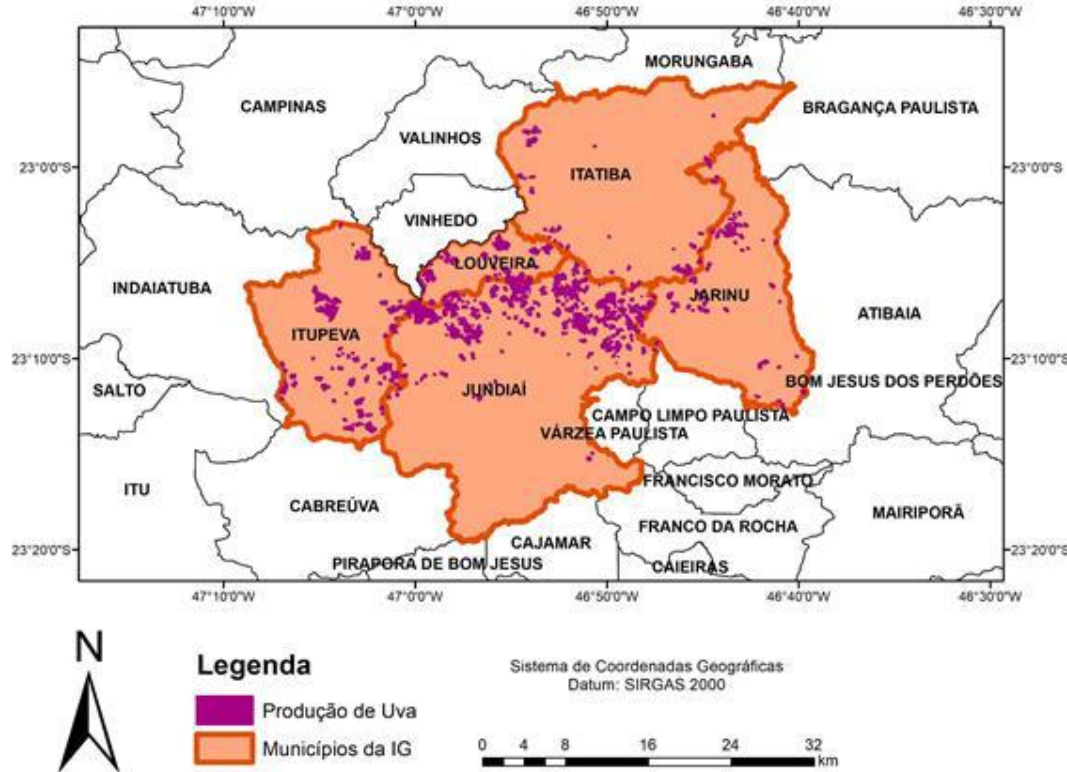
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GI Jundiahy for Niagara Pink Grape – the territory



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GI Jundiahy for Niagara Pink Grape at a glance



Prospection started in 2009 = GI registered by INPI in 2023



Municipalities in the territory: 5 cities (Jundiaí, Louveira, Jarinu, Itatiba, Itupeva)



Farmers members: 250



Grape farmers: 180



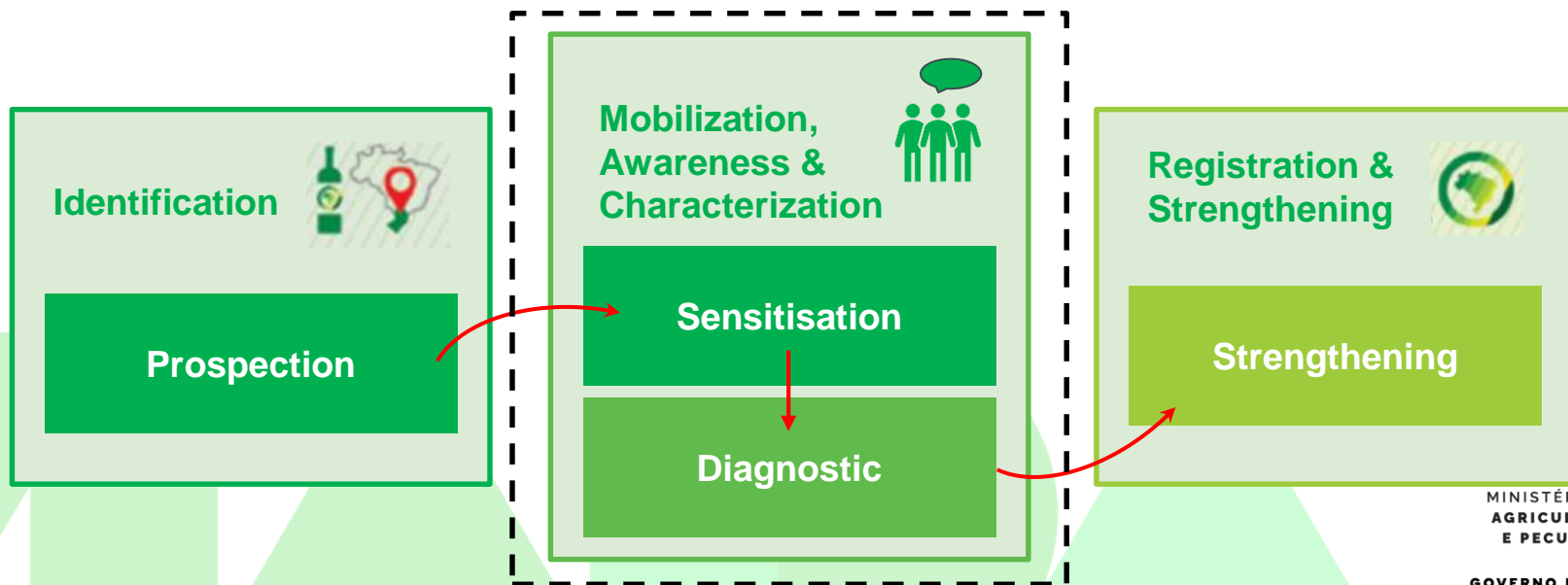
Total grape production: 100.000 ton/per year. (2 season harvests)



Income 2024: US\$180 milion/year

Source: Associação Agrícola de Jundiaí, SP, Brazil

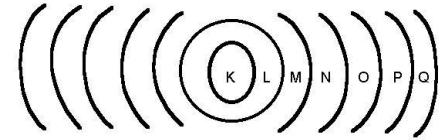
Methodology for promoting GI



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Awereness Phase



1º) Layered awereness

1º = members of association: president, v.p., fiscal council, substitutes for the supervisory board;

2º = members with low participation,

3º = other producers in the territory but not yet members -> traveling meetings: how many??



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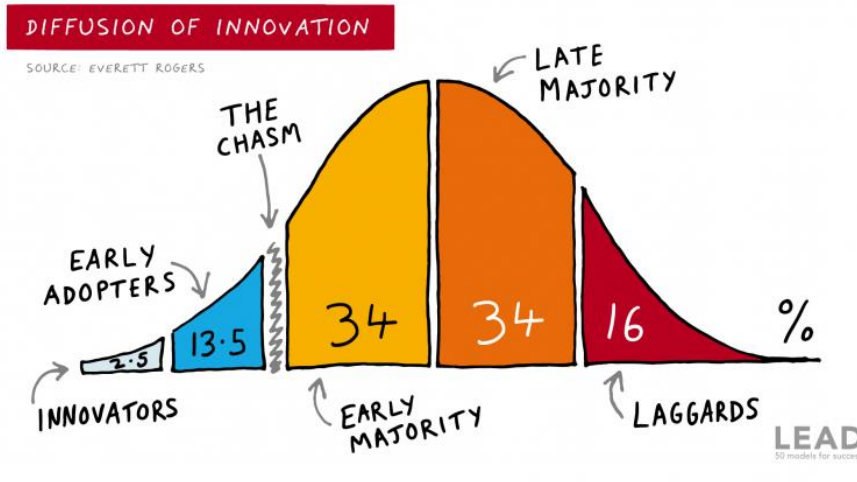


Photos: personal collection.

Awereness Phase

2º) Leader producers:

- Identify, motivate;



Everett Rogers

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Source: Rogers, Everett. Diffusion of Innovations, 1962.

Awereness Phase

3º) "anchor" subjects:

- Common interests (technologies, legislation, labeling, management)



Source: images from internet

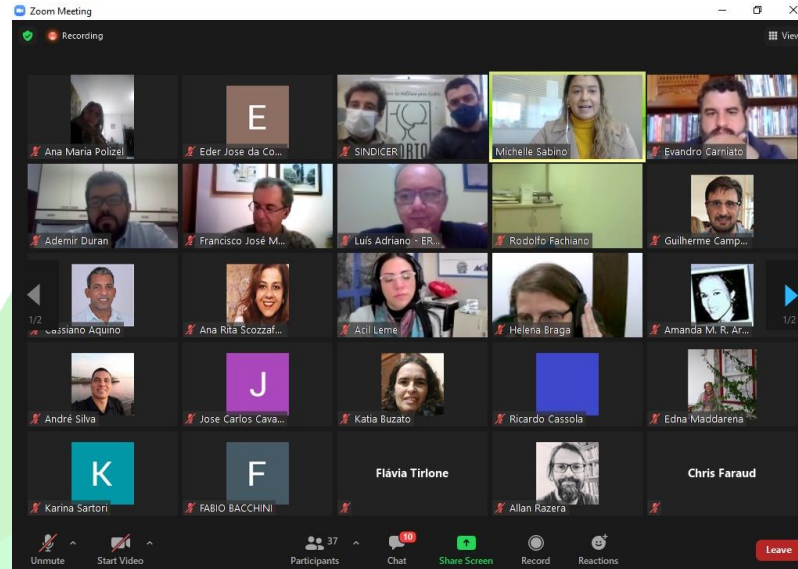
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Awereness Phase

4º) social medias and internet

- Video conferences, mobile phone video calls



Source: personal collection.

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Awereness Phase

5º) articulation with strategic partners (national, regional);

Support service for micro and small businesses, extension oficial offices, tourism department, researchers, academics, etc



Awereness Phase

6º) local strategic partner

- Municipal Agri /Tourism Dept, local leaders, advisors



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Source: personal collection. Images from Jundiaí City Hall

Awereness Phase

7º) Traditional festivals, fairs and quality competitions:



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Photos: personal collection.

Awereness Phase

8º) exchange visits between leaders on GIs already registered.



Photos: personal collection.

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Awereness Phase

9º) Stimulate the “goods and services territorial basket”



Competitions

Gastronomy



Tourist packages



Handcraft



Landscape

Hopitality



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Awereness Phase

10º) Meetings: as much as possible



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Awereness Phase

11º) Associativism: developing the “culture” of association

- People mobilize to join forces and seek solutions to the group's problems, as acting together has much more strength than one person acting alone



Source: images from internet

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Awereness Phase

11º) Association: develop the “culture” of associativism



Photos: personal collection.



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GI in São Paulo state - Brazil: logo



Awareness phase = 16

Potentials = 25

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GI in Brazil: Nacional Logo



Denominação de Origem
(IG) Indicações Geográficas
Brasil
Cor Verde



Indicação de Procedência
(IG) Indicações Geográficas
Brasil
Cor Azul

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In a nutshell:

- Association/associativism: developing “social assets”;
- Networking;
- Start with leaders;
- Layered awareness approach;
- Bringing "anchor" matters;
- Commitment between stakeholders;
- Developing a trust-based networking relationship;
- Working in articulation with strategic partners (local, nacional);

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Thank you / Obrigado

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Federal Agricultural Auditor

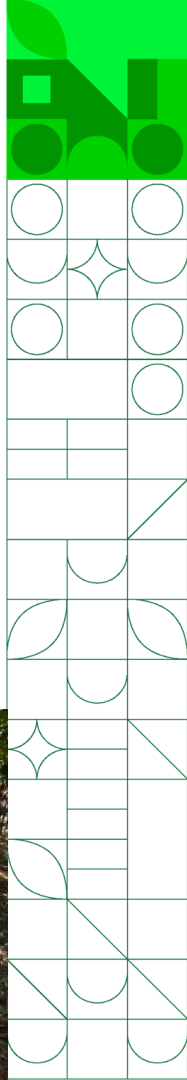
UTRA-CPS – Unit of Piracicaba/SP

Rural Development Division

Federal Superintendence of Agriculture-State of São Paulo

Ministry of Agriculture and Livestock-Brazil

VISIT BRAZIL !!!



for your perusal,
for your perusal,

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