

Geographical indications (GI) on coffee : 25 years later, a retrospective

Worldwide perspectives on geographical indications
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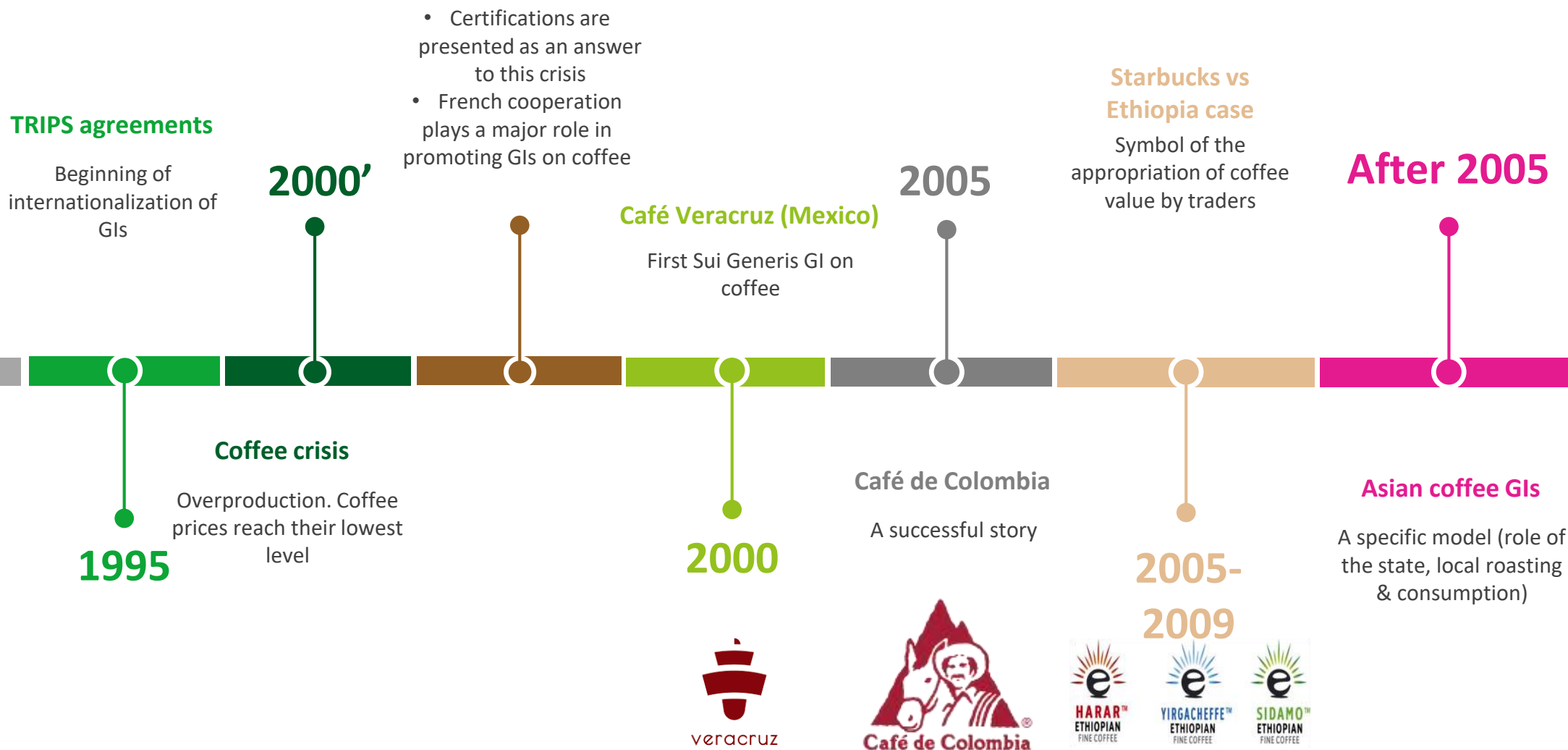
Background

- The coffee industry has seized the opportunity of the GI tool
- Over 130 coffee GIs registered in the world according to OriGIN database
- An emblematic case : GIs originated in Europe for localized value chains ⇔ coffee is a global value chain with strong power asymmetries



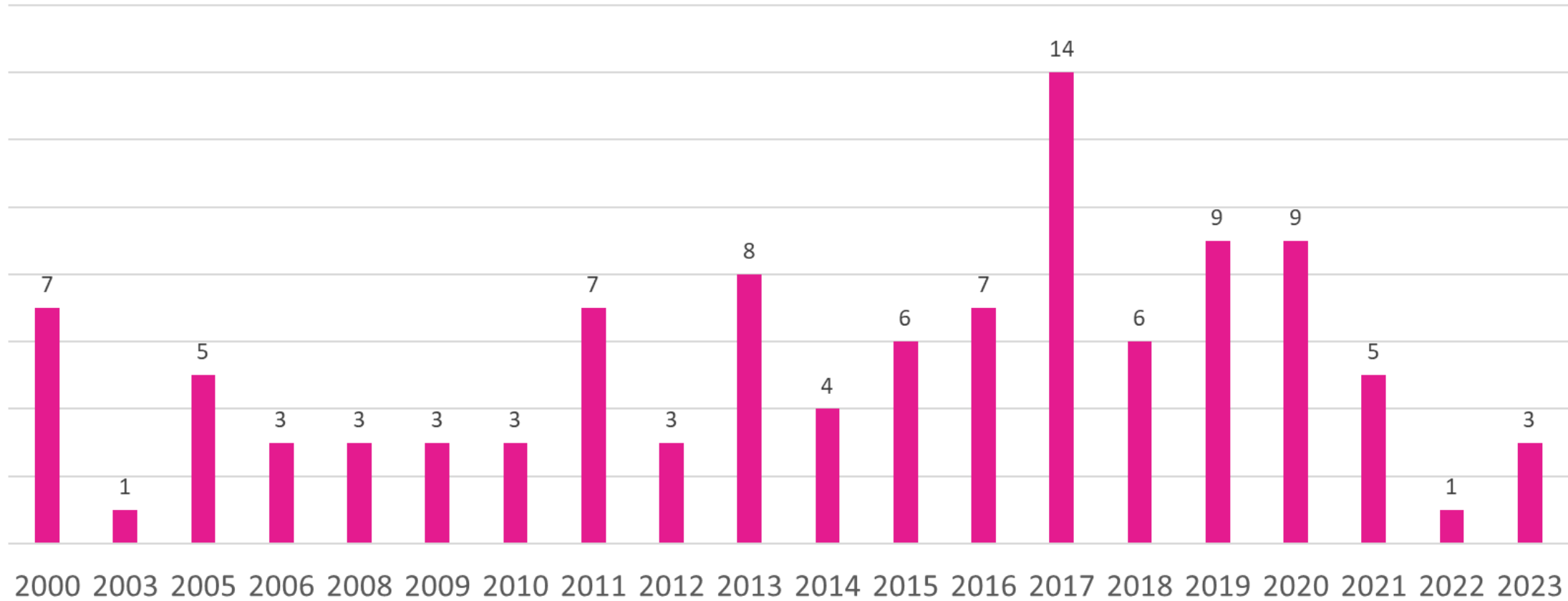
Historical perspective

Some milestones of the coffee GIs story



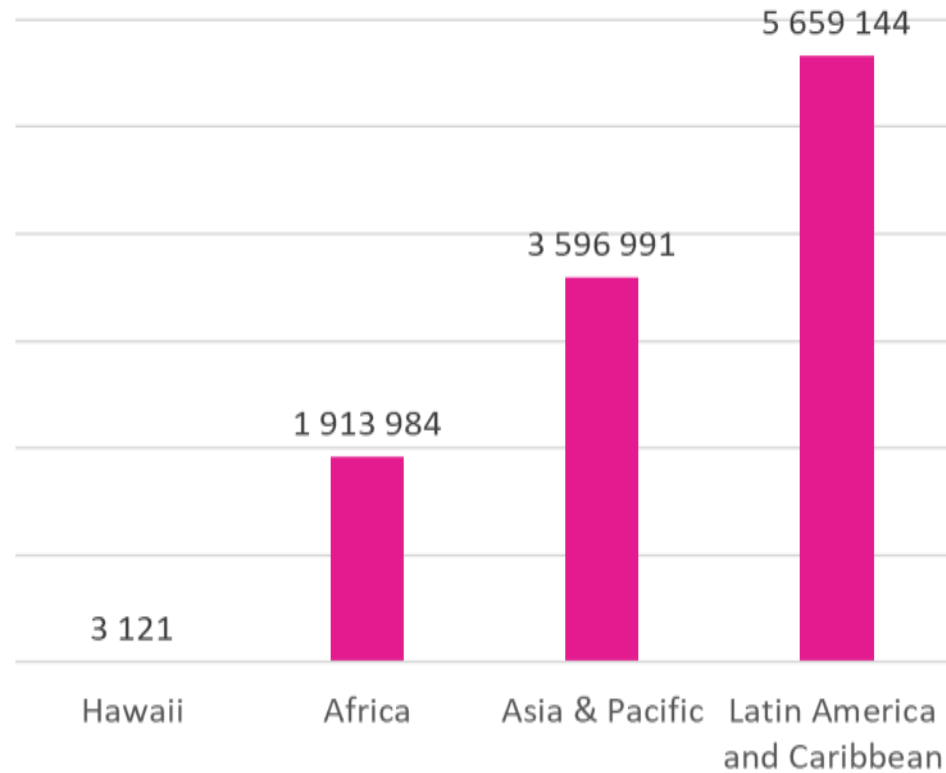
A constant trend for coffee GI registration

Number of coffee GIs registered per year (worldwide)

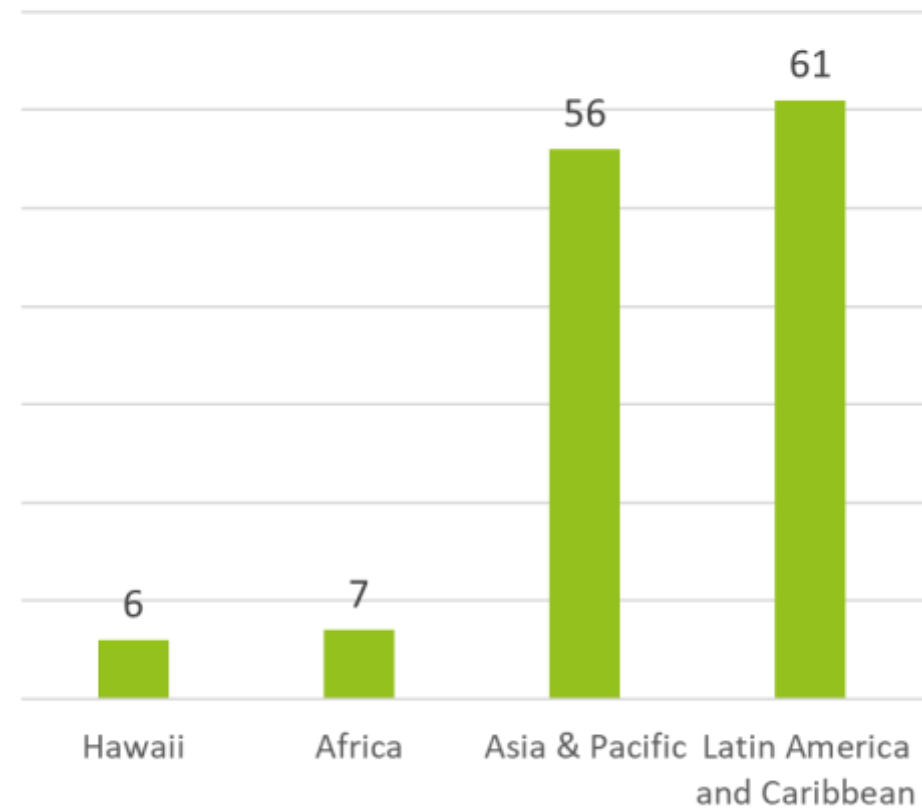


Coffee GIs per region

Green coffee production/ region, in ton (FAO, 2023)



Coffee GIs / Region (OriGIn, 2024)



Further investigation : amount of coffee marketed under GI

What does literature say on coffee GIs ?

- **Markets :**
 - GI could be a mean to escape the '*coffee paradox*' (Daviron & Ponte, 2005)
 - GIs as a way to '*decommodify*' the coffee market (Galtier, Belletti, et Marescotti 2008)
 - Effect of GIs on coffee prices (Arslan et Reicher 2011)
- **Governance :** Effect of GIs on the power relations within the value chain (Quiñones-Ruiz et al. 2015)

Purpose & methodology of our research

- A retrospective 25 years after the first GI on coffee
- **To what extent is the GI tool adapted to a global value chain with big power asymmetries ?**
- Methodology :
 - 1) Typology of coffee GIs :
 - comprehensive analysis of the 130 listed coffee GIs (applicant, variety, green/roasted coffee, processing steps within the GI area)
 - Actualisation & extension of the study conducted by Marescotti & Belletti (2016) on coffee GIs in Latin America.
 - 2) Case studies among coffee GI projects supported by CIRAD : Ethiopia, Uganda, Guinea, Laos, Vietnam, Dominican Republic, etc.
- An ongoing process

First results and further investigation

1) A trend towards local consumption of coffee GI

- Roasting in the GI area is mandatory in some BoS : « Son La Coffee » (Vietnam) has to be processed and packed in the city of Son La
- An indicator that the GI tool is taking root locally.

Further investigation :

- Inventory of BoS with roasting inside the GI area
- Data analysis : roasted coffee consumed locally vs exported
- Typology of producing countries : cash crops exporters (Uganda) vs consumers (Ethiopia)



2) Licencing agreements : a solution for a greater control of processors and distributors

- Cafe de Colombia,
- Sidamo, Harar & Yergacheffe (Ethiopia)
- Doi Tung Coffee (Thailand)
- Zياما Macenta Coffee (Guinea)

Needed for a globalized value chain?

Further analysis of GIs that have set up licensing agreement to control downstream operators



3) Can the GI change the power asymmetries within the value chain ?

Power asymmetries found in almost every coffee system :

- Dual structure (small-family farms and big farms)
- Concentration of the downstream level (few buyers)

Challenge for success of coffee GIs (Galtier, Belletti, et Marescotti 2008)



Field study

Comparison of different case studies.

Including in itenere study of Rwenzori Coffee

→ GI registered in 2023

→ 3 containers sold under GI



Rwenzori Mountain of the Moons Coffee



**Thanks for your attention and
looking forward to discussion!**

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