

# **Geographical Indications for All**

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**2nd International Conference on Worldwide Perspectives on  
Geographical Indications, FAO Headquarters, Rome, Italy  
February 18, 2025**

# Why GIs? My background



**Tequila & mezcal  
(Mexico)**



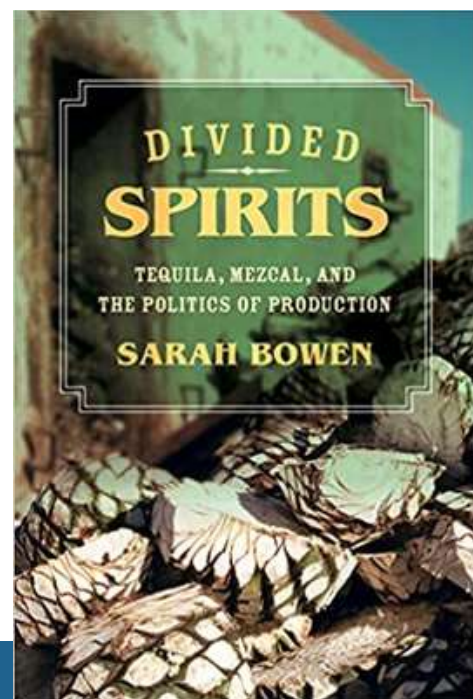
**Comté cheese  
(France)**



**Agricultural  
clusters  
(US)**



**GIs across the  
Global South**





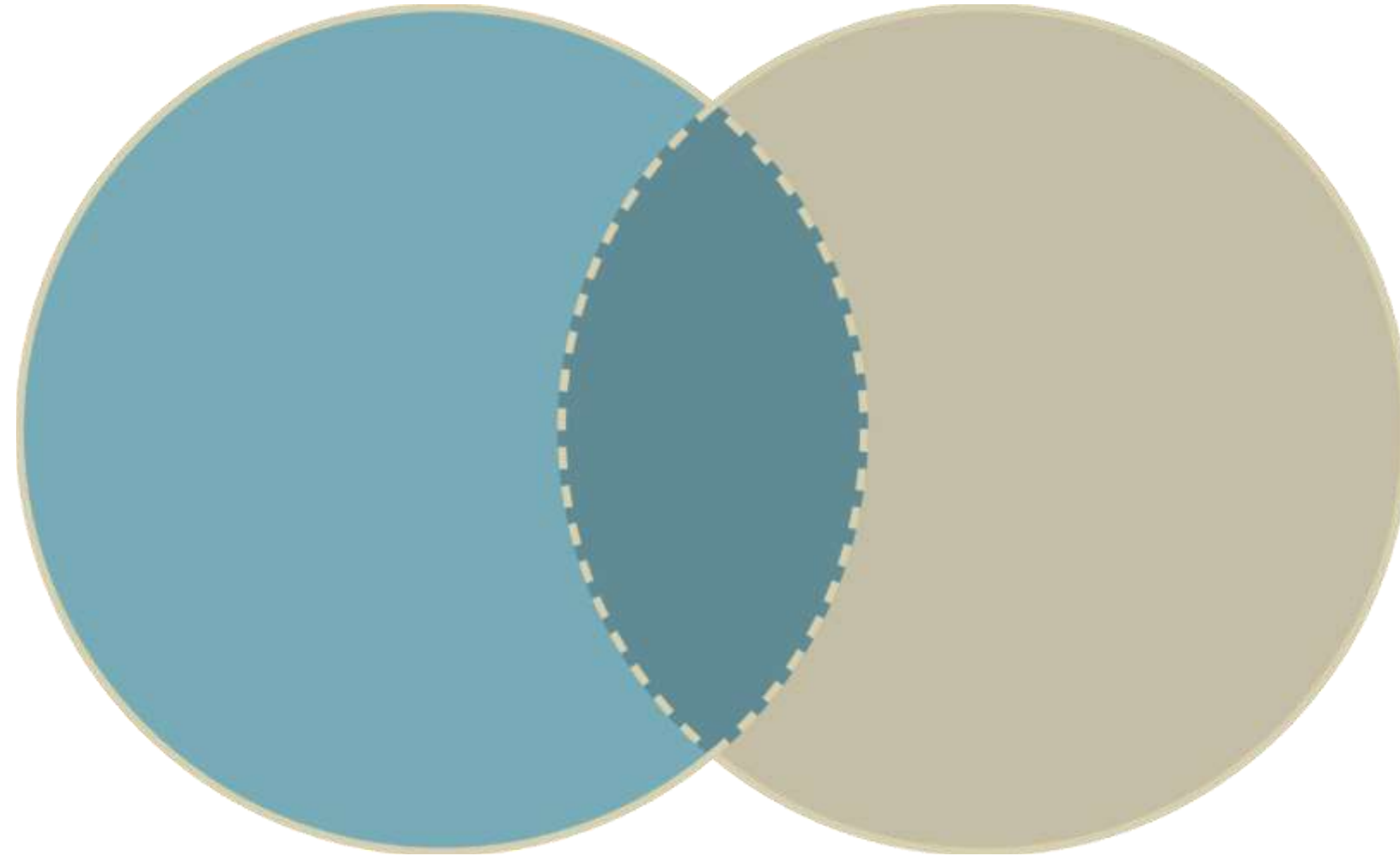
# Defining geographical indications

Place-based names that convey the geographical origin, as well as the cultural and historical identity, of agricultural products



# Between tradition and innovation

**Traditions:  
place, culture**



**Innovations:  
sustainability,  
governance,  
marketing,  
networks**

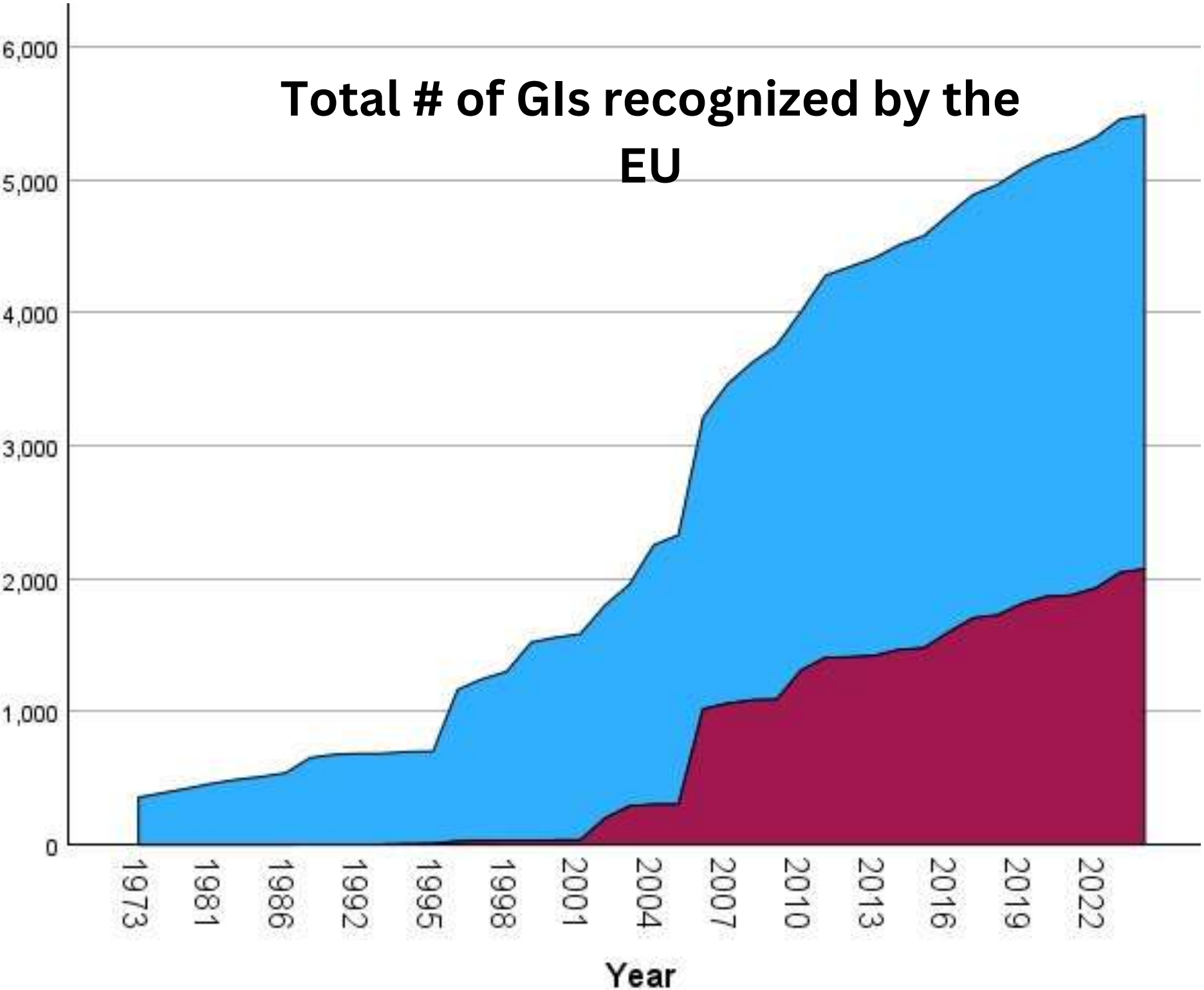


# The global expansion of GIs



*Countries with GIs recognized by the European Union*  
Source: GI View (28 January 2025)

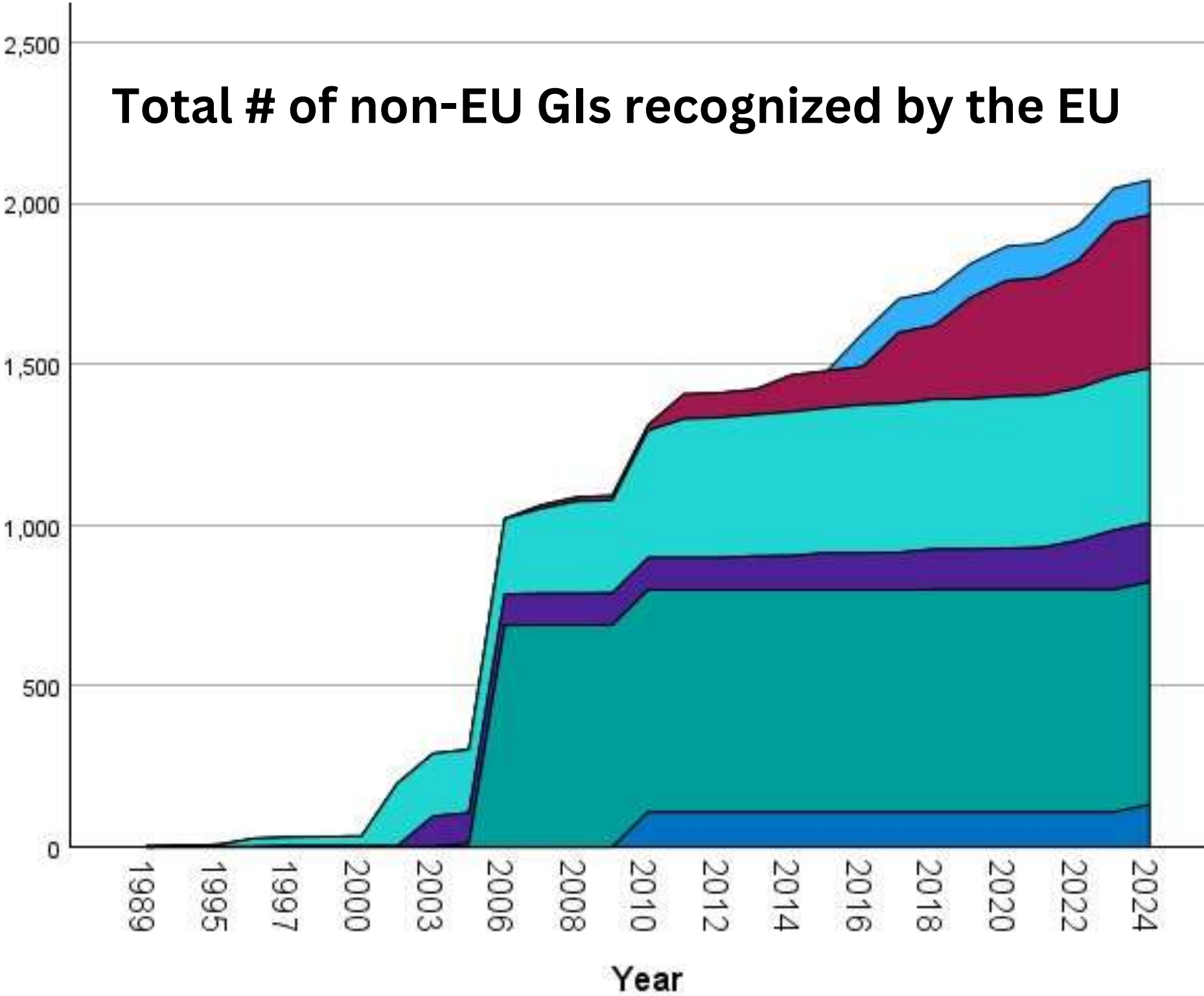
# The global expansion of GIs



Source: GI View (28 January 2025)



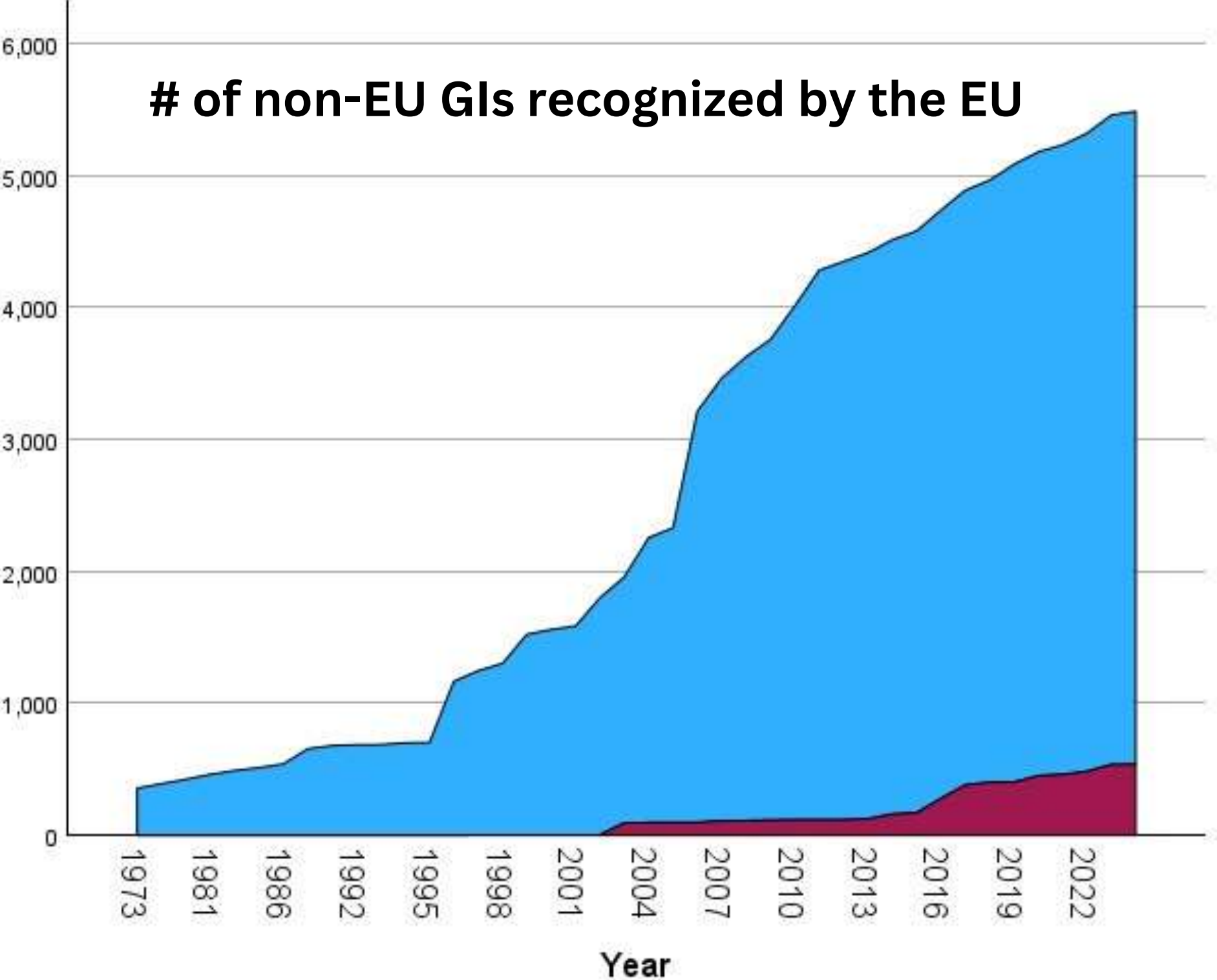
# Who is included? Who is excluded?



- Africa
- Asia
- Europe
- Latin America and Caribbean
- North America
- Oceania

Source: GI View (28 January 2025)

# Who is included? Who is excluded?



Developed  
Developing

Source: GI View (28 January 2025)



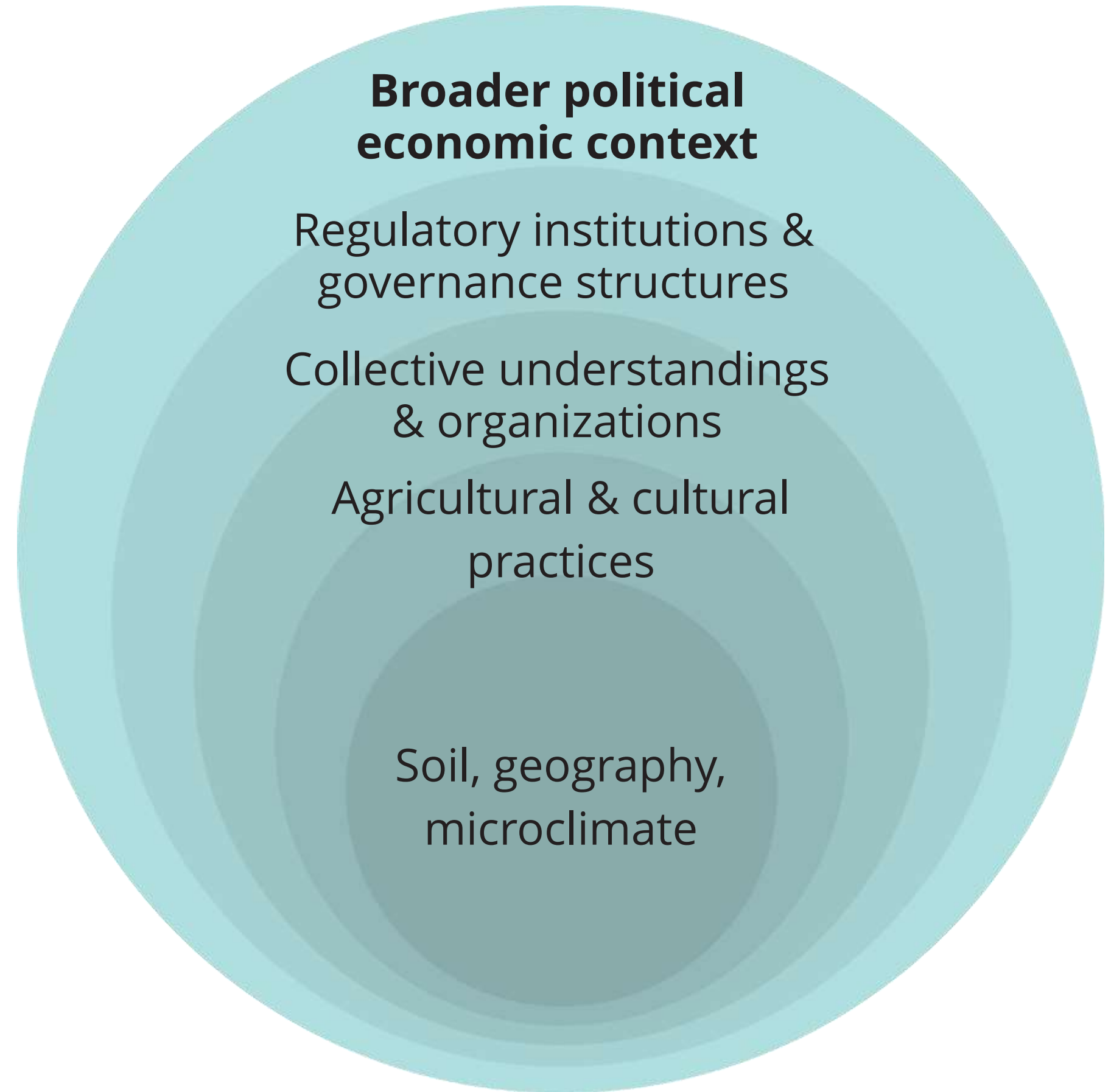
**How can GIs address  
inequalities in the  
global food system?**

**What needs to change  
to develop “GIs for all”?**

# **Explaining GIs' success & failure: Getting the institutions right**



# Telling the whole story: Expanding the boundaries of terroir





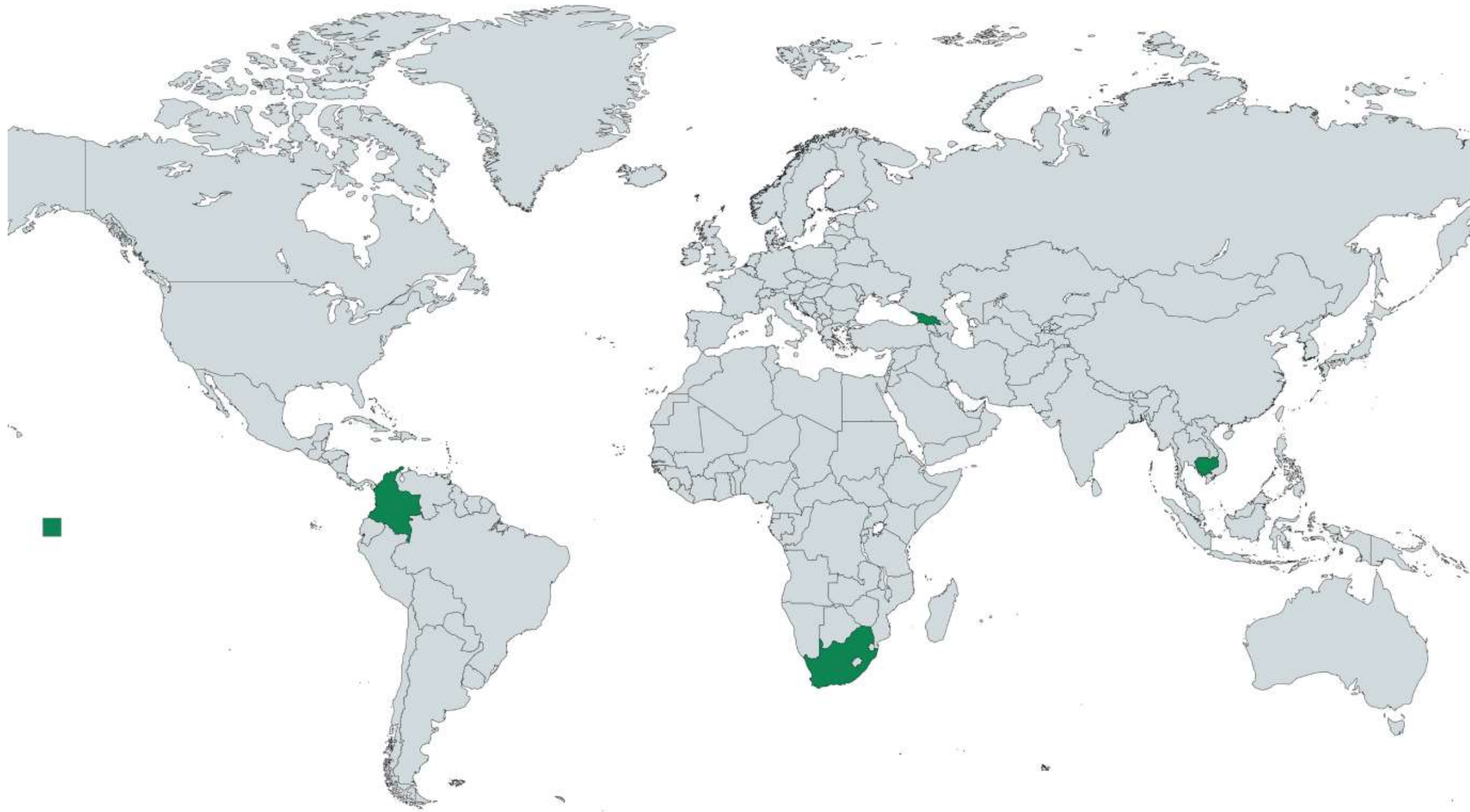




**How can GIs  
acknowledge and  
address historical  
legacies?**



# Fieldwork and preliminary analysis



**Kampot pepper  
(Cambodia)**



**Qvevri wine  
(Georgia)**

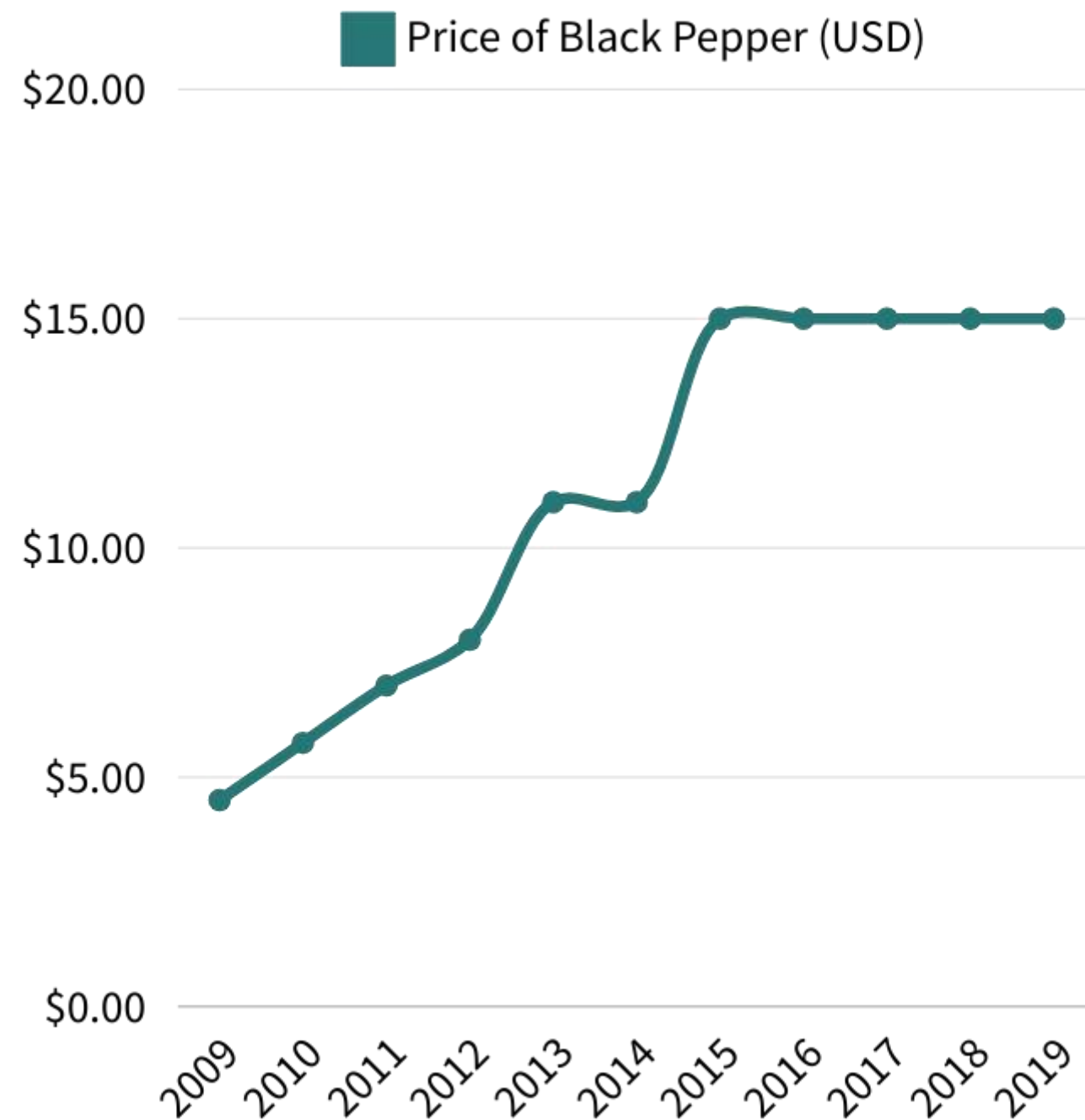


**Rooibos tea  
(South Africa)**



**Café de Colombia  
(Colombia)**

# Cambodia: Resurgence



- Kampot pepper GI: Cambodia (2010), European Union (2016)
- Prices tripled after establishment of GI (compared to doubling for non-GI)
- Importance (and risk?) of outside support and markets



# Georgia: Self-determination



- Evidence of qvevri-type clay wine vessel since 5th or 6th millennia BC
- Qvevri wine virtually prohibited during Soviet era
- Recent rebound of qvevri wines
- Qvevri GI: since 2021



# South Africa: Inclusion



- Rooibos GI: South Africa (2014), European Union (2021)
- Entrenched inequality, historical legacies
- Benefit sharing agreement: 2019

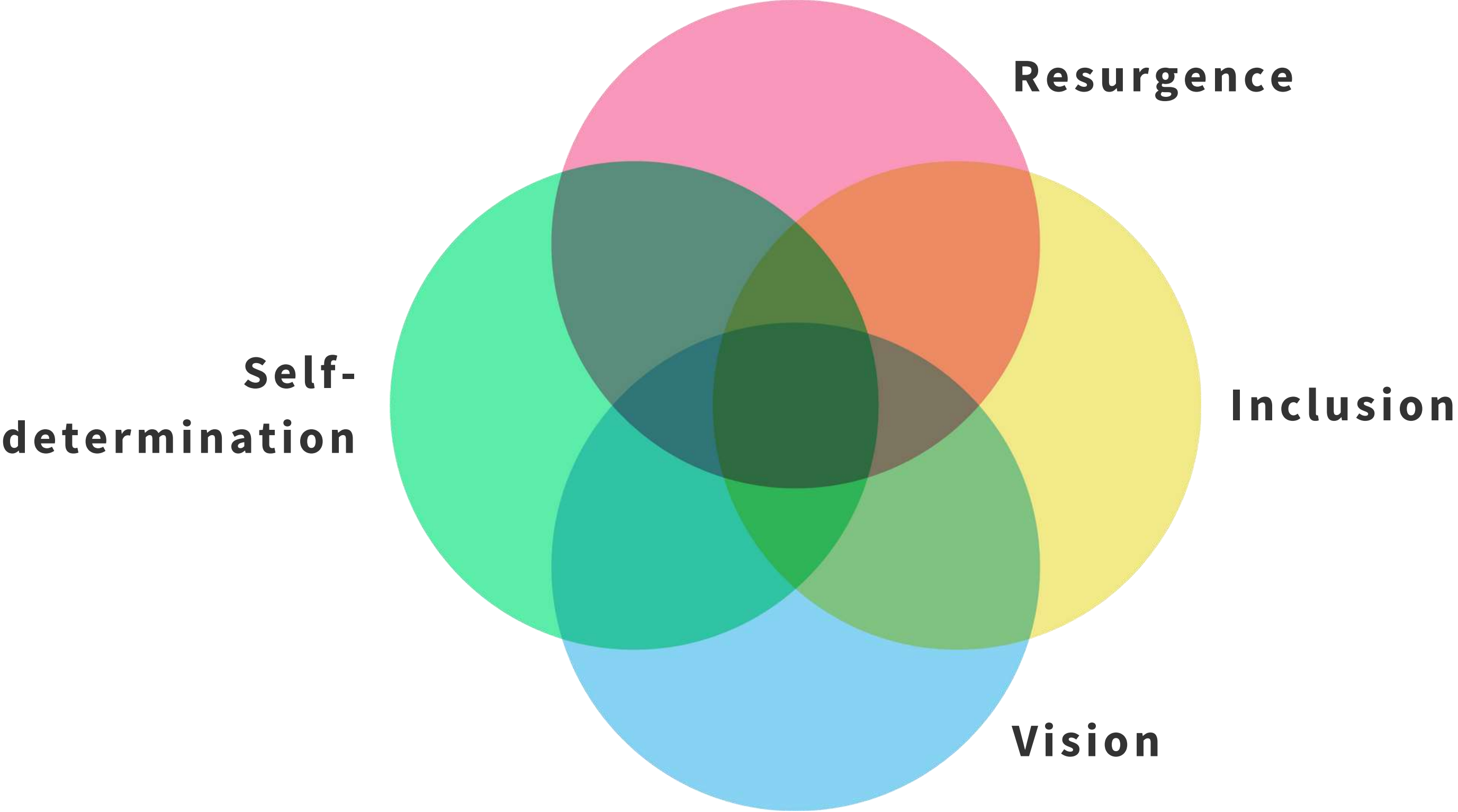


# Colombia: Vision



- Association created in 1927
- Café de Colombia GI: Colombia (2005), European Union (2007)
- Strategies for capturing value: regional designations, origin-roasted coffee

# Conclusions: Fostering GIs for all





# Questions?

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Google Scholar: <https://scholar.google.com/citations?user=P0mLtJgAAAAJ>

# Coordination in Agri-Food Supply Chains: The Role of Geographical Indication Certification

**Jakob Rackl and Luisa Menapace**

Chair for Governance in International Agribusiness  
TUM School of Management  
Technical University of Munich

Worldwide Perspectives on Geographical Indications  
Rome, February 20<sup>th</sup>, 2025





# Outline

- 1** Introduction
- 2 Theoretical Model
- 3 Empirical Investigation
- 4 Key Take-Aways
- 5 Appendix

# Setting and Main Results

## Setting:

- Analysis of agri-food supply chains
- Focus on the impact of Geographical Indication (GI) certification on the relationship between small-scale food craft suppliers and large-scale retailers

## Main results:

- GI certification enhances the costly provision of quality goods
- GI-certified suppliers are more likely to deliver their products to retailers than non-certified suppliers



# Definitions

- Food craft: Artisanal producers such as bakeries, butchers, winemakers etc.
- Information asymmetries: Agri-food suppliers have more information on the quality of their products than retailers → retailers can verify quality only after purchase
- Supply chain coordination: Enhance overall supply chain performance compared to a default situation → in the present case: increased provision of quality goods

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# GI Certification in Agri-Food Supply Chains

## Does GI certification play a role in coordinating agri-food supply chains?

### Procurement contracts

- Prevalent mechanism for coordination in agri-food supply chains
- Coordination of contracts is incomplete, some suppliers still deliver low quality products

### GIs as a coordination mechanism

- Signal for quality: Quality of GI products defined in code of practice; compliance is ensured by third-party certification
- Revelation mechanism: Acquiring certification is costly; GI-certified suppliers reveal that they are sufficiently productive to afford certification (non-certified suppliers reveal that they cannot afford certification)

# GI Certification in Agri-Food Supply Chains

Does GI certification play a role in coordinating agri-food supply chains?

## Main Results:

- GI-certified suppliers receive a higher price from retailer for their products
- The retailer prefers transacting with certified suppliers over non-certified suppliers
- GI certification increases the provision of quality goods, thereby extending the coordination effect of procurement contracts



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## Access to Retailers

Does GI certification enhance the ability of suppliers to access retailers?

### Data:

- Survey from 476 German food craft suppliers
- 7.35% of suppliers acquired GI certification
- 4.41% of suppliers deliver to a retailer



# Access to Retailers

Does GI certification enhance the ability of suppliers to access retailers?

## Empirical Approach:

- Linear Probability Model with Instrumental Variables setup
- Propensity Score Matching approach for robustness

## Results:

- GI-certified suppliers are 19.9%-42% more likely to deliver to a retailer

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## Key Take-Aways

- GI certification **reduces information asymmetries** between agri-food suppliers and retailers
- GI certification increases the provision of quality goods in agri-food supply chains, thereby **extending the coordination effect of procurement contracts**,
- GI-certified suppliers are **more likely to deliver their products to a retailer** than non-certified suppliers



Thank you for you attention!

Scan to access published version of the paper:



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# Empirical Specification

## Retailer Decision

$$\Pi_{R,k} = \begin{cases} 1 & \text{if } \Pi_{R,k}^* > 0, \\ 0 & \text{otherwise,} \end{cases}$$

$$\Pi_{R,k}^* = \beta' X_k + u_k,$$

$$P(\Pi_{R,k} = 1 | X_k) = \beta_0 + \beta_1 GI_k + \beta_2 Medium_k + \beta_3 GIOption_k + \gamma' C_k + u_k.$$



# Empirical Specification

## Supplier Decision

$$GI_k = \begin{cases} 1 & \text{if } \Pi_k^{GI*} > 0, \\ 0 & \text{otherwise.} \end{cases}$$

$$\Pi_k^{GI*} = \alpha' X_k + \eta' B_k + \theta' K_k + \varepsilon_k,$$

$$P(GI_k = 1 | X_k, B_k, K_k) = \alpha_0 + \alpha_1 GI_{Option_k} + \alpha_2 Medium_k + \delta' C_k + \eta' B_k + \theta' K_k + \varepsilon_k.$$

# Regression Results

	2SLS		GMM	
	Full	GI Region	Full	GI Region
$GI_k$	0.420*** (0.127)	0.298*** (0.116)	0.347*** (0.109)	0.199** (0.090)
$Medium_k$	0.126*** (0.042)	0.259*** (0.088)	0.117*** (0.041)	0.228*** (0.090)
$GIOption_k$	-0.028 (0.026)		-0.015 (0.023)	
$Constant$	-0.004 (0.022)	-0.021 (0.072)	-0.002 (0.022)	-0.010 (0.069)
$N$	476	158	476	158
Effective F-statistic	18.586	32.780	18.586	32.780
Robust Overid. Res. Test ( $\chi^2$ )	1.700	3.111	1.700	1.379
Robust Overid. Res. Test (p-value)	0.637	0.375	0.637	0.711

Robust standard errors in parentheses.

\*  $p < 0.10$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

Reported significance levels are based on one-sided z tests.

**Table 1** Estimated coefficients from 2SLS and GMM estimations.

# Propensity Score Matching Results

Matching Algorithm	ATT	Number of treated	Control
NNM (2)	0.257** (0.092)	35	441
NNM (5)	0.257** (0.087)	35	441
KBM (0.06)	0.265*** (0.085)	35	441
KBM (0.1)	0.257*** (0.085)	35	441

Standard errors in parantheses.

\*  $p < 0.10$ , \*\*  $p < 0.05$ , \*\*\*  $p < 0.01$

**Table 2** Estimated ATT from PSM

# Governance of GIs: What are the determinants of the success of collective actions within the GI organization to ensure a sustainable economic impact?

Randrianandrasana M., Fournier S., Linder M.  
WORLDWIDE PERSPECTIVE ON GEOGRAPHICAL INDICATION – SECOND EDITION  
Rome 2025





## Introduction : The role of Collective Actions in the success of GIs – A Need for further research

- GI : a **multifunctional tool** for adressing social, environmental and economic challenge
  - Tool for sustainable economic development
  - Growing interest and investment in GIs in the Global South
- **Mitigated** result on the economic impact of GI in the Global South
- **Collective actions** (CA) is a **key factor** of GI success because GI is a **social construct** (Bramley and Biénabe 2013; Chabrol et al. 2017; Fournier 2015; Vandecandelaere et al. 2009)

➔ **What type of collective action (CA) is involved in GI process and how can the success of GIs be ensured or maximized?**

**Provide a better understanding of the collective actions (CA) involved in the development of GIs, the factors behind their success or failure, and how these CA influence the impacts of GIs.**

# The functioning of GIs to achieve the expected economic impacts for stakeholders

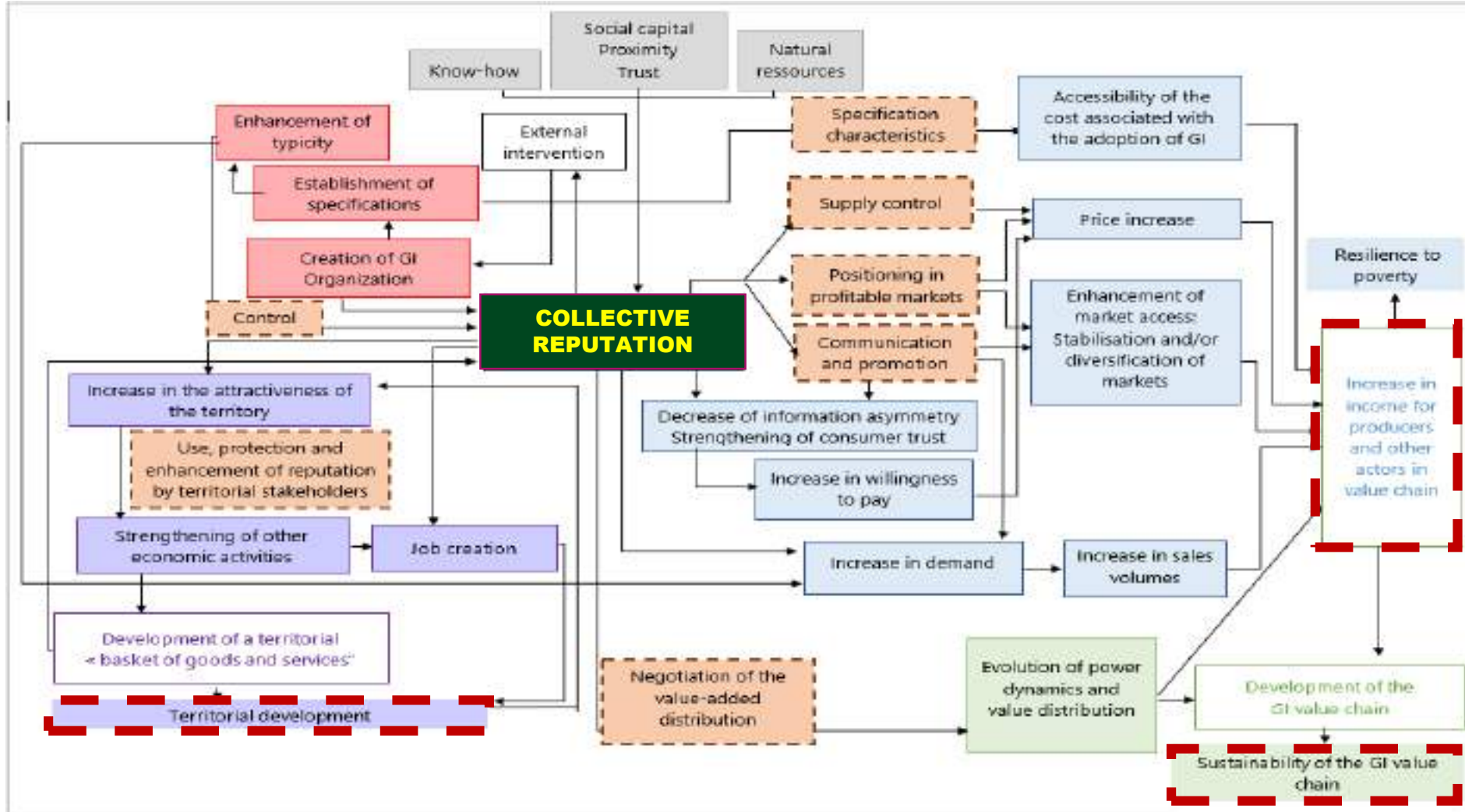


Figure : Economic impact pathway and CAS involved  
 Source : (Randrianandrasana et al, 2024)

# The different categories of Collective Actions Situation (CAS) in the GI process

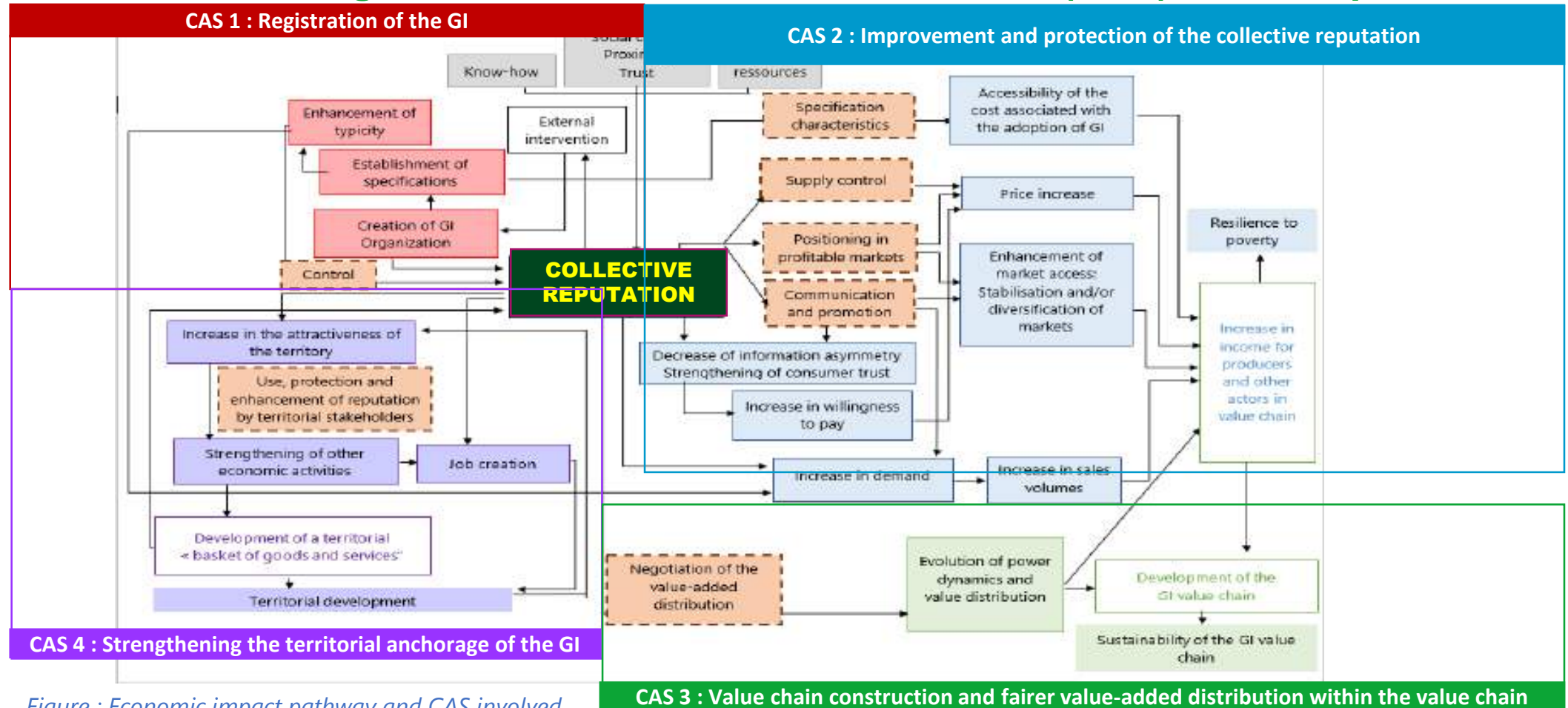


Figure : Economic impact pathway and CAS involved  
Source : (Randrianandrasana et al., 2024)

**CAS** : “the interaction among actors who have certain positions, action capacities at different stages of decision-making processes, linked to the degree of control and the information they possess, the likely consequences of their actions, and the costs and benefits expected from these consequences” (Ostrom and Basurto 2013).

**Dilemmas** : **Opportunistic behavior** and **free-riding** that can deteriorate the reputation of GI

# The different categories of Collective Actions Situation (CAS) in the GI process

## Four main categories of CAS in GI process

### CAS 1 :

#### Registration of the GI

- GI organization establishment,
- GI qualification process
- Specifications and rules governing the GI organization

### CAS 2 :

#### Improvement and protection of the collective reputation

Commitment of stakeholders to participate on the construction of the origin-based product and its reputation

### CAS 3 :

#### Value chain construction and fairer value-added distribution within the value chain

Construction of a functional GI value chain where an accepted distribution of added value is expected

### CAS 4 :

#### Strengthening the territorial anchorage of the GI

Mutual reinforcement between GI value-chain and other activities (goods and services) within the territory



# Application to two Case Studies: Penja Pepper and Kampot Pepper

## METHODOLOGY :

- Qualitative approach
- Primary data collection through semi-structured interviews and workshops with stakeholders from both GIs

## RESULTS:

Case studies	Penja Pepper	Kampot Pepper
<b>Year of registration</b>	2013 by GR-IGPP	2010 by KPPA
<b>Reputation</b>	Enhancement of reputation in international and national level	
<b>Economic impacts</b>	<ul style="list-style-type: none"> <li>• Price premium</li> <li>• Positionning in some european market</li> </ul>	<ul style="list-style-type: none"> <li>• Price premium</li> <li>• Increase of stakeholders' income (producers and companies)</li> <li>• Territorial economic developement</li> </ul>
<b>Stakeholder involvement in Collective Actions</b>	<ul style="list-style-type: none"> <li>• Limited percentage of stakeholders actively use and benefit from the registered GI</li> <li>• Few actors participate in collective action : following specifications, participating in collective initiatives, or paying membership fees</li> </ul>	<ul style="list-style-type: none"> <li>• All eligible actors have the capacity to use and benefit from the GI</li> <li>• Participation of all the members on CA</li> </ul>



## Application to two Case Studies: Penja Pepper and Kampot Pepper

- **Registration process of the two GIs: What type of approach?**
  - First GIs registered in a country, the GI initiative often emerges as an **innovation**
  - Involvement of few members (core group) and external stakeholders = **Process of decision making** about specifications and internal rules of GI organization.
  - Preexistence of social capital (trust and shared proximity among the members) was not one of the fundamental priority bases of this collective action
- **After registration :**
  - Some categories of producers to follow the specifications due to their **incapacity to comply with the specifications : Penja Pepper**
  - Risk of defection when members cannot use and benefit from the GI => weaken the **GI organization** and threaten the long-term sustainability of the GI itself



## Lessons learned from the two case studies and conclusion

- ❑ Theoretical model VS field study : Possibility of achievement of CAS (registration of GI) based on a less strong coordination and trust-building capacity => Fragility of CA and contrasted results in terms of economic impacts
- ❑ The four categories of **collective actions are interconnected** :
  - Outcomes of the GI registration process, particularly the **rules** that emerge from it, influence the ability of GI members to engage in collective action after registration. Compromises should be made in defining GI rules (the specification document and internal regulations) consider **the producer's capacity, stakeholders' interests and the objective of the GI registration.**
  - **Social capital** built in certain CAS can impact others CAS.
- ❑ **Need for support and facilitation** of this process of building collective action capacity in GI development projects so that the GI can truly play its role as a tool for establishing sustainable development.

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- Vandecandelaere Arfini F, Belletti G, Marescotti A, Allaire G, Cadilhon JJ, Casabianca F, Damary P, Esteve M, Hilmi M, Jull C, Coent PL, LeCourtois E, Mounsey J, Perret A, Sautier D, Tartanac F, Thevenod-Mottet E, Wallet F (2009) Territoires, produits et acteurs locaux : Des liens de qualite. Guide pour promouvoir la qualite liee a l'origine et des indications geographiques durables. FAO; SINER-GI. [http://publications.cirad.fr/une\\_notice.php?dk=596213](http://publications.cirad.fr/une_notice.php?dk=596213)



# Governance of GIs: What are the determinants of the success of collective actions within the GI organization to ensure a sustainable economic impact?



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**L'esperienza del Piano  
Regolazione offerta e il sistema  
dei diritti a produrre: uno  
strumento per la sostenibilità e  
l'identità delle filiere a indicazione  
geografica**

*Cristian Bertolini*

*Responsabile Ufficio Piano regolazione offerta  
Consorzio del formaggio Parmigiano Reggiano*

**PARMIGIANO  
REGGIANO**

*Food and Agriculture Organization of the  
United Nations - Roma 18/02/2025*



1. **L'Esigenza:** il Piano regolazione offerta come **antidoto** alle crisi di mercato
2. **Il Funzionamento:** il Piano come **Innovazione della Governance**
3. **I risultati:** dopo un decennio di applicazione
4. **Conclusioni:** un **strumento di governo** delle filiere IG



# 1. L'Esigenza:

il Piano regolazione offerta come  
antidoto alle crisi di mercato





**Il Ciclo Produttivo lungo:** Età media di stagionatura del formaggio di **24 mesi**

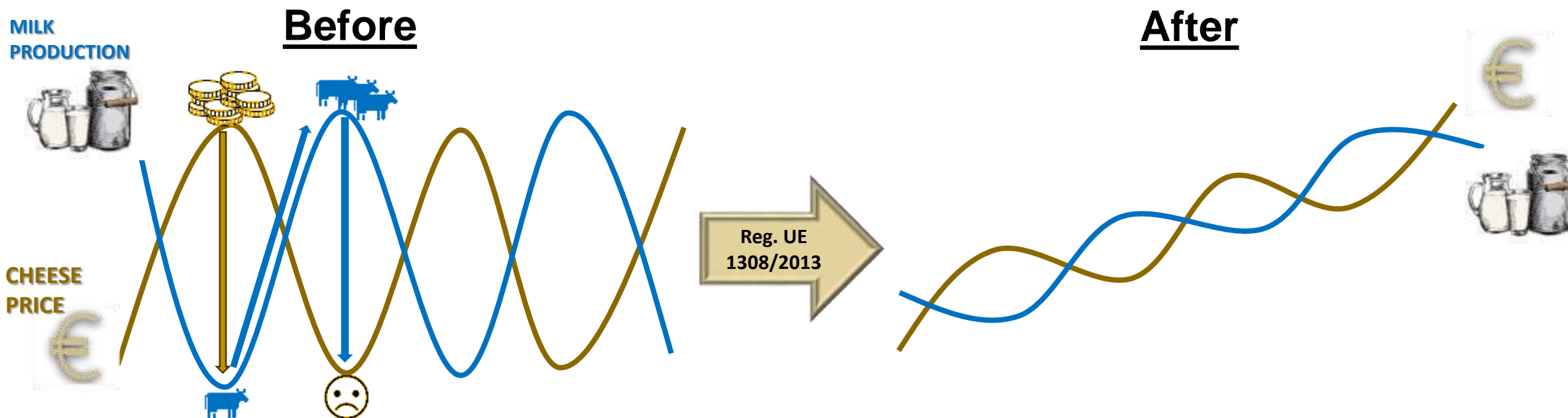


**Sfasamento temporale** tra scelta di produrre e immissione sul mercato del formaggio prodotto.



**Il Problema:** crisi di mercato cicliche!

## 1.2 Il Piano regolazione offerta come antidoto



Il «Piano regolazione offerta» nasce con l'obiettivo di:

- gestire l'**equilibrio** di mercato, **evitando crisi** da sovrapproduzione
- garantire spazio di **crescita della produzione a prezzi remunerativi**
- aumentare la **sostenibilità della produzione** attraverso adeguate **Politiche di filiera**

## **2. Il Funzionamento:** il Piano come Innovazione della Governance



- L'introduzione del Piano è stata una grande **innovazione nella governance**: ha consentito di **guidare più efficacemente** la filiera
- Il sistema **Quote latte Parmigiano Reggiano (QLPR)** è al **100% gestito dal Consorzio** → **nessun contributo pubblico**
- Il Consorzio gestisce il **REGISTRO PUBBLICO QLPR**
- Il **Registro QLPR** ha le stesse funzioni di un **catasto** immobiliare



## 2.2 Il Registro QLPR: il fulcro del Piano



Il Registro è composto dalle posizioni dei singoli produttori possessori di Quote e ogni posizione comprende le QLPR iniziali assegnate, i successivi trasferimenti e ogni operazione di cui le QLPR sono oggetto. E' consentita la pubblica consultazione del Registro a tutti i soggetti interessati a conoscere, per ogni singolo allevatore, la dotazione di QLPR in proprietà e cedibili. Attraverso l'accesso riservato i singoli produttori e caseifici possono consultare i dettagli della propria posizione.

### CONSULTAZIONE POSIZIONI TITOLARI QUOTE

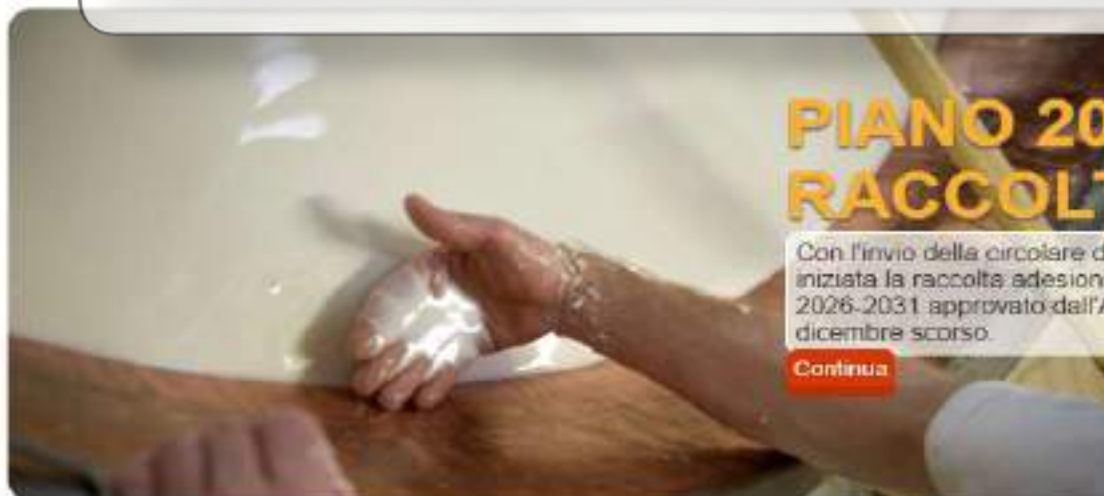
CUAA

RIVA

Regione Sociale

Cerca

<http://registro.parmigianoreggiano.it/qlpr/home.do>



### PIANO 2026-2031: INIZIATA LA RACCOLTA ADESIONI!!!

Con l'invio della circolare del 23 gennaio 2025 è ufficialmente iniziata la raccolta adesioni per l'Accordo preventivo del Piano 2026-2031 approvato dall'Assmeblea dei Consorziati del 17 dicembre scorso.

Continua

- Assegnazione delle **Quote (QLPR)** agli **Allevatori: unica D.o.p. europea!**
- L'**Ufficio Piano regolazione offerta** trascrive a Registro i trasferimenti di QLPR tra Allevatori (*compravendite ed affitti*)
- A fine anno viene calcolato l'«**esubero**» di ogni Allevatore:  
**Esubero** = Latte Trasformato - QLPR
- Viene quindi determinata la «**Contribuzione aggiuntiva**» dell'annata (*nel 2025 tra 200 e 400€/ton di esubero*)
- Il Piano prevede specifici **sconti** mirati per **Politiche di filiera**

La «**Contribuzione aggiuntiva**» ha tre scopi:

1. disincentivare i **picchi produttivi per ridurre le oscillazioni di prezzo**
2. sviluppare **nuovi mercati** per la maggior produzione effettuata (*marketing & comunicazione*)
3. attuare **politiche di filiera** per obiettivi condivisi di **sostenibilità**

# 3. I risultati: dopo un decennio di applicazione





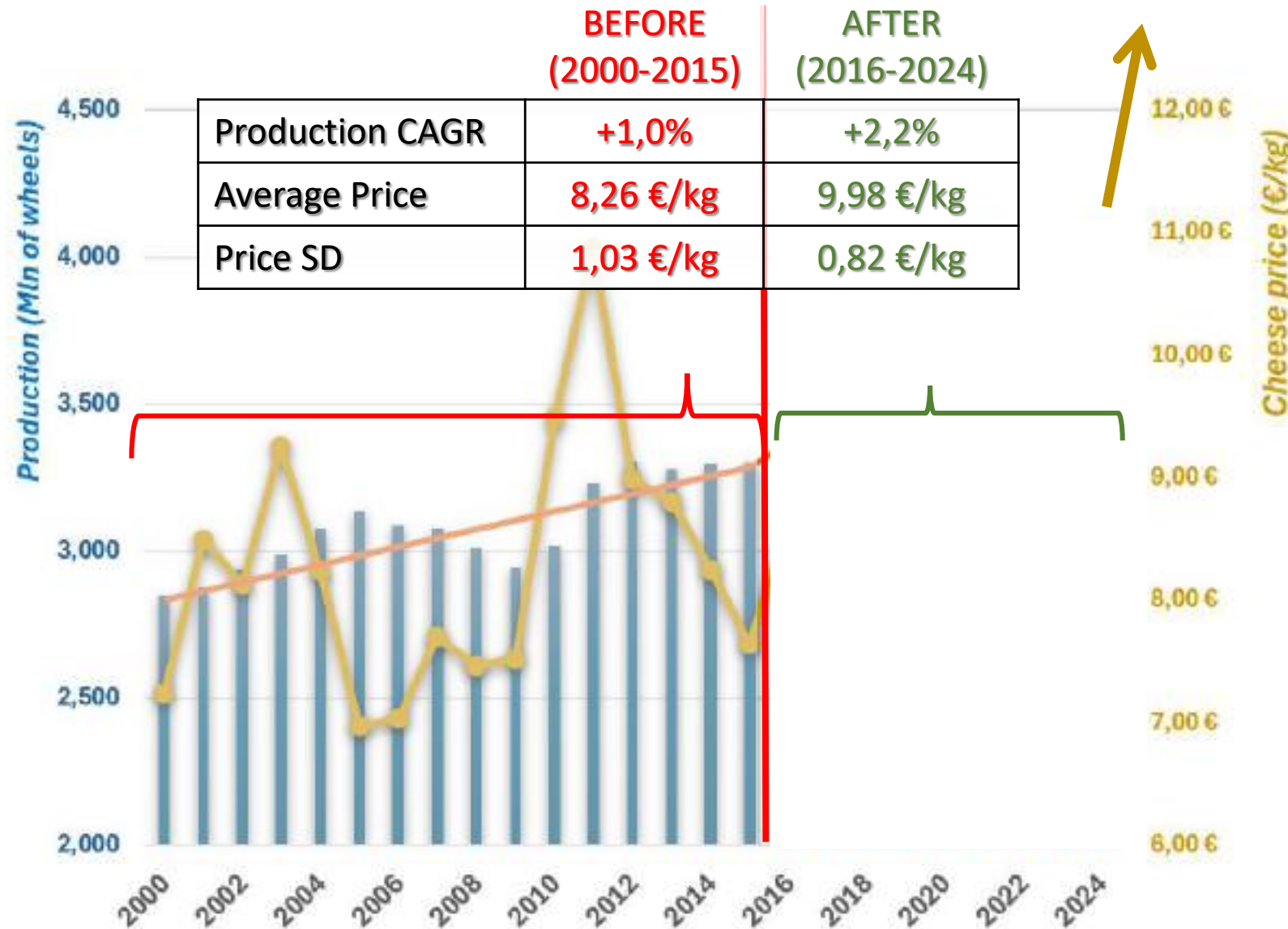
# 3.1 I risultati economici

Nel 2014 e 2015 il Piano, seppur in vigore, non è entrato in funzione poiché la produzione non ha superato il Punto di riferimento.

E' corretto valutare gli effetti del Piano a partire dal 2016

**Il Piano regolazione offerta** quindi ha garantito:

- ✓ **Maggior crescita produttiva**
- ✓ **un prezzo remunerativo**
- ✓ **Una minor volatilità del prezzo**



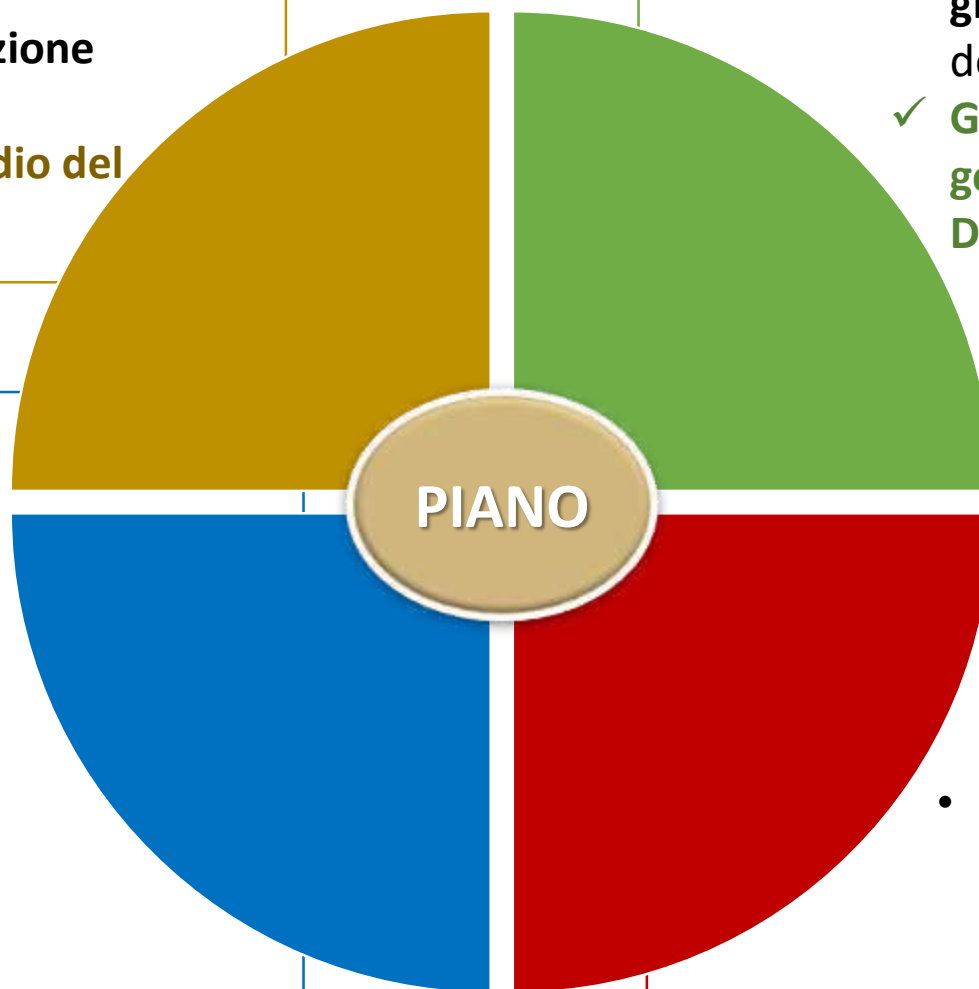
## 3.2 I risultati delle Politiche di filiera: Sostenibilità

- Tutela del bacino di Montagna attraverso la QLPR
- 2014-2024: **+29% di produzione**
- ✓ **Sostenibilità sociale ed ambientale, grazie al presidio del territorio**

- **Assegnazione di QLPR a 540 giovani** dal 2014 ad oggi (il **25%** degli allevatori attivi).
- ✓ **Garantito il ricambio generazionale e il futuro della D.o.p**

- Il Consorzio, attraverso le risorse liberate dal Piano, **ha investito 13 milioni di €** in bandi per il **Benessere animale**: oltre **1450 allevatori** partecipanti.
- ✓ **miglioramento del +10% del punteggio medio di Benessere**

- Le dimensioni aziendali medie da **550 ton/anno (2014)** a **920 ton/anno (2024)**: **+67%**
- ✓ **Aziende più efficienti**



## **4. Conclusioni:** un strumento di governo delle filiere IG







Auspichiamo che l'esperienza qui condivisa possa stimolare, anche al di fuori del settore caseario, le altre **IG Europee** ad utilizzare le **potenzialità** offerte dalla **regolamentazione produttiva**.

Per le **IG extraeuropee** questa nostra esperienza può essere di ispirazione per:

- utilizzare lo strumento "**titolo a produrre**" (quota di produzione) per promuovere la crescita economica della IG
- promuovere l'importanza della **cultura di governo della filiera**
- creare «**Valore**» per tutta la filiera in modo che la IG diventi **traino per lo sviluppo dell'intero territorio**

*Grazie per l'attenzione*





**Monitoring to Improve GI systems Governance**  
**FAO 2nd Conference - Worldwide Perspectives on Geographical Indications**  
**Rome, February 18, 2025**

**Luis F. Samper**



# Governance is the topic of our times

## Is very relevant at different levels

- National Politics and Governments
- Public agencies
- Data
- Internet
- Company /enterprise level (ESG, etc)
- Regional / Local / community level
- Producer / Trade associations
- Cooperation agencies and beneficiaries

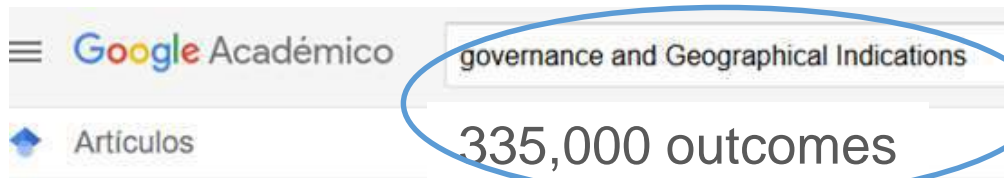


**“Traditional” GI context**

**Additional learnings for GIs**



# “Traditional GI context”: The literature shows that Good Governance is a condition for success in any GI project ...

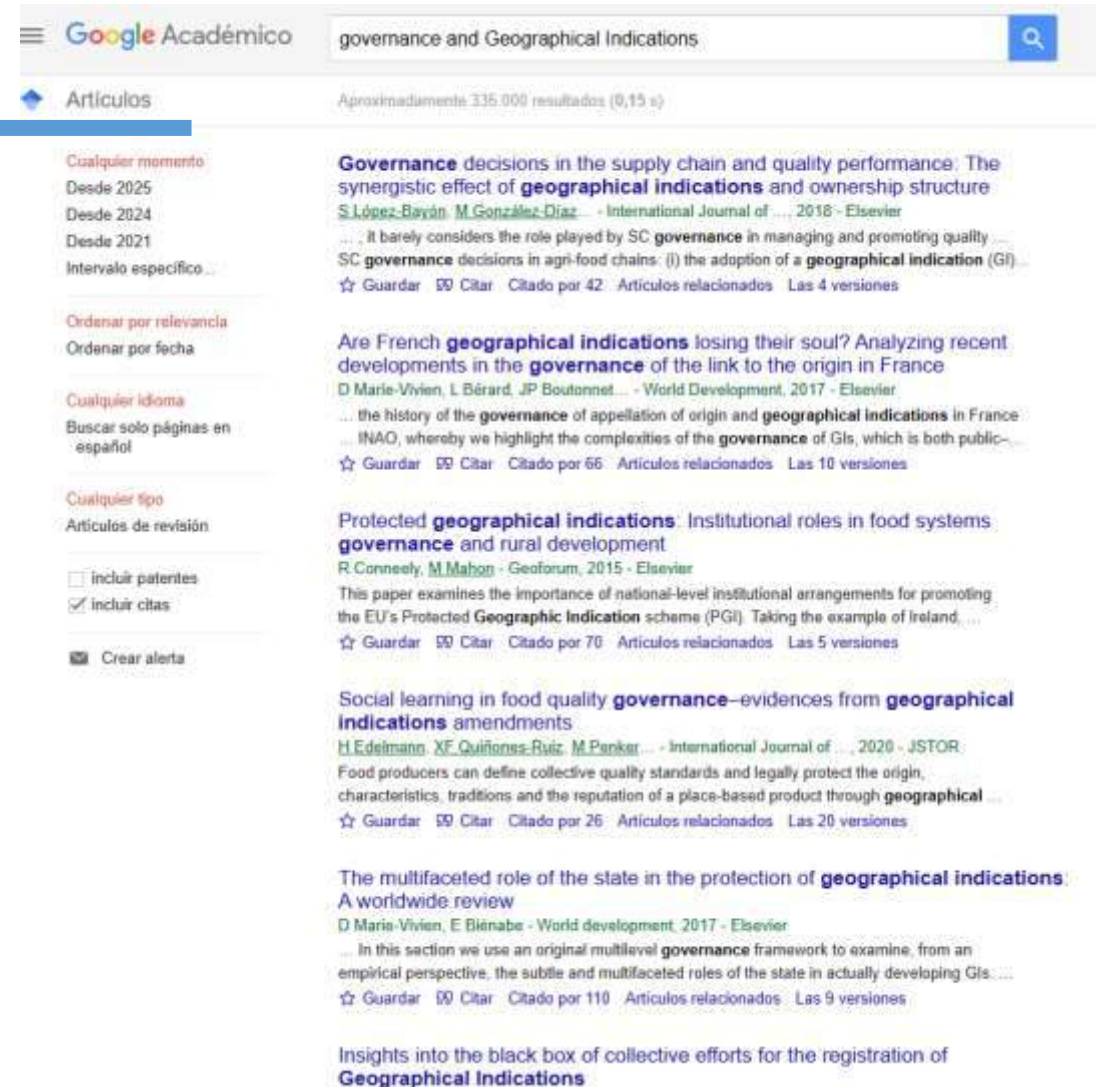


Google Académico

governance and Geographical Indications

Artículos

335,000 outcomes



Google Académico

governance and Geographical Indications

Artículos

Aproximadamente 335.000 resultados (0,15 s)

Cualquier momento

Desde 2025

Desde 2024

Desde 2021

Intervalo específico...

Ordenar por relevancia

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Incluir patentes

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**Governance** decisions in the supply chain and quality performance: The synergistic effect of **geographical indications** and ownership structure  
S.López-Bayón, M.González-Díaz... - International Journal of... 2018 - Elsevier  
... it barely considers the role played by SC **governance** in managing and promoting quality...  
SC **governance** decisions in agri-food chains: (i) the adoption of a **geographical indication** (GI)  
☆ Guardar Citar Citado por 42 Artículos relacionados Las 4 versiones

Are French **geographical indications** losing their soul? Analyzing recent developments in the **governance** of the link to the origin in France  
D Marie-Vivien, L Bérard, JP Boutonnet... - World Development, 2017 - Elsevier  
... the history of the **governance** of appellation of origin and **geographical indications** in France...  
INAO, whereby we highlight the complexities of the **governance** of GIs, which is both public...  
☆ Guardar Citar Citado por 66 Artículos relacionados Las 10 versiones

Protected **geographical indications**: Institutional roles in food systems **governance** and rural development  
R Conneely, M Mahon... - Geoforum, 2015 - Elsevier  
This paper examines the importance of national-level institutional arrangements for promoting the EU's Protected **Geographic Indication** scheme (PGI). Taking the example of Ireland, ...  
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Social learning in food quality **governance**—evidences from **geographical indications** amendments  
H Edelmann, XF Quiñones-Ruiz, M Penker... - International Journal of... 2020 - JSTOR  
Food producers can define collective quality standards and legally protect the origin, characteristics, traditions and the reputation of a place-based product through **geographical** ...  
☆ Guardar Citar Citado por 26 Artículos relacionados Las 20 versiones

The multifaceted role of the state in the protection of **geographical indications**: A worldwide review  
D Marie-Vivien, E Biénabe - World development, 2017 - Elsevier  
... In this section we use an original multilevel **governance** framework to examine, from an empirical perspective, the subtle and multifaceted roles of the state in actually developing GIs...  
☆ Guardar Citar Citado por 110 Artículos relacionados Las 9 versiones

Insights into the black box of collective efforts for the registration of **Geographical Indications**

- GIs are a collective endeavour to safeguard / promote a collective asset: a GI product reputation
- “Collective” implies stakeholder dialogue, collective decisions and leadership/management
- The credibility of a GI system depends on
  - Controls and enforcement
  - Value Chain Representativity
  - Legitimate Decision making



# .... however, the understanding of what is Good GI

## Governance varies in the specialized literature

Bienabe, E., Kirsten, J., & Bramley, C. (2013). **Collective action dynamics and product reputation**. In E. Bienabe, J. Kirsten, & C. Bramley (Eds.), *Developing geographical indications in the south. The Southern African experience* (pp. 51–72). Netherlands: Springer

Bienabe, E. and Marie-Vivien, D. “**Institutionalizing Geographical Indications** in Southern Countries: Lessons Learned from Basmati and Rooibos”. *World Development* Vol. 98, pp. 58–67, 2017

Cornforth, Chris. 2003. **The Governance of Public and Non-Profit Organizations**. London: Routledge.

Conneely, R., Mahon, M. “Protected geographical indications: Institutional roles in **food systems governance** and rural development” *Geoforum* 60 (2015) 14–21.

Edelmann, H., Quiñones-Ruiz, X. Penker, M., Scaramuzzi, S., Broscha, K., Jeanneaux, P., Belletti, G., and Marescotti, A. (2020). **Social Learning in Food Quality Governance** – Evidences from Geographical Indications Amendments.

EUIPO-Afripi – Manual for Geographical indications in Africa

FAO-oriGIIn- Developing a roadmap towards increased sustainability in geographical indication systems.

Kizos, T., Koshaka, R., Penker, M., Piatti, C., Reinhard Vogl, C., and Uchiyama, Y. “**The governance of geographical indications Experiences** of practical implementation of selected case studies in Austria, Italy, Greece and Japan”

Ménard C (2000) **Enforcement procedures and governance structures: what relationship?**

Niederle, P.C., Masgarenhas, G.C.C., Wilkinson, J., 2017. **Governança e institucionalização das indicações geográficas no Brasil**.

Ostrom, E. (1990). **Governing the commons: The evolution of institutions for collective action**

Poteete, A., Janssen, M., Ostrom, E. 2010 **Working Together: Collective Action, the Commons**, and Multiple Methods in Practice. Princeton University Press

Quiñones-Ruiz, XF; Penker, M; Belletti, G; Marescotti, A; Scaramuzzi, S. “**Why early collective action pays off**: evidence from setting Protected Geographical Indications.” *RENEW AGR FOOD SYST.* 2017; 32(2): 179-192

Quiñones-Ruiz, X., Nigmann, T., Schreiber, C. and Neilson, J. “**Collective Action Milieus and Governance Structures of Protected Geographical Indications** for Coffee in Colombia, Thailand and Indonesia” (2020). *International Journal of the Commons* 14(1), pp. 329–343. DOI: <https://doi.org/10.5334/ijc.1007>

Quiñones-Ruiz, X. F., Penker, M., Belletti, G., Marescotti, A., Scaramuzzi, S., Barzini, E., Pircher, M., Leitgeb, F., & Samper-Gartner, L. F. (2016). **Insights into the black box of collective efforts** for the registration of geographical indications. *Land Use Policy*, 57, 103–116. DOI: <https://doi.org/10.1016/j.landusepol.2016.05.021>

Reviron, S., Chappuis, J.M., 2011. **Geographical indications: collective organization and management**. In: Barham, E., Sylvander, B. (Eds.), *Labels of Origin for Food: Local Development, Global Recognition*. Cabi, Wallingford, pp. 45–62.

Sidali, K.L., Scaramuzzi, S., 2014. **Group heterogeneity and cooperation in the governance of geographical indications**: the case of Parmigiano Reggiano mountain product. *Int. Agricult. Policy* 1, 21–32.

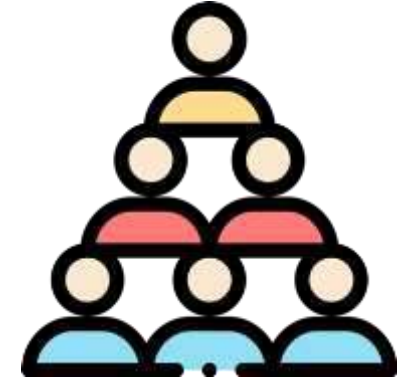
Skilton, P.L., Wu, Z., 2013. **Governance regimes for protected geographic indicators**: impacts on food marketing systems? *J. Macromarket.* 33 (2), 144–159.

van Puyvelde, S., Cornforth, C., Dansac, C., GUO, C., Hough, A., Horton Smith, D., “**Governance, boards, and the internal structure of Associations**”. In Smith D.H., Stebbins R.A. and Grotz J. (2016) *The Palgrave Handbook of Volunteering, Civic Participation, and Nonprofit Associations*, Ch. 35.

# So, what is Governance?

“Governance may be defined as the system by which organisations are directed, controlled and held accountable”

Comforth (2003), cited by van Puyvelde et al. (2016).



## And What is good Governance from in a GI context?

“...a GI organisation governance deals with complex systems covering mechanisms, processes, relationships and institutions through which individuals and groups articulate their interests, exercise their rights and obligations, and mediate their differences”



Vandecandelaere et al., 2009, Linking People, Places and Products, p. 187.

## Are these definitions clear enough to measure and monitor Governance?

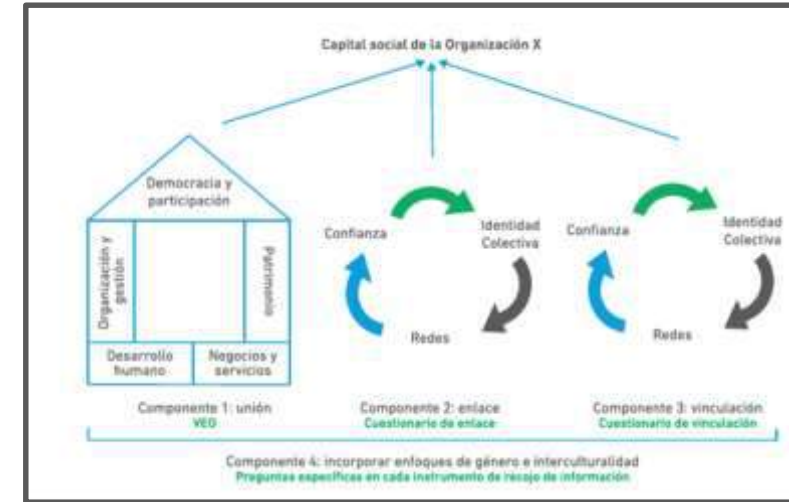
# The views from the Cooperation / Certification world...

Institutional Capacity Index – (Maturity to assume given responsibilities)

Índice Capital Social - Valoración del Estado Organizacional

Pilares de la Asociatividad

Certification Agencies



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VED (A)	Desarrollo Humano	Democracia y Participación	Organización y Gestión/Gerencia y Administración	Servicios/ Negocios y Servicios	VED (A)		
	1	16	6	10	33		
Enlace (B)	Confianza	Identidad	Redes	Confianza, reescalado	Identidad, reescalado	Redes, reescalado	Enlace (B)
	6.00	3.5	10.00	90.00	37.50	90.63	72.71
Vinculación (C)	Confianza	Identidad	Redes	Confianza, reescalado	Identidad, reescalado	Redes, reescalado	Vinculación (C)
	6.67	6.67	13.00	98.89	37.50	70.83	43.74
Género e interculturalidad (D)	Género e interculturalidad			Género e interculturalidad reescalado (D)			
	6.67			37.50			
ICS	ICS (A+B+C+D)/4						
	34.74						





# SSGI: a redefined GI Governance, includes 5 themes and 13 topics to consider



Theme	SSGI topic number	Topic	Topic definition/description	Examples of key guiding questions
Accountability	16	Holistic audits	Internal monitoring and review	Do the GI producers/organization implement regular audits, performed by capable individuals or third parties?
	17	Structure and leadership	Ability of the GI organization's senior managers and governance bodies to avoid conflicts of interest, operate according to the organization's mission and/or code of conduct and provide internal stakeholders with evaluations of their performance.	Do the GI board's composition rules ensure that new and diverse members have access to top decision-making bodies? Are there programmes in place to ensure that decision-makers enhance their capacities to perform according to their responsibilities? Do the GI producers/organization implement regular audits, performed by capable individuals or third parties?
	18	Transparency	Effective access of stakeholders to procedures, policies, decisions and decision-making processes, as well as information on financial performance. Ability to contest the GI organization's decisions following impartial internal processes.	Does the GI organization keep formal minutes of meetings? Does the GI organization have anti-corruption policies/policies to manage conflicts of interest? Do the GI organization's reports provide relevant and transparent information to stakeholders, including regular activity reports and reports on the use of financial resources? Are product specification controls reliable and in conformity with agreed procedures?
Ethics	19	Due diligence	Decision-makers consider the potential external impacts of their decisions.	Are decision-making bodies of GI producers/organization aware of the possible risks and consequences of the decisions they make?
	20	Mission statement and purpose	Stakeholders have a clear understanding of the long-term role of the GI system in the collective product strategy and of its expected benefits.	Do GI producers/organization have a clear mission and strategy? Is there an understanding among internal and external stakeholders of the actions and strategies being implemented by the GI organization?
Holistic management	21	Full-cost accounting	The measurement of and reporting on business performance takes into account the direct and indirect impacts on the economy, society and environment.	Do GI producers/association measure the non-monetary impacts of GI production? Do GI producers/association take into account the GI system's sustainability impacts when measuring its overall performance?
	22	Sustainability management plan	A sustainability management plan (with a long-term strategic and holistic sustainability view, consistent with the mission and purpose of the organization) has been endorsed by the GI organization's internal stakeholders and decision-makers. The plan includes considerations regarding the possible negative social and environmental impacts of the GI system and mitigation strategies.	Do GI producers/organization have long-term objectives? Are these objectives regularly reviewed? Is there an implementation plan to reach these objectives? Is this plan regularly reviewed? Is there a system in place to monitor the accomplishment of objectives?

Theme	SSGI topic number	Topic	Topic definition/description	Examples of key guiding questions
Participation	23	Conflict resolution	Resolution of conflicts with stakeholders through collaborative dialogues, based on established procedures, respect, mutual understanding and equal power.	Are there established procedures for internal stakeholders to voice their concerns? Does the GI organization know the complexities that its stakeholders have? Are the GI organization complaint procedures followed and worked?
	24	Legitimacy	A GI organization's reputation and ability to influence, based on its ability to represent the interests of GI producers and ensure compliance with internal decision-making rules. It also rests on active communication and understanding of the GI organization's activities by internal and external stakeholders.	Is the GI organization generally viewed as representative of the interests of its members? Does the GI organization know the degree of compliance with its own decision-making rules? Are the GI organization's decisions generally accepted by its stakeholders?
	25	Stakeholder dialogues	Engagement in and communication of decision-making processes and their implementation to all GI stakeholders.	Do GI producers/association make a regular and structured effort to identify stakeholders, their interests and priorities? Do GI producers/association reach out to key stakeholders to communicate their collective strategies and priorities? Does the GI organization regularly reach out to internal stakeholders to understand their concerns and explain its plans and decisions? Do internal stakeholders have the opportunity to participate in the GI organization's decision-making bodies?
Rule of law	26	Civic responsibility	Compliance with all applicable laws, involvement in the improvement of regulatory frameworks that may affect the GI system.	Are GI producers/organization aware and knowledgeable of local, national and international laws, regulations and standards that apply to the GI production and commercialization processes? Does the GI organization have the ability to defend its members' interests before relevant authorities? Are there strategies to enhance compliance with applicable regulations?
	27	GI product compliance and management procedures	Actions undertaken by GI stakeholders to remedy, restore and/or prevent any infringements of applicable regulations, including the GI product specifications. Also, the procedures to deal with possible GI infringements by external stakeholders and other actors.	Does the GI organization have a system to detect GI product infringements within and outside the territory? Is this system being monitored and implemented? Is the system to ensure compliance with GI specifications by GI producers in the territory perceived as fair and objective? Are there strategies in place to help GI producers implement corrective actions to ensure compliance with specifications?
	28	Resource use to protect	Respect for collective goods and services, facilitate GI producers' access and legal rights to resources such as land and water.	Does the GI organization have knowledge of incidents regarding the illegal appropriation of resources that affect GI stakeholders? Do producers have ownership titles of the land they use? Are there policies for using common resources such as water? Are they being implemented?





# Who can use this?

## GI Associations

- New GIs
- For Established *Consejos reguladores*, *Associations interprofessionnelles*, *ConSORZI*, etc.



## Other Collective Endeavours in a given territory

- Coops
- Trade associations, etc.





Food and Agriculture Organization  
of the United Nations

ori**GIn**

# Thank You

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Bogotá, Colombia

**Worldwide Perspectives on Geographical Indications  
Rome, FAO, 18 - 21 February, 2025**

**Strategic alliances in Consortia:  
driver of proximity for knowledge  
and innovation exchange in the  
agri-food industry**

**PARALLEL SESSION:**

**Innovations in Governance (2a1) – 18.02.2025**



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# Agenda

Worldwide Perspectives on Geographical Indications  
Rome, FAO, 18 - 21 February, 2025

**Introduction**

**Theoretical Background**

**Methodology and Data Collection**

**Results**

**Discussion**

**Conclusion**



# Introduction

Worldwide Perspectives on Geographical Indications  
Rome, FAO, 18 - 21 February, 2025

**Survival of the species and the resulting requirement to provide food for all living creatures are factors questioned in light of major climatic events.**

**Agriculture experiences great challenges on a daily basis that undermine these crucial elements.**

**Innovation is the resilient response to continuous climate change and helps to improve the relationship with the environment.**

## **MOTIVATION**

**Agriculture and farming are responsible for part of the greenhouse gas emissions  
**BUT**  
agriculture is the sector responsible for guaranteeing the supply of human beings**

# Introduction

Worldwide Perspectives on Geographical Indications  
Rome, FAO, 18 - 21 February, 2025

**Governments are currently moving in this direction, promoting research and funding projects oriented towards sustainable innovation.**

**Research institutes are exploring improved techniques.**

**Agri-food companies often lack the availability to invest in innovation, since they are often relatively small firms and possess few resources to devote to R&D techniques.**

**ALLIANCES  
ALLIANCES  
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ALLIANCES**

# Introduction

Worldwide Perspectives on Geographical Indications  
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In light of the strain on the agri-food sector and the consequent strategic action required from companies, this work is proposed to delve into the spatial relationship between companies to answer the following research questions:

**RQ1: How does the relational aspect influence the long-term survival of olive oil firms?**

**RQ2: Can consortium membership improve the resilience of firms that produce certified olive oil?**

- SMEs Collaboration Advantages → Enhances resilience and growth in the agri-food sector.
- Climate Impact Analysis → Studies spatial dependency and climate event effects.
- Strategic Partnerships → Evaluates knowledge exchange and long-term benefits.

# Agenda

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# Theoretical Background

Worldwide Perspectives on Geographical Indications  
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## Intellectual Capital for Sustainable Agri-food firms

**Intellectual Capital** (composed by human expertise, R&D, and biotechnology) helps agriculture adapt to climate challenges.

- **Structural Capital:** Systems, IT, and certifications boost efficiency.
- **Relational Capital:** Networks and partnerships drive innovation.

→ *Ferraris et al., 2020; Paoloni et al., 2020, 2021*

## **Olive Oil & Climate Change**

Due to extreme weather, Italian olive oil quality is at risk.

Maintaining standards protects its reputation and market value → GIs are the solution!

→ *Vandecandelaere et al. (2020)*

## **Cooperation for Resilience**

Consortia, cooperatives, and SMEs integration strengthen competitiveness, stabilise markets, and ensure sustainability.

There is the need to have **common strategies to reduce costs**, enhance benefits and boost members' contractual power

→ *Belletti et al., 2007*



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# Methodology

Worldwide Perspectives on Geographical Indications  
Rome, FAO, 18 - 21 February, 2025

## Spatial Analysis

- **Bai and Li (2021)**  
Methodology for analyzing cross-sectional interactions and firm longevity in spatial contexts.
- **Jeanty et al. (2010); Baltagi & Bresson (2011); Gebremariam et al. (2011); Hauptmeier et al. (2012)**  
Regional economic studies capturing macroeconomic shocks with heterogeneous local effects.

## Sample

Italian agri-food involved in Ateco Codes:

- **012600 code for growing oleaginous fruits**
- **104110 code for the manufacture of oils and fats.**

Data were collected from AIDA Bureau Van Dijk and the website of firms for the indication of belonging in Consortia and Certification obtaining.

## Identification of variables via Intellectual Capital (IC)



### 1. Structural Capital:

- Patents, copyright and intellectual property.
- Knowledge management and information sharing systems.
- Company brand and reputation.
- Relations with customers, suppliers and business partners.
- Advanced information technology and infrastructure.
- Cosentino et al., 2020



### 1. Human Capital:

- Employees' skills and knowledge.
- Capacity for innovation and creativity.
- Education and training level of employees.
- Employee turnover and retention rate.
- Skills and career development programmes.
- Pennings et al., 1998.



### 1. Relational Capital:

- Quality of customer relations and customer loyalty.
- Strategic partnerships and alliances with other organisations.
- Collaborative networks with suppliers and other stakeholders.
- Image of the organisation within the community and institutions.
- Paoloni et al., 2020.

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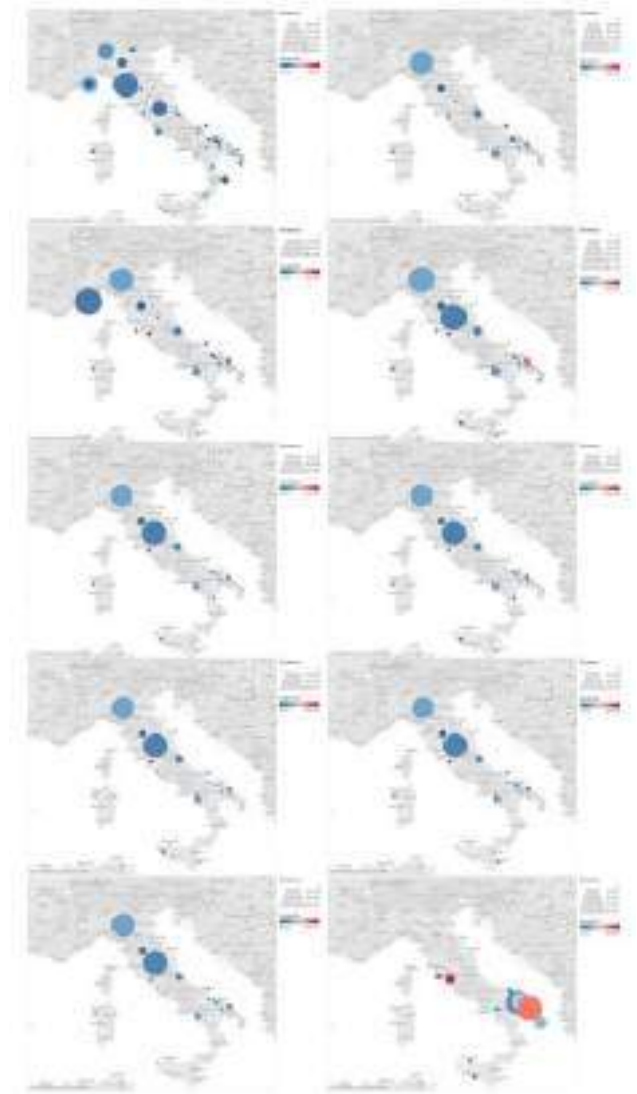
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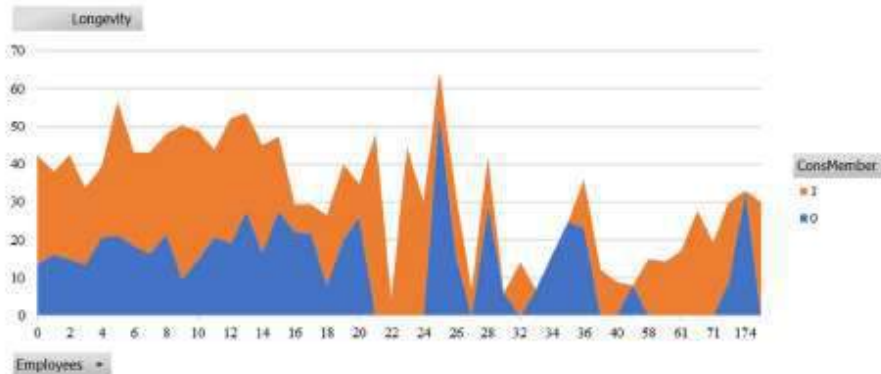
# Results

## Annual Overview of Revenues and Longevity

- an overview of the variability of revenues according to the bubble size.
- the colour varies as the firms under analysis become mature.
- the gap between the North and the South is marked in the representations of years and expresses the ability of those few companies considered to maximise sales revenues



## Longevity and Employees, based on ConsMember dummy variable



Observing the different distributions of the variables Employees and Longevity, it emerges that the enterprises belonging to the consortium on average **are more persevering over time**, albeit with few Employees involved in the production process. It should be noted that the agri-food sector is strongly characterised by contracts for seasonal work.

# Agenda

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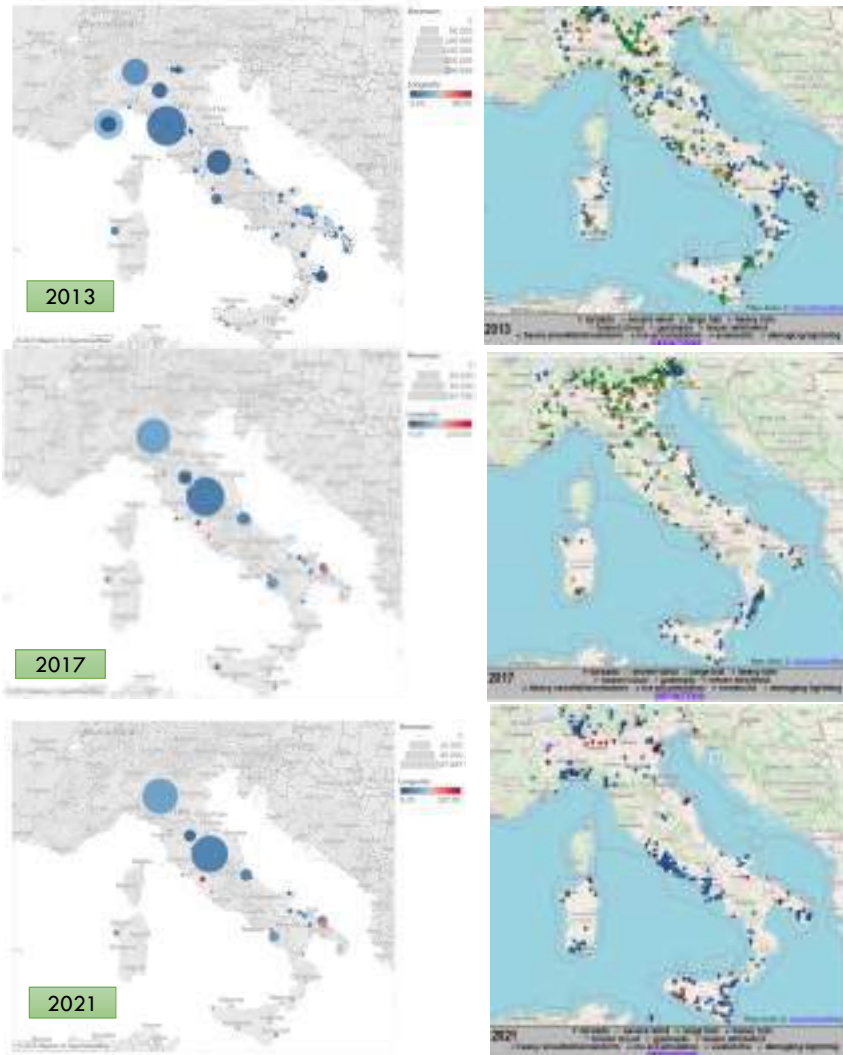
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# Discussion

Worldwide Perspectives on Geographical Indications  
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Comparison between geographical distributions of  
-Annual Overview of Revenues and Longevity  
-Italian climate phenomena year by year  
(maps from the European Severe Storms Laboratory)

Clusters of points, corresponding to areas in which multiple companies are located, often correspond with areas exposed to climatic risks.

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# Conclusion

Worldwide Perspectives on Geographical Indications  
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Significance of both models (SEM and SAR) for all years.

In the agri-food context, the discussion is even more intense in light of the continuing challenges in the sector.

In line with (Ardito et al., 2019; Cano-Rubio et al., 2021), **survival** becomes accessible through cooperation orientated to innovation and the flow of information (Craig and Dibrell, 2006; Cano-Rubio et al., 2021).

The purpose of this work was to explore if agri-food companies benefit from sharing know-how, quality products and innovative ideas within strategic partnerships, and whether geographical location favours this type of strategic alliance.

The longevity of the firm results related to factors of consortium membership, possession of certification, the attitude of the territory to create cooperatives and consortia, and economic factors.

Geographical proximity can also help in the reconsideration of these values that every company should not underestimate.

Geographical proximity can help the development and innovation of this sector and sub-sectors.

Worldwide Perspectives on Geographical Indications  
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**THANKS FOR YOUR PRECIOUS ATTENTION**



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Strategic alliances in Consortia: driver of proximity for  
knowledge and innovation exchange in the agri-food industry



ZRC SAZU



# Geographical Indications and Producer Cooperation: Evaluating the Impact of PDO and PGI in Slovenia

Erik Logar, PhD of Geography

*Researcher at Research Centre of the Slovenian Academy of Sciences and Arts, Anton Melik Geographical Institute*



# Context and Challenges of GIs in Slovenia

## **Slovenia: A post-socialist country with diverse rural areas.**

- 24 Geographical Indications (PDO/PGI): 30 years of implementation.
- Ministry of Agriculture, Forestry and Food: Handles registration administrative procedures, and (partial) promotion.

## **Challenges:**

- No systematic monitoring of GIs (effects, challenges, proposals, or initiatives).
- Lack of feedback and adaptation mechanisms → weak connection between GI stakeholders.

## **Current Context:**

- Ongoing process of GI-related legislation reform at the national level.
- Opportunity for an applicative research project (2024–2026, involving 3 researchers).



# Key Research Questions

## Very basic!

### **Current Situation:**

- What is the current state of GI implementation in Slovenia?

### **GI Production Challenges:**

- Why are some GI products not produced (i.e., exist “only on paper”)?
- What are the key challenges in the current governance structure of PDO/PGI schemes in Slovenia?

### **Organizational Impact:**

- How do GIs influence the organization of producers and other stakeholders (e.g., producer associations operating “behind the scenes”)?
- What are the key drivers of successful collaboration among producers within GI schemes?
- How can producer associations be strengthened to enhance collective action?

### **Policy and Collaboration:**

- How can legislation and cooperation between the ministry and GI stakeholders be improved?
- How can institutional support (e.g., funding, training, and technical assistance) be improved?



# Evaluating PDO and PGI in Slovenia: A Three-Phase Research Study

## PHASE 1: Literature Review

### 🚩 Objective:

- Identify and analyze existing knowledge on PDO and PGI schemes in Slovenia.

### 📊 Data Collection:

- Snowball Method: Identification of key authors and experts.
- Expert Consultations: Structuring information and validating insights.
- Literature Review: Analysis of the Slovenian database COBISS.

### 🔍 Key Findings:

- 156 publications identified in COBISS.
- Research focus: Product quality, consumer perception, economic impact, and legal aspects.
- Most studied GIs: Kranjska klobasa (21), Slovenski med (18), Kraški pršut (16).
- 10 GIs lack research.
- No scientific study has holistically or comparatively analyzed GIs in Slovenia.

### 📅 Results & Next Steps:

- Conduct a systematic review of literature on GI governance in Slovenia.
- Identify key authors, main research trends, and knowledge gaps.





## PHASE 2: Interview-Based Research

### ✦ Objective:

- Analyze the organization of producers within PDO and PGI schemes.
- Conduct interviews to understand the implementation of these schemes.

### 📊 Data Collection:

- Identify producers from databases (EU eAmbrosia, GI-view) and with the assistance of relevant institutions (e.g., Chamber of Agriculture and Forestry).
- Contact producer representatives (associations, cooperatives, etc.) → minimum of 24 interviews.
- Conduct at least one interview per quality scheme, with priority given to in-person interviews.
- Perform qualitative analysis using Atlas.ti software.



● In progress

## PHASE 2: Interview-Based Research

### Preliminary Key Findings:

#### ✦ PDO & PGI and Cooperation:

- PDO and PGI schemes thrive in regions with strong collective traditions (e.g., wine production).
- Shared marketing and resource pooling boost innovation.
- Historical distrust of cooperatives limits collaboration, weakening market performance.

#### ✦ Governance & Support Gaps:

- Fragmented governance: Slovenia lacks centralized support for PDO and PGI schemes.
- Need for a national coordinating body and educational programs to foster trust.
- While the EU framework exists, inefficiencies persist without national coordination.

#### ✦ Economic & Sustainability Impact:

- PDO and PGI schemes enhance market competitiveness and rural development.
- They support traditional production methods and sustainable agriculture.
- Economic pressures slow the adoption of sustainable practices.



● In progress



## PHASE 3: Validation & Policy Recommendations

### ✦ Objective:

- Validate research findings through stakeholder engagement.
- Develop actionable recommendations to improve PDO and PGI governance and policy.

### 🎯 Validation Process:

- Present research results → followed by structured discussions.
- Participants selected based on previous findings and stakeholder networks.
- Organize an engagement event with policymakers, institutions, and producer representatives.
- Researchers present key insights → discussions follow with minimal intervention to align and validate results from qualitative interviews and literature review, resolving potential contradictions.

### 📄 Expected Outcomes:

- Reliable, stakeholder-informed recommendations for PDO and PGI policy and governance.
- Strengthened collaboration among producers, ensuring long-term improvements in quality scheme governance.
- Scientific publication to disseminate findings.



## What the project will contribute to the field of Geographical Indications (GIs)?

- **Fills knowledge gaps:** Provides a holistic and comparative analysis of GIs in Slovenia, addressing under-researched areas.
- **Advances GI governance:** Identifies governance gaps and proposes a national coordinating body for better PDO/PGI management.
- **Strengthens rural development:** Highlights how GIs enhance market competitiveness, innovation, and sustainable practices.
- **Promotes stakeholder collaboration:** Emphasizes trust-building and education to improve cooperation among producers and institutions.
- **Preserves cultural heritage:** Supports traditional production methods and local identity through GIs.
- **Offers cross-border insights:** Provides lessons for other post-socialist and EU countries.
- **Delivers practical outputs:** Produces scientific publications and actionable recommendations for policymakers and stakeholders.
- **Aligns with global goals:** Contributes to SDGs (8, 12, 15, 16) and the EU Farm to Fork Strategy.



# ORGANIZATION, RESEARCHER AND REFERENCES



**ZRC SAZU**  
Geografski inštitut  
Antona Melika

## ZRC SAZU

- Slovenia's leading research center in the humanities
- Anton Melik Geographical Institute: Territorial development, scientific research on society and space

## Research Focus

- Rural areas | Place branding | Territorial development | Governance | Geographical Indications
- **PhD** in Human Geography: Place branding in rural development
- **Postdoc**: Geographical Indications (GI) & Sustainable Rural Development: Comparative Case Studies in Slovenia
- **Target Research Project**: Impact of GI on Producer Cooperation in Slovenia

## Publications

- Single author: Scientific monograph & 5 scientific articles
- Co-author: Scientific monograph & 2 scientific articles



# Troubleshooting Geographical Indications in emerging GI countries

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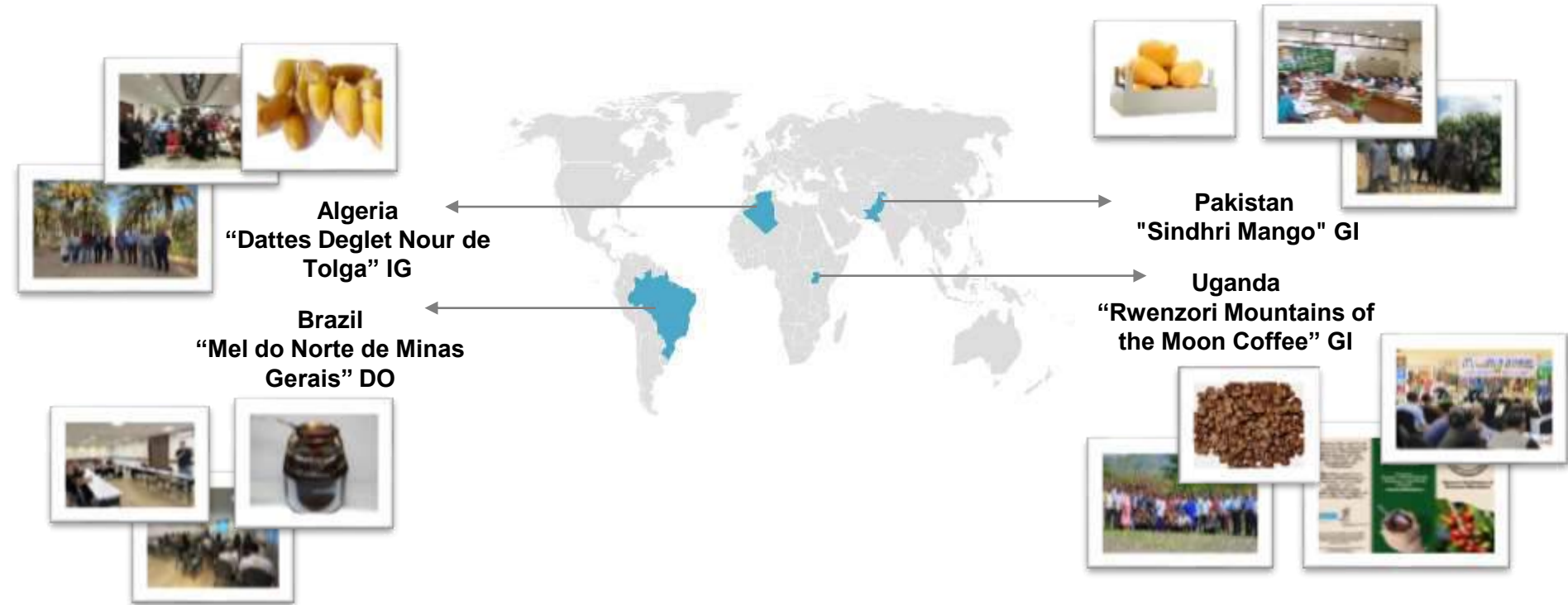
**Worldwide Perspectives on Geographical Indications (GIs), Rome, 2025**





# Introduction to the project

## WIPO Project: Empowering Small Businesses through IP / Developing Strategies for Supporting Geographical Indications or Collective Marks in the Post-Registration Period



Phase I

- Selection of pilot GIs or collective/certification marks
- **Preparation of national studies on challenges in the post-registration period**
- Information events

Phase II

- Development of strategies, guides or training material
- Workshops and training activities for producers and stakeholders

Phase III

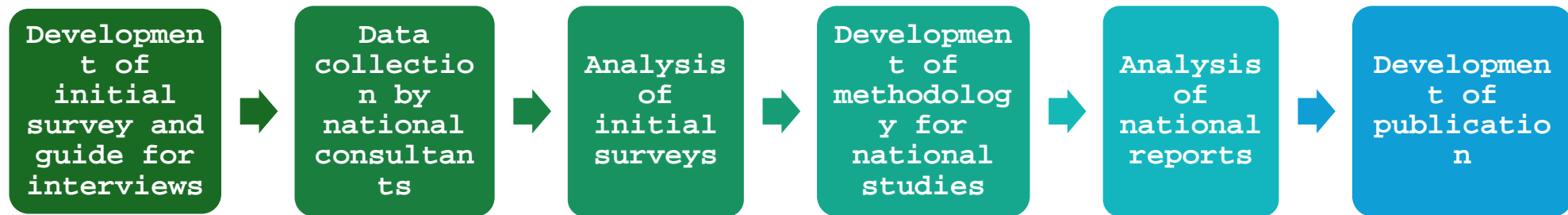
- Development of control and certification systems
- Preparation and implementation of branding and commercialization strategy



## Aims of the study

- Assess the current GI system and selected GIs in the beneficiary countries of the project and identify challenges that emerge after a GI is registered.
- Address key issues to help policymakers and practitioners to more effectively identify weaknesses in GI systems and implement targeted interventions to maximize the impact and success of GIs.

## Methodology for National Studies



# Overview of case studies

	Algeria	Brazil	Pakistan	Uganda
<b>Establishment</b>	Ordinance No: 76-121 (1976) & Executive Decree No 13-260 (2013)	Industrial Property Law (1996)	GIs Act (2020)	GI Act (2013) & GIs Regulations (2018)
<b>Registered GIs</b>	3	106	10	1
<b>Applicants</b>	Any legally constituted institution or individual engaged in production activity	Producers' associations, unions, or similar entities	Federal Government notifies a public body to apply as Registrant for a selected GI	Producers, Farmers, Artisans, Representative Groups, Authorities
<b>Examination</b>	Application submitted to the National Labeling Committee under MADR. Approved via ministerial decree. Recognition is registered with INAPI, valid for 10 years, and renewable indefinitely upon compliance and fee payment.	Application submitted to INPI. Approved indefinitely, as long as conditions for the GI are maintained	Registrant applies to GI Registry under IPO Pakistan. Registrar grants GI status with indefinite registration; authorized user status is renewable every 10 years	Application submitted to URSB. GI registered for 10 years, renewable indefinitely in 10-year terms
<b>Control System</b>	Ensured by applicant; certification bodies accredited by ALGERAC monitor compliance	Managed by applying entity; third-party certification possible	Federal Government designates a certification body to monitor compliance	Controlled by GI owner

# Overview of case studies



## Algeria

Datte Deglet Nour de Tolga IG (2016)

### Applicant

Association pour la Valorisation et la Protection de la Dénomination Datte Deglet Nour de Tolga (Association for the Promotion and Protection of the Denomination Date Deglet Nour de Tolga)

### Control System

Certification body not appointed

### Market Status Pre-GI

Dominated by wholesalers and retailers; growing exports (14% in 2022)

### Use of GI

No registered users yet



## Brazil

Mel de Aroeira do Norte de Minas DO (2022)

CODEANM (Conselho de Desenvolvimento da Apicultura do Norte de Minas)

Managed by COOPEMAPI; not fully operational

30% higher prices for Aroeira honey; dominated by large national companies

20% of production certified as GI (2022)



## Pakistan

Sindhri Mango GI (2023)

TDAP (Trade Development Authority of Pakistan)

Certification by Horticulture Center Mirpur Khas Sindh (2024) not yet active

Sold domestically and internationally; intermediaries involved

No authorized users yet



## Uganda

Rwenzori Mountains of the Moon Coffee GI (2022)

RGIA (Rwenzori Geographical Indication Association)

Managed by RGIA; not fully in place

Small-scale producers don't have direct access to market. Cooperatives negotiate prices. Multinational companies offer advances for lower price

Small quantity sold as GI (2022)

## Critical aspects

1. **Constraints on GI Potential:** Normative frameworks are set in all analyzed countries, but implementation is limited.
2. **Lack of Awareness:** Limited information and awareness among producers, traders, and consumers about GIs' meaning, usefulness, and functioning. Some interest in origin products recorded but understanding of GIs remains insufficient for effective marketing use.
3. **Weak Collective Management:** Management of GIs lack resources, interest, and producer cooperation, posing risks to effective management and initiatives.
4. **Resistance from Downstream Actors:** Traders and processors may view GIs as threats, especially where GIs may disrupt existing marketing practices of external actors or large-scale traders.

## Conclusions

### GI Registration Alone is Insufficient

GI success depends on addressing legal, economic, and organizational challenges

- **Producers, governments, and other stakeholders must work together.**
- **Properly implemented GIs can support sustainable development, preserve cultural heritage, and improve rural livelihoods.**



# Le système des IG au prisme des communs : la fin d'une longue histoire tourmentée ?

Dr Flavia GUERRIERI

Postdoc affiliée

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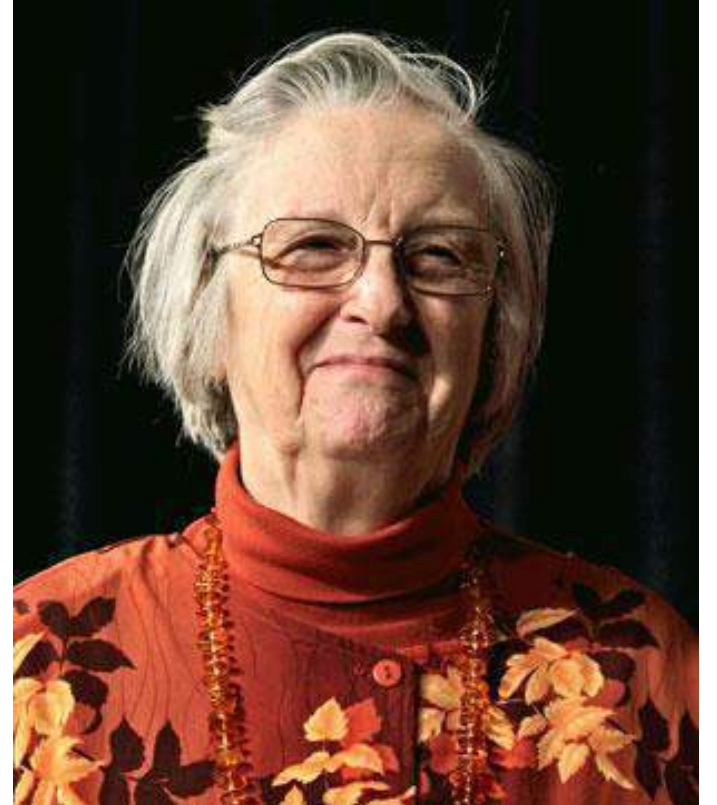
*Perspectives Mondiales sur les Indications Géographiques*  
*Rome, 18-21 février 2025*



# L'héritage d'Elinor Ostrom : au delà de la « tragédie des communs »

« De nombreux chercheurs (...) ont conclu que les participants à un dilemme lié aux communs **sont piégés dans un processus inexorable dont ils ne peuvent pas s'affranchir**. Ils en déduisent que des autorités extérieures sont nécessaires pour imposer des règles et des réglementations aux usagers locaux des ressources, **qui sont autrement incapables de se sauver eux-mêmes**. »

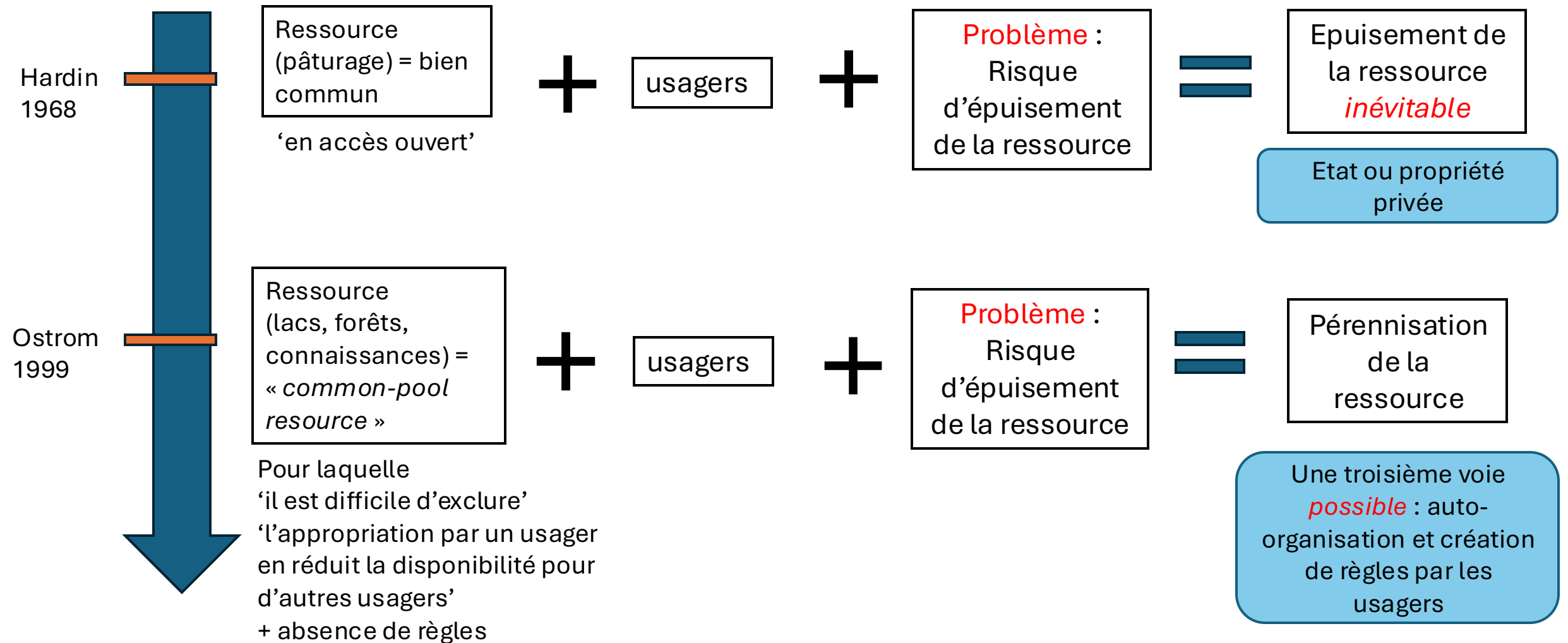
(Entretien avec E. et V. Ostrom, in *Challenging Institutional Analysis and Development*, Dragos Aligica and Boettke, Routledge, 2009)



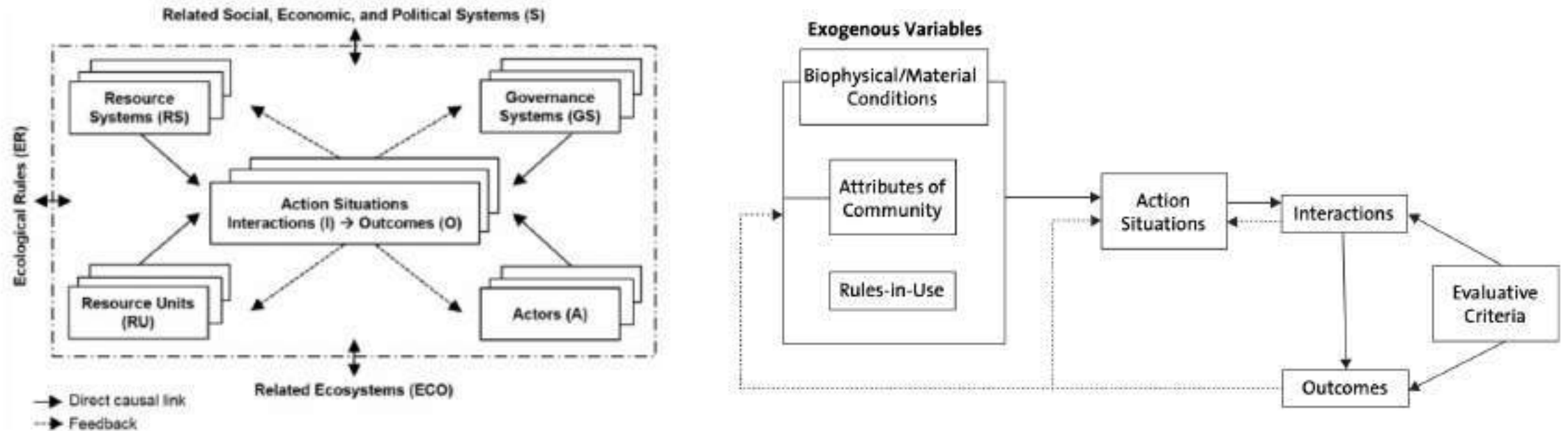
Elinor Ostrom (1933-2012), Prix « Nobel » d'Economie en 2009.

Source: Indiana University Bloomington

# L'héritage d'Ostrom : les communs sont-ils des ressources destinées inévitablement et inexorablement à l'épuisement ?



# L'héritage d'Ostrom : décerner une réalité complexe avec des cadres diagnostiques



- Etudier l'action collective et ses impacts sur les ressources ;
- Méthodologie uniforme et transdisciplinaire ;
- Permettre de décrypter et comprendre des systèmes complexes.

## La « Saga » des IG et des « *common-pool resources* »

- Une pluralité de rapprochements conceptuels entre IG et théorie des communs d'Ostrom : **l'IG est-elle un commun ? L'IG est-elle un outil qui permet de gérer une ressource comme commun ?**
- Le « grand absent » : l'approche juridique

L'approche intégrée juridico-institutionnelle permet de :

- (A) Clarifier la nature de la ressource et le rôle du nom ;
- (B) Perfectionner les outils d'analyse empirique ;
- (C) Connecter analyse empirique et politiques publiques.

L'indication géographique est un nom qui **identifie** un produit d'origine



# Implications sur la nature de la ressource et le rôle du nom

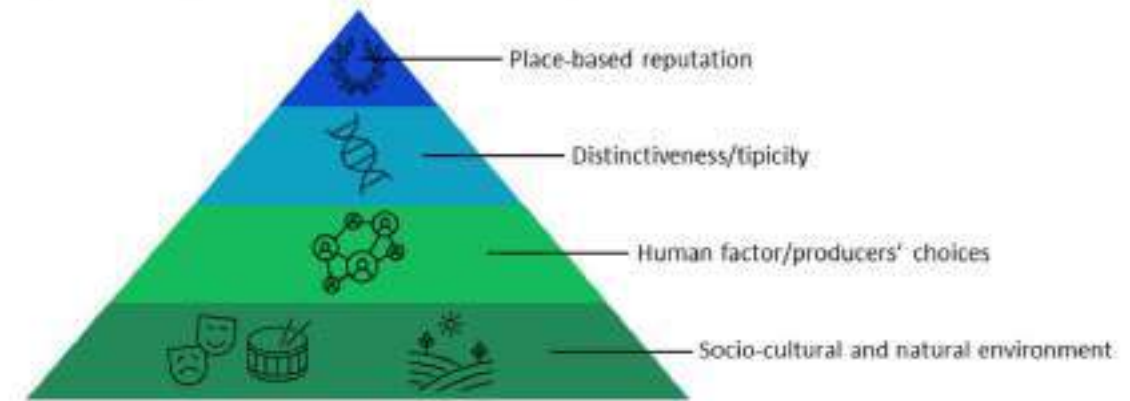
## Identification de la ressource par le problème qui en cause l'épuisement

**Ressource** : *réputation nécessairement « place-based »*

**Problème** : Epuisement par (A) appropriation illicite/free-riding (dilution); (B) Non-utilisation.

Le **nom enregistré ou éligible à l'enregistrement** est une **infrastructure qui permet l'accès à la réputation « place-based »**. Il absorbe le même type de gestion que la réputation *place-based*.

Figure 3: The place-based reputation as a complex and nested resource.



Guerrieri, *Governing Governance* (2023) p 52

inspiré par F. Casabianca et al « Terroir et typicité » (2009)

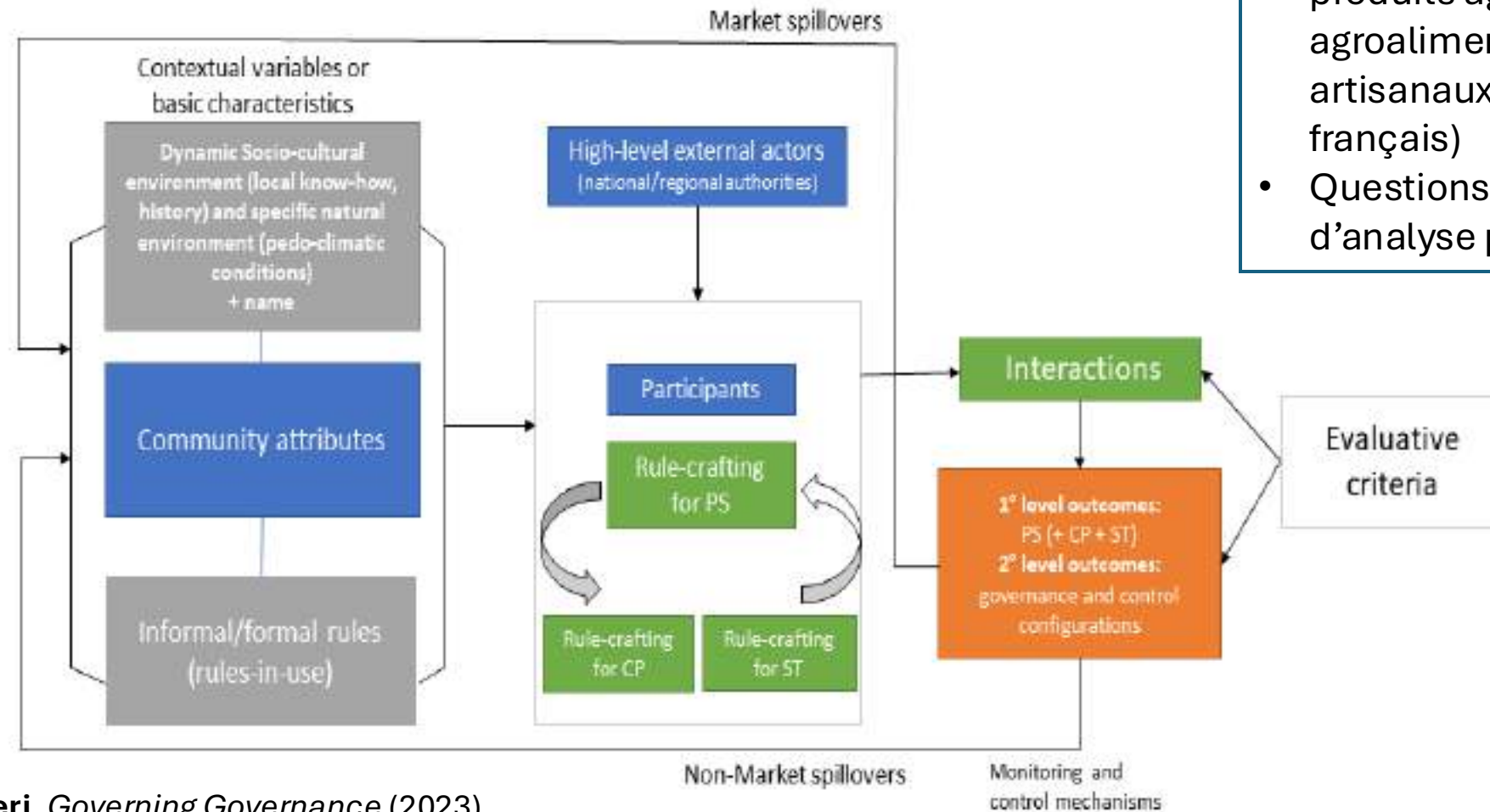
## Configurations de règles de gestion endogènes en réponse au problème d'épuisement

Les cahiers des charges sont des **règles opérationnelles de délimitation**. Si elles sont *formulées, générées et opérationnalisées* par un processus démocratique et « inclusif » qui évite les *exclusions arbitraires*, elles peuvent concrétiser une gestion « en bien commun ».

# La contribution de l'approche intégrée juridico-institutionnelle dans les cadres diagnostiques : approche « *Actors-Process-Outcomes* » (A-P-O)

## L'approche A-P-O et le cadre IAD-GKC appliqués aux IG

- *Ex ante* – *ex post*
- produits agricoles et agroalimentaires et industriels et artisanaux (8 cas d'études italiens et français)
- Questions méthodologiques et axes d'analyse pour A-P-O + codage



# Conclusions

La ressource + l'infrastructure qui en garantit l'accès/usage

**Noms** utilisés avant l'enregistrement / avec réputation établie ;  
**Liens réputationnel vs terroir**, le lien réputationnel étant plus faible (Zappalaglio, [...] Guerrieri et al. 2022)

Les motivations à enregistrer une IG

Pour **protéger** / **valoriser** (accroître) la réputation: impacts sur les fonctions (Guerrieri 2025)

Le processus de construction du CdC et la gouvernance durable des IG après enregistrement

Les « **success stories** » d'une gouvernance en bien commun (maximisation de toutes les fonctions de l'IG) ;  
L'exigence d'une structuration des groupements des producteurs dans le temps (contrôles de la gouvernance) ;  
**Evidence-based approach** : une garantie face à l'exclusion arbitraire

Merci pour votre attention !  
Thank you for your attention !  
Grazie per l'attenzione !

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**Remerciements :**

*Encadrants :*

Prof Martin Senftleben (Université d'Amsterdam),  
Prof Annette Kur (Institut Max Planck pour l'Innovation et la  
Concurrence, Munich, Allemagne),  
Dr Delphine Marie-Vivien (CIRAD, UMR Innovation, Montpellier)

*Financements :*



<https://pure.uva.nl/ws/files/147092970/Thesis.pdf>





**2<sup>nd</sup> International GI Conference  
Worldwide Perspectives on GIs  
Innovations and Traditions for Sustainability  
Session 1b: GI Sustainability Performance  
Feb. 18, 2025 at FAO in Rome, Italy**

**Seeking Sustainable Performance of GI  
Beef in Japan: Innovations Suggested by  
Alternative Beef Production Systems**

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**Kae SEKINE**

**Ph.D. Prof. Aichi Gakuin University**





# 1. Introduction

## ◆ Background

- ◆ **Livestock production:** one of the most criticized sectors
- ◆ **Japanese Beef (*Wagyu*):** iconic product protected under GIs
- ◆ **Reputations:** **culinary, drinking beer, massage**
- ◆ **Reality:** limited connection with local resources → **questioned sustainability**



Photo: Sekine 2010  
and 2018



# 1. Introduction

## ◆ Research question

- ◆ What are the challenges in GI Japanese Beef's sustainability?
- ◆ What are innovations made by alternative beef production systems?

## ◆ Methods




- ◆ Literature review, statistical analyses, interviews with **GI and organic beef producers** in 2010, 2018, 2020, 2022-2024



Photo: Sekine 2010

## 2. GI Systems in Japan

**Table 1. Registration Systems of GI and Origin Products in Japan**

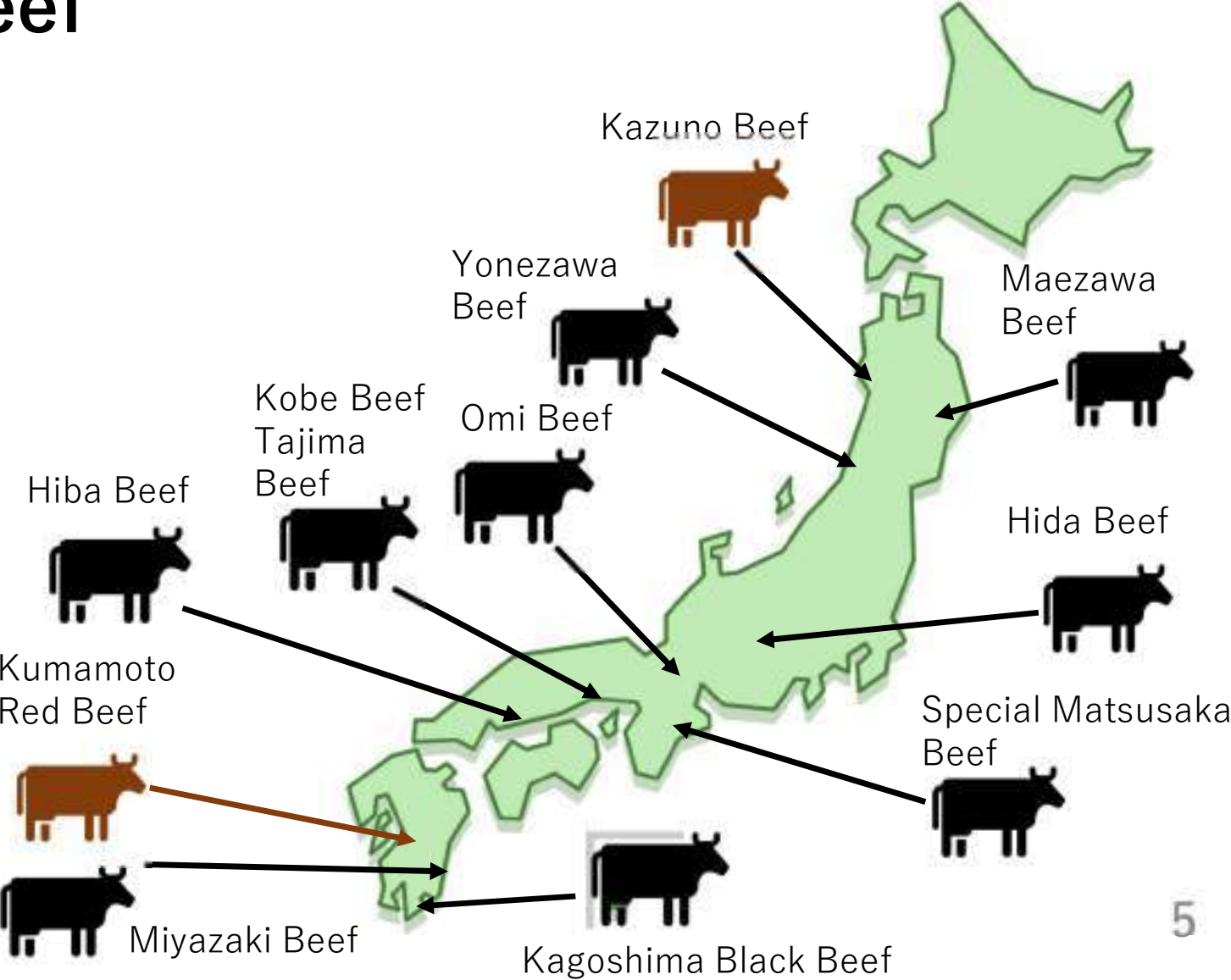
Certifications	GI for Alcohol	Collective Trademark	GI for Agri-food	Honbano Honmono
Year of Start	1995	2006	2015	2005
Certification Body	National Tax Agency <b>(Public)</b>	Japan Patent Office <b>(Public)</b>	Ministry of Agriculture, Forestry and Fisheries <b>(Public)</b>	Japan Food Industry Association (JFIA) <b>(Private)</b>
Legislation	Liquor Tax Law	Trademark Law	Sui generis GI Law	-
Logo	-			
No. of products (No. of beef)	30 (0)	<b>781</b> <b>(59 Beef)</b>	<b>154</b> <b>(12 Beef)</b>	59 (0)

Source: Elaborated by the author based on the websites of the certification bodies (Accessed on February 12, 2025).

# 3. GI Japanese Beef

**Figure 1.**  
**GI Japanese**  
**Beef and Their**  
**Production Sites**

Source: Elaborated by the author based on the website of MAFF (Accessed on February 12, 2025)



# 4. Challenges in GI Japanese Beef's Sustainability

## ◆ Low genetical diversity and limited organic practice: **Environment**

- ◆ **98%** of Japanese Beef is **Japanese black** due to quality standards and related pricing systems, and productivism (Sekine & Feuer 2022)
- ◆ **Degradation of cattle health**: stillbirth, sterility, abortion, extinction of some rare strains

## ◆ Limited local connection: **Environment/Social**

- ◆ High dependency on feeds based on **imported GM crops** causing concerns on safety and farms' profitability (Araki 2019, MAFF 2019)
- ◆ Limited pasturing and local sourcing of feeds (Feuer & Sekine 2018)

## ◆ Non-mandatory regulation of **animal welfare**: **Social**

- ◆ Consumer awareness remain underdeveloped (Sekine 2023, 2024)
- ◆ Limited code of practice refer to requirements

## ◆ **Economic concentration** and management risks: **Economic/Governance** 6

- ◆ price hike of feed and energy, heavy investment, lack of successors/labor, agri-food business cost squeeze and vertical integration, limited participation in policy making, gender inequality



## 5. Innovations Made by Alternative Beef Production Systems

### ◆ Genetical diversity and organic/agroecological practice: **Environment**

- ◆ **Favor marginalized races**: Japanese red, short-horn, polled
- ◆ Create **new quality standards and alternative pricing systems**

### ◆ Encouraging local connection: **Environment/Social**

- ◆ **Pasturing**: lower production cost, improves breeding performance
- ◆ Limited beef produced in Japan is certified as **organic**

### ◆ Voluntary **animal welfare** certifications: **Social**

### ◆ **High economic performance in small family farms:**

#### **Economic/Governance**

- ◆ Higher profitability than large farms

# 6. Discussions and Conclusions

## ◆ Challenges of authenticity/sustainability of GI Japanese Beef

- ◆ **Productivist, industrial, and technocrat** orientation
- ◆ **New technologies**: genome editing, robotics, AI, low methane feeds
- ◆ Export: higher GHG emissions

## ◆ Suggestions derived from alternative beef

- ◆ Integrating **pasturing, local sourcing, organic, animal welfare** in GI code of practice
- ◆ Possible outcomes: **lower production cost, higher profitability, generational renewal, revitalization of rural communities**

## ◆ Implications for policymakers and GI stakeholders

- ◆ Create **PDO** equivalent GI classification to favor local sourcing/pasturing
- ◆ Encourage to **adapt sustainability codes** in GI code of practice
- ◆ **Educate** stakeholders on sustainability dimensions: environment, economy, social, governance
- ◆ **Improve gender inequality**: mutual aid for maternity/paternity leaves of farmers



**Thank you!!!!**

Photo: Sekine 2024

**Acknowledgement:** This work was supported by JSPS KAKENHI Grant Number 18K14542, 24K90612242 and Daiko Foundation Grant Number 11116. The author appreciates these supports and the cooperation of all informants that made this publication possible.

# Implementing a bottom-up sustainability strategy

## *pilot case Café Villa Rica DO*



### *Conference*

#### **Worldwide Perspectives on GIs**

Roma, 18. – 21. February 2025

#### **Luis Fernando Samper** and **Massimo Vittori** (oriGIn)

Co-authors of the guidelines “Developing a roadmap towards increased sustainability in GI systems” with the FAO

#### **Sergio Chuez**

Director of Distinctive Signs

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# Why do GIs need a sustainability strategy?

- GIs are high quality, origin-based, unique products usually sold on differentiated markets, not traded as substitutable commodities
- Consumers in differentiated markets value aspects of uniqueness, traceability, high quality, and increasingly sustainable production.
- Sustainability requirements of states (e.g. EUDR) and retailers
- GIs generally fulfill the requirements of uniqueness and quality. But GIs are not per se / by definition sustainably produced (even though many GIs are «de facto» sustainable)





# Enhancing the sustainability of GI initiatives

## **Governments can...**

→ Embed the GI initiative in other rural development strategies and sustainable tourism

## **Producers can...**

→ Add sustainability criteria to the product specifications (rules, code of practice)

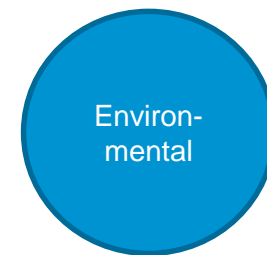
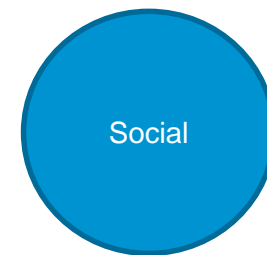
→ Get certified by sustainability labels in addition to GI

→ Develop and implement a GI specific, bottom-up sustainability strategy in addition to the product specifications





Producers in the lead!



[Link to the document \(FAO, oriGIn, 2024\):](https://openknowledge.fao.org/server/api/core/bitstreams/55f24066-9525-46c2-8ed3-f1a47532b1af/content)

<https://openknowledge.fao.org/server/api/core/bitstreams/55f24066-9525-46c2-8ed3-f1a47532b1af/content>



# Testing the strategy in Peru

## Café Villa Rica DO



### Consultation (lead: oriGIn):

- GI management organisation, oriGIn, INDECOPI, IPI
- 29 bottom-up consultation meetings betw. Dec 24 and Jan 25
- Purpose: support elaboration of sustainability priorities and indicators for Café Villa Rica DO
- Producer priorities were compared with with priorities from government, commercial, and cooperation actors to identify common interests

# Results and next steps

- 10 sustainability priorities (2-3 from each pillar) and indicators identified as priority (lead: GI management organisation)
- GI management organisation formed a working group, appointed a person in charge for each sustainability priority («process owner»), and defined next steps
- Possible supporting institutions were identified (focus: local/national)



## **Impression of the IPI**

- Roadmap is a solid tool to enhance sustainability of GI value chains
- Idea: to apply it in all our cooperation projects

# Thank you for your attention!

- Questions? Comments?



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Co-authors of the guidelines “Developing a roadmap towards  
increased sustainability in GI systems” with the FAO





# *Perspectives mondiales sur les Indications Géographiques*

*Session 1b : Sustainability performances*

## **Chemins de transition vers la durabilité des filières d'élevage sous IG, entre tâtonnements et engagements**

Cécile Guibert (INP Purpan, UT2J), Julien Frayssignes (INP Purpan, UT2J), Michaël Pouzenc (UT2J)  
[cecile.guibert@purpan.fr](mailto:cecile.guibert@purpan.fr)

*Rome, Italie – février 2025*



**Introduction** – Les IG en France, succès passés de développement territorial et potentiel du terroir pour la durabilité

- Le **lien au terroir** des produits et **l'ancrage territorial** des filières pourraient être des arguments de meilleure durabilité des IG par rapport au standard...
- ... elles ont déjà été par le passé des **leviers de développement territorial** en France autour de produits emblématiques



Le **territoire de l'Aubrac** est un exemple bien connu de développement territorial autour de produits emblématiques, notamment autour de l'AOP Laguiole



**Introduction** – *La transition des IG vers la durabilité, une nécessité et une contrainte, particulièrement pour des filières d'élevage en crise*

- Aujourd'hui il y a un contexte de **controverse pour l'élevage** en matière de bien-être animal ou encore d'environnement qui conduit les IG à réaffirmer leur légitimité...
- ... mais aussi de **problématiques socio-économiques fortes** (renouvellement des générations, prix et revenu des éleveurs...) et de sensibilité aux effets du changement climatique

La transition est perçue à la fois comme une **nécessité et une injonction**, une contrainte à laquelle il est difficile de répondre

**Question** – *Quels engagements des filières d'élevage sous IG pour la durabilité ?*

Terroir et durabilité sont associés « naturellement » par les filières élevage sous IG

Mais ces filières (et leurs territoires) sont en réalité très hétérogènes

Ces IG sont aujourd'hui toutes actives sur les questions de durabilité (changement de pratiques et/ou de discours...)

Mais de manière plus ou moins marquée et avec des motivations différentes (engagement, adaptation, simple communication...)

*Quelles visions de la transition et quels engagements des filières d'élevage sous IG pour la durabilité ?*

## *Méthode – Interroger le lien entre ancrage territorial et durabilité en élevage*

Objet :

- Les **36 filières en élevage sous IG de la région Occitanie** dans le sud de la France
- Enquête bibliographique et par entretien auprès des organismes de défense et de gestion (ODG) de ces IG

Dans le cadre d'une **thèse en géographie** (Guibert, 2024) intitulée :

« Ancrage territorial et durabilité des filières élevage sous SIQO en Occitanie »



L'Occitanie est marquée par la présence de nombreuses IG ; les IG en élevage se concentrent particulièrement sur les territoires de piémont et de montagne (Pyrénées et sud du Massif-Central)

Source carte : Irqualim



## Résultats – Cinq types d'IG se distinguent dans leur rapport à la durabilité

Les filières viande AOP et les filières laitières, l'importance du lien au terroir

1

Les **viandes AOP** : fondamentaux communs, lien aux ressources naturelles et aux races locales fort, valorisation d'un élevage extensif et produits de niche, forte opposition au standard



2

Les **AOP et IGP laitières** : des filières pionnières en termes de développement territorial et de lien entre terroir et durabilité mais hétérogénéité des enjeux selon la taille des filières ; les filières les plus extensives se démarquent sur la dimension environnementale



## Résultats – Cinq types d'IG se distinguent dans leur rapport à la durabilité

3

Les IG en production de veaux et de bovins viande sont les plus concernées par des **problématiques d'organisation collective, de gouvernance et de prix**, de déséquilibre entre amont et aval notamment face à des **acteurs de l'aval puissants** et structurants des filières



4

Les filières sous IG en agneau forment un **secteur cohérent à l'échelle de la région Occitanie**, en raison de leur trajectoire historique commune et de leur collaboration ; elles **valorisent le maintien de l'élevage ovin et des pratiques pastorales**, malgré l'hétérogénéité de leur ancrage territorial



## Résultats – Les filières avicoles et porcines sous IGP et label rouge

*Les filières avicoles, palmipèdes et porcines, des similarités de pratiques d'élevage et un large bassin de production Sud-Ouest*

5

Référence à un large **bassin Sud-Ouest de la France** comme territoire commun de pratiques d'élevage et d'alimentation notamment au **maïs**, facteur de **différenciation avec les productions standards intensives** ;

Le lien au terroir est moins évident à démontrer que pour les AOP viande et les acteurs ont fréquemment recours à des certifications supplémentaires type Responsabilité Sociétale des Entreprises (RSE)



**Conclusion** – *La transition vers la durabilité, un risque d'homogénéisation des filières sous IG ?*

- Des **tâtonnements** à mesure des évolutions réglementaires et des **hésitations** à s'engager :
  - difficultés et risques à faire évoluer les cahiers des charges des IG : préserver les fondamentaux, longue temporalité, besoin d'un compromis collectif
  - des dispositifs environnementaux supplémentaires incertains (mode puis déclin de l'agriculture raisonnée, saturation du marché bio, inadéquation de la Certification Environnementale à l'élevage...)
- Un **fort besoin de diffusion de connaissances, de partage d'expérience** exprimé par ces filières et par les structures qui les accompagnent ; un **manque de moyens humains et financiers** pour certaines d'entre elles
- Un discours générique sur la durabilité malgré l'hétérogénéité des IG et des territoires : **un risque d'homogénéisation des filières par leur transition vers la durabilité, aux dépens de leur typicité**



An aerial photograph of a lush green vineyard in Montepulciano, Italy. The vineyard is divided into several sections by dirt paths and small trees. In the background, a town is built on a hill, surrounded by more greenery and distant mountains under a clear blue sky. The text is overlaid on the center of the image.

**LA CERTIFICAZIONE  
EQUALITAS DEL CONSORZIO  
DEL VINO NOBILE DI  
MONTEPULCIANO**

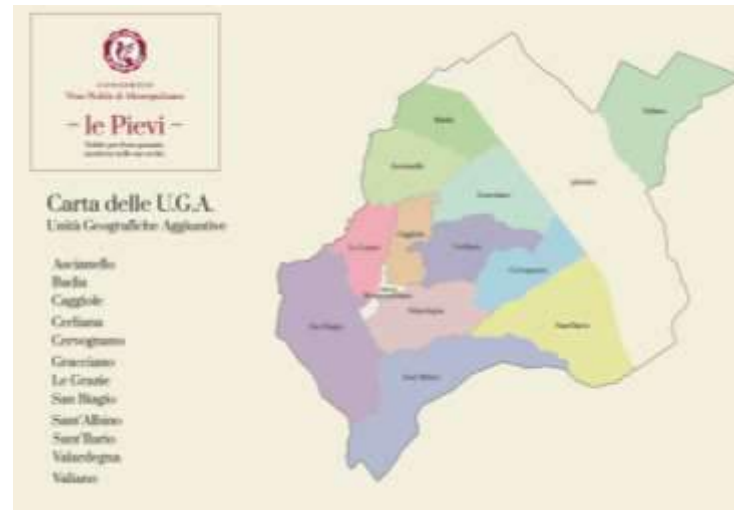




# VINO NOBILE DI MONTEPULCIANO



- SUPERFICIE TOTALE: 16,500 ha
- SUPERFICIE VITATA: ~2,000 ha (12%)
- IMBOTTIGLIATORI: 80
- ADDETTI AL SETTORE VINO: circa 1.000 lavoratori fissi e circa 1.000 stagionali
- VALORI MEDI DELLA PRODUZIONE DI VINO A MONTEPULCIANO: 65 milioni di euro circa
- VALORE PATRIMONIALE DELLE AZIENDE VITIVINICOLE: 1 miliardo di euro circa
- INCIDENZA VINO SU ALTRI SETTORI (INDOTTO): Oltre il 70%





# IL CONSORZIO DEL VINO NOBILE DI MONTEPULCIANO

MINISTERO DELL'AGRICOLTURA E DELLE FORESTE  
CAMERA DI COMMERCIO I.A.A. - SIENA

VINO A D.O.C.G. VINO NOBILE DI MONTEPULCIANO

serie AA

lit. 0,750

N° 000001

FONDAZIONE: 1965

DOCG: 1980

ERGA OMNES: 2011

SOCI: 275

IMBOTTIGLIATORI: 80





# LA CERTIFICAZIONE EQUALITAS DENOMINAZIONE PER IL TERRITORIO

- Minimo 60% della superficie totale
- Assicurazione qualità
- Buone pratiche agricole
- Indicatori di sostenibilità ambientale
  - Biodiversità
  - Carbon footprint
  - Water footprint
- Buone pratiche socio-economiche
- Bilancio di sostenibilità



# IL PROGETTO PORTAMI CON TE





# IL PROGETTO ALBERI, NON PAROLE

A Montepulciano, patria del Vino Nobile, in Toscana, la conclusione di una iniziativa green che coniuga tradizione, impegno sociale, biodiversità, educazione e rispetto per l'ambiente.

**PIANTARE ALBERI**  
per contrastare inquinamento  
e cambiamento climatico

## ALBERI, NON PAROLE

Oltre mille piante per la realizzazione di un parco di 15.000 mq

Il progetto che il Consorzio del Vino Nobile di Montepulciano, in collaborazione con il Comune di Montepulciano, l'Unione dei Comuni della Valdichiana Senese, l'Usl Toscana Sud Est e la Giorgio Tesi Vivai tramite a Fondazione Giorgio Tesi Onlus, con la partnership tecnica dei Carabinieri Forestale di Montepulciano, ha avviato nel 2019 con l'obiettivo di creare un parco nella zona antistante gli Ospedali riuniti della Valdichiana (loc. Nottola). Il tutto con la partecipazione dei ragazzi delle scuole primarie del territorio.

Il progetto è giunto alla sua parte conclusiva con la messa a dimora di oltre 1.200 piante, per un totale di 15.000 mq di parco. Per rimarcare il rispetto per il paesaggio e la tutela della biodiversità, sono stati utilizzati solo alberi che appartengono alla tradizione toscana: leccio, ornello, ontano, sorbo, gelsu, roverella e acero campestre.

Un piccolo contributo e un segno di gratitudine alla Madre Terra

I produttori di Vino Nobile di Montepulciano hanno voluto, con questa iniziativa, inviare un messaggio di grande rispetto per la natura, coinvolgendo i più giovani a sensibilizzarsi su queste tematiche.

"Alberi, non parole" è il modo dei produttori di vino di Montepulciano di dire "grazie", un gesto che ha suscitato l'attenzione anche di altre realtà in Italia e non solo. Il 20 novembre 2024, alle ore 10.00, ci troveremo tutti insieme, ogni albero verrà messo a dimora da un produttore accompagnato da un bambino a simboleggiare il presente e il futuro.



20 NOVEMBRE 2024





# LA CERTIFICAZIONE EQUALITAS DPS DEL CONSORZIO DEL VINO NOBILE DI MONTEPULCIANO



## PRIMO CONSORZIO IN ITALIA A OTTENERE LA CERTIFICAZIONE EQUALITAS DPS

- ANNO DI INIZIO: 2022
- AZIENDE ADERENTI: 117
- SUPERFICIE RIVENDICATA  
COINVOLTA: 1,102 HA
- DOCUMENTI PRODOTTI NEL  
TRIENNIO: ~ 900
- CERTIFICAZIONE SQNPI  
COME OPERATORE  
ASSOCIATO



# Innovations réglementaires au service de la durabilité

## Mesurer l'impact d'un cahier des charges et de son évolution – application au Comté

Perspectives mondiales sur les indications géographiques  
Rome / 18-21 février 2025

Valéry Elisseeff – directeur du Comité Interprofessionnel de Gestion du Comté

Louis Meyer – doctorant (Université Marie et Louis Pasteur [Besançon] – Centre de Recherche sur les Stratégies Économiques & Comité interprofessionnel de gestion du Comté)



UNIVERSITÉ DE  
FRANCHE-COMTÉ *devient* UNIVERSITÉ  
MARIE & LOUIS  
PASTEUR

**crese**  
CENTRE DE RECHERCHE  
SUR LES STRATÉGIES ÉCONOMIQUES



# Le Comté aménage le territoire

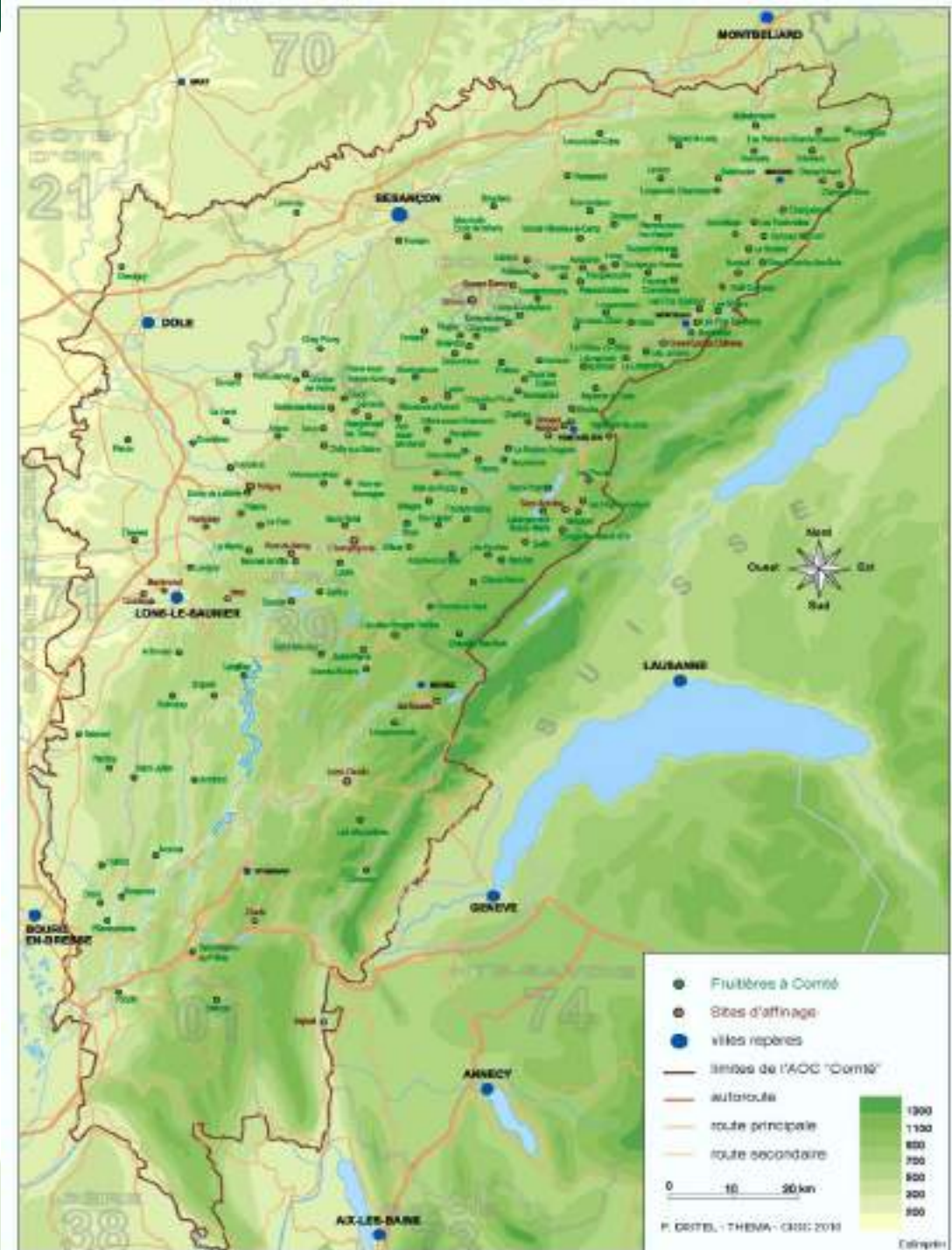
Une aire géographique sur :

- 4 départements : Ain, Jura, Doubs, Saône et Loire
- 289 000 ha mis en valeur

Les 3 maillons de la filière Comté :

- 2 325 fermes à Comté
- 139 ateliers de transformation (fruitières)
- 15 maisons d'affinage
- 70 000 t de production
- Plus de 14 000 emplois directs et indirects

Plus de 700 ans d'histoire

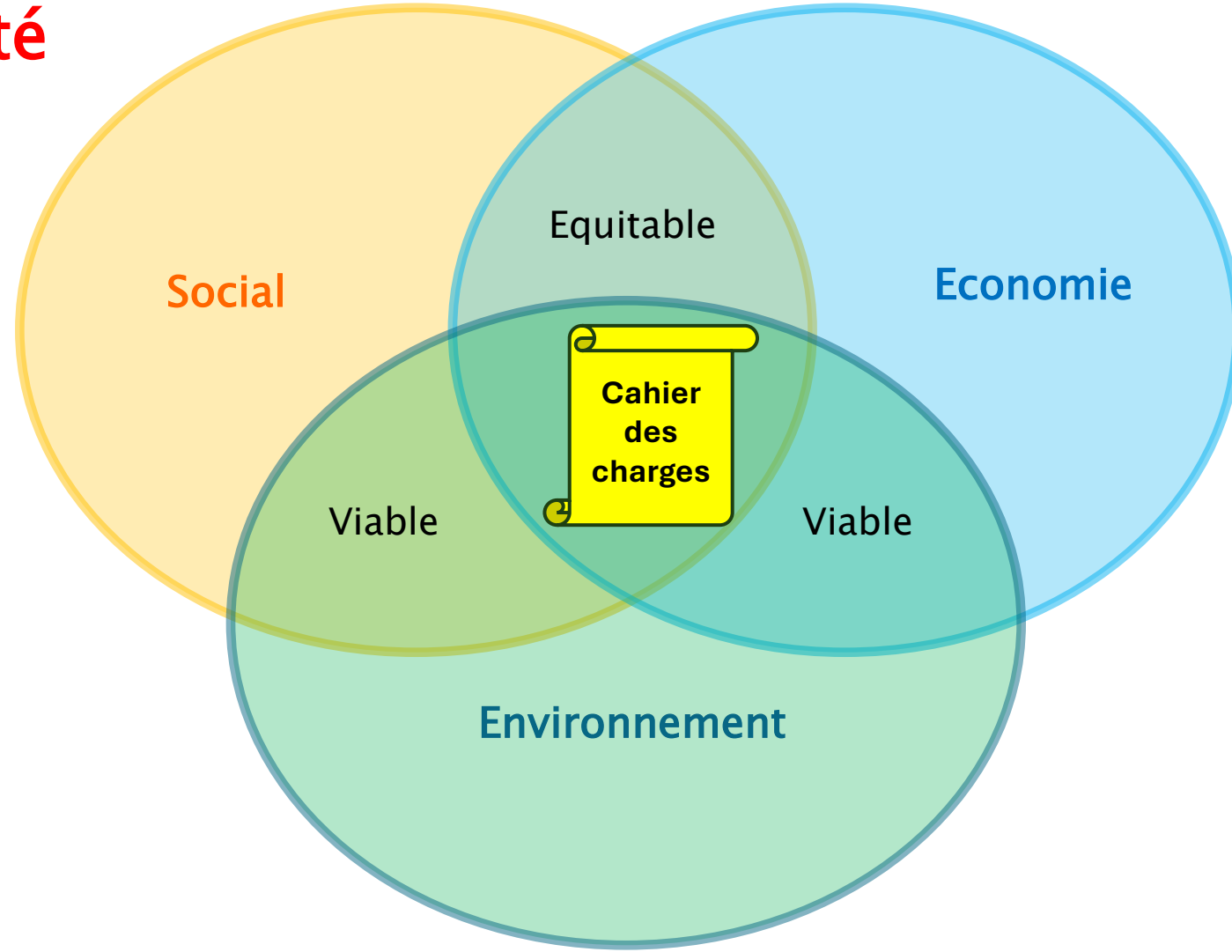


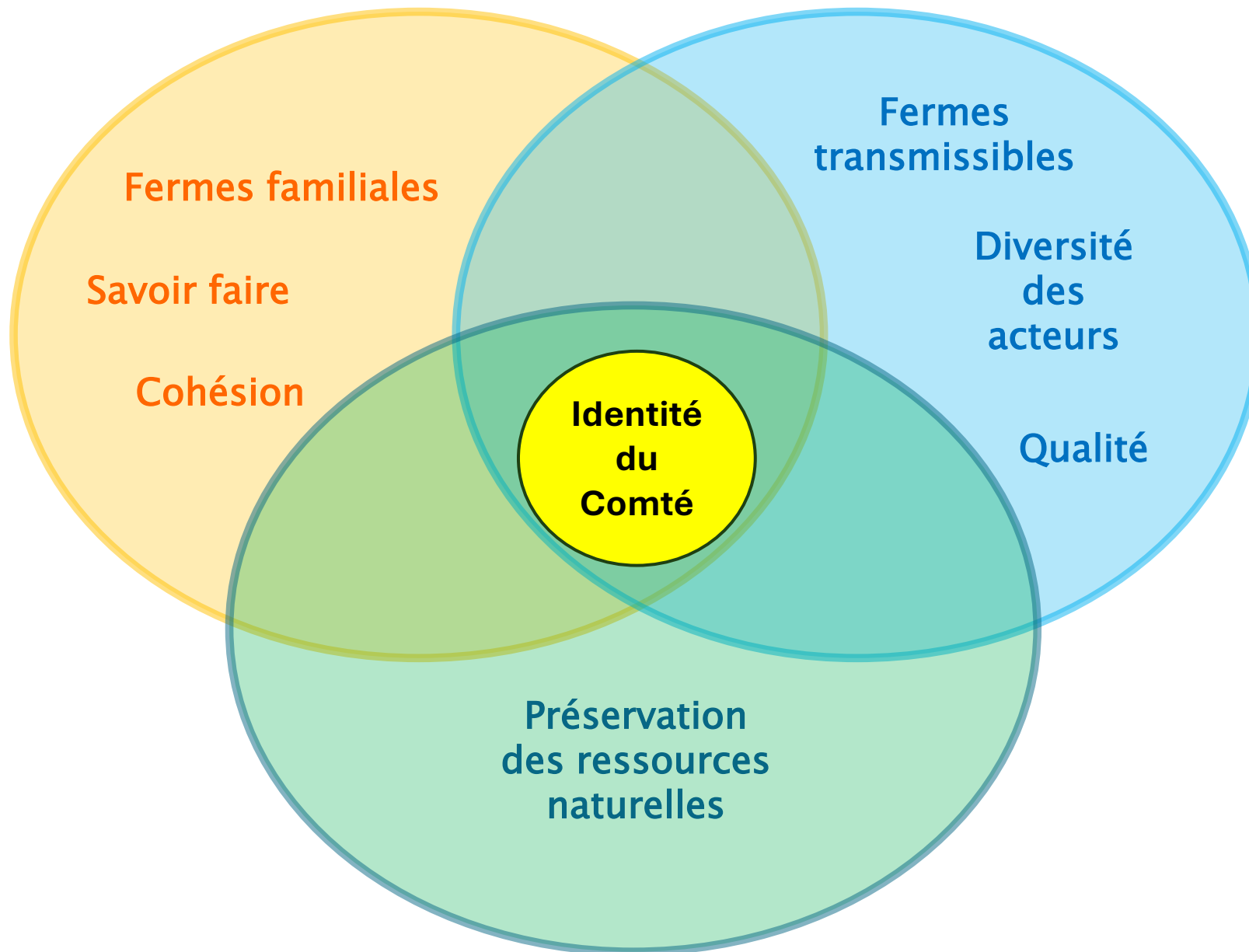
# Introduction

Le cahier des charges, un outil au cœur de la durabilité



# Au cœur de la durabilité





# Comment mesurer l'impact des innovations réglementaires en matière de durabilité ?

# Exemple de 3 nouvelles mesures du cahier des charges



# Limitation du nombre de vaches laitières par unité de travail

50 vaches laitières / Unité de Travail Agricole (UTA) avec :  
exploitation = 0,2 UTA / Chef d'exploitation = 0,8 UTA / salarié : 0,6 UTA (nb de salariés plafonné à 2)

Conséquence de la mesure	Thématique (non exhaustif)	Pilier de durabilité visé
Capacité accrue d'attention aux animaux	Bien-être animal	Environnement
Maintient de l'équilibre salariat – chef d'exploitation	Préservation des savoir-faires	Economie, social
Favorisation de la transmissibilité des exploitations	Capacité d'investissement	Economie, social
Favorisation de l'emploi local	Economie locale	Economie
Augmentation du temps disponible pour le chef d'exploitation afin de s'impliquer dans le collectif	Responsabilité, participation des acteurs	Social

# Réduction de 20% de la fertilisation minérale

La fertilisation des surfaces en herbe ne devra pas dépasser 40 unités d'azote minéral (de synthèse) par hectare et par an.

Conséquence de la mesure	Thématique (non exhaustif)	Pilier de durabilité visé
Limitation des intrants minéraux	Gaz à effet de serre, qualité de l'air, eau	Environnement
Moindre dépendance aux intrants	Stabilité de la chaîne de production (moins de vulnérabilité)	Economie

# Encadrement de la croissance des fromageries et de leur fusion

Transfert d'exploitations entre ateliers encadré en fonction de la taille de l'atelier d'accueil.  
Plafonnement des fusions d'ateliers conduisant à la disparition d'un site de transformation à 7,5 millions de litres de lait transformés en Comté.

Conséquence de la mesure	Thématique (non exhaustif)	Pilier de durabilité visé
Préservation du capital économique sur le territoire	Economie locale	Economie
Préservation du modèle coopératif	Participation	Social
Préservation de la diversité des fromages	Préservation des savoir-faire	Social, économie
Facilitation de la gestion directe des coopératives par les exploitants agricoles	Responsabilité	Social
Favorisation de la stabilité	Investissement	Economie

# Questions méthodologiques



# Limites de la mesure quantitative

- Analyse d'une filière AOP : analyse d'un système complexe
  - Lié au terroir : au croisement de « la nature et de la culture »
  - « Fondé sur un système d'interaction des facteurs de milieux [...] et des facteurs humains » (Casabianca et al., 2006)
- Difficultés liées au contrefactuel
- Unité de mesure diversifiées (exemple emplois et CO<sup>2</sup>)
- Valeur monétaire non définies pour certaines unités
- Subjectivité de l'utilité des biens publics produits







# Limite de l'objet « cahier des charges »

- Cahier des charges AOP ≠ process de fabrication industriel
- Logique d'un cahier des charges
  - Planchers et plafonds
  - Marges de manœuvre entre les bornes établies
- Méthode utilisée : CONTRA
  - Arbres de décisions flou
  - Raisonnement en termes de limites favorables ou défavorables
  - Génération d'un indicateur agrégé
  - Combinaison arbre de décision et approche quantitative

# Conclusion : enjeu de la mesure de la durabilité pour le collectif

- Cahier des charges : outil de régulation des pratiques
- Mesure de l'effectivité des efforts du collectif
- Variation sur la durabilité des modifications du cahier des charges



Merci !



# IGP ARGANE, QUELLE PERTINENCE DU POINT DE VUE DE LA DURABILITÉ ?

## CAS DU MAROC

*IGP ARGÁN ¿QUÉ RELEVANCIA TIENE DESDE EL PUNTO DE VISTA DE LA SOSTENIBILIDAD? EL CASO DE MARRUECOS*  
*IGP ARGANE, WHAT'S THE RELEVANCE FROM A SUSTAINABILITY POINT OF VIEW? CASE OF MOROCCO*

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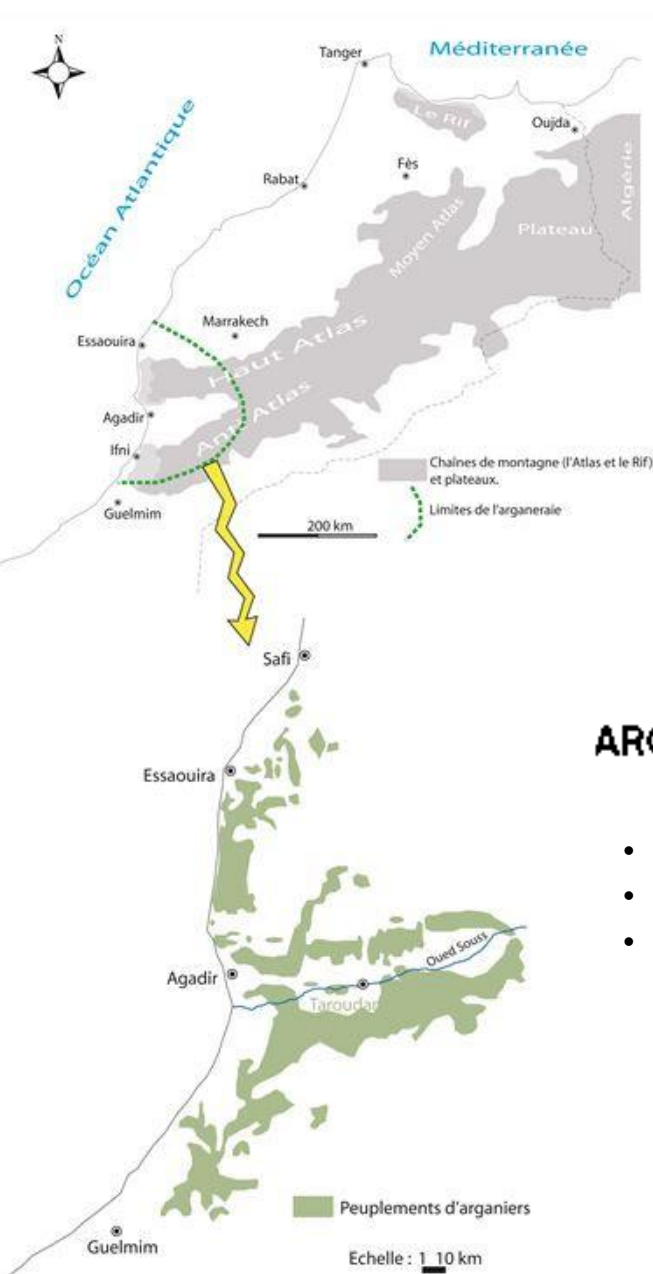
Cl. AgriMaroc



FAO, Organisation des Nations Unies pour  
l'Alimentation et l'Agriculture  
Rome, 18-21 février 2025



# Coopératives, certifications biologiques et équitables et durabilité de l'arganeraie



## ARGANERAIE MAROCAINE

- 1 000.000 hectares au sud-ouest du Maroc
- Système agro-forestier de l'arganier
- 2 millions de personnes

## MILIEU FRAGILE

- Surexploité, menacé
- Pression sur l'arganeraie
- Tendance à devenir des vergers d'arganiers

## CONDITION D'UN DÉVELOPPEMENT DURABLE

- Approche participative
- Valorisation de l'huile d'argane
- Projet de développement socio-économique
- Commercialisation de l'huile vers le marché international
- Générer un développement de genre et économique et préserver les ressources naturelles



Image satellite montrant le défrichement de l'arganeraie dans le sud-ouest de Haha, en raison de l'extension de la surface des terres agricoles (source : H. FAOUZI, 2014).

Aire de l'arganier (source : H. FAOUZI, 2014).

## Démarches éthiques, équitables environnementales et géographiques

Solutions pour rendre l'arganeraie soutenable	Quels impacts sociaux, économiques et environnementaux ?	Le rôle des coopératives dans le développement durable	IGP (Indication Géographique Protégée)
<ul style="list-style-type: none"> <li>• Valorisation de l'image de marque de l'huile d'argane</li> <li>• Faire de l'huile d'argane un produit à haute valeur ajoutée, en ayant recours aux certifications biologiques et équitables</li> </ul>	<ul style="list-style-type: none"> <li>• Des efforts sont déployés pour définir les conditions d'un développement durable. Cela s'est traduit par la création de coopératives féminines</li> </ul>	<ul style="list-style-type: none"> <li>• Le modèle coopératif est un moyen d'intégration des femmes dans le développement, dans la lutte contre la pauvreté et pour l'amélioration de leur qualité de vie</li> </ul>	<ul style="list-style-type: none"> <li>• Pour concilier croissance économique et préservation de l'arganeraie et afin de faire face à la mondialisation et à la concurrence de l'agro-industrie, plusieurs initiatives ont vu le jour, telles que la création en 2006 de l'IGP</li> <li>• En 2008 : création de l'Association Marocaine des Indications Géographiques pour l'Huile d'Argane (AMIGHA) dont l'objectif est de valoriser et protéger le savoir-faire et les intérêts des producteurs</li> </ul>

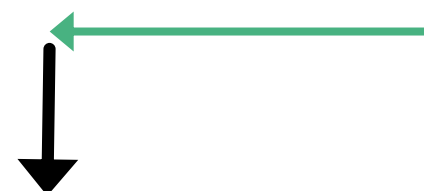


# L'effet boomerang des actions des développeurs

- Forte demande de grandes sociétés privées du business de l'huile d'argane
- Augmentation du prix des produits de l'arganier
- Recrudescence d'intérêt économique pour l'huile



- Extension spatiale des aires de cueillette
- Les femmes ne se contentent plus des arganiers situés dans leurs champs ; elles se mettent à cueillir les fruits situés partout dans l'arganeraie. Tous les fruits des arganiers sont ainsi ramassés
- Mettant ainsi en péril la régénération naturelle de l'arganeraie.
- Les actions des développeurs ont transformé les populations locales en agents destructeurs.
- Les femmes se comportent en prédatrices



- D'un système d'apprivoisement de l'arbre et de la forêt,



- On passe à un système d'annihilation où seule la pratique de la cueillette devient légitime. Une cueillette-braconnage, conséquence indirecte de la montée des prix des produits d'argane.



- Les familles vivant dans la pauvreté cherchent à tirer profit de ce filon en ramassant tous les fruits d'argane se trouvant dans l'arganeraie afin de les vendre aux intermédiaires

- 
- Aussi, l'anoblissement de l'arganier comme produit de luxe mondialisé se fait aux dépens de l'espèce caprine, privée de sa friandise favorite

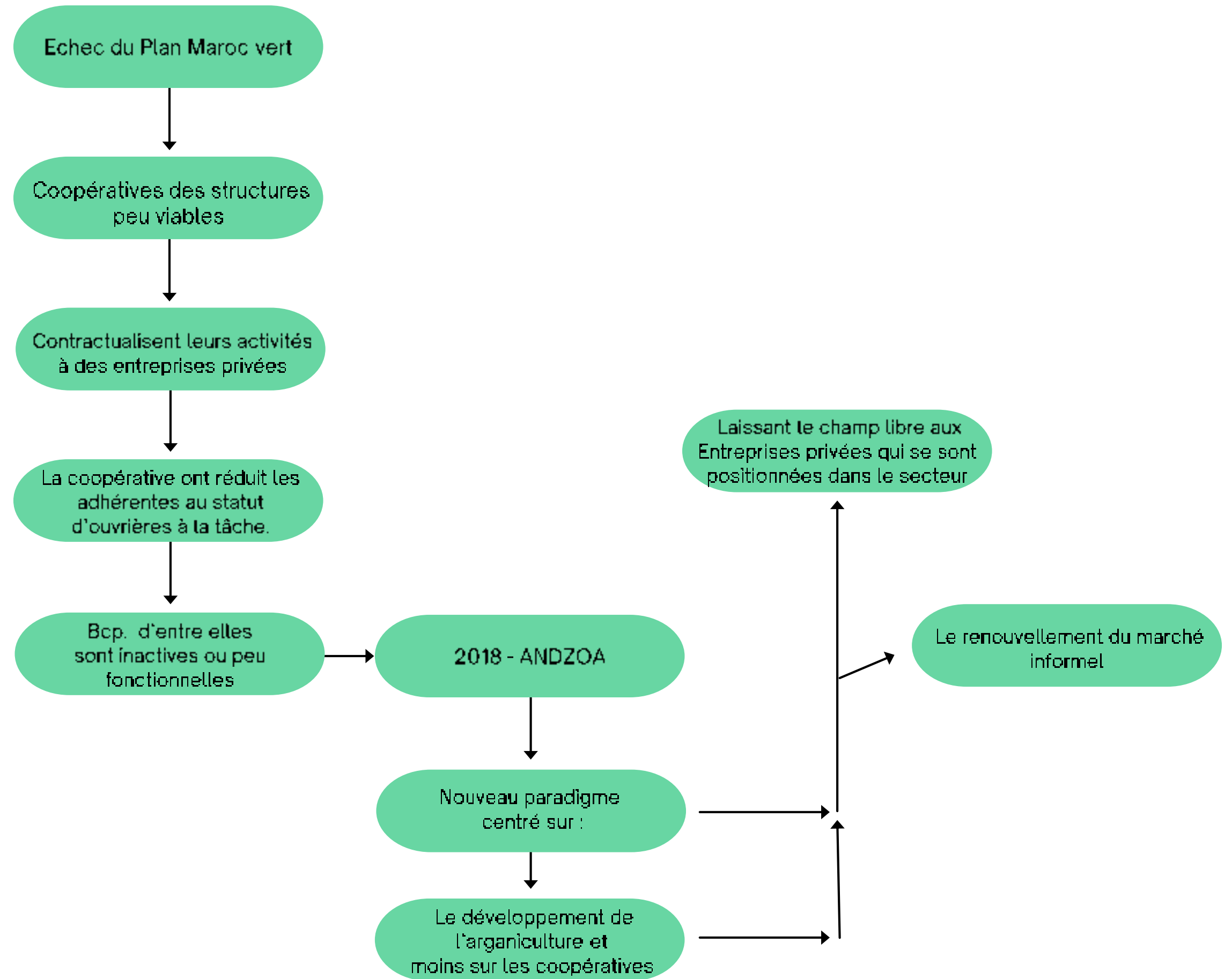
- 
- Les actions de la valorisation économique de l'arganier sont très loin des espoirs escomptés.



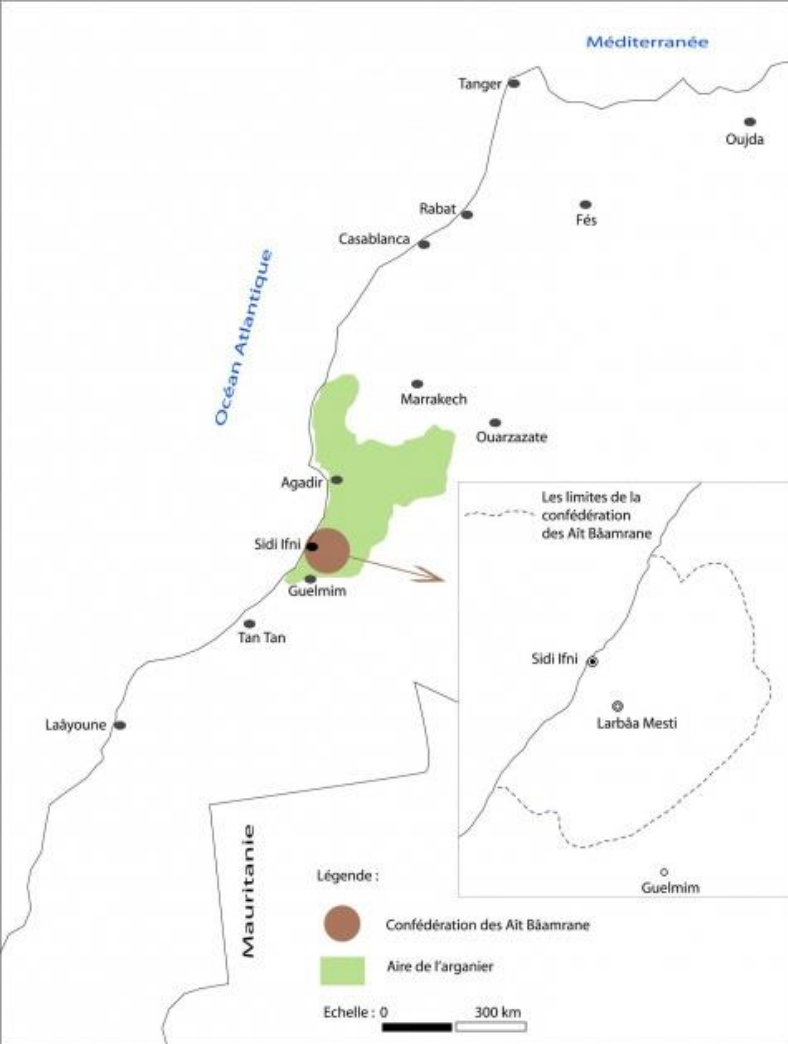
- Ils n'ont pas instauré un comportement collectif de conservation des arganeraies, mais, au contraire, s'ajoutant aux effets conjugués de l'accroissement démographique, de la sécheresse et de la pauvreté, ils ont accentué plus la dégradation de l'arganeraie qui s'est intensifiée au cours des dernières décennies. Des années durant lesquelles le coût de la vie a augmenté de près de 25 %



- Pourquoi, malgré les efforts tant individuels que communautaires pour protéger les arganiers, les comportements de la population envers la forêt ne font pas apparaître une tendance de conservation des arganeraies ?
- La valorisation des ressources et des savoir-faire liés à l'exploitation de l'arganeraie ne profite que très partiellement à la promotion socioéconomique des femmes rurales.
- La main mise progressive d'acteurs extérieurs sur la filière de l'huile d'arga







L'aire de l'arganeraie des Ait Baamrane, Anti-Atlas  
 (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)



Bois coupé pour faire du charbon  
 (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)



Exemple d'un arganier réduit à l'état de buisson, témoignant de la forte action anthropozoogène  
 (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)



Panneau situé à l'entrée de la coopérative., sur lequel figurent les logos des organismes nationaux et internationaux participants au projet (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)



Femmes effectuant le triage des coques (Akka) et des amandes (Afiach)  
 (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)

## ARGANERAIE DES AÏT BÂAMRANE

Jeune fille effectuant le concassage des noix d'argan (Akka),  
 (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)



Arganeraie avec une faible densité, région de Mesti, Aït Bâamrane, Anti-Atlas  
 (source : Faouzi H., 2012,  
<http://journals.openedition.org/confins/7521>)





# IGP argane au secours des arganeraies ?

L'IGP Argane peut-elle contribuer à freiner la dégradation des arganeraies et à réduire la pauvreté ?



## Indication Géographique Protégée (IGP) de l'huile d'argane



### - Outil de durabilité

#### Sociale

- Valorisation des savoir-faire traditionnels
- Renforcement des coopératives féminines

#### Économique

- Création de revenus stables
- Dynamisation des circuits commerciaux locaux

#### Environnementale

- Préservation de l'arganeraie
- Gestion durable des ressources naturelles

## Objectifs



## Contrainte

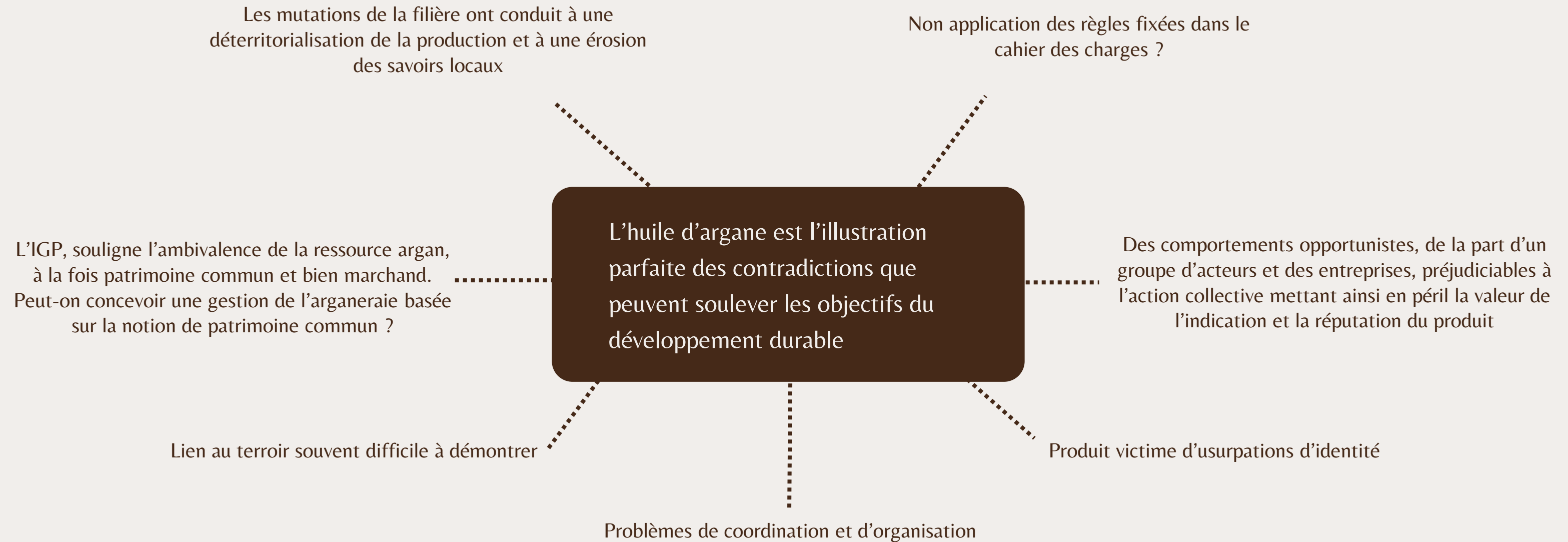


<ul style="list-style-type: none"> <li>• L'huile d'argane a une qualité et une réputation liées à son origine géographique.</li> <li>• Sa protection à l'échelle internationale est essentielle pour se prémunir contre les usurpations</li> <li>• Dans les années 2000, 70 % des volumes exportés sont issus du secteur informel et l'IGP est vouée à éradiquer ce phénomène</li> </ul>	<ul style="list-style-type: none"> <li>• Vu que l'IGP est payante, certaines coopératives se tournent vers la clientèle marocaine, laissant le champ libre aux entreprises qui, pour profiter de l'IGP se déplacent vers la zone géographique de l'IGP</li> </ul>
<ul style="list-style-type: none"> <li>• Le système des indications géographiques permet l'attribution de la dénomination « huile d'argane » ou « argane » pour les produits provenant du Sud-ouest du Maroc et élaborés selon les méthodes traditionnelles</li> </ul>	<ul style="list-style-type: none"> <li>• L'IGP est accordée à des entreprises ou à des coopératives qui ne méritent pas cette certification.</li> <li>• Plusieurs entreprises s'approvisionnent en matière première directement sur les souks (marché itinérant hebdomadaire).</li> <li>• Paient très mal les femmes qu'elles emploient pour l'extraction de l'huile.</li> <li>• Face aux industriels qui négocient fermement le cahier des charges, l'IGP est incapable de protéger les coopératives</li> </ul>
<ul style="list-style-type: none"> <li>• Avec l'IGP argane, le Maroc vise à améliorer les retombées locales</li> <li>• Générer un mouvement de sauvegarde de l'arganeraie à travers la réduction de la pression sur les arganeraies</li> </ul>	<ul style="list-style-type: none"> <li>• Plusieurs entreprises et coopératives labellisées ne respectent pas le critère de production équitable en s'approvisionnant en matière première sur les souks.</li> <li>• Des industriels s'arrangent pour que de fausses coopératives interviennent dans le processus de production, ce qui leur permet d'ajouter le terme « équitable »</li> </ul>



# IGP ARGANE, QUELLE PERTINENCE ?

---



## IGP argane, une opportunité ratée ?

Par le biais de l'IGP, la valeur culturelle de l'argane s'est transformée en valeur marchande qui s'est traduite par des opportunités économiques pour les industriels, les entreprises privées ainsi que certains acteurs

# DEBAT

- Décalage entre le discours et la réalité sur le terrain
- Décalage entre deux des grands objectifs : la valorisation commerciale, d'une part, et la conservation des arganeraies, d'autre part
- L'argane illustre les tensions qui existent entre une logique conservatoire et une logique marchande en matière de développement durable local
- L'IGP argane est une stratégie marketing qui ne profite pas à la promotion socioéconomique et au développement des arganeraies
- La création d'une IGP argane au Maroc permet de proposer un regard croisé Nord-Sud
- Le passage rapide du local au global est une erreur
- Les conditions ne sont pas encore réunies
- Avec la corruption et la mauvaise gouvernance le processus d'indications géographiques est voué à l'échec
- En Europe la réussite de ces systèmes est le résultat d'une longue histoire
- De nouvelles formes d'organisation qui dénoncent les pratiques de corruption doivent voir le jour
- Une législation sévère s'impose
- D'autres paramètres à prendre en compte

# **Merci de votre attention**

**Pr. Hassan FAOUZI**

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# Background knowledge

## French Protected Designation of Origin (PDO) cheeses



### Key figures for 2023 (CNAOL, France, 2024)

- 46 PDO cheeses
- 201 176 tons marketed
- 77.2% from raw milk
- 2.38 billion euros in sales
- 14,000 milk producers involved in PDO process



## Cheese microbiota and terroir

### Commercial starters

(acidification and ripening)

### « local » microbiota



Driven by practices (animal, feed, milking, brine, equipment and premises, etc.)

Essential, but little is known about their biodiversity and their specific drivers

(Iringer et al. 2015)

# Scientific objectives developed jointly with the PDO cheese stakeholders

→ Acquire knowledge of :

- bacterial and fungal diversity in PDO milk and cheeses
- their relations to technological practices

→ Promote the use of the most up-to-date DNA-sequencing metagenomic methods by stakeholders in the PDO cheese sector

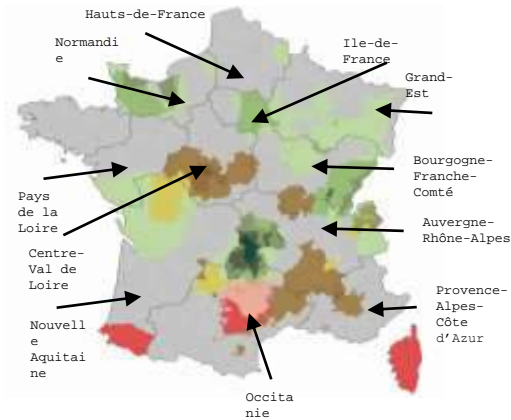


# General characteristics of the milk and cheese set

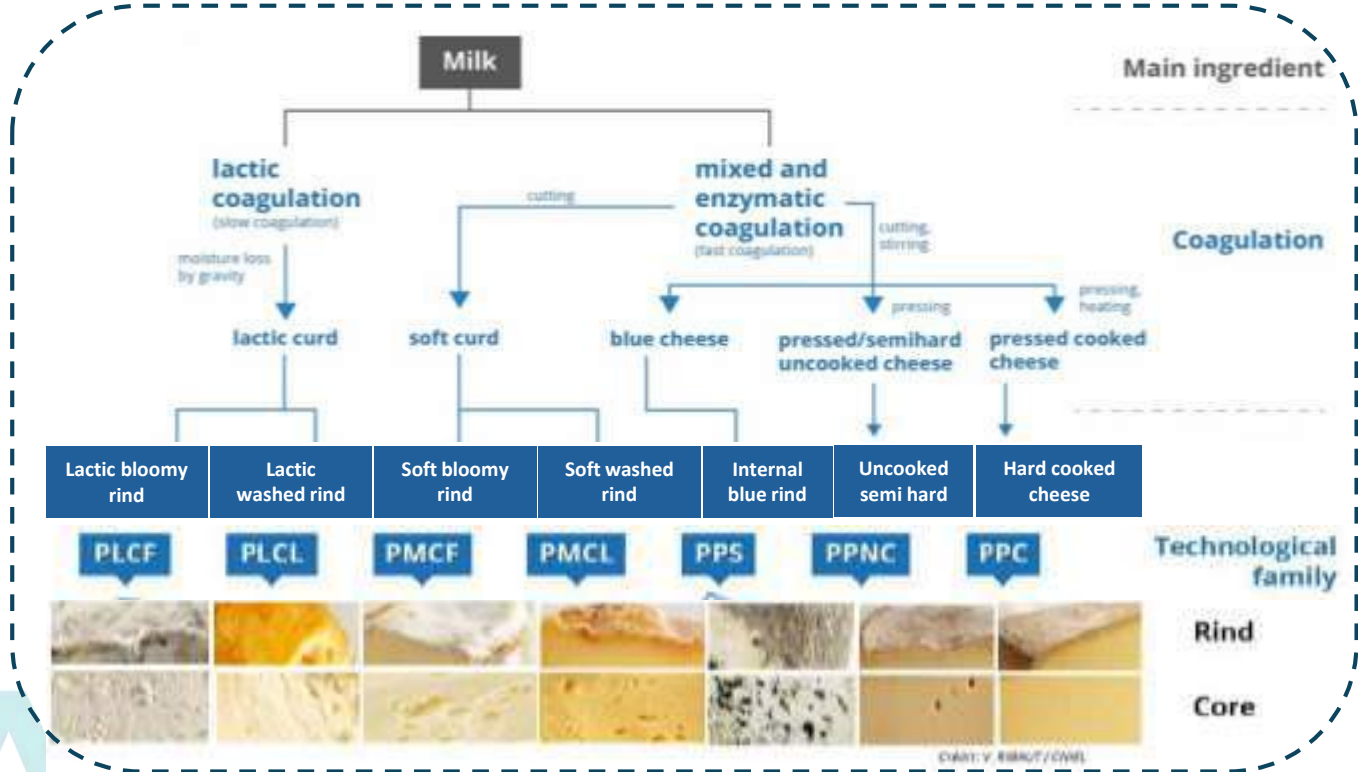
44 PDOs

7 cheese families

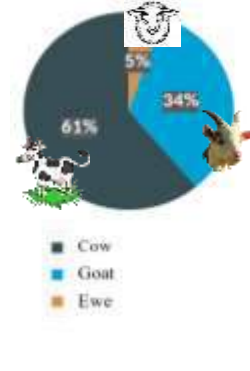
2800 milk and cheese samples



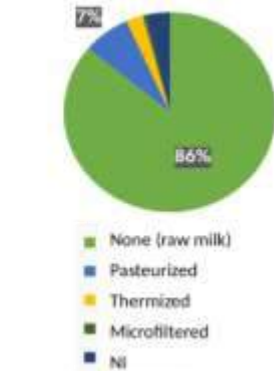
- 10 producers per PDO
- Chosen to cover diversity in production conditions
- 1 milk sample + 3 associated cheeses per producer



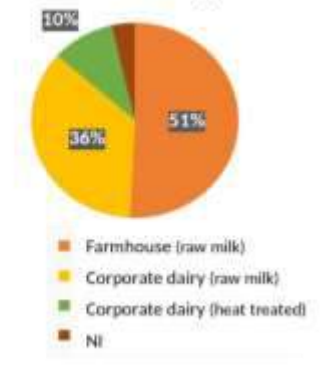
A Dairy species



B Milk thermal treatment



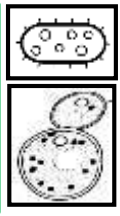
C Production type



- 61% of the productions were made with cow's milk,
- 34% with goat's milk
- 5% with sheep's milk
- 89% of the productions were made with raw milk
- 52% were farmhouse productions

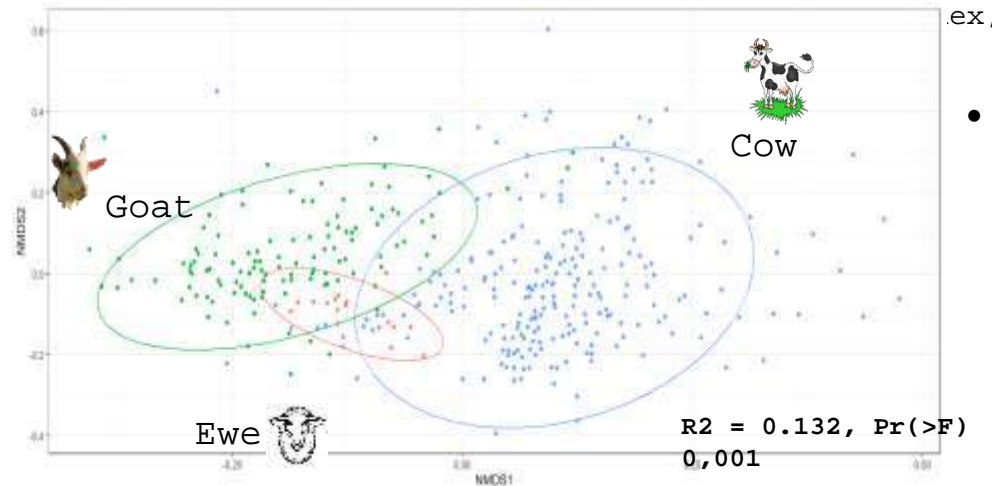
# Milk microbiota is highly diverse and driven by production practices

Across 370 milk samples :



1230 bacterial species  
1367 fungal species

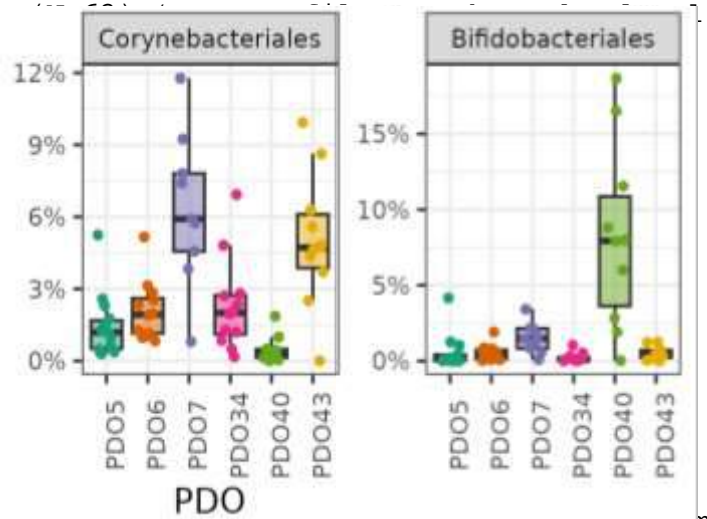
Milk Bacterial community according to dairy species



- Dairy ruminant species is a major driver of milk microbiota composition.



Abundance of specific bacterial groups in cow's milk according to PDO



The factors that most influence the microbial community of milk :

- PDO and PDO-dependent factors (French region)
- Dairy breed and intensity of udder hygiene
- Type of production (farm milk vs. blended milk) and heat treatment of the milk



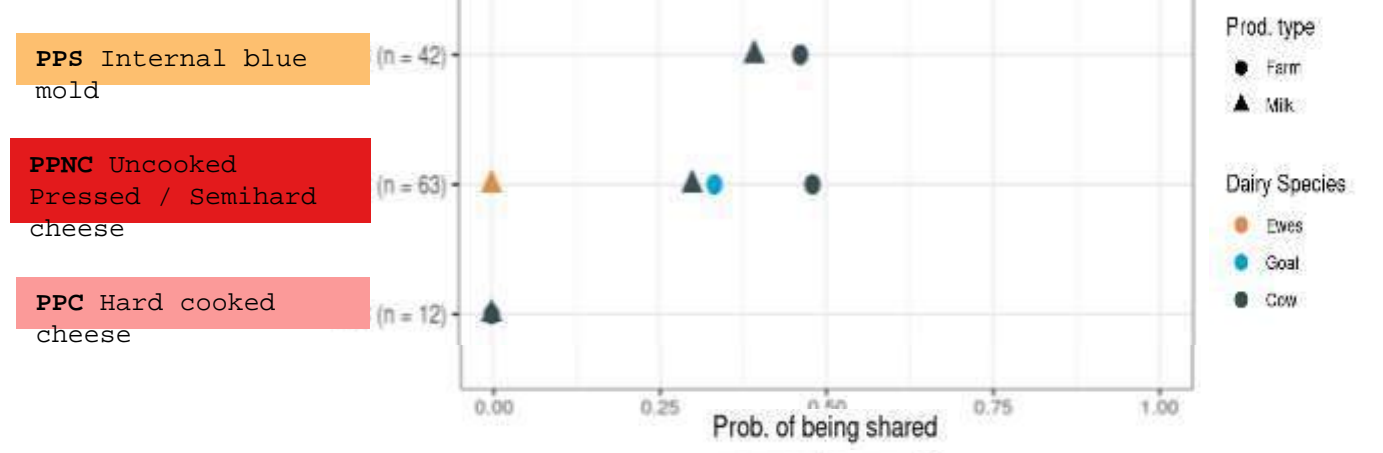
# Milk microbiota makes a key contribution to the cheese microbiota

A groundbreaking large-scale analysis: Each milk is compared with the cheese made from it

The majority of the microbial species shared between milk and cheese are different than those used as starter cultures.

They belong to 116 different bacterial species and 104 fungal species.

Example: *Bifidobacterium Group crudilactis psychraerophilum* is shared in 20.7% of productions, especially in semi-hard cheeses (PPNC) from cow's milk (●) as PDO40.



→ Milk-originating microorganisms are selected and enriched in cheese.

→ In total, they can reach 60% (bacteria) or 90% (fungi)

# A huge microbial diversity in French PDO cheeses

Across 2291 cheese samples  
(core and rind) :

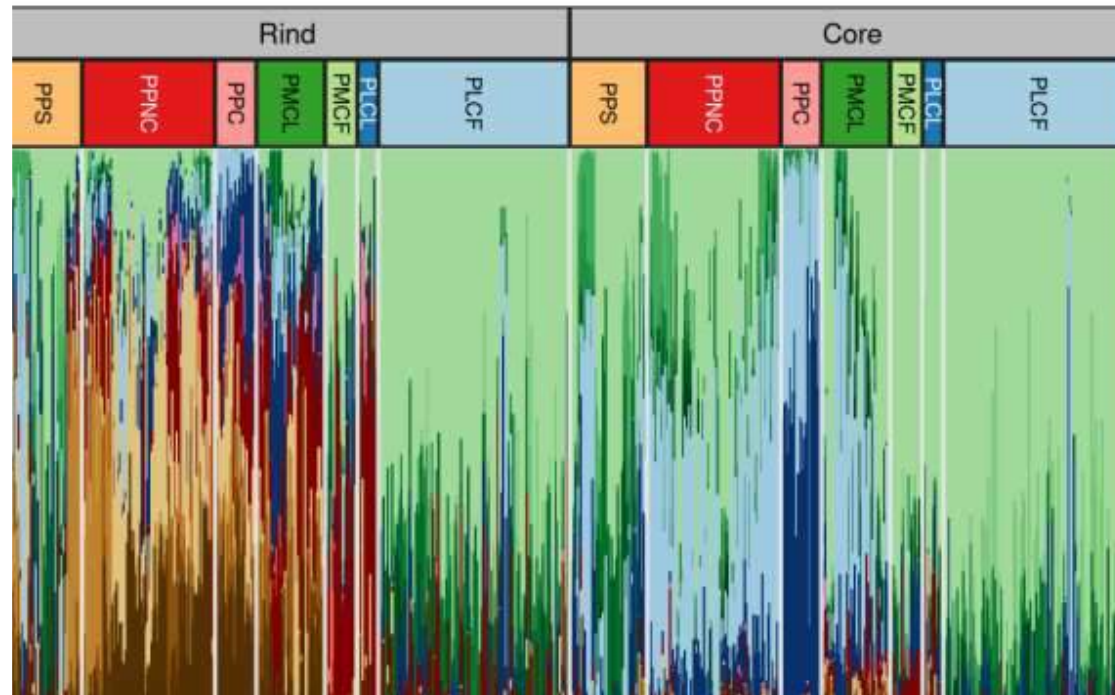


820 bacterial species



333 fungal species

- A high diversity of indigenous microbial species in cheeses,
- Largely exceeding the number of microbial cultures known to be added for cheese making (IDF Bulletin No. B514/ 2022: 125 bacterial and 49 fungal species)



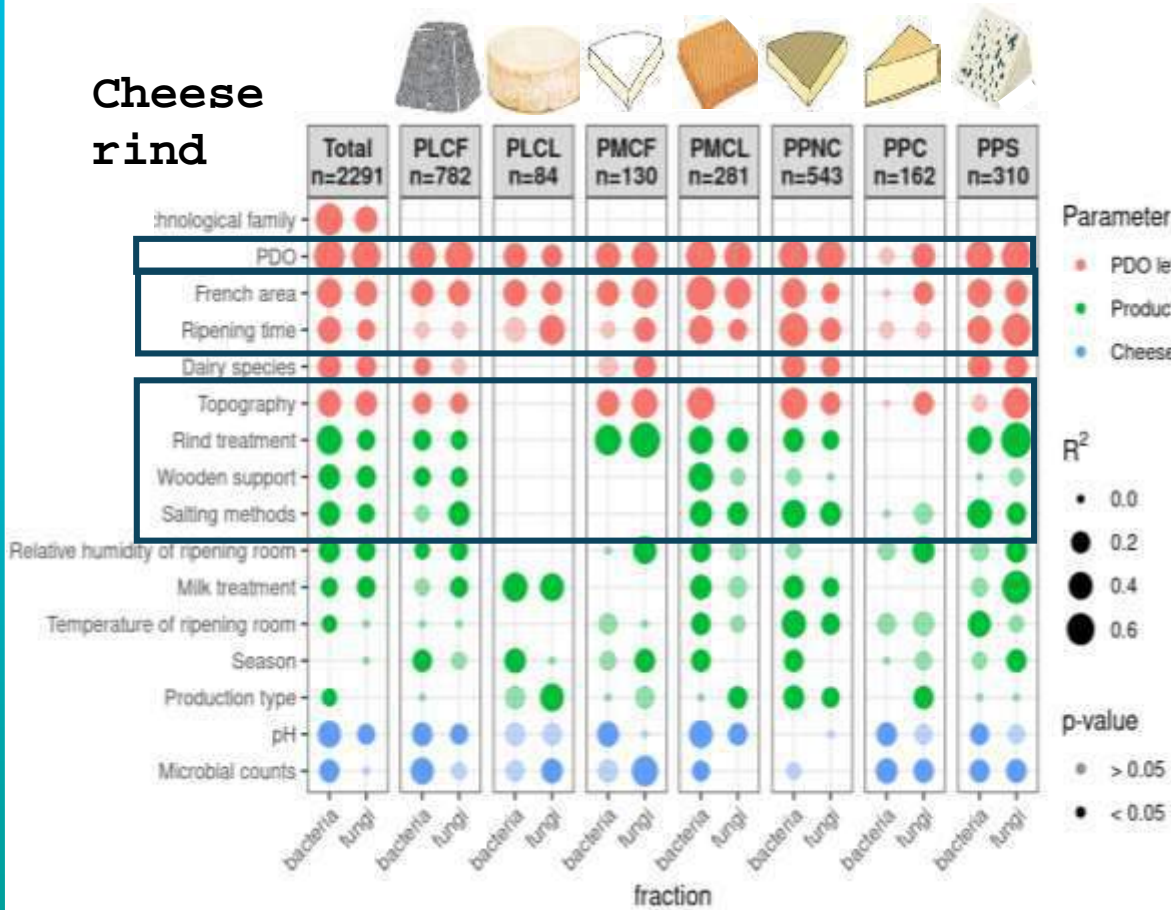
## Firmicutes

- *Lactococcus lactis* ▲●
  - ▲ *Lactococcus mult. species*
  - ▲ *Lactobacillus delbrueckii subsp. bulgaricus*
  - ▲ *Lactiseibacillus mult. species*
  - ▲ *Leuconostoc mult. species*
  - ▲ *Leuconostoc pseudomesenteroides*
  - ▲ *Streptococcus thermophilus*
  - *Staphylococcus epidermidis*
  - *Staphylococcus simulans*
  - *Romboutsia timonensis*
  - *Eubacterium tenue*
  - Other Firmicutes
- ## Bacteroidetes
- Bacteroidetes
- ## Proteobacteria
- *Moraxella osloensis*
  - *Serratia quinivorans*
  - *Serratia mult. species*
  - *Acinetobacter johnsonii*
  - *Vulcanibacterium thermophilum*
  - Other Proteobacteria
- ## Actinobacteria
- ▲ *Brevibacterium aurantiacum*
  - ▲ *Corynebacterium variabile*
  - ▲ *Corynebacterium casei*
  - Other Actinobacteria
- ## Other
- Other

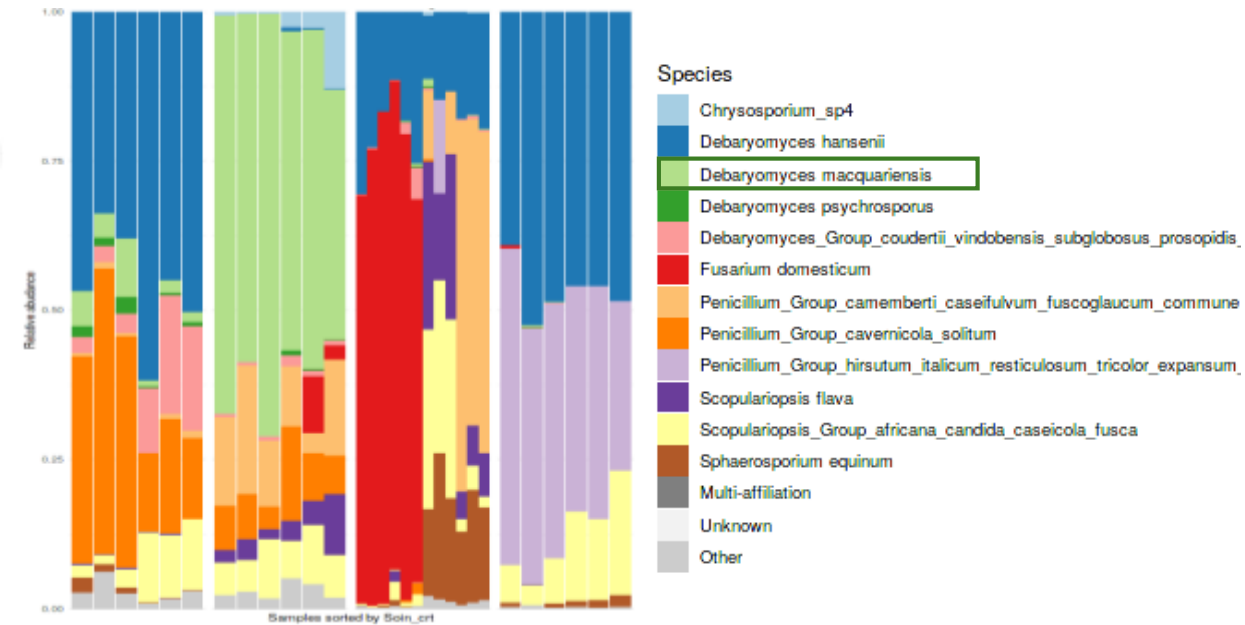
- Composition varied according to the cheese family

# Cheese microbiota is shaped by cheese family and PDO specifications

## Cheese rind



## PDO38 cheeses according to rind treatment (n=30)



- **PDO is the second most important driver of the microbiota** in cheese, after the cheese family.
- Factors dependent on the PDO (French region, ripening period) in all cheese families, in the core and on the rind.
- Topography, rind care practices, use of wooden boards, salting method in certain technological families.

# MetaPDOcheese take-home message



- A **high diversity** of indigenous microbial species in cheeses
- Importance of considering the **milk-cheese continuum** in a microbial biogeographical analysis
- **Microbial profiles shaped mainly by PDO and PDO-dependent factors** as geography and specific know-how
- The 2,316 microbial profiles will **initiate an exhaustive repository of French PDO cheeses** and the **associated production practices**
- Support PDO cheese sector stakeholders when defining the farming and processing specifications for each PDO to cope with the effects of climate change.



ISME Communications, 2024, 4(1), ycae095

<https://doi.org/10.1093/ismeco/ycae095>

Advance access publication: 11 July 2024

Original Article

A comprehensive, large-scale analysis of “terroir” cheese and milk microbiota reveals profiles strongly shaped by both geographical and human factors

Françoise Irlinger<sup>1</sup>, Mahendra Mariadassou<sup>2</sup>, Eric Dugat-Bony<sup>3</sup>, Olivier Rué<sup>2</sup>, Cécile Neuvéglise<sup>3</sup>, Pierre Renault<sup>4</sup>, Etienne Rifa<sup>5</sup>, Sébastien Theil<sup>5</sup>, Valentin Loux<sup>2</sup>, Corinne Cruaud<sup>5</sup>, Frederick Gavory<sup>6</sup>, Valérie Barbe<sup>6</sup>, Ronan Lasbleiz<sup>7</sup>, Frédéric Gaucheron<sup>8</sup>, Céline Spelle<sup>7</sup>, Céline Delibes<sup>3,\*</sup>





# Many thanks to



Organisation des Nations Unies  
pour l'alimentation et l'agriculture



**CNAOL** (C. Spelle, R. Lasbleiz, stakeholders and producers of the 44 PDOs)



**CNIEL** (F. Gaucheron)



**INRAE**

**SAYFOOD** (C. Monnet, E. Dugat-Bony, A.S. Sarthou, S. Thomas),

**UMRF** (E. Rifa, S. Theil, B. Desserre),

**MAIAGE** (V. Loux, M. Mariadassou, O. Rué)

**MICALIS** (P. Renault)

**SPO** (C. Neuvéglise)



**Génoscope**

(V. Barbe, C. Cruaud, F.



Organisation des Nations Unies  
pour l'alimentation et l'agriculture

# Sustainable Geographical Indications: Resolving Trade-offs for Long-Term Impact

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- Isabella Maglietti Smith
- Dominique Barjolle
- François Casabianca

ORIGIN FOR SUSTAINABILITY

*International Conference on Worldwide Perspectives on Geographical Indications,  
18th February 2025, Rome, Italy*

# Introduction

---

Geographical Indications (GIs) systems face sustainability challenges due to trade-offs between economic, environmental, social, and governance objectives.

This presentation explores these trade-offs and illustrates examples of relevant practices designed to address them effectively.

## Objective: Understand the trade-offs at stake for more sustainable GIs outcomes

1. Key trade-offs between **economic, environmental, social, and governance outcomes**
  - hinder the GIs sustainability
2. Trade-offs Underlying causes / Impacts
3. Sustainable practices - prevent these trade-offs
  - Scaled up to enhance GIs sustainability and value

*Good or relevant practices?*

# Methodology

---

The methodology was divided into two interactive workshops:

## 1. Workshop #1 - Identifying Sustainability Dimensions:

Participants worked together to explore the four dimensions of GI sustainability—environmental, social, economic, and governance. They identified key aspects within each dimension (e.g., fair income, carbon/water footprint)

## 1. Workshop #2 - Analyzing Trade-offs and Good Practices:

Participants were divided into six groups, each analyzing trade-offs between two sustainability components

**G1:** Social-Economic

**G2:** Environment-Economic

**G3:** Governance-Economic

**G4:** Social-Environment

**G5:** Social-Governance

**G6:** Governance-Environment



Assessed trade-offs at both **territorial** and **global scales**, identified their **impacts**, and **proposed sustainable practices** to enhance GI sustainability.



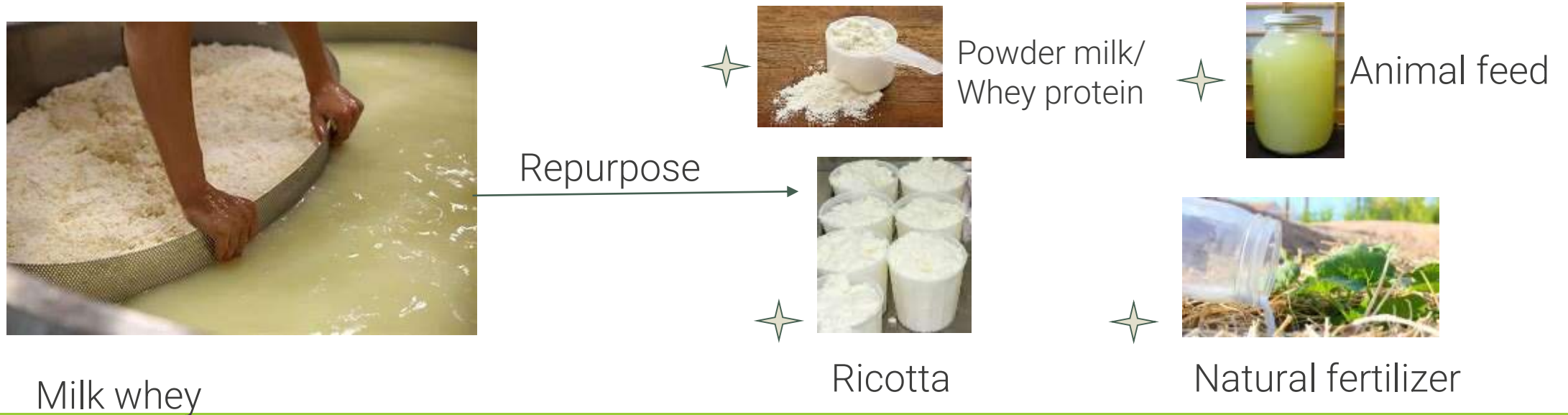
**Good practice (example):**

# Whey as a Byproduct in Cheese Production

**Trade-off:** Environmental sustainability versus Economic viability

**Environmental Component:** Repurposing whey reduces waste, minimizes the environmental impact, and promotes a circular economy.

**Economic Component:** This practice generates additional income sources or helps avoid financial losses.



# Economy - Social

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## Economy

Lack of economic return to the farmers (very high workload at extremely low income)

Innovations improving competitiveness, including the reduction of labor costs

## Social

Disinterest of the young generation in uptaking the farms

Reduction of employment perspectives for agricultural manpower leading to shortcomings in competent manpower availability

### **Good practice (example)**

Supporting young farmers allowing them to invest for better working conditions

# Governance – Economy

---

## Governance

Decision making system (dominant actors that take control over the GI system)

Trust deficit in PDO/PGI governance

## Economy

Difficulties to balance between fairness and effectiveness

Inefficiencies in fixing quality / quantity, therefore lack of capacity to address the market conjuncture changes (leads to price fluctuations for all stakeholders, especially the farmers)

### **Good practice (example)**

Improve decision making processes and fix better rules for having fair representation of all stakeholders, incl. minorities

# Conclusion

---

**We must work to make sustainability transversal across its dimensions.**

**Sustainability is built on trade-offs.**

Shift from adopting "**good practices**" to implementing "**relevant practices**"—context-specific, adaptable, and based on the dynamic needs of each GI system.

**Relevant practices** must emerge from trade-offs between **two or more sustainability dimensions** to ensure long-term viability.

Focusing on one sustainability aspect can **disrupt the system's balance, threatening long-term sustainability.**

Sustainable development is an **evolving process**, requiring continuous adaptation and flexible strategies.



Thank you



**Origin**  
**Diversity**  
**Territories**

A photograph of two men in suits standing in front of a wooden wall with two flags. The man on the left is holding a large yellow folder containing a document. The man on the right is holding the other side of the document. The background features a dark wood panel wall and two flags, one of which is the flag of the State of Israel.

# Converging global standards for heritage foods? The impact of state intervention in the implementation of Geographical Indication policies

Hart N. Feuer

Kyoto University

Daniel Montereescu

The Academic College of Tel Aviv - Jaffa

# This Project

Research in Asia supported by the Lotte Foundation of Japan (2017-2019) and Japanese government (JSPS - Japan Society for the Promotion of Science) (2020-2025)

- Interviews with relevant authorities in Japan, Southeast Asia
- Interview with certifiers, e.g. Ecocert
- Field visits to producers and producers groups



# Case studies

## Cambodia

- Palm sugar
- Pepper (2 regions)
- Oranges
- Fish paste
- Cardamom
- Rice & rice flakes
- Pomelo
- Fish sauce

## Japan

- Persimmons (3 regions)
- Grape wine (3 regions)
- Hatcho miso
- Wagyu (2 regions)
- Matcha tea (1 region)
- Sake (5 regions)
- Mirin (1 region)

## Other Regions

- Salt (S. Korea)
- Coffee (Uganda)
- Rice (China)
- Konjac (China)
- Sweet potatoes (China)
- Wine (Thailand)
- Kithoul (Sri Lanka)



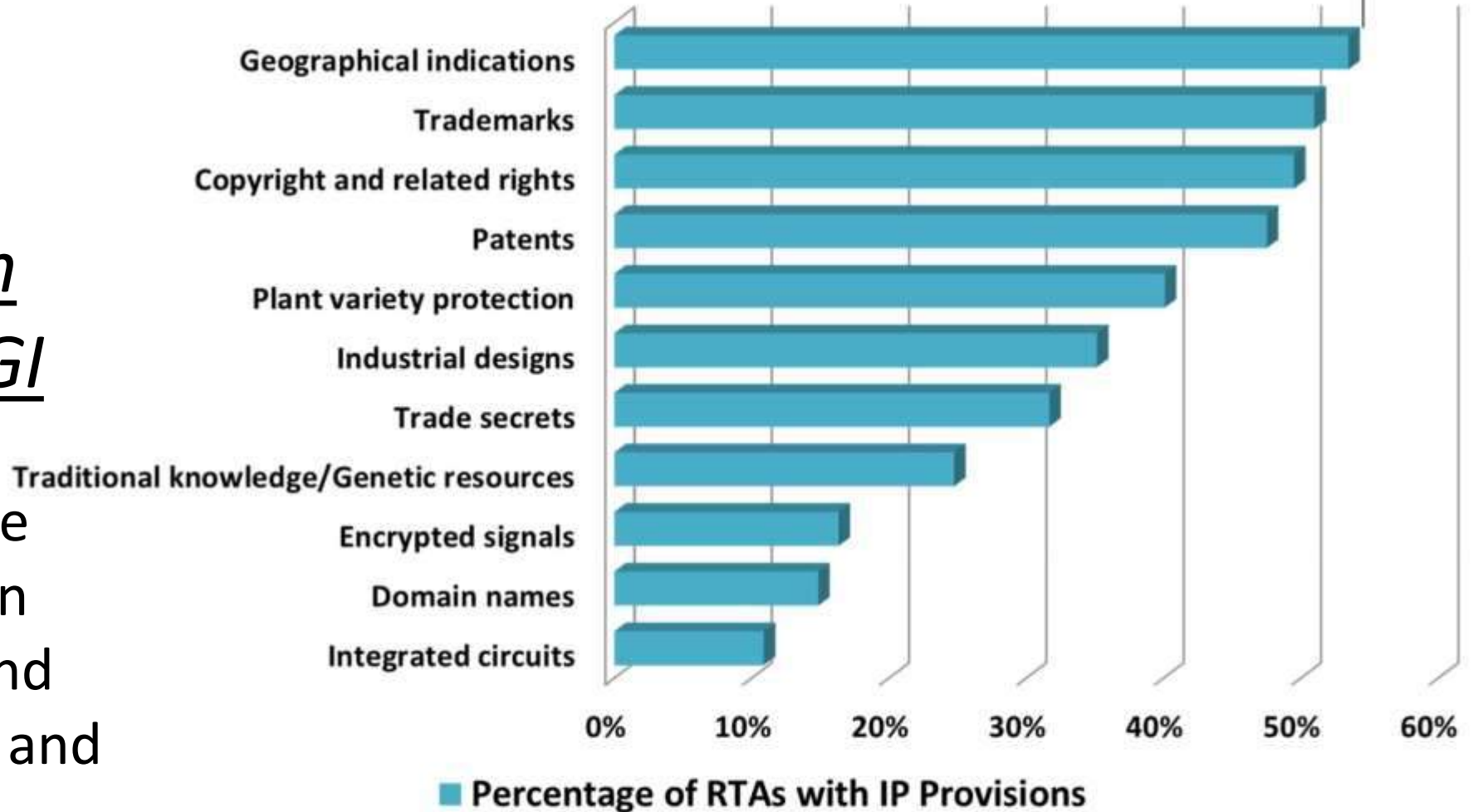
# Percentage of FTAs with *Specific* IP Provisions



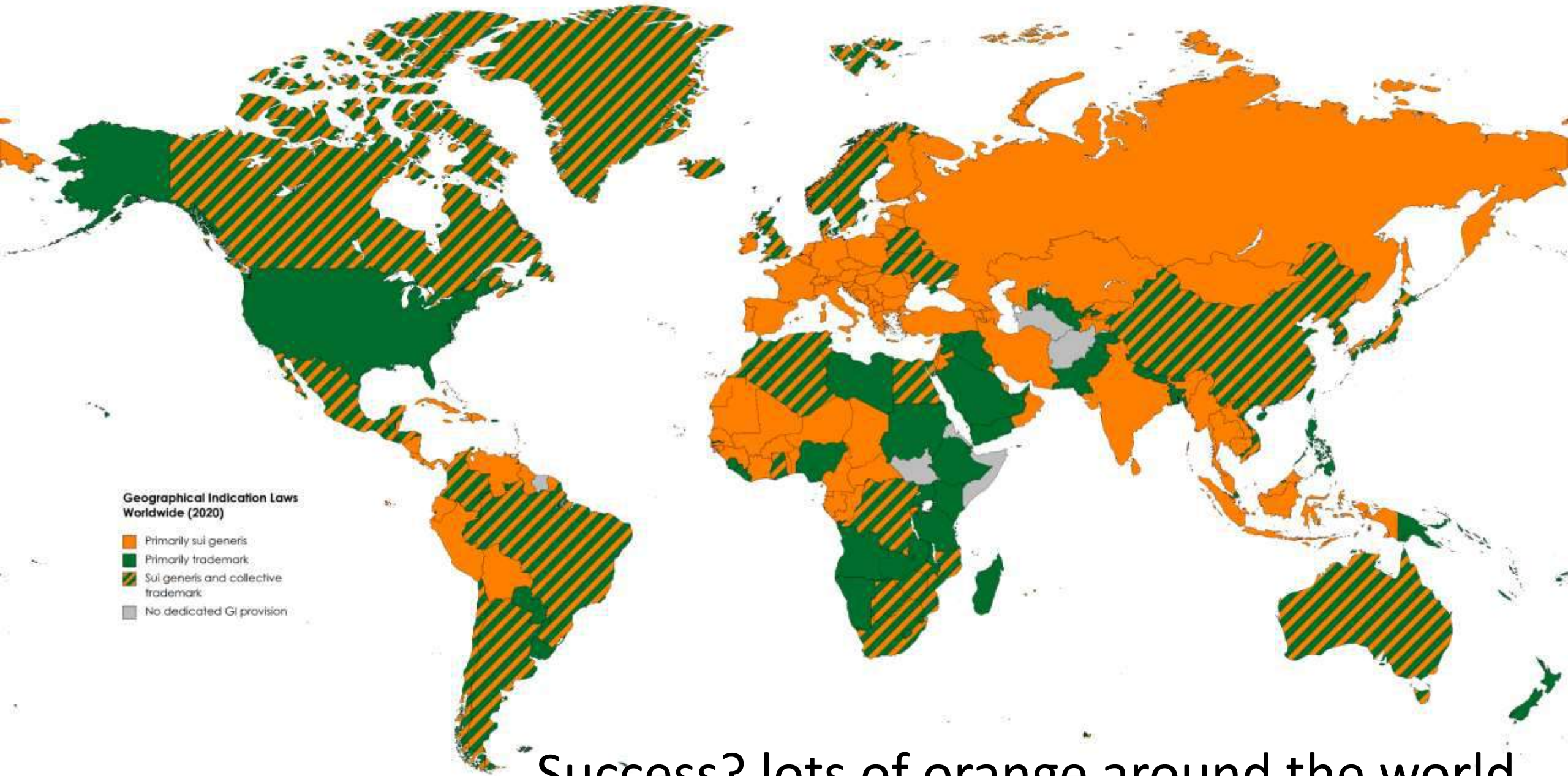
Europe's  
aggressive push  
for sui generis GI

Pressure from “more developed nations in WTO’s accession” and stipulations of RTAs and FTAs

(Le Thi Thua Hua 2017)



Source: WTO RTA Database



Success? lots of orange around the world

## Dynamics of the new GI world order

- Now countries are playing competitive “catch up” to Europe on GI
- New-entry GI nations are not bound to view *sui generis* GI as a normative framework, but rather an arena for achieving various goals

## Research Dilemma

Where is the dividing line between state “support” of GI law implementation to jump-start GI sector and overt *politicization*? (aligning GI to support state goals – picking winners – rather than aligning to common global GI norms)

# Differing perceptions outside of EU core

## **“Core views” or Principles of GI by consumers, heritage producers**

- An elite government “brand” honoring distinct heritage agri-food producers
- Maintenance of territorial traditions, diversity and traditional knowledge
- Fraud prevention and mark of high subjective quality
- Financial advantages for terroir producers

## **By government, recent agri-food producers, EU/trading partners**

- Focus on high objective/technical quality
- Collective certification can be efficient for large and small producers
- Protecting rural livelihoods and preserving traditional culture
- Smooth integration to international trade agreements
- Support tradition within modernity; small producers and industrial actors



# Contradicting perceptions outside of EU core

## “Core views” or Principles of GI by consumers, heritage producers

- An elite government “brand” honoring distinct heritage agri-food producers
- Maintenance of territorial traditions, diversity and traditional knowledge
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- Financial advantages for terroir producers

## By government, recent agri-food producers, EU/trading partners

- Focus on high **objective/technical quality**
- Collective certification can be **efficient for large** and small producers
- Protecting rural livelihoods and preserving traditional culture
- Prioritization of **export-ready products**
- Support tradition within modernity; small producers and **industrial actors**

# Relevant Authorities range widely

160 countries survey (origin & Insight Consulting)

- Ministries of Commerce and/or Trade (~43%)
  - (intellectual property or patent office is around half)
- Ministries of Agriculture or Rural Dev't (~31%)
- Ministries of Economy (~12%)
- Specialized authority, e.g. Tax Authority (~9%)
- Other, e.g. Ministry of Justice (~5%)



Cambodian Minister of Commerce

Choice of relevant authority both *reflects* state goals for GI, and *shapes* details of implementation

# Perceptions of GI Governance

## Principles vs Realities

### Ideal of European GIs

- Bottom-up collective approach centered around producer group
- Content of the GI defined by consensus and negotiation
- Patrimony and reputation of the product is defining concern, centered around heritage culture, diversity, and exclusivity



### Reality in many new GI regions

- In East Asia, governance of GIs has been predominantly state-centered
- State plays an interventionist coordinating role or final cultural arbitrator
- Economic development and global trade focus



# Cambodia Ministry of Commerce List

1. Kampot Pepper
2. Takeo Pepper
3. Mondulkiri Coffee
4. Siem Reap Sausage
5. Siem Reap Prahok (Fish Paste)
6. Steung Treng Pineapple
7. Kampot Durian
8. Svay Rieng Red Rice
9. Kampong Speu Palm Sugar
10. Kampot Fish Sauce
11. Battambang Orange
12. Battambang Nem
13. Neang Am Rice (Kratie)
14. Koh Trong Pomelo
15. Kratie Kralang (roasted rice)
16. Cardamom Mountains Cardamom

Not on original list

Kampot Salt

Mondulkiri Honey

Takeo Crayfish





# Japan Ministry of Agriculture Prioritization

1. Wagyu Varieties (despite short history)
2. Elite fresh fruit (strawberry, melon, cherry, tomato)
3. Seafood (*merroir*)
4. Dried fruit (100+ year history)
5. Heirloom chicken (half historical, half modernized)
6. Traditional ingredients (miso, vinegar, katsuoboshi)



## Ignored items so far

1. Mirin (unclear boundary with alcohol)
2. Fermented foods (natto, pickles, umeboshi)
3. Rice
4. Confectionary (sweets, cakes, mochi)
5. Konjac



# GI Registration Pace

Country	Enaction Year	Total GIs	Non-food GIs	Average Agri-Food Registrations/yr
Japan	2015	191	43	14.80
Italy	1996	877	544	11.48
France	1996	774	492	9.72
Thailand	2004	138	20	5.62
Vietnam	2006	94	5	4.68
Indonesia	2007	85	11	4.11
South Korea	2000	106	8	3.92
Malaysia	2000	79	24	2.20
Laos	2017	6	2	0.50
Cambodia	2007	7	0	0.39

# Emerging Policy Approaches

**Consultative:** Policy approach to resolving individual conflicts among producers

- Forcing framework of existing rural institutions despite contradictions
- Allowing leading company to govern (trademark behavior)

**Coherent:** Policy approach to balancing inclusiveness with exclusivity

- Ignoring exclusivity (all producers join regardless of terroir differences)
- Creating new sense of exclusivity (taking advantage of global norms)



# Findings

- State intervention (in Asia) typically prioritizes
  1. products emblematic of national culture
  2. producers with existing (colonial) export value chain
  3. producer groups promising economic expansion
  4. tourism value
  5. heritage value
- Precision of GI standards reflects modern producer context rather than historical patterns (global supply chain privileges PGI over PDO)
- Evaluation of applications is both pre-emptive (choosing who to support) and arbitratative (compromising rather than embodying normative goal)



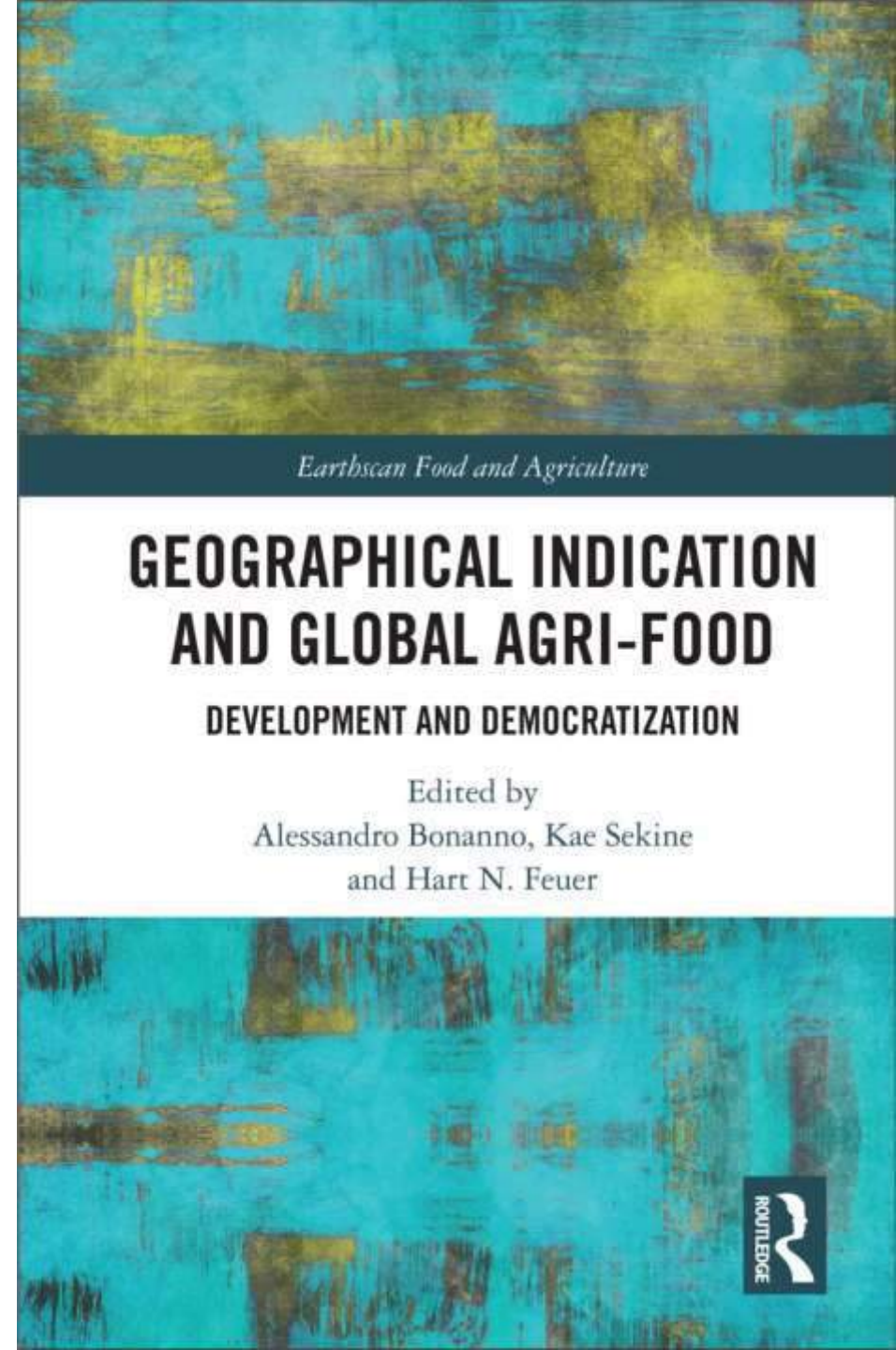
# Conclusions

- Systemic and ad-hoc political mediations of GI frameworks in new countries diminishes the pressure of institutional isomorphism emanating from Europe (convergence on a standard)
  - Decreasing comparability of GI systems at the country level
  - Increasing opportunities for institutional innovation (diversification of terroir)
- Bounce-back effect: “core” GI countries in Southern Europe reveal considerable variation and slippage in following historical principles and patterns (Penker et al. 2022).

# Thank you!

Contact:

[feuer.hartnadav.4e@kyoto-u.ac.jp](mailto:feuer.hartnadav.4e@kyoto-u.ac.jp)



# Appendix

- The following goods and services are registered as regional collective trademarks.

The regional collective trademark system was introduced in April 2006, and 592 regional collective trademarks have been registered in Japan since the system was initiated (as of the end of February 2016).

The Numbers of Regional Collective Trademarks Registered for Respective Goods and Services



Because some regional collective trademarks are registered and used to indicate multiple goods and services, the number of registered collective regional trademarks and that of total goods and services are different from each other.





REPUBLIC OF TÜRKİYE  
MINISTRY OF AGRICULTURE  
AND FORESTRY



## GENERAL DIRECTORATE OF AGRICULTURAL REFORM

2025 FEBRUARY



REPUBLIC OF TÜRKİYE  
MINISTRY OF AGRICULTURE  
AND FORESTRY

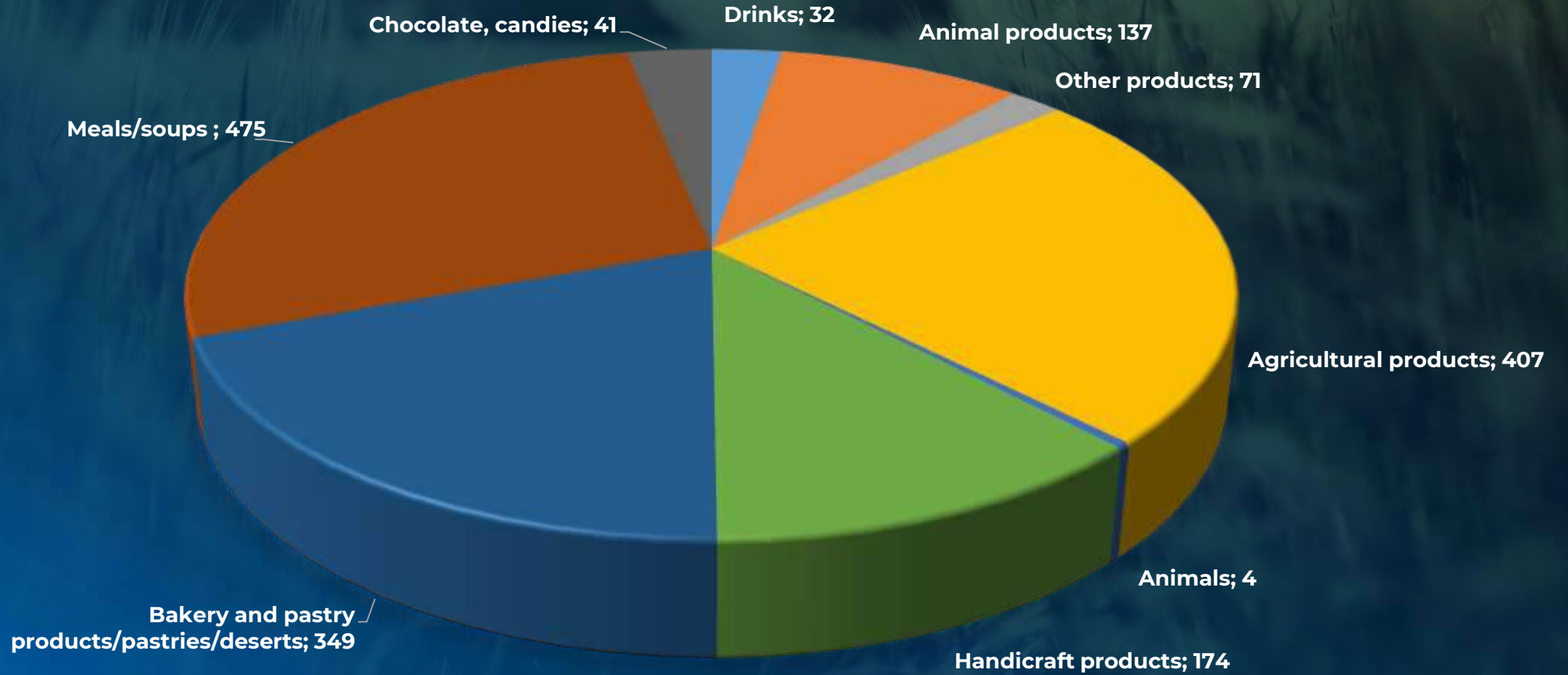


REGISTERED PRODUCTS	<b>1690</b>
Food and agricultural products	<b>1485 (%88)</b>
Other products	<b>205</b>





## REGISTERED GI'S





## REGISTRANTS







REPUBLIC OF TÜRKİYE  
MINISTRY OF AGRICULTURE  
AND FORESTRY

## EU REGISTERED PRODUCTS



**ANTEP BAKLAVASI**



**AYDIN İNCİRİ**



**MALATYA KAYISI**



**AYDIN KESTANESİ**



**ANTAKYA KÜNEFESİ**



**MİLAS ZEYTİNYAĞI**



**BAYRAMIÇ BEYAZI**



**TAŞKÖPRÜ SARIMSACI**



**GİRESUN TOMBUL FINDIĞI**



**SURUÇ NARI**



**ÇAĞLAYANÇERİT CEVİZİ**



**GEMLİK ZEYTİNİ**



**EDREMİT ZEYTİNYAĞI**



**MİLAS YAĞLI ZEYTİNİ**



**AYAŞ DOMATESİ**





REPUBLIC OF TÜRKİYE  
MINISTRY OF AGRICULTURE  
AND FORESTRY

## EU REGISTERED PRODUCTS



**MARAŞ TARHANASI**



**EDREMİT KÖRFEZİ  
YEŞİL ÇİZİK ZEYTİNİ**



**EZİNE PEYNİRİ**



**SAFRANBOLU SAFRANI**



**AYDIN MEMECİK  
ZEYTİNYAĞI**



**ARABAN SARIMSAĞI**



**OSMANİYE YER FISTIĞI**



**BİNGÖL BALI**



**BURSA ŞEFTALİSİ**



**HÜYÜK ÇİLEĞİ**



**BURSA SİYAH İNCİRİ**



**SÖKE PAMUĞU**



**MANİSA MESİR MACUNU**



**GAZİANTEP MENENGİÇ  
KAHVESİ**



**SİLİFKE YOĞURDU**







## INVESTMENT GRANTS



Within the scope of IPARD funds, 55-65% grant is given to Craftsmanship and Local Product Enterprises. There is no special distinction for geographical indications among the supported activities.



Rural Development Support Program (KKYDP) is a program that provides 50% grant support. This facility receives plus 2 points in the project evaluation criteria if it is related to geographical indications.













Bereketli toprakların lezzetli meyvesi

## BURSA ŞEFTALİSİ ŞİMDİ AB TESCİLLİ

**Bursa Şeftalisi** AB tarafından tescil edilerek coğrafi işaretli ürün listesine girdi. Böylelikle **AB'de** tescillenen ürün sayımız **24'e** yükseldi.



İbrahim YUMAKLI  
Tarım ve Orman Bakanı

# Gaziantep Menengiç Kahvesi

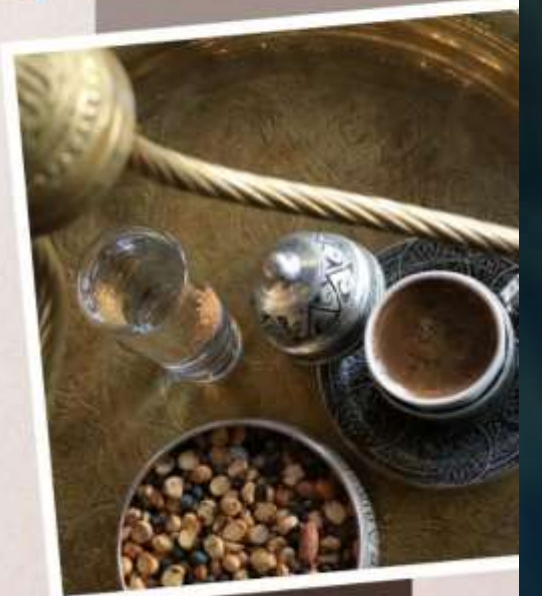
AB TESCİLİ ALDI

Gaziantep'in eşsiz lezzet ve aromaya sahip ürünü "Menengiç Kahvesi" AB tarafından tescillendi.

Ülkemize özgü bir lezzet olan "Gaziantep Menengiç Kahvesi" AB tescili alan 29. ürünümüz oldu.



İbrahim YUMAKLI  
Tarım ve Orman Bakanı





# REGIONAL EVENT IN KARS PROVINCE











**Yeni Ürün Coğrafi İşaret Kayıtına İlişkin**

**İşaretlenen Ürünler**

Ürün Adı	İşaretlenme Tarihi	İşaretlenme Alanı
<b>Taleva Arpacığı</b>	20.01.2018	Yenişehir İlçesi
<b>Yalova Elvizi</b>	2018, 2020	Yenişehir İlçesi
<b>Yalova Keşane-Dümen Ormanı Bak ve Propelisi</b>	22.06.2020	Yenişehir İlçesi
<b>İzbiy Bazıyısı</b>	22.06.2020	Yenişehir İlçesi
<b>Şenköy Kızılcığı</b>	22.06.2020	Yenişehir İlçesi

**AMASYA ÇİÇEK BAMYASI COĞRAFI İŞARET SÜRECİ**

Beyan Tarihi	:21.04.2016
Oran No	:C2016/001
Tescil Tarihi	:29.05.2018
Menşe No	:352
Bülten Tarihi ve No	:01.06.2018 tarih ve 30 sayılı Resmî Coğrafi İşaret ve Geleneksel Ürün Adı Bülteninde yayınlanarak tescil ilan edildi.





# COĞRAFI İŞARET ALAN ÜRÜNLERİMİZİN ÜNÜ ÜLKE SINIRLARINI AŞIYOR

Ülkemizde coğrafi işaret tescilli alan özgün ürünlerimiz, bir bir Avrupa Birliği tescilli alıyor. Yörenin havasından, toprağından ve suyundan aldığı özellikleriyle, lezzeti üstün bir zeytinden elde edilen Milas'ın zeytinyağı Avrupa Birliği tarafından tescil edildi. Taşköprü sarımsağı ve Bayramiç beyazı da Avrupa Birliği tescilli yolunda.

## MİLAS ZEYTİNYAĞINA AB TESCİLİ

Milas Ticaret ve Sanayi Odası tarafından 2014 yılında başvurusu yapılan ve 2016 yılında ülkemizde coğrafi işaret tescilli alan Milas zeytinyağı Avrupa Birliği tescilli oldu. Milas zeytinyağı Gaziantep beklausa, Aydın İndir, Aydın kestanesi ve Malatya keğissinden sonra AB'den tescil alan 5. mülk ürünümüz oldu.

Milas zeytinyağını eşsiz yapan tarafı, meyvemsi aromaya sahip olması. Meyvemsliliğinde dikkat çeken özellikleri turunc, portakal, mandalina ve limon aroma kokularının hâkim olmasıdır.

Milas zeytinyağını eşsiz yapan tarafı, meyvemsi aromaya sahip olması. Doğada yağmur sularıyla olgunlaşan tane küçük Memecik çeşidi zeytinden; ve imi yüksek, sarı yeşil arası renkte, orta dağlarda meyvemsi aromaya sahip üst sınıf bir natürel zeytinyağı yağ elde edilir. Meyvemsliliğinde dikkat çeken özellikleri turunc, portakal, mandalina ve limon aroma kokularının hâkim olmasıdır.

## TAŞKÖPRÜ SARIMSAĞI AB TESCİLİ YOLUNDA

Türk Patent ve Marka Kurumu tarafından Taşköprü Belediyesi'nin müracaatı üzerine 2010 tescil edilen Taşköprü sarımsağı.

AB tescilli almak için gün sayıyor.

Kastamonu'nun Taşköprü ilçesinde yetiştirilen ve yöre halkı tarafından "beyaz altın" olarak nitelendirilen Taşköprü sarımsağı; aroması, kökürü üpucu yağının miktarı, mineral madde ve vitaminler yönünden zengin besin değeri, başlanımı ve kaliteli olması gibi özellikleriyle diğerlerinden ayrılıyor. Öru farkı yapan en önemli özelliği ise bileşiminde diğer çeşitlerde yok deneye kadar az bulunan selenyum elementinin yüksek miktarda bulunması. Bu özelliklerinin yanı sıra kuru madde oranının yüksekliğinden ötürü uzun süre depolama ve nakliyeye dayanıklı olmasıyla da üstün bir çeşittir.

Şubat sonu-mart ayı başında ekimine başlanan ve temmuz ayında hasat edilen Taşköprü sarımsağı ülkemiz sarımsak ihtiyacının yaklaşık yüzde 25 ini karşılamakta olup yörede çok önemli bir geçim kaynağı. Temmuz ayının ilk haftası hasat edilmekte olup bu tarihten önce satılan sarımsaklar Taşköprü sarımsağı değildir. Uluslararası koruma sağlayan AB tescil için ilerde olan Taşköprü sarımsağının, yakın bir zamanda tescil edilmesi bekleniyor.

Taşköprü sarımsağını farklı yapan en önemli özelliği ise bileşiminde diğer çeşitlerde yok deneye kadar az bulunan selenyum elementinin yüksek miktarda bulunması.

Bayramiç beyazında tam verime yetmiş 5-6 yaşlı meyve ağaçlarında beslenme ve iklim koşullarına bağlı olarak ortalama dekara 2-3 ton verim alınıyor. Ağaç başına verim 40-50 kilogram arasında değişiyor.

## BAYRAMİÇ BEYAZI AB TESCİLİ İÇİN HAZIR

Bayramiç Ziraat Odasının başvurusuyla 2012 yılında tescil ettirilen Bayramiç beyazı AB tescilli için ilanda olan bir nektarin çeşidi. Çanakale'nin Bayramiç ilçesinde Kaz Dağları'nın eteklerinde yetiştirilen Bayramiç beyazı meyve kabuğu tıysuz yeşilden sarıya çalan renkte, sert, sulu, meyve kokusu ve lezzeti mükemmel, çok tatlı ve yınorak şekilli bir üründür. Kendine özgü rengi, tadı, kokusu ve aroması ile diğer nektarin çeşitlerine göre kışın daha uzun süre dayanması ve pazarlarda yüksek fiyat bulması nedeniyle sadece Bayramiç yöresi üreticilerinin değil diğer bölgelerdeki üreticilerin de talep ettikleri bir nektarin çeşidi.

Çanakale Bayramiç ilçesinde bugüne kadar yapılan bilimsel çalışmalar sonucu, Bayramiç beyazı nektarinlerinin yörede tamamen çökürmekten yedebilirliği nedeniyle, belirli bir varyasyonun ortaya çıkığı görülmüştür. Bayramiç beyazında tam verime yetmiş 5-6 yaşlı meyve ağaçlarında beslenme ve iklim koşullarına bağlı olarak ortalama dekara 2-3 ton verim alınıyor. Ağaç başına verim 40-50 kilogram arasında değişiyor.

Meyve eti sertliği bakımından Bayramiç beyazı, Early Red şeftali çeşidi gibi en sert dokulu meyveleri oluşturan grup içinde. Beyaz nektarin sert olmasından dolayı hasat zamanında zarar görmüyor. Ömrünün bir ay kadar daha uzun olması da şeftaliden farklı tarafı.

Yedek için gerekli bilgiler 0302 2784000 Pazarlama Daire Başkanlığı'ndan alınabilir.

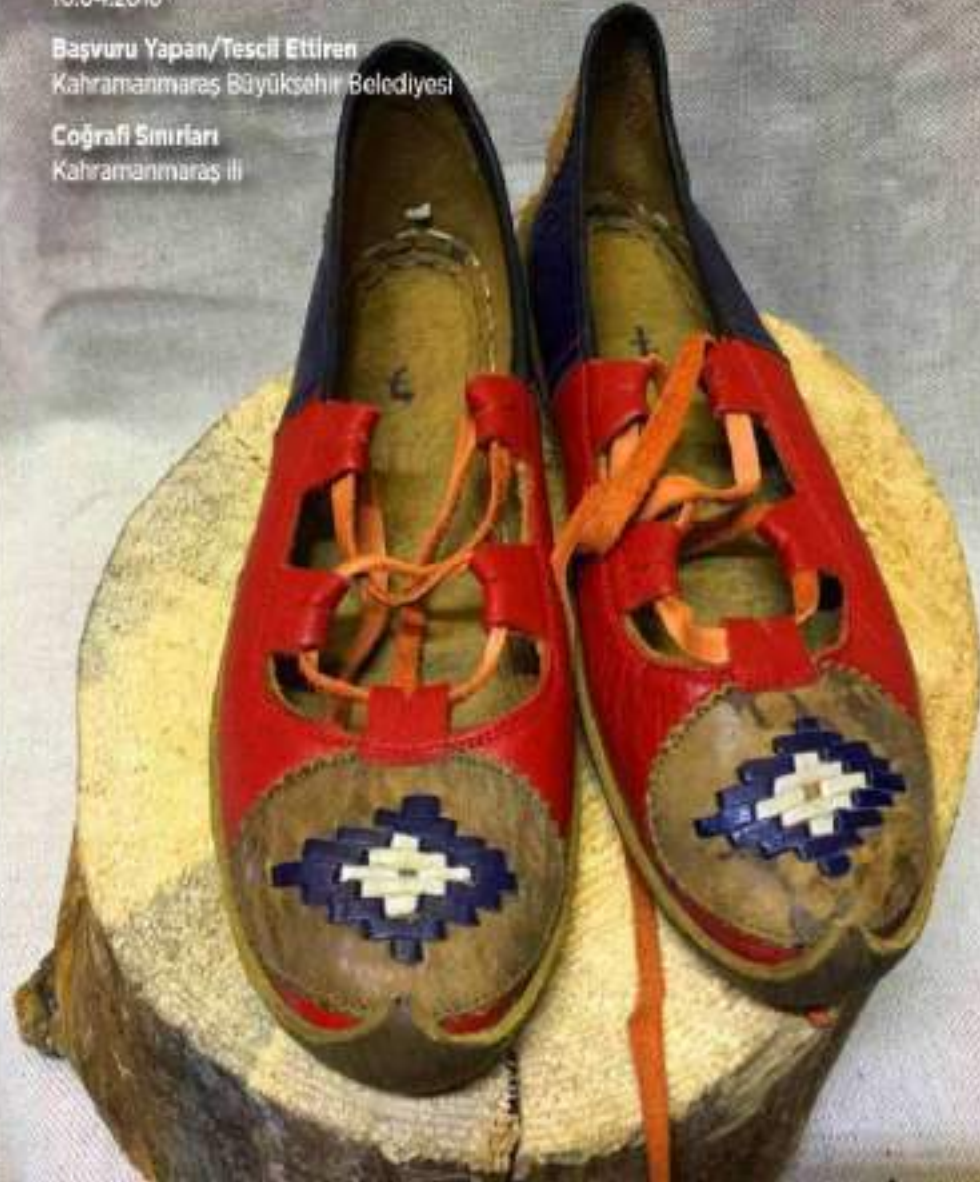




Tescil Tarihi  
10.04.2018

Başvuru Yapan/Tescil Ettiren  
Kahramanmaraş Büyükşehir Belediyesi

Coğrafi Sınırları  
Kahramanmaraş ili



## KAHRAMANMARAŞ YEMENİSİ

### Ürünün Tanımı ve Ayırt Edici Özellikleri

Kahramanmaraş Yemenisi farklı arazi şartlarında ve değişik iklim koşullarında sağlamak ve rahatlığıyla asırlar boyu insanların beğenisini kazanmış, halen Kahramanmaraş'ta üretimi ve kullanımı mevcut olan bir tür hafif ayakkabı çeşididir. Yürümeye rahatlığı sağlamak amacıyla öksesiz üretilen yemeninin ayak parmaklarını konması için burun kısmı bir mahmuz şeklinde yukarı doğru kıvrık olur.

### Üretim Metodu

Kahramanmaraş Yemenisi geleneksel yöntemlerle doğal ürünler kullanılarak üretilir. Elgi (tetin) ağacının yaprak ve dalları doğırkende öğütülerek su dolu havuzu boşaltılır. Deriler içine atılır. 15-30 gün suda bekletilir. Sudan çıkarılan derinin yüz kısmı doğal yağlarla yağlanır. Ayak üst kısmını oluşturan sağı için dana derisi, sayanın kenarına çekilen biye için ince keçi derisi, taban astarı için ise üst kısımda koyun alt kısmında camız veya manda derisi kullanılır. Taban astarı arasına kili toprak konularak çirgile ki parça yapıştırılır.

Yemeniler tamamen el dikişle pamuk iplik kullanılarak dikilir. Döndür ağacının yardımıyla yemeni yüzü çevrilerek sıvak bir şekilde ahşap kalıplara giydirilir ve 24 saat bekletilir. Kalıba yerleştirildikten sonra beyaz patiska içinde bohcakların yemeni yanlarından mustayla dövülür. Fazla deriler kesilerek çıkarılır. Kenar düzeltmelerinden sonra çanğa kalıp üzerinde tekrar şekil verilir. Tamamlanan yemeniler süslenir. Dikim aşamasından sonra yemeniler sarı, yeşil, mor ve kırmızı boyar maddelerle renklendirilir. Yemenilerin yüzeyini parlatmada,

renklerini koyulaştırmada ve ömrünü uzatmada zeytinyağı ve ayçiçeği yağı kullanılır.

### Tarihi/Hikâyesi

Kahramanmaraş Yemenisi'nin 600 yıllık bir tarihi vardır. İpek Yolu'nun geçtiği kentlerden biri olan kentte postal, edik, Karadağ çanğı, saray yemenisi, tokak yemeni yapılır, kervanlar Maraş'a gelip yemeni satın alır ve bütün bir Anadolu'ya ve dünyaya taşırlar. O yüzden yemeni Kahramanmaraş'ta özdeşleşmiştir (Kahramanmaraş Büyükşehir Belediyesi, 2020).

Günümüzde Kahramanmaraş'ta yemeni ve çank üretimi yapan atölyelerde bot şeklinde olan 'kek', kadınların giydiği 'edik', düğün, nişan ve özel günlerde giyildiği bilinen 'tokak' Osmanlı yemenisi, 'günlük yaşamda giyilen 'tatli yemenisi', saray ve ev içinde giyilen 'tokak ve tokaksız saray yemenisi', tarla, bağ, bahçede çalışırken giyilen 'Karadağ çanğı' geleneksel yöntemlerle üretilir. Ürünlerin orijinal yapısı ve geleneksel üretim şekli, Hollywood yönetmenlerinin ilgisini çekmiş ve Harry Potter, Yüzüklerin Efendisi, Truva, Fethi 1453 filmlerinde kullanılan çanklar Kahramanmaraş'ta üretim yapan köşkerlerden temin edilmiştir (Çaltı, 2014).

Yunanistan, Amerika, İngiltere ve Kanada'ya çank ihracatı yapılır. Yurt dışında pek çok otel, otantik bir görüntü sunmak amacıyla personeline Kahramanmaraş'tan temin ettikleri çankları giydirir. Osmanlı Dönemi'nde siyah rengi dul kadınları, kırmızı rengi evli kadınları, sarı rengi bekâr genç kızları, yeşil rengi yaşlı kadınları, portakal rengini nişanlı kızların tercih ettiği bilini (Kahramanmaraş İli Kültür ve Turizm Müdürlüğü, 2020).

KAHRAMANMARAŞ



Harry Potter,  
Yüzüklerin  
Efendisi,  
Truva,  
Fethi 1453  
filmlerinde  
kullanılan  
çanklar  
Kahramanmaraş  
Yemenisi'dir.









# INTERNATIONAL COOPERATION







## AUDIT OF GEOGRAPHICAL INDICATIONS

“The Ministry controls the conformity of the use of geographical indications or traditional product names related to agriculture and food with the characteristics specified in the registration.”

LAW NO.  
5996



Compliance with Turkish Food Codex

Invoice/receipt

Packing slip





## AUDIT OF GEOGRAPHICAL INDICATIONS

Controls are carried out in terms of compliance with the Turkish Food Codex on products such as olive oils, milk and cheese, meat products, for which it can be determined that the product is suitable for registration through laboratory analysis, and samples are taken and sent to laboratories.







## AUDIT OF GEOGRAPHICAL INDICATIONS

WHAT KIND OF ANALYZES ARE DONE?

Free acidity  
Peroxide value  
Specific absorption in ultraviolet light  
Fatty acid ethyl esters,  
Fatty acids composition  
Sterol composition,  
Trans fatty acids,  
Erythrodiol, uvaol and waxy substances  
ECN 42 -Detection of seed oils





## AUDIT OF GEOGRAPHICAL INDICATIONS

WHAT KIND OF ANALYZES ARE DONE?

Species determination in milk  
Vegetable oil



Histological and serological examination of meat  
Species detection







## AUDIT OF GEOGRAPHICAL INDICATIONS

In products such as hazelnut, fig, orange, olive, etc., for which laboratory analyzes could not determine whether the product is suitable for registration, traceability controls are maintained. Such as invoices, manufacturer's receipts, packing slip.





## AUDIT MECHANISM IN GEOGRAPHICAL INDICATIONS

A new draft regulation on the inspection of geographical indications and traditional product names related to agriculture and food has been prepared.







REPUBLIC OF TÜRKİYE  
MINISTRY OF AGRICULTURE  
AND FORESTRY

## REGULATIONS BROUGHT

**At least 10% of the entrepreneurs who have been given a certificate of conformity by the control body will be audited by the official control officer of the Provincial Directorate,**

**If it is determined that the entrepreneur's practices contrary to the provisions of the Regulation are detected, the registered product will be banned from the certification system for a period of five years,**

**An administrative fine will be imposed if the label and packaging design of unregistered products resembles the label and packaging design of the registered product,**

**An administrative fine will be imposed in case of production, imitation or adulteration that does not comply with the registration document,**

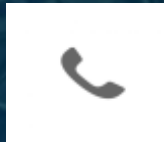
**Counterfeit and adulterated products will be confiscated.**



REPUBLIC OF TÜRKİYE  
MINISTRY OF AGRICULTURE  
AND FORESTRY



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**RESPECTFULLY...**

# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY



**L'implication de l'enseignement professionnel et technologique dans le développement des Indications Géographiques (IGs) au Brésil : Le partenariat entre le Ministère de l'Éducation et les institutions du Réseau Fédéral de l'Éducation Professionnelle au Brésil.**

Andréia de Alcantara Cerizza, Jean Louis Le Guerroué



À travers deux appels d'offres publics, lancés par le Ministère de l'Éducation – MEC, par le biais de la SETEC – Secrétariat de l'Éducation Professionnelle et Technologique, et exécutés par les Instituts Fédéraux de São Paulo et Espírito Santo, de nombreux projets visant à la reconnaissance des IGs ont été soutenus.





# Des institutions fédérales

Fondée : 1909

LOI N° 11 892 DU 29 DÉCEMBRE 2008.

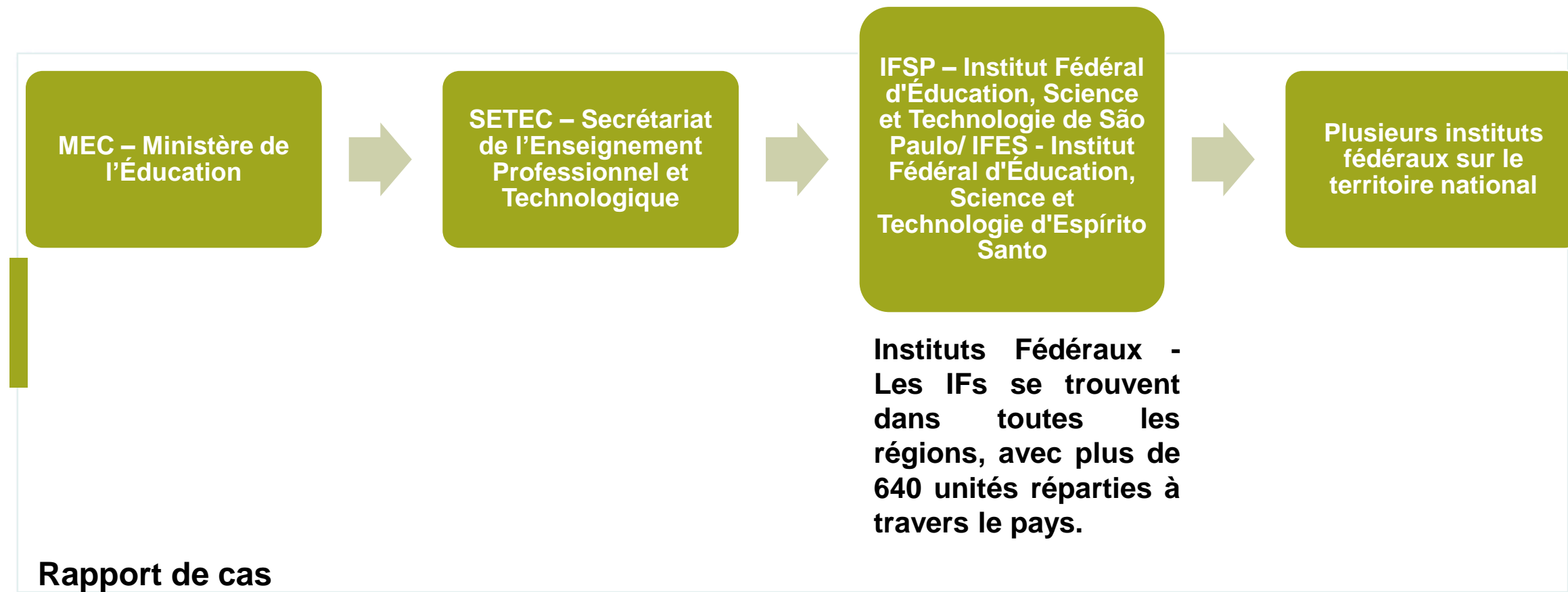
Section II

Objectifs et caractéristiques des instituts fédéraux

Article 6 ( II et IV) Les objectifs et caractéristiques des Instituts fédéraux cela implique une approche de formation qui soit :

- Orientée vers la résolution de problèmes concrets
- Adaptée aux spécificités régionales- Basée sur une analyse des potentiels de développement de la région
- Visant à soutenir les activités économiques, sociales et culturelles locales.

## Politique publique éducative x territoriale



En 2022 a été publiée l'avis n°03 qui prônait, autour de 3 axes – **diagnostic, structuration et post-reconnaissance**, la valorisation des indications géographiques potentielles, sur l'ensemble du territoire brésilien. Les projets ont été exécutés en 2023 et 2024 .

# Projets

Diagnostic – 15,  
dont 8  
agroalimentaires

Structuration – 15  
dont 12  
agroalimentaires

Post-  
reconnaissance –  
7, dont 6  
agroalimentaires

200 personnes directement impliquées dans les projets, 75 étudiants et 37 producteurs/représentants d'entités.

**Chercheurs, étudiants et producteurs impliqués dans les projets**





## Chercheurs et étudiants

- Mener des recherches appliquées pour répondre aux besoins locaux
- Impliquer les étudiants dans des activités de recherche et de développement
- Renforcer les territoires et promouvoir leur développement
- Retenir les étudiants et les futurs professionnels dans les régions
- Attirer de nouveaux professionnels pour contribuer au développement des territoires.



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## Producteurs

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Professionnalisation, recherche pour améliorer les procédés et les produits (développement technologique et innovation territoriale)

---

Respect du rôle proéminent des producteurs dans le processus.







## Gouvernement - Des politiques publiques pour promouvoir l'efficacité dans les territoires

- A travers la politique d'éducation professionnelle et technologique, la valorisation des dynamiques territoriales, le renforcement des producteurs par la recherche appliquée et la vulgarisation technologique, la formation des étudiants au local/global, la possibilité de développement local à travers une politique d'innovation territoriale.

## Points positifs

1. MEC - Ministère de l'Éducation, par les instituts fédéraux, comme fil conducteur entre le monde universitaire et les dynamiques territoriales du point de vue des IG
2. Participation active des producteurs au projet
3. Acteurs/agents de l'écosystème - externalité positive



## Points négatifs

1. Avis avec un délai d'exécution court
2. Continuité des avis
3. Absence de politique publique générale pour accompagner le processus de reconnaissance et de valorisation des IG

# Merci beaucoup

Prof<sup>a</sup> Dr<sup>a</sup>. Andréia de Alcantara Cerizza  
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[andreiaac@ifsp.edu.br](mailto:andreiaac@ifsp.edu.br)

Prof<sup>o</sup>. Dr<sup>o</sup>. Jean Louis Le Guerroué  
( +55 61 94357022)  
[jllg.bsb@gmail.com](mailto:jllg.bsb@gmail.com)



AGEPI

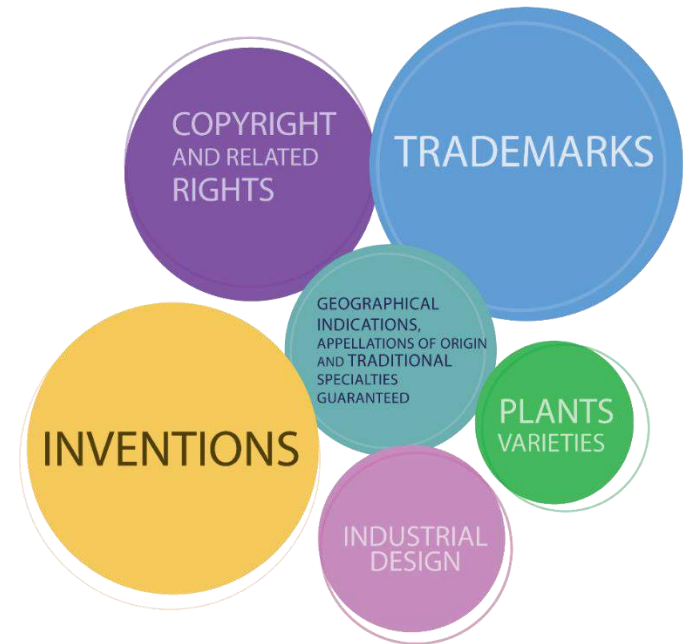
# Protection and valorization of traditional specialities guaranteed in the Republic of Moldova

*Natalia Mogol,  
PhD., Deputy Director General  
State Agency on Intellectual Property  
of the Republic of Moldova*

e-mail: [natalia.mogol@agepi.gov.md](mailto:natalia.mogol@agepi.gov.md)

# Basic data about AGEPI

- Date of establishment– **8 September 1992**
- AGEPI is a central administrative authority subordinated to the Government
- Director General: appointed by the Government
- Internationally - AGEPI represents the Republic of Moldova in the World Intellectual Property Organization, other international, regional and intergovernmental organizations for intellectual property protection.





# Moldovan IP legal framework

## National normative acts

- 7+2 Special Laws
- 7 Regulations on the implementation of special laws



## International treaties

- 25 WIPO
- 1 UPOV
- 1 WTO
- 13 regional

over 40 other relevant normative acts

# National Legal Framework related to the registration and protection of TSG (*SUI GENERIS*)

- Law 66/2008 on the protection of AOs, GIs and TSG
- Regulations on the procedure of filing, examination and registration of GIs, AOs and TSG, G.D. No. 610/2010
- G.D. No. 644 of 19.07.2010 on appointing the competent authorities
- Law on Approval of the National Symbols Associated with PGIs, PAOs and TSG no. 101 of 12.06.2014



# What we protect as TSG?

an agricultural or food product that:

- a) it is obtained from traditional raw material; or
- b) it is characterized by a traditional composition; or
- c) is characterized by a way of production and/or processing that corresponds to a traditional type of production and/or processing.

If the name of the guaranteed traditional specialty requested for registration is also used in another region of the Republic of Moldova or in another country, to distinguish comparable products or products that have an identical or similar name, the name of the guaranteed traditional specialty will be accompanied by the mention "Made according to traditions", immediately followed by the name of the region or country corresponding to the name requested for registration.

**traditional** – proven use for a period that allows transmission between generations; this period is at least 30 years



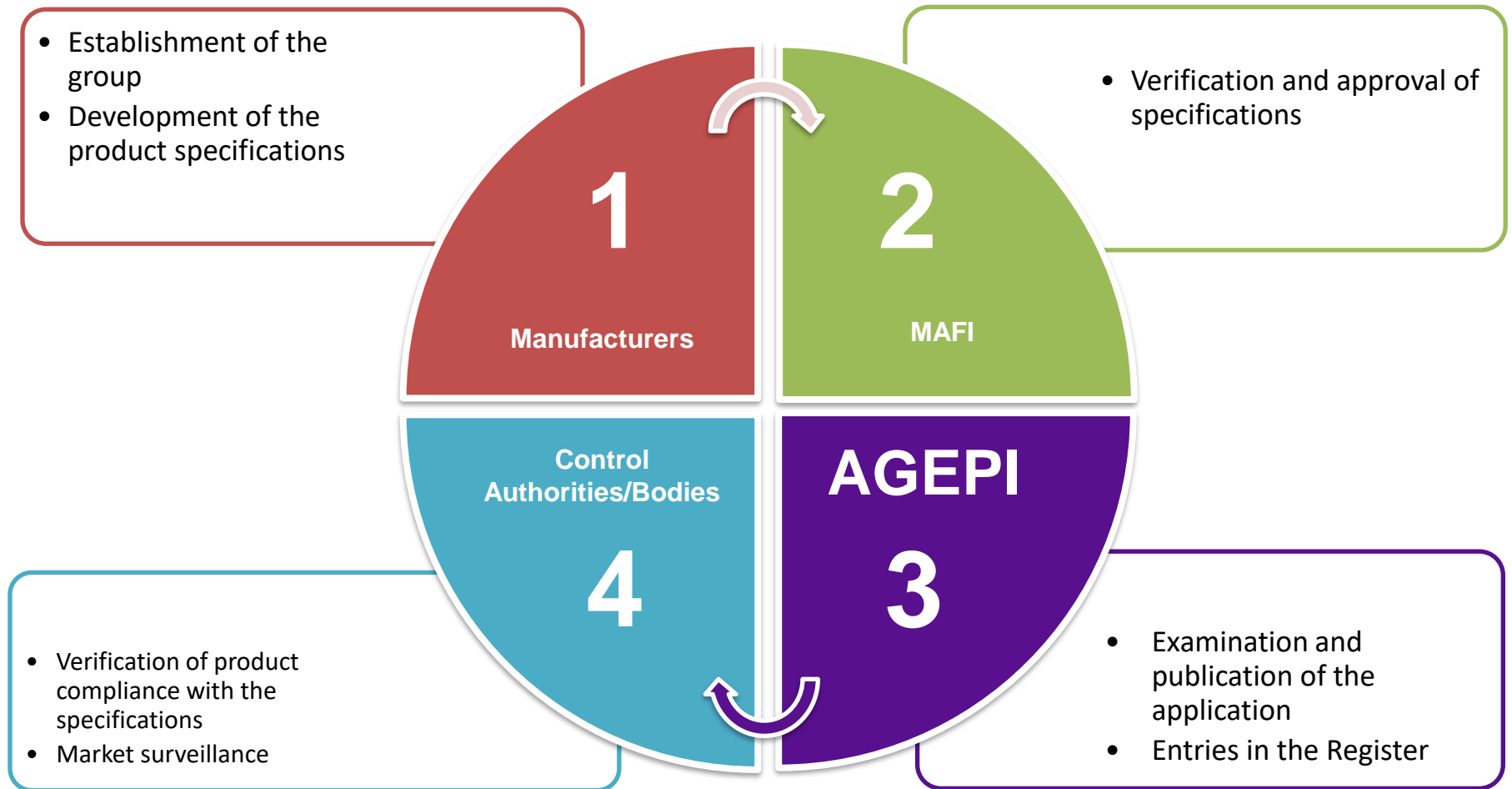
# The general principles of the TSG system:



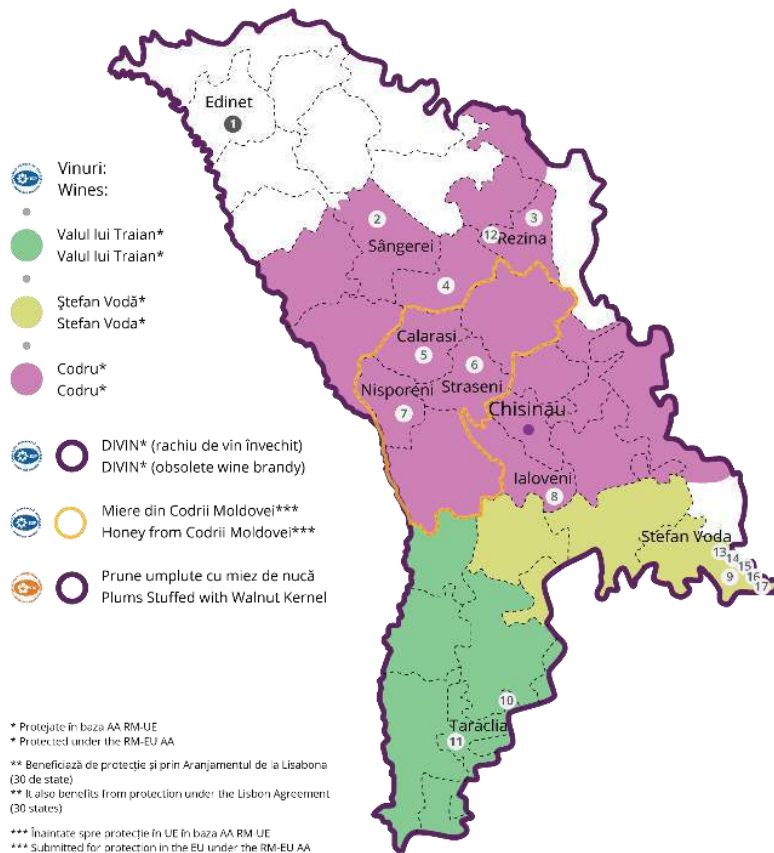
- ✓ Collective effort to obtain protection, ensure respect for rights and promote TSG on the domestic and export markets
- ✓ Strict rules to be followed in order to produce a TSG product summed up in a specification
- ✓ Voluntary commitment to comply with the rules specified above, including being subject to control regarding compliance with the specifications



# Stages of development of a traditional speciality guaranteed



# Statistics



- 1 ZĂBRICENI\*\*\* (plante/fructe uscate)  
ZABRICENI\*\*\* (dried plants/fruits)
- 2 Brânză de Măgura\*\*\*  
Magura Sheep Cheese\*\*\*
- 3 Prune deosebite de Lalova\*\*\*  
Special Prunes of Lalova\*\*\*
- 4 Dealul Craveț  
Cravets Hill
- 5 Dulceață din petale de trandafir  
Călărași\*  
Calarasi Rose Petal Jam\*
- 6 ROMĂNEȘTI\*\* (vin)  
ROMANESTI\*\* (wine)
- 6 Pistil de Valea Răutului\*\*\*  
Fruit Paste of Valea Rautului\*\*\*
- 7 Agriș de Marinici\*\*\*  
Marinici Gooseberry\*\*\*
- 8 Rachiu de caise de Nimoreni\*  
Nimoreni Apricot Brandy\*
- 9 Brânză de Popeasca\*\*\*  
Popeasca Sheep Cheese\*\*\*
- 10 Caurma de BUGEAC  
Cavurma of BUGEAC
- 11 CIUMAI\* (vin)  
CIUMAI\* (wine)
- 12 Digestiv NISTRENI  
Digestive NISTRENI

- 13 Plăcinta miresei  
Bride's Pie
- 14 Ghițman  
Chisman
- 15 Rasol de șuval  
Boiled Meat of Suvai
- 16 Plăchie de pește  
Fish Stew
- 17 Borș cu burecheți  
Mushroom Borsch



PEOPLE

+



STORYTELLING

+

TRADITIONAL PRODUCT

- the sale of a product with added value
- the development of rural tourism
- the organization of workshops and masterclasses for the preparation of the Specialty
- preservation and transmission of traditions



# AGEPI services

- free consultations by all accessible means, including at the AGEPI headquarters
- documentary research services
- prediagnosis of intellectual property
- activities with an informative purpose, in an academic, educational, economic, social environment, etc.
- the IP library within AGEPI offers those interested information from the National Collection of Documents in the field of Intellectual Property.

Call-center: (+373-22) 400500

## Informative materials





<http://harta-ig.agepi.gov.md/#Regions>

The screenshot shows a web browser displaying the website 'Traditional products of the Republic of Moldova'. The page title is 'Map of Potential Geographical Indications'. The main content area is divided into two sections: 'Administrative units' and 'Product categories'. The 'Administrative units' section features a map of Moldova with various regions highlighted in different colors and numbered from 1 to 11. The 'Product categories' section lists several categories with their respective counts: Dairy (6), Meat products (3), Vegetables and fruits (58), Bakery and confectionery products (4), Ready meals (2), and Beverages (5). The website's navigation bar includes links for 'Map of Potential GI', 'Map of Protected GI', 'Search', 'Resources', 'English', and 'Login'. The browser's address bar shows the URL 'http://harta-ig.agepi.gov.md/#Map'. The Windows taskbar at the bottom indicates the system time as 12:32 on 2019.09.16.

Traditional products of the Republic of Moldova

Map of Potential GI | Map of Protected GI | Search | Resources | English | Login

## Map of Potential Geographical Indications

Administrative units

Product categories

- Dairy (6)
- Meat products (3)
- Vegetables and fruits (58)
- Bakery and confectionery products (4)
- Ready meals (2)
- Beverages (5)

# Our future plans:

- Revision of the law no. 66/2008 and implementing regulations (reintroduction of the possibility to carry out control by one or more accredited control bodies, clarifications of the procedure for obtaining the right to use, Geneva Act, etc.)
- Consolidated efforts from both public authorities and producers in order to promote and fulfill the interactive map
- Setting up some effective mechanisms for official controls and enforcement of rights in respect of TSG



# Welcome to Moldova!



**Traditional foods, knowledge production,  
and Geographical Indications:**  

---

**intersections for innovation in  
public regulation in Brazil**

**Ryza Cardoso, Lara Pena, Nina Branco, Carolina Souza  
Federal University of Bahia (UFBA), Brazil**



# Introduction

- Agriculture and livestock in Brazil
  - Exporter of commodities x Family farming
  - Artisanal foods eligible for GI x invisible to the State
- Food Legislation:
  - Directed to formal economy
  - Rigor of the law: decades of exclusion of small farmers
- Science and technology institutions (STIs)
  - Recognition and description of products and food systems
  - Favoring GI and repercussions for public regulation.



# Objective

---

- To analyze how knowledge production on artisanal products by STIs impacts public regulatory action, considering three cases - Canastra cheese in Minas Gerais state, Copioba cassava flour, and Itororó's sun-dried meat in Bahia state.

# Methodology

- Bibliographical research
- Monitoring of projects conducted with involved groups and institutions.



# Different products and GI stages



**Canastra Cheese**



**Copioba cassava flour**



**Sun-dried meat**

# Canastra Cheese

- Traditional cheese - Minas Gerais state
- Centuries as an irregular product
- Producers Association
- International Partnership
- Safety concern: cheese from raw milk
- Researches: Universities and public bodies
- Rural Technical Assistance





# State Ordinances evolution



INSTITUTO MINEIRO DE AGROPECUÁRIA  
(AUTARQUIA CRIADA PELA LEI N.º 11.594, DE 07-01-82)  
(VINICULADA À SECRETARIA DE ESTADO DE AGRICULTURA, PECUÁRIA E ABASTECIMENTO)

PORTARIA Nº 1305, DE 30 DE ABRIL DE 2013

## ESTABELECE DIRETRIZES PARA A PRODUÇÃO DO QUEIJO MINAS ARTESANAL

ii – registradas com identificação geográfica em organismo competente.

Art. 2º Permite-se a fabricação de queijo minas artesanal maturado pelo tempo necessário indicado pela pesquisa científica para o alcance dessa condição visando à garantia da qualidade e inocuidade dos produtos.

§ 1º Fica definido o período de maturação do queijo minas artesanal como mínimo de 17 (dezessete) dias para a microrregião do Serro e mínimo de 22 (vinte e dois) dias para as microrregiões da Canastra, do Cerrado, de Araxá e do Campo das Vertentes, até que sejam realizadas novas pesquisas ratificando ou retificando os referidos tempos de maturação.



GOVERNO DO ESTADO DE MINAS GERAIS  
Instituto Mineiro de Agropecuária

PORTARIA IMA Nº 2051, DE 07 DE ABRIL DE 2021.

Define o período de Maturação do Queijo Minas Artesanal produzido nas microrregiões de Araxá, Campo das Vertentes, Canastra, Cerrado, Serra do Salitre, Serro e Triângulo Mineiro.

### RESOLVE:

Art. 1º – Alterar o §1º do artigo 4º da Portaria IMA nº 1969, de 26 de março de 2020, que passa a vigorar com a seguinte redação:

“§ 1º Fica definido o período de maturação do queijo Minas Artesanal como mínimo



GOVERNO DO ESTADO DE MINAS GERAIS  
Instituto Mineiro de Agropecuária

de 14 (quatorze) dias para a microrregião de Araxá, Canastra e Serra do Salitre, mínimo de 17 (dezessete) dias para a microrregião do Serro e para as demais regiões do Estado, caracterizadas ou não como produtora de QMA, o período mínimo de maturação será de 22 (vinte e dois) dias ou pelo maior período especificado em estudos científicos.”

Artesanal na microrregião da Serra do Salitre de 22 para 14 dias,

Considerando Relatório 2.2021 - EPAMIG/EPAMIG ILCT, disposto no processo SEI nº1230.01.0000226/2020-83, elaborado pela Comissão Consultiva do queijo artesanal, que recomenda a intervenção da SEAPA-MG junto aos órgãos de Inspeção Sanitária de POA para a aceitação e consequente legalização, a fim de alterar o tempo de maturação do Queijo Minas Artesanal da Microrregião da Canastra e Serra do Salitre de 22 para 14 dias;

Considerando a Portaria IMA nº 1969, de 26 de março de 2020, que dispõe sobre a produção de Queijo Minas Artesanal em queijarias e entrepostos localizados dentro de microrregiões definidas e para as demais regiões do Estado, caracterizadas ou não como produtora de Queijo Minas Artesanal – QMA;

### RESOLVE:

Art. 1º – Alterar o §1º do artigo 4º da Portaria IMA nº 1969, de 26 de março de 2020, que passa a vigorar com a seguinte redação:

# Copioba cassava flour

- Copioba cassava flour: unique characteristics
  - White, lightly yellow
  - Low Water Activity
  - Lightly fermented
  - Rounded very small particles
  - Absence of flour “dust”
- Brazil has different cassava flours
  - Legislation: fragile categorization
  - General: absence of regional distinctions



Copioba (Bahia)



Uarini (Amazonas)



# Sun-dried meat

- Salted, sun-dried meat, first records 1610
- High consumption mainly in the Northeast
- Notoriety of the production in some cities: Itororó, Caicó, Picuí, and Campo Maior
- Different know-how and products?
- Artisanal: no inspected beef x safety concern
- No public policies to support and include the sector
- Lack of specific legislation



# Conclusions

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- In all cases, the results show contributions of scientific work of STIs:
- To recognize and value the artisanal products and systems involved;
- To attest the quality and registration of the differential of these products;
- To keep pace with repercussions and requirements for decision-making by public regulatory sectors.
- These contributions are fundamental to innovate and subsidize regulatory actions and include small producers.



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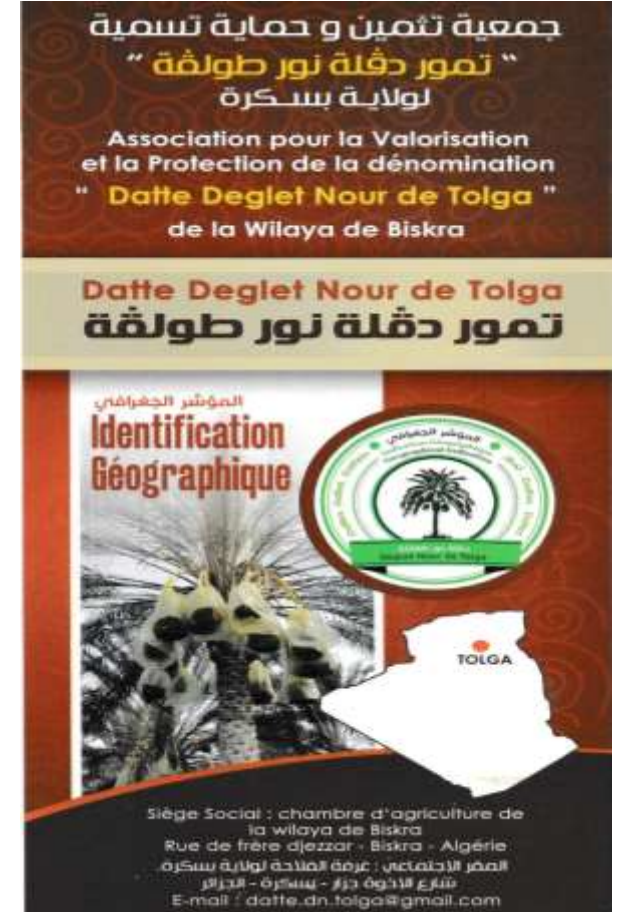
Thank you!  
ryzia@ufba.br

# Démarches pour IG «*Datte Deglet Nour de Tolga*» Algérie

**M. Achour Ziane MOSBAH**

*President of the Association for the Geographical Indication  
of Deglet Nour Dates of Tolga*

*Rome, 18 Février 2025*



# Cadre réglementaire Labellisation (IG) de la datte Deglet Nour de Tolga

Une  
reconnaissance  
officielle

**Arrêté du 22 Septembre 2016**  
portant attribution de signe  
distinctif de reconnaissance de  
la qualité du produit IG Deglet  
Nour de Tolga.



Arrêté du 20 Dhou El Hidja 1437 correspondant au 22  
septembre 2016 portant attribution du signe  
distinctif de reconnaissance de la qualité du  
produit agricole en indication géographique de la  
« Datte Deglet Nour de Tolga ».

Enregistrement  
et protection par  
l'INAPI

REPUBLICQUE ALGERIENNE DEMOCRATIQUE ET POPULAIRE الجمهورية الجزائرية الديمقراطية الشعبية  
المعهد الوطني للملكية الصناعية  
INSTITUT NATIONAL ALGERIEN DE LA PROPRIETE INDUSTRIELLE

**CERTIFICAT D'UNE  
INDICATION GEOGRAPHIQUE**

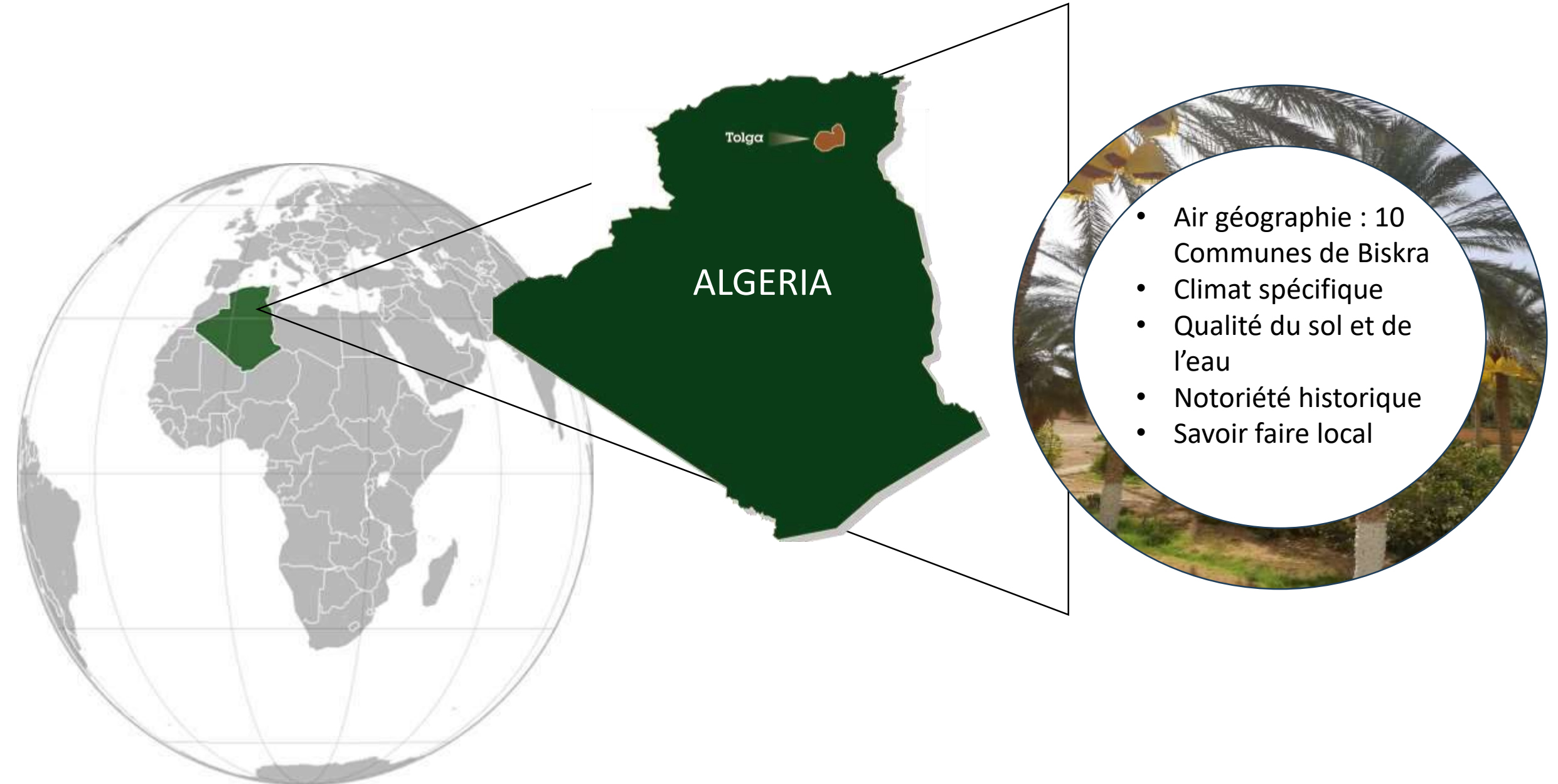
<b>DEPOSANT :</b> <input type="checkbox"/> Personne physique Nom, prénom : Genre : <input type="checkbox"/> Féminin <input type="checkbox"/> Masculin <input checked="" type="checkbox"/> Personne morale Dénomination complète : L'association pour la valorisation et la protection de la dénomination Datte Deglet Nour de Tolga. Chambre d'agriculture de la wilaya biskra rue frères Djezzar Biskra. Mandataire (s'il y a lieu) : Nom, prénom/Dénomination complète : Adresse :	<b>دقة نور طولقة Deglet Nour de Tolga</b>
<b>Appellation d'origine/Indication géographique</b> (telle qu'apparaît dans le document de reconnaissance) : <b>DATTE DEGLET NOUR DE TOLGA</b>	
<b>Liste des produits auxquels s'applique l'appellation d'origine/Indication géographique :</b> <b>DATTES</b>	
<b>Aire géographique de production du/des produit(s) :</b> Tolga, Bordj ben Azzouz, Foughala, Laghrouss, Doucen , Sidi-Khaled, Ouled djellal, Lich Bouchagroun et Lioua.	
<b>Les références des textes régissant l'appellation/l'indication :</b> Arrêté du 22 Septembre 2016 JO N°72 du 13/12/2016	
<b>Déclaration à l'effet que la protection n'est pas revendiquée sur certains éléments de l'appellation d'origine (facultatif) :</b> Indiquer le ou les éléments de l'appellation d'origine à l'égard desquels la protection n'est pas revendiquée :	
Enregistrée le : 25/01/2021 Sous le N° : IG/1/584	







# Terroir de Tolga



# DATTES DEGLET NOUR DE TOLGA

“ Les dattes Deglet Nour de Tolga sont reconnues pour leur gout exceptionnel et qualité nutritive. ”



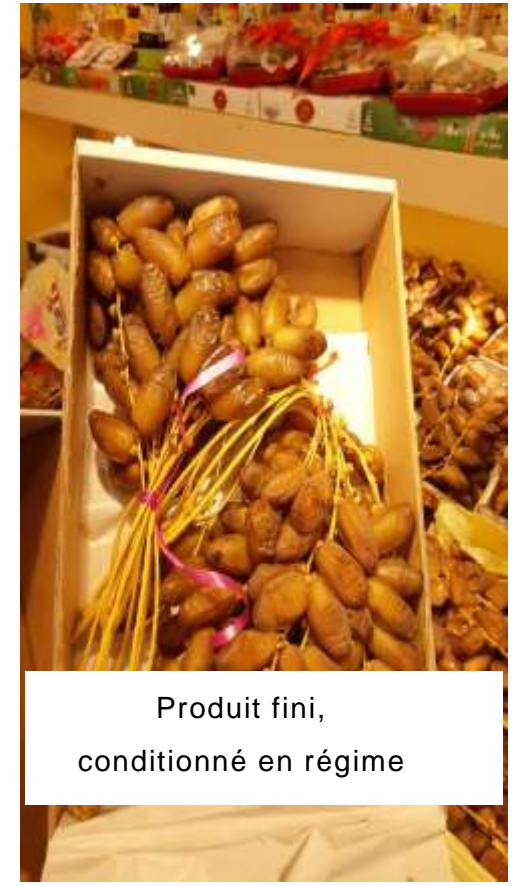
Main d'œuvre qualifiée  
(grimpeur)



Collecte de dattes,  
taille des régimes



Tri manuel, présentation en  
branchette,



Produit fini,  
conditionné en régime

Ces pratiques illustrent le savoir faire local

*Ferme Mosbah  
à Tolga*



# Activités de l'association

- Participation aux foires et salons
- Participation à des colloques et séminaires
- Echanges avec d'autres associations locales et étrangères
- Participation à des programmes tel que le PASA
- Collaboration avec des organismes internationaux tels que la GIZ (Allemagne), le CBI (Pays-bas)...
- Collaboration avec les institutions publiques
- Collaboration avec les universités, instituts et les centres de recherches.







Cahier de charges à la production, rigoureux qui nécessite des opérations durant toute l'année pour une récolte aux mois d'octobre-novembre : **polonisation, positionnement des régimes, ciselage et limitation, décente des régimes, ensachage, récolte, nettoyage des parcelles.**



Tri à la parcelles et mise en caisses





*Figuier*



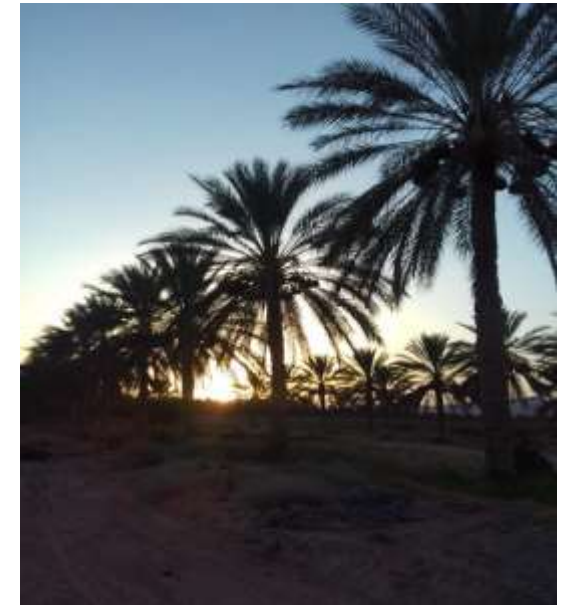
*Grenadier*

- Produits issus d'un milieu oasien avec cultures en étages.
- Existence d'une Biodiversité
- Paysages favorables à l'agrotourisme



*Mandarinier*

- Produit noble et emblématique en Algérie



# Les impacts positifs induits par la labellisation IG

- Incitation et sensibilisation aux aspects de la certification et aux normes internationales.
- Une dynamique s'est enclenchée pour d'autres formes de certifications notamment: BIO, Global GAP (Plusieurs membres de l'association ont obtenu la certification Bio et/ou Global GAP).
- Echanges et discussions avec les institutions publiques et organismes internationaux (UE, FAO, MASAF, CIRAD, IPI...)

# Contraintes rencontrées

On cite deux contraintes majeures:

- L'organisme de contrôle désigné : Institut National de Développement de l'Agriculture Saharienne (ITDAS) a suivi le plan de contrôle pendant deux saisons agricoles consécutives. Cependant, il n'a pas été en mesure de délivrer les certificats aux adhérents . Cette situation résulte du fait qu'il n'a pas été accrédité par l'Organisme habilité à le faire, en l'occurrence ALGERAC (Organisme Algérien d'Accréditation). Ce dernier est en cours de reconnaissance à l'international.
  - Par conséquence, cette situation a eu un impact négatif sur les adhésions à l'association.
- *Ces deux contraintes, ont découragé « les exportateurs adhérents » qui étaient dans l'attente d'un certificat reconnu à l'international.*





**MERCI POUR VOTRE  
ATTENTION**



# LA GOUVERNANCE; UN ENJEU DE DURABILITÉ POUR L'IGP MADD DE CASAMANCE Sénégal

---

Auteurs: Pape Tahirou KANOUTE (ETDS, Sénégal), Mariama DIEME (ETDS, Sénégal), Babacar Coumba FAYE (ETDS/ENSA, Sénégal), Mikael OLIVEIRA-LINDER (CIRAD Montpellier, France)

**ROME 18-21 FÉVRIER 2025**

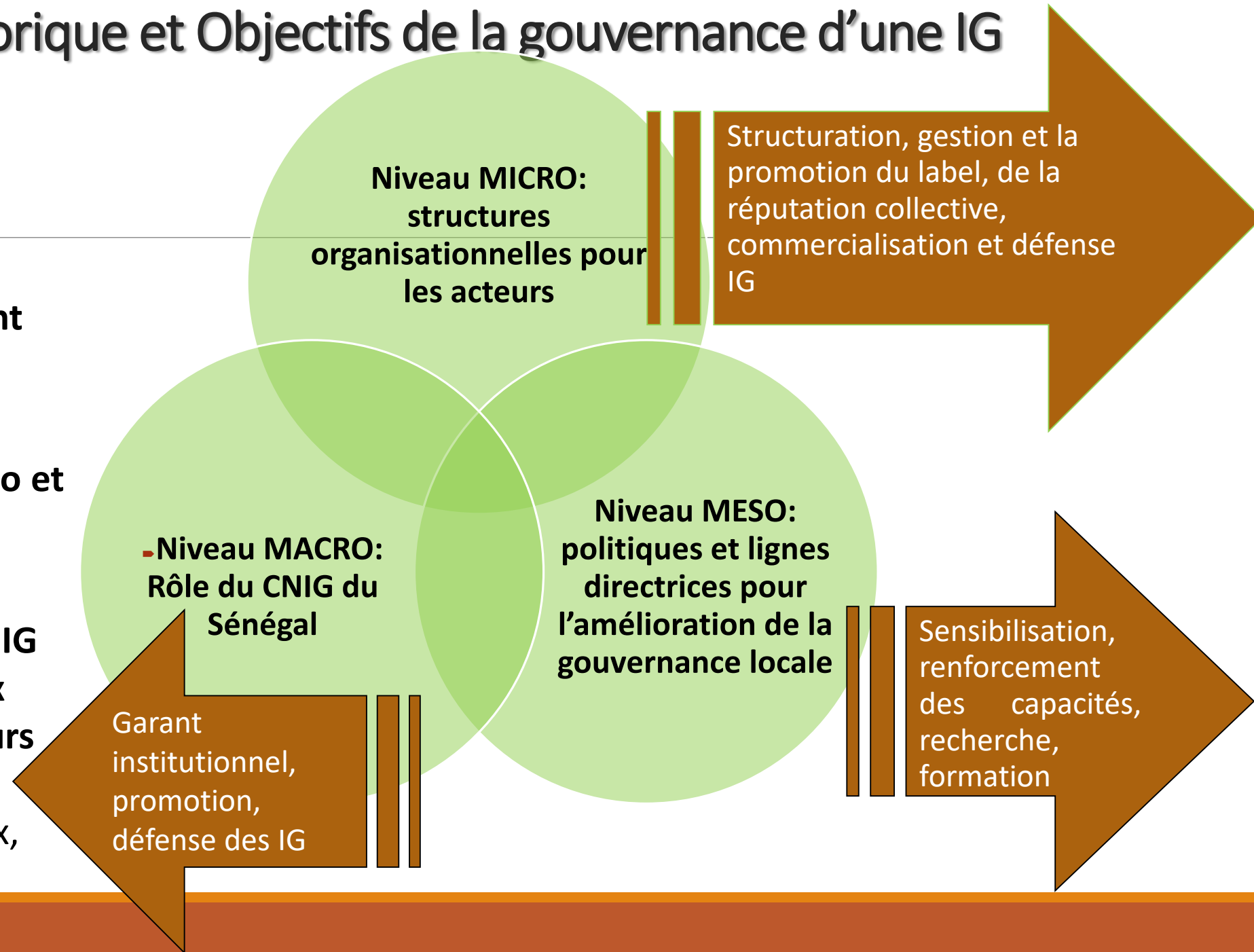
# Cadre théorique et Objectifs de la gouvernance d'une IG

- La **GOVERNANCE** de l'IG = facteurs de succès de la démarche IG.

- C'est la manière dont les individus et groupes **articulent leurs intérêts**

- Différentes **ECHELLES DE COORDINATION** (Micro, Méso et Macro)

- C'est une **DYNAMIQUE** consistant à veiller à ce que l'IG **bénéficie non seulement aux acteurs de la chaîne de valeurs mais aussi ceux en dehors** (bénéfices environnementaux, sociaux et territoriaux)



# La Casamance: un pôle territoire riche en ressources naturelles/culturelles et en biodiversité



- 3 régions administratives (Ziguinchor, Kolda, Sédhiou)
- Séparée du reste du Sénégal par La Gambie
- 28 340 km<sup>2</sup> (DAT, 1986)
- 1 341 000 habitants

- Population **multi-ethnique**: Diola, Mandingue, Peulh, Mandjaque, Soninké, Sérère, Wolof, Bambara... et **multi-religieuse**: Musulmans, Chrétiens, Animistes
- Une **intime relation entre les traditions culturelles et les pratiques de gestion des ressources naturelles**: bois sacrés, interdits à caractères conservatoires





# La Casamance: Rôle des PFNL dans l'économie locale et la sécurité alimentaire et nutritionnelle

*Une cueillette libre des fruits forestiers assujettie à une taxe sur le produit circulant de 14f CFA le kilo*





# La Casamance: Rôle des des PFNL dans l'économie locale et la sécurité alimentaire et nutritionnelle

## Rôle dans la sécurité alimentaire locale :

- 👉 Consommation à l'état non mature : assaisonnements et sauces dans quelques villages (M'lomp, Thionck Essyl)
- 👉 Consommation à l'état mur par presque toutes les couches sociales, sans ou avec rajout de sel, sucre, piment.
- 👉 Utilisation dans les unités de transformation en milieu rural et urbain (transformé en sirop, jus ou conserves)
- 👉 A des qualités nutritionnelles intéressantes notamment par la présence de vitamine C

## Rôle dans l'économie locale et des ménages : femmes et jeunes

- 👉 1/3 à 2/3 du revenu agricole des ménages qui s'adonnent à l'activité de cueillette (Ndiour, 1996) et (Badiane et al. 1996).
- 👉 643 kg cueillis en moyenne par ménage et par an. En terme monétaire, cela représente 38 580 (59 euros) à 51 440 F CFa (78 euros) : plus que la bourse familiale octroyée par l'Etat par trimestre
- 👉 Achats de fournitures scolaires pour les jeunes des villages
- 👉 Taxes pour les communes et les services des eaux et forêts

# La Casamance: Rôle des des PFNL dans l'économie locale et la sécurité alimentaire et nutritionnelle

**Rôle dans la pharmacopée locale** : les feuilles : contre la baisse de la vue (bain de vapeurs), traitement anti-migraine, pouvoir antiseptique et cicatrisant, antitussif, contre la tuberculose,

...

**Contribution dans le renforcement de l'écosystème** : ombrage, micro-climat, production de litière forestière

# Le madd et son écosystème forestier en Casamance

- 👉 *Saba Senegalensis* liane forestière pouvant atteindre plus de 40 m de long, avec un diamètre à la base pouvant atteindre 27 cm
- 👉 Le madd en mode « *symbiose* » et « *cohabitation intelligente* » avec le néré (*Parkia biglobosa*), le baobab (*Adansonia digitata*), le fromager (*Ceiba pentandra*).....dans les plateaux comme dans les vallées, en forêts, dans les zones humides
- 👉 Les fruits forestiers en Casamance : un filet de sécurité alimentaire et nutritionnelle pour les populations rurales
- 👉 Rôle très important des lianes du Madd lorsqu'elles sont bien développées qui protègent les arbres contre les feux de brousse





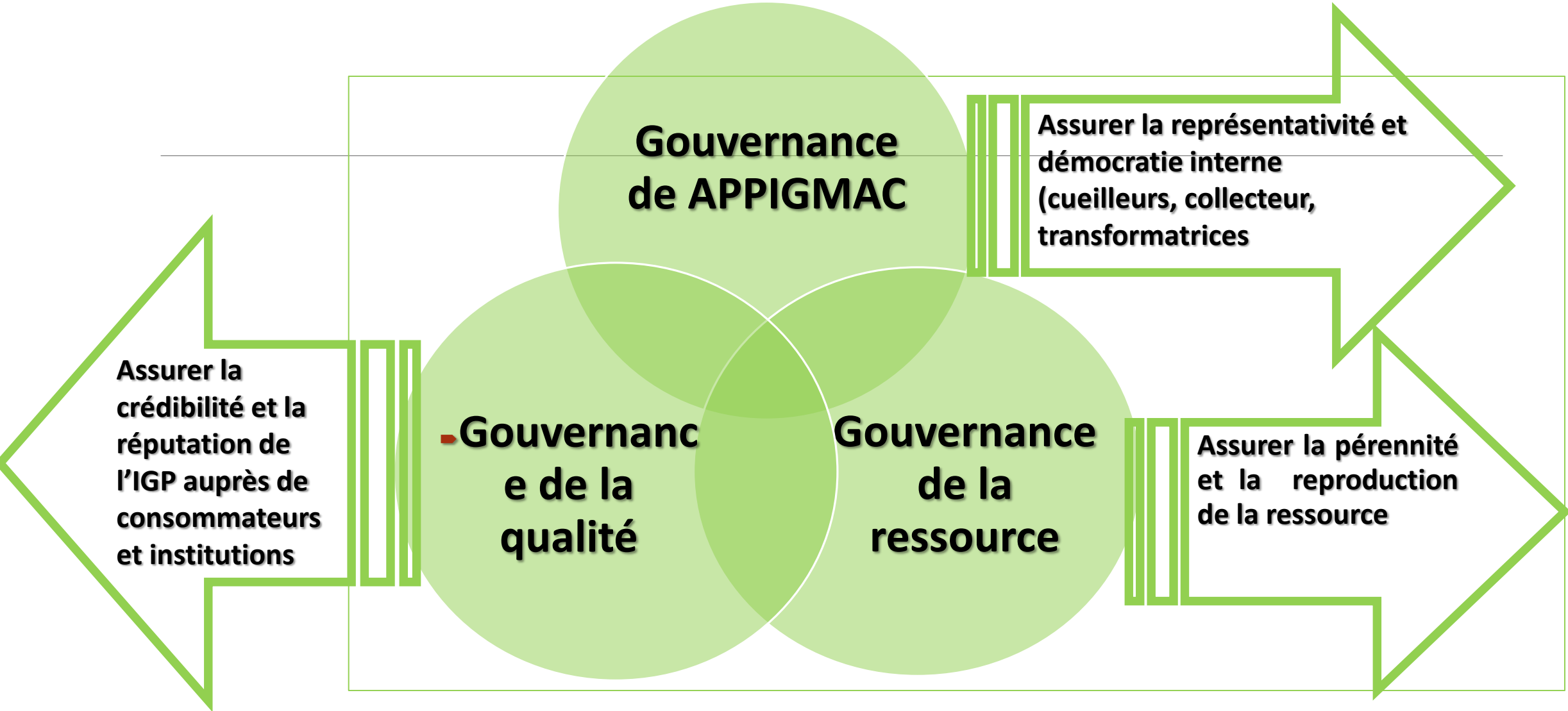
# La Casamance: Rôle des des PFNL dans l'économie locale et la sécurité alimentaire et nutritionnelle

*Une transformation qui représente que 2% des volumes enregistrés par le service des Eaux et Forêts*



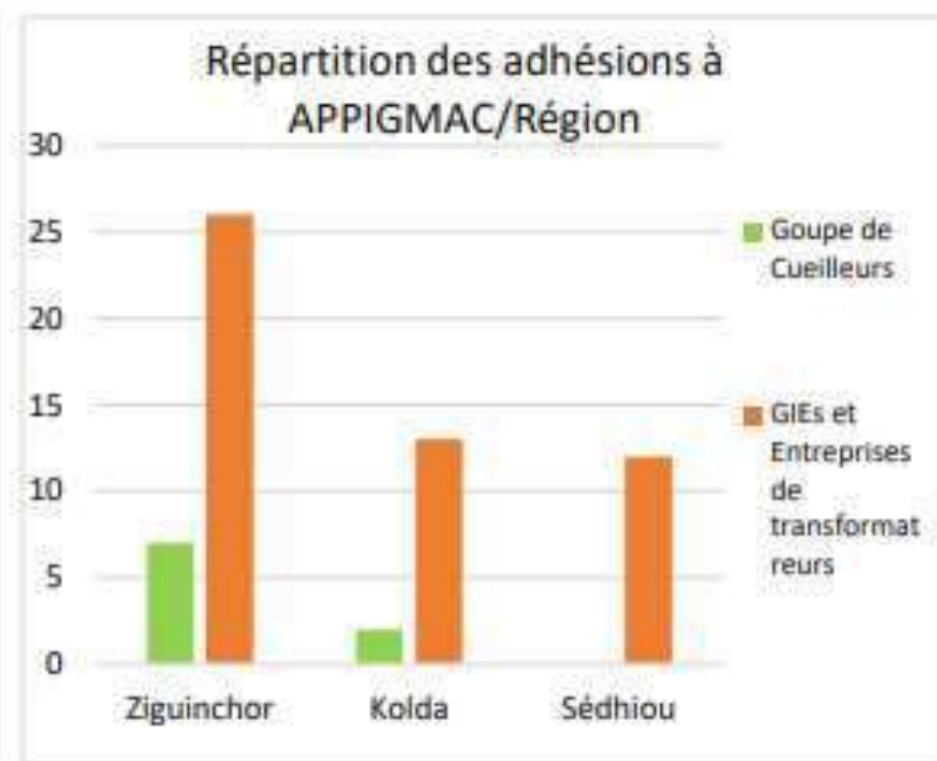
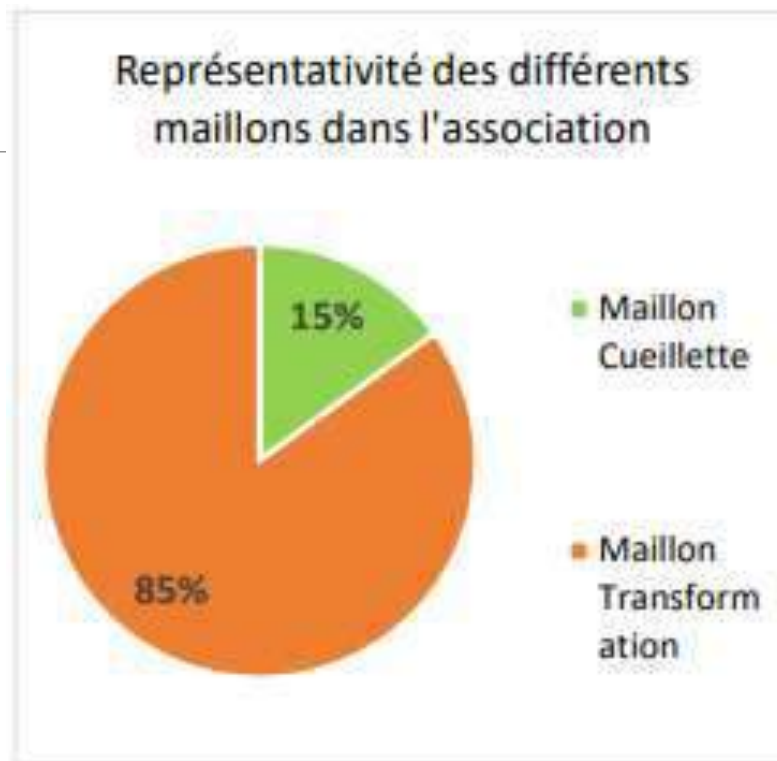


# Gouvernance de l'IGP MADD DE CASAMANCE: focus sur l'échelle MICRO et MESO



# Gouvernance de APPIGMAC

- L'enjeu de la représentativité en maillons et entre régions: une sous-représentativité des cueilleurs encore gérer
- Gestion des intérêts (approvisionnement des UTC, volumes et prix)
- Unités semi-artisanales vs semi-industrielles



# Gouvernance de la qualité: Maillon cueillette

- Assurer la qualité spécifique du madd frais est la première exigence *sine qua non* du plan de contrôle
- Les éléments contrôlés étant l'origine, la qualité organoleptique (intégrité physique, niveau de maturité...), le temps de conservation après récolte et le respect des bonnes pratiques de cueillette.





# Gouvernance de la qualité: Maillon Transformation

- Un 1<sup>er</sup> contrôle réalisé au niveau de l'UTC après sept (07) jours d'entreposage
- Un 2<sup>nd</sup> contrôle réalisé au niveau du centre de groupage et d'agrèage de produits transformés quatorze (14) jours après date de production
- La lancinante question du contrôle externe ou la nécessité d'un dispositif adapté, de proximité et peu coûteux



- Unité de transformation

Livraison produits transformés

Livraison produits transformés contrôlés conformes et étiquetés

- Centre de groupage et d'agrèage des produits transformés



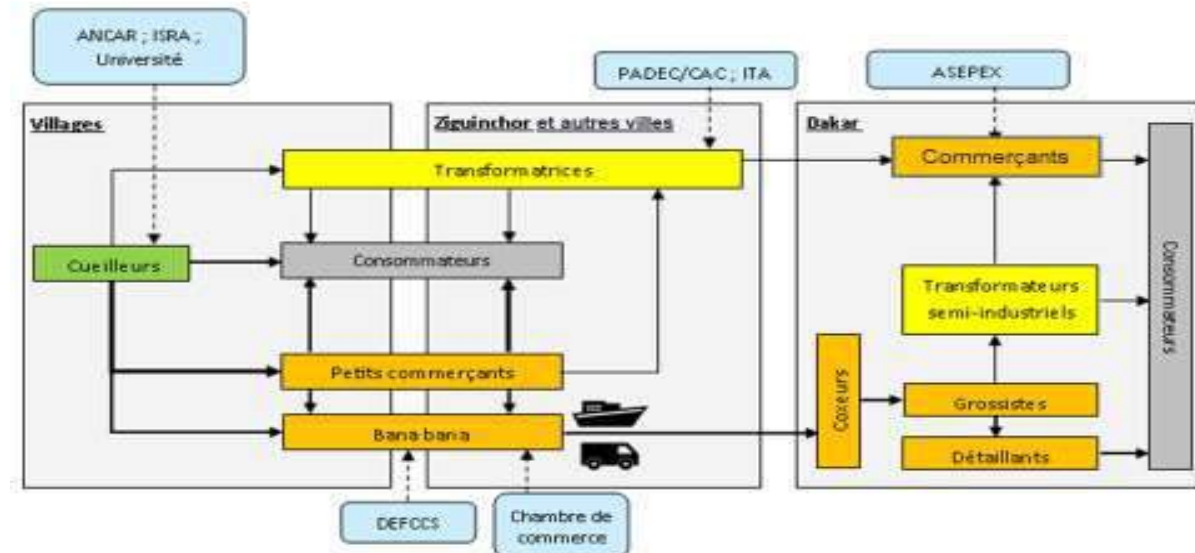
- Marché de distribution des produits transformés



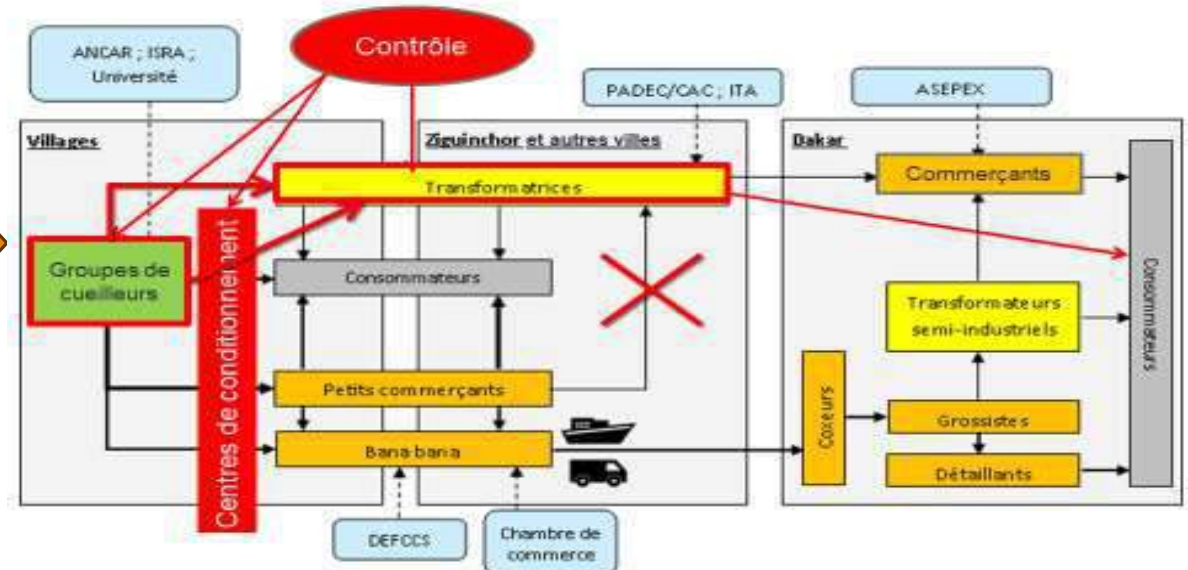


# Une filière qui s'auto-régule et adopte des pratiques de plus en plus durables...

## Filière madd en Casamance



## Filière madd de Casamance IG



# Gouvernance de la ressource pour une durabilité environnementale

- Un Cahiers des charges intégrant dès le départ le respect de pratiques durables: cueillette à maturité, exclusion de produits issus de parcelles de domestication, acceptation uniquement de produits issus des forêts et de parcelles agroforestières,...
- L'existence de mécanismes de gestion communautaire et traditionnelle des ressources favorisant la biodiversité et la durabilité du madd et des autres PFNL: **conventions locales, interdits traditionnels à caractère conservatoire** (« Tong » et Bois sacrés)
- L'existence de conventions locales (accords locaux) appliquées, peut **contribuer efficacement à la durabilité de la ressource: le cas de Thiobon**

# Gouvernance de la ressource pour une durabilité environnementale

La capitalisation du modèle de Thiobon, village du département de Bignona  
(région de Ziguinchor)

Bassins	Application du modèle	Pérennité de la ressource		Productivité du madd		
		Densité réelle	Taux de régénération	Recouvrement basal	Recouvrement aérien	Volume couvert
B_Sortie	Appliqué	+++	+++	+++	+++	+++
B_Centre	Non Appliqué	-	+	--	--	--
B_Entrée	Faiblement Appliqué	++	-	++	-	++
E_Sortie	Plus ou oins Appliqué	+++	++	+++	++	+++
E_Centre	Non Appliqué	-	+	--	--	--
E_Entrée	Faiblement Appliqué	+++	-	+++	-	++

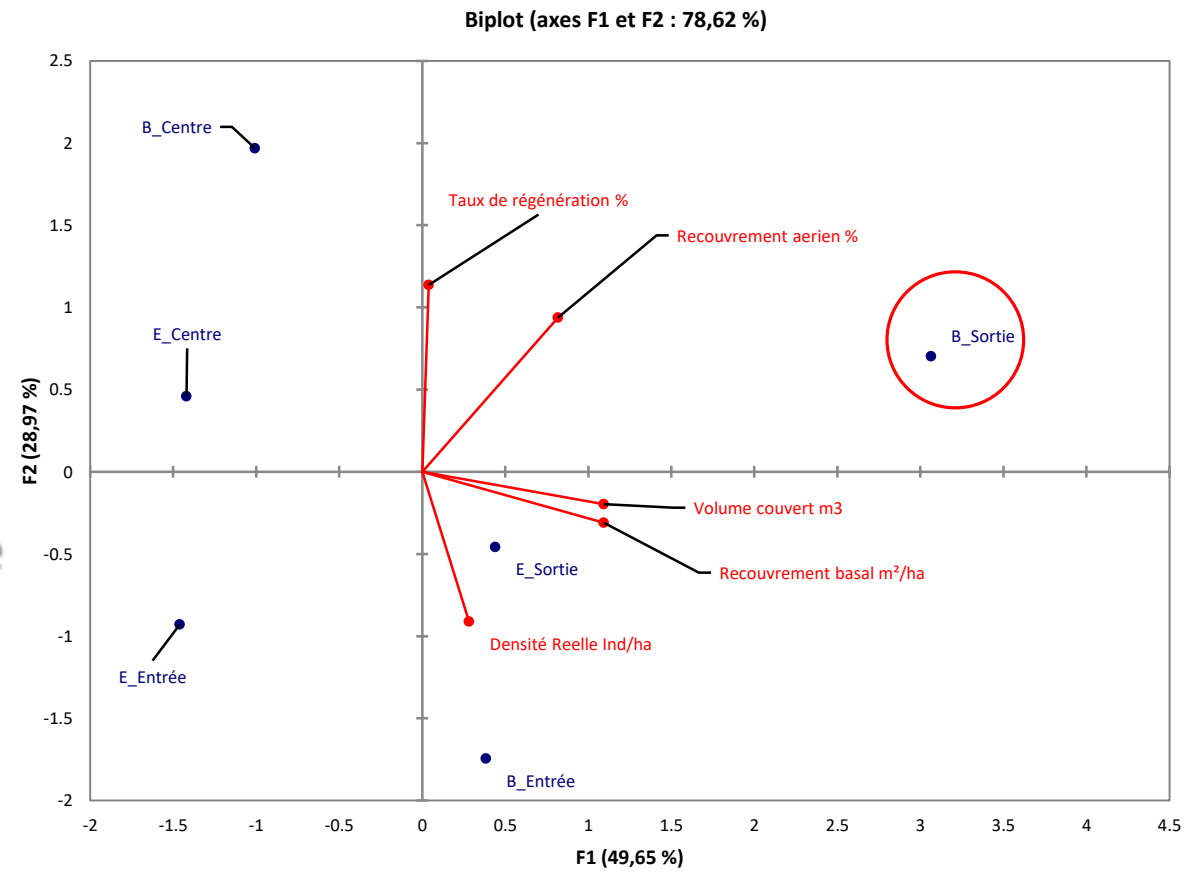
# Gouvernance de la ressource pour une durabilité environnementale

- L'existence de conventions locales efficaces peut contribuer à la durabilité de ressource: la capitalisation du modèle de Thiobon

L'étude a démontré que les bassins où la convention (accords de gouvernance locale) est rigoureusement appliquée (B\_Sortie) sont marqués par un équilibre:

- des paramètres de production (recouvrement aérien, recouvrement basal et volumes couverts)
- et des paramètres de pérennité de la ressource (taux de régénération et densité réelle)

Autrement dit ces bassins sont très productifs et sont également accompagnés d'une bonne régénération de la ressource







# Conclusion

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**Le madd, ainsi que beaucoup de fruits forestiers (ditax, néré, toll, solom etc.) font partie des filières qu'on peut qualifier de filières oubliées dans les politiques publiques de développement et de sécurité alimentaire et nutritionnelle au profit des filières de rente et d'exportation,**

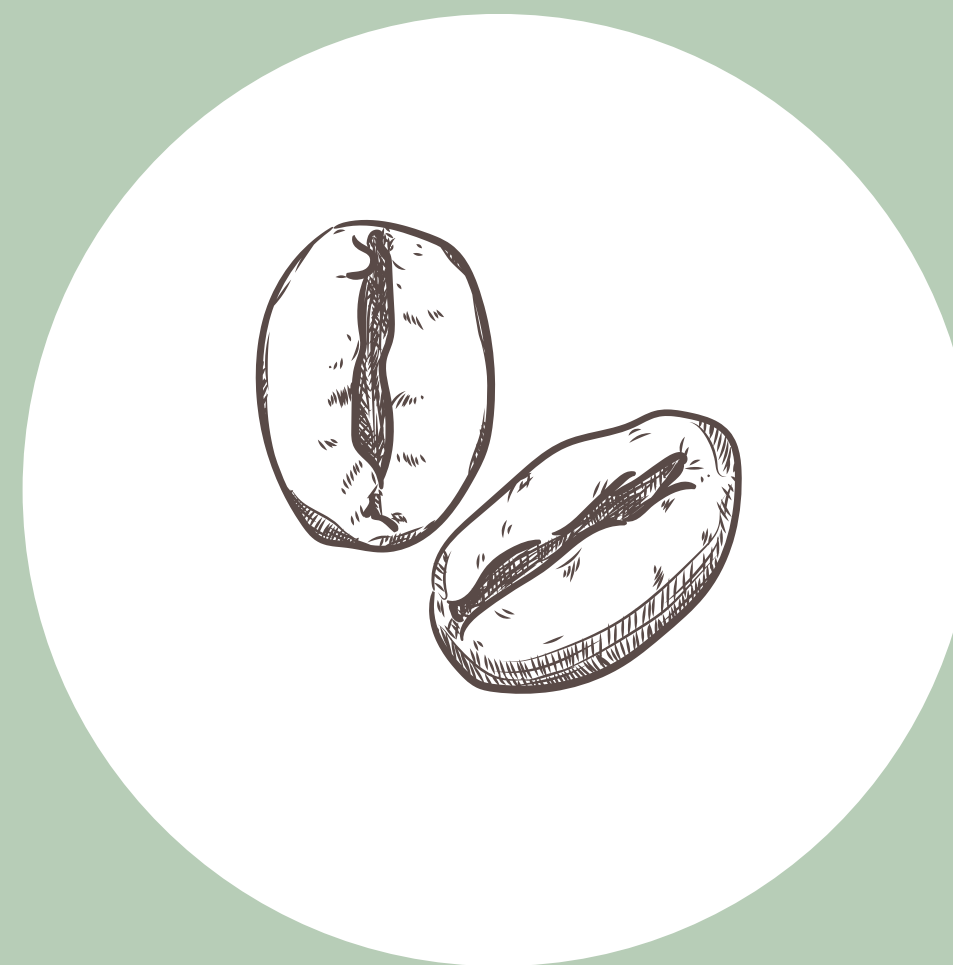
**L'IGP MADD DE CASAMANCE, si elle est bien accompagnée, peut en tant que pilote constituer un véritable modèle de développement territorial durable contribuant à la sécurité alimentaire, à l'amélioration des revenus des populations, à la création d'emplois pour les jeunes et les femmes et la protection et gestion durable des ressources forestières en Casamance.**



# Merci de votre attention



# Ziama-Macenta coffee: what economic and marketing approach to GI sustainability?



Worldwide Perspectives  
on Geographical Indication

FAO | 18th - 21st of February 2025



# Bettina BALMER

Agronomist

Agribusiness

Marketing and International Trade

Value chain expert



More than 25 years' experience in supporting supply chains and international trade in agri-food and natural ingredients

Project coordination

Trainer and coach

Founder of



# Ziama-Macenta robusta (Guinée) : first GI in West Africa



- Set up as part of the PAMPIG programme
  - funded by AFD (French funding agency)
  - From 2008 - Registered with the OAPI in 2014
  - 2 cooperatives : ‘up to’ 1200 members
  - Mount Ziama : UNESCO biosphere (1980)
  - Agroforestry
- => specific ‘terroir’ => A robusta that stands out

# Ziama-Macenta robusta (Guinée) : a GI with a bright future?

At first glance, all the ingredients to make it a success :

- intrinsic product quality, typicity
- environmental pillar
- social pillar
- story telling

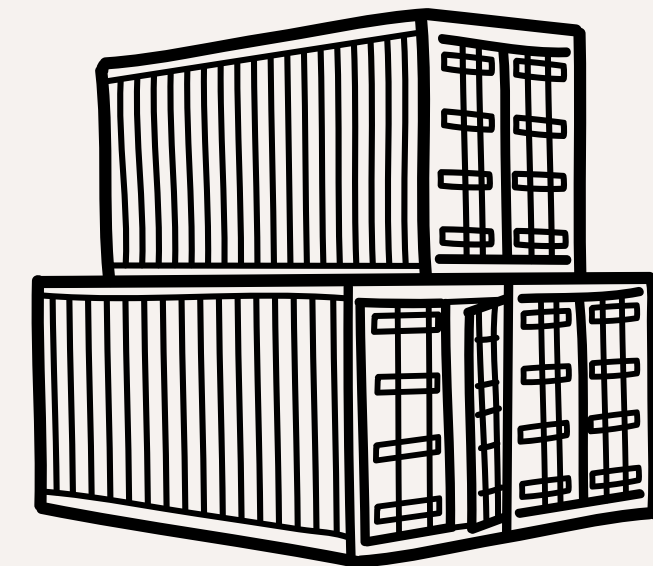


# Ziama-Macenta robusta (Guinée) : a GI with a bright future?

But....

=> less than 10 containers sold since then,  
even not under GI label

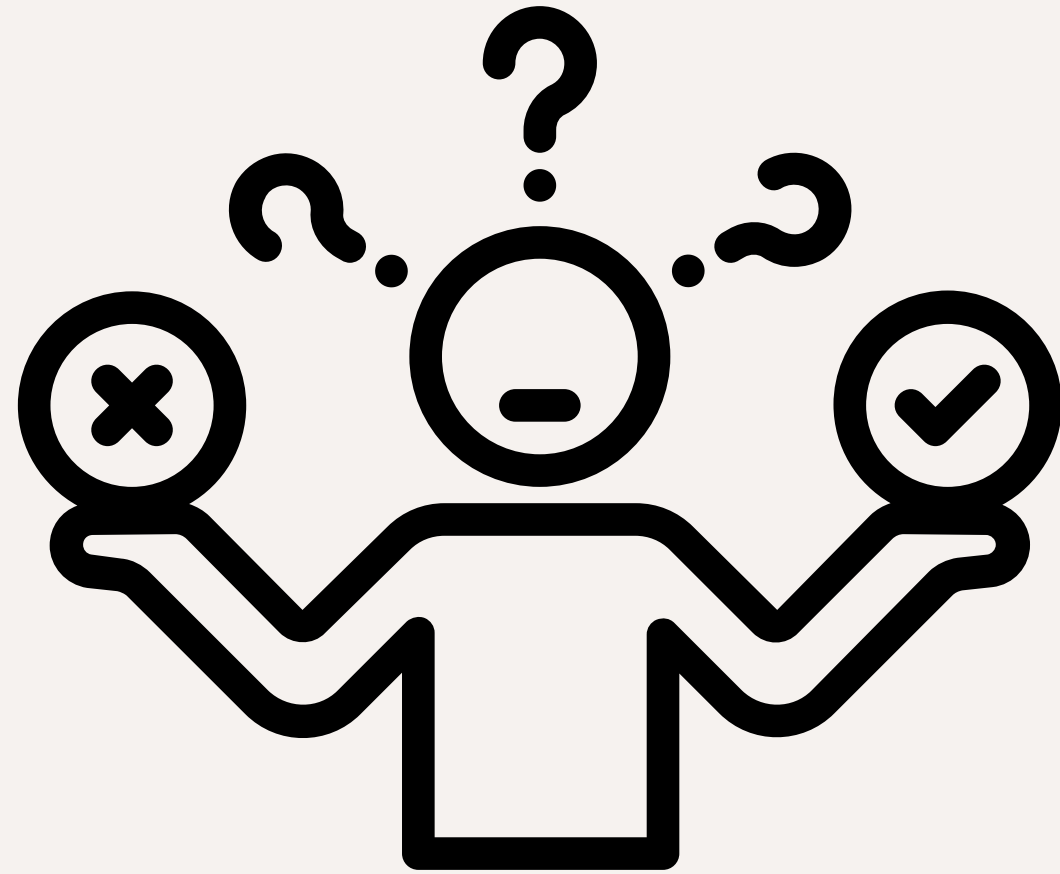
=> little or no local sales





# What happened ?





**Multifactorial reasons  
aggravated by the time line  
(conditions on the world coffee market)**



## Where to sell ? Internationally ?



- Business climate & Guinée : weak global presence and reputation on Western markets. International buyers have little or no perception of the origin.

=> Image and trust to be build.

## Where to sell ? Locally ?



Local consumption : reduced opportunities

- Little tradition of coffee consumption ; local coffee roasted in a traditional way, informally
- No (local) “brand” and (intrinsic) quality awareness





## Where to sell ? Locally ?



Distribution channels to be created.

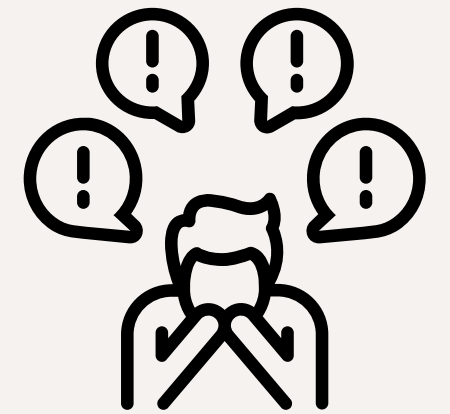
Poor promotion and distribution channels for 'Made in...'  
products

=> No possibility of quick, broad and easy anchoring in the  
local market

# Weak links in the value chain

## Micro-level :

- **Cooperatives** with no business know-how disconnected from the international market : still not autonomous in the sales process.
- **Exporter** : difficulty to find robust local partners
- No (formal, reputable) **roaster** capable to add value to the coffee



# So, how can and should the economic pillar anchor the sustainability of GIs?

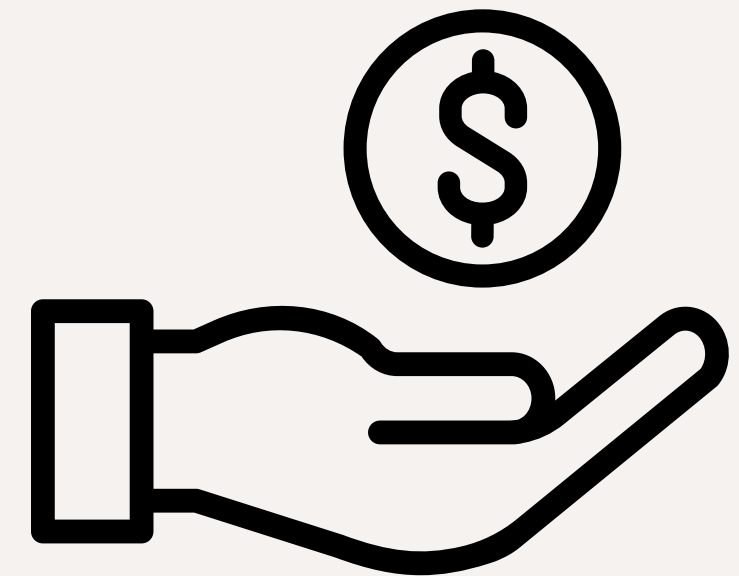
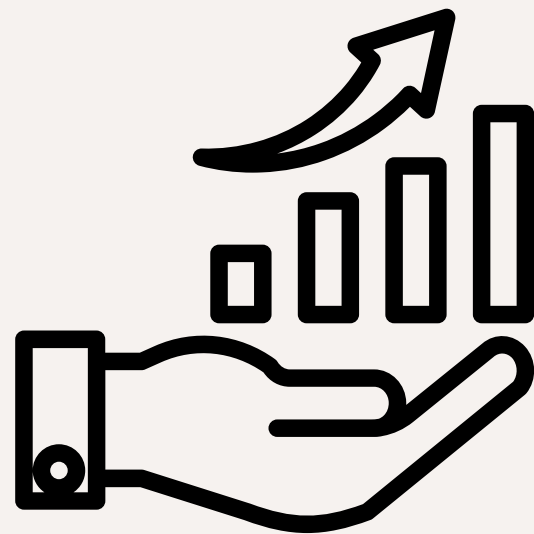
- 1) Assessing the private sector's capacity to bring products to market : **motivation and business skills**
- 2) Assessing the state of the global value chain and the context (global, regional, local)
- 3) Setting up a robust strategy with proper marketing mix (6 P, including People and Planet)



**The intrinsic quality of the product is NOT enough to sell**

**Selling before (or at the same time as)  
producing remains the golden rule**

**Even for GI's !**





**Thank you !**


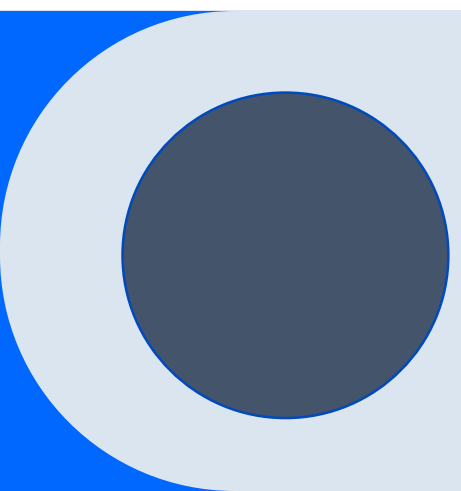
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# **The Role of GI Community Organization in Sustaining the Characteristic of GI Product and Its Challenges: The Study of Indonesia GI Coffee Product in Four Regions.**



By: Ranggalawe Suryasaladin Sugiri  
Worldwide Perspectives on Geographical Indication  
Conference  
Rome, FAO HQ 18-21 February 2025

# History of Indonesia Geographical Indication

- **Kintamani Bali Arabica Coffee** is the *pilot project* for Geographical Indication in Indonesia registered on 5 December 2008.
- Kintamani Bali Arabica Coffee is grown in the highlands of Kintamani, Bangli Regency, Bali province. It is known for its unique citrus aroma and mild acidity, which makes it highly popular among international consumers.
- The MPIG Kopi Kintamani Bali (The Geographical Indication Community Organization) owns the Geographical Indication (GI) for Kintamani Bali Arabica Coffee. This organization is responsible for maintaining quality standards and protecting the coffee's authenticity as a region-specific product.





# GEOGRAPHICAL INDICATION REGULATION IN INDONESIA

Law Number 20 of 2016 on Trademark and  
Geographical Indication

Regulation of the Minister of Law and Human Rights of the  
Republic of Indonesia Number 12 of 2019 on Geographical  
Indications

Government Regulation (PP) Number 90 of 2019 on  
Procedures for Application, Examination, and Appeal  
Settlement at the Trademark Appeal Commission





# DEFINITION OF GEOGRAPHICAL INDICATION

## ACCORDING TO INDONESIAN LAW

Article 1, Number 16 of Law Number 20 Of 2016 for Trademark  
And Geographical Indication

*“A Geographical Indication is a sign that indicates the place of origin of a good and/or product, where geographical environmental factors—including natural factors, human factors, or a combination of both—confer a specific reputation, quality, and characteristic to the produced good and/or product.”*



# Requirement for Obtaining Geographical Indication In Indonesia

According to Article 53 of Law Number 20 Of 2016 for Trademark and Geographical Indication, the main requirements to obtain GI are as follows:

## 1. Products With Geographical Characteristics

The proposed product must have specific qualities, reputation, and characteristics influenced by geographical factors, which natural factors, human factors, or a combination of both. These products can be:

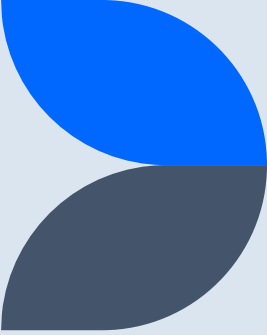
- a. Natural resources (e.g. coffee, tea, pepper, fruit, etc.)
- b. Handicrafts (e.g., woven fabrics, batik, ceramics)
- c. Industrial products with distinct regional characteristics

## 2. Eligible Applicant's

According to Article 53, paragraph 3 of Law Number 20 of 2016, Geographical Indication can only be registered by:

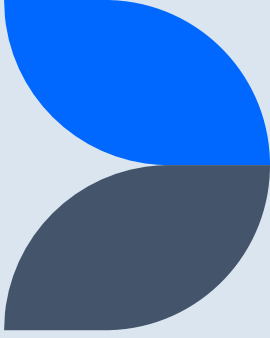
1. **An institution representing the community** in a specific geographical area that produces the product, such as farmers' associations, cooperatives, or producer communities
2. **Local or provincial governments**

# List Of Registered Geographical Indication In Indonesia

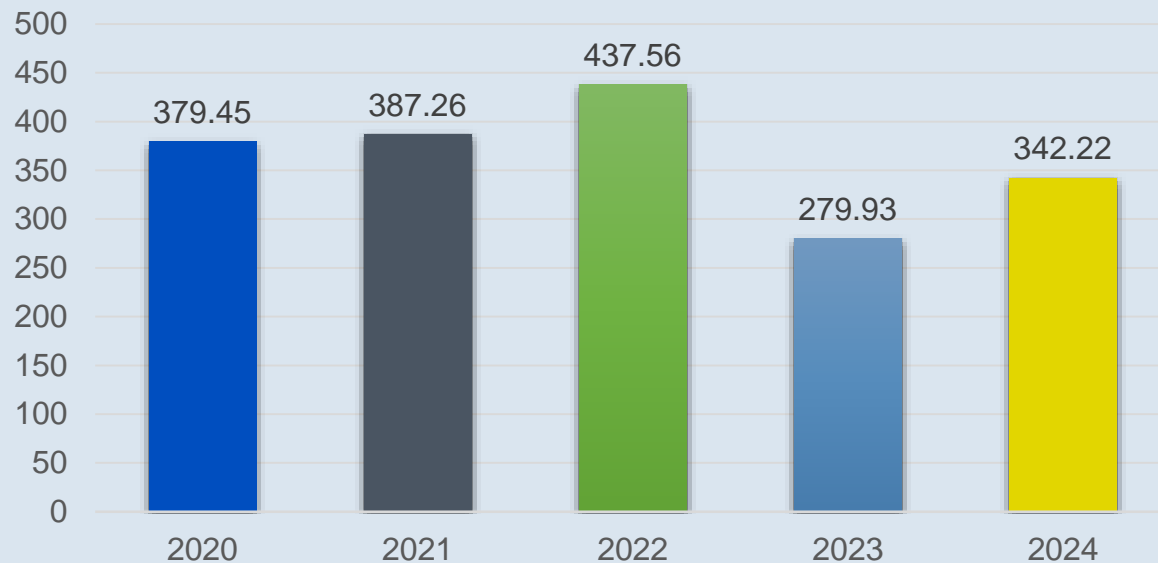


CATEGORY	PRODUCT TYPES	NUMBER OF IG
Agriculture	Coffee, Alcohol, Tea	59
Textiles & Handicrafts	Fabric, Pottery, Paintings, Furniture, Silver Crafts, Pearls, Roof Tiles	34
Staple Foods	Rice, Sago, Tubers	11
Spices & Seasonings	Pepper, Cloves, Gambier, Cinnamon, Vanilla, Shallots, Patchouli Oil, Nutmeg	18
Sugar & Sweeteners	Sugar, Honey, Carica	5
Fruits & Vegetables	Oranges, Snake Fruit, Bananas, Pineapples, Mangoes, Duku, Rambutan, Sapodilla, Water Spinach	13
Dairy Products	Cheese, Horse Milk	3
Fisheries & Marine Products	Fish, Salt	8
Tobacco & Herbal Plants	Tobacco, Ginseng, Purwoceng	5
Nut & Legumes	Cashew Nuts	2
<b>TOTAL</b>		<b>158</b>

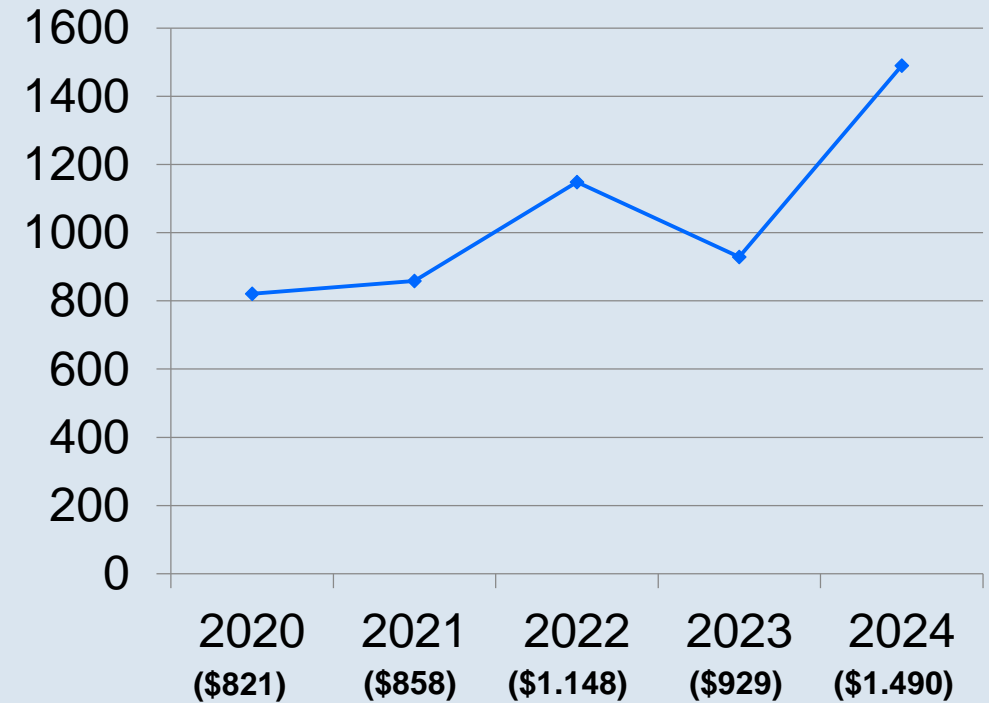
# Indonesia's Coffee Volume And Export Value



## TOTAL COFFEE EXPORT (thousand metric tons)



## EXPORT VALUE (million USD)

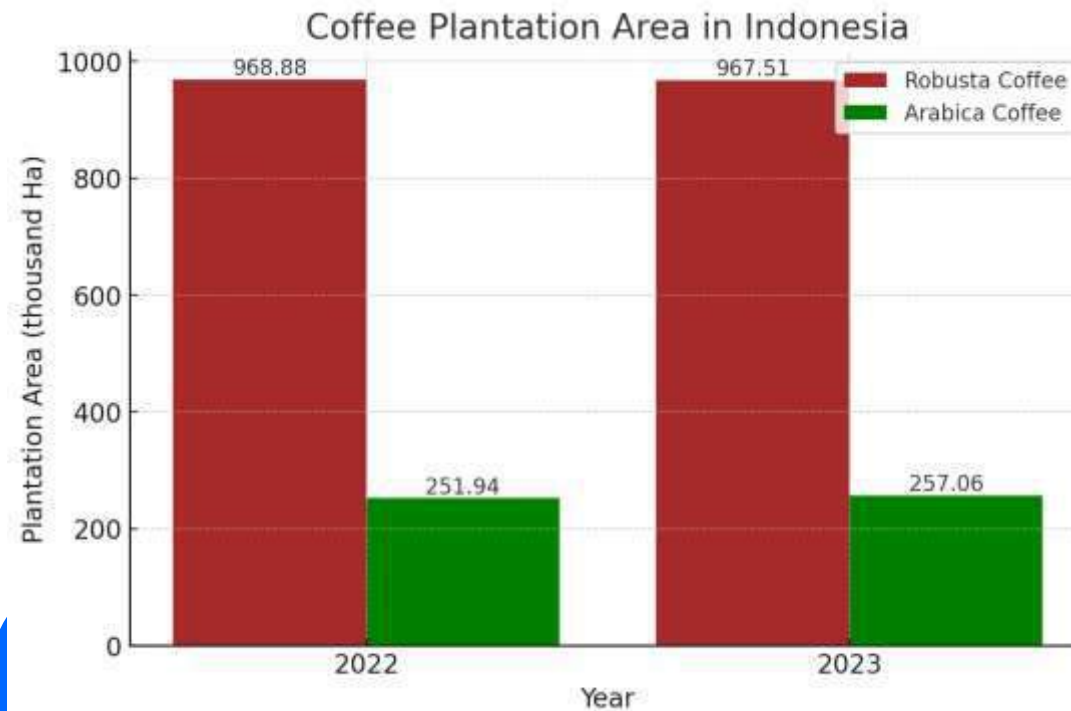




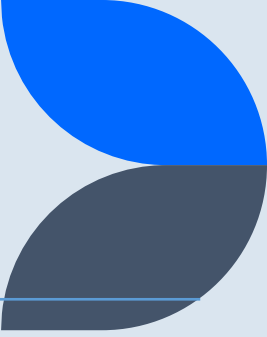
# Coffee Plantation Area In Indonesia

The coffee plantation area in Indonesia per **2023** reached **1,266,850 hectares**, with

- **Robusta** covering **967.51 thousand hectares**; and
- **Arabica** covering **257.06 thousand hectares**.

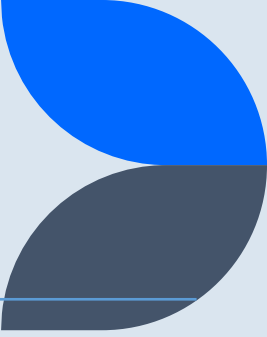


# Protected Geographical Indications of Coffee in Indonesia in 2024



No	Product	Register Number	No.	Product	Register Number
1.	Kintamani Bali Arabica Coffee	IDIG 000000001	16.	Robusta Empat Lawang Coffee	IDIG 0000000055
2	Gayo Arabica Coffee	IDIG 000000005	17.	Arabica Sumatera Koerintji Coffee	IDIG 000000058
3	Flores Bajawa Arabica Coffee	IDIG 000000014	18.	Robusta Pinogu Coffee	IDIG 000000059
4.	Kalosi Enrekang Arabica Coffee	IDIG 000000018	19.	Robusta Pupuan Bali Coffee	IDIG 000000060
5.	Java Preanger Arabica Coffee	IDIG 000000022	20.	Robusta Tambora Coffee	IDIG 000000062
6.	Java Ijen-Raung Arabica Coffee	IDIG 000000023	21.	Arabica Sumatera Lintong Coffe	IDIG 000000063
7.	Toraja Arabica Coffee	IDIG 000000025	22.	Arabica Flores Manggarai Coffee	IDIG 000000065
8.	Lampung Robusta Coffee	IDIG 000000026	23.	Arabica Sipirok Coffee	IDIG 000000066
9.	Arabica Java Sindoro-Sumbing Coffee	IDIG 000000030	24.	Arabica Pulo Samosir Coffee	IDIG 000000067
10	Sumatera Simalungun Arabica Coffee	IDIG 000000031	25.	Robusta Kepahiang Coffee	IDIG 000000072
11.	Liberica Tungkal Jambi Coffee	IDIG 000000032	26.	Robusta Sidikalang Coffee	IDIG 000000078
12	Robusta Semendo Coffee	IDIG 000000035	27.	Robusta Java Bogor Coffee	IDIG 000000080
13.	Liberica Rangsang Meranti Coffee	IDIG 000000041	28.	Arabica Baliem Wamena Coffee	IDIG 000000083
14.	Arabica Sumatera Mandailing Coffee	IDIG 000000048	29.	Robusta Pasuruan Coffee	IDIG 000000084
15.	Robusta Temanggung Coffee	IDIG 000000053	30.	Arabica Tanah Karo Coffee	IDIG 000000086

# Protected Geographical Indications of Coffee in Indonesia in 2024



No	Produk	No. Pendaftaran	No.	Produk	No Pendaftaran
31.	Robusta Rejang Lebong Bengkulu Coffee	IDIG 000000087	46.	Arabica Merapi Merbabu Magelang Coffee	IDIG 000000131
32.	Robusta Pagaram Coffee	IDIG 000000094	47.	Robusta Ogan Komering Ulu Selatan Coffee	IDIG 000000133
33.	Arabica Tapanuli Utara Coffee	IDIG 000000098	48.	Liberica Kayong Utara Coffee	IDIG 000000135
34.	Robusta Flores Manggarai Coffee	IDIG 000000099	49.	Excelsa Jombang Coffee	IDIG 000000139
35.	Robusta Sumatera Merangin Coffee	IDIG 000000100	50.	Robusta Java Sanggabuana Karawang Coffee	IDIG 000000148
36.	Arabica Hyang Argopuro Coffee	IDIG 000000105	51.	Arabica Sembalun Lombok Coffee	IDIG 000000149
37.	Arabica Toba Coffee	IDIG 000000106	52.	Robusta Lahat Coffee	IDIG 000000154
38.	Arabica Pasuruan Coffee	IDIG 000000117	53.	Arabica Minahasa Coffee	IDIG 000000155
39.	Arabica Pegunungan Dieng Banjarnegara Coffee	IDIG 000000119	54.	Arabika Seko Luwu Utara Coffee	IDIG 000000156
40.	Arabica Java Sukapura Tasikmalaya Coffee	IDIG 000000120	55.	Robusta Java Banyuwangi Coffee	IDIG 000000159
41.	Arabika Bantaeng Coffee	IDIG 000000121	56.	Robusta Sungai Penuh Coffee	IDIG 000000164
42.	Arabica Rumbia Jenepono Coffee	IDIG 000000126	57.	Robusta Merapi Sleman Coffee	IDIG 000000173
43.	Robusta Gunung Kelir Semarang Coffee	IDIG 000000127	58.	Arabica Java Semarang Coffee	IDIG 000000181
44.	Robusta Java Raung Gunitir Jember Coffee	IDIG 000000129			
45.	Robusta Java Argopuro Jember Coffee	IDIG 000000130			

# THE GEOGRAPHICAL INDICATION COMMUNITY ORGANIZATION IN INDONESIA

The Geographical Indication Community Organization (“**MPIG**”) is a group of producers and business actors representing their geographical areas to preserve identity, quality, and production standards. MPIG is also the entity authorized by law to register Geographical Indications.



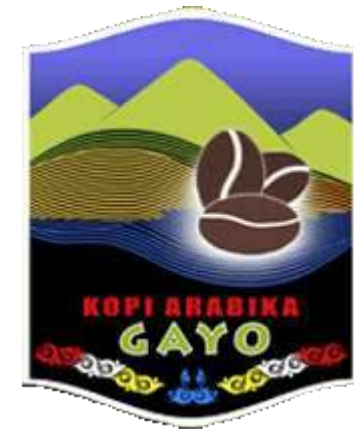
MPIG-KRT, Temanggung  
Robusta Coffee  
14.000 Ha



MPIG-KAJSS, Sindoro-  
Sumbing Arabica Coffee  
2.500 Ha



MPIG-AFB, Flores Baja  
Arabica Coffee  
3.000-4.000 Ha



MPKG Aceh, Gayo Arabica  
Coffee  
101.473 Ha



# GEOGRAPHICAL INDICATION COMMUNITY ORGANIZATION IN FOUR REGION

## BAJAWA ARABICA COFFEE

<b>Registered Date</b>	23 December 2015
<b>Name Of Association</b>	Geographical Indication Protection Community for Arabica Flores Bajawa (MPIG – AFB)
<b>Location</b>	Ngada, Flores, East Nusa Tenggara
<b>Legal Entity</b>	Cooperative
<b>Characteristic</b>	Grown at an altitude of 1,000–1,500 meters above sea level on andosol soil. The plantation area has a dry climate with influence by the southeast monsoon winds from the Australian continent. The coffee's aroma is filled with floral characteristics and a sweet, fruity impression.
<b>SOP</b>	Semi-washed, full-washed, and natural
<b>Outreach And Guidance Activities</b>	Training for cultivation, post-harvest processes, and marketing
<b>Outreach Frequency Per Year</b>	Varies, but each outreach conducted for 3 days.
<b>Funding</b>	Self-financing, commissions from partners, or external support

## GAYO ARABICA COFFEE

<b>Registered Date</b>	28 April 2010
<b>Name Of Association</b>	Gayo Coffee Protection Community (MPKG-Gayo)
<b>Location</b>	Gayo, Aceh
<b>Legal Entity</b>	Cooperative
<b>Characteristic</b>	Produced from Arabica coffee plants grown in the Gayo highlands at an altitude of 900–1,700 meters above sea level with cold and dry climate. Rich in flavor and strong aroma with a taste that is not too bitter and not astringent.
<b>SOP</b>	Semi-washed and Full-washed
<b>Outreach And Guidance Activities</b>	Guidance on Coffee Cultivation and Processing
<b>Outreach Frequency Per Year</b>	Twice in a month
<b>Funding</b>	Community member fee

# GEOGRAPHICAL INDICATION COMMUNITY ORGANIZATION IN FOUR REGION

TEMANGGUNG ROBUSTA COFFEE	
<b>Registered Date</b>	23 December 2015
<b>Name Of Association</b>	Geographical Indication Protection Community for Temanggung Robusta Coffee (MPIG – KRT)
<b>Location</b>	Temanggung Regency, Central Java
<b>Legal Entity</b>	Cooperative
<b>Characteristic</b>	Grown at an altitude of 400 meters above sea level in cold and humid air for 8 months in rainy season and 4 months in dry season. The coffee has a rich aroma with low acidity, a smooth and mild texture, and flavor notes of floral, fruity, and a hint of tobacco.
<b>SOP</b>	Semi-washed and full-washed
<b>Outreach &amp; Guidance Activities</b>	Farmer training in 11 districts, covering cultivation, organization, and adherence to Procedure's
<b>Outreach Frequency Per Year</b>	Training is conducted once a month in 11 districts on a rotating basis
<b>Funding</b>	From the Local Government

JAVA ARABICA SINDORO-SUMBING COFFEE	
<b>Registered Date</b>	1 December 2014
<b>Name Of Association</b>	Geographical Indication Protection Community for Java Arabica Sindoro-Sumbing Coffee (MPIG – KAJSS)
<b>Location</b>	Mount Sindoro Sumbing, Temanggung Regency, Central Java
<b>Legal Entity</b>	Association
<b>Characteristic</b>	Grown at an altitude of up to 2,100 meters above sea level in cold, humid conditions with high rainfall for 6-7 months. Processed using fermentation for up to 36 hours and dried on bamboo mats. It has a distinctive taste, with balanced bitterness and moderate acidity.
<b>SOP</b>	Semi-washed and Full-washed
<b>Outreach And Guidance Activities</b>	MPIG holds Procedure's socialization sessions in 2 districts on a rotating basis, with a minimum of 25 farmers attending each session
<b>Outreach Frequency Per Year</b>	Three times in a month before the harvest season
<b>Funding</b>	Community member fee

# The Role of GI Community Organization and Its Challenges

- GI Community Organization play important role to keep the Characteristic of GI Coffee product being conformed by GI Coffee Farmers and Producers.
- GI Community Organization have to conduct sustain efforts in disseminating information sessions regarding standard operating procedures in processing coffee products to meet GI Coffee product characteristic described on Book of Requirements.
- This efforts need sufficient management capacity and financial back-up due vast area of GI Coffee farms and amount of Farmers Group to be engage.
- Best Practices Sharing Sessions and Capacity Building Program for GI Community Organization managers and administrator to better manage the organization and to optimizing its role should be Conducted by Government support and stakeholders.





# Thank you for your kind attention and cooperation

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# ANALYSE IN ITINERE DES CONDITIONS DE MISE EN PLACE D'UNE IG : LE CAS DU GASSIRÈ- WAGASHI AU BÉNIN

Maria Bouhaddane

Honorine Gandji

Rome, 18 février 2025



# Présentation du Gassirè-Wagashi

- Fromage à base de lait de vache de races locales, obtenu par caillage après incorporation du *Calotropis procera* (Pommier de Sodome).
- Produit essentiellement par des femmes peuhles selon un savoir-faire ancestral.
- Réputation à l'échelle nationale et régionale.



## *Démarche de reconnaissance en IG en cours*

- Cas d'usurpation du nom sur le marché, liés à l'utilisation de lait en poudre ou de lait de soja dans la production du fromage.
- Volonté des acteurs d'accéder aux circuits formels et marchés institutionnels.



# Contexte d'émergence de l'IG Gassirè Wagashi

## Politique

- Mise en place du Code pastoral (2019) réglementant la **transhumance** et favorisant la **sédentarisation des troupeaux de ruminants** via le projet national PROSER (lancé en 2021).
- Adoption limitée des cultures fourragères et **faible appropriation du projet par les éleveurs**.

## Climatique

- **Pénuries accrues de fourrage et d'eau** dues aux sécheresses récurrentes.
- Impact des fortes chaleurs sur la physiologie des bovins, réduisant la production laitière et affectant la fabrication du Gassirè-Wagashi.



**Difficulté à garantir une alimentation optimale** aux vaches.

**Dépendance persistante à la transhumance** et aux résidus de récolte (saison sèche)



# Présentation de l'étude

## Objectif

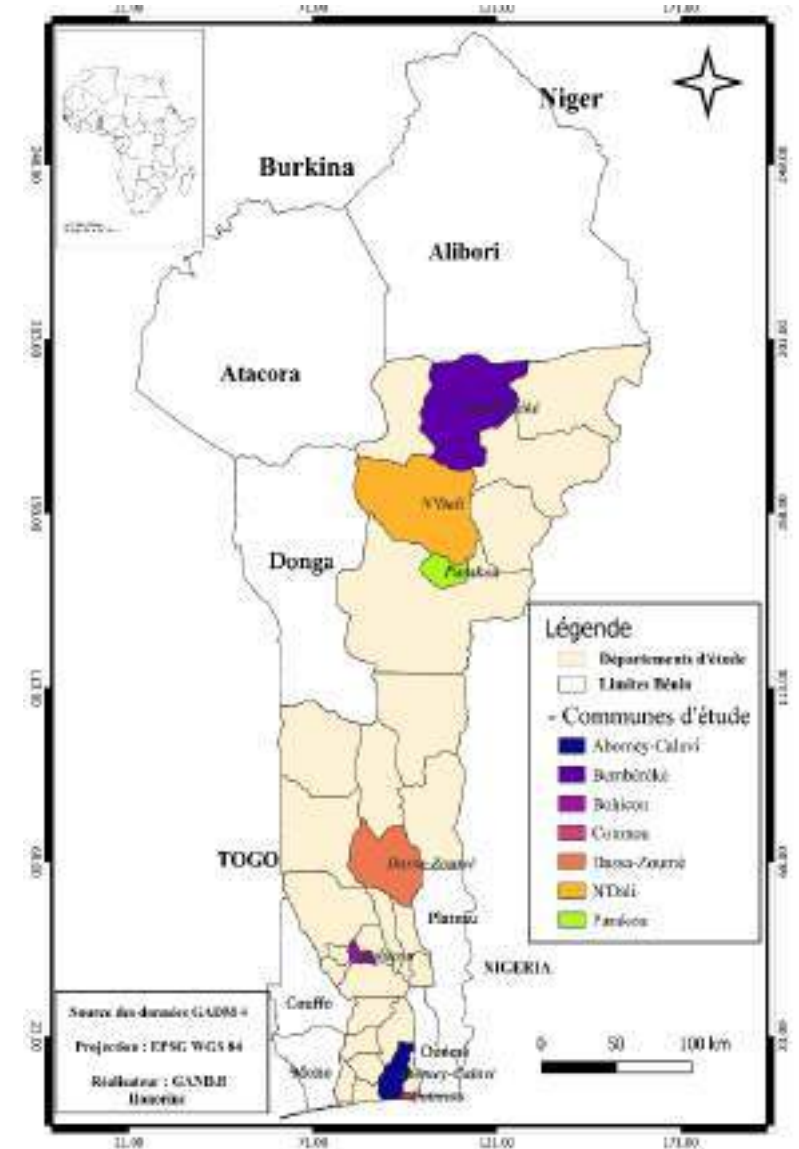
Analyser les conditions de mise en place de l'IG Gassirè Wagashi et les facteurs influençant la capacité d'action collective des acteurs de la CV, dans un contexte de contraintes climatiques et politiques limitant l'accès aux ressources fourragères et en eau.

## Zones de l'étude

- Nord (Parakou, N'dali et Bembèrèkè)
- Centre (Bohicon et Dassa)
  - Eleveurs
  - Transformatrices
  - Commerçantes
- Sud (Cotonou et Abomey-Calavi)
  - Commerçantes

Diversités de pratiques d'élevage, de transformation et de commercialisation du fromage

Modes de coordination horizontale (groupements de transformatrices) et verticale entre les acteurs clés





# Conditions de mise en place de l'IG Gassirè-Wagashi

Production du Gassirè Wagashi géographiquement dispersée

- Principalement réalisée dans des campements, avec une structuration limitée en unités de production formelles

Production laitière principalement issue d'un système d'élevage traditionnel

- Gestion du lait assurée par les femmes, selon la tradition peuhle

Quelques variations dans les pratiques de transformation entre les régions nord et centre

- Variation de la taille des fromages (de 250g à 2 kg, fromages plus grands dans le nord du pays)
- Variabilité dans le type et les parties (tiges, feuilles, sève) du coagulant végétal utilisé

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# Conditions de mise en place de l'IG Gassirè-Wagashi

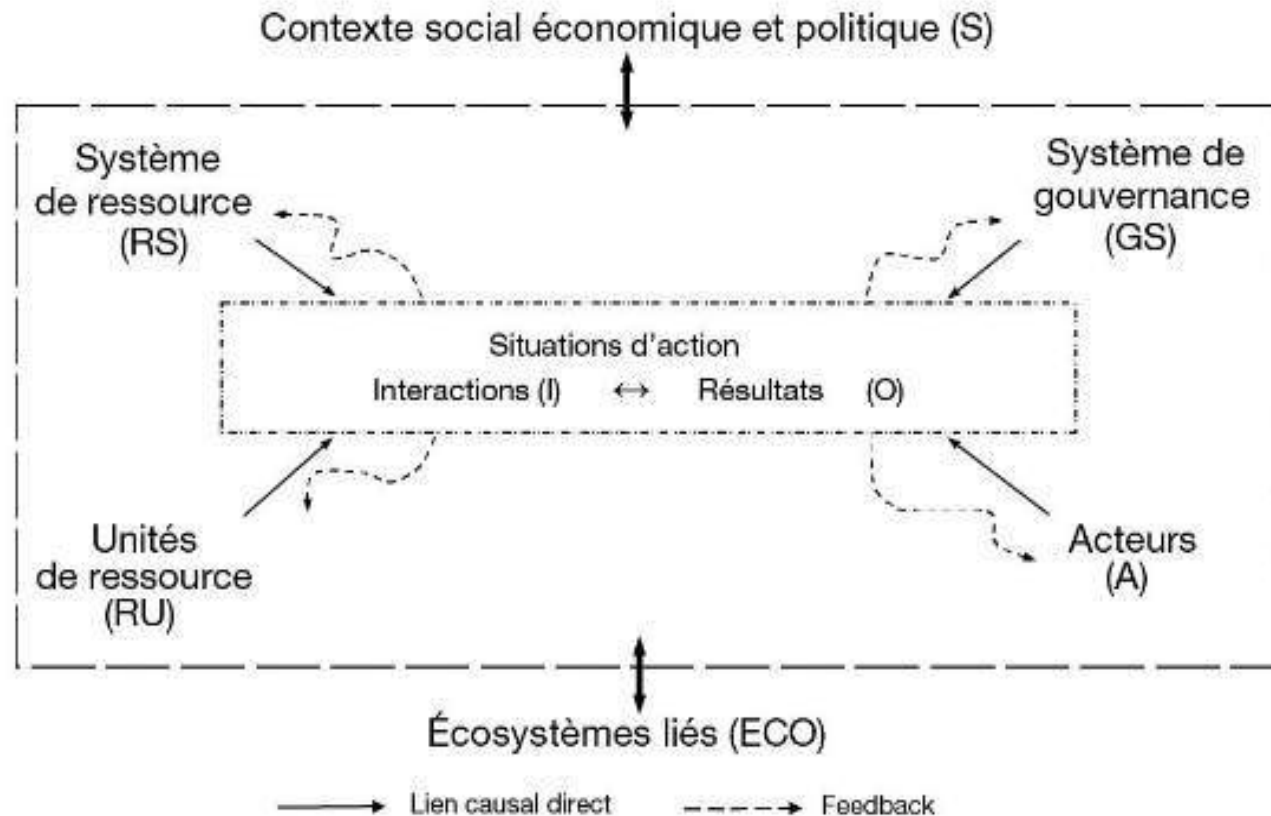
## Commercialisation du fromage

- Essentiellement réalisée via des circuits informels
- Vente du produit sans emballage
- Arrangements commerciaux fondés sur la confiance relationnelle

## Enjeux d'amélioration de la qualité sanitaire du fromage

- Absence d'une norme nationale spécifique aux produits laitiers, qualité des fromages non contrôlée
- Nécessité de maîtriser la conservation du fromage

# Cadre d'analyse IAD/SES (Ostrom, 2009)



Source: Antona, M., et Bousquet, F., eds. *Une troisième voie entre l'État et le marché*. Éditions Quæ, 2017

## Ressources :

pâturages, savoir-faire traditionnel, réputation du Gassirè-Wagashi

Le contexte de mise en place de l'IG donne lieu à plusieurs situations d'action, en particulier pour aboutir à la :

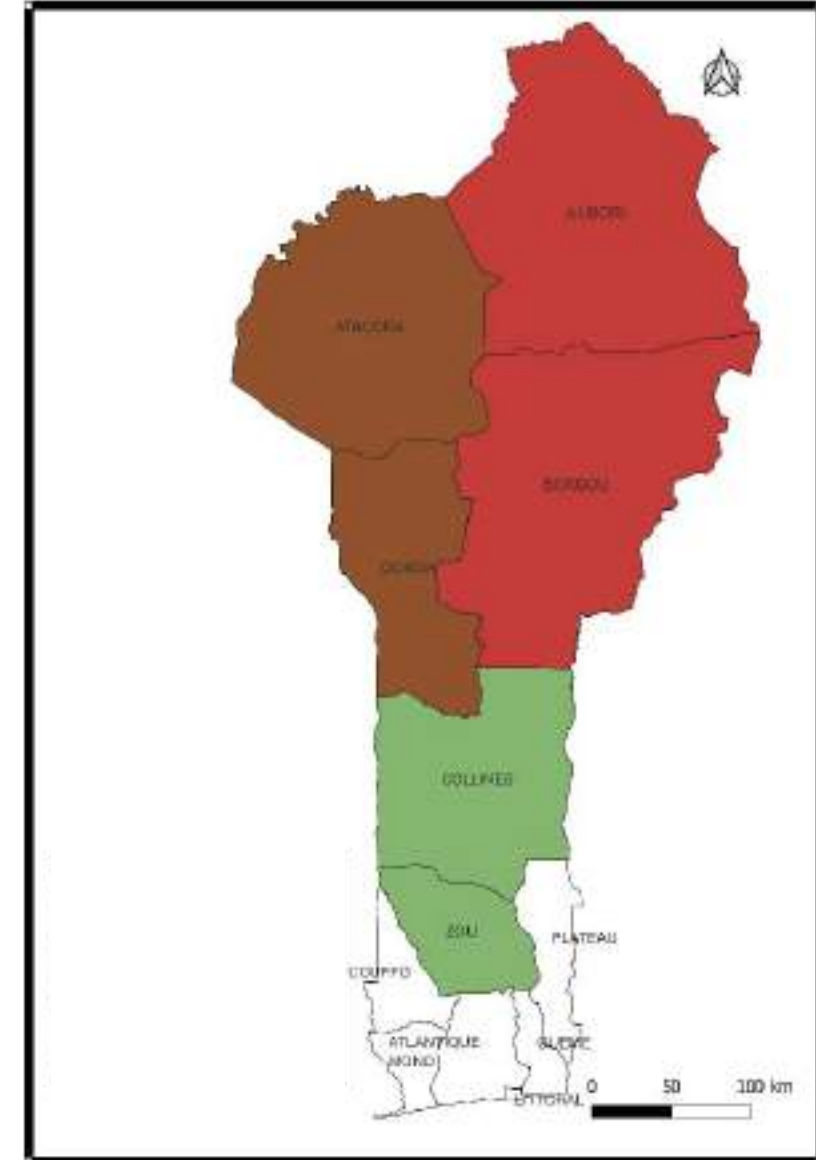
- Délimitation de l'aire géographique de l'IG
- Elaboration des règles du cahier des charges IG
- Définition de la structuration et du mode de gouvernance du groupement représentatif de l'IG

# Délimitation de l'aire géographique de l'IG Gassirè-Wagashi

Aire géographique envisagée pour l'IG = 6 départements (Alibori, Atacora, Borgou, Donga, Zou et Collines)

## *Variables influençant la situation d'action collective :*

- **Contexte socio-économique et politique :** Migration des éleveurs vers le centre + projet en cours de sédentarisation des éleveurs
- **Système de ressource :** Le caractère imprévisible de la productivité à petite échelle (raréfaction des ressources fourragères et en eau)
- **Acteurs :**
  - Préservation de la cohésion sociale au sein de la communauté peuhle
  - Forte dépendance (culturelle et économique) à la ressource





# Définition des règles du cahier des charges de l'IG

## Adoption de règles inclusives alignées sur les pratiques endogènes

### Engagement en faveur d'une amélioration de la qualité hygiénique et sanitaire :

- Renforcement des normes d'hygiène applicables à la production
- Introduction d'exigences spécifiques concernant le matériel utilisé dans le processus de fabrication

## Obligation de conditionnement du produit dans le CdC de l'IG

### Variables influençant la situation d'action collective :

- **Unités de ressource** : Valeur économique et débouchés commerciaux ciblés (volonté d'accéder aux marchés formels).
- **Système de gouvernance** (en cours de structuration) : Volonté de centraliser le contrôle et le conditionnement au sein de centre(s) d'agrégation géré(s) par le GR-IG.
- **Fort leadership des associations faitières d'éleveurs** : Rôle structurant dans l'accompagnement technique et matériel des éleveurs et des transformateurs, assuré par l'ANOPER (L'Association Nationale des Organisations Professionnelles d'Éleveurs de Ruminants du Bénin).

## Conclusion

### Leviers

- **Dynamique favorable des acteurs de la chaîne de valeur:** Engagement fort des associations faîtières et des OSC en faveur de l'IG.
- **Unité sociale au sein de la communauté peuhle :** Relations de confiance renforçant la coopération entre les acteurs.

### Freins

- **Contraintes climatiques** impactant l'organisation des éleveurs et des transformatrices
- **Ampleur de l'aire géographique de l'IG :** Coût et complexité du contrôle du respect du CdC, engendrant des coûts supplémentaires pour une gouvernance décentralisée de l'IG.

Impacts incertains de la politique gouvernementale de sédentarisation des troupeaux



MERCI POUR VOTRE ATTENTION

# Innovons ensemble pour les agricultures de demain



42, rue Scheffer  
75116 Paris  
France



Le Cirad est membre fondateur de :







Global Perspectives on Geographical Indications : February 18-21, 2025, Roma, Italy

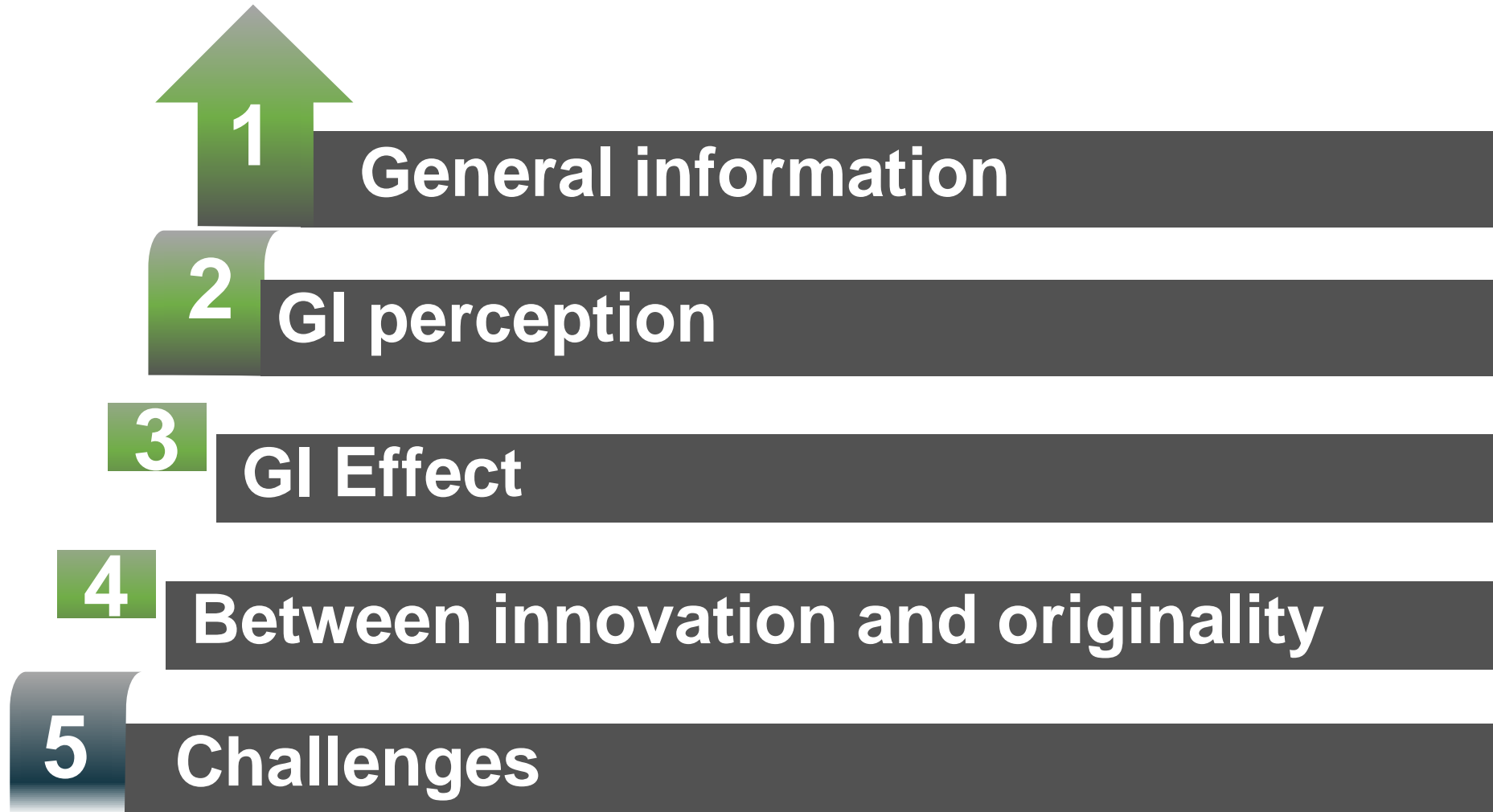
# Labelling the Baoulé loincloth of Tiébissou: what impact on sustainability in the production area?



- Kouakou Philipps Kouakou
- Charles Aimé Kouassi



# PLAN



# 1- General information (1/3)

## LOCATION AND AREA

- 4°30' - 10°30'N et 2°30' - 8°30'O
- 322 462 Km<sup>2</sup>

## CLIMATE AND TOPOGRAPHY

- Humid tropical, 4 seasons
- Monotonous, not very hilly

## BIODIVERSITY AND VEGETATION

- 17 343 species (MINEDD, 2019)
- Two phytogeographical domains



29 389 150



Figure 1 : Location of Côte d'Ivoire

# 1- General information (2/3)

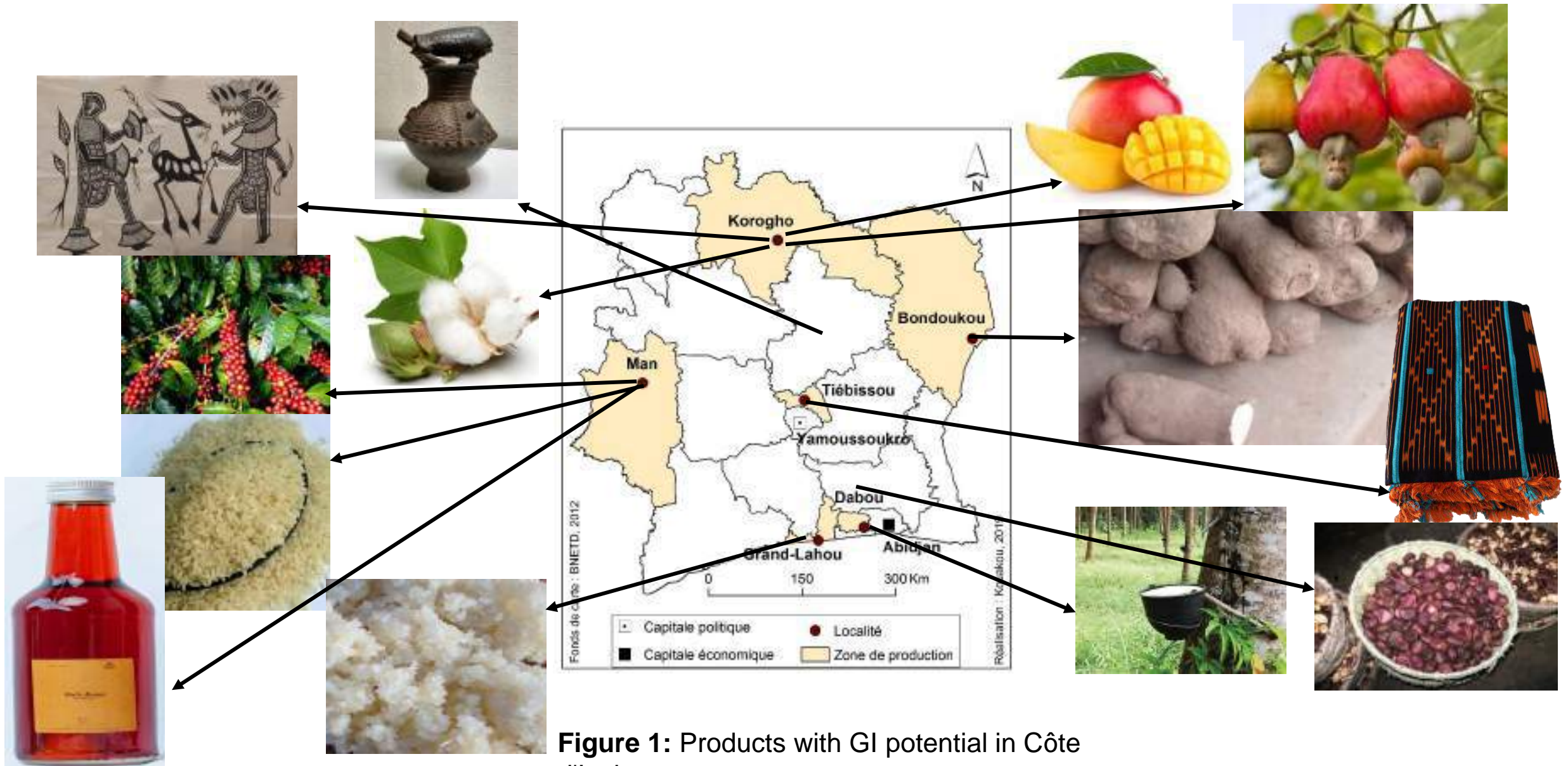


Figure 1: Products with GI potential in Côte d'Ivoire



# 1- General information (3/3)



## Assembly of hand-woven strips

- Notoriety
- Fine weaving, Variety of patterns
- Background pattern
- dyeing
- Weaving yarns
- Band dimensions



## 2- GI perception

- ❑ Mixed trend (ODG - Producers)
- ❑ Une vue de l'esprit des retombées
- ❑ A stronger sense of belonging
  - « ***Après le certificat, les acteurs adhèrent au groupement et il y a une appropriation du projet*** »
- ❑ A prioritized activity
- ❑ The relief of official recognition

# 3- GI effect

- ❑ Formalization of the sector (head office, IT equipment, an ODG, etc.)
- ❑ Dye fixing training
- ❑ Strip resizing (**1.5x1.15m to 1.8x1.8m**)
- ❑ Increase in production
- ❑ Increase in market value (**100% - 150%**)
- ❑ Ensuring long-term viability
  - « ***Le tissage ne peut jamais s'arrêter ; On apprend à tisser très petit ; même les élèves tissent*** »

# 4- Between innovation and originality

## Diversification of raw materials ●

Use of linen, silk and synthetic materials

## New dyeing techniques ●

Modern chemical dyes

## Combining other materials ●

Creation of new objects:  
bags, jewelry, shoes,  
decorative accessories

## ● Balance

**Innovation** : adapting to market trends; reaching a wider audience; promoting local know-how

**Originality** : preserving the original quality, authenticity and cultural values that make up its richness and identity

## ● Ancestral know-how

Processes remain largely faithful to tradition

## ● Natural dyes preferred

More authentic, more ecological, but a victim of biodiversity loss

## ● Artisanal production

Preserving and perpetuating a cultural symbol across generations



# 5- Challenges

- ❑ Marketing launch

*« C'est vrai, ils apprennent, ils sont contents que leur projet sera protégé mais ils ne sentent pas encore les retombés de l'IG »*

- ❑ Information and training for local actors

- ❑ Raw material availability

- ❑ Support for decentralized structures

- ❑ Boosting the local market



**Thank you !**





**Università  
degli Studi  
di Palermo**

**SAAF**  
DEPARTMENT  
AGRICULTURAL  
FOOD  
FOREST SCIENCES

**II INTERNATIONAL  
CONFERENCE**

**WORLDWIDE PERSPECTIVE  
ON GEOGRAPHICAL  
INDICATIONS**

**Rome, 18-21 February 2025**

**Rilanciare il settore del Marsala DOC.  
Un percorso attraverso innovazione sostenibile,  
cooperazione e supporto normativo**

Valeria Borsellino, Giuseppina Geraci, Claudio Mirabella, Antonino Galati, Emanuele Schimmenti



**Marsala DOC**

First Italian wine on the international market **since the 19th century** (Costacurta, 2021)

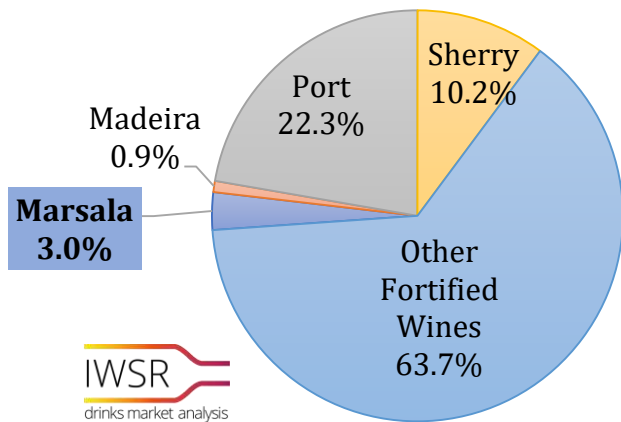
Historical decline from the First World War to recent years

**Reason of decline**

- Sales of poor-quality products exploiting the reputation gained
- Absence of regulations and norms

Marsala DOC represents **3%** of global sales of fortified wines

(2023, volume)



**1931: First regulation - 'Doc ante litteram'**

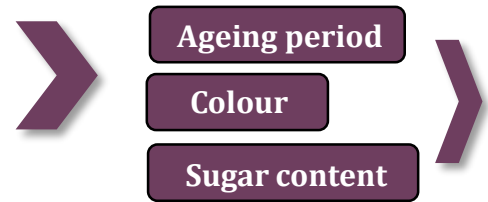
Geographical delimitation of production' sites

**'60s: Improvements**

- Consorzio Volontario di Tutela del Vino Marsala (1963)
- Denominazione di Origine Controllata (1969)

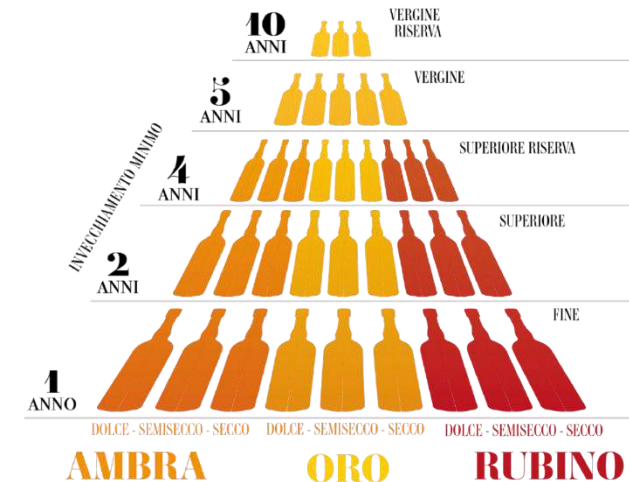


• Production guidelines



**Main challenges**

- **Niche market:** Fortified wines ~ 1% global sales
- **Competition** from Port, Sherry and Madeira
- Productive **fragmentation** and **conflicts** between large and small producers
- **Absence** of the **Consortium** from 2016 to 2022
- **Poor knowledge** of the product by consumers





**Aim**

Assessing the competitive scenario of Marsala DOC  
Identifying strategies that can promote its revitalization

Surveys to **two Marsala DOC wineries** ~15% of global sales (2023, hl)  
(IWSR, 2024)



**Florio**

**Founded in 1833**  
Pioneer of Marsala DOC

**Marsala DOC in 2023:** 7.950 hl

- Superiore riserva: 97,0%
- Vergine riserva: 3,0%



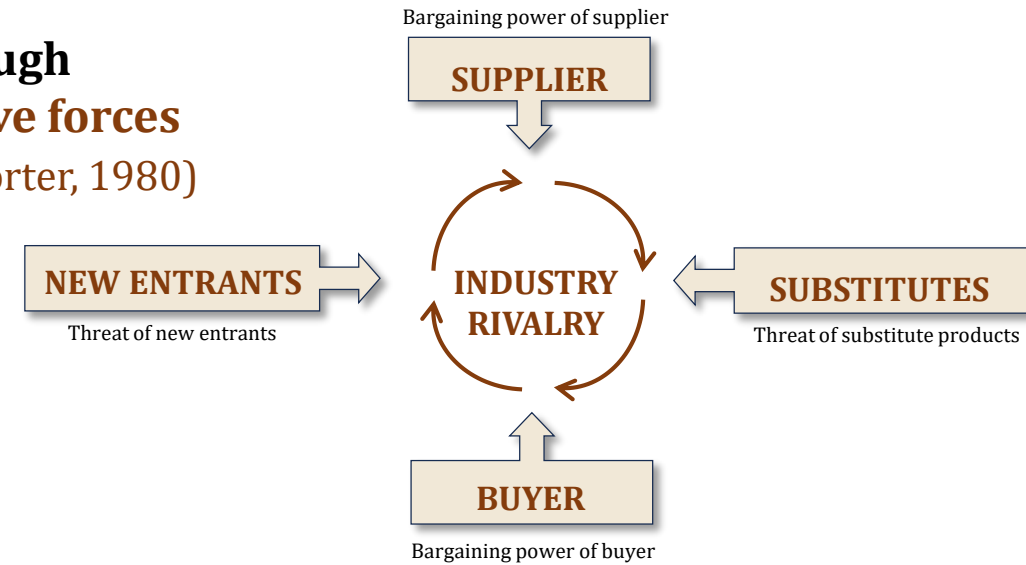
**Pellegrino**

**Founded in 1880**  
Called "The Admiral"

**Marsala DOC in 2023:** 11.230 hl

- Fine: 69,9%
- Superiore: 29,3%
- Superiore riserva: 0,6%
- Vergine riserva: 0,2%

**Through Porter's five forces analysis (Porter, 1980)**



**For each force**

Identification of critical variables influencing intensity

**Score**

**from 1 = no attractiveness to 5 = high attractiveness**

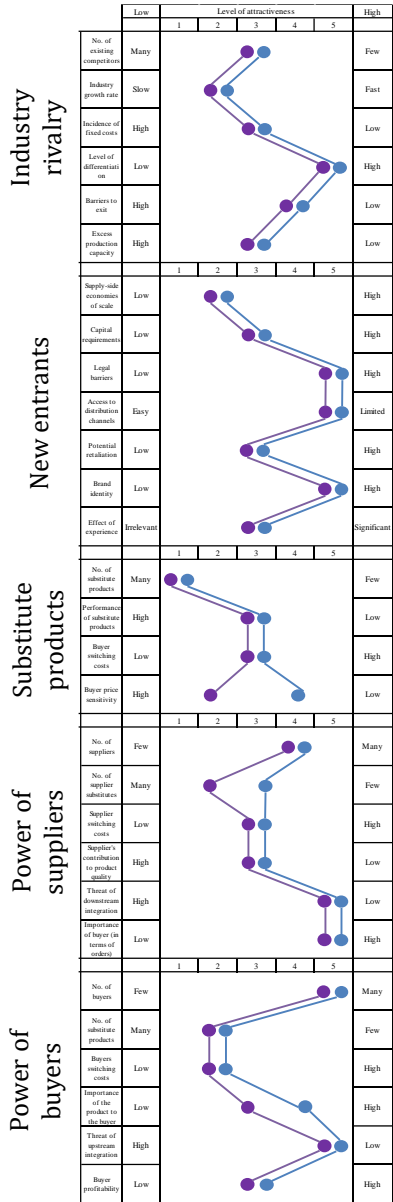
**Pairwise comparison method (Saaty, 1980)**

**Evaluation by adjusting Dobbs' template (2012)**

Illustrated by two broken lines: **current and future scenario**



To determine the weight of each force and each critical variable



**Florio**

**Current scenario** ———  
**Future scenario** ———

**Pellegrino**

**Main challenges**

**Substitute products**

*Bitters, sweet and dessert wines, liqueurs*

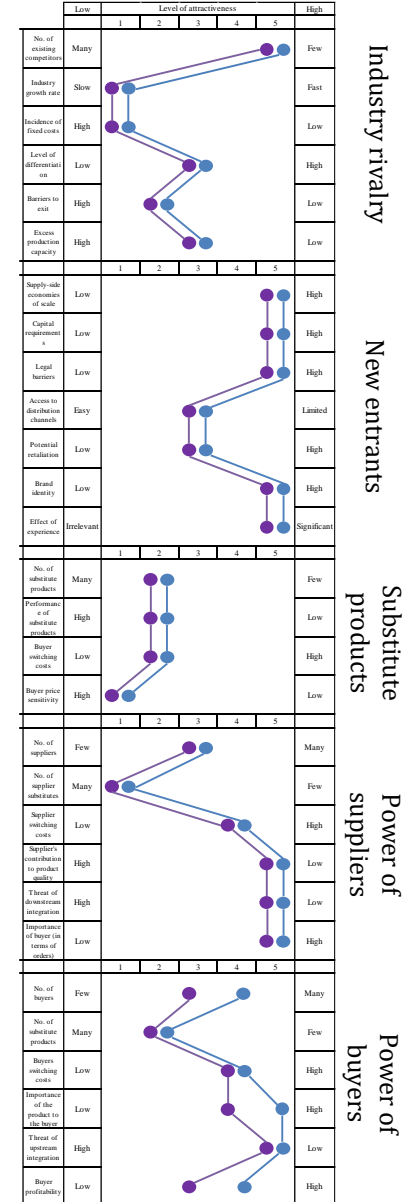
**Competition from other fortified wines**

*Port, Sherry, Madeira, etc.*



**Lack of consumer knowledge**

The five competitive forces are **not expected to change significantly in the near future** (light improvement)



**Florio**

Forces and variables	Weight (a)	Current scenario		Future scenario	
		Score (b)	Weighted score (a*b)	Score (c)	Weighted score (a*c)
<b>Industry rivalry</b> ●	19.0%		0.636		0.636
Fixed costs incidence	7.9%	3	0.236	3	0.236
<b>New entrants</b>	3.5%		0.143		0.143
<b>Substitute products</b> ●	60.5%		0.998		1.366
No. of substitute products	31.6%	1	0.316	1	0.316
Buyer price sensitivity	18.4%	2	0.368	4	0.736
<b>Power of supplier</b>	7.2%		0.234		0.262
Availability of substitute products	2.8%	2	0.0554	3	0.0831
<b>Power of buyer</b>	9.8%		0.270		0.277
No. of substitute products	5.1%	2	0.102	2	0.102
Importance of the product to the buyer	0.7%	3	0.0201	4	0.0268
<b>Sum of the 5 forces</b>			2.282		2.684

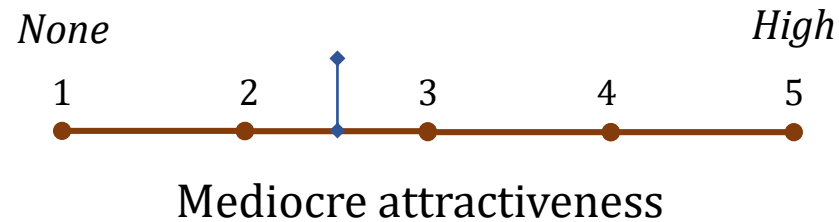
**Pellegrino**

Forces and variables	Weight (a)	Current scenario		Future scenario	
		Score (b)	Weighted score (a*b)	Score (c)	Weighted score (a*c)
<b>Industry rivalry</b> ●	25.7%		0.548		0.548
Fixed costs incidence	10.1%	1	0.101	1	0.101
Barriers to exit	7.8%	2	0.155	2	0.155
<b>New entrants</b>	2.7%		0.125		0.125
Brand identity	1.5%	5	0.073	5	0.073
<b>Substitute products</b> ●	51.0%		0.966		0.966
Substitute products performance	29.0%	2	0.579	2	0.579
Price of substitutes	14.5%	2	0.290	2	0.290
<b>Power of supplier</b> ●	15.5%		0.665		0.665
Supplier's contribution to product quality	4.1%	5	0.205	5	0.205
Importance of the buyer	7.1%	5	0.353	5	0.353
<b>Power of buyer</b>	5.0%		0.176		0.215
Number of buyers	0.7%	3	0.021	4	0.028
Importance of the product to the buyer	2.1%	4	0.082	5	0.100
Buyer profitability	1.2%	3	0.035	4	0.050
<b>Sum of the 5 forces</b>			2.480		2.519

**Sector attractiveness**

**Sum of the 5 forces**

	<i>Current</i>		<i>Future</i>	
<b>Florio</b>	<b>2.282</b>	→	<b>2.684</b>	<b>+</b>
<b>Pellegrino</b>	<b>2.480</b>	→	<b>2.519</b>	<b>+</b>



As a result, the sector's attractiveness is likely to remain **average** with little **improvement**.







Improve consumers awareness



**Marketing, Storytelling and Modern communication channels**



Product innovation



**Versatility** (new Food & Wine pairings, Mixology/cocktails) and **Sustainability** (e.g., precision agriculture)



Strengthening the Consortium



**Collaborative strategies, Expanding the sales network abroad, Training stakeholders, Combatting counterfeiting**



Updating production regulation



**Set restrictions** (increase the alcohol content of the base wine, reduce the number of municipalities and types of Marsala doc wine) and **Strengthen the link with the territory** (UGA, Additional Geographical Unit)

### Opportunities

Growing demand for fortified wines (Pereira et al., 2019; Skyquest, 2024)

### Limits

- Niche market
- Small sample size

### Future studies

- Expanded sample size
- Extend the analysis outside the corporate domain (*es. PESTEL analysis*)





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# Rilanciare il settore del Marsala DOC.

## Un percorso attraverso innovazione sostenibile, cooperazione e supporto normativo

Valeria Borsellino, Giuseppina Geraci, Claudio Mirabella, Antonino Galati, Emanuele Schimmenti

[valeria.borsellino@unipa.it](mailto:valeria.borsellino@unipa.it)

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The case of paprika from the Calchaquí Valley of Salta-Argentina  
Walking the path to obtain the denomination of origin

Ministerio de Producción y  
Desarrollo Sustentable



by : María Fernanda López Morillo



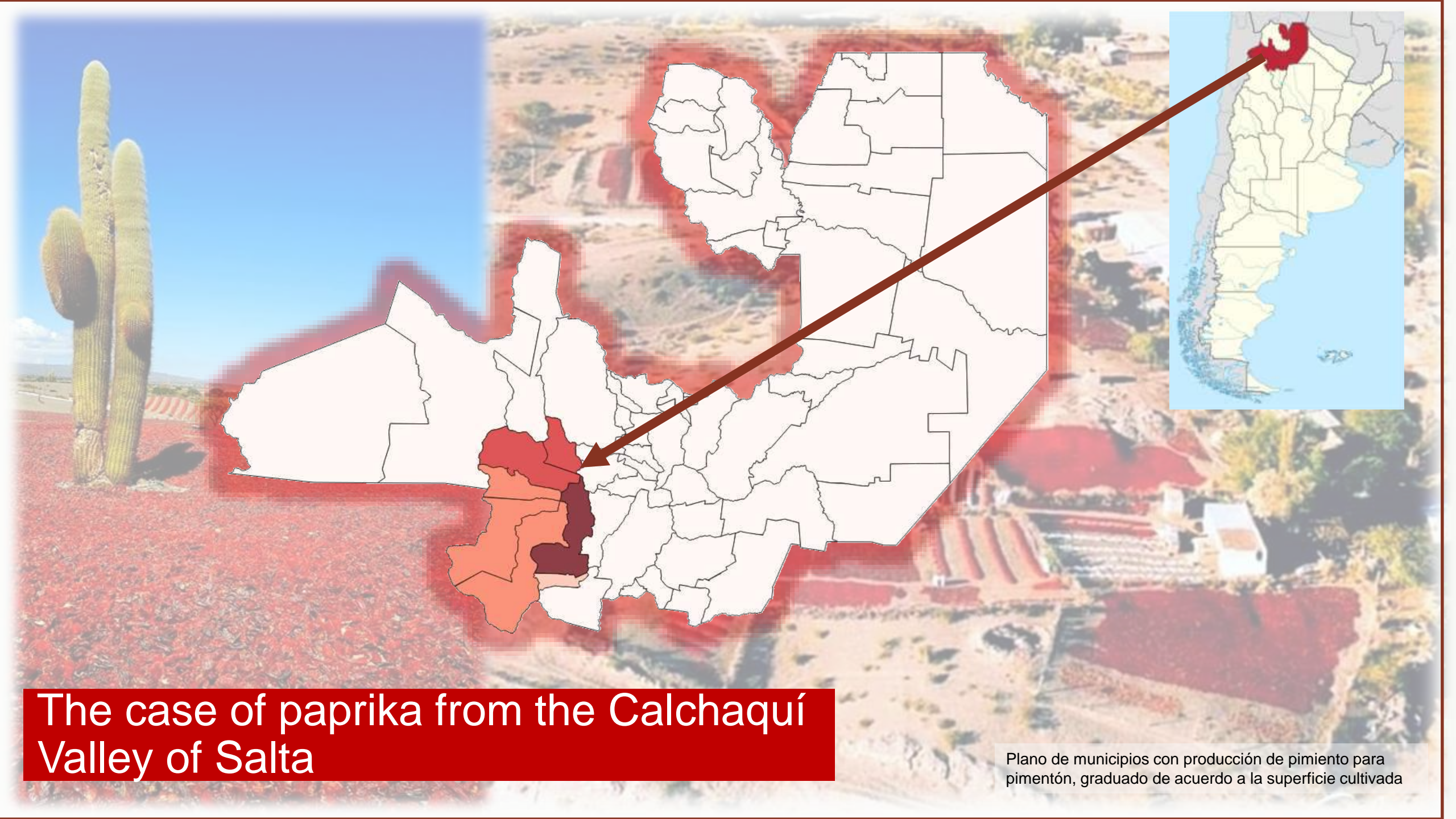


“A case of how the articulation of public policies allowed us to strengthen the productive sector, laying the foundations to achieve the Denomination of Origin.”









# The case of paprika from the Calchaquí Valley of Salta

Plano de municipios con producción de pimiento para pimentón, graduado de acuerdo a la superficie cultivada



# Initial situation 2010

## SECTOR DIAGNOSIS



LOCAL  
PRODUCTION  
UNDERVALUED

INEFFICIENT  
FARMING  
PRACTICES

DISORGANIZED  
AND DISPERSED  
PRODUCERS

LIMITED  
ARTICULATION  
BETWEEN  
INSTITUTIONS

DEFICIT IN  
STATISTICAL  
AND PRICE  
INFORMATION

UNFAIR  
COMPETITION WITH  
IMPORTED PAPRIKA  
AND ADULTERATION

TECHNICAL  
DISAGREEMENTS  
BETWEEN PUBLIC  
ORGANISATIONS

PUBLIC POLICIES  
WERE NOT DEFINED  
FOR THE SECTOR

# PAPRIKA TABLE: THE FIRST STEP TOWARDS THE ARTICULATION OF THE SECTOR

GOVERNANCE MODEL

2010-2019

IMPLEMENTATION OF THE REFERENCE PRICE

AGREED ON STRATEGIC PLAN FOR THE PAPRIKA SECTOR

IMPLEMENTATION OF PRODUCTIVE PROJECTS AND

TECHNICAL ASSISTANCE PLAN TO IMPROVE CROPS

INITIATIVE FOR THE DENOMINATION OF ORIGIN

MODIFICATION OF THE ARGENTINE FOOD CODE TO ADAPT REGULATIONS

FAILED ATTEMPTS

DEVELOPMENT OF SECTOR STATISTICS

INSTITUTIONAL ARTICULATION AND INTERPROVINCIAL COOPERATION





# TERRITORIAL DEVELOPMENT PROGRAM



COOPERATIVES AND ASSOCIATIONS OF  
PAPRIKA PRODUCERS EMERGE

PROCAL PROJECT “Assistance to food SMEs in the  
development of technical and legal requirements based  
on current regulations for Geographical Indications”

DECENTRALIZED COOPERATION PROJECT  
WITH ESPELETTE – FRANCE



# CREATION OF THE COUNCIL OF THE DENOMINATION OF ORIGIN OF PAPRIKA FROM THE CALCHAQUI VALLEY OF SALTA






**Acta del REUNIÓN DE LA COMISIÓN ASISIDA DE INDICACIONES GEOGRÁFICAS Y DENOMINACIONES DE ORIGEN (IYV) "PIMENTÓN DEL VALLE CALCHAQUI DE SALTA"**  
 (IYV) "PIMENTÓN DEL VALLE CALCHAQUI DE SALTA"

Fecha: 09 de octubre de 2024.  
 Hora: 10:00.  
 Lugar: Salón de Juntas de la Subsecretaría de Inspección General de Personas Jurídicas.

El presente acta tiene por objeto registrar el resultado de la reunión del Comité de Inspección General de Personas Jurídicas y el Comité de Inspección General de Personas Jurídicas.

Orden	Interventores
01	Subsecretaría de Inspección General de Personas Jurídicas
02	Asesor
03	Representante de la Asociación de Agricultores Salteños y Papeños del Valle Calchaquí de Salta
04	Representante del Comité de Inspección General de Personas Jurídicas
05	Asesor
06	Asesor
07	Asesor
08	Asesor
09	Asesor
10	Asesor

**Certifica:**

Que mediante Resolución N° 185/24 se otorgó la personería jurídica a la **ASOCIACION CIVIL ABIERTA CONSEJO DE LA DENOMINACION DE ORIGEN (DO) DEL PIMENTON DEL VALLE CALCHAQUI DE SALTA**

Salta, 09 de octubre de 2024

  
 Dr. Nicolás Zenteno Núñez  
 Subsecretario de Gobierno

  
 Lic. César Rodrigo Monzo  
 Secretario de Gobierno

  
 Ing. Ricardo Guillermo Villada  
 Ministro de Gobierno, DDHH y Trabajo



# AL-INVEST Verde



## DERECHOS DE PROPIEDAD INTELECTUAL

### MENTORING

GOVERNANCE AND SUSTAINABILITY- Ensures the continuity and sustainable development of the

DOCONTROL PLAN- Guarantees the quality and traceability of the product and the control of adulterations Implementation strategy: Defines the concrete steps for the success of the DO Product specifications

IMPORTANCE: Allows the sector to begin the management of the DO with a structured plan.

# CONCLUSIONS

The process towards the Denomination of Origin of the Paprika from the Calchaquí valley of Salta is a clear example of how effective governance, based on the coordination between producers, public bodies and international cooperation, has allowed the sector to consolidate.





The Denomination of Origin not only seeks to enhance the value of the product but also becomes a tool that contributes to sustainability, seeking a balance between its three dimensions: environmental, economic and social.



# THANK YOU VERY MUCH FOR YOUR ATTENTION

MARÍA FERNANDA LÓPEZ MORILLO

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Ministerio de Producción y  
Desarrollo Sustentable



**SALTA**  
G O B I E R N O





**INNOVACIÓN Y TRADICIÓN  
EN LAS INDICACIONES  
GEOGRÁFICAS DE VENEZUELA  
Café y Cacao**

*Zulay Poggi*

*Universidad Central de Venezuela*

# Marco Regulatorio Nacional de las IGP en Venezuela

**1955**

**Ley de Propiedad Industrial**

No contempla protección Indicaciones Geográficas Protegidas, ni Denominaciones de Origen

**1994**

**Ley Aprobatoria Acuerdo de Marrakech**

Gaceta Oficial 4.829. Dic 1994  
Se establece la creación de la OMC. Instrumentos jurídicos conexos Acuerdo ADPIC

**2002**

**Decisión 486**

Régimen común de Propiedad Industrial de la Comunidad Andina de Naciones

**2006**

**Salida de Venezuela de la Comunidad Andina de Naciones**

**2008**

**SAPI Desconoce aplicación del ADPIC**

**2020**

**Aplicación directa ADPIC Aceptación Solicitudes IGP**

SAPI-RPI-AO No. 19

**Decisión 344**

Régimen común de Propiedad Industrial de la Comunidad Andina de Naciones



## DENOMINACIONES DE ORIGEN OTORGADAS

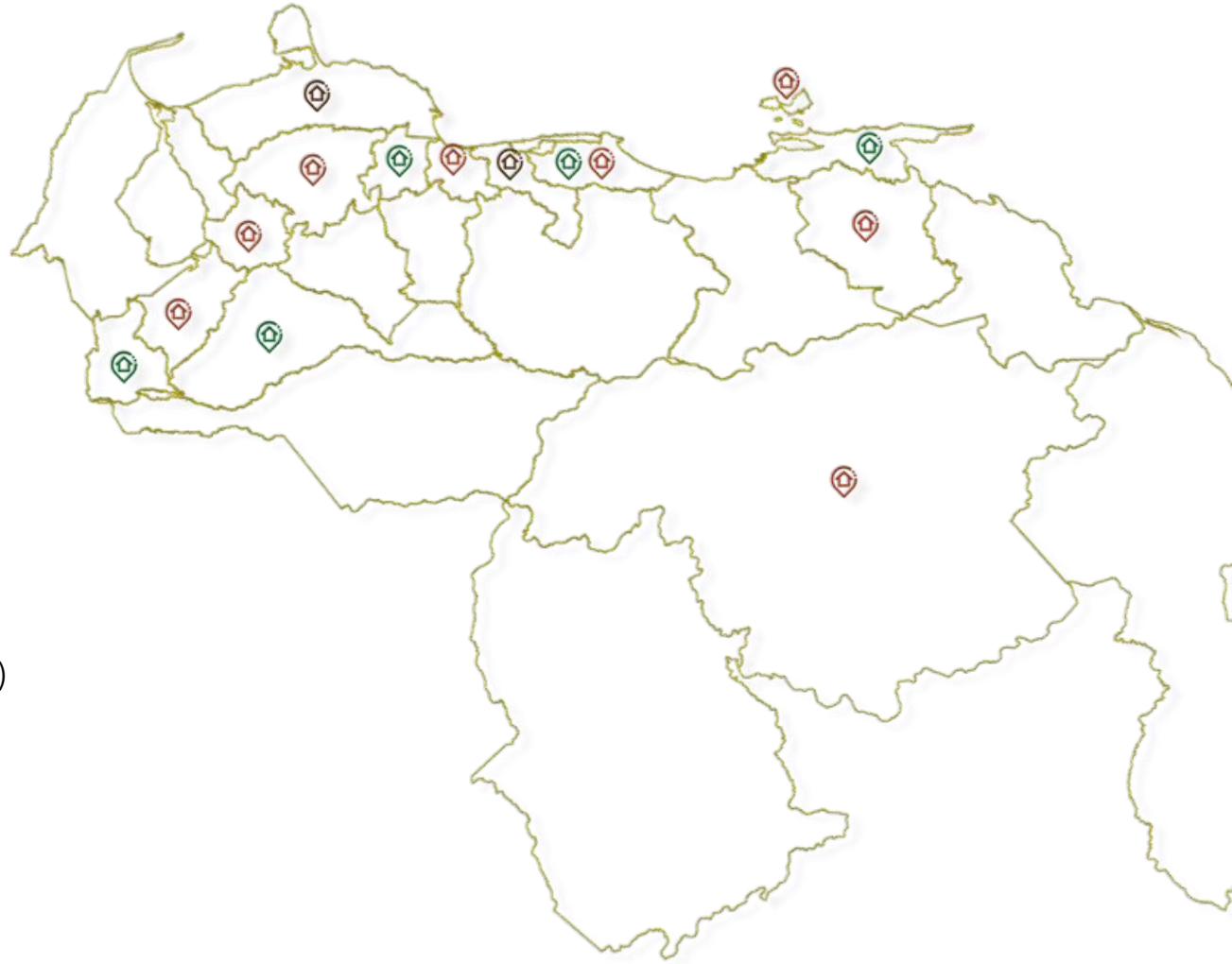
- Cacao de Chuao, Edo. Aragua (nov 2000)
- Cocuy Pecayero, Edo. Falcón (nov 2001)
- Ron de Venezuela (ago 2003, Nacional)

## IGP OTORGADAS (2021' 2024)

- Cacao Carenero, Edo. Miranda (2021)
- Cocuy Larense, Edo. Lara (2021)
- Cacao Caripito, Edo. Monagas (2021)
- Café Boconó, Edo. Trujillo (2022)
- Cacao de Choroní, Edo. Miranda (2022)
- Cacao Patanemo, Edo. Carabobo (2023)
- Café de Mérida, Edo. Mérida (2023)
- Ají Margariteño, Nva Esparta (2024)
- Miel de Kavitepuy, Edo. Bolívar (2024)
- Aguacate Yaracuyano, Edo. Yaracuy (2024)

## IGP SOLICITADAS

- Cacao de Barinas, Edo. Barinas (2023)
- Café de Miranda, Edo. Miranda (2024)
- Pan Tachirense, Edo. Táchira (2024)
- Cacao de Río Caribe, Edo. Sucre (2024)
- Queso de Cabra de Lara, Edo. Lara (2024)





# Café de Bocono

## Productores

- Transferencia de tecnología foránea (Alemanes)
- Tradición de explorar diferentes variedades de café.
- Implementación de camas de altura, proceso Honey.

Ganadores de varios premios en las diversas ediciones de este evento

## Papel Estado

- Creación del Encuentro Internacional de Café de Especialidad Venezolano (EICEV) durante los años 2022, 2023, 2024.

.



# Café de Merida

## Productores

- Tecnologías más tradicionales
- Apoyo a universidades, asesoría técnica y desarrollo de variedades
- Participación en Encuentro Internacional de Café de Especialidad Venezolano (EICEV) durante los años 2022, 2023, 2024

## Papel del Estado.

Apoyo tècnico Corporaciòn del Café

## Universidad

Desarrollo de nuevas variedades de café resistentes plagas.

Apoyo tècnico





# Café de Miranda

## **Productores**

Aplicacion de nuevas tecnologias.

Destacada participacion de mujeres

## **Apoyo del estado:**

Ruta Mirandina,

Programas de capacitacion, diplomado,

Asesorias tecnicas,

impulsores de Encuentro Internacional de

Café de Especialidad Venezolano (EICEV),

apoyo en exportacion.

## **Universidad**

Apoyo de la universidad para realizacion

de estudios y pruebas de calidad





# Cacao de Chuao

## Productores

Denominación de Origen otorgada en el año 2000.

Empresa campesina de Chuao

500 años de tradición

Métodos ancestrales

Turismo rural

Estrategia de elaboración  
de productos de calidad.

## Papel del Edo.

Apoyo mejora productos

Participación en ferias  
nacionales e internacionales.



# Cacao de Caripito

Productores con 150 años de tradición

Reciben apoyo de fundaciones privadas.

## Estrategias:

- 2 Record Guinness en Chocolate
- Reina del Cacao
- Escuela de Chocolatería

## Papel del Estado:

- Estimular participación en ferias nacionales e internacionales.
- Programa de permisos sanitarios.





# Cacao de Patanemo

## Productores

80 años de tradición.

Participación en eventos nacionales.

Nuevos productos. Ventas corporativas.

Venta de cacao a Japón y Europa

## Universidad

Diplomado de la Universidad Central de Venezuela, auspiciado por chocolateros japoneses

## Papel del Estado

Estimular la participación en ferias nacionales e internacionales.

Programa de permisos sanitarios



# Cacao de Carenero



## **Productores**

200 años de tradición

## **Estrategias**

Diferenciación en las técnicas de post cosecha  
Premios de chocolateros en Paris con este cacao.

Diplomado organizado por productores

Variedad de productos

Ruta turística

Estudios de las propiedades  
medicinales y cosméticas cacao

## **Papel del Edo.**

Centro Nacional de Investigación Cacao  
Ferias nacionales e internacioanles  
Programa de permisos sanitarios





# Estrategias IGP cacao y café

## Estrategias productores



- Consejos reguladores  
Productores, universidades,  
Estado



- Diversificación de  
productos, empaques,  
canales comercialización



- Exploración de otros  
mercados



- Ampliación de espacios  
para la Post cosecha



- Usos de nuevas tecnologías



- Rutas Turísticas

# Estrategias IGP cacao y café

## Estrategias Gubernamentales



- Créditos ampliar producción



- Capacitación-Asistencia técnica



- Organización de ferias nacionales



- Centro de investigación Cacao



- Corporación Cacao y Corporación del café

# Estrategias IGP cacao y café

## Estrategias Gubernamentales



- Créditos ampliar producción



- Capacitación-Asistencia técnica



- Organización de ferias nacionales



- Centro de investigación Cacao



- Corporación Cacao y Corporación del café



**Muchas gracias**

**Zulay.poggi@gmail.com**





INRAE



# Supporting GI Cheese Sectors in Adapting to Climate Change

*Six case studies in French cheese sector from the  
**ADAoPT** project*

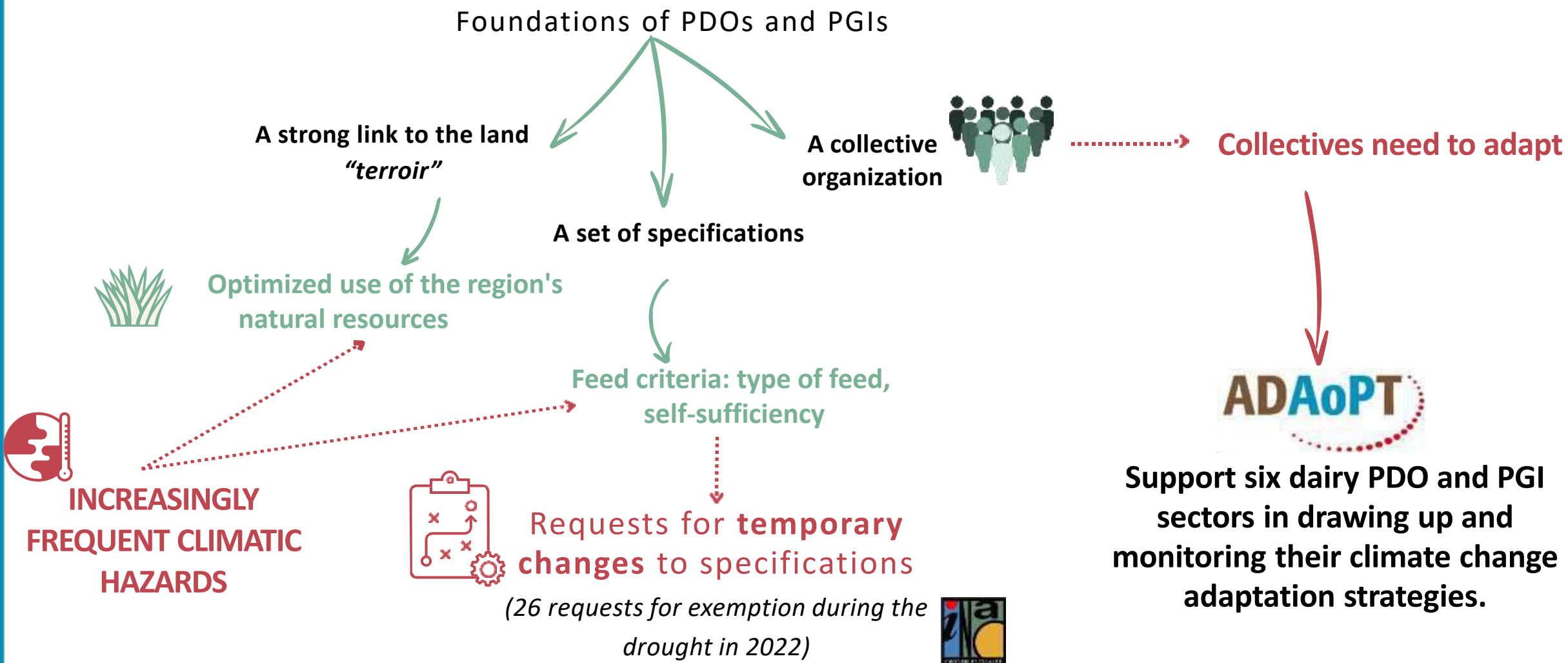
Delphine Neumeister<sup>1</sup>, Florence Bedoin<sup>1</sup>, Sylvain Dernat<sup>2</sup>, Ronan Lasbleiz<sup>3</sup>, **Guylène Tillard<sup>3</sup>**

1/ IDELE - Institut de l'élevage, 149 Rue de Bercy, 75012 Paris, France

2/ INRAE, UMR Territoires, 9 avenue Blaise Pascal, 63170 Aubière, France

3/ CNAOL, 42 rue de Châteaudun, 75009 Paris, France

# GI sectors face growing challenges, including climate change



# ADAoPT : supporting GI dairy chains in adapting to climate change

## 6 pilot areas

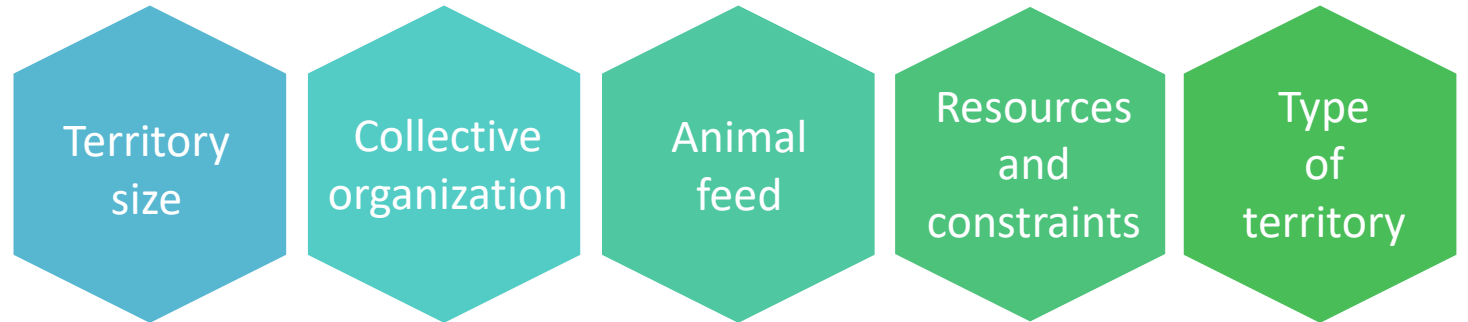


# ADAoPT : supporting GI dairy chains in adapting to climate change

## 6 pilot areas...



... illustrating diversity :



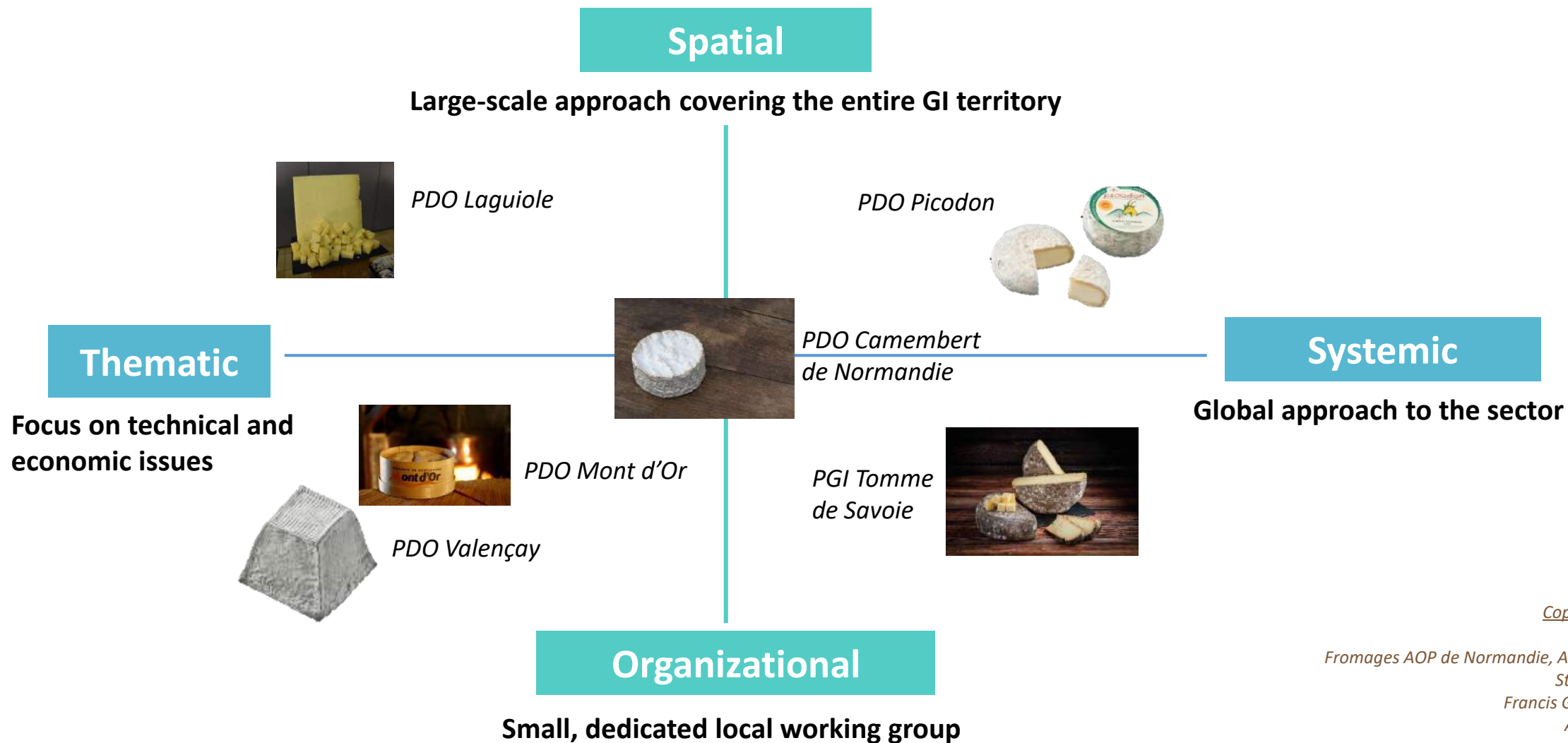
Their objective: develop a **forecast approach** to :

- Gain a **better understanding of the medium- to long-term** consequences of CC for their sector.
- Determine their **strategy for adapting** to climate change.

➔ Sector-wide reflection



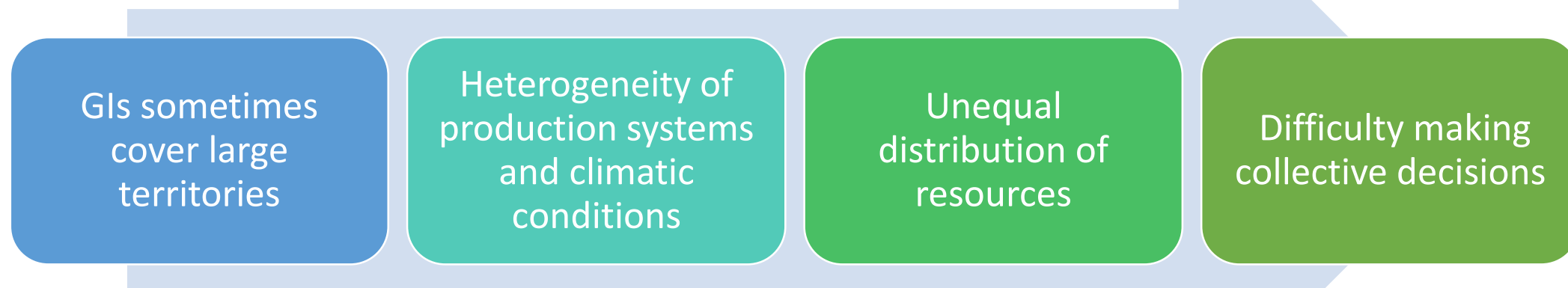
# A wide range of methodologies deployed to meet pilot areas needs and characteristics



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Fromages AOP de Normandie, ASGARD  
Staccato  
Francis Guillard  
AFTALP

# Geographical scope of GIs hinders collective decisions



*Solutions for some may not be relevant for others*

**➔** *Breakdown of the workgroup into micro-territories, integrated into the overall sector strategy*

**Camembert de Normandie**

Wide area

Diverse soil and climate conditions

➔ Choice of a very dry area

**Mont d'Or**

Relatively small area

Homogeneous production conditions

➔ Solutions suitable to all

# Lack of clear governance limits the scope of decisions taken

## ❖ Generally top-down organization within the PDO organizations

- Delegation of technical subjects to working groups
  - In charge of investigating problems: producing results and possible solutions
  - *Mont d'Or, Valençay, Camembert de Normandie*
- Reflection process directly led by PDO decision-making bodies
  - *Tomme de Savoie, Picodon, Laguiole*



## ❖ Lack of clarity on the mandate of these groups

- Decision-making or consultative power?
- Possible demotivation of Working Groups

## ❖ Actions generally carried out at the level of participants in the various Working Groups

# Action often limited to the production link

## Difficulty of holding debates that encompass the entire industry chain

- Political, economic and sociological obstacles
- Downstream players underestimate, or even ignore, the stakes involved in the transition and in adapting the entire chain.

## Barrier to adoption of lever(s)

- Risk-bearing by producers
- Cost of lever installation

## Dependance on transformers

- Restriction of possible choices for the sector
- E.g.: scenarios of lower milk production often not considered



# The multi-stakeholder approach, yes but...



## A real interest in maximizing mobilization

- **More presence on the field** to widen the mobilisation force
- **Expanded skills** (technical, social, environmental, economical) to tackle the numerous challenges PrC have to face with
- Facilitates **awareness-raising, training and implementation** of adaptation levers

## But a risk of over-soliciting operators

- Risk of overlap
- Lack of coordination: similar subjects, but with different objectives for different projects
- Factor of fragmentation and loss of meaning

# Thank you for your attention !

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<https://www.rmtfromagesdeterroirs.com/projets-de-r-et-d/adaopt-2/>

Delphine Neumeister<sup>1</sup>, Florence Bedoin<sup>1</sup>, Sylvain Dernat<sup>2</sup>, Ronan Lasbleiz<sup>3</sup>, Guylène Tillard<sup>3</sup>

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Coming soon:  
our guide to help PDO  
and PGI sectors adapt to  
climate change



**Session 1.a - Climate Change and Biodiversity**  
Tuesday, 18.02.2025

Are protected GIs an effective tool to enhance local genetic resources?  
Some reflections from Tuscan PDO-PGI products



UNIVERSITÀ  
DEGLI STUDI  
FIRENZE

**DISEI**  
DIPARTIMENTO DI  
SCIENZE PER L'ECONOMIA  
E L'IMPRESA

Giovanni Belletti  
Andrea Marescotti  
Matteo Mengoni

# GI products and their multidimensional link to the territory

---

The link between the GI product and the territory is **multidimensional** and characterized by:

- 1.the specificity of **local resources** used
- 2.the **history** and **tradition** linked to local population
- 3.the **collective** dimension

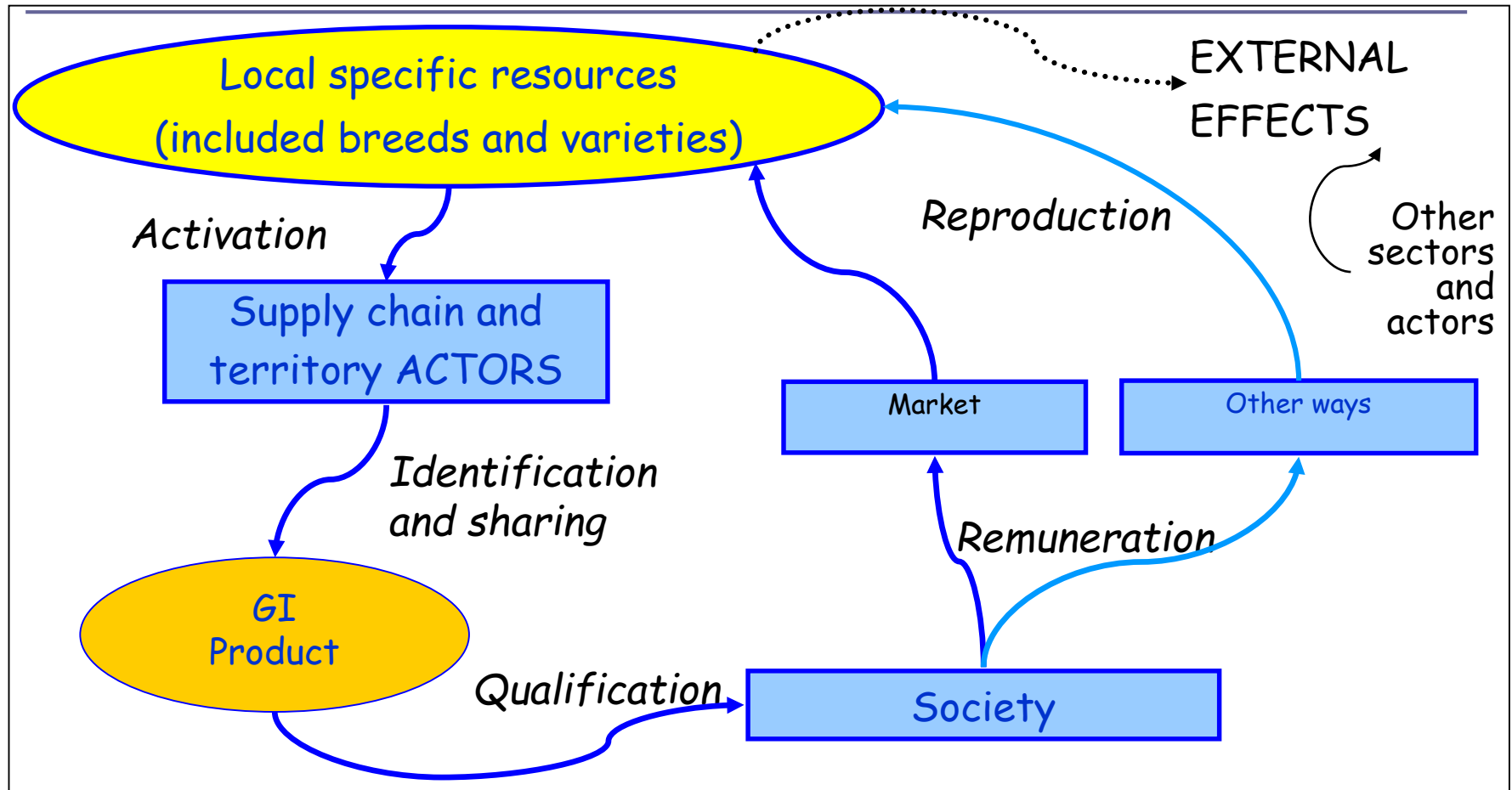
All this gives the product **special quality attributes**, both material and immaterial.

**Specific local resources** includes among others:

- Local breeds and local plant varieties, and
- Know-how, competencies and skills related to the use of genetic resources and reproduced within the local system.



# The conceptual framework: the “virtuous circle” of the valorisation of GI products



→ Central role of **actors strategies** (firms, organisations, institutions) that define the links between the product, local resources (included genetic resources), society and markets

# The potential offered by GI protection

---

GI protection (in the EU, PDO and PGI) offers interesting opportunities for recovering, protecting and valorizing local genetic resources:

- Defining of collective rules through product specifications, linking specific quality to the use of local genetic resources
- Market differentiation, helping to position products in niche markets with premium prices
- Incentivizing local producers by providing economic rewards that compensate for the lower profitability of traditional and local varieties and encourage their cultivation and maintenance.

**How does this idealtypical model work? 3 cases from Tuscany (Italy)**



# Cinta senese PDO

Cinta Senese is a native breed of wild pig, native from the hilly areas of Tuscany (central Italy), living outdoors in the woods and linked with the local cuisine.



Cinta Senese breed was endangered by extinction until 1990, when Tuscany Region has started researches aimed at characterizing germplasm, registering the breed and identifying meat properties.

PDO obtained in 2012, on the basis of a strict Product Specifications:

- pigs of 'Cinta Senese' breed offspring of a boar and a sow, both registered in the 'Cinta Senese' breed Population Register and/or Herd book (prohibited crossings)
- raised in wild/semi-wild conditions. The pigs forage in woods and/or on pasture land sown with forage and cereal crops within the area and limited feed integration
- maximum number of animals per hectare of wood/land, to avoid overexploitation.

**Some results:** 117 producers registered as PDO users (most of them small), 450 tons certified (average), 3M€ turnover at producer level

→ Good marketing success, **the breed is no more menaced by extinction**

# Seggiano extra-virgin olive oil PDO

The Olivastra Seggianese is a **native olive cultivar**, endemic to the high hills of a small area in southern Tuscany (Amiata mountain) and part of local heritage



The germplasm of Olivastra seggianese cultivar has been identified on the basis of several research projects. Also on that basis the PDO Seggiano was requested and **registered in 2011**.

The Product Specifications requires that Seggiano PDO Olive Oil is obtained from **olives of the Olivastra Seggianese cultivar, which must be present in a minimum percentage of 85%**.

The chemical, physical and organoleptic characteristics that make 'Seggiano' PDO extra virgin olive oil unique are strongly linked to the cultivar-terroir combination.

**Some results:** interesting performance, compared to the limited extension of the area and small dimension of local olive growers: 32 producers registered, 5 tons of oil certified, 100k€ turnover at producers level, average price 20€/l

→ Good marketing success, **the cultivar is kept and preserved**



# Cherry of Lari PGI

Secular tradition of agricultural (especially fruit) production in the hilly part of the Province of Pisa (Tuscany-I).

13 native cherry-tree varieties have been registered as landraces, most of at risk of extinction.

The Cherry of Lari PGI was **registered in 2022**.

In the PS **all 13 native cherry-tree varieties have been included, together with many other national and international varieties.**

Native cherries benefit from some flexibility as regards their size: «fruit intended to be eaten fresh must be a minimum of 22 mm in size, with the exception of fruit of local or traditional varieties, for which the minimum size is 13 mm».

So far, producers have **not yet started certified their products as PGI**. Almost all cherries are marketed locally, especially on direct marketing channels (direct sales, fairs, farmers' markets), and a part on local wholesale markets.

As the PS allows for using both native and non-native varieties, more traditional producers will probably increase the non-native cherry-trees varieties, as more fit for production (higher yields, more resistant to pests, bigger fruits, less perishable, etc.) **menacing the survival of the native ones.**



# Final considerations

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## POSITIVE EVIDENCES

Key role of the **Product Specifications** and of the actors' choices: not only the **clear obligation** to use specific varieties/breeds, but also **regulation of the management rules of the whole production system** (PDO Cinta senese)

PDO-PGI as but one element of a **wider, comprehensive policy for agrobiodiversity conservation**, for example:

- Role of **research** for identification of germplasm
- Supporting activities for making **local producers aware** of the potential
- Need of a **support for traceability and guarantee of authenticity of germplasm** (germplasm bank, genetic register ...) → potential problems, in particular for seeds of annual crops

## RISKS

- **Exclusive vs non-exclusive use** of local genetic resources in the Product Specifications → risk of crowding out of local breeds/varieties
- **Narrowing the Gene Pool** → encourage a focus on a limited number of “approved” varieties and reduction of the overall genetic diversity
- **Small producers' exclusion** → the certification process for GIs can be complex and costly, a broad range of producers is crucial for maintaining a diverse production system that truly reflects the local genetic heritage
- **Lack of adaptation to climate change and local contexts** → reduction in the resilience of the production system

*Giovanni Belletti, Andrea Marescotti, Matteo Mengoni*  
Department of Economics and Management - Università di Firenze

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国际地理标志未来领军人才培养计划

INTERNATIONAL GEOGRAPHICAL INDICATIONS FUTURE TALENTS PROJECT



# Boundary Adjustment of Geographical Indications in Response to Climate Change

A Chinese Case Study on the Economic and Environmental Impact

Jing Li<sup>a</sup>, Meijia Zeng<sup>a</sup>, Ranfei Yang<sup>b</sup>

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<sup>b</sup>The Dickson Poon School of Law, King's College London, WC2R 2LS United Kingdom

February 18, 2025



# Overview

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1. Cases comparison: Boundary adjustment in Europe and China
2. Climate change and boundary adjustment
3. Economic, environmental impact and sustainable development of GIs in China

## Bullet Points

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- Climate Change Impact: Climate change affects the quality and viability of Geographical Indications (GIs).
- Guanxiang Case: Traditional production areas are becoming unsuitable; neighboring regions show better conditions, supporting boundary expansion.
- Legal Economic Support: China's legal framework and economic analysis validate geographic adjustments to sustain production.
- Global Context: Similar adaptations have occurred globally, e.g., Champagne in France, to maintain product quality.
- Policy Need: Flexible legal frameworks and collaboration are essential for long-term GI sustainability amidst climate change.

# Responses of Geographical Indications to Climate Change: A Comparative Case Study

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- **Guanxiang (Dongguan, China)**

- Facing challenges due to increasing temperatures and decreasing precipitation.
- Proposed expansion of production areas within Dongguan city to adapt to changing climatic conditions.
- Utilizes climate data analysis, economic modeling, and legal framework assessment to justify the expansion.

- **Champagne (France)**

- Adaptation through the expansion of its production boundaries in response to warming temperatures.
- Demonstrates how traditional GIs evolve while maintaining product quality and authenticity under climate change.
- Emphasizes the importance of spatial correlation and climate impacts in the adaptation process.

# Reform of Geographical Indications in China: Boundary Adjustment

---

- **Article 26 (Amendment and Cancellation)**

- If the protection requirements for a geographical indication product need to be changed, an application for amendment should be submitted to the National Intellectual Property Administration.
- For updates or improvements that do not change the quality characteristics or product form, but involve changes in the name, production area, etc., the NIPA will review the application after receiving initial opinions from provincial intellectual property management departments.

- **Main Content Changes**

- For significant changes such as the name, production area, quality characteristics, etc., the NIPA will organize a technical review by experts.
- If the review is successful, the NIPA will issue a preliminary change announcement. If there are no objections within 2 months, the final change announcement will be issued.
- If the review is unsuccessful, the NIPA will notify the applicant in writing.



# Guanxiang: The Feasibility and Necessity of boundary adjustment

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## Block

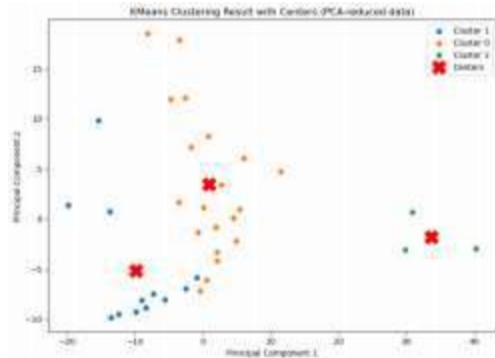
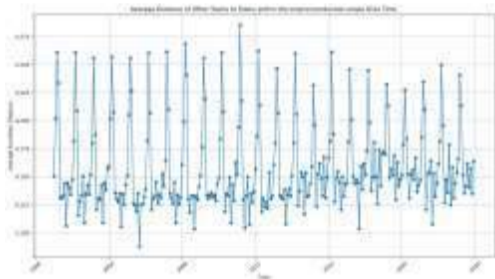
The expansion of the production scope of Guanxiang (Agarwood from Dongguan) under its geographical indication (GI) protection is justified by aligning with the core elements of GI systems: terroir, traditional craftsmanship, and reputation tied to origin. Controlled expansion not only meets growing demand but also reinforces regional economic development and cultural heritage, as the GI framework legally safeguards against imitation while promoting sustainable, origin-based value. This balance protects the "Dongguan" identity while leveraging GI principles to scale responsibly.

# Guanxiang: The Feasibility and Necessity of boundary adjustment



Figure: The original distribution of Guanxiang production area

# Climate change and suitability variation: Rationale for application



## Economic and environmental impact

---

- Guanxiang can adapt to climate change through expansion into more productive areas, optimizing overall economic welfare.
- Expanding production areas due to climate change has notable environmental benefits but also presents challenges.
- Consideration must be given to urban development and industrialization effects on air quality, which directly impacts cultivation conditions and product quality.



# Future Development Trends of GI Production Areas in China

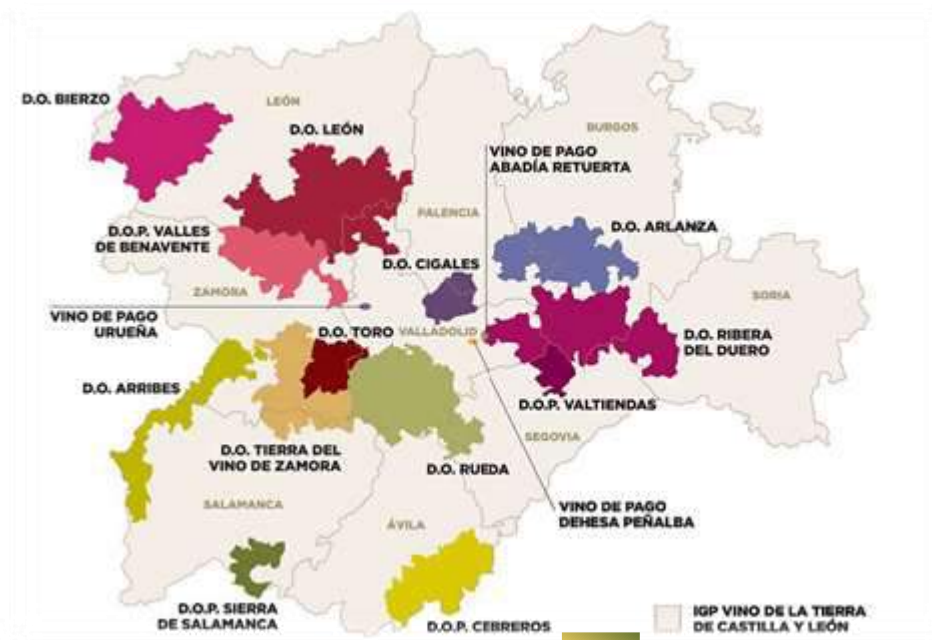
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- **Increased Flexibility in Legal Frameworks:**
  - Expectation of more flexible legal frameworks to accommodate climate-induced boundary adjustments.
  - Continuous amendment processes to support sustainable GI production and maintain product quality.
- **Towards Sustainable Practices:**
  - Emphasis on sustainable agricultural practices to mitigate environmental impacts.
  - Integration of green technologies in GI production to enhance sustainability.
- **Enhanced Collaboration:**
  - Greater cooperation between local producers, regional authorities, and international partners to share knowledge and resources.
  - Joint efforts in research and development to innovate solutions for climate adaptation.
- **Focus on Quality over Quantity:**
  - Shift towards prioritizing product quality and authenticity over increased production volumes.
  - Strengthening the reputation and market value of Chinese GIs globally.
- **Adaptation Strategies:**
  - Advanced climate modeling techniques for better prediction and planning.

Thanks for your attention

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# MINORITY GRAPEVINE VARIETIES: KEY FACTOR TO CLIMATE ADAPTATION & GIs COMMERCIAL GROWTH



- Spain has the greater vineyard extension in the world: **945.000 ha.**
- Third largest wine producer country: **28.300 hl.**

- Castilla & Leon: 3<sup>rd</sup> largest region in Europe: **94.222 Km<sup>2</sup>.**
- **85.000 ha** hectares of vineyards: 92% under GI.
- **17 wine GI.**
- 13 Protected Designation of Origin (**PDO**) + 3 estate wine (**VP-Vino de Pago**) + 1 Protected Geographical Indication (**PGI**).

**56 authorized varieties: 5 varieties → 88% area**



# VITICULTURE AND CLIMATE CHANGE: ISSUES



## IN GRAPES

- Greater difference between technological maturity and phenolic/aromatic maturity.
- Higher sugars concentration.
- Lower acidity (higher pH), lower malic acid.
- Lower concentration of organic nitrogen compounds.



## IN WINE

- Higher alcohol content.
- Higher concentration of residual sugars.
- Lower acidity (higher pH).
- Variation in color.
- Fewer flavours.

## MINORITY GRAPEVINE IN PROTECTED GIs

**Why are they a minority or are almost extinct?**

- Decades ago, these varieties did not complete their vegetative cycle → **they did not ripen.**
- Some of them were **unproductive.**
- They did not meet the old **quality standards.**

**Why are they so interesting?**

- Perfect **adaptation** to the environment (native).
- **Rusticity.** Resistance to diseases and extreme weather conditions.
- **Long vegetative cycles.**
- **Lower alcohol content.**
- High levels of total acidity, low pH and **freshness sensations** in finished wines.
- Interest in protected **GIs and PDO.**
- **Final consumer** interested in them.



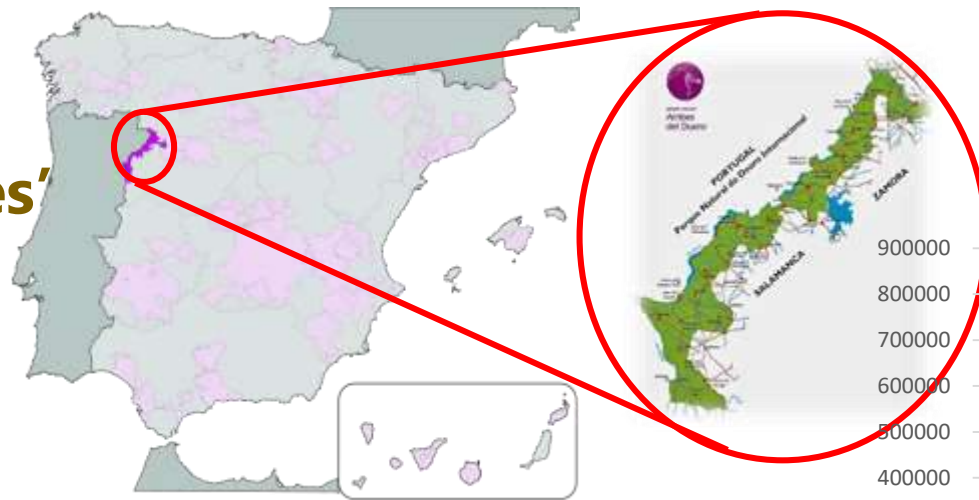
OPPORTUNITY!

# ADVANTAGES OF MINORITY VINE VARIETIES IN GIs AND PDOs

- Typical features adapted to the origin area: **Link to the land.**
- Different and unique wines: **Increase in the price** of wine.
- **High quality wines** (high scores from specialized guides).
- **Growth of the GI:** Vineyard area, sales, exports...

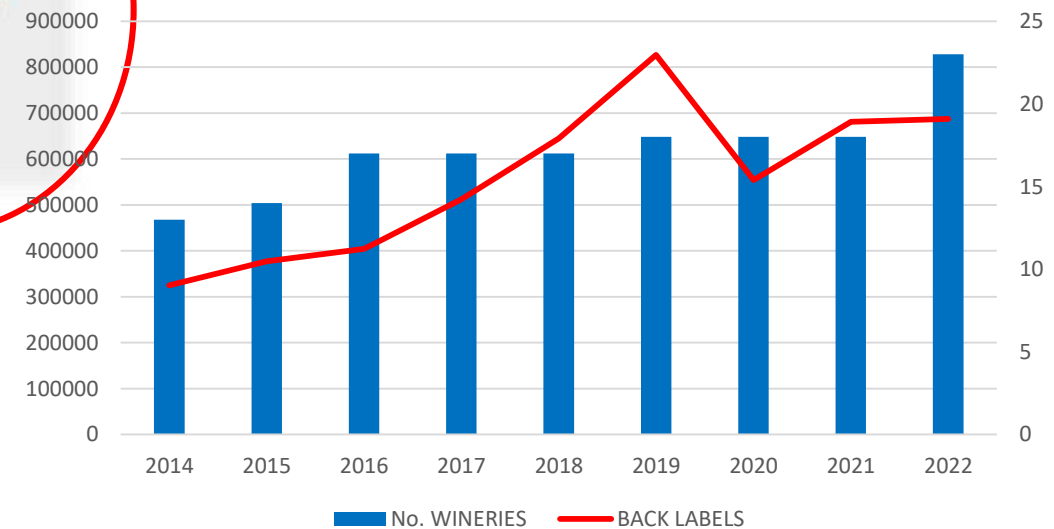


## E.g.: "DO Arribes"



- 320 ha.
- Unique, native and minority varieties.
- Production model: Small family wineries (average production: 29,000 bottles/year).

EVOLUTION IN THE DO "ARRIBES"





## E.g.: "DO Arribes" (Spain-Portugal border)



- **Climate:** Mediterranean climate.
- **Altitude:** Between 400 - 725 meters above mean sea level.
- **Soil:** Poor, mainly sandy, coming from granite.



# CONCLUSIONS

## MINORITY GRAPEVINE VARIETIES

KEY FACTOR IN  
SUSTAINABILITY

### ECONOMIC SUSTAINIBILITY



- ✓ High quality, unique wines.
- ✓ Differentiation & typicality of GIs.

### ENVIRONMENTA L SUSTAINIBILITY



- ✓ Climate adaptation: rustic and resistant varieties.
- ✓ Long vegetative cycles.

### SOCIAL SUSTAINIBILITY



- ✓ GI growth: hectares, number of wineries, number of bottles, sales.
- ✓ Stopping the demographic decline in rural areas.

## LOOKING BACK TO PAST TO BUILD A HOPEFUL FUTURE





Food and Agriculture  
Organization of the  
United Nations

Interreg   
España - Portugal

Cofinanciado por  
la Unión Europea  
Cofinanciado pela  
União Europeia



**GRACIAS  
THANK  
YOU  
MERCI  
GRAZIE**

**MINORITY GRAPEVINE VARIETIES:  
KEY FACTOR FOR CLIMATE  
ADAPTATION AND FOR GIS  
COMMERCIAL GROWTH**

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Co-financed by the European Union through the Interreg VI-A Spain-Portugal Program (POCTEP) 2021-2027

[www.minorsens.eu](http://www.minorsens.eu)

# Analyser le rôle potentiel des indications géographiques dans les transitions agroécologiques en mobilisant le cadre IAD/SES

FAO-CIRAD Conference  
18-21 Février 2025, Rome

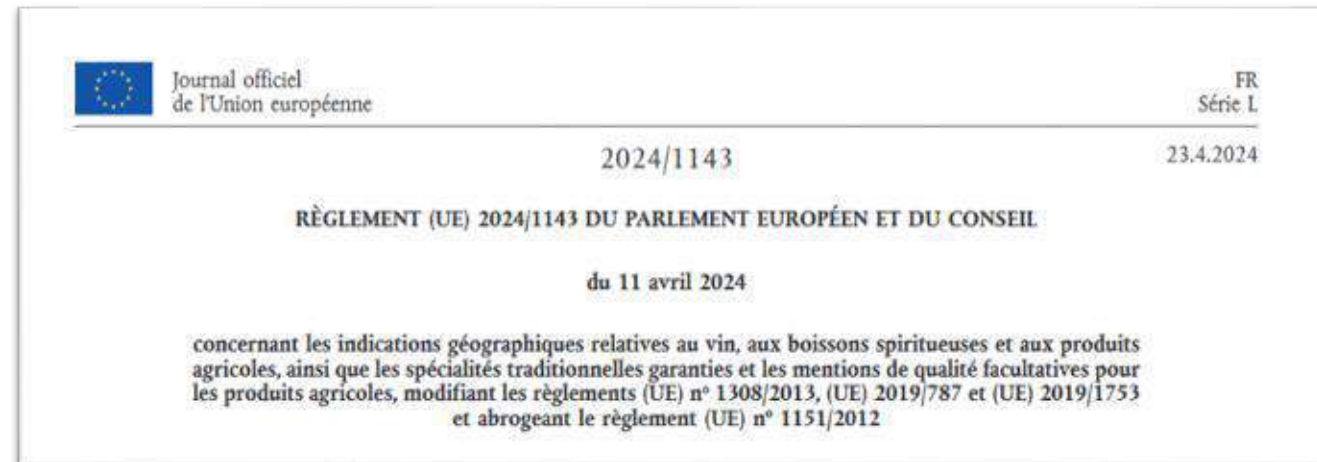
V. Baritoux (VetAgroSup, UMR Territoires), A. Mazé, (INRAE, UMR SADAPT)

M. Geay Galitre (INRAE, UMR Selmet), E. Polge (INRAE, UMR Territoires), MO Nozières-Petit (INRAE, UMR Selmet, UMR Territoires)



# Les systèmes sous IG dans un contexte de TAE

- Les productions sous indications géographiques (IG) **se basent sur un lien à un « terroir » qui leur confèrent une typicité** et les distinguent ainsi des autres productions
- La possible contribution des systèmes sous IG à la transition agro écologique (TAE) est établie dans la littérature (Belletti et al. 2017 ; Vandecandelaere et al. 2018 ; Flinzberger et al. 2022) mais à nuancer (Arfini et Bellassen, 2019).
- **Un contexte politique et réglementaire de plus en plus favorable à la TAE.**



Extrait règlement REFIT © CE





# Lien au terroir et durabilité des Indications Géographiques : une dimension évolutive

- **Le terroir :**

- « espace géographique délimité, dans lequel une communauté humaine, construit au cours de son histoire un savoir collectif de production, fondé sur un système d'interactions entre un milieu physique et biologique, et un ensemble de facteurs humains. »
- Les itinéraires socio-techniques ainsi mis en jeu,
- révèlent une originalité, confèrent une typicité, et aboutissent à une réputation, pour un bien originaire de cet espace géographique.

- **Un élément**

- **à préserver**, ce qui justifierait des engagements de durabilité environnementale à travers les démarches, avec des dimensions économiques et sociales
- **dynamique** : bousculé par le changement climatique, par les innovations, par la démographie dans le monde agricole et dans les territoires, par l'enjeu de maintien des connaissances...
- **pourvoyeur de typicité** mais également de « qualité environnementale » et de réponse aux enjeux territoriaux

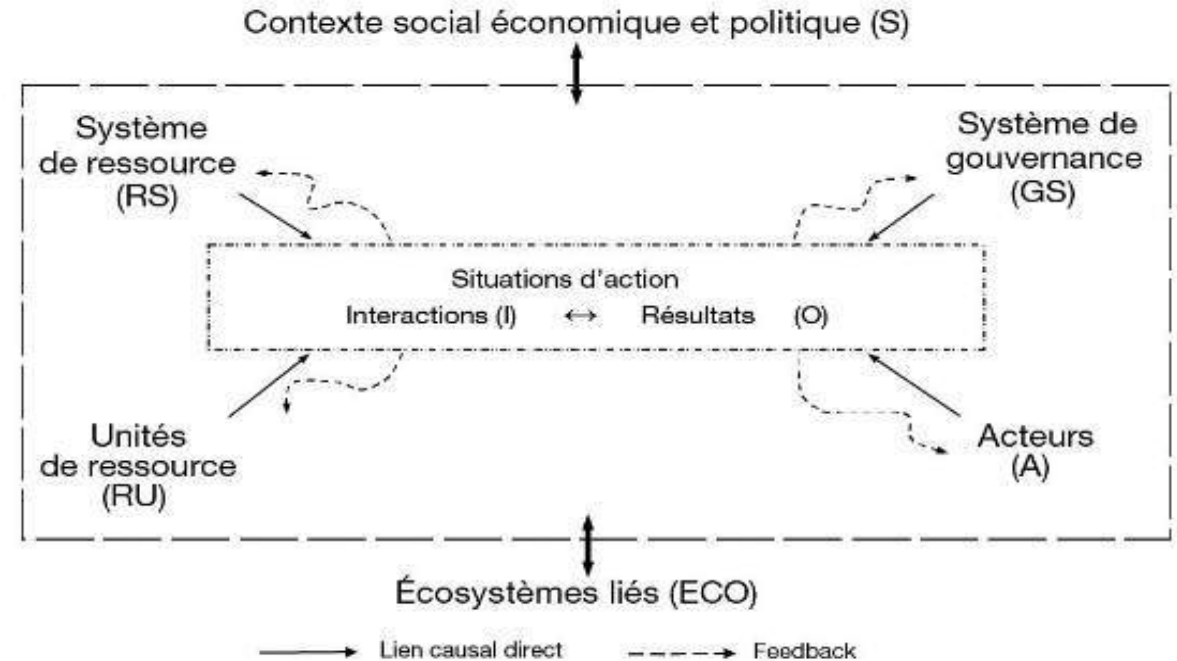
# Le cadre IAD/SES comme outil d'analyse des cadres normatifs pour la gestion des communs

- **Le projet GingKo** : vise à examiner :
  - les différentes stratégies développées par les systèmes d'IG dans le contexte de la transition agroécologique (évolution des cahiers des charges, des systèmes de production et des pratiques, certifications environnementales ou biologiques, etc.)
  - les défis socio-économiques spécifiques des IG pour aller vers des systèmes socio-écologiques plus durables.
- **Proposition de recherche** : construire un cadre d'analyse
  - basé sur **le cadre IAD/SES d'Ostrom (2009)** pour étudier la gestion des communs de connaissances
  - adapté à l'étude des transitions agro écologiques.
- **Hypothèses** :
  - **une analyse fine des processus** à l'œuvre et en particulier de la mobilisation des ressources dans les processus est nécessaire.
  - les trajectoires de la transition agro-écologique dépendent fortement **des écosystèmes de la connaissance des IG**, définis ici comme des " communs de la connaissance" (Mazé, 2023).

# Le cadre IAD/SES comme outil d'analyse des cadres normatifs pour la gestion des communs

La mobilisation du concept de « Communs de connaissances » (Hess et Ostrom, 2006) pour les indications géographiques nous permet d'étudier :

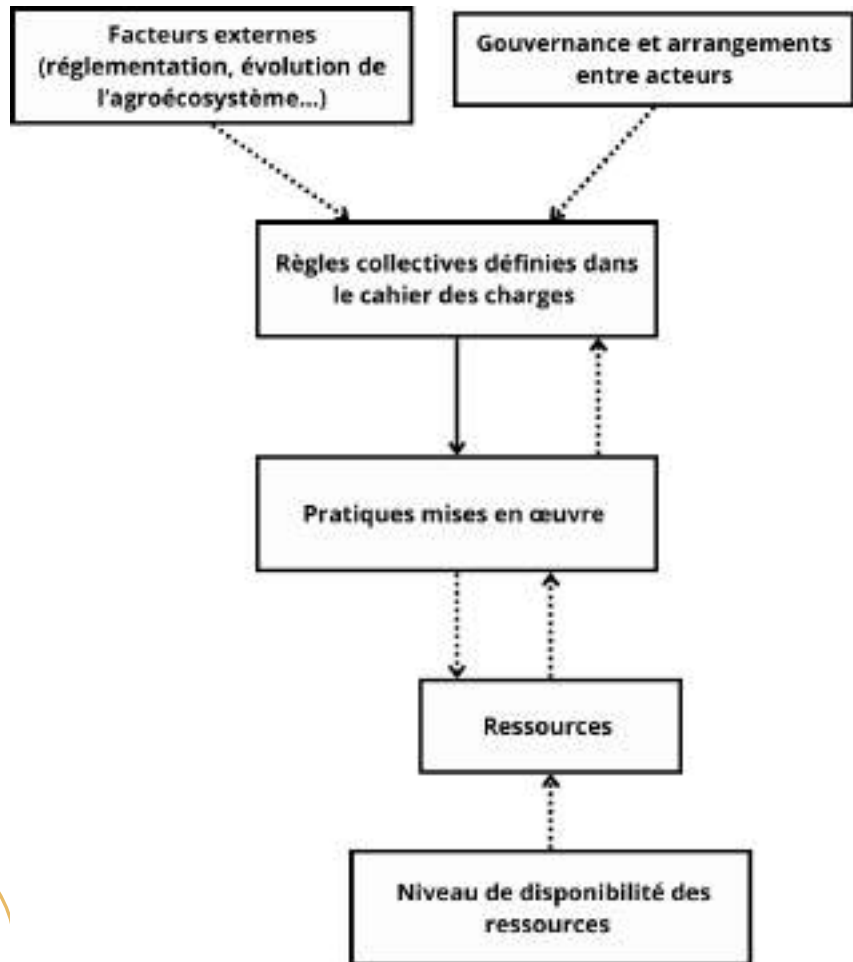
- **Les savoirs, connaissances, savoir-faire collectifs ou individuels partagés**
- **La ou les communautés d'acteurs** qui possèdent, créent et échangent ces connaissances et ces savoirs ;
- **Les règles formelles ou informelles** qui reposent sur la transmission et le renouvellement des connaissances mobilisées dans les IG.



Cadre IAD/SES, Ostrom 2009. (Traduction issue de : "Une troisième voie entre l'Etat et le marché." Editions Quae)



# Le cadre IAD/SES comme outil d'analyse des cadres normatifs pour la gestion des communs



- Le cadre IAD/SES permet de mettre en perspective les différentes attentes des acteurs concernant l'évolution du cahier des charges, **d'identifier les connaissances et les savoirs qui sont discutés**, et le résultat de ces discussions c'est-à-dire ce qui finit par être intégré au non ou cahier des charges.
- Il permet aussi **d'évaluer autrement les ressources et les pratiques** associées, pour comprendre ce qui fait « commun de connaissances » afin de lire le rôle des IG comme leviers pour la TAE. Le cadre IAD/SES nous invite à **considérer de manière conjointe les ressources et leur disponibilité mais aussi leur renouvelabilité**.

# Adapter ce cadre à l'analyse des transitions AE des systèmes sous indications géographiques

- **Une application dynamique sur le temps long**, afin d'identifier les possibles leviers pour les transitions agroécologiques et d'analyser les processus dans lesquels ils sont imbriqués.
- **Une adaptation aux pratiques des agrosystèmes des IG** afin de caractériser le système de ressource (RS) et leurs effets sur les unités de ressources (RU) en ayant en tête les finalités liées à la caractérisation des processus de transitions agroécologiques

Ce cadre adapté devra nous permet (1) d'identifier les situations d'action, les acteurs impliqués et les résultats associés (2) d'identifier les changements dans les composantes du système IG.

Une dizaine d'études de cas mobilisent actuellement ce cadre, et devront nous permettre de **réaliser une analyse comparative des stratégies, trajectoires et tendances émergentes en matière de transition agro-écologique** au sein des IG en France et discuter de leur positionnement par rapport aux dynamiques en cours dans d'autres pays.



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attention**

# Sources

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ANR-22-CE55-0011





# CLIMATE CHANGE E SOSTENIBILITA': L'IMPATTO SULLA PRODUZIONE DOP E IGP

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*Prof.ssa Alessandra Di Lauro, Università di Pisa, Italia*

# RISCHI CLIMATICI E SOSTENIBILITA'

## Rischi climatici

sfidano le nostre conoscenze e percezioni e richiedono un cambiamento di prospettiva a causa delle loro caratteristiche:

- rischi globali
- non accidentali
- Incerti
- irreversibili
- incompatibili con l'ideologia del progresso
- caratterizzati da ostacoli cognitivi legati alla percezione dei rischi

## Sostenibilità

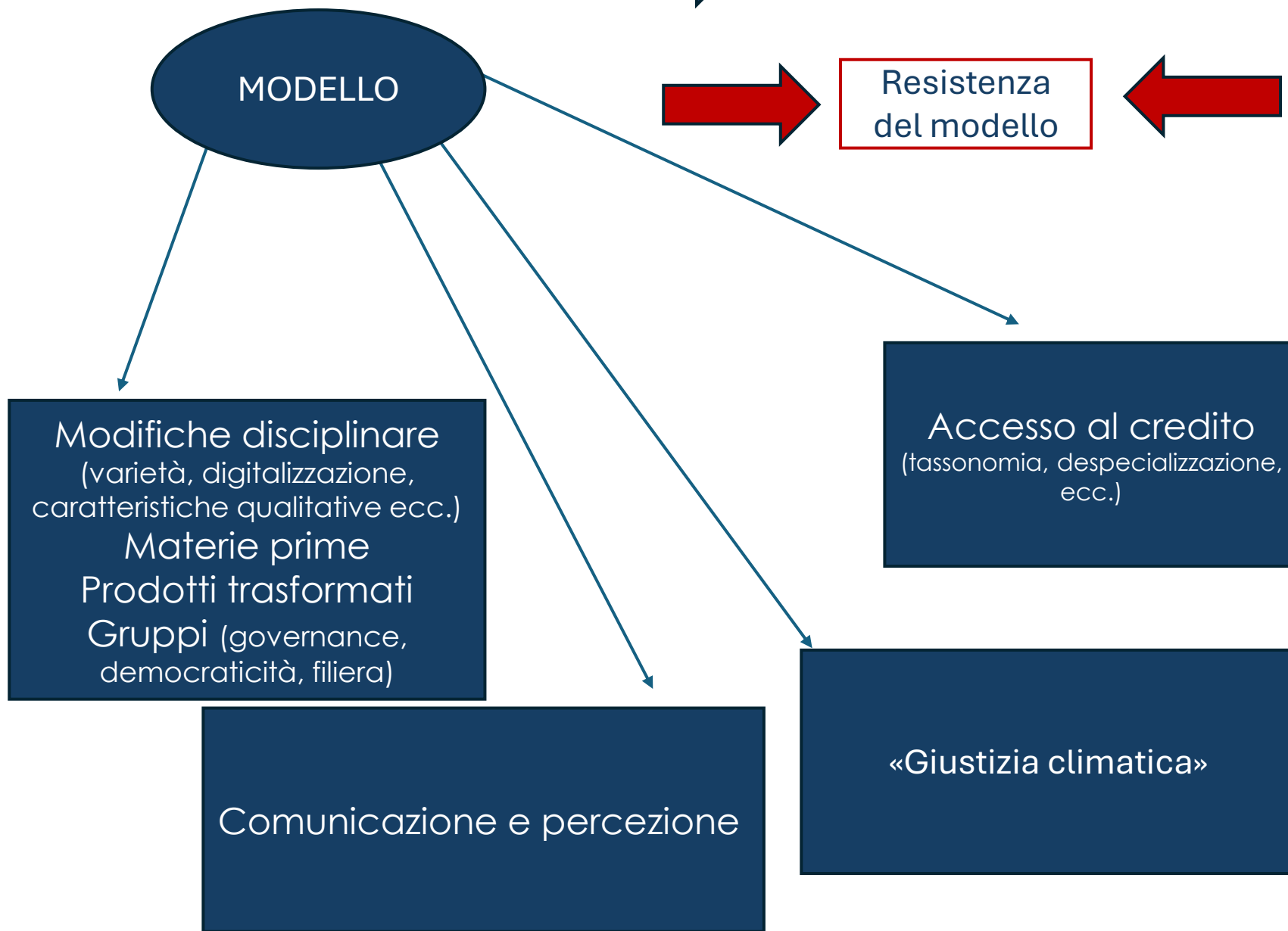
- Dimensioni (economica, ambientale, sociale, culturale, governance...)
- Approcci: plurisettoriali, olistici, frammentati
- Gerarchia dei valori e interessi
- Indicatori





Integrazione nel quadro normativo (Reg. UE 1143/2024 e Regg. UE 26/27/28/29 del 2025)

Cambiamento climatico e Sostenibilità



# CAMBIAMENTO CLIMATICO, SOSTENIBILITA' e DOP e IGP



# DOP E IGP: SOSTENIBILITA' E CREDITO

Carmignani, Di Lauro 2025

**Sostenibilità e credito. Una relazione necessaria**

**I limiti del credito bancario**

**Le esigenze dell'agricoltura di qualità sostenibile tra despecializzazione del credito e ricorso a canali di finanziamento non bancari**

**I limiti del finanziamento pubblico**

**La necessità di ripensare il sistema dell'accesso al credito**



DIRETTIVA (UE) 2024/825 DEL PARLAMENTO EUROPEO E DEL CONSIGLIO

del 28 febbraio 2024

che modifica le direttive 2005/29/CE e 2011/83/UE per quanto riguarda la responsabilizzazione dei consumatori per la transizione verde mediante il miglioramento della tutela dalle pratiche sleali e dell'informazione

corretto funzionamento del mercato interno, sulla base di un **livello elevato di protezione dei consumatori e dell'ambiente**, e di compiere progressi nella transizione verde, è essenziale che i consumatori possano **prendere decisioni di acquisto informate** e contribuire in tal modo a modelli di consumo più sostenibili. Ciò implica che **gli operatori economici hanno la responsabilità di fornire informazioni chiare, pertinenti e affidabili**

giurisprudenza

indicatori

certificazioni

# DOP E IGP: SOSTENIBILITA' E COMUNICAZIONE



# DOP E IGP: SOSTENIBILITA' E GIUSTIZIA CLIMATICA

Carmignani, Di Lauro 2025

Greenpeace Nordic Ass'n v. Ministry of Petroleum and Energy (People v Arctic Oil)



Álvarez et al v. Peru  
"Álvarez y otros contra Perú"



Marco temporal



## Controversie climatiche

- Controversie emblematiche o simboliche
- Controversie concrete e precise
- Dimensioni penali, amministrative, civili, internazionali, tribali, ecc.

-Risoluzione 77/165, del dicembre 2022, sulla **protezione del clima per le presenti e future generazioni**

-Risoluzione 77/276 -firmata da 105 Stati, tra cui l'Italia, ma non dagli Stati Uniti, dalla Cina, dall'India, dalla Russia, dal Brasile e dal Giappone

Resolution Requesting International Court of Justice Provide Advisory Opinion on States' Obligations Concerning **Climate Change**, 77 Session, GA/12497, 29 marzo 2023.

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grazie



**snfia**

## **International Conference on GIs in Rome – 18th-21st February 2025 - Parallel Session 1 a**

**IG agritech e cambiamento climatico: una strategia per la  
protezione assicurativa agevolata del rischio**

**Centro Studi SNFIA – Autori Roberto Casalino e Carmine D’Antonio  
– Speaker Carmine D’Antonio**

**Competenza, fiducia,  
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## Il contesto

1. Le crescenti sfide delle calamità naturali alle IGs in Italia
2. Sostenibilità, rischi e danni catastrofici nel settore agricolo italiano
3. L'assicurazione agevolata per l'adattamento all'incertezza
4. Lotta alla sottoassicurazione per un sistema IGs più sostenibile e solidale
5. Per una nuova strategia in Italia e nella UE

La governance assicurativa dei rischi in agricoltura colloca l'Italia tra le eccellenze a livello mondiale. La nostra ricerca prende le mosse da questa evidenza, confermata da dati incontrovertibili e ha la finalità di contribuire ad elaborare una visione coerente e aggiornata della sostenibilità nel settore primario italiano.

L'indagine abbraccia un asset temporale che va dal 2010 al 2023. La copertura dei dati riferiti all'Italia è stata realizzata grazie alla utilizzazione delle fonti istituzionali di ISMEA e ANIA.

Il sistema assicurativo italiano dei rischi agricoli, che presenta un'impronta volontaristica e basata sul contributo pubblico sui premi assicurativi, continua a mostrare una bassa resilienza complessiva, determinata da continue sollecitazioni che ne mettono sotto pressione gli equilibri. Questo aspetto specifico ha fatto da spunto allo studio, di cui commenterò, in sintesi le principali conclusioni.



# snfia 1. Le crescenti sfide delle calamità naturali alle IGs in Italia

Il comparto italiano dell'assicurazione dei rischi agricoli dal 2010 al 2023 non ha fatto registrare progressi nella sostenibilità economica e sociale, la principale causa di questo stallo è da attribuire alle calamità naturali che hanno fatto segnare diverse gravi battute d'arresto. Il 2017, il 2019 e il 2023 sono anni emblematici in tal senso.

Superati questi difficili periodi il comparto ha cominciato a reagire, cercando di recuperare la sua attitudine a resistere alle condizioni avverse e la sua propensione ad anticipare i trend di mercato, dimostrando di saper cogliere i segnali con anticipo.

Tre evidenze meritano di essere analizzate.

La prima. Nel periodo considerato vi è stato un forte sviluppo dei premi che hanno raggiunto 800 milioni di euro (+139%) e dei valori assicurati (+201%). Nel 2022 questi ultimi si sono incrementati del 9,1%, rispetto alla variazione dei quintali assicurati di solo l'1,6%, attestando che la crescita ha solo in parte favorito la maggiore penetrazione delle assicurazioni nel settore primario.



## 2. Sostenibilità, rischi e danni catastrofici nel settore agricolo italiano

L'incremento è riferibile principalmente alle produzioni agroalimentari con indicazione geografica (IGs). In Italia sono assicurate circa 70 mila aziende agricole e il 10% della superficie coltivata. Va considerato come un fatto positivo che gli eventi climatici estremi abbiano riguardato solo una parte del territorio italiano.

Seconda evidenza. La ricostruzione storica indica che il saldo del conto tecnico dei rischi agricoli, è stato negativo 8 anni su 14 e in valore assoluto pari a -752 milioni di euro, evidenziando la vulnerabilità delle produzioni agricole.



## 2. Sostenibilità, rischi e danni catastrofici nel settore agricolo italiano

Terza evidenza. Negli anni più recenti il comparto dei rischi agricoli ha registrato più volte una perdita per eventi climatici estremi, particolarmente temuti dagli assicuratori di tutto il mondo. Durante l'ultima programmazione PAC 2014-2022 il saldo tecnico dei rischi agricoli è stato negativo per 430 milioni di euro, escludendo il 2017 il risultato è negativo per 87 milioni, indicando una forte volatilità della redditività netta, che si presenta comunque negativa. In particolare, nel periodo 2020-2023 il saldo tecnico dell'assicurazione dei rischi agricoli è negativo per 188 milioni, che evidenzia un aggravarsi dei rischi per la continuità delle produzioni agricole.

Questa prima conclusione cui siamo pervenuti, merita una riflessione anche in prospettiva, perché ci fa comprendere quanto l'incertezza dovuta alle catastrofi naturali, sempre più di maggiore frequenza, severità e imprevedibilità, condiziona le scelte strategiche di politica e i trend di sviluppo del settore.



### 3. L'assicurazione agevolata per l'adattamento all'incertezza

Il Centro Studi SNFIA ha inteso con il suo lavoro sottolineare la necessità di attuare l'innovazione di prodotto e di processo, quale strumento imprescindibile, utile a rafforzare gli anticorpi di un sistema che deve reggere l'impatto di possibili scenari negativi, dimostrando elasticità e prontezza nella messa in campo di soluzioni finalizzate ad abbreviare i tempi di recupero della sostenibilità.

In ragione delle suddette considerazioni riteniamo debba aprirsi una nuova fase di concertazione tra le istituzioni comunitarie e nazionali con il partenariato, al fine di ristabilire un clima di fiducia e creare nuove opportunità di lavoro sicuro e redditizio nel settore primario.



### 3. L'assicurazione agevolata per l'adattamento all'incertezza

Un fattore critico da analizzare è individuabile nei disequilibri territoriali e colturali nell'assicurazione dei rischi agricoli, che potrebbero aggravare i bassi parametri di sostenibilità del sistema richiamati prima. I quintali di produzione assicurati in Italia nel 2022 sono pari a 291,4 milioni e si concentrano per il 78% nelle prime 4 regioni (Lombardia, Emilia-Romagna, Veneto e Piemonte). I quintali risarciti a livello nazionale nel 2022 sono 10,8 milioni e si concentrano per il 66% nelle prime 4 regioni (Lombardia, Emilia-Romagna, Veneto e Piemonte).

L'incidenza delle Regioni italiane del Sud e Isole (8 regioni su 20) sul totale nazionale dei quintali assicurati è pari all'11,3% mentre in termini di quintali risarciti è del 19,2%. Vi sono regioni in cui i valori assicurati sono particolarmente concentrati su alcune colture. La Toscana e il Veneto sono concentrate sull'uva da vino, il Trentino A.A. sulle mele.



### 3. L'assicurazione agevolata per l'adattamento all'incertezza

Dall'analisi dei dati ISMEA e ANIA relativi alle coperture assicurative agevolate e non agevolate dei rischi agricoli emerge il quadro storico della sostenibilità o meno dell'assicurazione, per coltura e territorio.

Il superamento ogni anno del record delle tariffe agevolate per la copertura dei rischi agricoli, assume un carattere di criticità e sarebbe necessario immediatamente invertire questo andamento, controllando i parametri tecnici per la rispondenza ai livelli desiderati di copertura assicurativa dei rischi agricoli.

In questo quadro le imprese assicurative hanno un ruolo importante se vogliono praticare azioni efficaci in risposta alla necessità di riposizionarsi socialmente con una politica più chiaramente volta a modificare in senso maggiormente inclusivo il meccanismo di accesso ai prodotti e ai servizi assicurativi, compreso quello relativo al trasferimento di informazioni sui rischi. La logica da mettere in atto è quella della concertazione pubblico-privato, nell'ottica della realizzazione di un progetto di sistema in grado di integrare concretamente le finalità sociali, iscritte nei compiti dello Stato (Piano Strategico PAC), e di dare concrete risposte al bisogno emergente della tutela del reddito degli agricoltori, correlato al rischio crescente dei danni catastrofici alle colture. In questa ottica va ricordato che l'assicurazione agevolata dei rischi agricoli è un prodotto che si vende non si compra e richiede alta responsabilità sociale.





## 4. Lotta alla sottoassicurazione per un sistema IGs più sostenibile e solidale

Un interrogativo cruciale riguarda il problema della sottoassicurazione agevolata dei rischi agricoli. Da dove cominciare? A nostro giudizio bisognerebbe partire dalla ricerca da parte del sistema pubblico e privato di una convergenza su un supporto normativo che contempli nuove strategie sugli strumenti per innovare la capacità assuntiva dei rischi agricoli.

Un esempio per tutti: il Fondo pubblico AgriCat non copre il pericolo grandine, che è il rischio assicurativo catastrofe più importante del settore agricolo, ma questo richiederebbe modifiche normative e un notevole incremento dei contributi pubblici. Governare i rischi catastrofici significa, inoltre, cambiare la prospettiva su quali misure di prevenzione dei rischi e mitigazione dei danni causati da catastrofi naturali va operata per tipo di pericolo.



## 4. Lotta alla sottoassicurazione per un sistema IGs più sostenibile e solidale

I cambiamenti climatici in atto richiedono necessariamente l'adozione di strumenti preventivi per la gestione dei rischi e del supporto alle scelte dell'agricoltore per orientarsi verso produzioni più resilienti.

Sarebbe opportuno che l'UE finanziasse con i privati un programma più ambizioso di costruzione di infrastrutture resilienti e per la mitigazione dei rischi catastrofici a livello nazionale prima e dopo la catastrofe, in modo da favorire le misure di prevenzione dei rischi futuri per tipo di pericolo.

La politica avrà un ruolo decisivo, perché chiamata a un puntuale presidio e governo del territorio. In questa dinamica le compagnie fanno da contraltare avendo anche il compito di segnalare situazioni ad alto rischio a chi esercita la funzione pubblica di rappresentanza.



## 4. Lotta alla sottoassicurazione per un sistema IGs più sostenibile e solidale

La disponibilità per il mercato dei dati del Fondo AgriCat potrebbe facilitare l'innovazione e permettere la costruzione di nuovi prodotti/servizi di assicurazione. Si potrebbe puntare, come elemento di svolta, anche sulla microassicurazione di superfici coltivate per ettaro, basata su polizze parametriche multirischio pluriennali agevolate stipulate mediante *smart contract* e *blockchain* per le avversità/garanzie previste dal Piano annuale per la gestione dei rischi in agricoltura (PGRA). Queste polizze possono risultare adeguate alle esigenze della clientela locale e tali da garantire la disponibilità e l'accessibilità economica dell'assicurazione.

## 5. Per una nuova strategia in Italia e nella UE

La sfida di un sistema avanzato di gestione dei rischi in agricoltura in Italia, soprattutto per le produzioni IGs, presenta una lunga tradizione e può contare su un ampio ventaglio di soluzioni agevolate assicurative-mutualistiche, co-riassicurative, riassicurative, oltre che su interventi pubblici ex-post. I nuovi rischi catastrofali in agricoltura richiedono, tuttavia, una soluzione a livello dell'Unione Europea (UE), fermo restando che a livello nazionale il dialogo costruttivo tra gli stakeholders sarà decisivo per la stesura del PGRI nei prossimi anni, che traguarderà obiettivi sempre più ambiziosi.

Purtroppo, l'offerta di coperture per i rischi agricoli da parte delle compagnie per i rischi assicurativi catastrofali non si sta sviluppando come le nuove esigenze climatiche richiederebbero; i riassicuratori si stanno ritirando da alcuni mercati e rischi.



## 5. Per una nuova strategia in Italia e nella UE

Un esempio praticabile da prendere in considerazione sarebbe la creazione di uno strumento di riassicurazione pubblica volontaria a livello dell'UE di ultima istanza (con possibilità di trasferire i rischi ai mercati finanziari). Tale strumento potrebbe aumentare la capacità assuntiva di copertura assicurativa agevolata per i rischi di catastrofe naturale nazionali e contribuire ad una maggiore diffusione di prodotti assicurativi agevolati presso gli agricoltori italiani e europei. L'aumento del livello di mutualizzazione dei rischi porterebbe anche benefici sulle tariffe praticate agli agricoltori.

## 5. Per una nuova strategia in Italia e nella UE

In un mondo digitalizzato e geopoliticamente instabile, la continuità delle produzioni agricole IGs e la loro competitività passa anche attraverso un solido ecosistema di gestione del rischio. Il ragionamento fin qui condotto è valido anche per altre realtà geografiche.

In conclusione, lo studio vuole richiamare l'attenzione sui più alti livelli istituzionali e sul ruolo delle parti sociali. Rendere sostenibile la grave precarietà e incertezza nel settore agricolo, determinata dall'esposizione a crescenti rischi catastrofici, che possono causare la crisi di molte aziende, è un imperativo categorico. Tutti devono avere il cibo per sfamarsi, stiamo parlando di un diritto universale iscritto nei bisogni primari, che va ottemperato ad ogni latitudine del Pianeta. Teniamolo bene a mente.



**Grazie per l'attenzione**

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**Competenza, fiducia,  
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# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY



New Genetic Techniques (NTGs) and their  
Perspectives for Geographical Indications  
Sustainability.

*Innovations in the Grapevine sector.*

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# Challenges of GIs & NGTs



## Premises

- Climate change, biodiversity loss, landscape degradation, and migration—along with the loss of traditional knowledge—pose risks to the long-term sustainability of grapevine GIs, potentially undermining their resilience and authenticity.
- On 13 May 2024, the new EU Regulation on GIs recognises sustainable practices: “producers will now be able to valorise their actions regarding environmental, economic, or social sustainability”.
- The current grapevines genotypes are not able to adjust to the rapid changes needed.

- NGTs are new advanced biotechnological techniques.
- They allow DNA to be edited more precisely and more quickly than conventional breeding methods or established genomic techniques (EFSA).
- NGTs are distinguished between two main categories (NGT1+2) according to the level and type of editing/mutation.

Traditional genetic improvement in grapevines can introduce new characteristics in the resulting hybrids, potentially leading to the loss of unique varietal traits typical of GIs.

Instead, NGTs (1 in particular) allow for the preservation of the original genotype and better adaptability to biotic and abiotic stresses.

# Legislative and policy development



## Italy

- Proactive approach to NGT to overcome the legislative vacuum at EU level through an amendment to a Legislative Decree. (Art. 9-bis, Legislative Decree after Law 13 June 2023, n. 68, G.U. 13/06/2023, n. 136). The decree allows to experiment NGTs in the field (until December 31, 2025).
- Studies are ongoing on some well-known wine varieties (Chardonnay, Nebbiolo, Valpolicella, etc. ) to ameliorate the tolerance to fungal pathogens without intervening on the organoleptic qualities, and other appreciated characteristics.
- On January 31, 2025. *Manifesto* of major Italian Agricultural Trade Unions.

## European Union

- July 2023: EC proposes a NGT regulatory framework.
- The European Parliament approved it with some changes.
- Member states negotiations: ongoing.

# Conclusion

The deregulation of NGTs (Category 1) by the European Union and Italy represents a pivotal shift towards more flexible and innovative approaches in grapevine breeding.

- NGTs could be used to increase GIs sustainability and safeguard them.
- The complexity of the matter, including public prejudices and confusion with GMOs, and the intrinsic nature of grapevines should be factors to be considered.

N.B. Closely monitor the outcomes of the ongoing field experiments on grapevines and ensure that the benefits are aligned with both environmental and consumer safety standards.

If field experiments confirm the success of NGTs, their applicability to GIs could be further developed and regulated.

Our ongoing study conducted with a questionnaire among Italian researchers and producers in the grapevine sector is starting to show the difficulty of communicating what NGTs really are.





Thank you  
for your kind attention!

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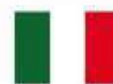
MINISTERO DELL'AGRICOLTURA  
DELLA SOVRANITÀ ALIMENTARE  
E DELLE FORESTE



**PRODOTTI DOP, IGP E BIOLOGICI.**  
*PROGRAMMI DI SENSIBILIZZAZIONE  
NELLE SCUOLE E ATTIVITÀ DI  
INFORMAZIONE AL CONSUMATORE*

*Roma, 18 febbraio 2025*





## Introduzione ai Programmi

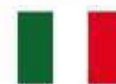
I Programmi "*Frutta e Verdura nelle scuole*" e "*Latte nelle scuole*" sono stati sviluppati con l'obiettivo primario di **promuovere e sostenere lo sviluppo di abitudini alimentari salutari tra gli alunni delle scuole primarie.**

Le iniziative mirano ad informare i bambini sull'importanza di una dieta equilibrata e ricca di nutrienti fin dalla tenera età, **fornendo loro accesso regolare a prodotti di qualità come frutta e verdura e i prodotti lattiero caseari.**



LATTE  
NELLE  
SCUOLE

Nelle slides successive verranno presentate le **principali novità introdotte per l'annualità 2024/2025.**



# Contributo al 100% - Tempistica anticipata - sostenibilità ambientale

Per l'annualità  
**2024/2025** sono state  
introdotte **le**  
seguenti **novità**

MODIFICA DEL DM n.  
597556 DEL 26  
ottobre 2023 CON IL  
DM 460694 DEL 18  
SETTEMBRE 2024

CONTRIBUTO PER I  
SOGGETTI ATTUATORI  
AL 100% DELLE SPESE  
SOSTENUTE (E NON  
PIU' AL 90%)

PUBBLICAZIONE  
DELL'AVVISO AD  
OTTOBRE 2024

L'ESTENSIONE DEL  
PERIODO DI  
ATTUAZIONE CONSENTE  
DI AMPLIARE LA  
VARIETÀ E TIPOLOGIA  
DI PRODOTTI  
ORTOFRUTTICOLI  
PROPOSTI AI BAMBINI  
E DI GARANTIRNE LA  
SOSTENIBILITÀ

PER LA PRIMA VOLTA  
IL MINISTERO  
PROMUOVE IN MANIERA  
DECISA LA  
SOSTENIBILITÀ  
AMBIENTALE

SONO PREVISTI  
PUNTEGGI PREMIALI  
PER SOLUZIONI DI  
IMBALLAGGIO PIÙ  
ECOLOGICHE  
RISPETTO ALLA  
BIOPLASTICA  
(CARTA, CARTONE,  
RETI, POLPA DI  
LEGNO ETC.)

## Prodotti certificati BIO/DOP/IGP e di prossimità

Per la prima volta sono indicate percentuali minime obbligatorie di prodotti biologici, DOP, IGP, territoriali e, per la quota restante rispetto al biologico e ai prodotti certificati DOP e IGP, di prodotti da produzione integrata certificata (SQNPI) o da regimi equivalenti



Fornitura di almeno il 10% di prodotti biologici sul totale dei prodotti distribuiti agli alunni partecipanti al Programma FVNS



Fornitura di almeno il 20% di prodotti DOP/IGP sul totale dei prodotti distribuiti agli alunni partecipanti al Programma FVNS



Fornitura di almeno il 10% di prodotti biologici, DOP/IGP sul totale dei prodotti distribuiti agli alunni partecipanti al Programma LNS

Fornitura di almeno il 20% di prodotti provenienti da coltivazioni della regione di destinazione dell'ambito territoriale a cui si partecipa per il programma FVNS e applicazione di criteri premiali per chi propone prodotti di prossimità per il Programma LNS



## Sviluppo delle misure di accompagnamento

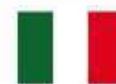
Le c.d. misure di accompagnamento sono state implementate per aumentare la capacità attrattiva e di coinvolgimento delle attività e per incoraggiare i bambini al consumo di frutta e verdura e di prodotti lattiero caseari, attivando e accompagnando la naturale propensione dei bambini a percepire la realtà con tutti i principali sensi propri dell'età evolutiva.

- orti scolastici
- visite a fattorie, aziende didattiche o aziende ortofrutticole
- corsi di degustazione
- corsi di formazione
- laboratori sensoriali
- giochi o attività ludico-didattiche
- prodotti editoriali per bambini (libri con favole o fumetti sulla corretta

**1****Misure obbligatorie**

(materiale informativo, materiale promozionale)

**2****Misure da garantire ad almeno il 25% dei bambini coinvolti nel progetto**



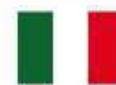
## Individuazione dei beneficiari

### BENEFICI ATTESI

- 1 Qualità dei prodotti distribuiti
- 2 Sostenibilità e promozione di consumi di prossimità
- 3 Miglioramento delle attività di informazione
- 4 Miglioramento delle soluzioni di logistica e sostenibilità degli imballaggi

### BENEFICI OTTENUTI

- 1 28,13% di prodotti ortofrutticoli biologici  
44,95% di prodotti ortofrutticoli DOP/IGP  
55% di prodotti lattiero caseari biologici o DOP/IGP
- 2 32,87% di prodotti ortofrutticoli provenienti dall'ambito territoriale di riferimento  
66,36% di prodotti lattiero caseari provenienti dall'ambito territoriale di riferimento
- 3 Realizzazione di almeno due misure di accompagnamento facoltative, rivolte al 100% della popolazione scolastica partecipante  
Prodotti di prossimità e soluzioni di logistica mirate alla sostenibilità. Prevalenza di pluriporzioni e proposta di imballaggi riutilizzabili e, nella maggioranza dei casi, anche biodegradabili. Svolgimento di attività di informazione sulla gestione dei rifiuti
- 4



# Qualità e provenienza dei prodotti FVNS

## Qualità e provenienza dei prodotti ortofrutticoli offerti

Prodotti provenienti dall'ambito  
territoriale di riferimento

32.87%

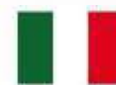
DOP e IGP

44.95%

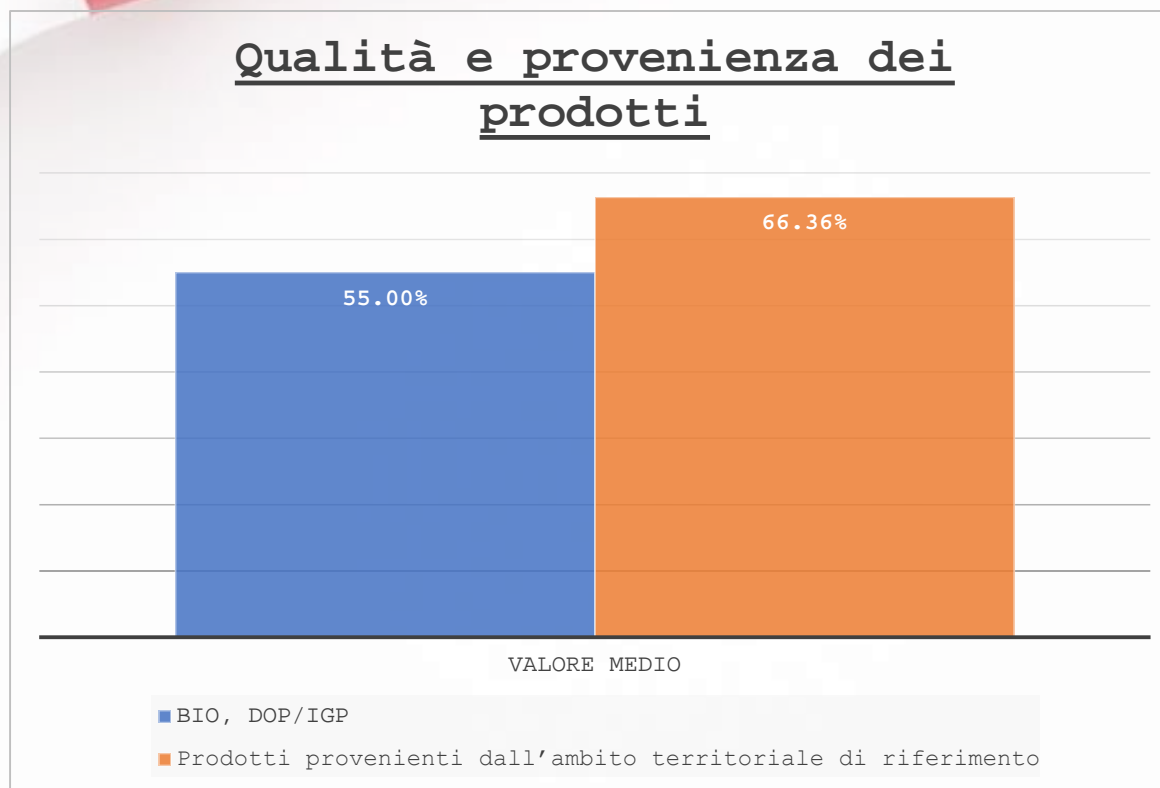
BIO

28.13%

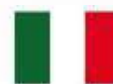
0.00% 5.00% 10.00% 15.00% 20.00% 25.00% 30.00% 35.00% 40.00% 45.00%



## Qualità e provenienza dei prodotti LNS







## Accordo di cooperazione MASAF-ISMEA, promozione prodotti DOP/IGP

### Informazioni sui prodotti DOP e IGP

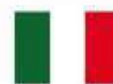
#### Maggiori ricadute sul piano

Riduzione della capacità di spesa dei consumatori, a causa del perdurare delle tensioni inflazionistiche.

della tenuta "reale" dei consumi dei prodotti di qualità certificata, a causa di una maggiore "rigidità" dei costi di produzione per il rispetto dei disciplinari e per l'impatto degli oneri accessori di certificazione e di adesione ai consorzi.

Considerando queste

circostanze, l'accordo di cooperazione con ISMEA, si è munito di un complesso piano di interventi di comunicazione il cui scopo è favorire una corretta informazione al consumatore sul ruolo e le caratteristiche delle produzioni di qualità, sui metodi di produzione e sul sistema dei controlli, anche per incentivare una corretta comprensione e valutazione del valore qualitativo delle produzioni in relazione ai prezzi di mercato.



# Accordo di cooperazione MASAF-ISMEA, promozione prodotti DOP/IGP

## Piano di intervento

- 1 Ideazione, produzione e veicolazione di uno spot istituzionale:** per promuovere i prodotti DOP e IGP, rivolto a un vasto pubblico di consumatori. Il messaggio, rafforzato da testimonial culturali o sportivi, mira a coinvolgere emotivamente anche i
- 2 Campagna di comunicazione istituzionale integrata:** per la diffusione dello spot e dei contenuti creativi sui principali media, secondo la ripartizione di cui all'art. 41 del D.lgs. 177/2005, privilegiando luoghi ad alta frequentazione e formati ad alto impatto
- 3 Campagna di comunicazione social:** per la disseminazione dei materiali creativi realizzati.
- 4 Attività di storytelling coinvolgente:** per valorizzare i prodotti DOP e IGP, e il loro legame con il territorio, attraverso iniziative ad hoc (p.e. podcast).
- 5 Partecipazione a fiere, manifestazioni e/o eventi culturali a larga diffusione:** che siano affini ai valori da veicolare (p.e. mostre d'arte, rassegne cinematografiche, eventi sportivi ecc.) o, comunque, che riguardino l'ambito di manifestazioni itineranti sull'intero territorio nazionale.



*Grazie per  
l'attenzione*



## Quale governance per le IG? Il caso delle filiere castanicole dei territori montani in Toscana

Crescenzi Angela  
Regione Toscana, Italia



# 32 prodotti DOP e IGP al 31/12/2023 1

## 6 Salumi

*Prosciutto Toscano DOP, Lardo di Colonnata IGP, Salamini Italiani alla Cacciatora DOP, Mortadella Bologna IGP, Mortadella di Prato IGP, Finocchiona IGP*

## 8 Ortofrutticoli

*Castagna del Monte Amiata IGP, Marrone del Mugello IGP, Farina di Neccio della Garfagnana DOP, Marrone di Caprese Michelangelo DOP, Farina di castagne della Lunigiana DOP, Fagiolo di Sorana IGP, Farro della Garfagnana IGP, Ciliegia di Lari IGP*

## 5 Oli extra vergini di oliva

*Olio extravergine di oliva Toscano IGP, Olio extravergine di oliva Chianti Classico DOP, Olio extravergine di oliva Terre di Siena DOP, Olio extravergine di oliva Lucca DOP, Olio extra vergine di Oliva Seggiano*

# 32 prodotti DOP e IGP al 31/12/2023 2

## 4 Prodotti da forno e pasticceria

Ricciarelli di Siena IGP, Panforte di Siena IGP IGP, Pane Toscanop DOP, Cantucci/Cantuccini Toscani IGP

## 3 Formaggi

*Pecorino Toscano DOP, Pecorino Romano DOP*

## 3 Carni

*Vitellone Bianco dell'Appennino Centrale IGP , Cinta Senese DOP, Agnello del Centro Italia IGP*

## 1 Fungo

*Fungo di Borgotaro IGP*

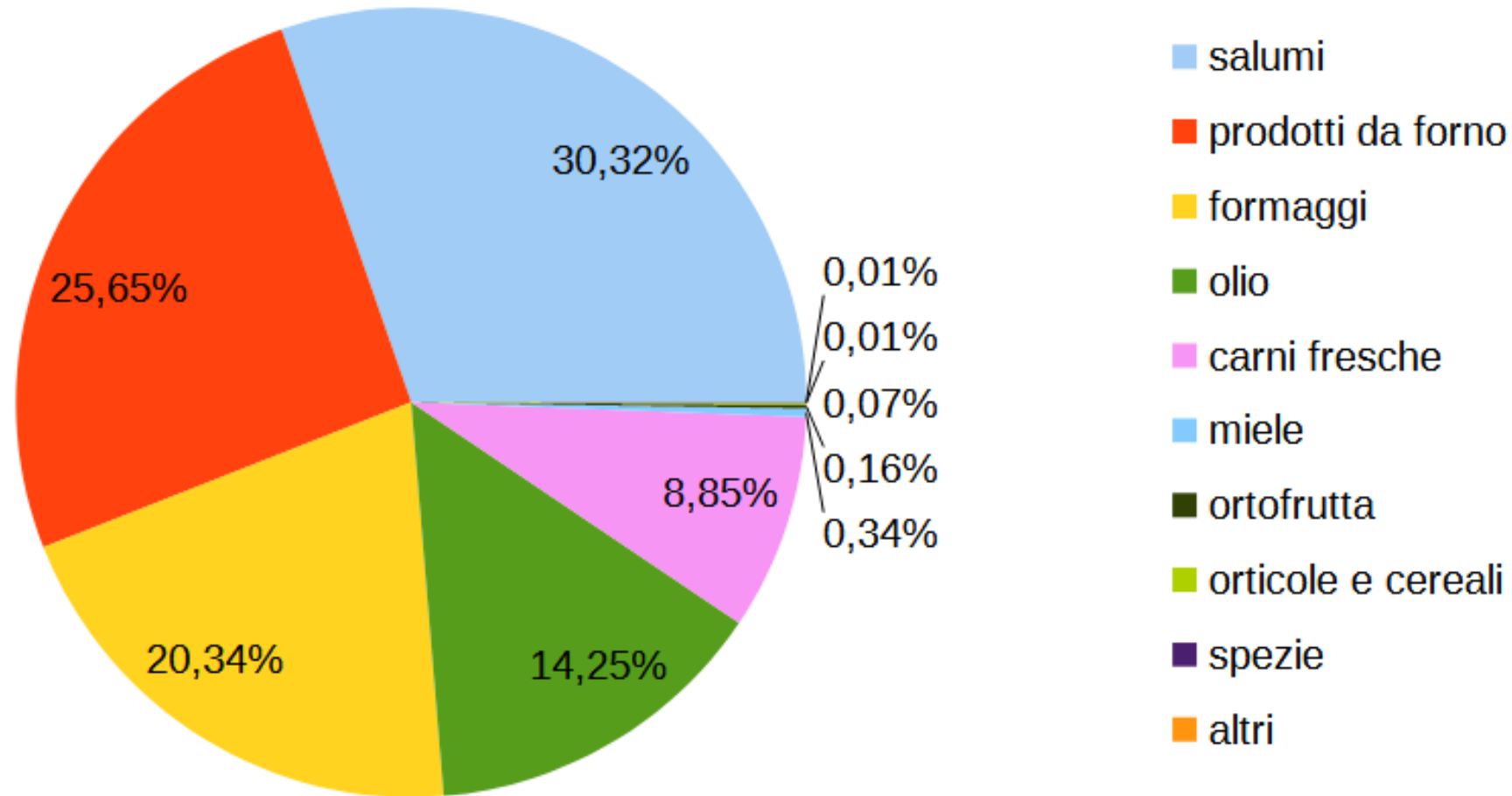
## 1 Miele

*Miele della Lunigiana DOP*

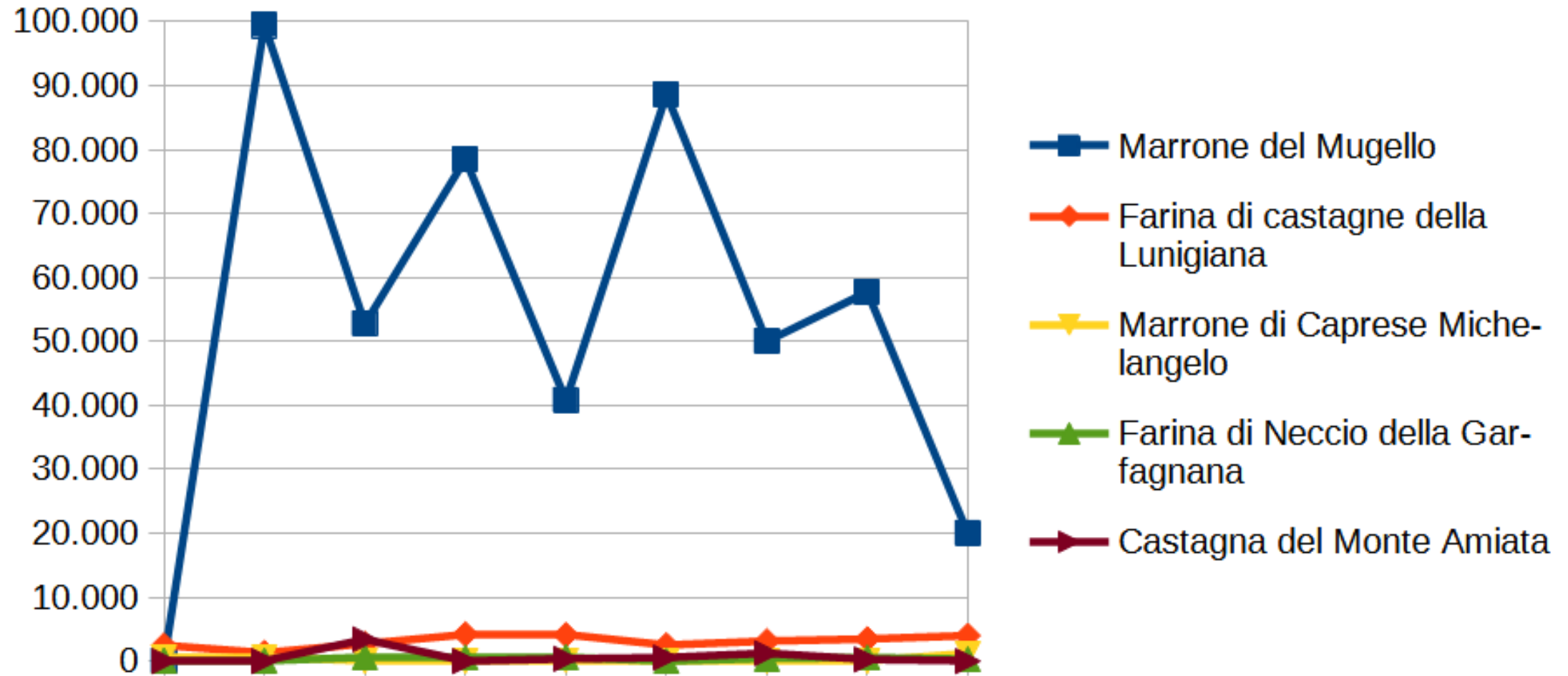
## 1 Spezie

*Zafferano di San Gimignano DOP*

## Valore alla produzione per categorie Anno 2023



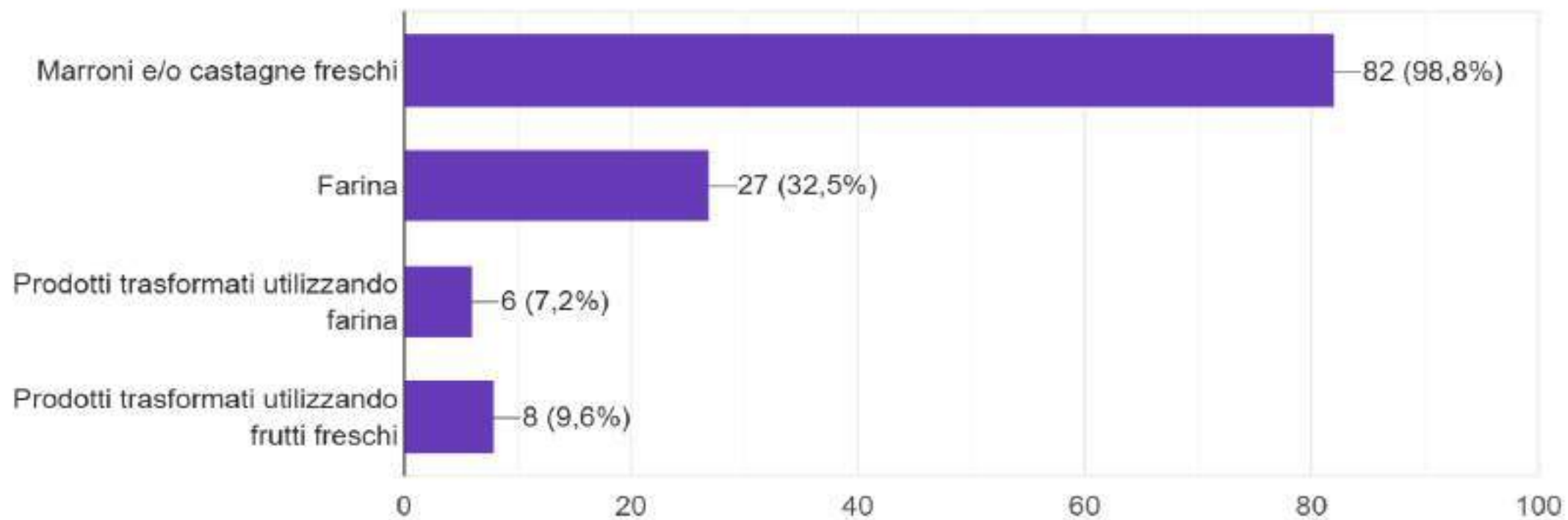
## Produzione quantità certificata (Kg) anni 2015 - 2023





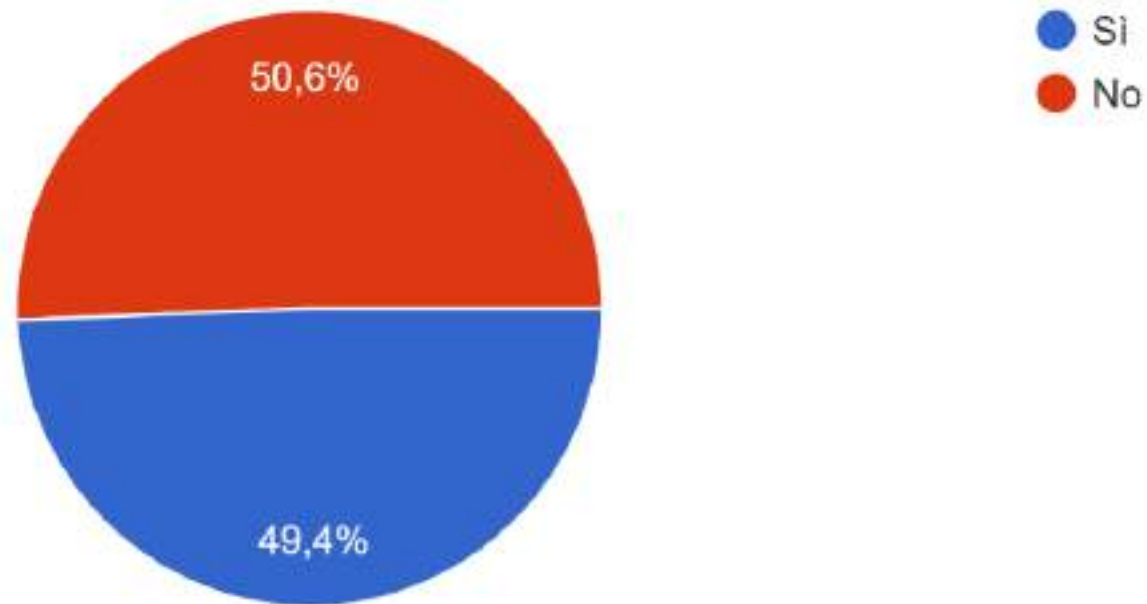
## Quali prodotti legati alla filiera castanicola tratta? Per favore, scelga tra una o più opzioni

83 risposte



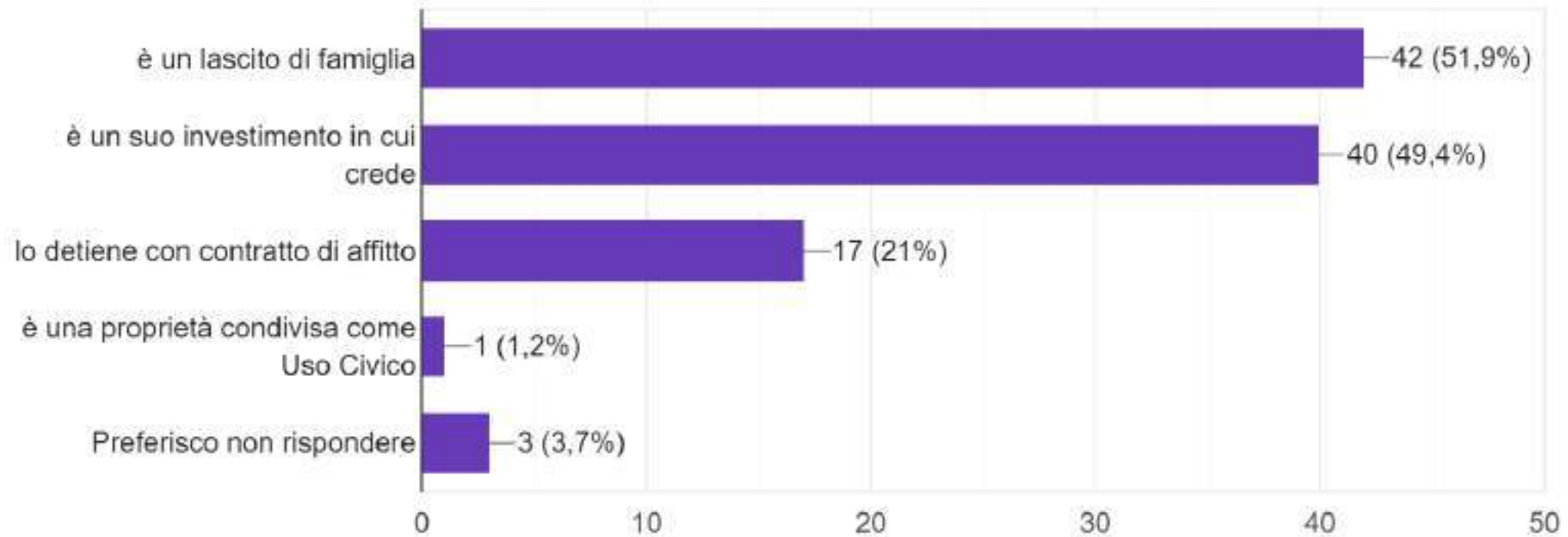
Oltre ai prodotti castanicoli, tratta altre produzioni? Per favore, scelga un'opzione

83 risposte



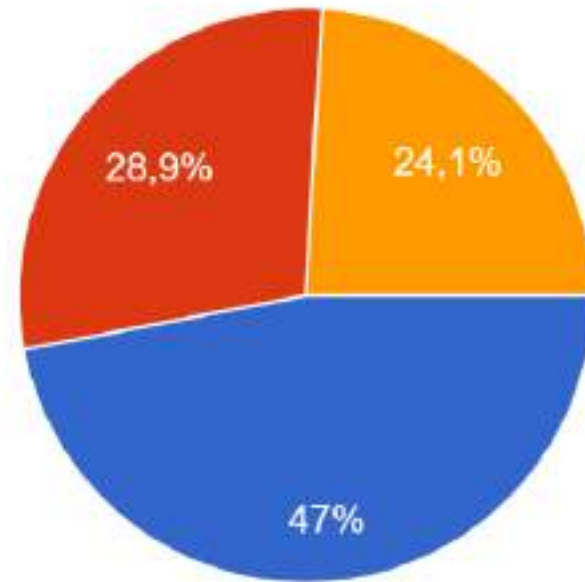
Se ha un castagneto, in che forma lo coltiva? (risposta facoltativa) Per favore, scelga tra una o più opzioni

81 risposte



In quale territorio svolge la sua attività? Per favore, scelga un'opzione

83 risposte

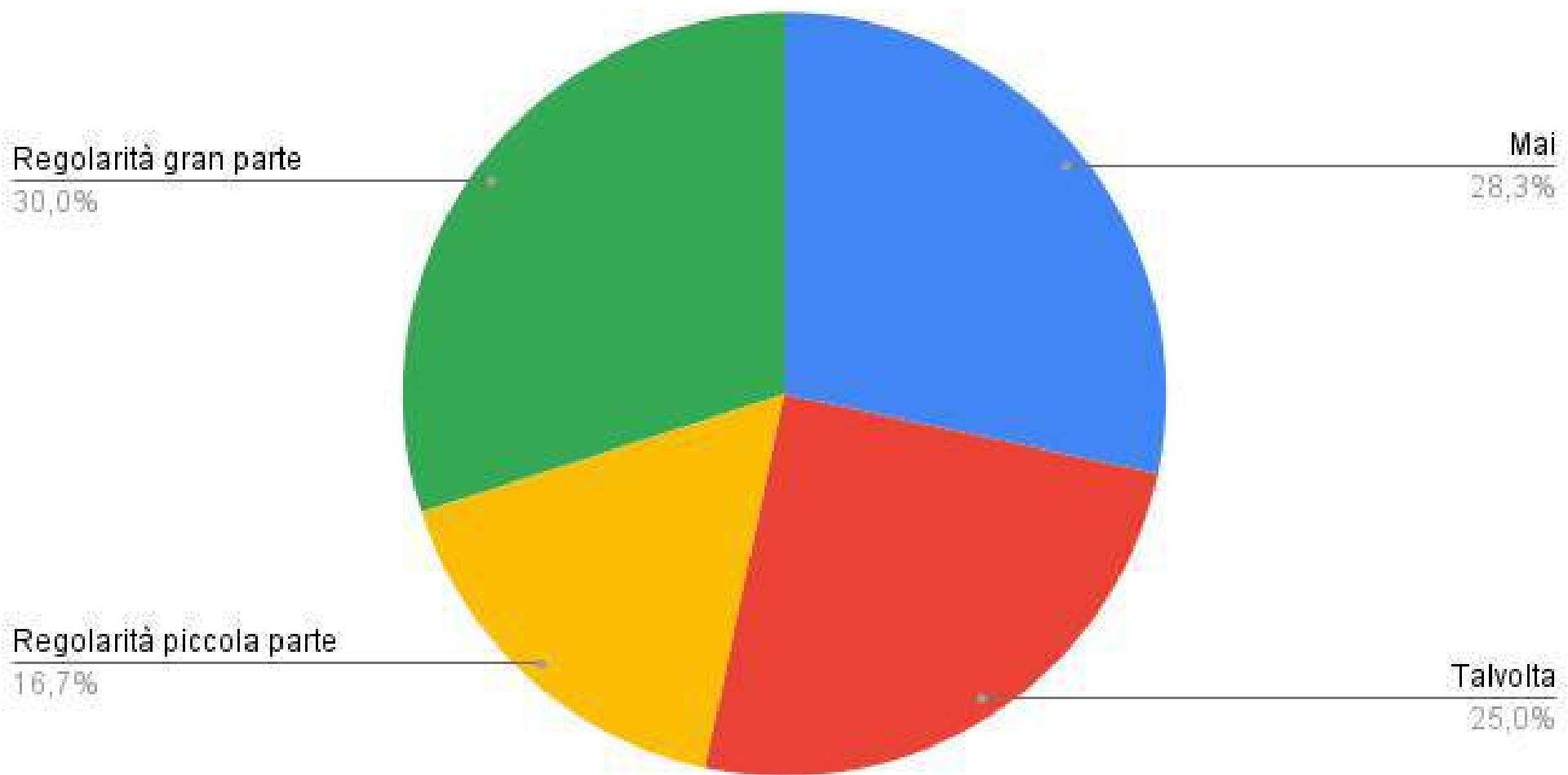


- Area di produzione del Marrone del Mugello Igp
- Area di produzione della Castagna del Monte Amiata Igp
- Area di produzione del Marrone di Caprese Michelangelo Dop



## Frequenza di utilizzo della DOP o IGP (2023)

86 rispondenti: 26 non iscritti, e 60 così ripartiti

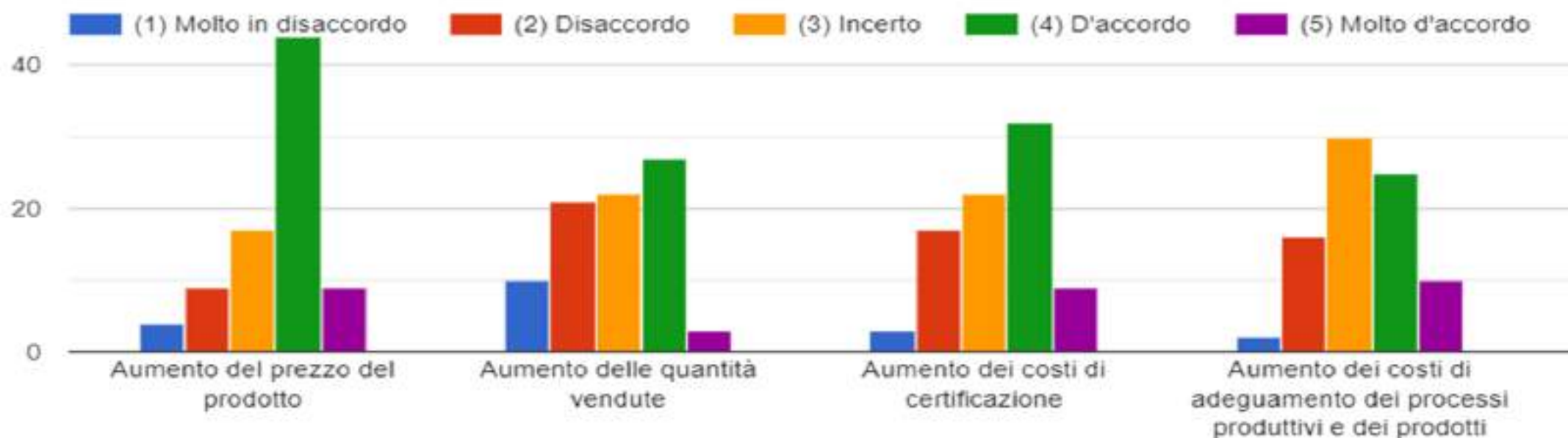


## L'UTILIZZO DELLA DOP/IGP GENERA I SEGUENTI EFFETTI:

Valuti le seguenti affermazioni relative all'IGP/DOP e al ruolo che essa svolge (o svolgerebbe nel caso la utilizzasse) sulla sua attività.

Per favore, risponda selezionando tra:

Molto in disaccordo (1), Disaccordo (2), Incerto (3), D'accordo (4), Molto d'accordo (5)

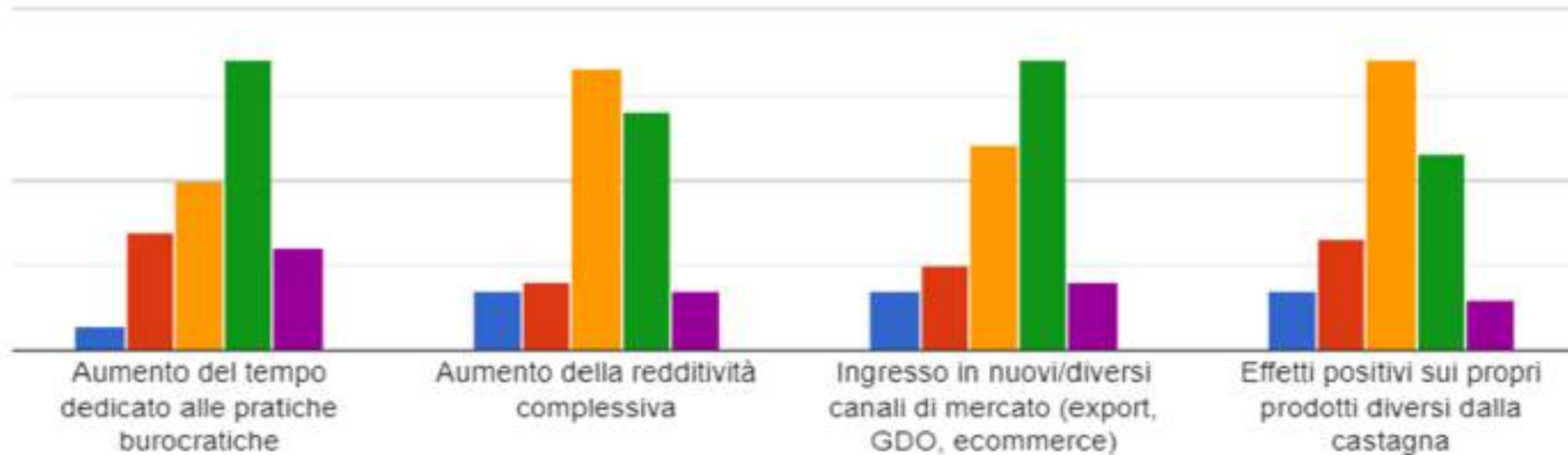


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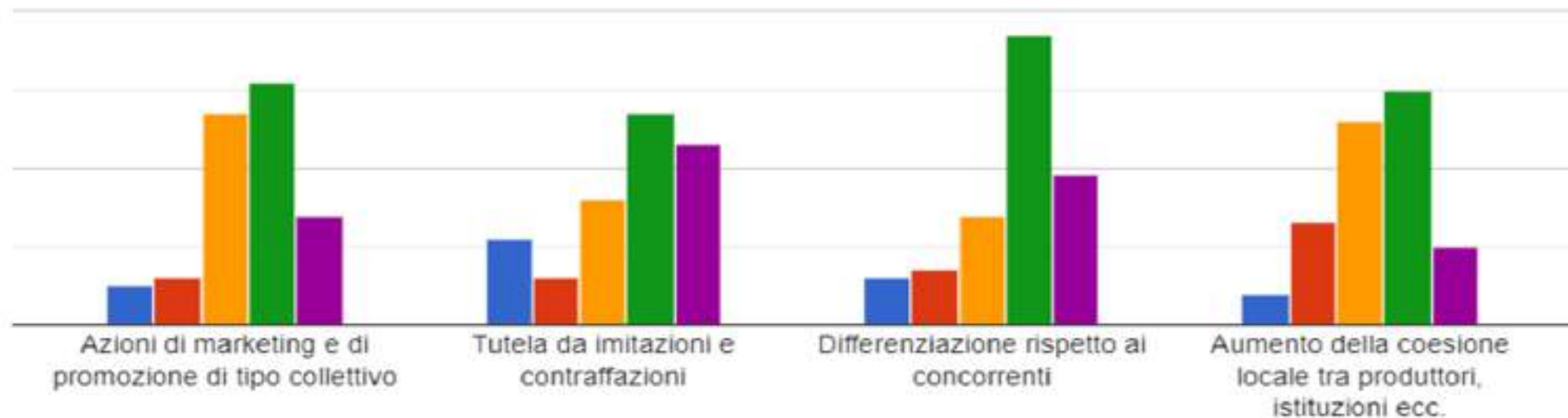


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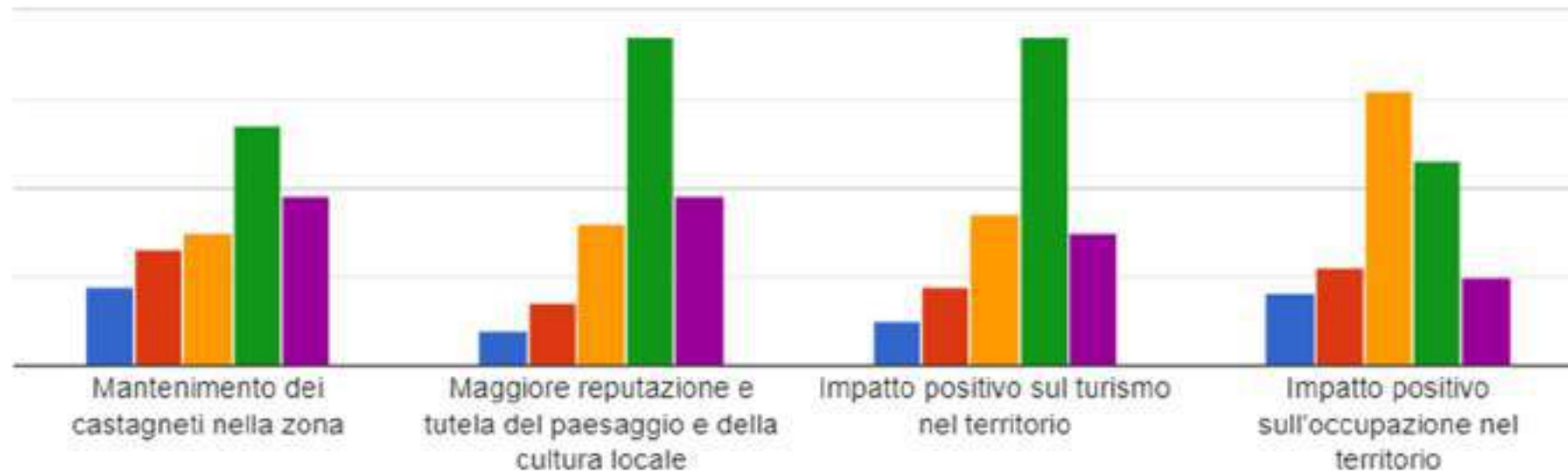


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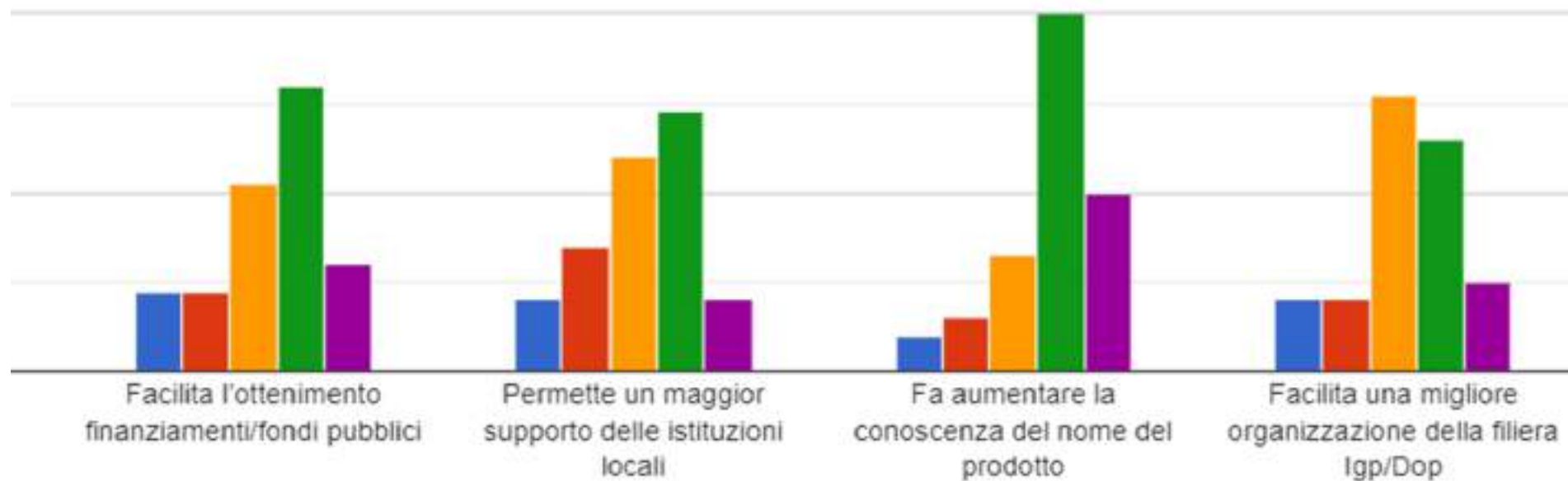


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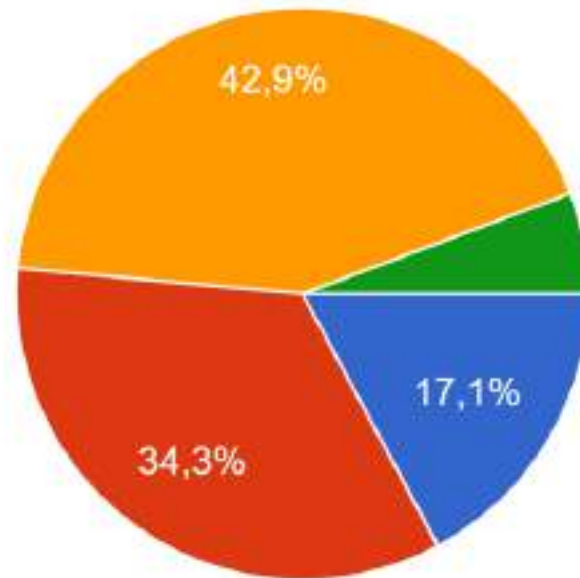
Per favore, risponda selezionando tra:

Molto in disaccordo (1), Disaccordo (2), Incerto (3), D'accordo (4), Molto d'accordo (5)



Il mercato come ha accolto la produzione di castagne/marroni nel 2024? Per favore, scelga un'opzione

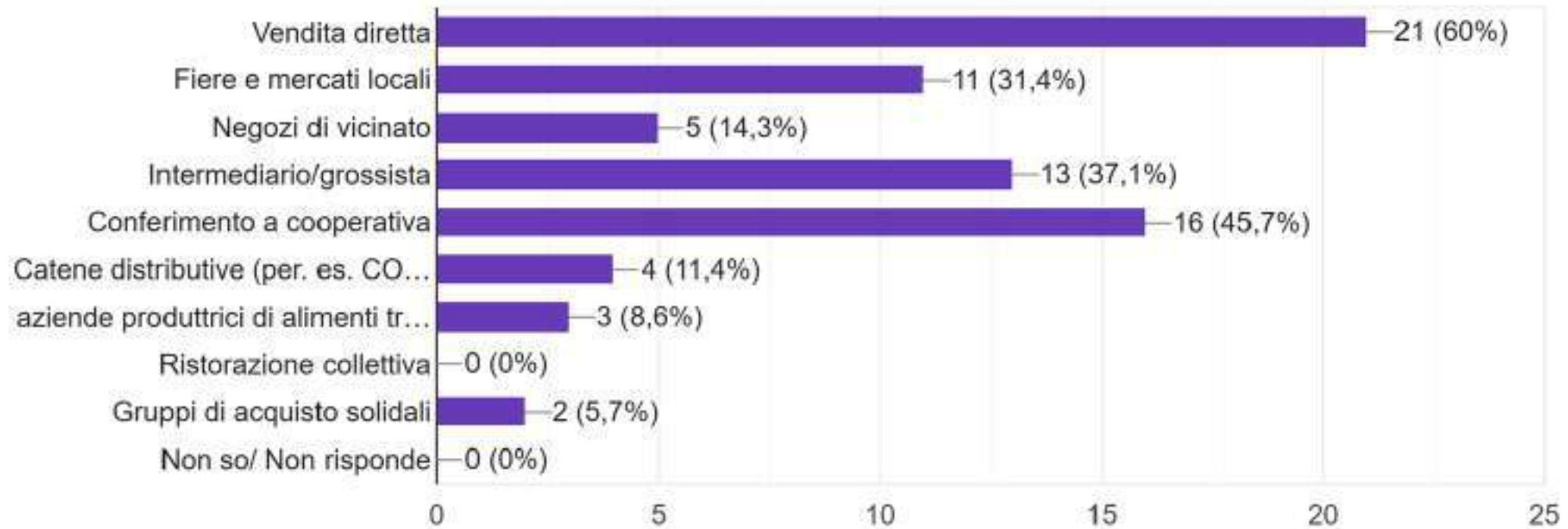
35 risposte



- E' aumentata
- E' rimasta uguale allo scorso anno
- E' diminuita
- Non so/Non risponde

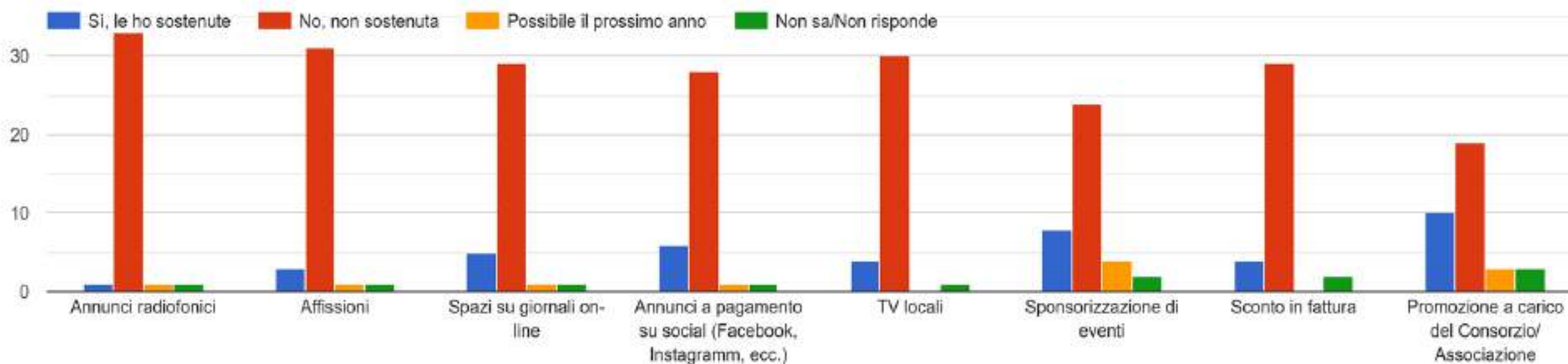
Quali sono stati i canali di commercializzazione di castagne/marroni nel 2024? Per favore, scelga un'opzione

35 risposte



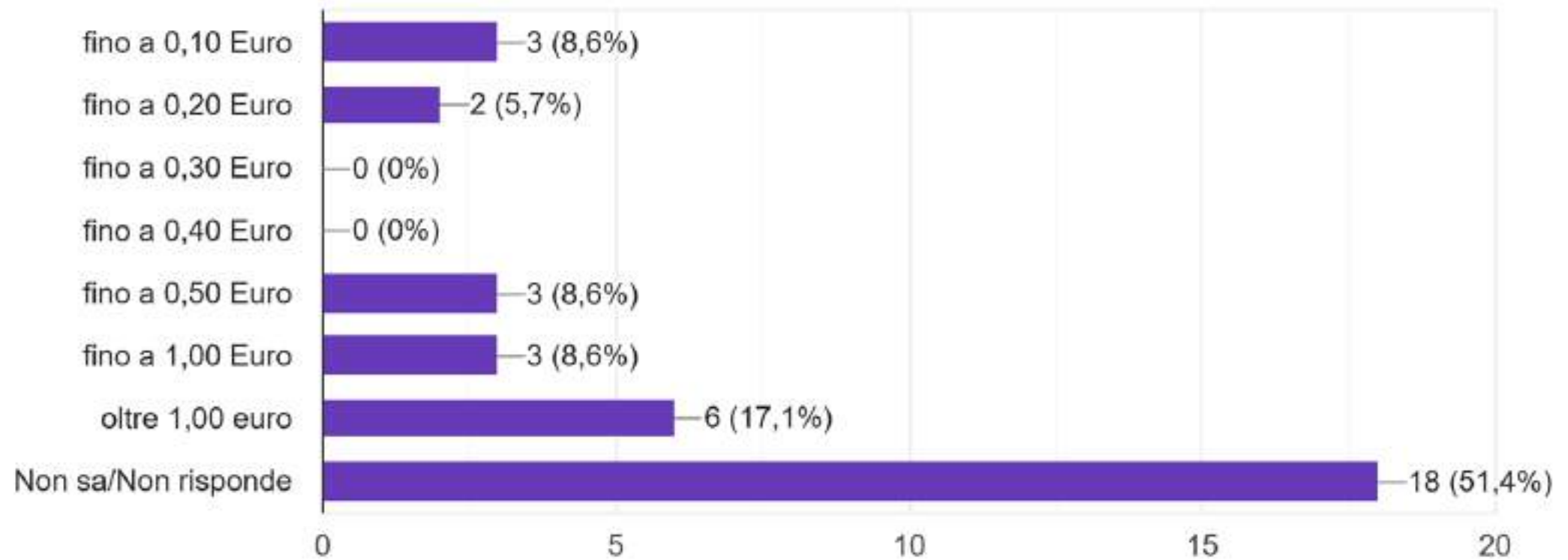


Rispetto ad eventuali spese pubblicitarie per la sostenere la commercializzazione di castagne/marroni può indicare quali ha sostenuto o potrebbe sostenere? Per favore, scelga una o più opzioni per riga



Ha conoscenza di differenze di prezzo di castagne/marroni freschi DOP/IGP oppure non certificate nella campagna 2024? (risposta multipla) Per favore, scelga tra le seguenti opzioni

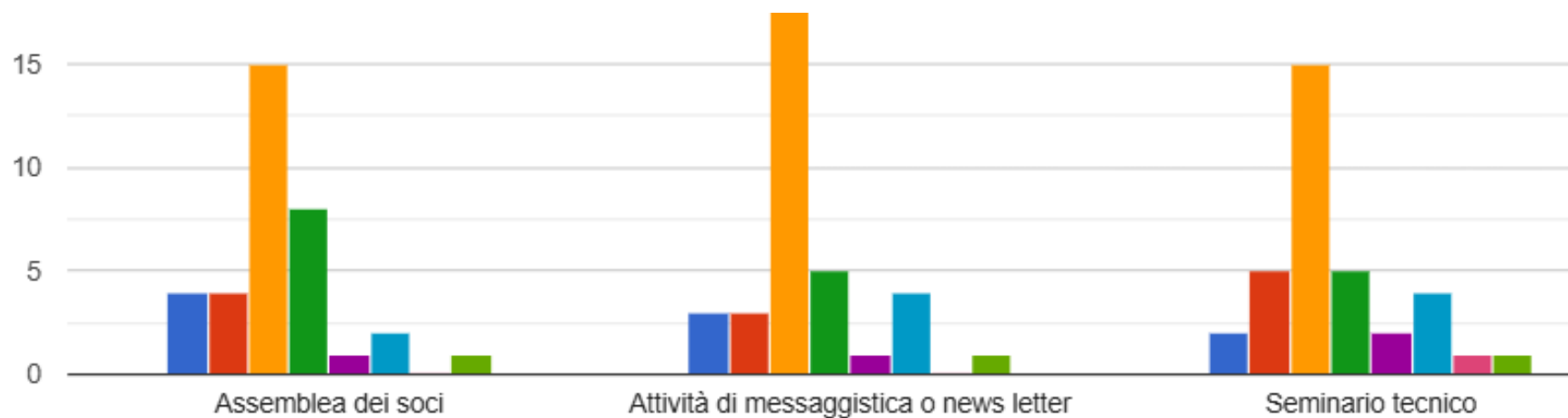
35 risposte



## Come valuta le attività organizzate dal Consorzio o dell'Associazione della IGP/DOP nel corso del 2024?

Per favore, risponda selezionando tra:

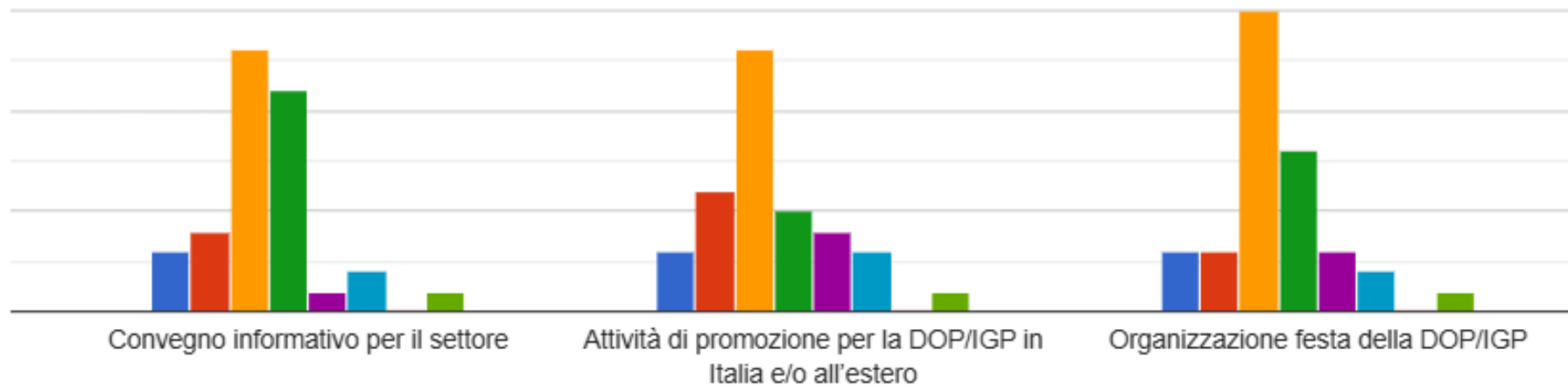
Molto insoddisfatto (1), Insoddisfatto (2), Neutrale (3), Soddisfatto (4), Molto soddisfatto (5), Non ho partecipato (6), Non realizzata (7), Non so/Non risponde (8)



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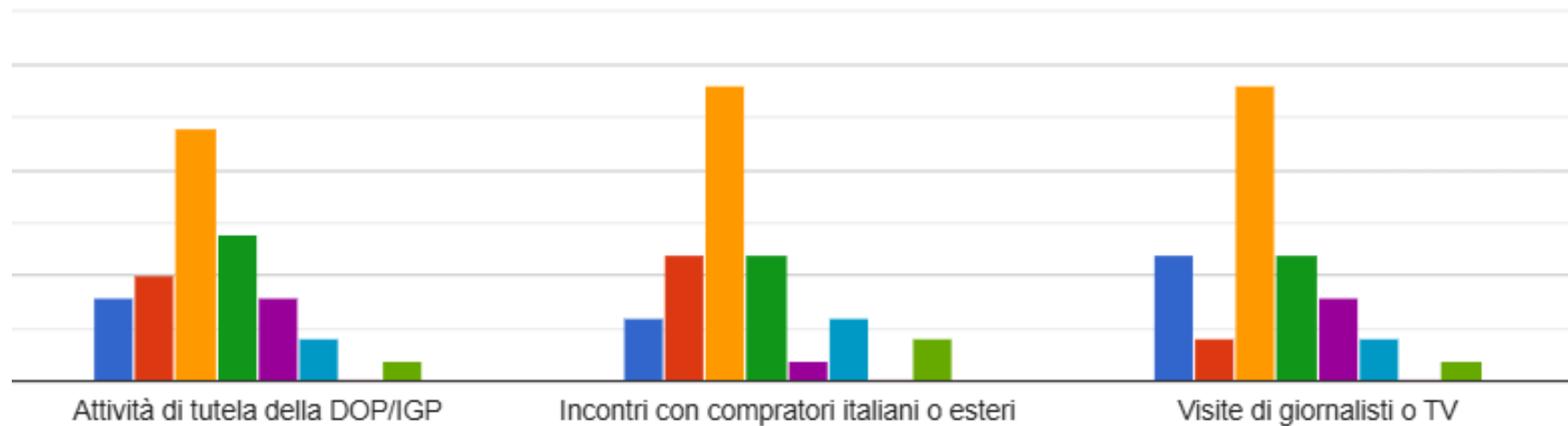




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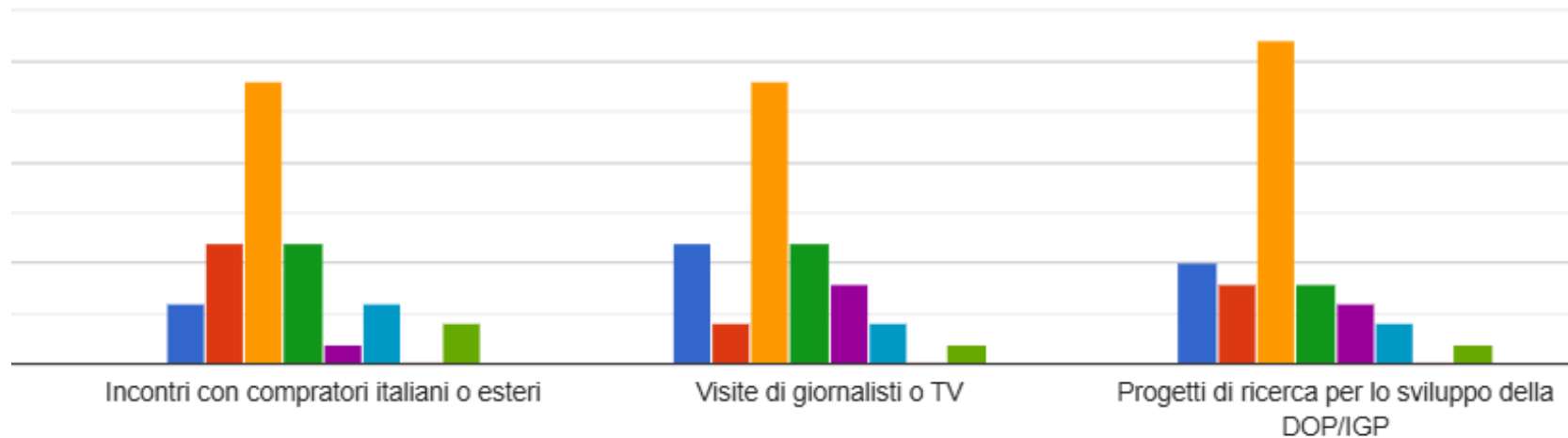
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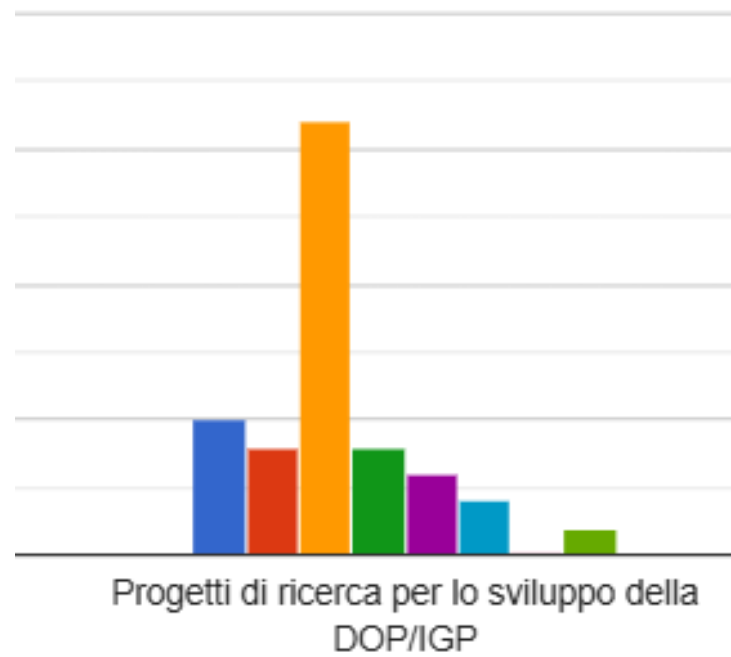
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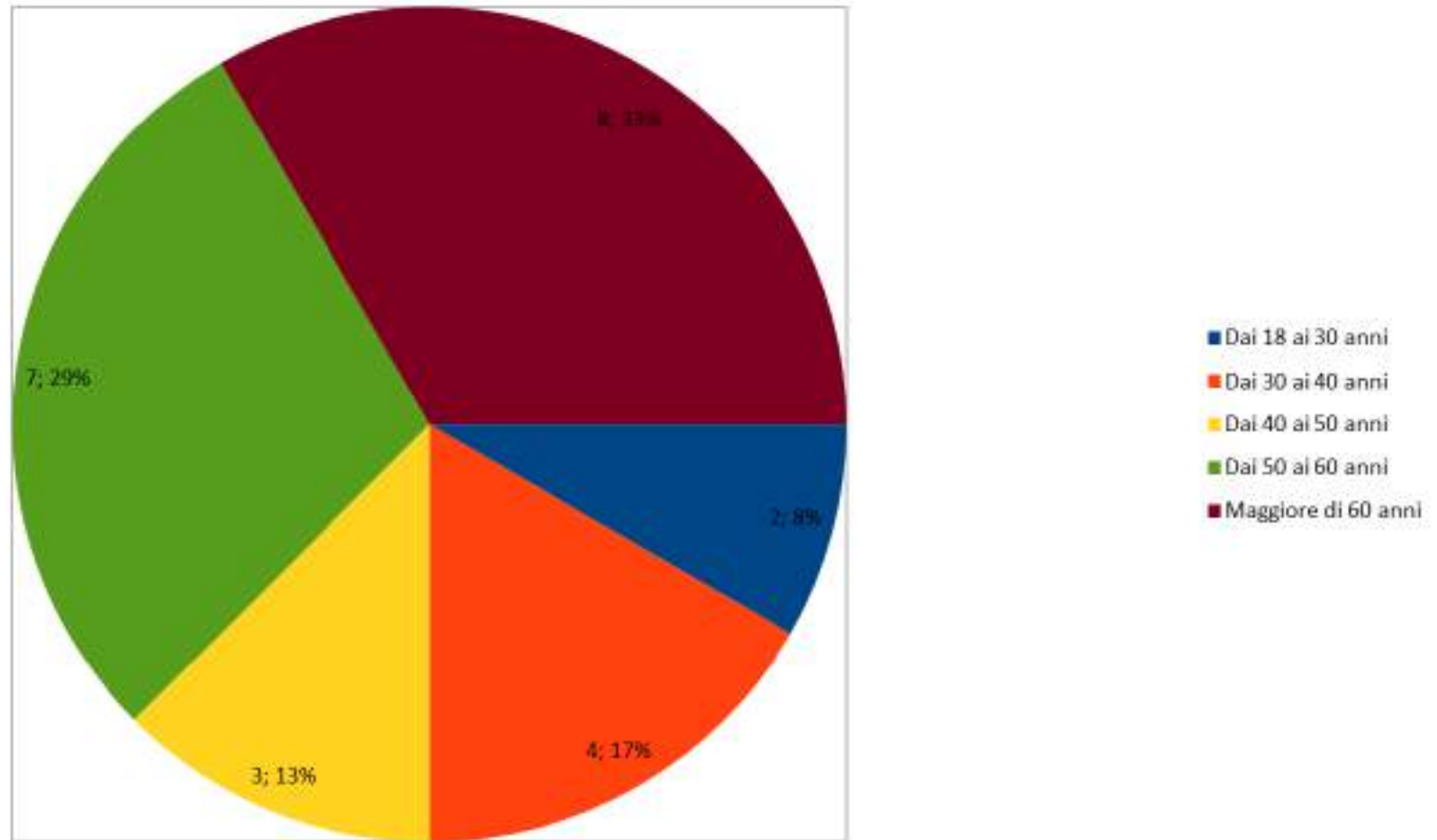
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Molto insoddisfatto (1), Insoddisfatto (2), Neutrale (3), Soddisfatto (4), Molto soddisfatto (5), Non ho partecipato (6), Non realizzata (7), Non so/Non risponde (8)



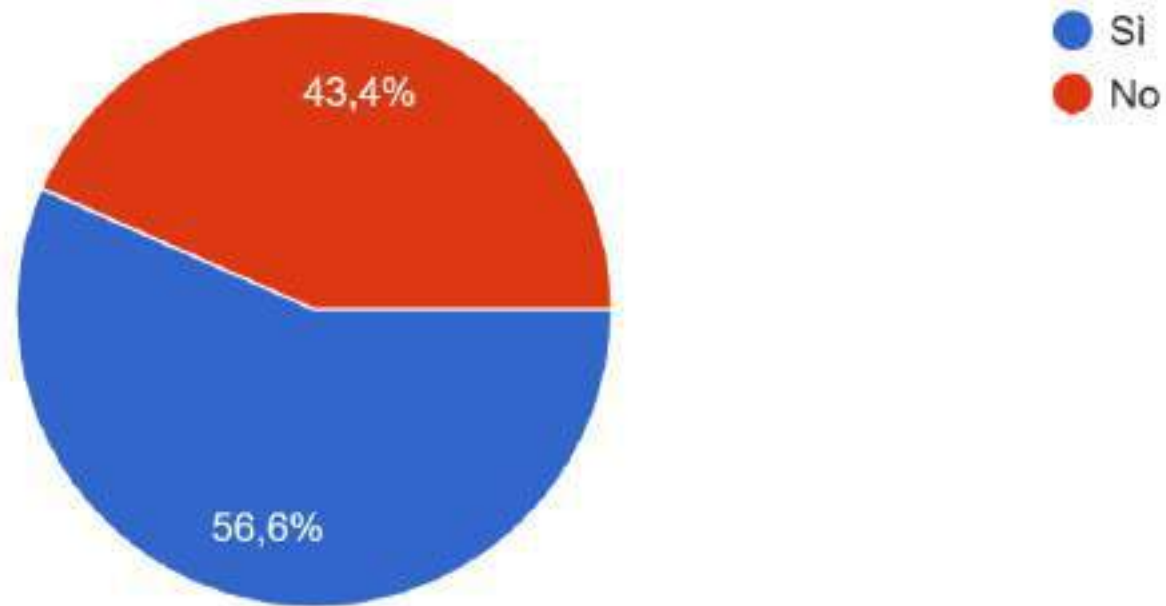
N. operatori per età su tot. 24



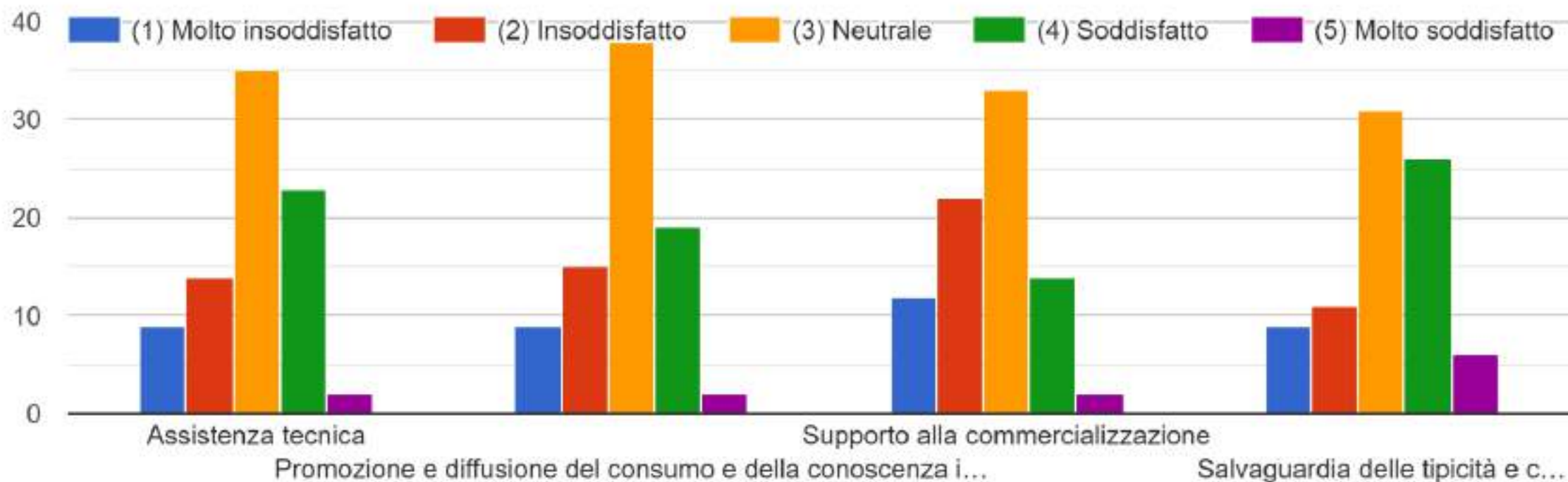


È iscritto all'Associazione o al Consorzio della Igp o della Dop? Per favore, scelga un'opzione

83 risposte

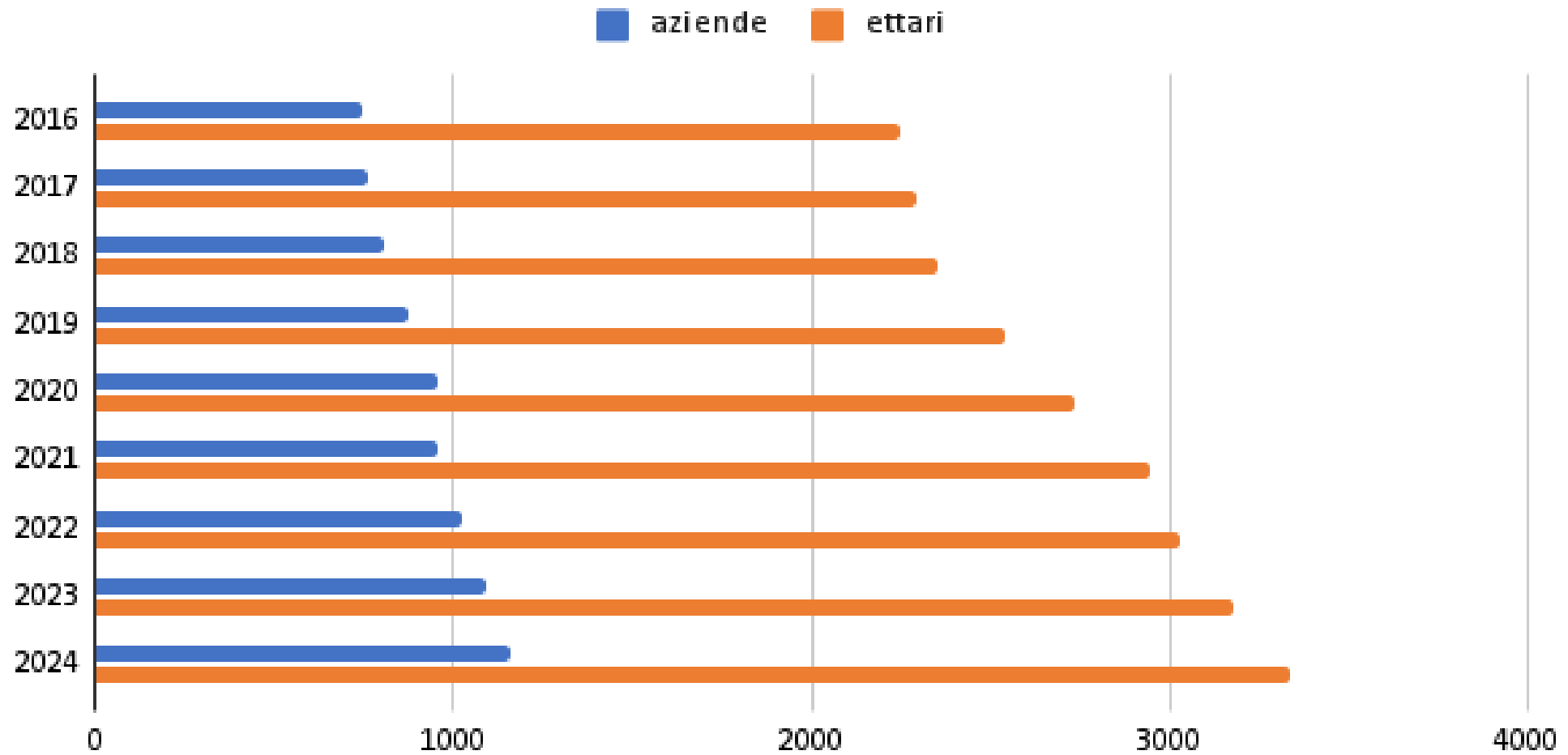


Come valuta l'attività del Consorzio o dell'Associazione dietro l'IGP/DOP? Per favore, risponda selezionando tra: Molto insoddisfatto (1), Insoddis...Neutrale (3), Soddisfatto (4), Molto soddisfatto (5)



# Castagneti da frutto

(dati ARTEA Organismo pagatore Regione Toscana)



# CI SONO OPPORTUNITA' DA COGLIERE MA C'E' MOLTO LAVORO DA FARE PER I PRODUTTORI E PER LE LORO ASSOCIAZIONI

## GRAZIE DELL'ATTENZIONE

Dott.ssa Angela Crescenzi

E.Q. Qualita' e tipicita' dei prodotti agroalimentari

D.G. Agricoltura e sviluppo rurale

Regione Toscana

Firenze - Italia

email: [angela.crescenzi@regione.toscana.it](mailto:angela.crescenzi@regione.toscana.it)



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

Francisco José Mitidieri 1  
Felipe Ferreira de Lara 2  
Danielle Mendes Thame Denny 3  
Gustavo Verruma Bernardi 4

1-Federal Superintendence of Agriculture and Livestock in São Paulo - Ministry of Agriculture and Livestock, Brazil

2-Federal Institute of Education, Science and Technology from São Paulo, São Paulo, Brazil

3-Center for Carbon Research in Tropical Agriculture, Luiz de Queiroz College of Agriculture (ESALQ) - University of São Paulo (USP), Brazil

4-Department of Soil Science, Luiz de Queiroz College of Agriculture (ESALQ) - University of São Paulo (USP), Piracicaba, São Paulo, Brazil

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## South America and Brazil...



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# Brazilian Framework for GI

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## 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



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Source: INPI: 12-fev-2025.

\*Decree # 4.062/2001 which defines cachaça as a GI expression [http://www.planalto.gov.br/ccivil\\_03/decreto/2001/D4062.htm](http://www.planalto.gov.br/ccivil_03/decreto/2001/D4062.htm)



# The concept

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product/services



people



territory



# GI Jundiahy for Niagara Pink Grape – the territory

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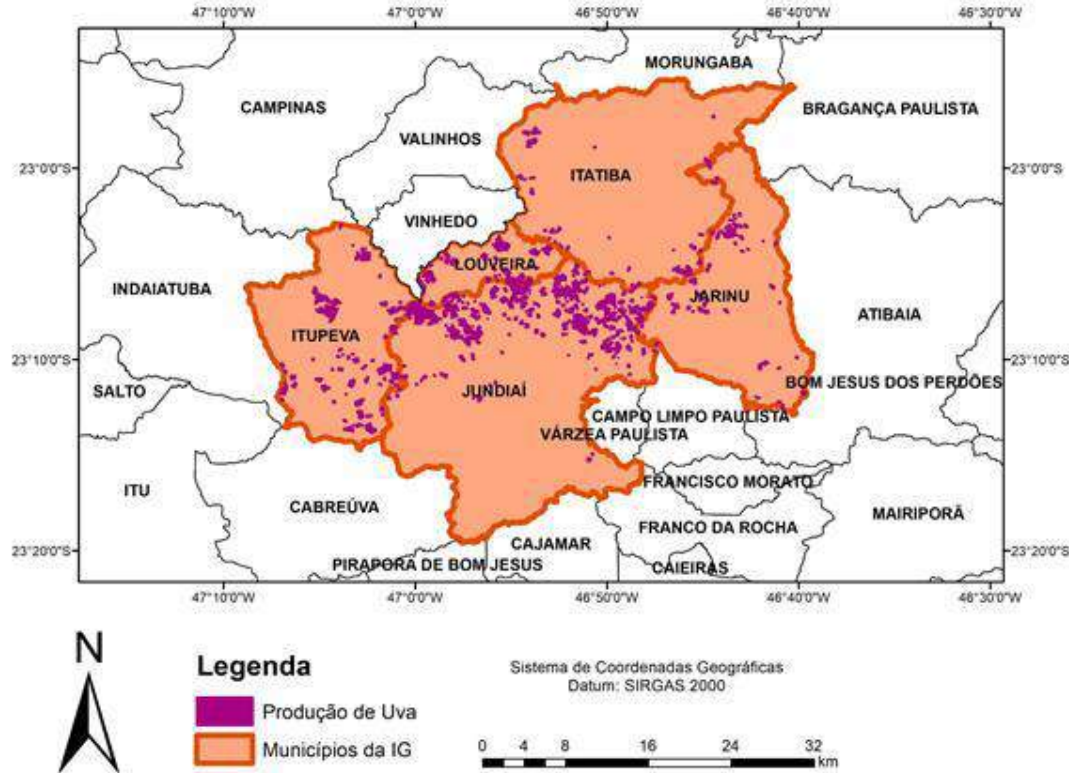
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# GI Jundiahy for Niagara Pink Grape – the territory



Source: GI Technical File

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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

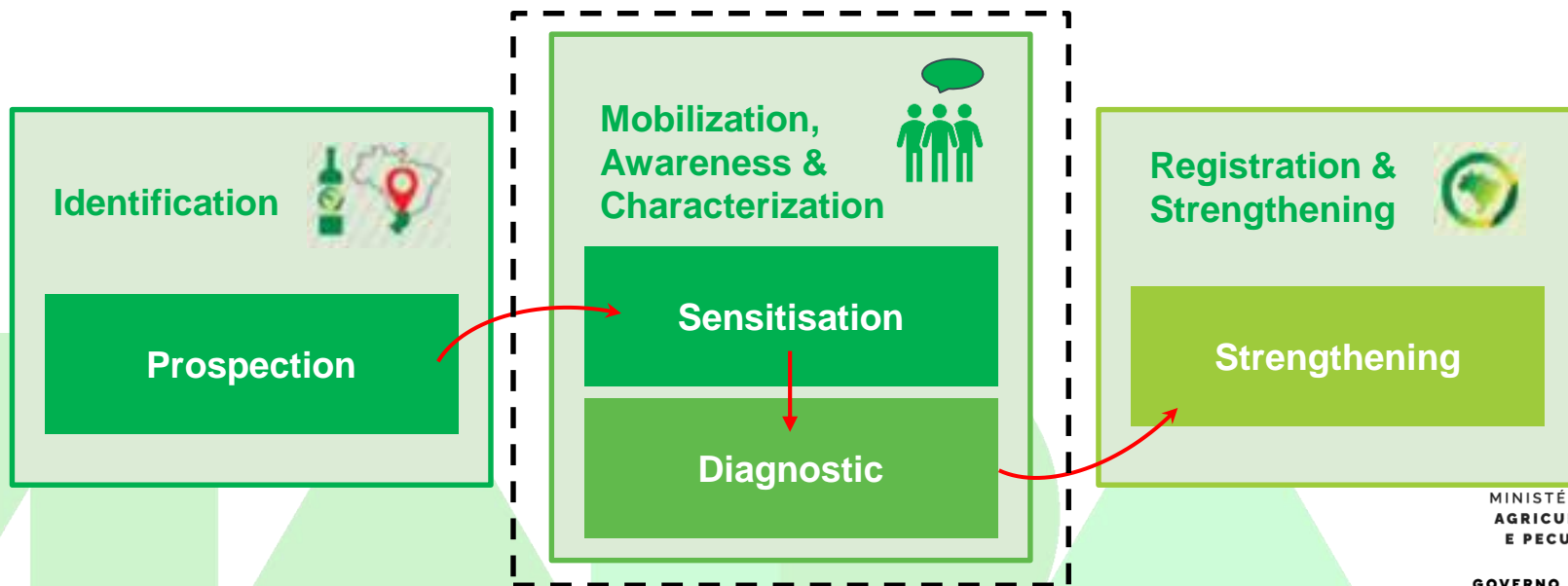
Source: Associação Agrícola de Jundiaí, SP, Brazil

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# Methodology for promoting GI

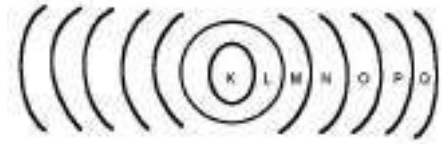


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# Awereness Phase

---



## 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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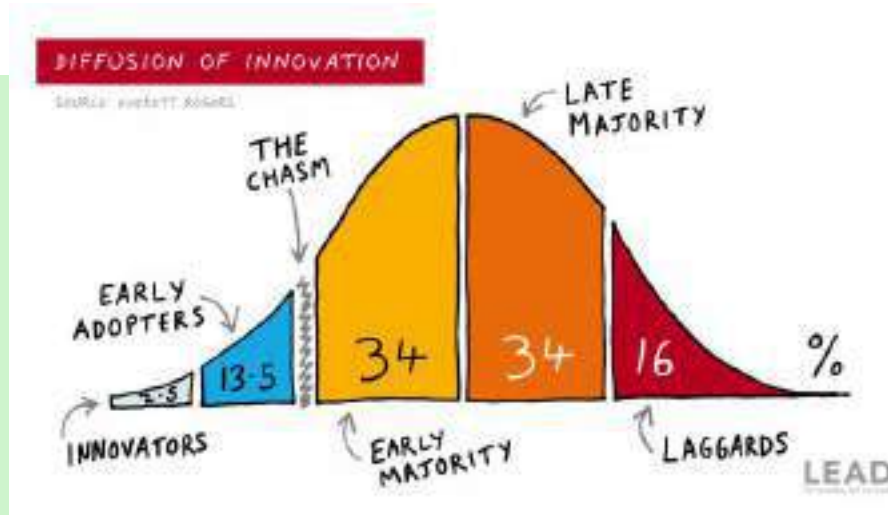
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# Awereness Phase

---

## 2º) Leader producers:

- Identify, motivate;



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



Everett Rogers

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# Awereness Phase

---

## 3º) "anchor" subjects:

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



Source: images from internet

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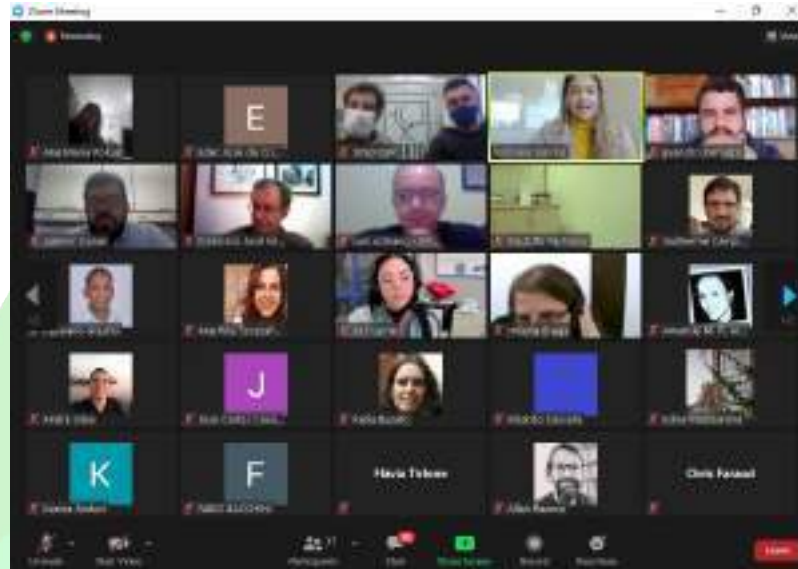


# Awereness Phase

---

## 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 Jundiá 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.



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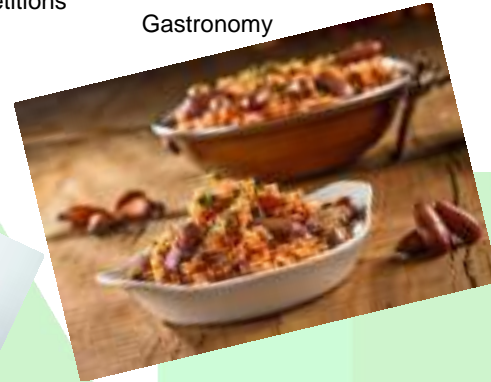
# Awereness Phase

---

## 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



Photos: personal collection.

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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



# 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***

---

**Francisco José Mitidieri**

**francisco.mitidieri@agro.gov.br**

Federal Agricultural Auditor

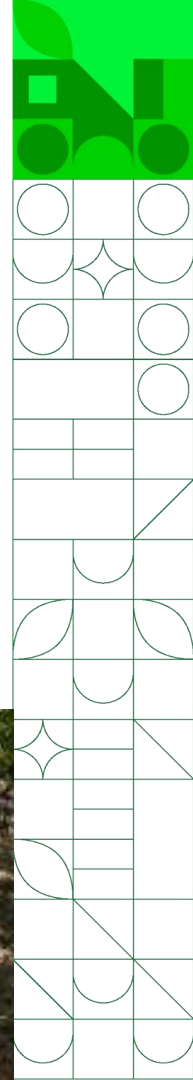
UTRA-CPS – Unit of Piracicaba/SP

Rural Development Division

Federal Superintendance of Agriculture-State of São Paulo

Ministry of Agriculture and Livestock-Brazil

**VISIT BRAZIL !!!**



for your perusal,  
for your perusal,

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# *Patata Chrysovitsas Metsovou*

## *Potato of Chrysovitsa Metsovou*



HELLENIC REPUBLIC  
REGION of EPIRUS



***REGION OF EPIRUS***

***DIRECTORATE OF RURAL ECONOMY & VETERINARY SERVICES R. U. OF  
IOANNINA***

***DEPARTMENT OF PLANT & ANIMAL PRODUCTION***

***Mrs Vicky Igoumenidou, Agriculturist***



# Region of Epirus, GREECE



Located at the **north-western** side of Greece with **mountainous** areas, wetlands, seashores and **fertile** plains.

**Drawback** for the development of its primary sector is the **small and fragmented** agricultural area and the broad variety of soil and climatic conditions

**Dominated** by Pindos, the biggest mountain range of the country

*For previous developmental systems, these features were considered as serious obstacles...*



# *Region of Epirus Strategy for(PDO) (PGI) products*

*strengthens  
and  
promotes*

```
graph LR; A[strengthens and promotes] --> B[local economy]; B --> C[cultural heritage]
```

*local  
economy*

*cultural  
heritage*

# Region of Epirus, GREECE

Contributes to the production of **traditional local products** with exceptional quality, long history, uniqueness and geographical origin

## PDO and PGI products of Epirus

Traditional artisanal cheeses, such as feta, galotyri, kefalograviera, metsovone, kashkaval of Pindos.



Olive and olive oil



a great amount of wines



**Potentials** for certifying agricultural products and foods as products of geographical origin



# *Potato of Chrysovitsa*





# *Potato of Chrysovitsa*



*Bond of local population with potato cultivation-production*

- 56% of the economically active villagers are engaged into this activity*
- an increasing number of young people choose to enter the potato cultivation sector*



# Potato of Chrysovitsa-History



**1941** the inhabitants of Chrysovitsa village in an effort to avoid the consequences generated by the German occupation, found refuge at Politse plateau.



A farmer proposed the cultivation of potatoes as means to obtain a crucial nutrient for feeding the relocated population.



By **1944**, the potato cultivation had been spread throughout the area that surrounds the plateau, and until nowadays constitutes the main activity of the population.

## *Potato of Chrysovitsa*



**Appearance:** medium to large elongated/uniform shape, smooth skin with brownish spots or marks/internal flesh with a deep golden-yellow color

**Organoleptically:** a mild, fluffy, floury, and starchy taste

*Potato of Chrysovitsa*  
*Uniqueness related to the production area*

The well drained, rich in potassium soil /cool  
climate of the territory

contribute to

the accumulation of large amount of starch

results in

tastier potato suitable for all cooking methods  
(fried-baked-boiled)



*Potato of Chrysovitsa*  
*Uniqueness related to the production area*

Due to the soil and climatic conditions of the territory

**plant's growth cycle**

lasts by 20% longer as compared to potatoes grown in other regions (from May-October)

**harvest**

after 4 months in the field, allowing them to fully develop and acquire a hard and resistant skin, which protects them.



*Potato of Chrysovitsa*  
*uniqueness related to the cultivation practices*

cultivation practice of maintaining a **fallow period** with no plantings in the fields

**Minimizes**

the pesticides' amount needed for product's cultivation (a lower amount of 40% pesticides)

# *Potato of Chrysovitsa*

*uniqueness related to production area/analysis by the  
Agricultural University of Athens*

particularly high (for vegetable) content of **protein** (11,4%  
of dry weight).

**Total fiber** by 2,3% that consists by 38,78% of cellulose and 13,26% of lignin  
reveals the presence of a significant amount of non-digestible plant  
components, which contribute positively to the proper functioning of the  
digestive system.

**Ash content** 5,97% is indicative of increased presence of inorganic elements  
and mineral salts

**Total fat content** (0,87%) reinforces the image of Chrysovitsa potatoes as a  
low-fat content food.

# *Potato of Chrysovitsa/Certification process*

**Governor of Epirus**

proposed the certification of the geographical origin of Chrysovitsa potatoes

aiming to increase

the **recognition** of the product by a wider audience and **fight the forgery** with potatoes produced in other regions and countries.



Through Directorate of Rural Economy and Veterinary of Ioannina the following step-by-step activities have been implemented:

- **Creation of Producers Union for Chrysovitsa Potatoes**
- **Assignment of the Agricultural University of Athens**
- **as subcontractor for**
- **the collection of all necessary data and**
- **to compose the application dossier for the certification of Potato of Chrysovitsa as a PGI (Protected Geographical Identification) product.**

## *Potato of Chrysovitsa/Certification process*

### *Research*

- certification data  
books, references,  
newspapers, scientific  
journals
- applied specific  
cultivation  
procedures

### *Purpose*

definition of  
**product's uniqueness**  
and bonding with  
local culture and  
traditions



### **Outcome of this research**

was used for the  
composition of the  
respective  
**application dossier,**  
which is currently  
under  
evaluation  
by the **Greek Ministry  
of Rural Development  
& Foods.**



## *Region of Epirus Strategy, Next Steps*

### *For Chrysovitsa Potatoes*

- *Product promotion through participation in National, European and International Food Fairs and Exhibitions. Action implemented by its Dept of Tourism.*

### *For non-certified traditional Agricultural Products and Foodstuffs*

- *Initiate a campaign to locate the traditional-unique products of the region*
- *Implement a preliminary study to determine their suitability for the certification of their geographical origin.*
- *Proceed with the necessary studies for the composition of relative application dossiers.*

*Thank you for your attention!!!!*





# The Brazilian Federal Network of Professional and Technological Education's Role in Local Development: Promoting Innovation through Geographical Indications

Huarley Lemke, Eder Sacconi, Paula Martins

Roles of Public Actors at Local Level (3a2)



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# Purposes and characteristics of Federal Institutes - IFES and IFSP Experience

Law 11982 - Art. 6 The Federal Institutes have the following purposes and characteristics:

I - to offer **professional and technological education**, at all levels and modalities, training and qualifying citizens with a view to professional performance in the various sectors of the economy, **with emphasis on local, regional and national socioeconomic development;**

II - to develop professional and technological education as an educational and investigative process **for the generation and adaptation of technical and technological solutions to social demands and regional peculiarities;**

IV - to guide its training offer in favor of the consolidation and strengthening **of local productive, social and cultural arrangements, identified based on the mapping of the potential for socioeconomic and cultural development** within the scope of the Federal Institute's activities;

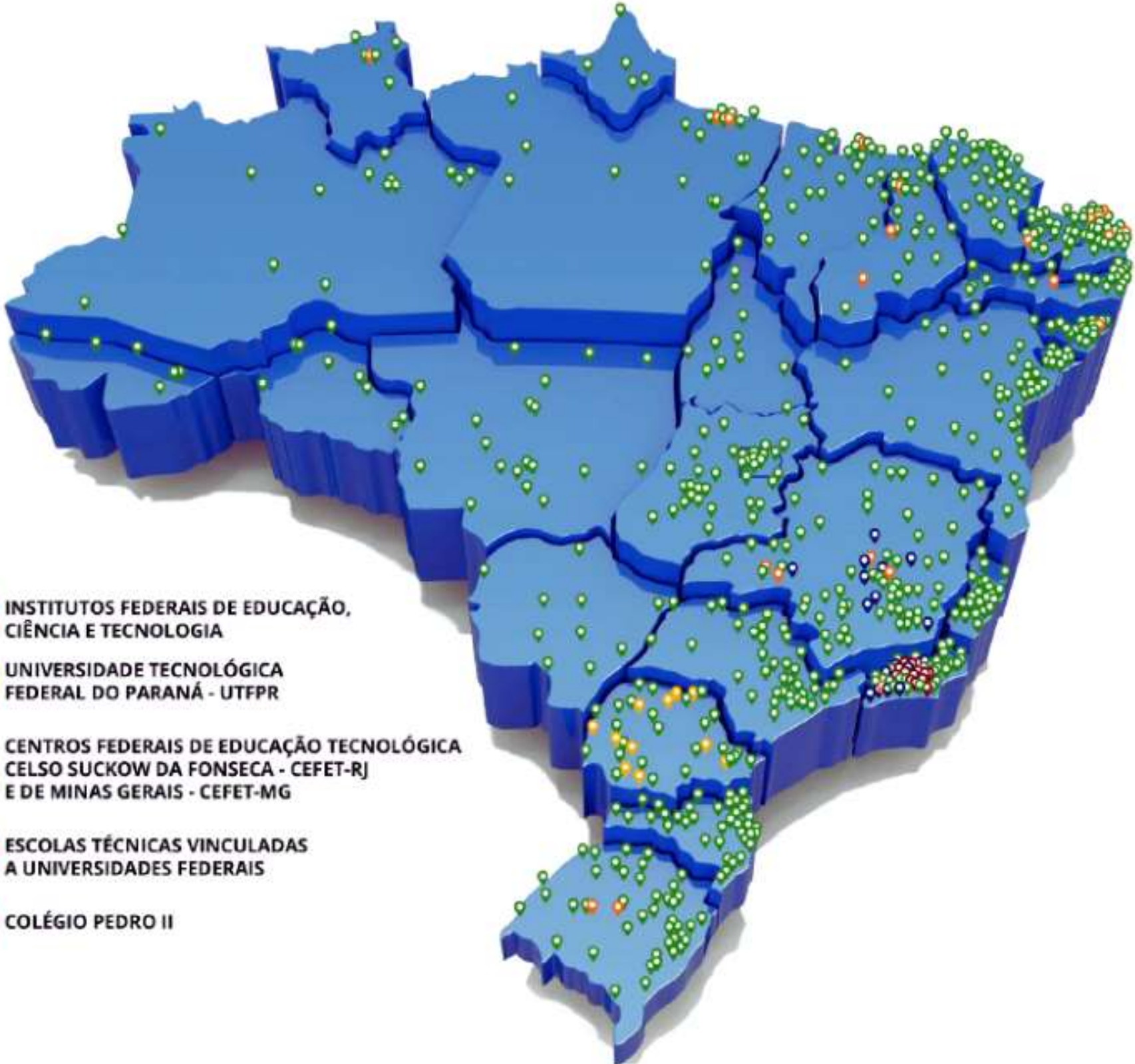
VII – to develop programs of **extension and scientific and technological dissemination;**






VIII – to carry out and stimulate **applied research, cultural production, entrepreneurship, cooperativism and scientific and technological development;**














# FEDERAL NETWORK OF VOCATIONAL, SCIENTIFIC AND TECHNOLOGICAL EDUCATION



-  INSTITUTOS FEDERAIS DE EDUCAÇÃO, CIÊNCIA E TECNOLOGIA
-  UNIVERSIDADE TECNOLÓGICA FEDERAL DO PARANÁ - UTFPR
-  CENTROS FEDERAIS DE EDUCAÇÃO TECNOLÓGICA CELSO SUCKOW DA FONSECA - CEFET-RJ E DE MINAS GERAIS - CEFET-MG
-  ESCOLAS TÉCNICAS VINCULADAS A UNIVERSIDADES FEDERAIS
-  COLÉGIO PEDRO II

	<b>685</b>	Campuses
	<b>76,80</b>	Teachers / administrative
	<b>12,087</b>	Courses
	<b>126</b>	Students
	<b>+ 6</b>	Technological projects
	<b>+ 5</b>	Publications
	<b>+ 8</b>	Periodicals
	<b>+ 11 K</b>	Applied research projects
	<b>+</b>	Patents



# In Brazil, there are 139 GIs recognized

99 IP(IGP)

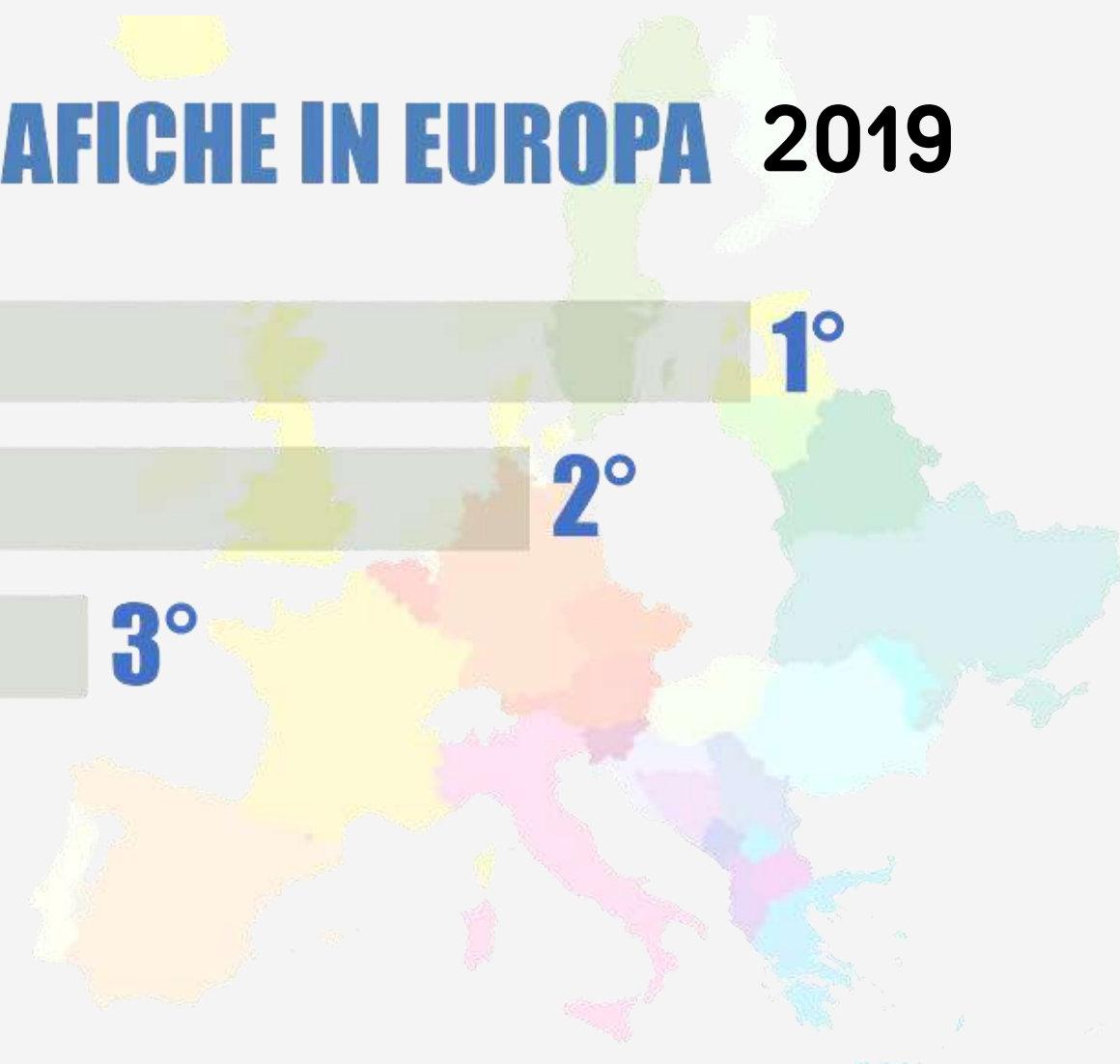
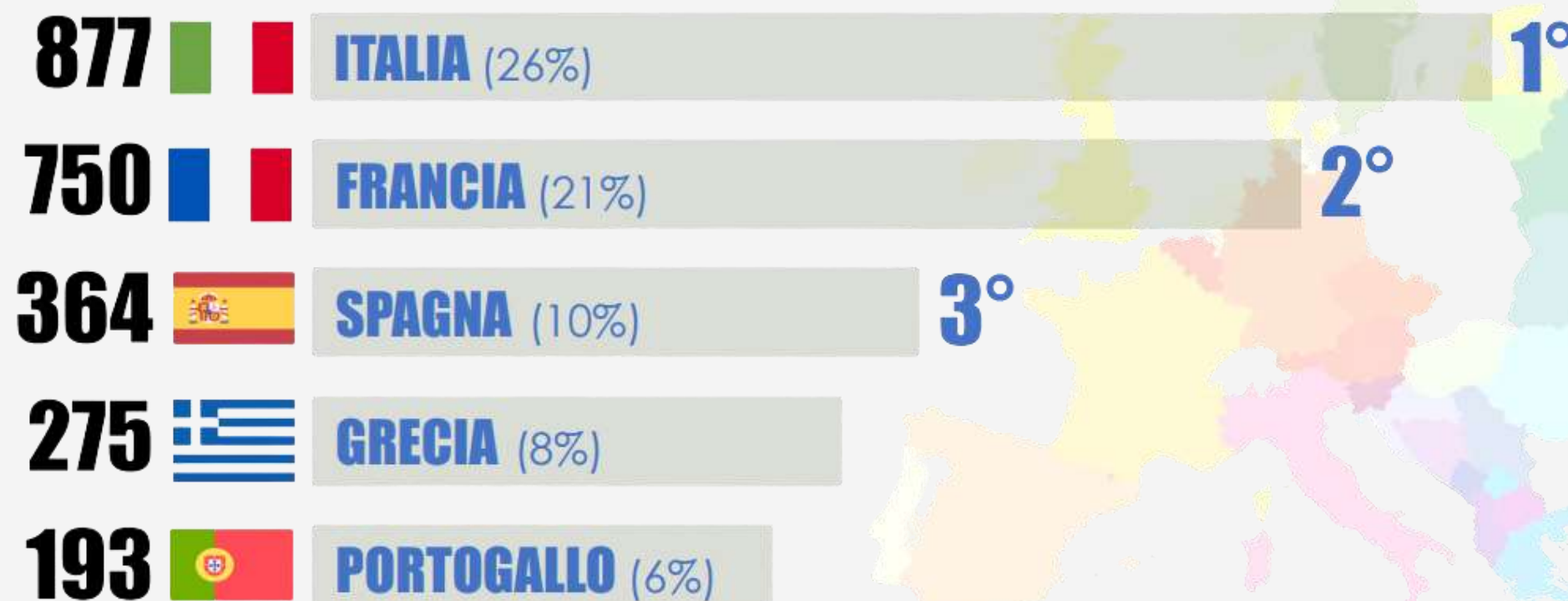
29 DO(DOP)

1 (by decree, cachaça)

10 foreign



## 3.294 INDICAZIONI GEOGRAFICHE IN EUROPA 2019



# Indicação Geográfica



## OBJECTIVE OF GEOGRAPHICAL INDICATION PUBLIC NOTICE

Promotion and strengthening of Geographical Indications, with the Local Productive Arrangement (LPA) strengthening and Federal Network integrated actions for the territory development.





# Historical

[www.indicacoesgeograficas.com.br](http://www.indicacoesgeograficas.com.br)



## May/2021

Beginning of negotiations for the launch of a national notice: Setec/MEC, Ifes, IFSP, Mapa and Sebrae.

## September/2021

Launch and result of public notice No. 63/2021 for Geographical Indication. Team composition.

## 2022

Work carried out in the first public notice and launch of the second one

## 2023

Execution of II Public Notice No. 03/2022

## July/2024

Closure of Axis II and III - end of work with cooperatives and associations

## Set. 2024

**Geographical Indication Meeting with the Federal Network**



# Public Notice SETEC/MEC Indication Geographical



## Public Notice N. 63/2021

### AXIS I

GI DIAGNOSIS



### AXIS II

GI STRUCTURING



**Investment**  
**R\$ 1.695.750,00**  
**US\$ 340,000**

## Public Notice N. 03/2022

### AXIS I

GI DIAGNOSIS



### AXIS II

GI STRUCTURING



### AXIS III

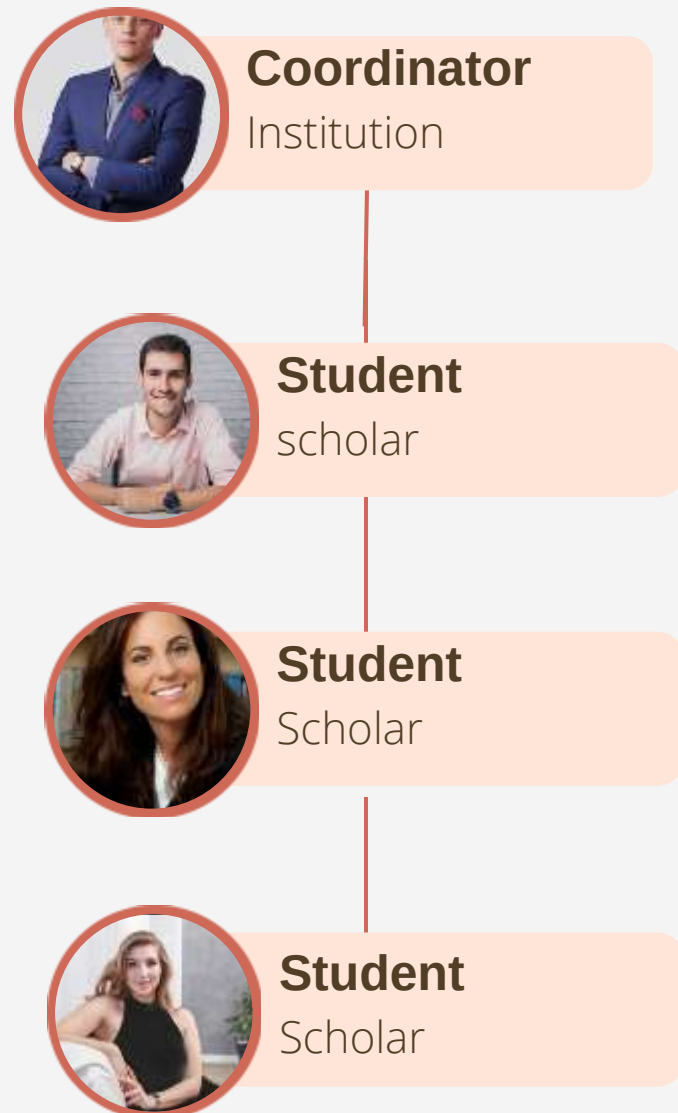


PROMOTION, STRENGTHENING OF GI INCUBATION

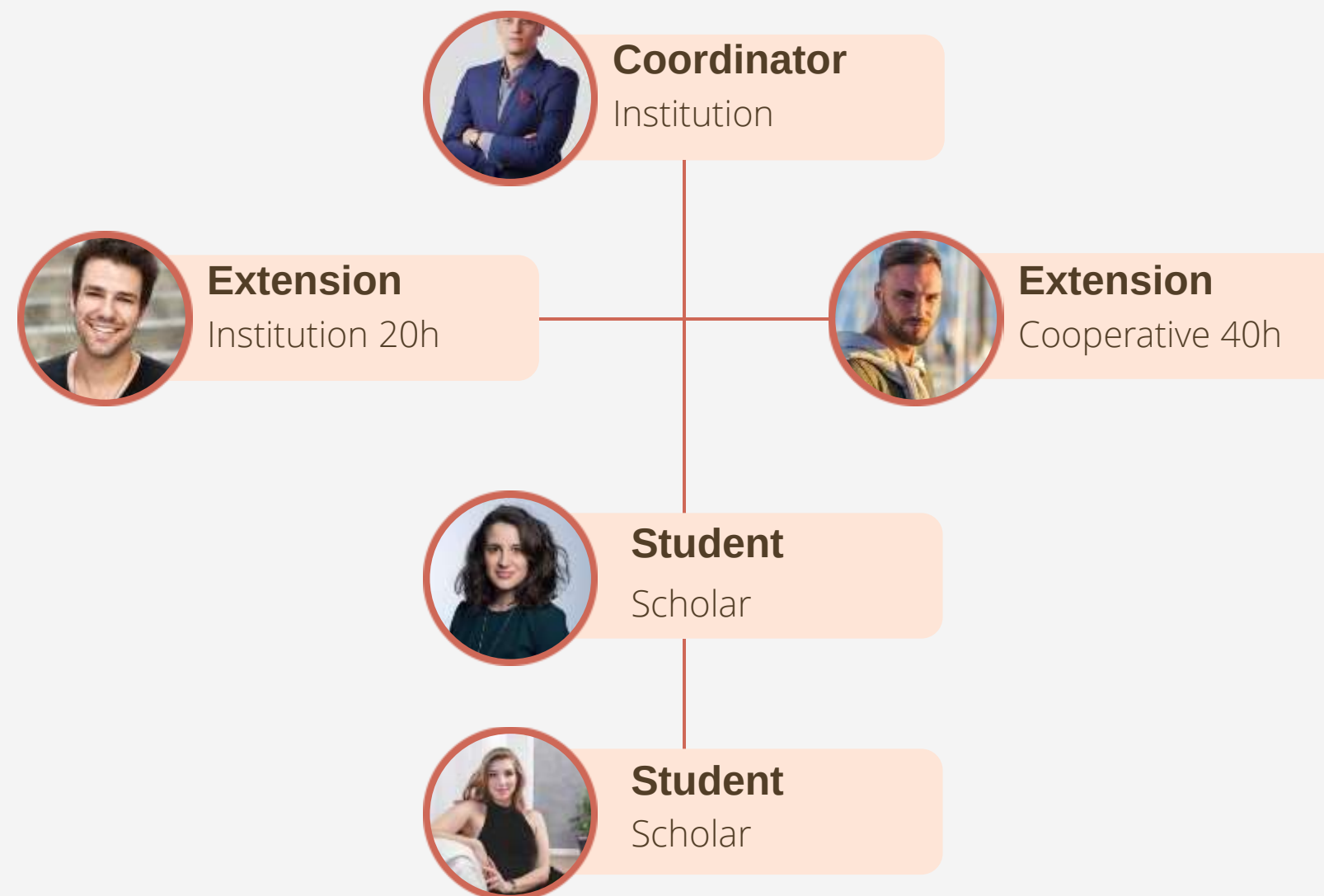
**Investment**  
**R\$ 2.232.549,00**  
**US\$ 446,000**

# PROJECT STRUCTURE

## AXIS I



## AXIS II e III





# NOTICES NUMBERS

106 proposals  
received in the  
period

63 projects  
executed

300 scholarship  
holders in  
extension  
practice

R\$ 3,900,000.00  
from non-  
program  
resources



**+ 16 thousand producers impacted**

# Project Impact

- Strengthening of existing enterprises in the Local Productive Arrangements;
- Acceleration of Brazil GIs;
- RFEPCT integration;
- Regional socioeconomic development;
- Stimulation of research and technological innovation related to industrial property;
- Promoting of new businesses.





# Exchange with and beyond the EU

## INDICAÇÕES GEOGRÁFICAS

The only Parmesan.  
O único parmesão.

04  
MAIO  
11H00



**RICCARDO DESERTI**  
PRESIDENT OF ORIGIN  
DIRECTOR GENERAL OF CONSORZIO  
PARMIGIANO REGGIANO

Apoio  
**oriGIn**  
Organization for an International  
Geographical Indications Network

**PARMIGIANO REGGIANO**

Realização  
INSTITUTO FEDERAL São Paulo  
INSTITUTO FEDERAL Espírito Santo

MINISTÉRIO DA EDUCAÇÃO  
GOVERNO FEDERAL  
BRASIL  
UNIÃO E RECONSTRUÇÃO

Indian Experience of IGs  
Policy brief and cases

07  
MARÇO  
09H (BRT)  
Only in english



**D. ALAGU NIRANJAN**  
RESEARCH FELLOW  
AT CRISP, INDIA

**PAULA MARTINS**  
IFSP REPRESENTATIVE  
AT ORIGIN

**GANESH HINGMIRE**  
FOUNDER AND CHAIRMAN  
AT GMCC - INDIA

**BRENO SANTOS**  
DIRECTOR OF INNOVATION  
ENVIRONMENTS AT IFSP

Apoio  
INOVA  
Agência de Inovação e  
Transferência de Tecnologia  
Agifes

Realização  
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GOVERNO FEDERAL  
BRASIL  
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Capacitação para  
registro de Indicação  
Geográfica na União  
Europeia

**Qualifica**  
oriGIn-PT



**Ana Soeiro**  
Directora Executiva  
QUALIFICA  
ORIGIN PORTUGAL

23, 27 e 30 de janeiro  
3 e 7 de fevereiro

INSTITUTO FEDERAL São Paulo  
INSTITUTO FEDERAL Espírito Santo  
FACTO  
FUNDAÇÃO DE APOIO AO DESENVOLVIMENTO  
DA CIÊNCIA E TECNOLOGIA  
MINISTÉRIO DA EDUCAÇÃO  
GOVERNO FEDERAL  
BRASIL  
UNIÃO E RECONSTRUÇÃO





# ACCESS TO INTERNATIONAL OPPORTUNITIES

oriGIn

Organization for an International Geographical Indications Network

<https://www.origin-gi.com/>



Qualifica

oriGIn · PT



## GIs Worldwide Compilation and oriGIn in numbers

GIS WORLDWIDE COMPILATION



9,373

Worldwide GIs Compilation



584

oriGIn Members



40

oriGIn Membership Countries



# MEETING WITH MORE THAN 200 PARTICIPANTS

1. Present the results of the work plans of Public Notice No. 03.2022 of 23 projects, 15 of which are from Axis II and 7 from Axis III;
2. Sensitize and prospect RFEPCT employees with the theme of Geographical Indication. Increase community engagement;
3. Promote the debate on industrial property, specifically on Geographical Indication, expanding and transmitting important knowledge or information;
4. Promote networking;
5. Generate leads and business opportunities. Identify and capture potential customers or business partners.
6. Increase the visibility of the Geographical Indication program promoted by Setec.Mec in RFEPCT. Publicize the national work.



CONNECTION



VISIBILITY OF GI PRODUCTS



DIALOGUES



STRENGTHENING THE CULTURE OF PRODUCTIVE ARRANGEMENTS



TECHNICAL VISITS





# ACCESS TO NATIONAL PARTNERSHIPS







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[www.indicacoesgeograficas.com.br](http://www.indicacoesgeograficas.com.br)



[indicacaogeografica@ifes.edu.br](mailto:indicacaogeografica@ifes.edu.br)



[linkedin.com/company/indicacoes-geograficas/](https://linkedin.com/company/indicacoes-geograficas/)





## The role of public extension and technical assistance and support organizations for the effectiveness of Geographical Indications for coffee in Brazil

Ana Elisa Lourenzani

Silvia Gomes

Cristiane Bernardo



UNIVERSIDADE ESTADUAL PAULISTA  
"JÚLIO DE MESQUITA FILHO"

- Over 3,000 faculties and 6,000 technical administrative staff
- 136 undergraduate programs (40 thousand students)
- 150 graduate programs (12 thousand Master and PhD candidates)

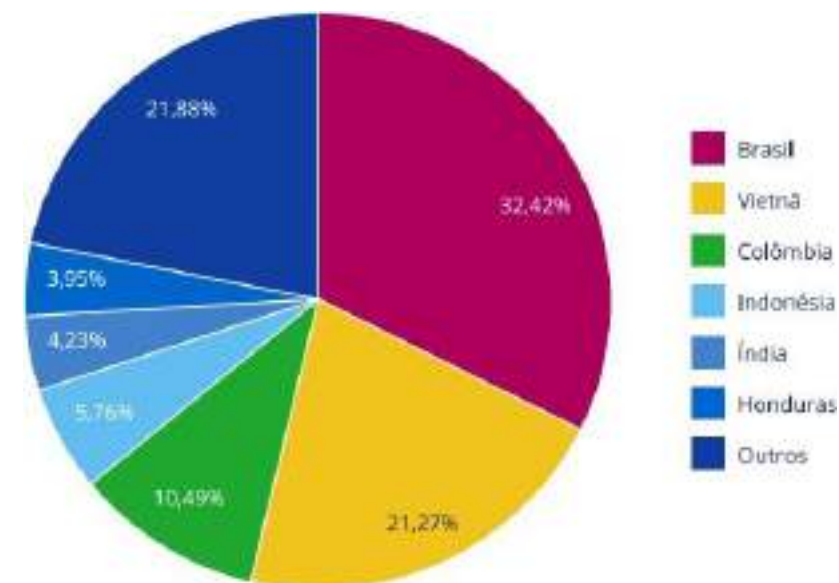




# Coffee in Brazil

- Production: 54,2 million 60kg bags (Conab, 2024)
- 2,23 million hectares (Conab, 2024)
- Larger producer and exporter
  - (145 countries in 2022)
- 2nd largest consumer
- Family farming plays important role
  - 80% of the farms, almost 40% of production

## World exports - Coffee



Source: USDA, 2021.





# Coffee Geographical Indications



Source: BSCA, 2024.

18 GI (7 are DO)



Source: Sebrae Origens, 2025.

# Problem

- Why aren't GIs effective in all areas?
- Why aren't there positive spill-overs and development in every GI?

## Research question:

- What is the role of public rural extension and technical assistance services and support organizations in the effectiveness of coffee GIs?

# Objective

- The objective is to understand the role of public technical assistance and rural extension services and support organizations in the effectiveness of coffee GIs.

# What we have done

- A field study was conducted, supported by a literature review.
  - The role of support organization was observed:
    - awareness-raising and educational process
    - the potential
    - the process of collective construction
    - implementation and maintenance of the GI
- Face to face interviews with rural producers and support organizations in three Brazilian states and five coffee GI territories.



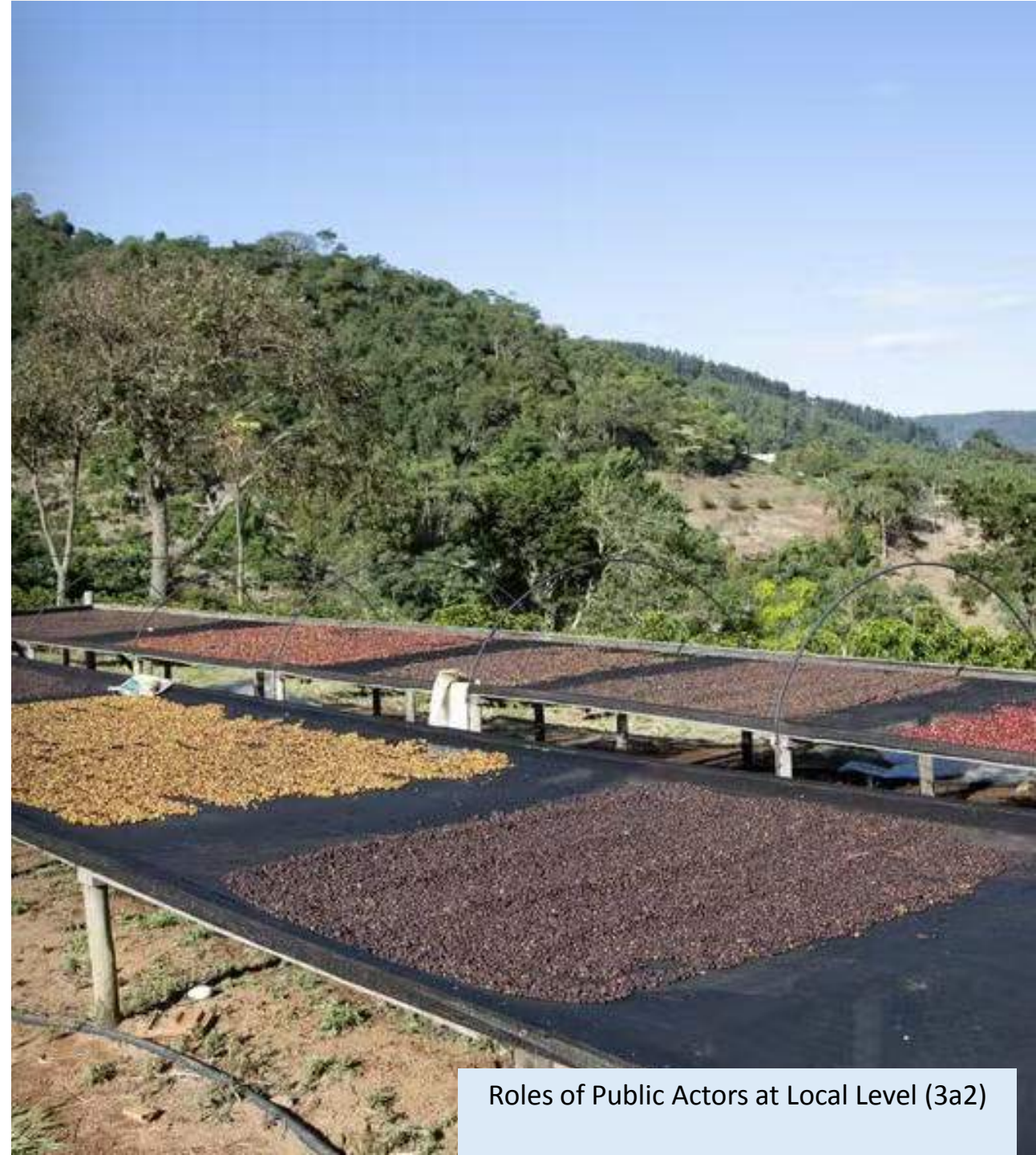


# What we have found

- GI registration does not guarantee development but has a great potential;
- GI does not exclude small farmers due to its rules, but rather the inefficient communication process;
- Public technical assistance and rural extension (ATER) is the main service for family farmers but not sufficient to meet the needs of territories;

# What we have found

- It is necessary to adopt a dynamic communication and foster participatory process;
- Public ATER and support organizations in each territory is fundamental to support the effectiveness of the registry;
- The role of social relations.





# What fills your cup?



Tradition, history, culture, natural resources, landscape, technology, labor, know-how, quality, research, experience, people ... COLLECTIVE ACTIONS.



# Grazie

ana.Lourenzani@unesp.br



Les Indications géographiques  
face aux attentes sociétales : une  
analyse des rencontres régionales  
organisées par l'INAO en France

Mathilde Gey-Galitre, Arnelie Nazé et Marie-Odile  
Nozières-Petit

Institut national de recherche pour l'agriculture, l'alimentation  
et l'environnement (INRAE - France) - Projet ANR Simple

# Une multiplication des enjeux autour des Indications Géographiques (IG)

- La transition vers des systèmes de production vers des modèles **plus durables** et l'adaptation aux **effets du changement climatique**
- **Un contexte réglementaire** de plus en plus incitatif
- Une évolution des **attentes sociétales**, une multiplication de démarches de segmentation... la "**jungle des labels**"



## L'Institut national de l'origine et de la qualité (INAO)

- Organisme public en charge de la mise en œuvre de la politique française relative aux signes officiels de qualité.
- Responsable des processus de demandes de reconnaissance ou de modification du cahier des charges et de l'accompagnement des IG
  - **Organisation des Rencontres régionales « Les SIQO face aux attentes sociétales » en 2023**



*Rencontres régionales de PAU (crédit INAO)*

# Les rencontres régionales des ODG, « Les SIQO face aux attentes sociétales »

## Objectifs

- Partager les démarches entreprises par les différents acteurs
- Croiser ces démarches avec les actions des instances de l'INAO
- Créer une dynamique collective entre collectifs d'opérateurs

## Chaque réunion a été structurée en deux parties :

- Des interventions des membres des comités nationaux INAO et des fédérations d'ODG.
- Des présentations de témoignages des acteurs des SIQO de la région et d'un exemple d'une autre région. Ces témoignages ont été suivis d'ateliers participatifs.

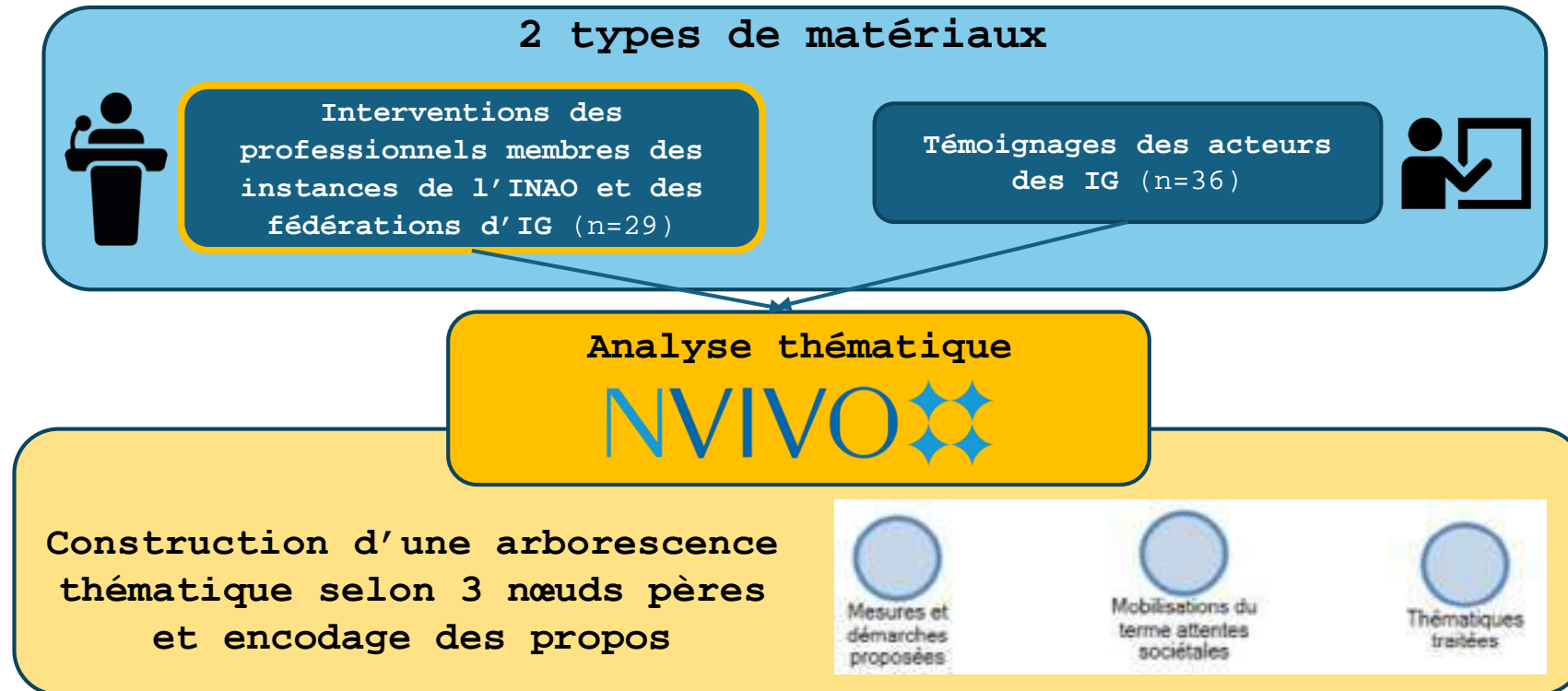
- **9 rencontres régionales avec plus de 700 participants**
- Rassemblant de **façon transversale** et dans une logique **participative** les ODG (organismes portant les IG) quelques soient leurs productions et leur signe de qualité (AOP, IGP, LR, STG, AB)



Carte des Rencontres régionales

# Méthode

## Réunions Rencontres Régionales « Les SIQO face aux attentes sociétales »



➤ Que signifie le terme « attentes sociétales » pour les intervenants ?

➤ Quelles sont mesures et des démarches proposées par les différents acteurs, selon leur objectif et leur degré de normativité ?

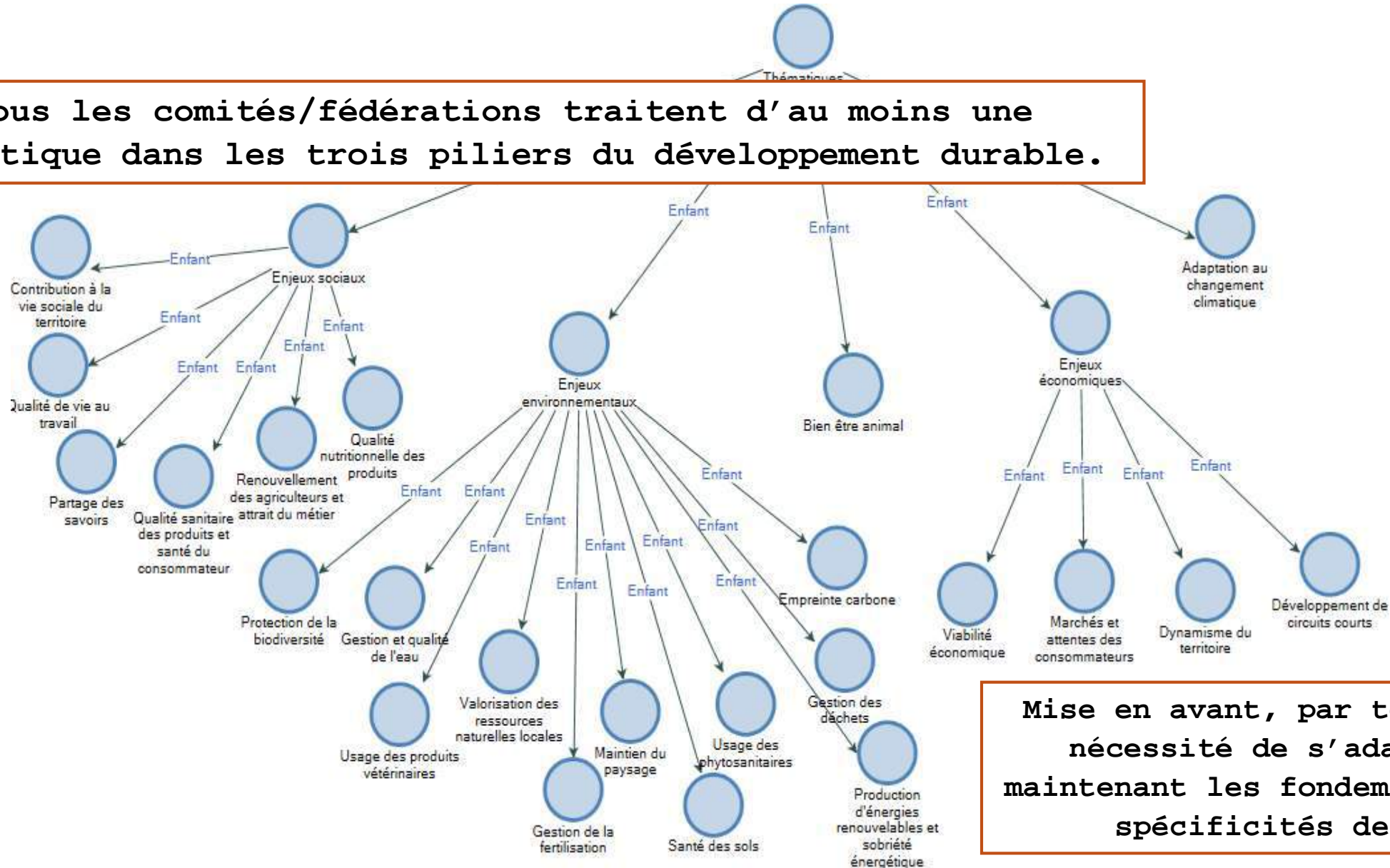
➤ Quelles sont les différentes thématiques cachées derrière le terme d'« attentes sociétales » dans les interventions des différents acteurs ?



# Résultats- Quelles thématiques mises en avant ?

(à partir des interventions des membres INAO/ fédérations (matériau 1))

Tous les comités/fédérations traitent d'au moins une thématique dans les trois piliers du développement durable.



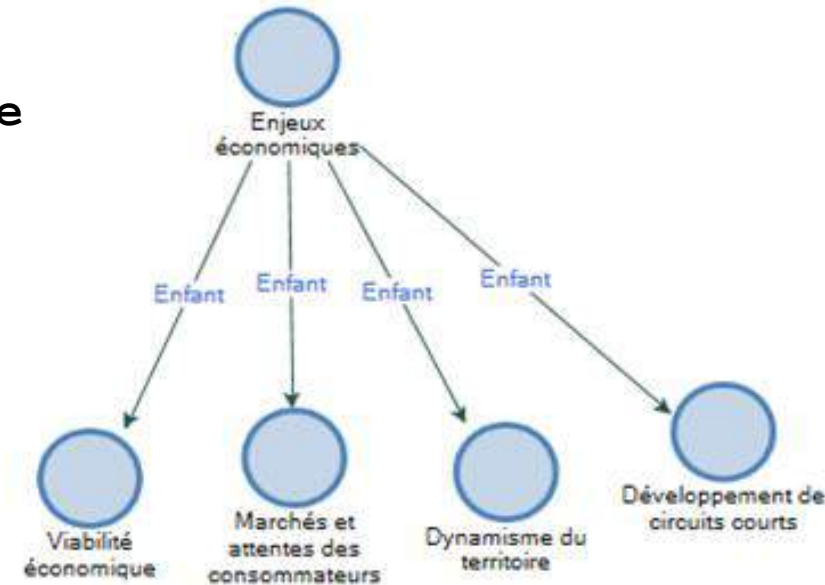
Mise en avant, par tous, de la nécessité de s'adapter en maintenant les fondements et les spécificités des IG.

# Résultats- Quelles thématiques mises en avant ?

(à partir des interventions des membres INAO/ fédérations (matériau 1))

La dimension économique du DD, une dimension mise en avant par tous les orateurs,  
Par trois aspects distincts:

- La mise en valeur de la contribution des IG au dynamisme des territoires dans lesquels ils s'inscrivent.
- Les évolutions du marché et aux nouveaux modes de consommations préoccupent les acteurs. Il faut s'adapter, évoluer pour perdurer mais avec la contrainte de maintenir les fondamentaux des IG.
- Les contraintes économiques qui limitent la prise en compte des attentes **sociétales**. Les investissements nécessaires pour modifier les pratiques sont importants et le contexte économique est jugé peu favorable.



# Conclusion

- Les rencontres régionales = **une modalité innovante dans l'accompagnement** assuré par l'INAO auprès des ODG.
  - **novatrices dans la méthode** (prise de parole des acteurs d'une région ; transversalité inter-signes et inter-filières)
  - et **sur la thématique traitée** (attentes sociétales/ durabilité)
- Mais accompagner les ODG sur cette thématique...
  - c'est composer avec des collectifs avec **des capacités humaines et financières très disparates.**
  - c'est risquer que cela soit **perçu comme une nième exigence, dans un contexte économique considéré comme difficile**



# Merci de votre attention







**Roles of Public Actors at Local Level (3a2)**

# Sustainability analysis of Bavarian GIs

Rome, 18.02.25

Alexander Hugel, Competence Center  
for Nutrition (KERN)

## About us

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### Competence Center for Nutrition – KErn (Kompetenzzentrum für Ernährung):

- Institute of the Bavarian State Research Center for Agriculture (LfL)
- Belongs to the department of the Bavarian State Ministry of Food, Agriculture, Forestry and Tourism (StMELF)
- Three sections (nutritional knowledge & innovation, nutrition education & public catering, **food industry & indulgence**)



# Project „Sustainability analysis of Bavarian GIs“

Analysis of all 54 Bavarian GIs with regard to national and international sustainability goals:

- How sustainable are our GIs already?
- How can they become more sustainable?
- Detection of the status quo
- Project timeframe: 01.01.2021 – 31.12.2024





# Project „Sustainability analysis of Bavarian GIs“

## Goals:

- Identifying starting points for how specialities can already contribute achieving the sustainability goals
- Developing approaches for anchoring more sustainability in the value chain of Bavarian GIs
- Overall analysis and comparison of all GIs





# Project „Sustainability analysis of Bavarian GIs“

## Project steps:

- Evaluation of relevant national and EU guidelines (Green Deal, Farm to Fork Strategy, etc.) according to required objectives and measures in the area of sustainability
- Identification of key factors for sustainability assessment
- Definition of the evaluation and discussion guidelines
- Analysing the single documents and specifications as comparable basis
- Conducting expert interviews with the respective consortia
- Evaluation of the results and preparation of the final report



# Project „Sustainability analysis of Bavarian GIs“

## Results:

- Strengths of GIs lie mainly in the second and third pillar of sustainability (economic and social)
- In addition to the fundamental aspects of EU quality schemes (e.g. protection against counterfeiting, economic advantages), these are especially:
  - Short transport distances within the region of origin
  - Keeping up consumer trust in local, traditional products
  - Preservation of culinary heritage and local culture (for example traditional production methods and local food craftsmanship)
  - Securing jobs in rural and less-favoured areas
  - Tourism



# Project „Sustainability analysis of Bavarian GIs“

## Results:

- Impact on downstream economic sectors such as hotel and catering industry, museums, tourist guides, etc.
- Partial contribution to the preservation of particularly valuable cultural landscapes (biodiversity, tourism,...)
- Economic perspective for small value chains: support for consumer demand for rural agriculture, animal welfare (pasture farming, hay feeding,...), regionality, authenticity
- Also strengths in the first pillar (ecological): biodiversity, no fertilisation, no GMOs,...



# Project „Sustainability analysis of Bavarian GIs“

## Conclusion:

- Sustainability advantages mostly in economic and social affairs
- Some strengths also exist in the area of environmental sustainability
- Encourage and support stakeholders to:
  - emphasize and communicate the already existing sustainability contribution of their GIs
  - further develop (ecological) sustainability

In this way, sustainability becomes an integral part of the future of regional specialties and their appreciation in society **without changing the essence of GIs: tipicity and specificity.**





# Thank you!

Competence Center für Nutrition –  
KErn  
at the Bavarian State Research Center  
for Agriculture (LfL)

Section Food Industry & Indulgence

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[Alexander.Hugel@KErn.bayern.de](mailto:Alexander.Hugel@KErn.bayern.de)

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

Florence Tartanac, Senior officer, Food and Nutrition Division



18 – 21 February 2025 | FAO Headquarters, Rome



# 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

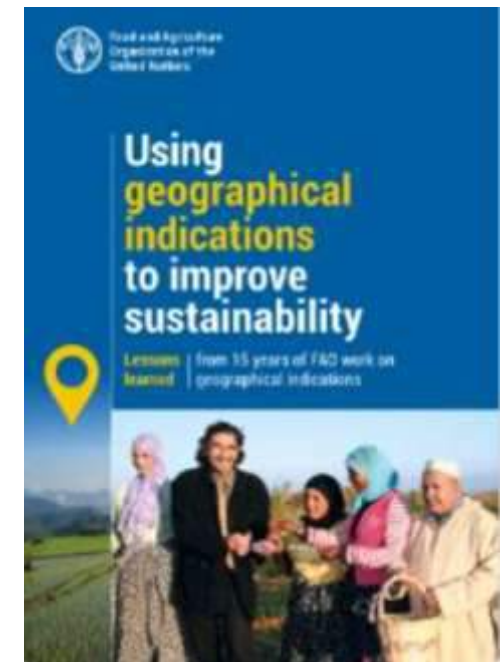
**The importance of endogenous and inclusive GI processes** : Participatory processes are the foundation of GI Sustainability, they are crucial to build trust among value chain stakeholders and place the local community at the core of the development of GIs, including the more vulnerable categories

**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](http://www.fao.org/documents/card/en/c/cc9122en)  
[www.origin-gi.com/web\\_articles/sustainability/](http://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  
of the United Nations

To be released soon!

Worldwide Perspectives on Geographical Indications Conference  
held in Montpellier in 2022



Food and Agriculture  
Organization of the  
United Nations

OPEN ACCESS



Emilie Vandecandelaere ·  
Delphine Marie-Vivien · Erik Thévenod-Mottet ·  
Maria Bouhaddane · Valérie Pieprzownik ·  
Florence Tartanac · Ida Puzone *Editors*

# Worldwide Perspectives on Geographical Indications

Crossed views between researchers,  
policy makers and practitioners





# Thank you



[www.fao.org/geographical-indications](http://www.fao.org/geographical-indications)



Organization for an International  
Geographical Indications Network

# GI performances and challenges: How to support GI system in the sustainability pathway



# oriGIn - The global alliance of GIs

oriGIn is the global alliance of GI groups and institutions dedicated to:

- Campaigning for robust GI protection in national laws and international treaties; and
- Promoting a model of managing value chains which is poised to respond to the emerging economic, social and environmental challenges.









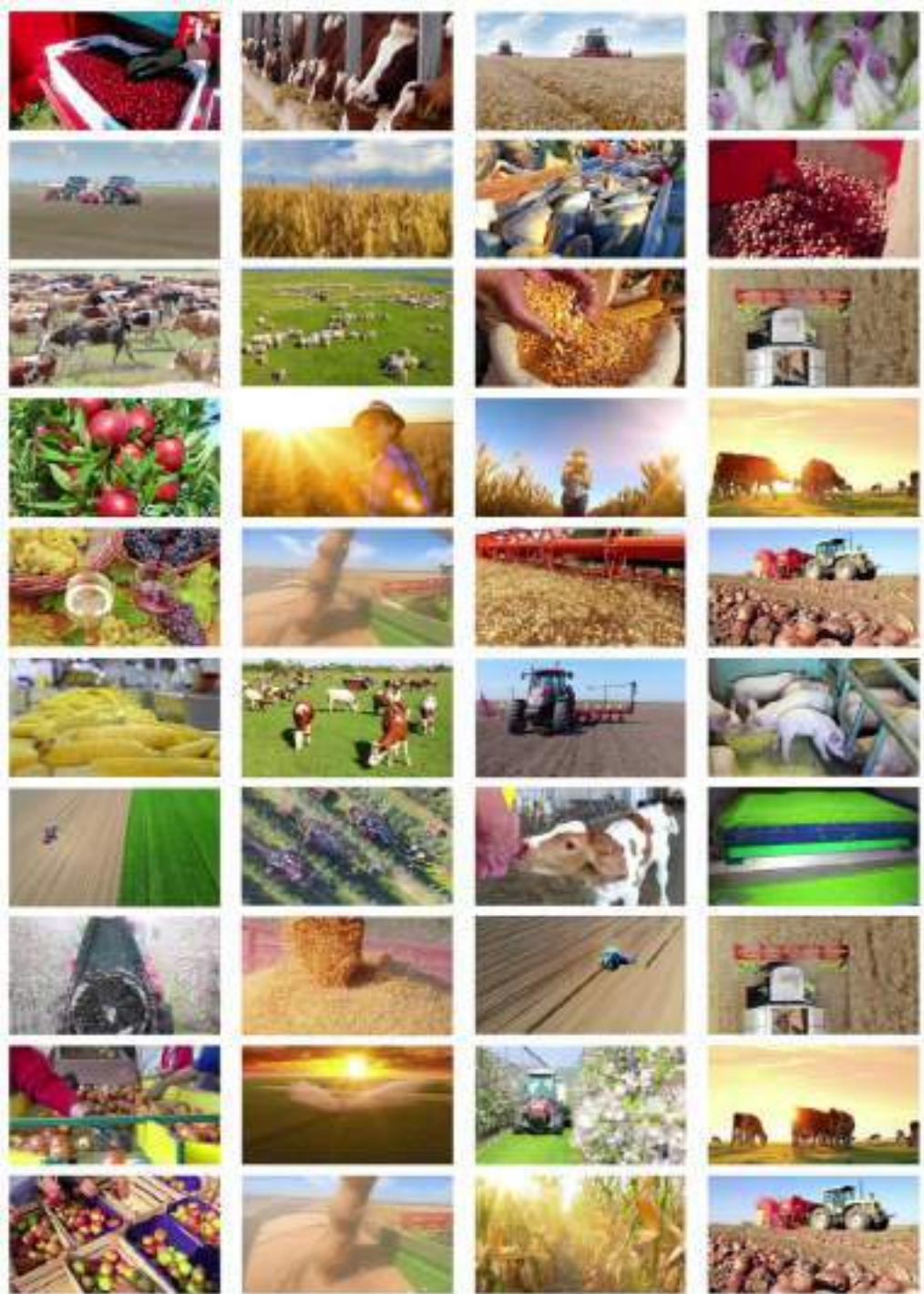












# Regulation (EU): 2024/1143

(c) animal welfare;

(d) a fair income for producers, diversification of activities, promotion of local agricultural production, and valorisation of the rural fabric and local development;

(e) preservation of agricultural employment by attracting and sustaining young producers and new producers...;

(f) improving working and safety conditions in agricultural and processing activities



# Consumers trends

**Q: Which of the following environmental sustainability and social responsibility elements are most important to you when purchasing products in these categories?**

Percentage of respondents that selected option in their top three

### Fresh food



### Beauty and personal care



### Packaged food and beverages



### Household cleaning supplies



Note: Respondents were asked to rank up to five options, starting with the most important  
Source: Bain Consumer Lab ESG Survey 2024 (n=18,991)



# Regulatory perspective



# Retailers, distribution



VINMONOPOLET





# How can we support a GI sustainability pathway?

- Awareness
- Inclusive bottom-up approach
- Convergence (national, regional, sectoral)



The components of the Sustainability Strategy for Geographical Indications (SSGI)





# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY



Innovations réglementaires afin de  
développer la durabilité des IG  
L'exemple français

# Plan de la présentation

## Un contexte contemporain de rupture

Une évolution rapide de la relation entre les produits et leur milieu géographique

## IG et durabilité : une relation ancienne qui doit s'approfondir

Des points naturels de convergence entre IG et durabilité

Une stratégie pour des IG plus durables

Conclusion : le rôle de l'Etat

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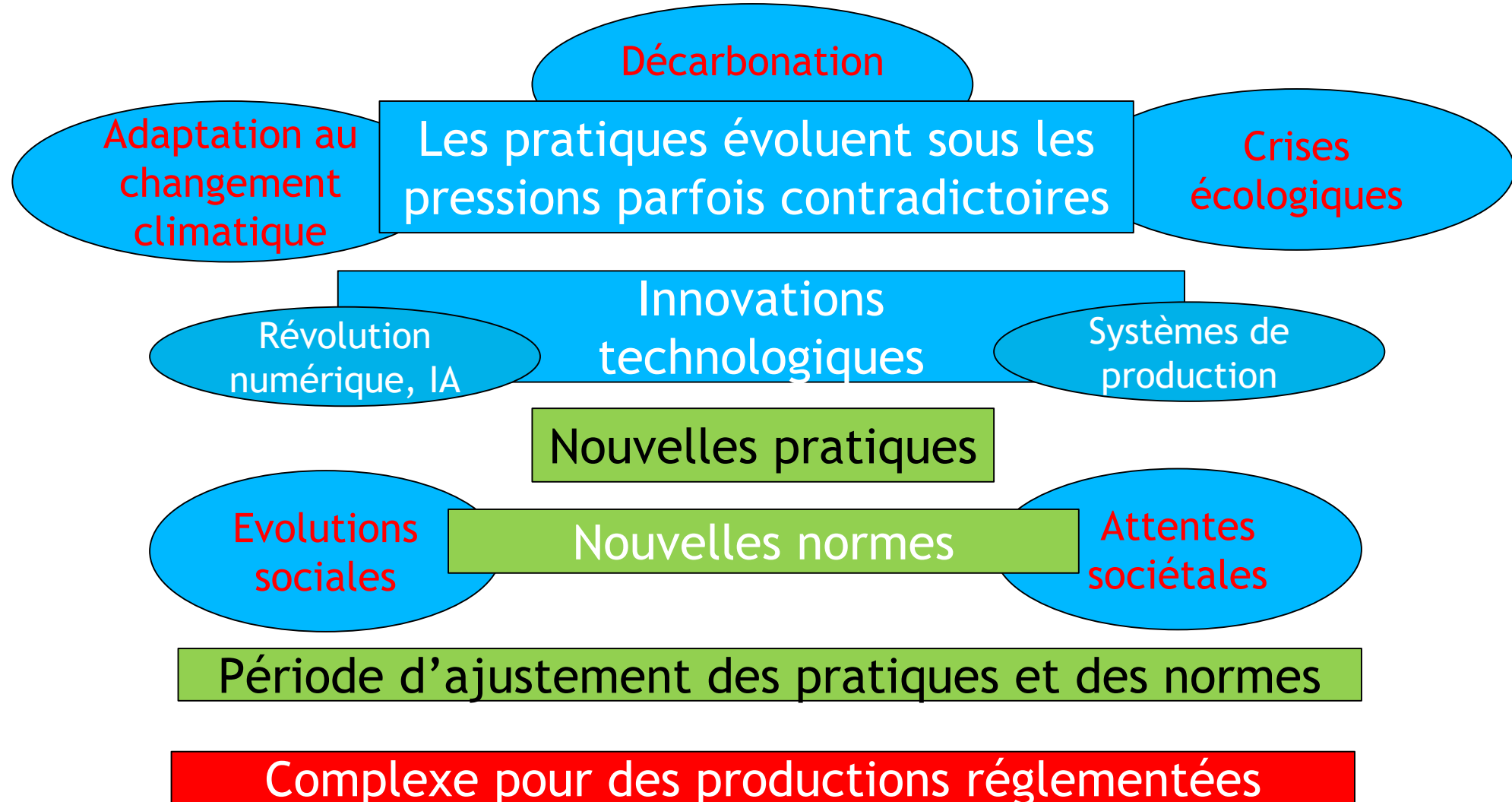
# Un contexte contemporain de rupture

Une évolution des pratiques et des normes

Le cas d'une IG confrontée au changement climatique :  
l'AOP Côte Roannaise

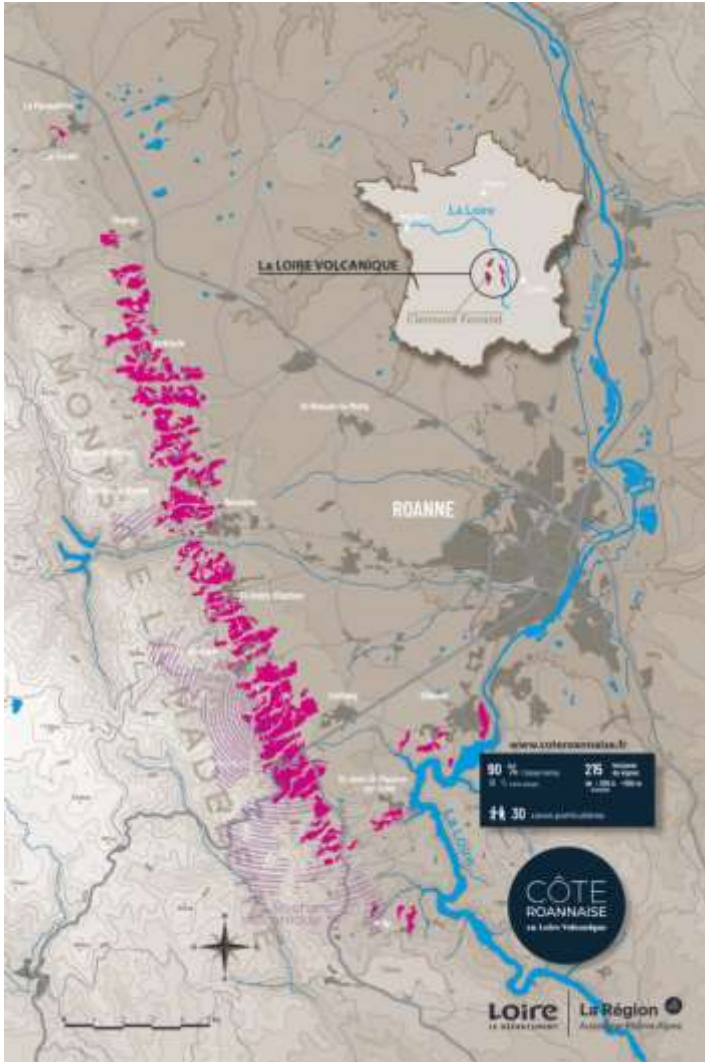
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# Un contexte d'évolution des pratiques et des normes





# Exemple d'une IG confrontée au changement climatique : l'AOP Côte Roannaise



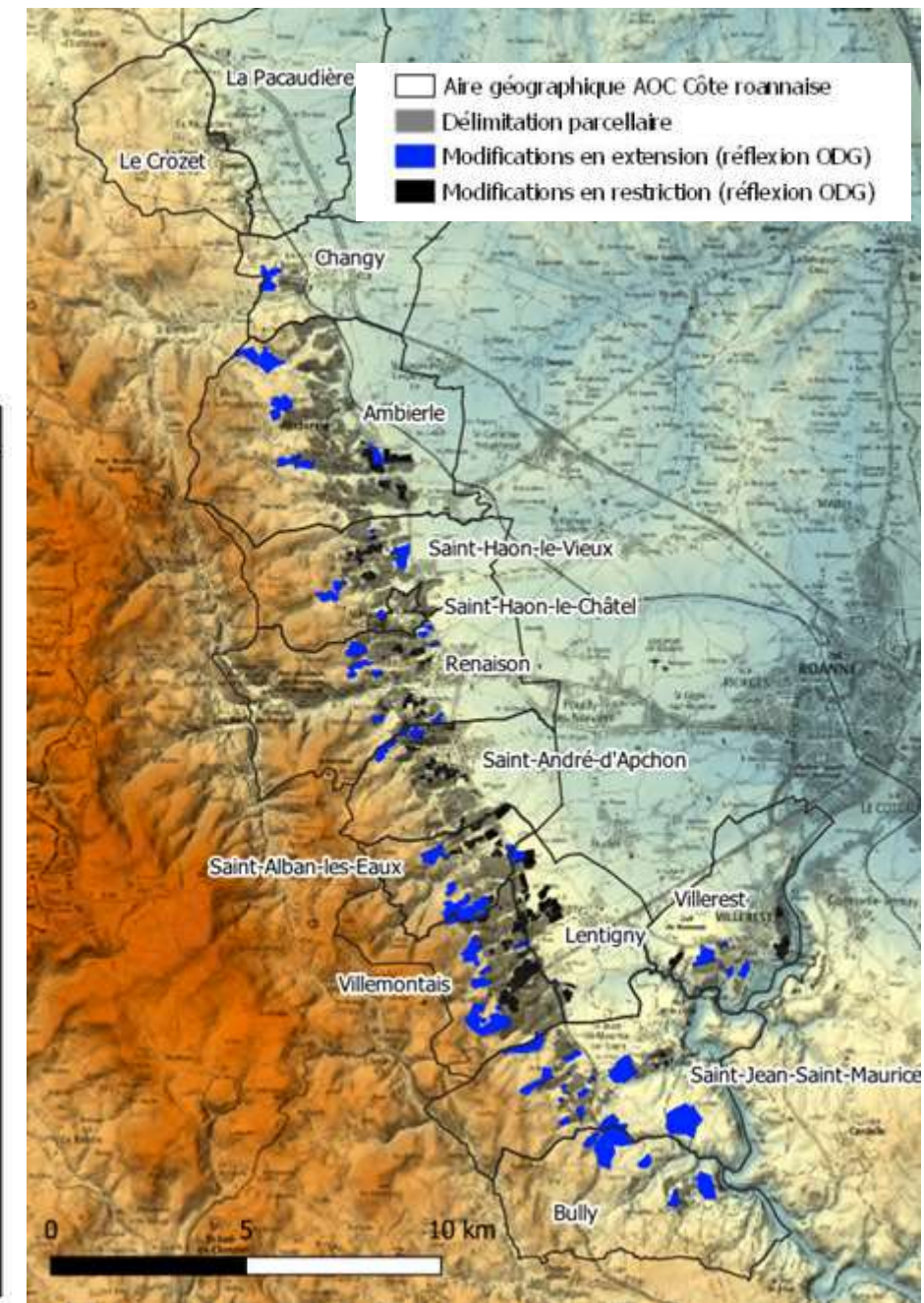


# AOP Côte Roannaise

La voie choisie : une évolution des critères de délimitation : altitude et exposition

Critères actuels	Proposition de critères
<p><b>Critères altitude exposition :</b> Actuellement &gt; dessus de 370/380 m. Altitude max : 550 m A noter classement à 600 m dans le VDQS Expositions Est et surtout pas Nord</p>	<p><b>Critères altitude exposition :</b> - Autoriser la plantation de vignes jusqu'à 620 m sur des coteaux bien exposés - Autoriser également des plantations sur des Pentes Nord Ouest sur une altitude plus basse à définir - Enlever dents creuses construites et partie gélive</p>
<p><b>Critères géomorphologiques et de sols :</b> Critère secondaire Zone sur formation d'altération du socle granitique et formations grossières de la bordure de la plaine. Souvent les glacis : (perchés, faible pente)</p>	<p><b>Critères géomorphologiques et de sols :</b> On reste sur les mêmes critères</p>

Proposition d'évolution des critères



Représentation de l'évolution possible de la délimitation parcellaire

# IG et durabilité : une relation ancienne qui doit s'approfondir

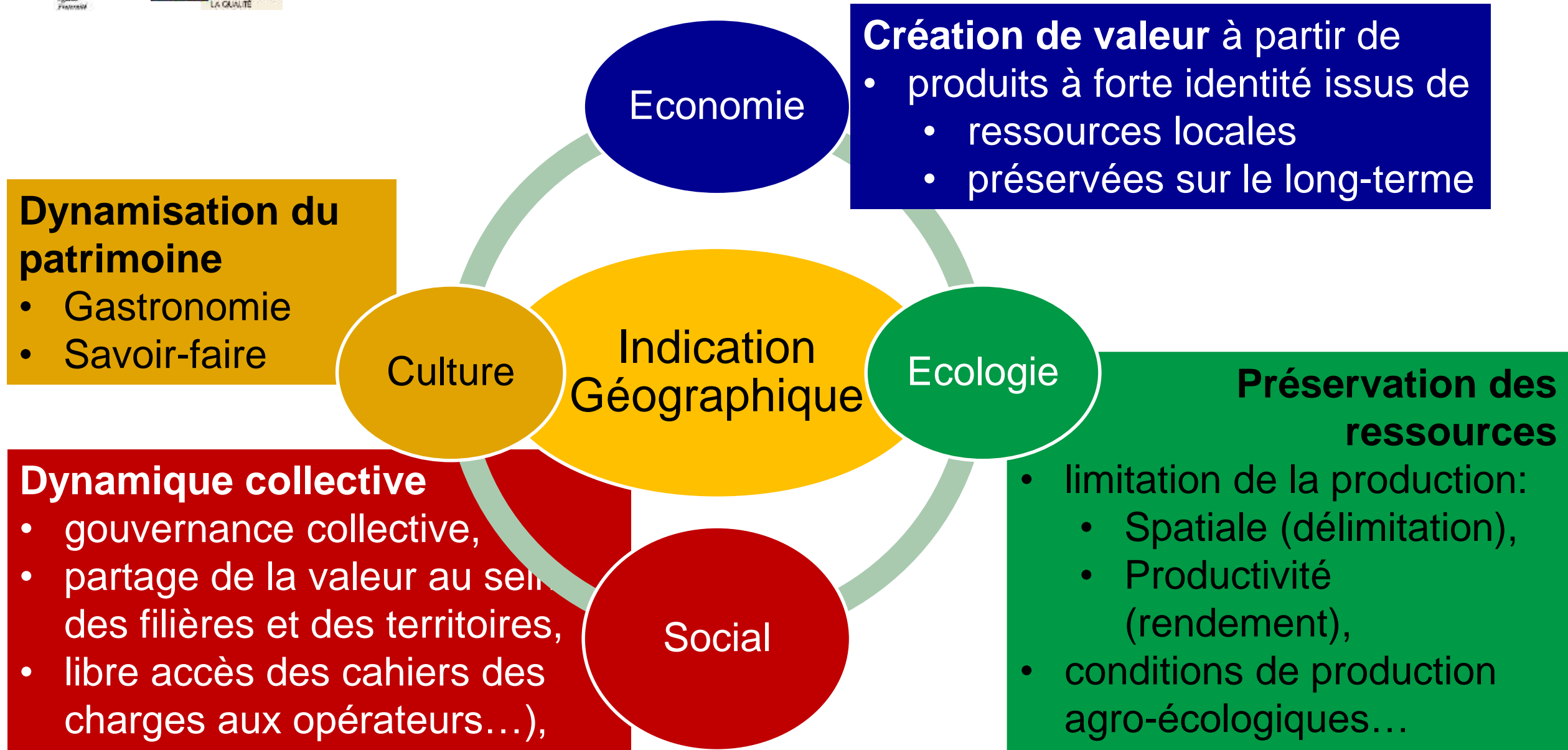
Des points naturels de convergence entre IG et durabilité

L'exemple de la dernière appellation reconnue : le Mothais sur feuille

Une stratégie pour des IG plus durables

---

# Des points de convergence entre IG et durabilité





# L'exemple du Mothais sur feuille

## Dynamisation du patrimoine

- Chèvre poitevine
- Feuille de châtaigner
- Moulage à la louche

Economie

## Création de valeur à partir de

- Texture fondante (moulage à la louche)
- Arômes boisés (affinage sur feuille de châtaigner)...

Culture



Ecologie

## Préservation des ressources

- Limitation de la productivité des chèvres
- Obligation de présence de légumineuses
- Limitation de la fertilisation
- 85% de la ration issue de l'aire...

Social

## Dynamique collective

Des opérateurs persévérants  
déterminés (20 ans de travail)

- 16 fermiers
- 16 producteurs de lait
- 4 artisans
- 2 laiteries

# Un système de production caprin en polyculture élevage



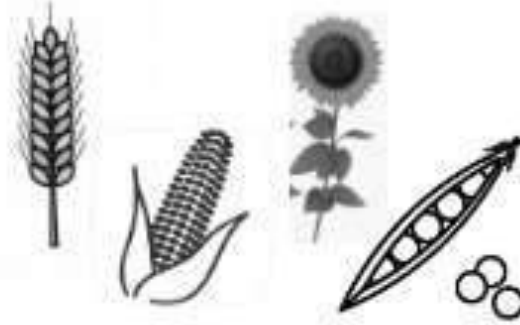
**255 chèvres en  
moyenne**

*alpines, saanen,  
poitevine*



**Une diversité de  
légumineuses  
fauchées, pâturées  
ou affouragées**

*Luzerne, trèfle  
violet, prairie  
multi-espèces*



**De 2 à 5 cultures de  
céréales et oléo-  
protéagineux dans  
l'assolement**

*Blé, maïs,  
tournesol, méteil,  
orge, colza, ...*



**60 % du maïs grain  
produit consommé  
par les chèvres**

*Enquête en 2015 auprès de 30 élevages  
producteurs de Mothais sur feuille*

**3**

Accompagner la réussite des systèmes  
polyculture-élevage dans le cadre de la filière  
Mothais sur feuille : co-construction du cahier  
des charges et accompagnement technique des  
éleveurs

Supporting the success of mixed farming systems in the : co-design of  
specifications and technical support for farmers

MOTHAIS  
SUR FEUILLE

Monsieur [nom], [adresse], Adresse Membre (Coopérative Laitière  
de la Sarthe), Fronts de la Sarthe - 49100, (Coopérative  
Mothais Syndicat des Mothais sur feuille) et Adresse GAE  
(Institut de l'Élevage - IREDA)

Logo of Mothais sur feuille and other partners.

# Une stratégie pour des IG plus durables

- Une approche systémique de l'évolution du cahier des charges

Les fiches pratiques à destination des ODG

- Le développement des relations entre les groupements et avec la recherche scientifique
- La conception de procédures innovantes

La grille d'analyse des dispositifs de couverture de la vigne

Les exemples d'évaluation des innovations Variétés viticoles et modes de distillation du Cognac

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# Une approche systémique de l'évolution du cahier des charges

RÉFLEXION SUR LES **CONDITIONS DE PRODUCTION AMONT** DES  
AOP VIS-À-VIS DES ATTENTES SOCIÉTALES ET DE LA DURABILITÉ



COMITÉ NATIONAL  
DES APPELLATIONS  
D'ORIGINE LAITIÈRES,  
AGROALIMENTAIRES  
ET FORESTIÈRES.

**Document pratique** de 13 fiches pédagogiques à destination des ODG.

- Points sur lesquels une réflexion est impérative en cas de demande de modification du cahier des charges.
  - aborder les réflexions autour de la durabilité dans une approche systémique ;
  - trouver des réponses adaptées, à son contexte, dans ou en dehors du cahier des charges.



# Le développement des relations entre les groupements et avec la recherche scientifique



Développer la concertation entre les filières (rencontres régionales)

- Partage d'expériences
- Projets en commun

Développer le lien avec les instituts techniques et scientifiques

- Expérimentation système
- Science participative
- Démonstration et vulgarisation







## Grille d'analyse de la compatibilité avec l'AOP : l'exemple des dispositifs externes de couverture de la vigne



# Une grille d'analyse des innovations, au prisme de la durabilité

## Facteurs économiques

### Effet à évaluer

Efficacité du dispositif à préserver les récoltes

Maintien des caractéristiques organoleptiques distinctives

### Indicateurs

Comparaison des rendements  
Effet sur les bio-agresseurs

Examen organoleptique

## Facteurs environnementaux

Limitation de l'empreinte environnementale

Impact sur le paysage

Analyse de Cycle de Vie  
Etude fonctionnement des sols  
Etude biodiversité

Etude paysagère

## Facteurs sociaux

Accessibilité du dispositif aux opérateurs

Conditions de travail /Emploi

Acceptabilité par les parties prenantes

Etude économique et socio-technique

Analyse ergonomique  
Etude temps de travail

Enquêtes à partir d'entretiens

# L'évaluation des innovations

Pour **développer l'innovation** au sein des IG : une procédure qui intègre l'évaluation d'une innovation **au sein du cahier des charges qui est modifié à cet effet.**

## Pour évaluer des innovations qui répondent aux enjeux du développement durable

- L'adaptation au changement climatique et l'atténuation de ses effets
- La préservation de la biodiversité et des paysages
- Le bien-être animal
- La transmission des savoir-faire
- La santé globale

## Dans un cadre scientifique

- L'opérateur volontaire signe avec le groupement et l'INAO une convention de respect du protocole sur plusieurs années établi par un organisme scientifique

## En limitant les quantités de produits issus de l'innovation évaluée

- Pas plus de 10% des quantités commercialisées



# L'évaluation des innovations : l'exemple des variétés à fins d'adaptation

## Variétés viticoles à fins d'adaptation

- cépages adaptés aux évolutions climatiques issus de régions plus chaudes,
- variétés résistants aux principales maladies de la vigne comme le mildiou et l'oïdium.

120 variétés  
évaluées

200 viticulteurs  
évaluateurs

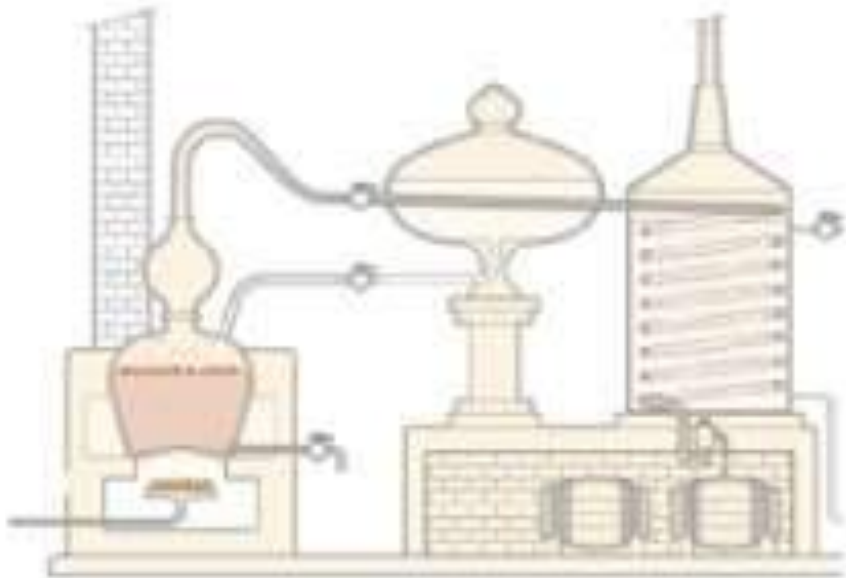
30 AOP représentant plus de 50% de la  
production totale des AOP viticoles françaises  
dans tous les bassins de production

10 ans d'évaluation

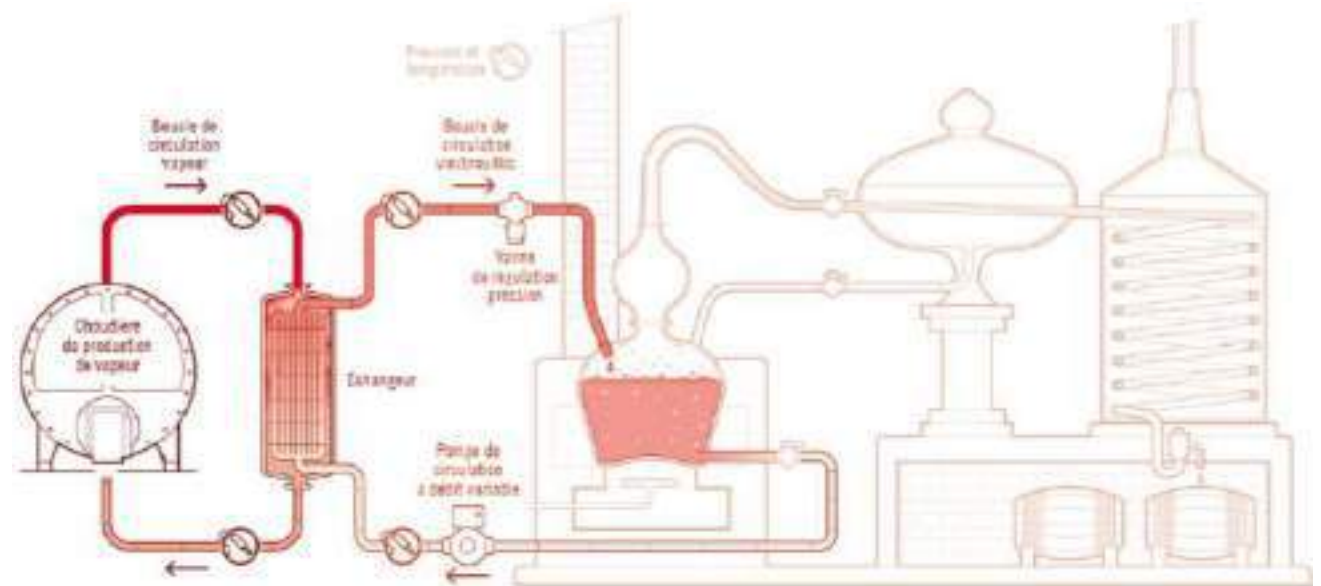
# L'évaluation des innovations : l'exemple du Cognac et l'évolution de son mode de distillation

La filière Cognac recherche des modes de distillation moins émetteurs de GES mais veut s'assurer

- du maintien des caractéristiques organoleptiques et
- de leur accessibilité aux différentes catégories d'opérateurs



Alambic charentais conforme au cahier des charges



Alambic charentais adapté en vue d'une diminution d'émission de GES

# L'évaluation des innovations : l'exemple du Cognac et l'évolution de son mode de distillation

L'alambic dit « charentais » est composé d'une chaudière **chauffée à feu nu**, d'un chapiteau, d'un col-de-cygne, avec ou sans chauffe-vin, et d'un serpentín avec appareil réfrigérant.

**Toutefois, à fin d'évaluation, l'utilisation de matériels de distillation ne respectant pas les modalités définies ci-dessus, tels que décrits dans le protocole approuvé par le Comité National, est autorisée, sous réserve de la signature entre l'INAO, l'ODG et l'opérateur habilité d'une convention validée par le Comité National.**

**La proportion des volumes d'eaux-de-vie obtenus dans le cadre des dispositifs d'évaluation des innovations prévus par le présent cahier des charges, est inférieure ou égale à 10 % volume dans l'assemblage des lots d'eaux-de-vie utilisés lors de leur mise en marché à destination du consommateur**

## Conclusion : le rôle de l'Etat

Stimulation de la réflexion des Groupements

Préservation des fondamentaux de l'IG

Adaptation des procédures

---



**La durabilité :  
au cœur du cahier des charges**



# Le Comté aménage le territoire

Une aire géographique sur :

- 4 départements : Ain, Jura, Doubs, Saône et Loire
- 289 000 ha mis en valeur

Les 3 maillons de la filière Comté :

- 2 325 fermes à Comté
- 139 ateliers de transformation (fruitières)
- 15 maisons d'affinage
- 70 000 t de production
- Plus de 14 000 emplois directs et indirects

Plus de 700 ans d'histoire



# Notre cahier des charges au service de la durabilité

- Préserver l'identité du Comté
- Apporter des garanties aux consommateurs
- Répondre aux attentes sociétales
- Créer de la valeur partagée

**Nécessité d'innover**



## Le cahier des charges du Comté s'est construit par couches successives depuis sa reconnaissance en AOC



1958

- Délimitation de la zone AOC Comté

1976

- Description physique des meules
- Affinage de 90 jours minimum à 19°C maximum
- Vaches Montbéliardes ou pie rouge de l'Est nourries sans ensilage
- Emprésurage du lait sous 24 h maximum, sauf exception hivernale à 36 h
- Travail en lait cru
- Mise en place du premier contrôle qualité

1979

- Chauffage du lait à plus de 40°C uniquement avant emprésurage
- Mise en place de la traçabilité (plaque verte)

1986

- Réglementation du préemballage
- Réglementation de l'étiquetage

1994

- Plafonnement de la zone de collecte de l'atelier à un cercle de 25 km de diamètre
- Restriction du délai maximum d'emprésurage qui passe de 36 à 24 h
- Augmentation de la durée minimum d'affinage de 90 à 120 jours

1998

- Restriction de la délimitation de la zone AOC Comté
- Limitation du conditionnement à la zone AOC Comté

2007

- Interdiction des OGM
- Plafonnement du concentré à 1800 kg/an/VL
- Plafonnement de la fertilisation azotée à 120 unités/ha de surface fourragère
- Plafonnement de la productivité laitière à 4600 litres/ha
- Interdiction de la traite en libre-service

2015

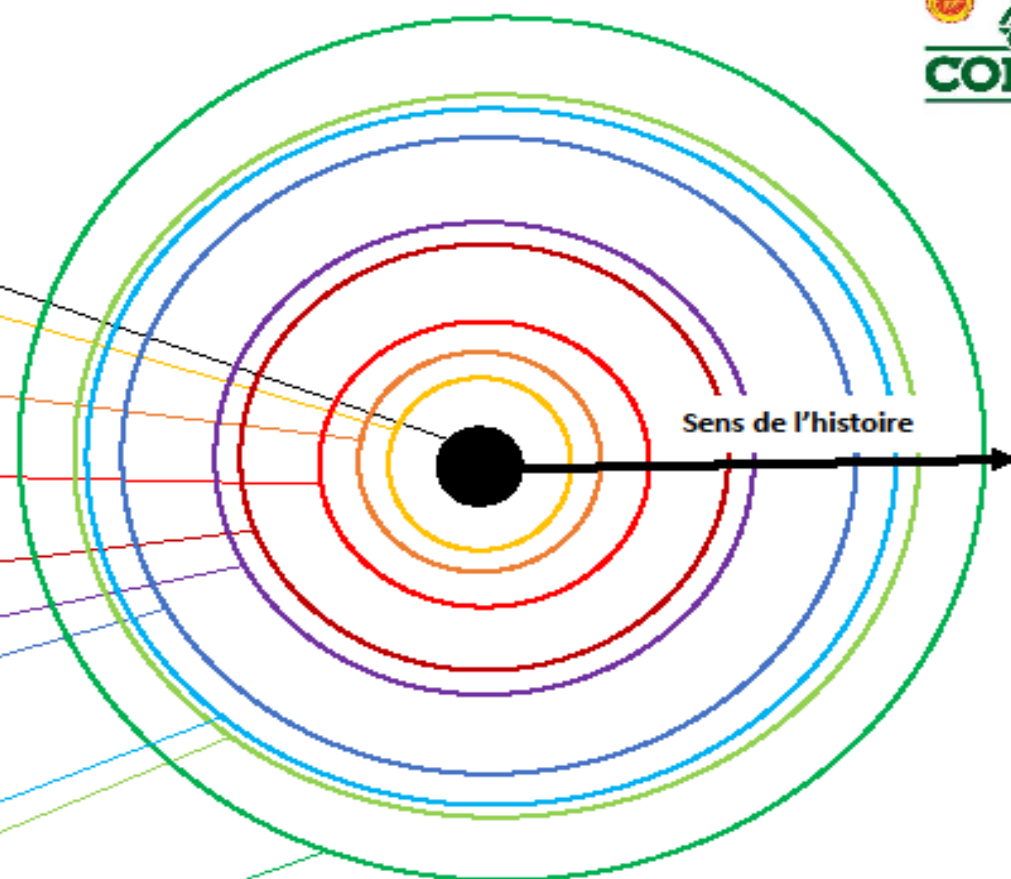
- Mise en place de la productivité individuelle par ha

2018

- Interdiction du robot de traite

2020

- Plafonnement de la production de lait à 1,2 million de L/an/exploitation
- Encadrement de la croissance des ateliers de fabrication
- Environnement et bien-être animal

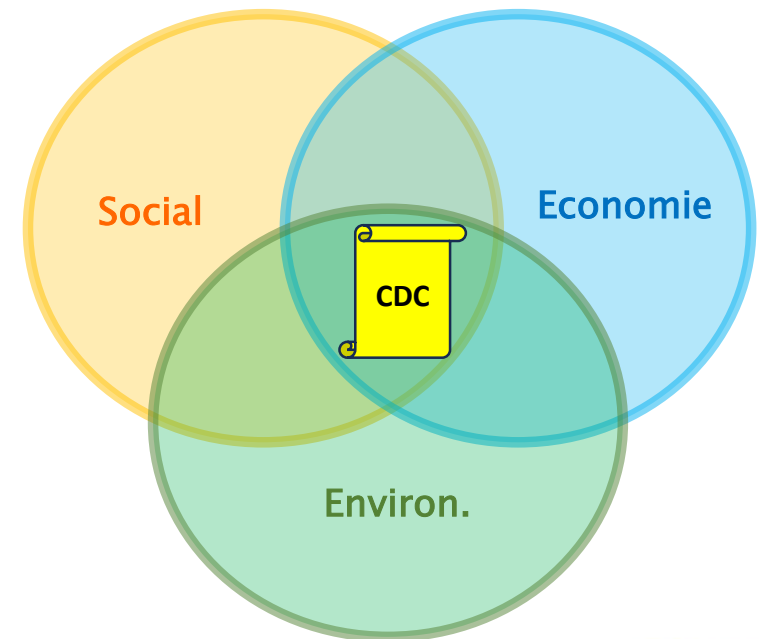




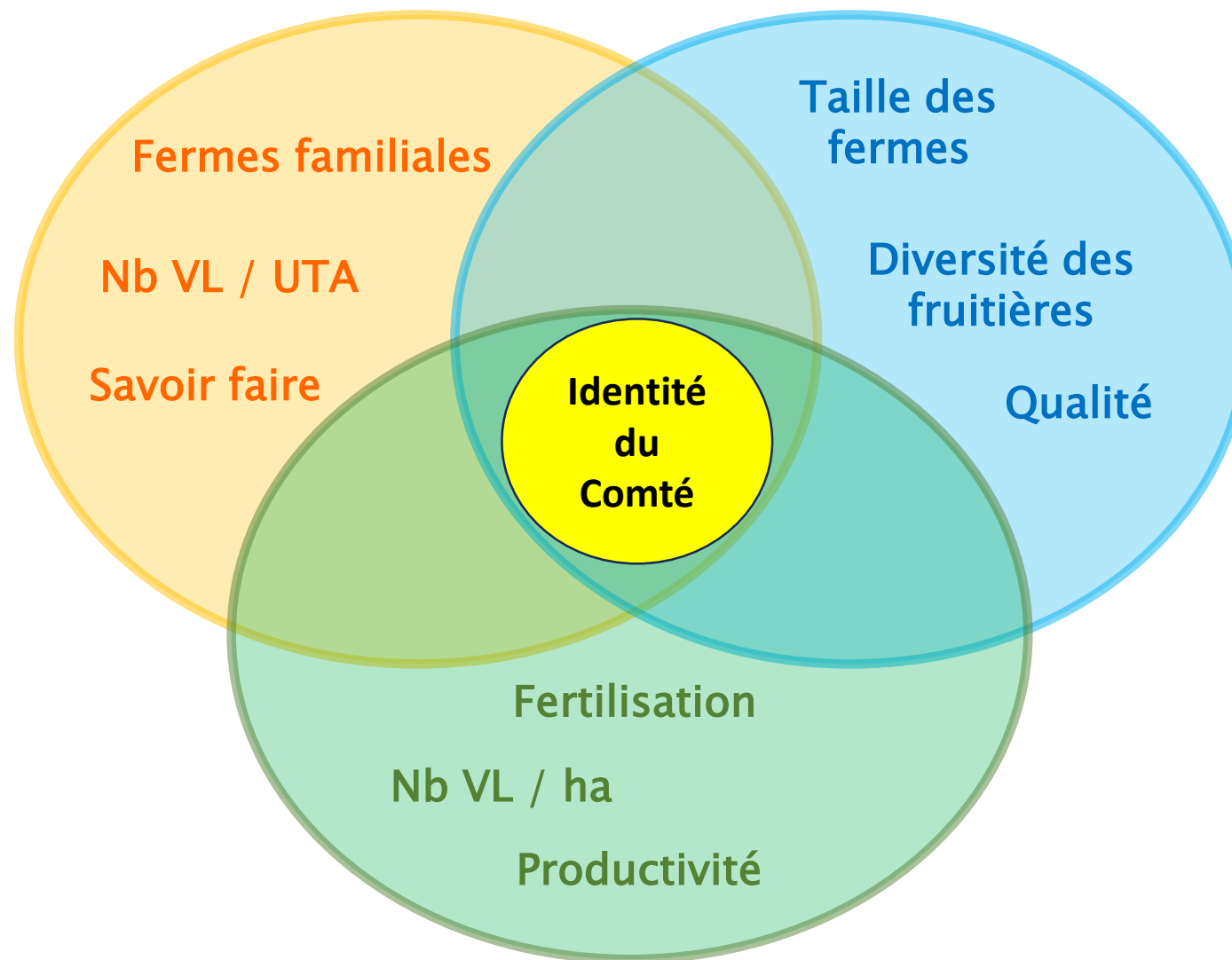
# Quels engagements ?

- Préserver une agriculture familiale
- Conserver une diversité d'acteurs
- Maintenir les savoir-faire agriculteur / fromager / affineur
- Préserver les ressources naturelles : autonomie des fermes / fertilisation
- Accroître le bien-être animal

**Cahier des charges : au cœur du dév. durable**



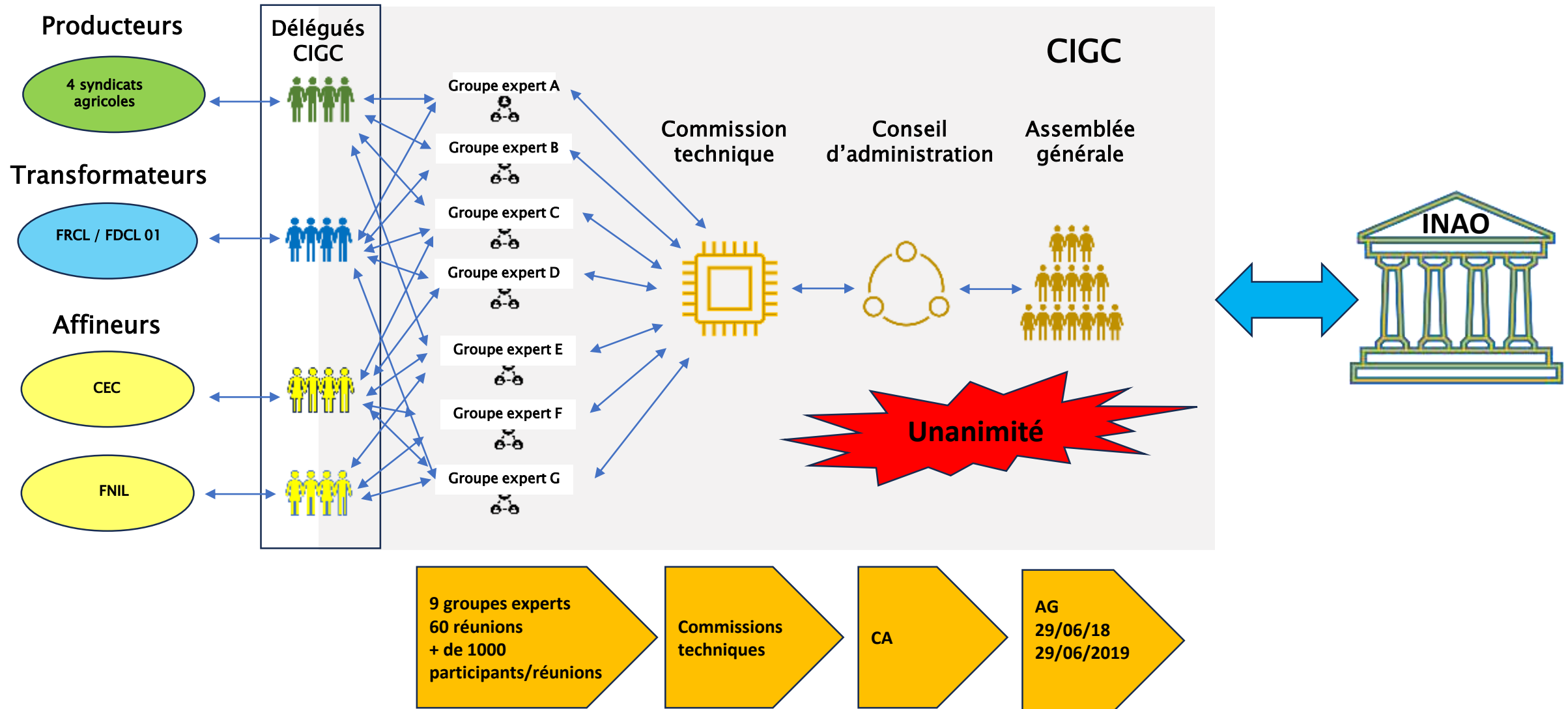
# Exemple de mesures



# Comment ?

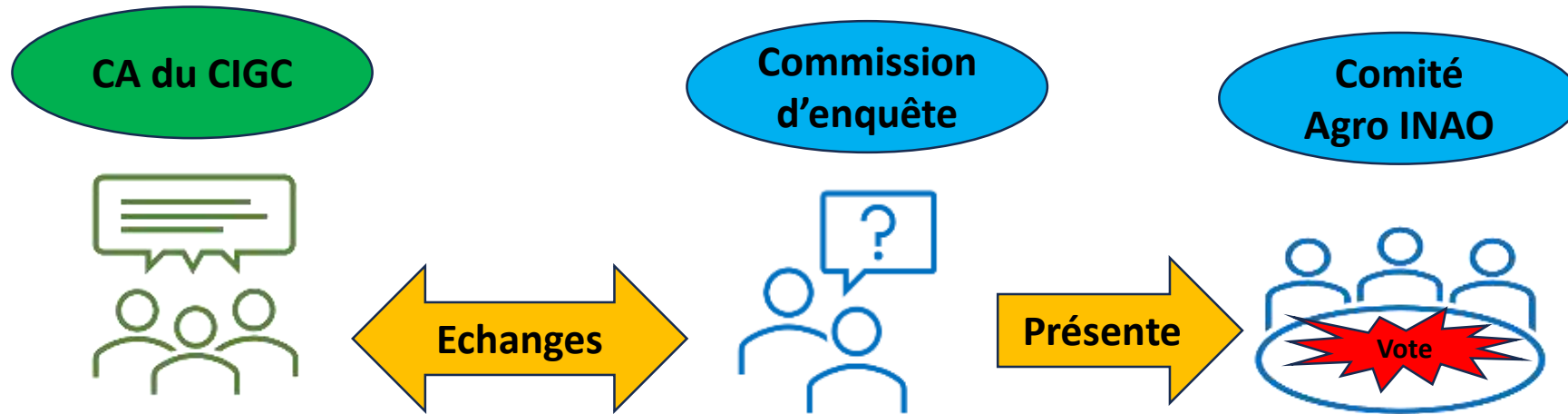
## Mobilisation des acteurs et gouvernance collective

# Mobilisation large des acteurs





# Le processus d'instruction



## Limites

- Expliquer et justifier les innovations réglementaires
- Durée de l'instruction

Application 2025

**Merci de votre attention !**

# ASIAGO GREEN EDGE Project: Pioneering Sustainability from Grass to Fork



19th February 2025

Flavio Innocenzi

Worldwide **Perspectives** on Geographical  
Indications.

**Innovations** and **Traditions** for Sustainability.

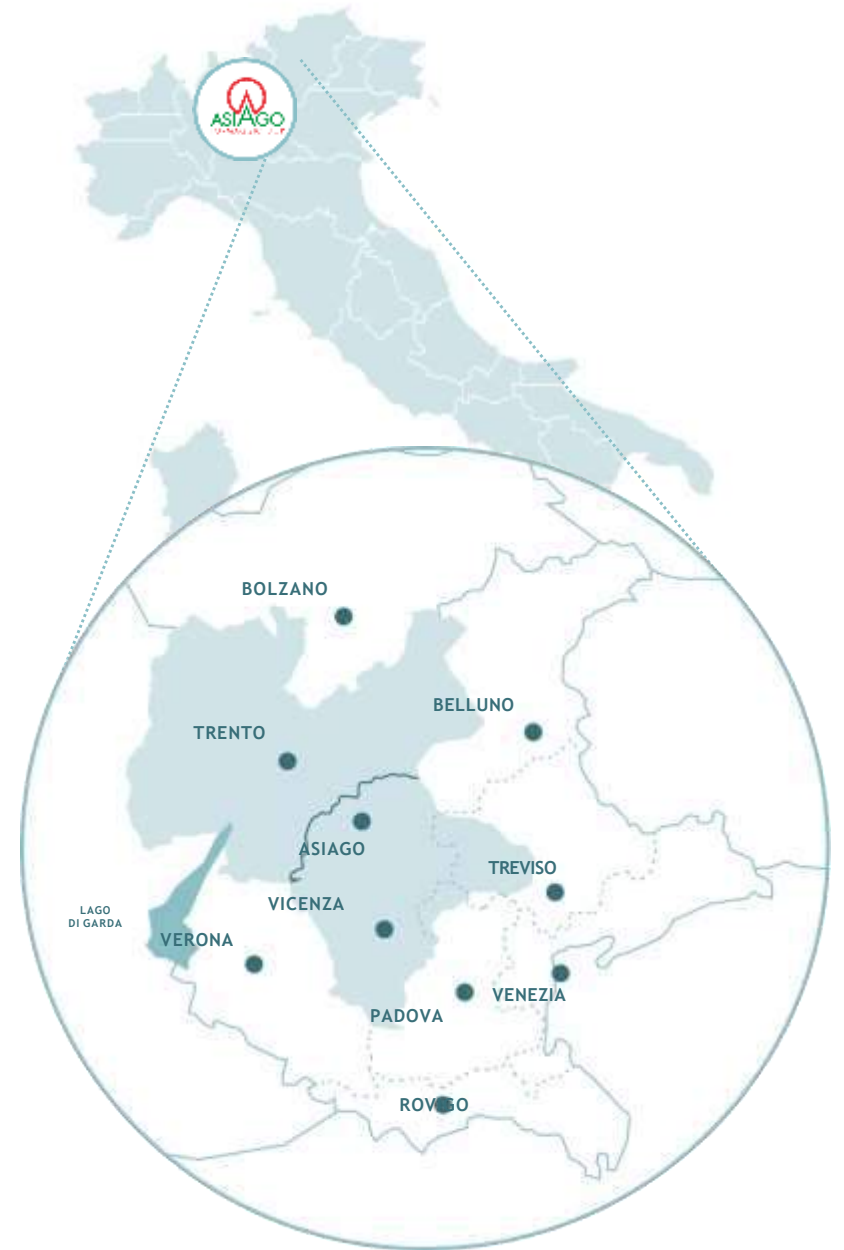


# GIs at a Crossroads



# ASIAGO PDO Cheese

- ✓ 1,027 dairy farmers and 40 manufacturers
- ✓ Wheels produced yearly: 1,600,000
- ✓ Yearly production: 22,500 tons,
- ✓ Sold in 52 countries
- ✓ Employment: 8,500 people
- ✓ Revenue: 750M €



# GIs at a Crossroads

- ✓ TRADITION
- ✓ ORIGIN
- ✓ TERRITORY
- ✓ HISTORY
- ✓ HERITAGE

vs.



**Purpose  
(Why?)**



**Mission  
(What?)**



**Values  
(How?)**



## Purpose (Why?)

### **Survival & Relevance:**

GIs risk obsolescence if they do not adapt to climate and evolving context

### **From Static to Evolving Identity:**

Tradition must be a driver of renewal, not a barrier to progress.

### **A New Social Contract:**

Sustainability is not a market trend but a responsibility to the land, producers and communities.

### **Global Leadership Opportunity:**

GIs can set the standard for sustainable food systems, or be left behind.

## OUR PURPOSE & ETHOS (WHY)

Fashion trends come and go, technologies shift, and consumer attention drifts.

Yet GIs rooted in timeless human values - **humility**, **creativity**, and **respect for nature** - adapt more readily.

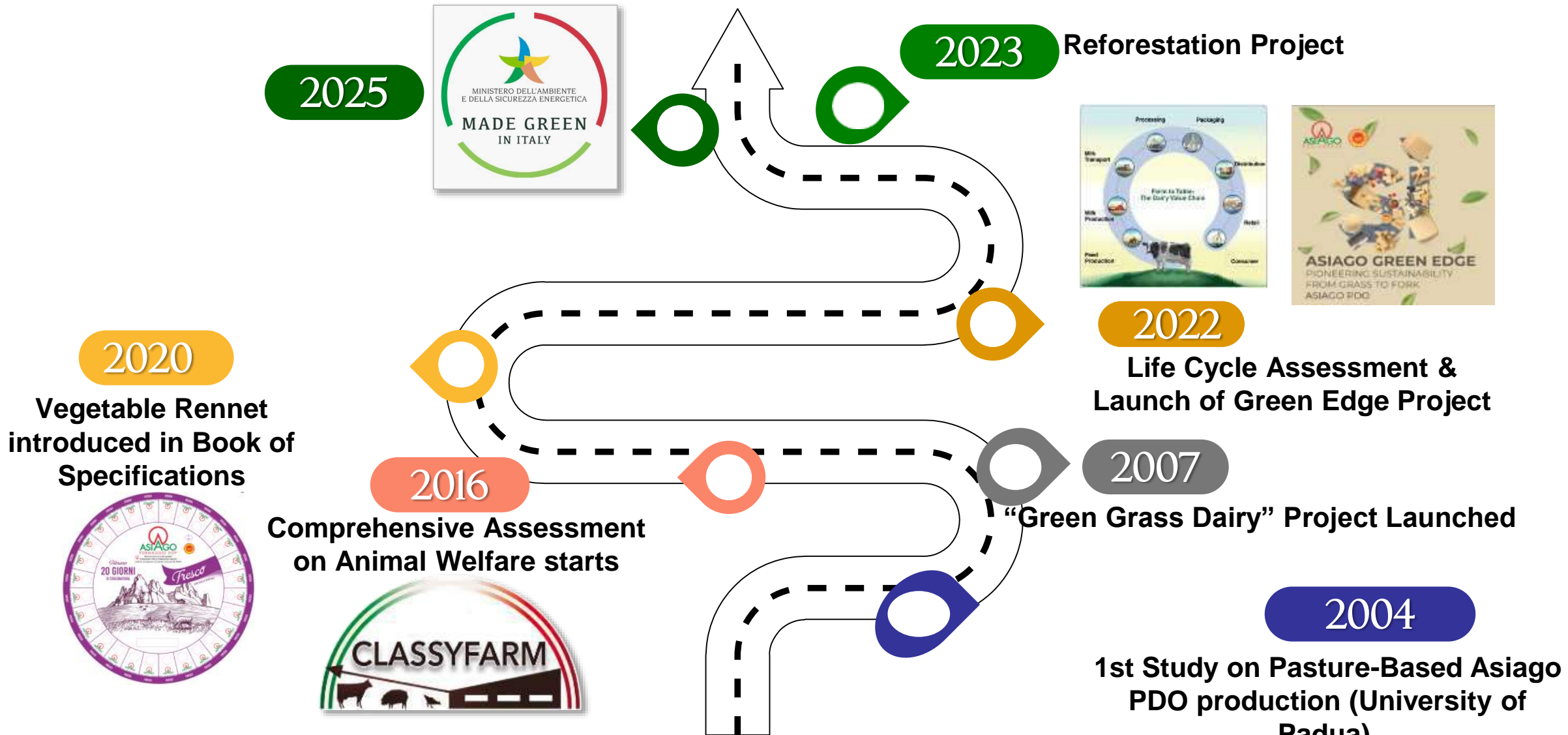
Our purpose is to **preserve the future**, not merely the past, by integrating the best of our natural traditions into a forward-looking practice.

## (Why) OUR PURPOSE & ETHOS

We **embrace imperfection**, allowing each cheesemaker's unique approach to shine rather than forcing uniformity.

Sustainability becomes **a shared, evolving journey** that keeps Asiago PDO authentic to its origins while remaining open to tomorrow's possibilities.

# (What) Long Story Short: 21 YEARS OF SUSTAINABLE INNOVATION





# Mission (What?)

01

**Animal  
Welfare**



- ✓ Classy Farm+
- ✓ Reviewed Product Specifications

02

**Environmenta  
l Impact**



- ✓ Life Cycle Assessment
- ✓ Reforestation
- ✓ Plant-Based Rennet

03

**Energy  
Efficiency**



- ✓ Software for the Assessment/Reduction of Environmental Impact
- ✓ Made Green in Italy Certification

04

**Social/Cultura  
l**



- ✓ Local Event Boosting Tourism Promoted by the PDO Consortium
- ✓ Modern Ancient Practices

01

## Animal Welfare



**ASIAGO CHEESE IS MADE BY DAIRIES THAT PRIORITIZE ENVIRONMENTAL IMPACT, USING MILK FROM FARMS THAT ARE ASSESSED FOR ANIMAL WELFARE.**

02

## Environmental Impact

## Reforestation Project



(Vittorio Zunino Celotto/Getty Images)

02

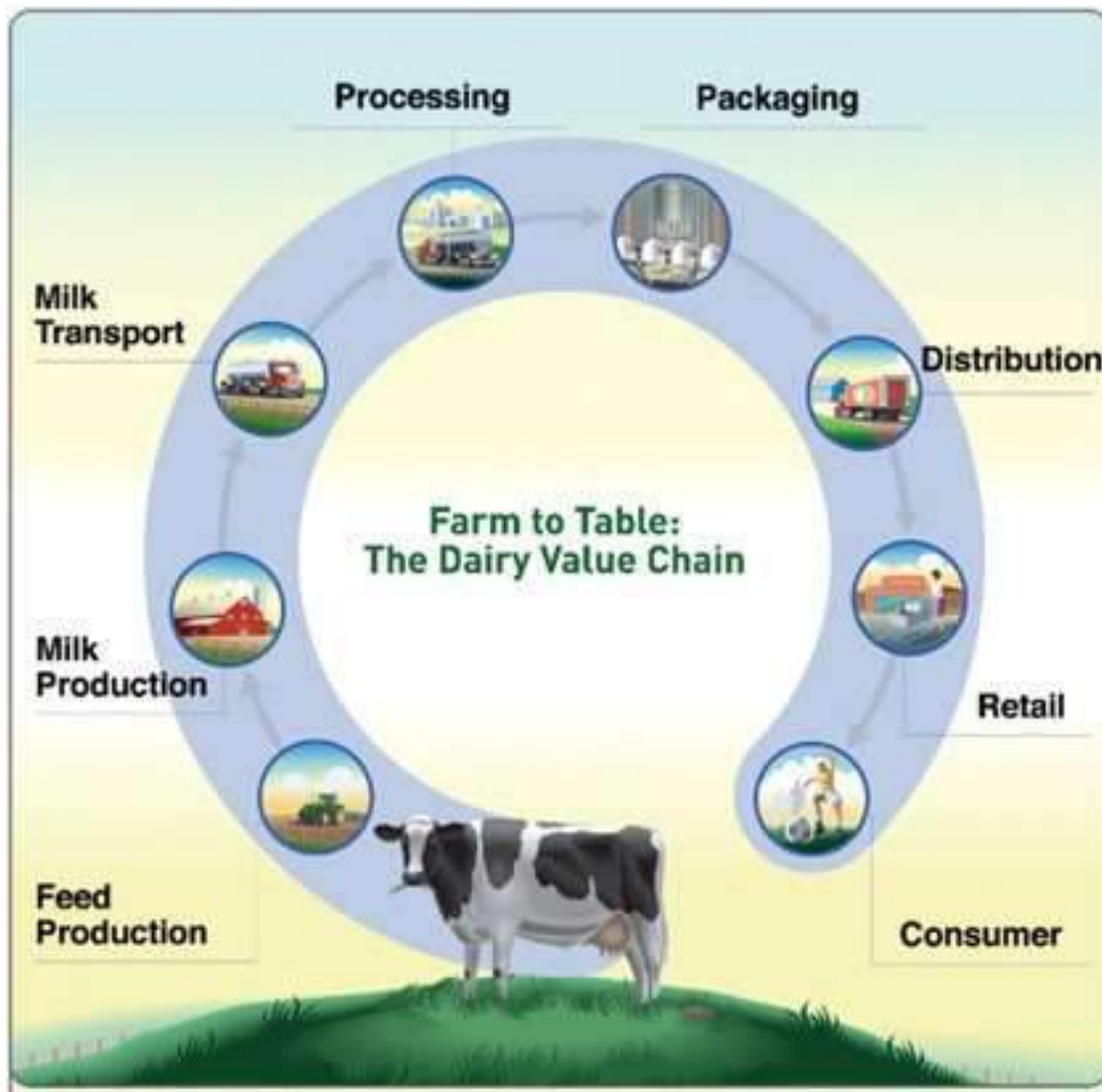
Environmental Impact

03

Energy Efficiency

## LCA

Life Cycle  
Re-Assessment





02

Environmental Impact

03

Energy Efficiency



- ✓ **20% energy savings** per dairy, equating to **150 MWh** of electricity and **100,000 m<sup>3</sup>** of gas annually
- ✓ **~250 tons** of CO<sub>2</sub> reduction, comparable to the yearly emissions of **150 apartments**.

- ✓ Entire supply chain certified, "**from grass to fork**"
- ✓ **Data-driven sustainability**: Environmental Decision Support Software for real-time resource optimization
- ✓ Partnership with **leading universities** to measure and improve impact.

# Advancing AGENDA 2030.

## ✓ **Animal Welfare (SDG 12) & Food Safety for Healthy Products (SDG 3):**

- Adoption of Classy Farm standards+ across supply chain

## ✓ Promoting **Lower-Impact Production (SDG 12):**

- Voluntary Made Green in Italy certification, 20% energy savings per dairy, equating to 150 MWh of electricity and 100,000 m<sup>3</sup> of gas annually
- ~250 tons of CO<sub>2</sub> reduction (yearly emissions of 150 apartments)

## ✓ **Protecting Biodiversity and Ecosystem (SDG 15)**

- Reforestation in the Asiago Plateau after Storm Vaia (2018) with first 1,000 fir and larch trees
- Estimated 15 tons of CO<sub>2</sub> absorbed annually.



04

# Social/Cultura



## Values (How?)

# Embracing a Cultural Shift

- ✓ *Asiago Green Edge* shows GIs can preserve heritage while integrating sustainable practices
- ✓ Sustainability must be **proactive and measurable**, not mere compliance
- ✓ **Whole-supply-chain** participation and transparent **data-driven communication** build trust
- ✓ To lead in global food systems, GIs must **evolve** - treating tradition as a foundation, not a limit - or risk being left behind.



## **Embracing a Cultural Shift**

- ✓ **From industrial perfection → To embracing nature's variability**
  - ✓ **Authenticity over artificial standardization**
  - ✓ **From staticity → To dynamic adaptation.**

Sustainability is not a static goal but an ongoing journey.

## Values (How?)

# A Call to Action

- ✓ **Beyond Compliance:**

Sustainability as **an opportunity, not an obligation**

- ✓ **Beyond Tradition:**

Embrace imperfection, nature's variability and dynamic adaptation

- ✓ **Beyond Marketing:**

Ensure actions are **measurable, systemic and inclusive.**

# Ethic GIs: a New Value Proposition









# Thank you!



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# Complimentary Information on Asiago PDO

oriGIn

  
ASIAGO  
FORMAGGIO DOP

## One PDO, two different products.

Semi-hard cheese, made with cow's milk, no preservatives: milk, rennet, lactic acid bacteria, salt



**Fresh Asiago Cheese**  
made with whole milk, with  
a minimum of 20 days of  
maturation.



**Aged Asiago**  
made with semi-skimmed milk,  
with a minimum of 90 days of  
maturation.



**Fresh Asiago**  
20 days



**Fresh Asiago**  
**RISERVA 40 DAYS**



**Fresh Asiago**  
**Mountain Product**  
30 days



**Fresh Asiago**  
**vegetable rennet**







**Aged Asiago**  
90 days



**Asiago mezzano**  
4-10 months



**Asiago vecchio**  
10-15 months



**Asiago stravecchio**  
Beyond 15 months



LOSS OF ELASTICITY, CHROMATIC AND STRUCTURAL ASPECTS APPEAR MORE EVIDENT, SENSORY CHARACTERISTICS ARE ACCENTUATED, PASSING FROM SWEET NOTES OF THE MEDIUM-AGED TO SPICY IN THE VERY OLD.



# Peruvian Appellation of Origin Café Villa Rica: A Roadmap Towards its Sustainability

*Sergio Jean Piere Chuez Salazar*  
*Director*  
Distinctive Signs Directorate  
INDECOPI  
[schuezs@indecopi.gob.pe](mailto:schuezs@indecopi.gob.pe)





VILLA RICA



Café más fino



Villa Rica

Villa Rica



## Protection Declaration of the AO Café Villa Rica: 2010



- Human factors: crop and post-harvest management (shade and soil management, among other agricultural practices).

- Result: greater photosynthetic activity and therefore sugars.

- Expressed in coffee quality variables during roasting and tasting.

- Product: green coffee beans of the *Coffea arabica* species.

- Location: Villa Rica District (Oxapampa - Pasco).

- Natural factors: soil characteristics and water sources. In addition, the coffee trees that regulate the humidity patterns and thermal variation of the environment.

- Harmony between the crops and vegetation of the area.







## Peruvian-Swiss Project on Intellectual Property – PESIPRO Phase 2

**Strengthening the capacities of the Regulatory Council of the AO Café Villa Rica through the training of its members and highlighting the value of products protected by the AO.**

Technical support to the Regulatory Council with the implementation of the traceability, control and certification systems for coffee batches.

### Result:

- Approval of the modification of the Regulation of Use (17.06.2024)
- The Regulatory Council has technical support for the planning, implementation and management of the organization: 10 authorizations for use, training, promotion, support at international fairs. Increase in members. Registration of trademarks. Eight certified lots (2024 campaign).
- Implementation of the KOLITRACE application: 140 producers, 163 plots, 1466 plot areas mapped with polygons (Ha).

**Impact** (2600 producer families)



**Result:** Export of the first batch certified with the AO (07.09)



**Result:** Participation in Trade Mission and Word Coffee Copenhagen Denmark.





## Sustainability Strategy



FIGURE 1

The components of the Sustainability Strategy for Geographical Indications (SSGI)



Source: Authors' own elaboration

Theme	Topic	Number of indicators	Theme	Topic	Number of indicators	Theme	Topic	Number of indicators	Theme	Topic	Number of indicators
Economic resilience			Good governance			Social well-being			Environmental integrity		

[VIDEO: https://youtu.be/DuG\\_OsmqpP8?si=iuk4tPmtwsBmh3p8](https://youtu.be/DuG_OsmqpP8?si=iuk4tPmtwsBmh3p8)





# GRACIAS

[www.gob.pe/Indecopi](http://www.gob.pe/Indecopi)

Síguenos en: Indecopi Oficial



BICENTENARIO  
PERÚ  
2024



# Il ruolo del MASAF nell'adozione e nell'attuazione del regolamento (UE) 2024/1143

*Trovare un equilibrio tra innovazione e tradizioni:  
il ruolo dei gruppi di produttori, delle autorità pubbliche e dei centri di ricerca.*

**Dr.ssa Eleonora Iacovoni – PQA**  
*Direzione generale per la promozione della qualità agroalimentare - MASAF*

# I numeri della DOP economy italiana

- € 20,2 mld valore alla produzione 2023 (9 comparto cibo e 11 vino)
- 19% peso DOP-IGP su fatturato agroalimentare Italiano
- € 11,6 mld valore all'export - + 75% in 10 anni
- 194.387 imprese delle filiere IG cibo e vino
- 847.805 occupati nelle filiere IG
- Crescita +52% in dieci anni
- Grana Padano DOP, Parmigiano Reggiano DOP, Prosciutto Parma DOP, Prosecco DOP,.....

*(Fonte: XXII Rapporto Ismea-Qualivita sul settore dei prodotti italiani DOP-IGP-STG)*



# Italia leader per numero di DOP-IGP registrate in UE



## 3.646 DOP-IGP registrate in UE

- 1.652 vini
- 1.730 prodotti agricoli e alimentari
- 264 bevande spiritose



## 888 DOP-IGP registrate in UE

- 529 vini
- 324 prodotti agricoli e alimentari
- 35 bevande spiritose

MODELLO VIRTUOSO DI SVILUPPO AGRICOLO E RURALE  
1 su 4 IG registrate in UE è italiana



# Il Ruolo Strategico del Masaf nell'adozione del Nuovo Regolamento (UE) 2024/1143 si applica dal 13 Maggio 2024

- Partecipazione ai lavori preparatori nell'ambito degli organismi interni al Consiglio (oltre 25 riunioni in meno di 2 anni tra Gruppi di lavoro e CSA)
- Partecipazione al Consiglio AGRIFISH del 26 marzo 2024: adozione dell'atto legislativo all'unanimità, dopo il voto favorevole del Parlamento europeo.
- Semplificazione: si applica a IG vini, bevande spiritose e prodotti agricoli (prodotti alimentari). Introdotti tempi certi per le procedure di registrazione e modifica dei disciplinari di produzione.



# I principali risultati ottenuti dal MASAF

## ▪ GRUPPI DI PRODUTTORI RICONOSCIUTI

Grazie alla mediazione dell'Italia, il nuovo regolamento prevede criteri «flessibili» per il riconoscimento dei gruppi di produttori, che consentono di salvaguardare il centenaria sistema italiano dei consorzi di tutela.

In particolare, ciascuno Stato membro potrà decidere:

- Il numero minimo di componenti del gruppo di produttori riconosciuto *[art. 33(2)(b)(ii)]*;
- la limitazione dell'adesione a determinate categorie di produttori, in base alla natura del prodotto, come avviene già oggi in Italia *[art. 32(1)]*.





# I principali risultati ottenuti dal MASAF

## ▪ PROTEZIONE DELLE IG NEI PRODOTTI TRASFORMATI

Il nuovo regolamento stabilisce un obbligo di notifica preventiva al gruppo di produttori riconosciuto (in Italia, i consorzi di tutela), in caso di utilizzo dell'IG nella denominazione di vendita di un prodotto trasformato *[art. 27(2)]*.

Tale prodotto trasformato dovrà in ogni caso rispettare le condizioni sul quantitativo sufficiente di ingrediente IG impiegato, con relativa indicazione in etichetta e divieto di utilizzare ingredienti comparabili a quello IG.

Si consente, inoltre, di «mantenere» norme procedurali nazionali *[considerando 36]*, come quelle vigenti in Italia da oltre 20 anni, che prevedono l'autorizzazione in capo ai consorzi di tutela o, in loro assenza, al MASAF.



# I principali risultati ottenuti dal MASAF

## ▪ PROTEZIONE DELLE IG SU INTERNET

L'Italia ha contribuito a difendere le disposizioni che prevedono la tutela delle IG anche nei nomi di dominio [art. 26(2)] e quelle che qualificano ogni violazione online delle norme poste a tutela delle IG come «contenuto illegale» [art. 43] ai sensi del Digital Service Act – regolamento (UE) 2022/2065. **Ampliamento ambito di protezione ai servizi, al commercio on line e ai nomi di dominio.**

Etichettatura: obbligo di indicare il nome del produttore sull'etichetta dei prodotti. Maggiore trasparenza verso i consumatori e maggiore visibilità ai produttori. Armonizzare con normative nazionali esistenti.(art.37)





# I principali risultati ottenuti dal MASAF

- **RUOLO DELLA COMMISSIONE EUROPEA**

Insieme agli altri Stati membri si è lavorato per mantenere il ruolo centrale della Commissione europea – DG AGRI nell'esame dei fascicoli relativi alla registrazione, modifica dei disciplinari e cancellazione delle IG.



# Il ruolo del Ministero Agricoltura Sovranità Alimentare e Foreste nell'attuazione del Nuovo Regolamento (UE) 2024/1143

- **Procedure:** predisposizione di un nuovo decreto attuativo che unifica le procedure previste nei 3 settori per la registrazione, modifica e cancellazione delle IG, salvaguardando allo stesso tempo le specificità;
- **ConSORZI di tutela:** armonizzazione della normativa nazionale con le nuove disposizioni in materia di gruppi di produttori riconosciuti.





# I numeri dei Consorzi di Tutela in Italia

- I **Consorzi di Tutela** riconosciuti sono **319** e tutelano il **58 %** delle indicazioni geografiche italiane.
- Nell'agroalimentare ci sono **184** Consorzi riconosciuti
- Nel **vino** ci sono **135** Consorzi riconosciuti
- **Consolidare Consorzi «storici» e rafforzare i nuovi Consorzi.**
- **Consolidare il modello IT di governance delle filiere IG.**



# Il ruolo strategico dei Consorzi di Tutela

## Rafforzamento dei poteri e nuovi ruoli



- **Promozione e Valorizzazione**
- Sviluppo servizi turistici (Turismo DOP)
- **Protezione dell'autenticità** dei nostri prodotti
- Custodia delle **tradizioni** e della **cultura** dei territori
- Azioni di **vigilanza**
- **Tutela legale** e salvaguardia





# Le nuove funzioni per i consorzi di tutela introdotti dal nuovo regolamento (UE) 2024/1143

- **GOVERNANCE DELLE IG (ART. 166 bis):** attraverso lo strumento della **regolazione dell'offerta** possono mantenere l'equilibrio di mercato e garantire una produzione sostenibile. Con il controllo della quantità di produzione si evitano sovrapproduzione o scarsità, e si adottano pratiche che favoriscono la sostenibilità ambientale
- **GARANTI DELLA QUALITA' E DELLA SOSTENIBILITA':** possono intraprendere azioni per migliorare le prestazioni delle IG in termini di sostenibilità ambientale, economica e sociale.
- **PROTEZIONE DELLE IG:** è rafforzato il ruolo dei Consorzi nell'intraprendere azioni a garanzia delle IG e dei diritti di proprietà intellettuali ad esse direttamente collegati.
- **TURISMO:** sviluppano i servizi turistici nella pertinente zona geografica, al fine di promuovere le IG



# Aggiornamento della normativa sui Consorzi di Tutela riconosciuti

## AGROALIMENTARE

- ⑩ ABROGAZIONE DELLA NORMATIVA VIGENTE
- ⑩ EMANAZIONE DI UN TESTO UNICO SULLE INDICAZIONI DEL SETTORE, CHE DISCIPLINI:
  - LE NUOVE FUNZIONI RICONOSCIUTE AI CONSORZI;
  - LA RAPPRESENTATIVITA' PER IL RICONOSCIMENTO;
  - LA RAPPRESENTATIVITA' ALL'INTERNO DEGLI ORGANI SOCIALI
  - I CONTRIBUTI ERGA OMNES

## VINO

- MODIFICAZIONE DELLA LEGGE 238 DEL 2016 (ARTICOLI 39 E 41) E DEL DM 18 LUGLIO 2018 IN MODO DA INTRODURRE:
  - LE NUOVE FUNZIONI RICONOSCIUTE AI CONSORZI;
  - LA RAPPRESENTATIVITA' PER IL RICONOSCIMENTO;
  - LA RAPPRESENTATIVITA' ALL'INTERNO DEGLI ORGANI SOCIALI
  - I CONTRIBUTI ERGA OMNES

## BEVANDE SPIRITOSE

- MODIFICAZIONE DEL DECRETO 233 DEL 2023, IN MODO DA INTRODURRE:
  - LE NUOVE FUNZIONI RICONOSCIUTE AI CONSORZI;
  - LA RAPPRESENTATIVITA' PER IL RICONOSCIMENTO;
  - LA RAPPRESENTATIVITA' ALL'INTERNO DEGLI ORGANI SOCIALI
  - I CONTRIBUTI ERGA OMNES



# Aggiornamento della normativa sui Consorzi di Tutela riconosciuti

## RAPPRESENTATIVITA'



66% del volume della produzione?



Quota minima di produttori che verrà individuata singolarmente per ciascuna filiera a seguito del monitoraggio svolto sull'attuale situazione combinata con il volume della produzione?





# RISORSE DESTINATE AI CONSORZI DI TUTELA (2024)

TOTALE RISORSE



29.575.058, 15 €

Bando 25 milioni

- 26 Consorzi
- 6.123.864,05 €

Istituzionale DM  
26 luglio 2024

- 57 Consorzi
- 6.381.441,96 €

Contributi lettera  
A 2023

- 64 Consorzi
- 664.949,19 €

Fondo Vino

- 30 consorzi
- 4.651.319,48 €

OCM Vino

- 30 Consorzi
- 8.253.483,47 €

Contributi lettera  
B 2023

- 48 Consorzi
- 3.500.000,00 €







Danke

Gracias

GRAZIE

Merci

Thank you

**Dr.ssa Eleonora Iacovoni – PQA**  
***Direzione generale per la promozione della qualità agroalimentare - MASAF***



**IGE | IPI**  
Institut Fédéral  
de la Propriété Intellectuelle

# Indications géographiques et marques : entre conflits et complémentarités

Perspectives mondiales sur les indications géographiques

Rome, 19 février 2025

Erik Thévenod-Mottet









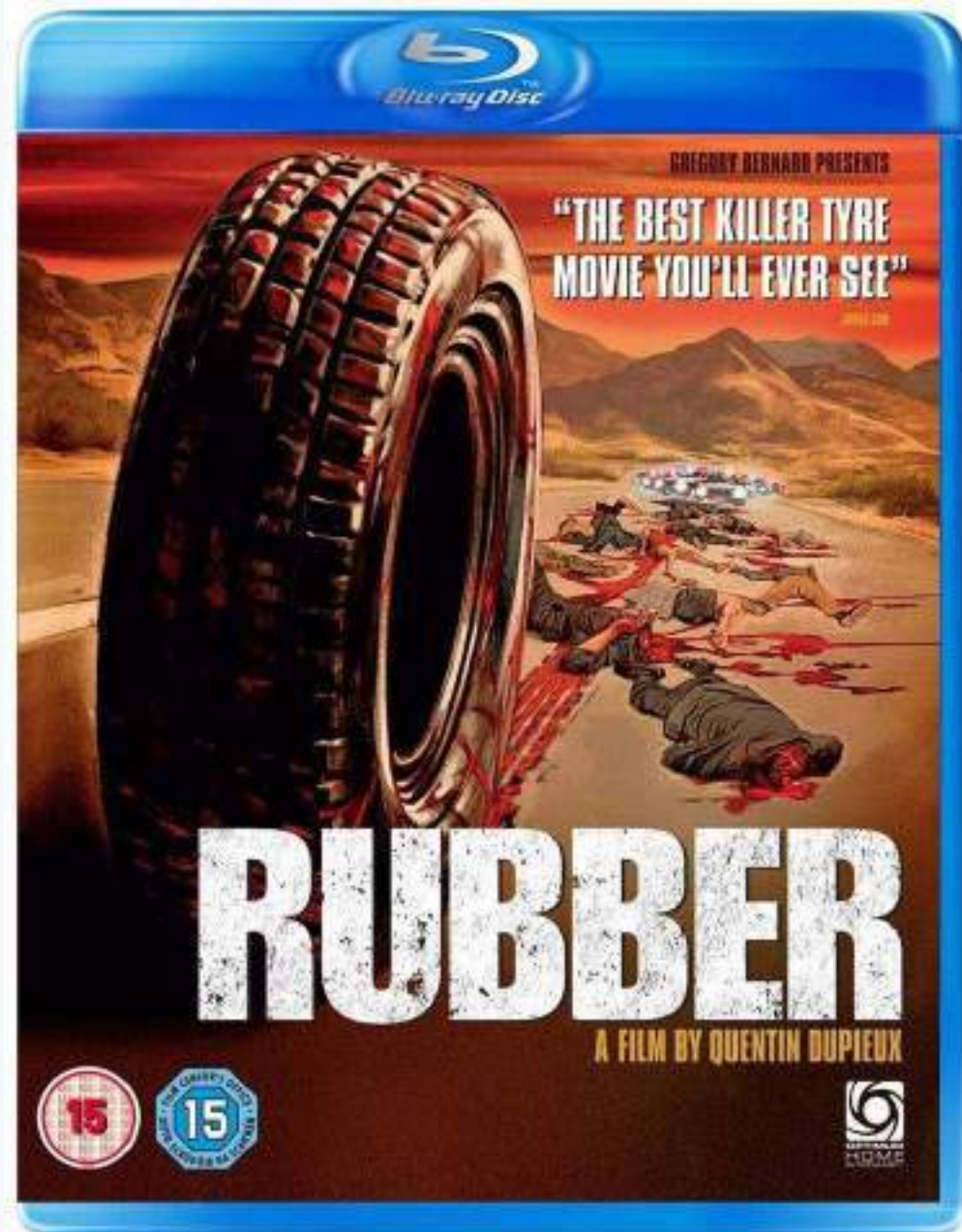








**ABRASION DES  
PNEUS : DONNE-NOUS  
AUJOURD'HUI NOTRE  
POISON QUOTIDIEN**







INDICATION  
GÉOGRAPHIQUE  
PROTÉGÉE DU  
FUTUR

AOP IGP







**Q** fondazione  
**QUALIVITA**



# Striking a balance between innovation and tradition

the role of producers' groups,  
public authorities and research centers

**Mauro Rosati**

Fondazione Qualivita Director

Rome - February 19, 2025



**Fondazione Qualivita is a non-profit organisation set up in 2000 to enhance and protect European quality food and wine production. It carries out cultural and scientific activities in support of the PDO PGI system, in collaboration with the Protection Consortia, institutions and numerous international partners.**



**PDO PGI Sector  
Research**



**Platform for scientific  
dissemination**



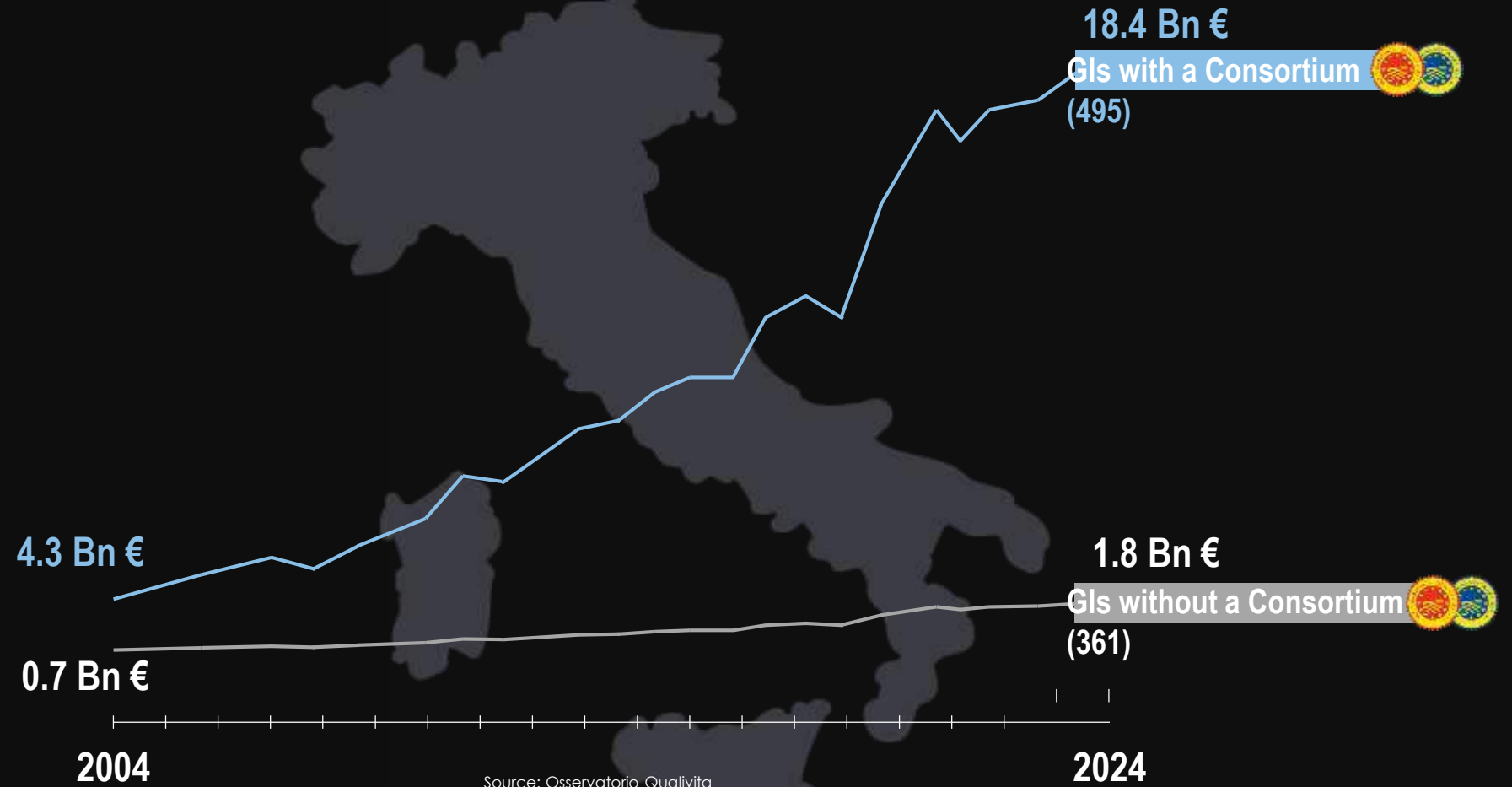
**Multilingual  
publishing series**



**Training  
Academy**



Geographical Indications work better when there is an organized group that manages them



# The role of groups

## Yesterday

- Promotion
- Protection

## Today

- Promotion
- Protection
- Research
- Market
- Tourism
- Sustainability





# The evolution of groups

protection  
promotion

governance



## Reasons behind this development:

- Market
- Climate change
- Nutritional well-being
- New regulations on GIs

# Scientific Research & Geographical Indications

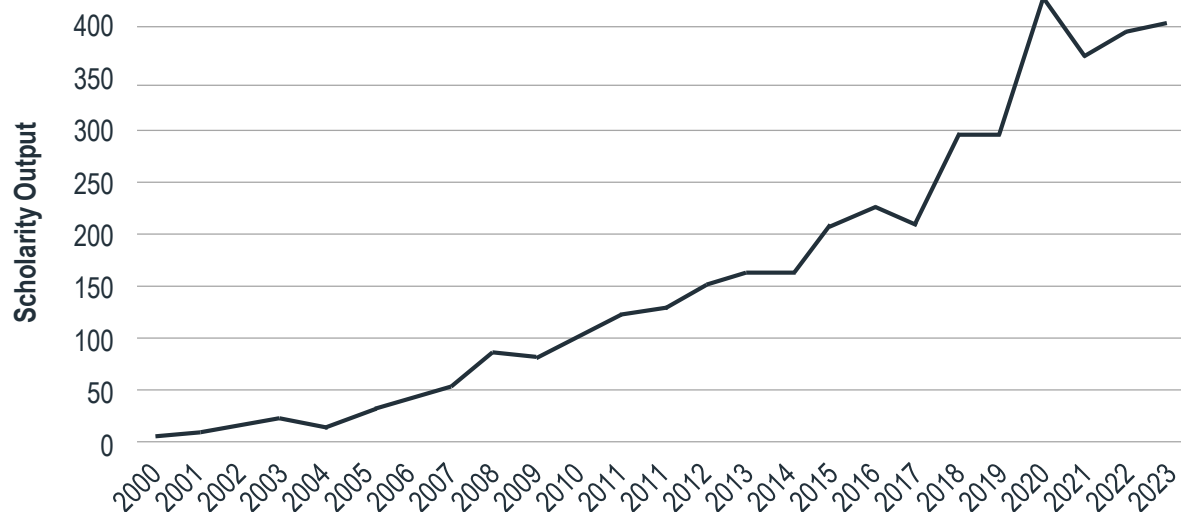


Data processing for  
Fondazione Qualivita

**1,800** scientific articles published in the past 5 years

**5,977** authors from institutes around the world

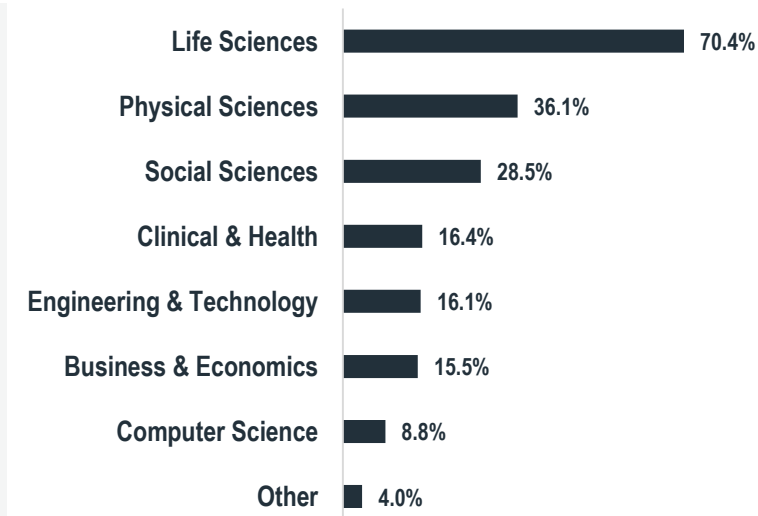
Output by Year  
(2000-2023)



Output by Country  
(2019-2023)

1°	Italy	341
2°	Spain	243
3°	China	235
4°	India	122
5°	France	117
6°	United States	88
7°	Brazil	83
7°	Indonesia	83
9°	Portugal	80
10°	Greece	76

Subjects  
(2019-2023)



# Research

## THE ROLE OF GROUPS

- GATHERING INSTANCES FROM SUPPLY CHAIN, TERRITORY, MARKET, CONSUMERS
- SCIENTIFIC DESIGN MANAGEMENT
- ONGOING RELATIONSHIPS WITH RESEARCH CENTERS
- SPECIFICATIONS CHANGES CONSISTENT WITH RESEARCH RESULTS
- SUPPORT TO ENTERPRISES

## THE ROLE OF PUBLIC AUTHORITIES

- AD HOC COMMUNITY CALLS
- FLEXIBILITY ON EXPERIMENTS
- SPEED OF IMPLEMENTING CHANGES



# Market

## THE ROLE OF GROUPS

- MANAGEMENT OF GIs PRODUCTION
- MANAGEMENT OF PROCESSED PRODUCTS
- SUPERVISION OF COMMERCIAL PLATFORMS

## THE ROLE OF PUBLIC AUTHORITIES

- GIs INTEGRATION INTO INTERNATIONAL TREATIES
- GIs EXCLUSION FROM TRADE BARRIERS
- GIs TRADE BUREAUCRATIC SIMPLIFICATION
- GIs MARKET CONTROL
- EFFICIENT GIs PROTECTION FROM PRIVATE INDUSTRY





# Tourism

## THE ROLE OF GROUPS

- GIs PROTECTION FROM RISK OF OVERTOURISM
- INTERNAL REGULATION OF MINIMUM SERVICES
- PROFESSIONAL TRAINING

## THE ROLE OF PUBLIC AUTHORITIES

- CALLS FOR TERRITORIAL PROMOTION
- CONTROLS OF GIs USE IN THE SECTOR
- LEGISLATIVE HARMONIZATION



# Sustainability

## THE ROLE OF GROUPS

- HARMONIZED DEFINITION OF SUSTAINABILITY COMMITMENTS
- INTEGRATED COMMUNICATION IN THE GIs PLAN
- TRAINING TO COMPANIES AND TO THE SUPPLY CHAIN

## THE ROLE OF PUBLIC AUTHORITIES

- MONITORING IMPACTS AND BEST PRACTICES
- INCENTIVES ON ACHIEVED GOALS
- CALLS FOR TRAINING PROGRAMS



# GIs agenda on global innovations

- **STRENGTHEN THE GOVERNMENT** of groups
- **CLIMATE CHANGE** adaptation
- **BOTTOM-UP APPROACH** to sustainability (FAO, oriGIn)
- **RESEARCH FINALIZED** to the needs of individual GIs
- **MARKET MANAGEMENT** by GIs

# GIs ARE THE ONLY BARRIER AGAINST DEREGULATED DIGITAL ECONOMIES

The real challenge is to evolve GIs into an **active global economic model**, capable of building **alternative systems** so that they do not become mere niche brands in a **market dominated by global logics.**

The challenge is on.



# Mauro Rosati

Fondazione Qualivita Director  
[rosati@qualivita.it](mailto:rosati@qualivita.it)

 **Q** fondazione  
**UALIVITA**





WORKING  
TOGETHER FOR  
TOMORROW'S  
AGRICULTURE

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CIRAD is the French agricultural research and cooperation organization working for the sustainable development of tropical and Mediterranean regions.

# Worldwide Perspectives on Geographical Indications

Midweek, France, 8-9 July 2022



An international Conference for Researchers, Policy Makers and Practitioners

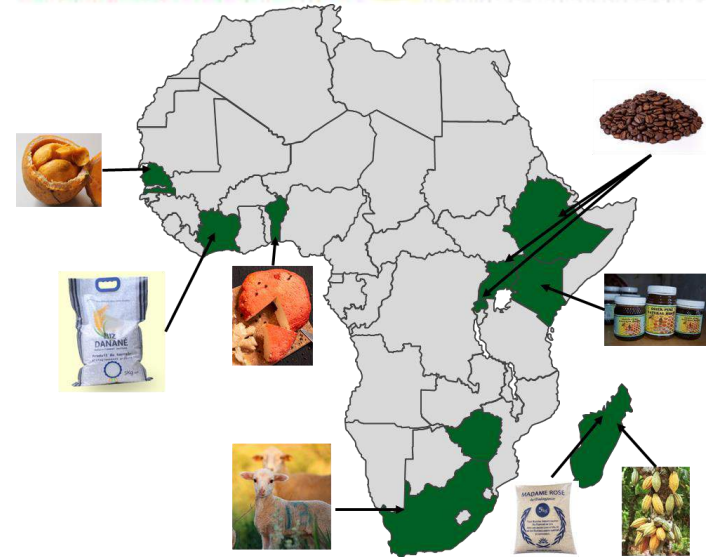
25 33

4/2022

Home | Tickets | Committees | Agenda | Our Partners | Venue | Language | Conference Proceedings | Programme

Press Gallery

Notes



11 projects to be implemented in 10 African countries

A way forward for local development  
International training

InterGI Trainings | **AWACED InterG Europe 2022** | e-AsiaGI 2022 | e-Ariat 15 2022 | e-Africa GI 2022

InterGI: An international reference in applied training for the acquisition of knowledge and skills on Geographical Indications



# GI on ingredients and on intermediary product: Opportunities or Risks?

Which governance and certification innovations  
for GI Products from People NOT from the same Place!

**Dr Delphine Marie-Vivien**  
Researcher in Law  
UMR Innovation, Montpellier France  
[delphine.marie-vivien@cirad.fr](mailto:delphine.marie-vivien@cirad.fr)



# 1. INTRODUCTION

# Issue

- Global Food System
- Parallel between
  - GI of products used as ingredients
  - GIs of intermediate products
- In both cases:
  - final product processed in another area than the GI area and is not covered by the GI product specifications

# Issue

- Which possibilities to use the GI name on the final product?
- Opportunity to promote the geographical origin of the intermediate product/ingredient or risk of weakening the GI?
- Linkages between the actors when the production stages of the final product take place in different geographical areas than the ingredient/intermediary product ?
- How to valorise GI on ingredient/intermediary product without denaturing its quality
- For economic and social sustainability of GI







## 2. EVOLUTION OF THE REGULATIONS

EU guidelines of 2010 - 341/03

## **2.1 GI NAME IN THE LIST OF INGREDIENTS**

# GI Name in the list of ingredients

## 2010: Guidelines of the EU, based on case laws

- Always permitted to use an AO/IG product in a compound preparation
- always legal to mention the name of the GI in the list of ingredients with an indication of the proportion
- the percentage of incorporation of an ingredient with a PDO or PGI should ideally be indicated in or in close proximity to the trade name of the relevant foodstuff or, failing that, in the list of ingredients

EU 2010/C 341/03



EU guidelines of 2010 - 341/03

## **2.2 GI OF THE INGREDIENT AS THE PRODUCT NAME**

# GI of the ingredient as the product name

- The foodstuff should not contain any other “comparable ingredient”: which may partially or totally replace the GI ingredient :
  - Prohibited the use of the words ‘**Mc Cheese recipe with melted Beaufort**’ to designate a product containing 51% melted Beaufort, but also 15% cheddar.
  - The use of a name must not be likely to divert or weaken its reputation and undermine its specific character (Cass. crim., 30 June 2009).
- Ingredient in sufficient quantities to confer an essential characteristic on the foodstuff:
  - no minimum percentage to be uniformly applied (too diverse, spices, meat etc):
  - If very low: advertising likely to mislead the consumer

# GI of the ingredient as the product name

- Qualities of ingredients not preserved = exploitation of reputation
  - Potato sauce with a label featuring the words '*mit Spreewälder Gurken*' (with gherkins from the Spree forest) Landesgericht Berlin, 2005: prohibited
- Qualities of ingredients preserved: any risk of weakening reputation?
  - "*Arla yoghurt with a Champagne flavor*" (C.com.Stockholm, 2002): Prohibited
  - "*Rougié Sarlat Whole duck foie gras with 2 peppers and Champagne*": advertisements evoke the delicacy of Champagne, on the packaging, the AO appears in elegant English letters while the other mentions are in straight capital letters (Ccass 25 Paris, nov 2014): Prohibited
  - « *Champagner Sorbet* » (German Federal Court 19 July 2018): authorised

## New Regulations

1143/2024 for agrofood, wines&Spirits

2411/2023 for handicraft goods

# 2.3 GI OF THE INGREDIENT AS THE PRODUCT NAME



# AgroFood - Wines Spirits

## Guidelines 2010 + new provisions – (Art 27)

- Producers of a **prepacked food** containing a GI ingredient wanting to use the GI name in the name of the prepacked food :
  - shall give a prior written notification to the Registered Producer Group (RPG)
  - Acknowledgement of receipt of that notification in writing by RPG within four months.
  - RPG **may** attach non-binding information on the use of the GI
  - producer of prepacked food may start using the GI name following the receipt of that acknowledgment or after the expiry of four months, whichever occurs first.
- RPG and the producer of prepacked food **may** conclude a contractual agreement:
  - about the specific technical and visual aspects of how the ingredient GI is presented etc
- Symbols referring to GIs only for products designated in the specification (Art 37)

# Craft and industrial GIs (art 41)

- A GI of a part or component of a manufactured product:
- Can be used to indicate that a manufactured product contains such GI part or component if
  - honest commercial practices
  - does not exploit, weaken, dilute, or is not detrimental to the reputation
- Shall not be used in the sales designation of that product,
  - except where the applicant of the GI component **has given its consent**

# 3. CONTRAST WITH GIS WILLING TO BE VALORISED

# Ceylon Tea

Wish of valorisation of the origin in processed products





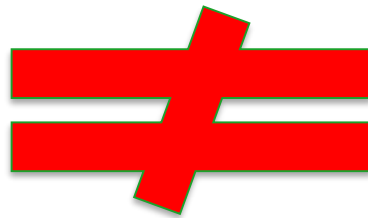
# Particular issue of intermediary products

## Coffee GIs

- Intermediary products = green coffee
- Coffee farmers would like downstream processors of the final products to use their GI but roasters are not always willing to pay more and valorise the origin of the beans
- Example : Buon Ma Thuot Coffee in Vietnam



# Different of powers



But same issue of maintaining the quality of the ingredient/intermediary product

How to valorise GI on Ingredient/intermediary product without denaturing its quality?

For economic and social sustainability of GI

## 4. DISCUSSION

# Different rationale of the concept of GI

- Concept of TM (licence) vs GI (right of use)
- Which control of the downstream stakeholders to maintain the qualities of the ingredient/intermediary product and not weaken the GI reputation ?



# Different options

# Preservation of the quality of the ingredient/intermediary product

- EU Reg 1143/2024, Art. 39 : control of activity of the GI specification carried out in another country

# Specification with different geographical areas?

- GI Specification with steps of production located in different geographical areas in different countries in order to include all processed goods in one single specification?
- A solution for limiting processed products to only those desired by the producers of the initial product?
- Allows control from upstream to downstream

# Contractual Arrangement

- To link upstream and downstream VC actors
- Tequila : model agreement for bottling outside Mexico
  - mandatory agreement for all exporters of Tequila in bulk
  - between Authorized distilleries and Approved Bottler
  - registered with the Mexican Institute of IP
  - no transfer or sale of Tequila in bulk to third parties:
    - no intermediaries
  - provide the Tequila Regulatory Council with the report





# Conclusion: GIs for all

- GIs as ingredient / intermediary products: global food systems
- Organising the collective action of VC actors
- Taking the GI collective management organization as a model...and not the trademark licencing
- Address inequalities by capacity building of primary producers / ingredients producers in front of big players such as processors:
  - Also for raw material producers of GI where all steps are localized
- To keep the promise of GIs : benefit sharing and quality



Interprofessional body of Gruyère = minimum price for the milk



Phu Quoc Fish Sauce Association = not including the fisherman



Thank you for following this presentation

[delphine.marie-vivien@cirad.fr](mailto:delphine.marie-vivien@cirad.fr)

# A New Approach for Scientific Research in Connecting Geographical Indications with Consumer/ Citizen Needs

**Stefania Ruggeri, Ph.D.**

Senior Scientist and Nutritionist, CREA –Research Centre for Food and Nutrition,  
Rome, Italy

Adjunct Professor of Food Technology and Healthy Food Design - University of  
Rome Tor Vergata, Rome, Italy



# New GOALS and VALUES for Scientific Research on GIs under the New EU Regulation 2024/1143

## **Sustainability: a goal and a value at the same time**

The new Regulation 2024/1143 places particular emphasis on sustainability, following the guidelines of the European Green Deal, highlighting the role of GIs in the transition towards a sustainable food system that ensures environmental protection, animal welfare, and social justice.

The IG's sustainability practices should be linked to at least one of the three main sustainability issues: environmental, social, and economic.

## **Reinforcement of Territorial identity: the cultural and identity bond with the territory**

The recognition of all GI's, food & spirits, as high-quality products deeply rooted in the territory. Recognizing the territory as a benchmark of quality and identity.



*What the consumer wants today*

**FOOD  
QUALITY**

**SUSTAINABILITY**

**Other VALUES:  
FOOD CULTURE  
AND  
TERRITORIAL  
HERITAGE**



Geographical Indications are gaining greater significance, serving as key drivers in promoting not only food quality but also sustainability and the cultural heritage of European products.

# The New Challenges for Scientific Research on GIs

## INNOVATION

**Sustainability in production:** reducing water footprint, lowering CO<sub>2</sub> emissions, minimizing pesticide use.

**Sustainability as protection of landscapes, water, and soil.**

**Sustainability in a circular economy perspective and reducing food waste (e.g., packaging).**

**Sustainability in terms of animal welfare**

**Enhancing IG's food quality and nutritional safety** to meet current nutritional needs of consumers/citizens and expanding to new market segments.

**Integration of Geographical Indications (GIs) into a healthy and sustainable diet.**

## TRADITION

Preserving the cultural identity and values embedded in CI's, ensuring they remain recognizable to consumers.

The consumers/citizens must be able to recognize the cultural heritage of GIs, which today should be respond to their needs and desires.

***Integration of GI's into a positive way of life!***

**The challenge for scientific research is therefore complex, as it encompasses areas of interest that do not always overlap—for example, nutritional value, adequate nutrition, and sustainability.**





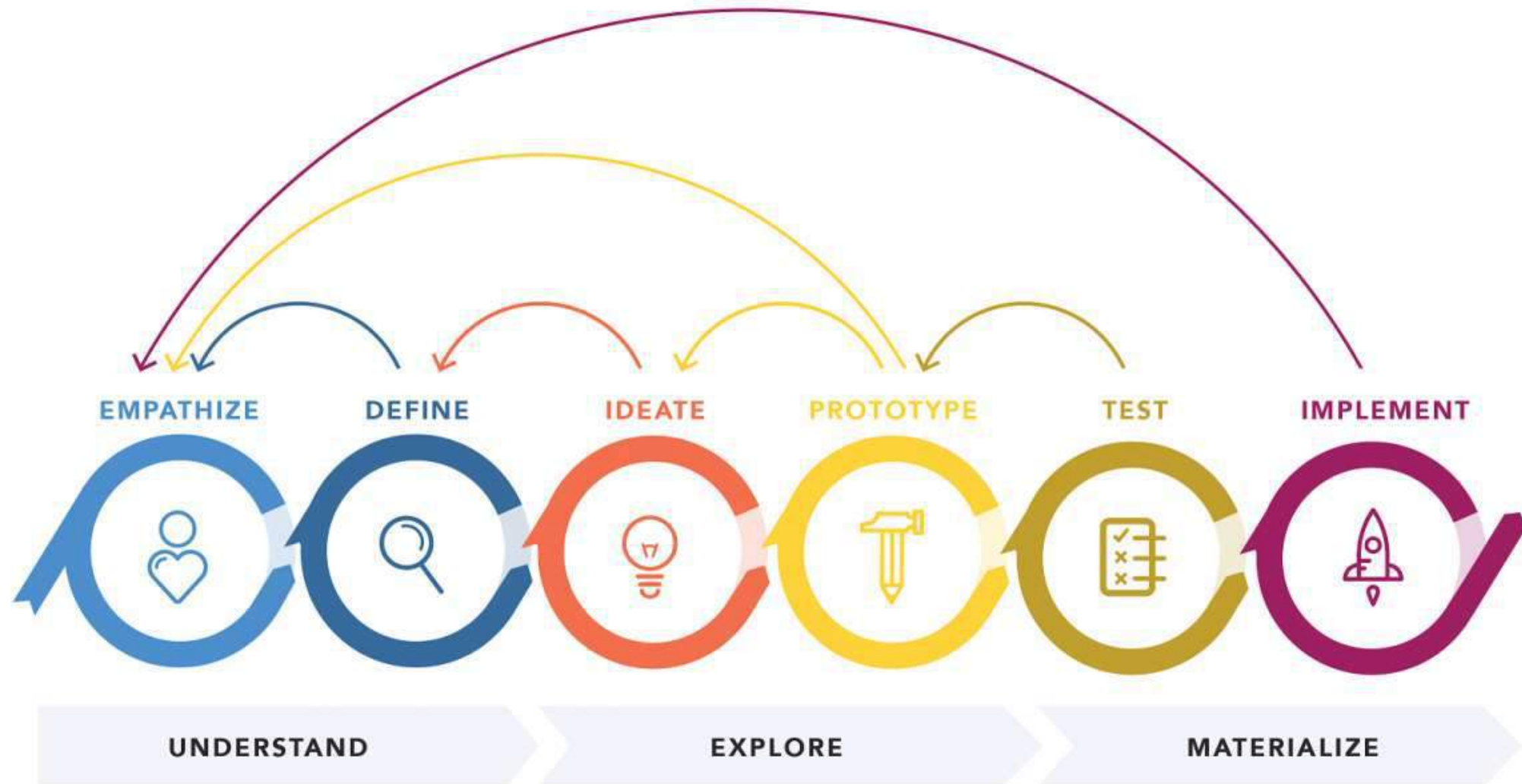


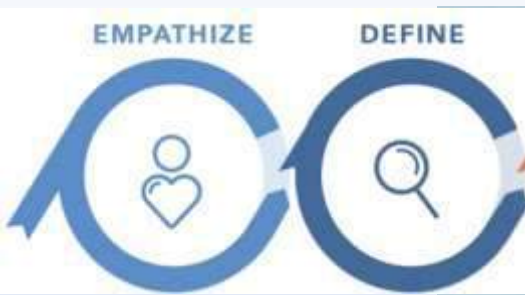
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*To solve these complex problems we need new approaches, new models.*

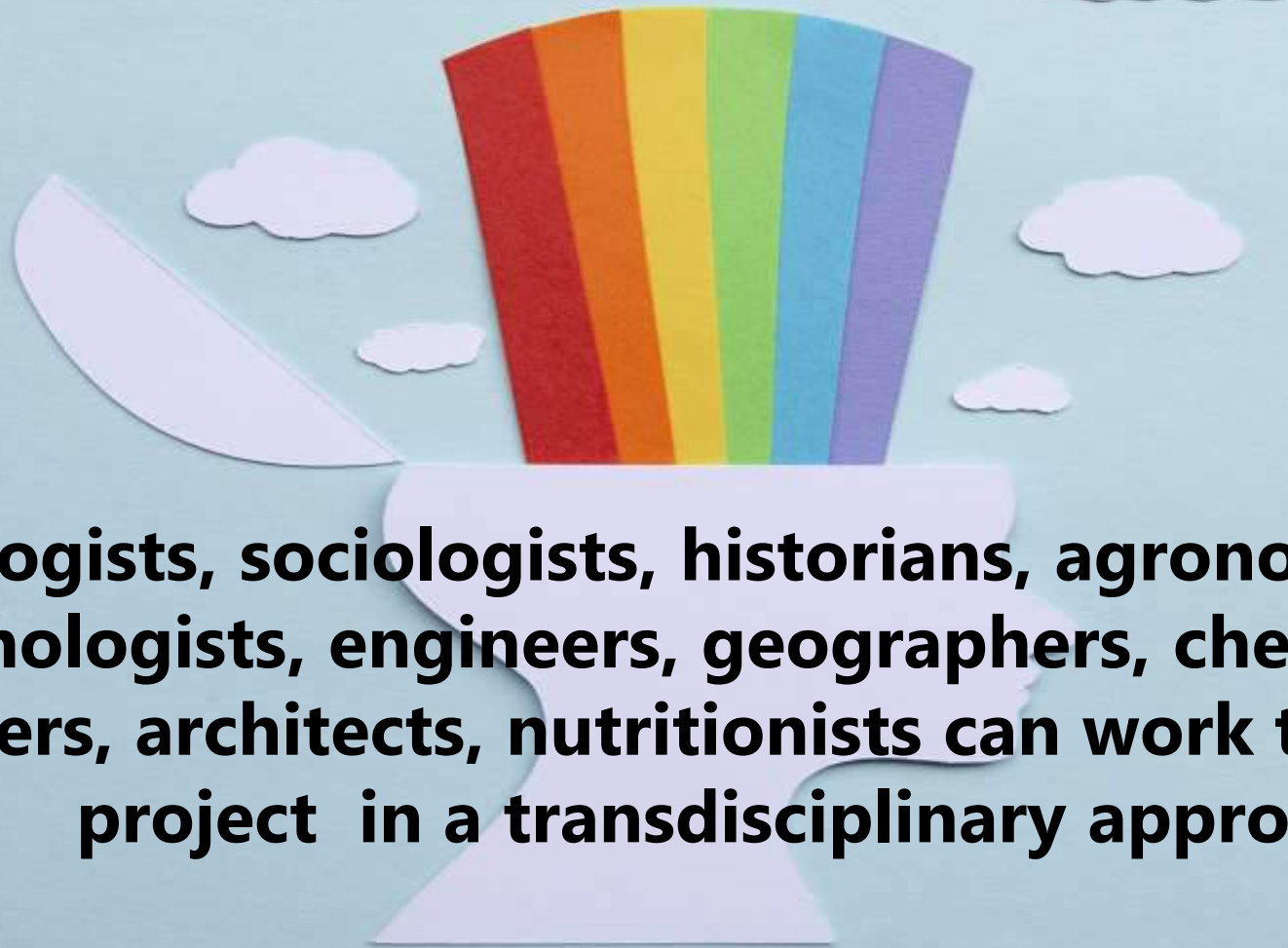
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# DESIGN THINKING METHODOLOGY





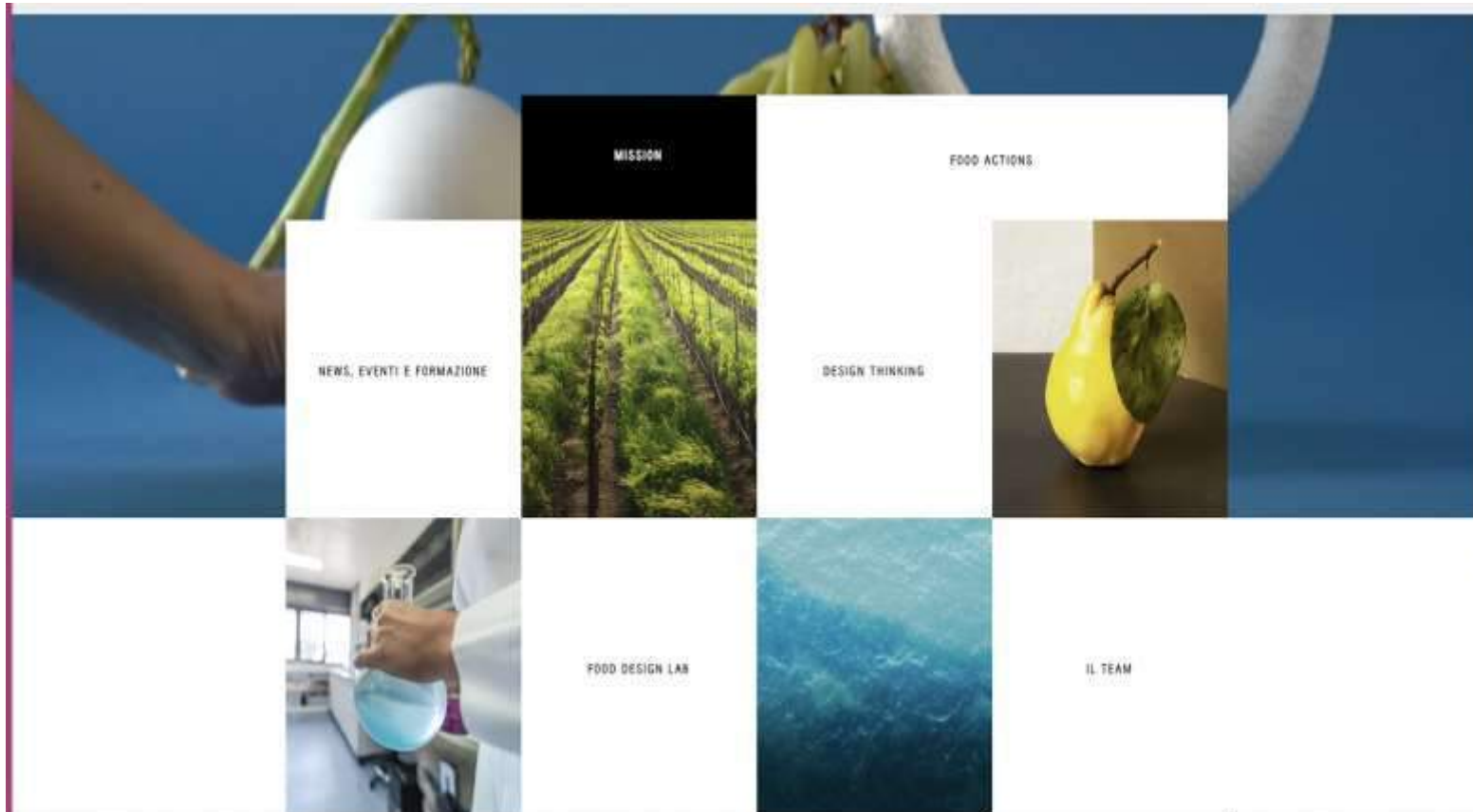
# EMPATHIZE & PROBLEM DEFINITION: TWO CRUCIAL PHASES



**Anthropologists, sociologists, historians, agronomists, chemists, biotechnologists, engineers, geographers, chef, economists, designers, architects, nutritionists can work together in a project in a transdisciplinary approach**



# A Research Platform established in 2023 with the Research Centre for Food and Nutrition- CREA



Many scientific expertise and research laboratories are focused on evaluating and improving nutritional value and sustainability of Italian agri-food production, including GIs





**ALL ITS PROJECTS EMPLOY  
THE DESIGN THINKING  
METHODOLOGY**



**SUPPORT ITALIAN AGRI-FOOD  
PRODUCTIONS INCLUDING GIs, IN  
IMPROVING THEIR SUSTAINABILITY,  
PRODUCT CONSUMPTION IN A HEALTHY AND  
SUSTAINABLE DIET, PROMOTING THEIR  
CULTURAL HERITAGE AMONG POPULATION**

# CREA's Expertise in GI's: Completed Studies and Potential



- **Genetic Improvement**
- **Technological Innovation**
- **Sustainability Improvement of productions and Circular Economy**
- **Food quality studies to promote IG's quality and uniqueness**
- **Development the 'Guidelines for a Healthy Italian Diet''**
- **Anti-Counterfeiting Projects**



**Stefania Ruggeri**

Senior Scientist at CREA- Research  
Centre for Food and Nutrition,  
Rome, Italy



**Italian  
Food  
Design**



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<https://www.stefaniaruggeri.it>

<https://italianfoodesign.crea.gov.it/>

Thank you for your attention

# Las indicaciones geográficas y la importancia de las redes de valor: discusión a partir de la yerba mate de São Matheus (Paraná-Brasil)

Me. Gabriela Cristina Covalchuk (MPPR; UEPG)  
Dra. Mirna de Lima Medeiros (UEPG)





# IG São Matheus

## 1 Importancia Sociocultural y Económica

La yerba mate es crucial en Paraná.

## 2 Reconocimiento en 2017

Se reconoce la IG como Indicación de Procedencia (IP).



# Objetivo del Estudio

Identificar las principales acciones que están llevando a cabo las instituciones públicas y privadas que trabajan para gestionar y promover la IG São Matheus.



## Estrategias de Expansión de Mercado

Ferias Internacionales

Participación en ferias para promocionar la yerba mate.

Creación de Asociaciones

Establecimiento de alianzas para fortalecer la cadena productiva.

Adaptación Cultural

Ajuste de productos a diferentes culturas alimentarias.





## Educación e Impulso a la IG São Matheus

Proyecto piloto

Promoción del producto y la IG en las escuelas.

Cooperación privada

Colaboración entre el sector privado y las escuelas.

Educación sobre la IG

Fortalecer la comprensión del valor de la IG y su importancia.

# Diversificación de Productos y Turismo

Yerba mate como materia prima.

Promoción del turismo rural para valorizar la cultura local.

Expansión mediante la cultura.





# Gobernanza Territorial

1

Espacio Fundamental.

Territorio base para la gobernanza.

2

Cooperación.

Cooperación entre actores regionales.

3

Apoyo Público.

Apoyo y fomento por el gobierno.

# Impacto y Perspectivas Futuras





# Agradecimientos

A la Organización de las Naciones Unidas para la Alimentación y la Agricultura (FAO) por su acogida, la confianza depositada en mí y el apoyo financiero brindado para la difusión de esta investigación.

Al Programa de Posgrado en Ciencias Sociales Aplicadas de la Universidad Estatal de Ponta Grossa (PPGCSA/UEPG) por su estímulo y sus contribuciones fundamentales a mi formación y desarrollo científico.

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REPUBLIQUE ALGERIENNE  
DEMOCRATIQUE ET POPULAIRE



ASSOCIATION DES FIGUICULTEURS  
DE LA COMMUNE DE BENI MAOUCHE



CONTRIBUTION DES I.G À L'AUGMENTATION DE LA VALEUR DE  
L'ÉCONOMIE NATIONALE ET L'OBTENTION DU DÉVELOPPEMENT DURABLE  
CAS : FIGES SÈCHES DE BENI MAOUCHE



Mr BEKKOUCHE Omar

Rome, le 19 Février 2025

# INTRODUCTION

- La figue (*ficus carica*) est une espèce accommandante à tous les étages bioclimatiques algériens. Cette culture a occupé une place de premier ordre dans l'alimentation, et elle a toujours constituée un apport supplémentaire des revenus une fois séchée et commercialisée.

Beni Maouche, est une zone de production importante en Algérie, dont la culture de la figue s'étend sur une superficie de 13 922 Ha, fournit une production de l'ordre de 103 928 Qt. Concèderont que la figue de Beni Maouche, connue et ayant une notoriété ancienne, selon H. Rebour 1968, citant MAURI, 1942, la variété TAAMRIOUT, donne « des résultats remarquables dans la vallée de la Soummam et le Guergour, en particulier dans le Douar de Beni Maouche.

Les indications géographiques ont pu occuper une position élevée a tous les niveaux, car elles font partie des objectifs établis que l'Association des Figuiculteurs de la Commune de Beni Maouche cherche a faire progresser vers le niveau international afin d'améliorer la qualité du produit et de travailler pour son développement.

L'indication géographique en général est considérée comme une carte d'identité qui aide le public consommateur à acquérir le produit, car elle contribue a déterminer l'origine de produit qui reflète le patrimoine culturel de la région de Béni Maouche.



- Les figues de Béni Maouche sont considérées comme les piliers les plus importants qui réunissent toutes les conditions recherchées par l'association afin de mettre en valeur ce produit unique qui a obtenu une protection juridique à travers son enregistrement auprès de l'INAPI dans le but de réaliser les rendements commerciaux rentables servant l'intérêt de l'association et les producteurs d'une part, et de valoriser les ressources naturelles pour répondre aux besoins de la société d'autre part.
- L'environnement dans le quel la figue de Béni Maouche est produite, les facteurs et les conditions de sa production jouent un rôle important, elle possède un caractère particulier propre aux habitants de la région de Béni Maouche, ce qui la qualifie de produit protégé par un signe distinctif I.G similaire au reste des produits locaux en Algérie.
- L'objectif derrière ce document est de mettre en valeur l'un des aspects des produits algériens de qualité et de renommée internationales , ainsi que de présenter la nature du produit en travaillant à renforcer tous les efforts en vue de faciliter le processus de commercialisation et de promotion de la figue de Béni Maouche, en adéquation avec les exigences, les évolutions et les développements des transactions commerciales dans l'espace numérique afin de faciliter les négociations et les échanges de diverses expériences dans le même domaine ce qu'on appelle l'avenir des indications géographique qui œuvre pour faire progresser le développements durable.
- Mots clés :
- -Indications géographiques.
- Figues sèches de Beni Maouche
- Qualité,
- Développement durable.







**FIGUE SECHE DE BENI-MAOUCHE**

**SIGNE DE QUALITÉ DEMANDÉ :**  
Indication Géographique (I.G)

**VARIÉTÉS:**  
TAAMRIWT – ABERKANE – AZANJAR

**ESPÈCE :** Ficus Carica L.

**CARACTÉRISTIQUE DU PRODUIT :**  
- Peau Souple et Fine.  
- Chair Abondante et riche en akène.

**SECHAGE : 02 ÉTAPES :**  
- Séchage au soleil.  
- Séchage complémentaire à l'ombre.

**ZONE D'IMPLANTATION**  
- Altitude supérieure à 400 m.

**AIRE GEOGRAPHIQUE DE PRODUCTION :**  
- 02 Wilayas et 21 communes.

**WILAYA DE BEJAIA (08 COMMUNES):**  
BENI-MAOUCHE BOUHAMZA - SEIDOUK-NOUSSA-ARALOU-BAIDAOUH-  
BENI OUELLI-KEHOUBA - TAZMART - FERHAOUEN-GEMMOUR.

**WILAYA DE SETIF (03 COMMUNES)**  
BENI CHEBANA - BENI OUBTELANE - AN LASSAO  
WALIDJELAN - BENI MOUHLI-TALA-IPACEN - BOUKAROU-  
AL-NOUAIL-NEZDA-AT TISI - ORAKKEMSA.



# Les 03 variétés labélisées

## الأنواع الموسمة

TAAMRIWTH

تعمريوث



AZANJAR

ازنجر



ABERKANE

ابرکان



# I / HISTORIQUE

- I/1) notoriété ancienne: connue et commercialisée durant des années 1930 sous le nom **figues sèches de Bougie** et **figues sèches d'Algerie**.



*BOUGIE*  
*Parmi les Exportations de Figues sèches Algériennes,  
Dont 234,392 Quintaux ont été expédiés  
Vers la métropole au cours de la Campagne 1948 - 1949.*





# JOURNAL DE VIENNE ET DE L'ISERE 1932

POUR TOUT ACHAT  
de 500 grammes  
du délicieux  
déjeuner  
**Gros Gourmand**

La Maison  
**E. GÉRY**

remet gratuitement  
un **TORCHON** blanc  
marqué, valeur 2.25  
ou un **BOL** porcelaine  
bordure plate, valeur 2.25

INGRESSAMMENT, les abonnés  
Aux Délices du Café  
seront approvisionnés  
des articles ci-dessous

MORUE SECHE	100 grammes	1.80	1 boîte
MORUE SALEE	100 grammes	2.95	1 boîte
POIS CASSES	100 grammes	1.70	-
POIS VERTS	100 grammes	1.40	-
POIS VERTS	100 grammes	1.70	-
HARICOTS	100 grammes	1.95	-
PÊCHES sèches	100 grammes	5	1 boîte
FIGUES Cosenza	100 grammes	2.25	1 boîte
FIGUES d'Algérie	100 grammes	1.65	-
FIGUES Cosenza	100 grammes	3.25	-
FIGUES d'Algérie	100 grammes	1.90	-
RAISINS Denis	100 grammes	2.65	1 boîte
AMANDES	100 grammes	3	1 boîte
AMANDES	100 grammes	6	1 boîte
NOISETTES	100 grammes	2.40	1 boîte

VIVRE ÉCONOMIQUEMENT  
en achetant ces produits  
saisonniers dans les magasins

## AUX DELICES DU CAFE

VIENNE, 13, place de l'Hôtel de-Ville  
GIVORS, 42, rue de Belfort

Collection Mareal Lagarde

**ISMAIL JAMZALI**  
BOUGIE (ALGERIE)

CAPOINES, FIGUES, CERISES  
SERRAVALLO, SERRAVALLO  
SERRAVALLO, SERRAVALLO

Monsieur Bouchard  
Bougie

Le 12 Septembre 1932

Je vous envoie ci-joint les articles suivants par le paquebot  
Le paquebot ne pouvant pas aller à Bougie, je vous envoie par la poste  
les articles suivants par le paquebot qui va à Bougie et qui fera  
halte à Bougie.

J	5 douz. Figues de Calce Lata	22.50	112.50
J	5 douz. Cerise 1/2	60.00	172.50
	Tout au total		285.00

Je vous prie de bien vouloir agréer mes remerciements et de m'envoyer  
la somme de 285.00 par le paquebot qui va à Bougie et qui fera  
halte à Bougie.

Yours faithfully,  
Ismail Jamzali

57/34  
19/32  
19/32  
19/32

Le 12 Septembre 1932

Je vous prie de bien vouloir agréer mes remerciements et de m'envoyer  
la somme de 285.00 par le paquebot qui va à Bougie et qui fera  
halte à Bougie.

Yours faithfully,  
Ismail Jamzali



- **I.2 )Notoriété actuelle**
- Organisation des fetes de la figue a Beni-Maouhe depuis 1996.
- (20 ème éditions
- du 12 au 16.10.2023)
- Couverture médiatiques (écrites, audiovisuels).
- participants et visiteurs très importantes.
- Demandes des consommateurs importantes sur le marché national et international.



# AFFICHES PUBLICITAIRES

18<sup>ème</sup> édition du 5 au 7  
Octobre 2020

20<sup>ème</sup> édition du 12 au 16  
Octobre 2023



REPORTAGE

12<sup>e</sup> édition de la fête de la figue

# Béni Maouche, capitale de tazarth

La commune de Béni Maouche, située au sud-est de la wilaya de Béjaïa, a célébré, les 30 et 31 octobre derniers, les festivités de la 12<sup>e</sup> édition de la fête de la figue ou «Tazarth» à l'initiative de l'ANAF. Ce festival, consacré à l'histoire et au rôle de la figue en agriculture, rassemble une occasion en or pour les agriculteurs et les opérateurs économiques locaux pour faire connaître aux visiteurs, venus des quatre coins du pays, leur produit qui aura droit peu de temps son propre label.



Après plus de 7000 kg de produits, les 30 et 31 octobre ont été les jours les plus réussis de la fête de la figue. On voit ici les stands où les producteurs exposent leurs produits.

### POUR ACCÉDER

à la figue, le chemin est simple, mais le voyage de temps, en raison des distances qui séparent, peut s'avérer long. Il convient de partir à l'avance et de prévoir un itinéraire précis. Les routes sont en mauvais état et les distances sont longues. Il est conseillé de partir à l'avance et de prévoir un itinéraire précis.

Produits de grande qualité, les figes de Béni Maouche sont réputées pour leur goût sucré et leur texture tendre. Elles sont cultivées dans des conditions optimales, ce qui leur confère une qualité exceptionnelle. Les producteurs locaux sont fiers de leur produit et mettent tout en œuvre pour offrir aux consommateurs un produit de haute qualité.

Après le succès de la 11<sup>e</sup> édition, les organisateurs ont décidé de maintenir le festival à la même date, le 30 et 31 octobre. Cette décision a été prise afin de permettre aux visiteurs de profiter pleinement de la fête de la figue.

Le succès de la fête de la figue a été remarquable, avec plus de 7000 kg de produits vendus. Les visiteurs ont pu profiter de produits frais et de qualité, tout en appréciant l'ambiance festive de l'événement.

### UNE FOIRE PEUT EN CACHER D'AUTRES

À l'occasion de cette fête, les producteurs ont pu échanger leurs expériences et leurs connaissances. Cette occasion a été précieuse pour eux afin de partager leurs savoir-faire et de travailler ensemble pour améliorer la qualité de leur produit.

Le festival a également permis de promouvoir le produit local et de renforcer le lien entre les producteurs et les consommateurs. Cette initiative a été très appréciée par tous les participants.

Béni Maouche, entre l'héroïque et l'incolore



OMAR BEKROUCHE, secrétaire général de l'association des producteurs, à L'EXPRESSION

## «Ce fruit est spécifique»

Les producteurs passent dix heures à entretenir leurs figes. C'est toute la passion des producteurs algériens à la figue.

L'Expression / La figue de Béni Maouche est un produit spécifique à ce pays.

Omar Bekrouche, le secrétaire général de l'association des producteurs de la figue de Béni Maouche, nous explique pourquoi ce fruit est si important pour ce pays. Il nous raconte également les défis rencontrés par les producteurs et les efforts réalisés pour améliorer la qualité de leur produit.

«Ce fruit est spécifique», dit Omar Bekrouche, secrétaire général de l'association des producteurs de la figue de Béni Maouche. Ce fruit a une histoire riche et une culture ancestrale qui le rend unique.

«Nous sommes très fiers de notre produit», dit Omar Bekrouche. «C'est toute la passion des producteurs algériens à la figue. Nous nous efforçons de maintenir la qualité de notre produit et de promouvoir ce fruit local.»

«La figue est un produit spécifique à ce pays», dit Omar Bekrouche. «C'est toute la passion des producteurs algériens à la figue. Nous nous efforçons de maintenir la qualité de notre produit et de promouvoir ce fruit local.»

«Ce fruit est spécifique», dit Omar Bekrouche, secrétaire général de l'association des producteurs de la figue de Béni Maouche. Ce fruit a une histoire riche et une culture ancestrale qui le rend unique.

«L'association des producteurs de la figue de Béni Maouche a été créée en 1994. Elle a pour but de défendre les intérêts des producteurs et de promouvoir ce fruit local. Nous organisons régulièrement des événements pour faire connaître ce produit et encourager sa consommation.»

«Le succès de la fête de la figue a été remarquable», dit Omar Bekrouche. «Nous avons pu vendre plus de 7000 kg de produits, ce qui est un excellent résultat.»

«Le festival a permis de promouvoir le produit local et de renforcer le lien entre les producteurs et les consommateurs», dit Omar Bekrouche. «C'est toute la passion des producteurs algériens à la figue.»

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# ARTICLE DE PRESSE



- Fête de la figue à Beni Maouche (Béjaïa) : Une affluence record du public
- 17/10/2023
- *Cent quarante exposants de produits du terroir ont pris part à la 20e édition de la Fête de la figue qu'a organisée l'Association des figuiculteurs de la commune de Béni Maouche, du 12 au 16 octobre, au niveau du complexe sportif de proximité du chef-lieu communal*





## II) TECHNIQUES CULTURALES FIGUES SÈCHES DE BENI-MAOUCHE

- I I.1 savoir faire humain :
- **le labour**
- mécaniquement avec la charrue à socs, suivi d'un passage du cultivateur pour briser les mottes
- la traction animale (bœufs) utilisée notamment lorsque le terrain est fortement accidenté. Ce labour est suivi d'un piochage de l'arbre au moyen du croc



# LA TAILLE

- Elle est légère, s'effectue par éclaircie. Elle se limite parfois à la suppression des branches et troncs dépéris.



# TAILLE DES FIGUIERS

Taille de régénération

IMAGES OCTOBRE 2023



# CAPRIFICATION

- Elle est effectuée de mi-juin à mi-juillet. Plusieurs interventions sont nécessaires, selon le stade de développement des fruits et selon la disponibilité des profichis





# LA RECOLTE

ILIGHEM

TABKHSISTH

AKARBOU3

- Les fruits destinés au séchage doivent avoir commencé sur l'arbre une déshydratation partielle. Généralement la récolte débute en août lorsque le fruit est au stade de figue passerillée (ilighem), au point pour le séchage.



# Le séchage

- Les figues sont étalées sur des claies en diss (idhless), roseau ou en bois et exposées au soleil pendant quelques jours. L'exposition au soleil doit être aussi courte que possible pour se terminer à l'ombre.
- L'aire de séchage doit être propre. Pour pallier aux actions néfastes des orages ; le séchage peut être effectué sous serre.



# II.2 ressources naturelles :

- ressources biologiques :

**LES VARIÉTÉS  
EXISTANTES A  
BENI-MAOUCHE**



# TA3MRIVVTH





• Selon **Rebour, 1968** la variété Taamriout, donne « *des résultats remarquables dans la vallée de la Soummam et le Guergour, en particulier dans le douar des Beni Maouch* ».



# ABERKANE



# AJANJAR



# TAHYOUNT





# AVER3ROUSS



# THANQLT



# TAY3DELT



# AYA3LAOUI





# BAKKOUR 1<sup>ER</sup> RECOLTE



# BAKKOUR 2ÈME RECOLTE



# аво3анкour



# Dokkar





# CARACTÉRISTIQUES DES MILIEUX : SOL , CLIMAT ET TECHNICITES

- III) **Les sols** :
- On rencontre les sols suivants :
- Dans les endroits où les pentes sont très fortes : ils sont caractérisés par l'importance des éléments grossiers et les roches mères apparaissent à la surface. sont considérés comme sols non maturés ou sols jeunes.
- Dans les piémonts ou les terrasses où domine la culture de figuier. Ces endroits sont caractérisés par des sols graveleux – sableux et limoneux – argileux.
- Ces deux types de sols, de texture perméable, favorisent le séchage partiel sur l'arbre des fruits au mois de septembre (malgré les orages), donnant une production de qualité dans cette aire géographique, ce qui la différencie des terres argileuses de plaines et des sols humides.



- Les températures :

- Les températures élevées des mois d'août et septembre (maximum de l'ordre de 37 °C avec une moyenne mensuelle de 25°C, en août et 21°C) sont favorables au séchage.



# Caractéristiques du produit

La figue sèche de Beni Maouche possède les caractéristiques spécifiques suivantes :

- peau fine et souple
- chair abondante et riche en akènes



## II.3 COMMERCIALISATION

- - lors des fêtes et foires
- - marchés locaux
- - Salons internationaux
- - autres intermédiaires .





## II.4) ORGANISATION :

L'association est dénommée



**ASSOCIATION DES  
FIGICULTEURS DE LA**



**COMMUNE DE BENI MAOUCHE**

Agrée sous N°05/2015

du 07 mai 2015



## Missions:

**L'association, doit :**

**>Préserver la dénomination attribuée au produit.**

**A ce titre, elle :**

**> assure la veille inhérente à la protection du signe  
Concerné ainsi que les droits de propriété intellectuelle qui  
lui sont directement liés (surveillance du marché, saisine  
des autorités de contrôle, action judiciaire ... ) ;**

**> exerce les activités de promotion et d'information  
Envers le public et les consommateurs ;**

**> initie les actions visant à garantir la conformité du  
Produit aux clauses de son cahier des charges telles que  
Définies par le plan de contrôle ;**

**> fournit des conseils à tous les acteurs concernés par  
le cahier des charges ;**

**> participe aux activités de contrôle du respect du  
Cahier des charges.**

**> Sauvegarde du patrimoine, traditions, profession,  
l'expérience professionnelle et du savoir faire relatifs a la  
production de la figue sèche.**



# L'AIRE GÉOGRAPHIQUE COMPOSE DE 21 COMMUNES SUPÉRIEUR A 400 M

- 11 communes de la wilaya de Bejaia.
- 10 commune de la wilaya de Setif.



# *P3A*

- 15 missions d'experts réalisées.
- 50 journées d'expertise réalisées.





# Elaboration du C.D.C/ P.C

**INDICATION GÉOGRAPHIQUE (IG)  
FIGUE SÈCHE DE BENI MAUCHE**



# DEPOT DE DOSSIER DE RECONNAISSANCE FIGUES SECHE DE BENI MAUCHE

- Documentations nécessaires
- Pièces jointes
- Listes des producteurs de la région
- Toutes justifications utiles
- Photos.
- Extrait de presses
- Video.
- Reportages audio-Visuel.



# C.N.L

(Juillet 2015)

- Etude du dossier
- Par le conseil national de labellisation.
- Prises de décisions ( positives/ négatives)







○ Arrêté du 22  
 septembre 2016  
 portant attribution  
 du signe de  
 reconnaissance de  
 la qualité du  
 produit agricole en  
 indication  
 géographique de la  
 « Figue sèche de  
 Béni Maouche ».



# MISSION DE CONTRÔLE DE L'ORGANISME CERTIFICATEUR

ITAFV



Tél: 023.58.38.60 / 61 /66.

Fax : 023.58.38.64 / 65.

E-mail : [itafv.dg@gmail.com](mailto:itafv.dg@gmail.com)

N° 000001



# ACCORD DU CERTIFICAT DE CONFIRMITE PAR L'ORGANISME CERTIFICATEUR AUX PRODUCTEURS

REPUBLIQUE ALGERIENNE DEMOCRATIQUE ET POPULAIRE  
MINISTRE DE L'AGRICULTURE ET DU DEVELOPPEMENT RURAL  
INSTITUT TECHNIQUE DE L'AGRICULTURE FRUITIERE ET DE LA VITICULTURE

Tel: 021 56 38 40 / 41 / 46  
Fax : 021 56 38 44 / 45  
E-mail : itaf@agf.gov.dz

N° 00001

## Certificat de Conformité du Label Figue Sèche de Beni Moucha sous I.G.

Je soussigné, Directeur Général de l'Institut Technique de l'Agriculture et de la Viticulture (I.T.A.F.), certifie que les figues sèches de la récolte 2019 conditionnés par le figurateur :  
BERKOUCHE Omer ci-après désigné :

N° Lot	Quantité	Unité	Type d'emballage
01	152	250 g	Sachet Sous Vide Transparent
02	88	250 g	Boite en PET Transparent

Représentant un poids Net (Net) de soixante kilogramme(60 Kgt) sont reconnues aptes à bénéficier de l'Indication Géographique Figue sèche de BENI Moucha conformément à l'arrêté du Ministère de l'Agriculture et du Développement Rural de 11 décembre 2018 (Journal Officiel de la République Algérienne N° 32 de 15 Mai 2019) Forant les règles relatives aux contrôles et à la certification des appellations d'origine, des indications géographiques et des labels agricoles de qualité.

Le Directeur Général  
I.T.A.F.

Délivré le 2020 04 23



# PRESENTATION DU PRODUIT

## ○ TYPE D'EMBALLAGE





# La Valorisation du Produit: aujourd'hui la figue en ***gâteaux***





تین طازج مطلي بالشوكولاتة  
Figs Chocolat

تین طازج مطلي بالشوكولاتة

*Figs fraîches enrobées de chocolat*

تین مجفف مطلي بالشوكولاتة  
Figs Chocolat

تین مجفف مطلي بالشوكولاتة

*Figs séchées enrobées de chocolat*



# حلويات Gateaux













# CHAQUE ANNÉE UNE FÊTE DE LA FIGUE S'ORGANISE A BENI MAOUCHE

- 20 ème éditions organisées depuis le 24.10.1996 a ce jours chaque période automnale.

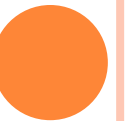




























# ITALIE

## SEPTEMBRE 2015



**V International Symposium on Fig**  
4-6 Settembre 2015

Conference Hall  
**Camera di Commercio di Cosenza**

Camera di Commercio  
Cosenza

Con il patrocinio

AMALGAMA DE 13 EMP AG 13

"Membri stranieri che desiderano la partecipazione della qualità dei prodotti agricoli per i propri stabilimenti (due a Terreglio-CO)!"

Programme Visite d'études en Italie  
"Voyage parmi les Figues de Cosenza AOP"  
04 Septembre - 04 Octobre 2015



# EXPLOITATION



# FOIRES et SALONS NATIONAUX ET INTERNATIONAUX



MERCI POUR VOTRE ATTENTION



**BEKKOUCHE Omar**  
Secrétaire Général de l'Association des  
Figuiculteurs de la Commune de  
Beni Maouche wilaya de Bejaia Algérie



[bekkouche.omar@yahoo.fr](mailto:bekkouche.omar@yahoo.fr)



Omar Bekkouche



+213 557 526 088/



+213 674 945 466

*Rome, le 19 Février 2025*



# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

SECOND INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS  
INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY

ROME, 18 – 21 FEBRUARY 2025



الجمهورية الجزائرية الديمقراطية الشعبية  
République Algérienne Démocratique et Populaire  
Ministère de l'Enseignement Supérieur et de la Recherche Scientifique  
Université Ibn Khaldoun–Tiaret  
Faculté des sciences de la nature et de la vie  
Laboratoire d'agro biotechnologie et de nutrition des zones arides



**Promouvoir les produits de terroir : intégrer les nouvelles technologies.  
Cas de la race ovine Rembi de la région de Tiaret. Algérie**



Auteurs : M ZOUBEIDI, K OULBACHIR, H ZEMOUR et D GHARABI



# INTRODUCTION

L'Algérie possède une gamme riche et variée de produits du terroir très prisés pour leurs vertus nutritives.

En plus de l'**huile d'olive** qui a pu décrocher des médailles d'or à plusieurs reprises, (Concours internationaux en Suisse, Danemark, Japon, Allemagne, Italie et Émirats arabes)

Datte « **Deglet Nour** »,



**Figue de beni maâouche,**



On peut citer la pomme d'Arris, l'abricot et les grenades de Messaâd, la cerise de Miliana, la clémentine de Messerghine, la fraise de Skikda... Ainsi que des produits animaux tels que la viande ovine de la race Ouled Djellal, la race el hamra et de la race Rembi, basées essentiellement dans les hautes plaines steppiques du Centre du pays.



# INTRODUCTION

En Algérie, l'agriculture occupe une place importante au sein de l'économie nationale et du développement des territoires ruraux.



- + 12% du PIB hors hydrocarbures;
- + 20% Population active;
- Création de 70% de la valeur de la consommation nationale alimentaire.



**L'élevage ovin constitue la 1ere ressource renouvelable**

# PROBLEMATIQUE

- ▶ Sachant que le label est un outil indispensable pour la promotion des produits à l'exportation,
- ▶ Sachant par ailleurs, que l'ovin de la race Rembi avait fait l'objet d'une exportation à l'époque de l'Algérie française,



**Ne serait-il pas temps de revaloriser ce produit en l'identifiant par son origine géographique ?**

# Objectifs de l'étude

**1**

**Identifier la race dominante**



**Améliorer**

**2**

**Sensibiliser et vulgariser l'intérêt du label**



**PRESERVER**

**3**

**Accompagner et soutenir les opérateurs**



**ORGANISER**



# METHODOLOGIE

- ▶ La méthodologie utilisée est basée sur les enquêtes directes et indirectes et des entretiens avec des personnes ressources du monde de l'élevage ovin.
- ▶ Le recours aux outils de l'économie industrielle a été d'un apport très considérable.
- ▶ La gestion des biens communs (Pâturage et points d'eau) était inspirée du modèle d'Elinore Ostrom. Cette innovation qui permet de protéger et de préserver l'environnement, de renforcer les liens entre les acteurs de la filière et d'assurer des revenus conséquents aux différents opérateurs.

**Théorie d'OE** : Gestion des biens communs via l'auto – organisation.

Il faut dépasser l'opposition frontale entre la gouvernance privée (Marché) d'une part et la gouvernance étatique (Loi) d'autre part.

L'alternative étant une voie médiane de gouvernance, via des communautés organisées.

Le succès de cette gouvernance réside dans la mobilisation des acteurs concernés

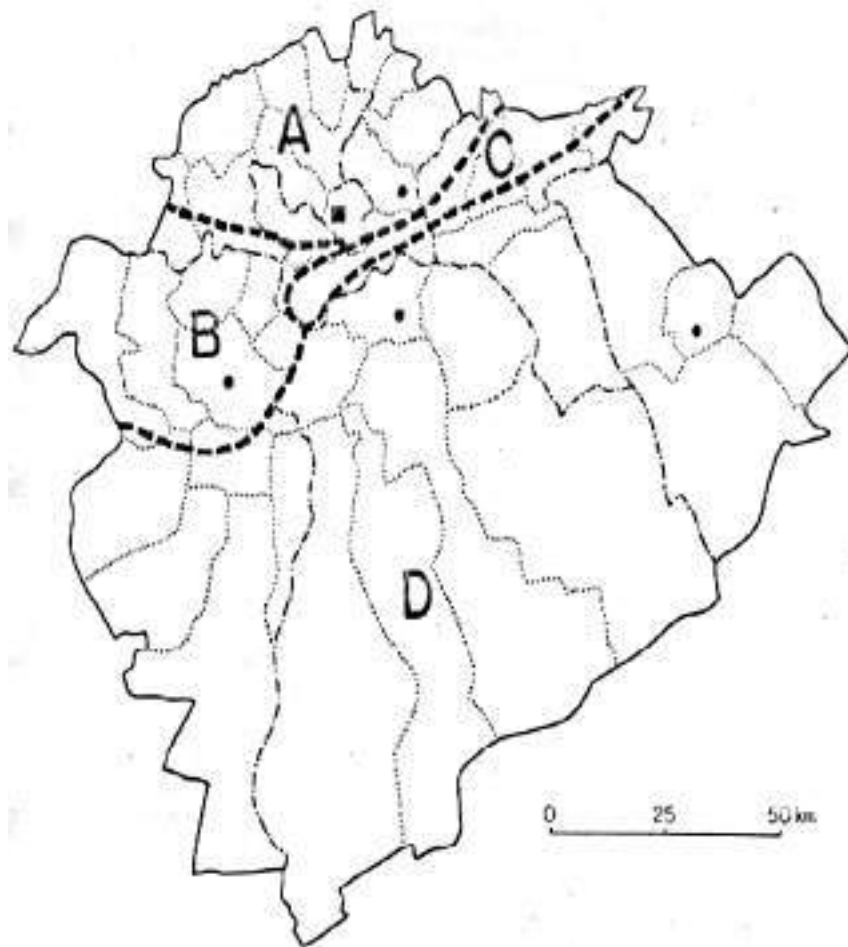


**IMPLICATION** des agents dans la gestion du commun, contrôle et réparation

**Théorie des coûts de transaction** : ( Coase 1937 et Williamson 1994) : Coûts recouvrant l'ensemble des coûts auxquels un agent économique doit faire face lors d'une transaction avec un autre agent

## ZONE D'ETUDE

### Découpage de la wilaya selon le couvert végétal



**TIARET**

- « Tiaret pays du vent et du mouton »  
Sur une superficie de 20086 Km<sup>2</sup> l'état du couvert végétal permet de différencier 4 grandes zones :
- La zone (A) collinaire et montagneuse du Nord correspond au domaine tellien;
- La zone (B) dite les monts de Frenda;
- L'étroite bande (C) représente la zone des hautes plaines;
- La zone steppique (D) correspond aux  $\frac{3}{4}$  de la superficie totale de la wilaya.

# RESULTATS ET DISCUSSION

## Origine

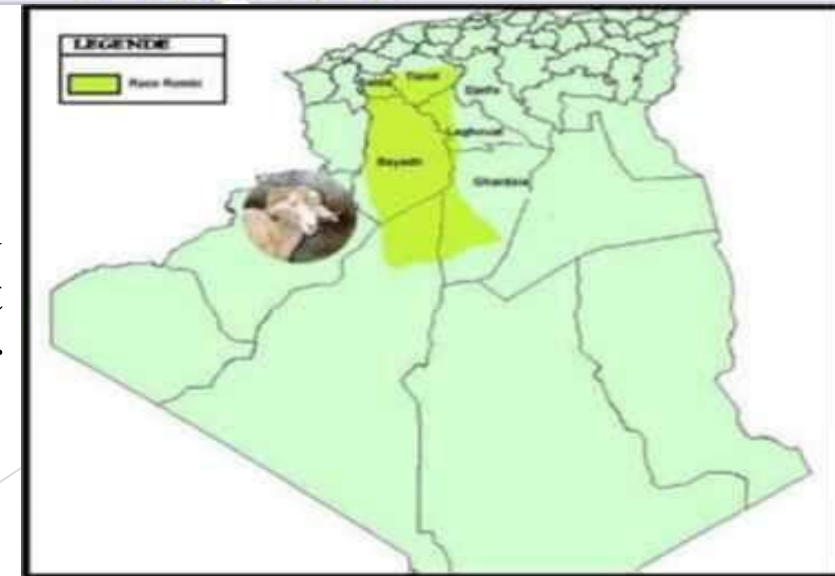
Selon la légende, le mouton Rembi est issu d'un croisement entre le Mouflon de *Djebel AMOUR* et la race *Ouled Djellal*, il aurait ainsi hérité les cornes particulières du mouflon et la conformation de la Ouled Djellal. Le nom Rembi proviendrait du mot arabe «El Arnabi » ce qui signifie couleur de lièvre



## Rembi

## Expansion

Son aire originale d'expansion est représentée par la zone allant de Oued Touil à l'Est au Chott Chergui à l'Ouest et de Tiaret au NORD à Aflou et EL Bayadh au SUD. Toutefois, actuellement le mouton Rembi se trouve sur l'ensemble des zones steppiques.





## RESULTATS ET DISCUSSION

### **Caractéristiques générales :**

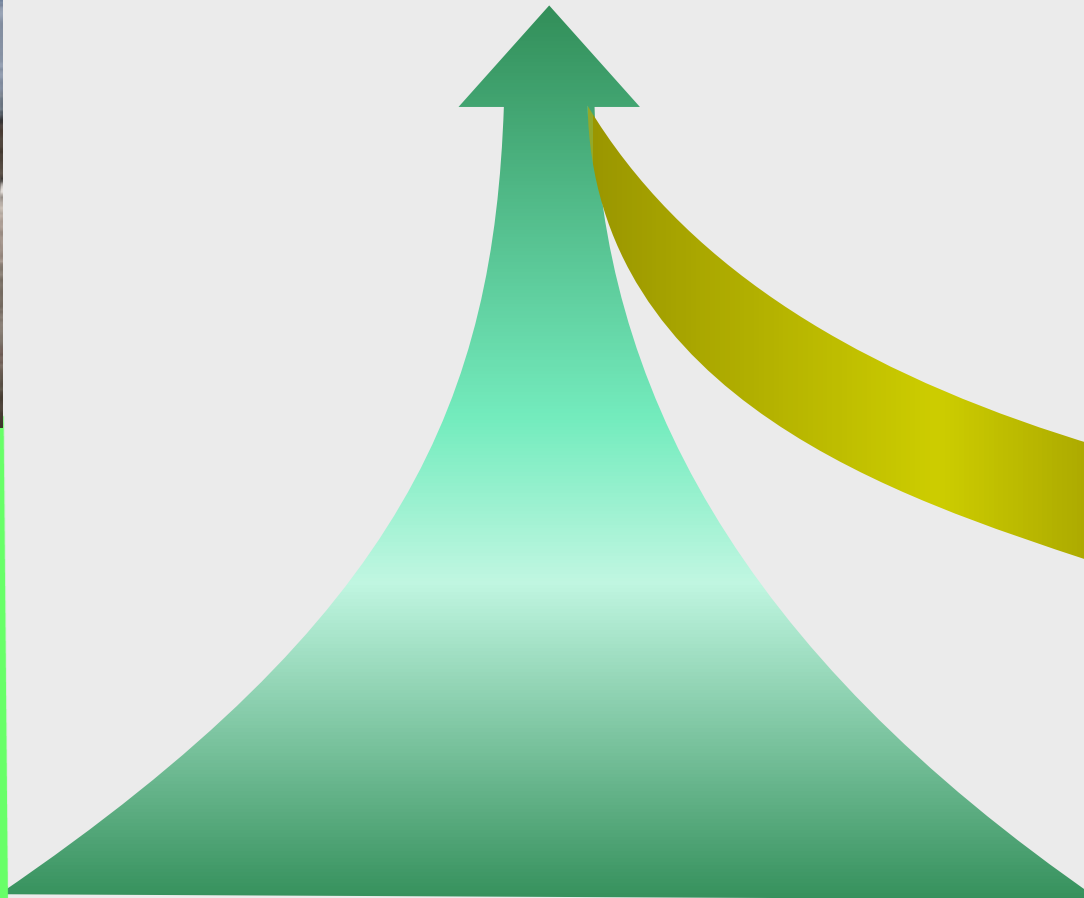
- La race Rembi est haute sur pattes, elle présente une forte dentition résistante à l'usure, lui permettant de valoriser les végétations ligneuses et de retarder jusqu'à 9 ans l'âge de réforme. Elle est bien adaptée aux zones d'altitudes.
- Elle présente des performances pondérales liées à la qualité de l'alimentation (Pâturage : armoise, alfa...)
- La carcasse de l'animal est l'indicateur primaire de sa valeur marchande



Innovation : Nouveaux modes d'organisation



Développement durable



L'innovation dans les nouveaux modes d'organisation et de gouvernance des éleveurs des ovins dans la région de Tiaret → Promouvoir la commercialisation à grande échelle tout en protégeant l'environnement, en s'assurant des revenus conséquents et en renforçant les liens entre les principaux acteurs de la filière ovine.



# Conclusion

Les résultats d'une série d'enquêtes, ont révélé que

- l'éleveur isolé à lui seul, sur un marché à bestiaux - où les propriétaires de gros moyens financiers font le bras de force - a un pouvoir de négociation très faible et risque la mévente de son produit.
- Cependant, les éleveurs regroupés en association ou coopérative de commercialisation ont vu leurs marges bénéficiaires augmentées et leurs frais de déplacement et de transaction réduits.
- Les éleveurs regroupés vendent leurs cheptels sur les marchés nationaux de grandes envergure et font connaître les performances de la race de leurs ovins (Rembi).

# Conclusion

Les résultats d'une série d'enquêtes, ont révélé que

- Le terroir est considéré comme levier du développement social et économique durable;
- L'attribution de label de qualité pour la race Rembi est certes, acquit depuis 2013, mais aucune démarche sur le terrain, n'est observée
- La faiblesse de l'organisation des acteurs et le manque de soutien de l'Etat, constituent des contraintes majeurs;
- L'IG est un moyen de renforcer l'action collective et permet de faire converger les stratégies individuelles.



MERCI DE VOTRE ATTENTION





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

Worldwide perspectives on geographical indications  
Rome, Food & Agriculture Organization,  
19 february 2025

Coline Lenseigne, Delphine Marie Vivien, Fabrice  
Pinard, Isabelle Vagneron





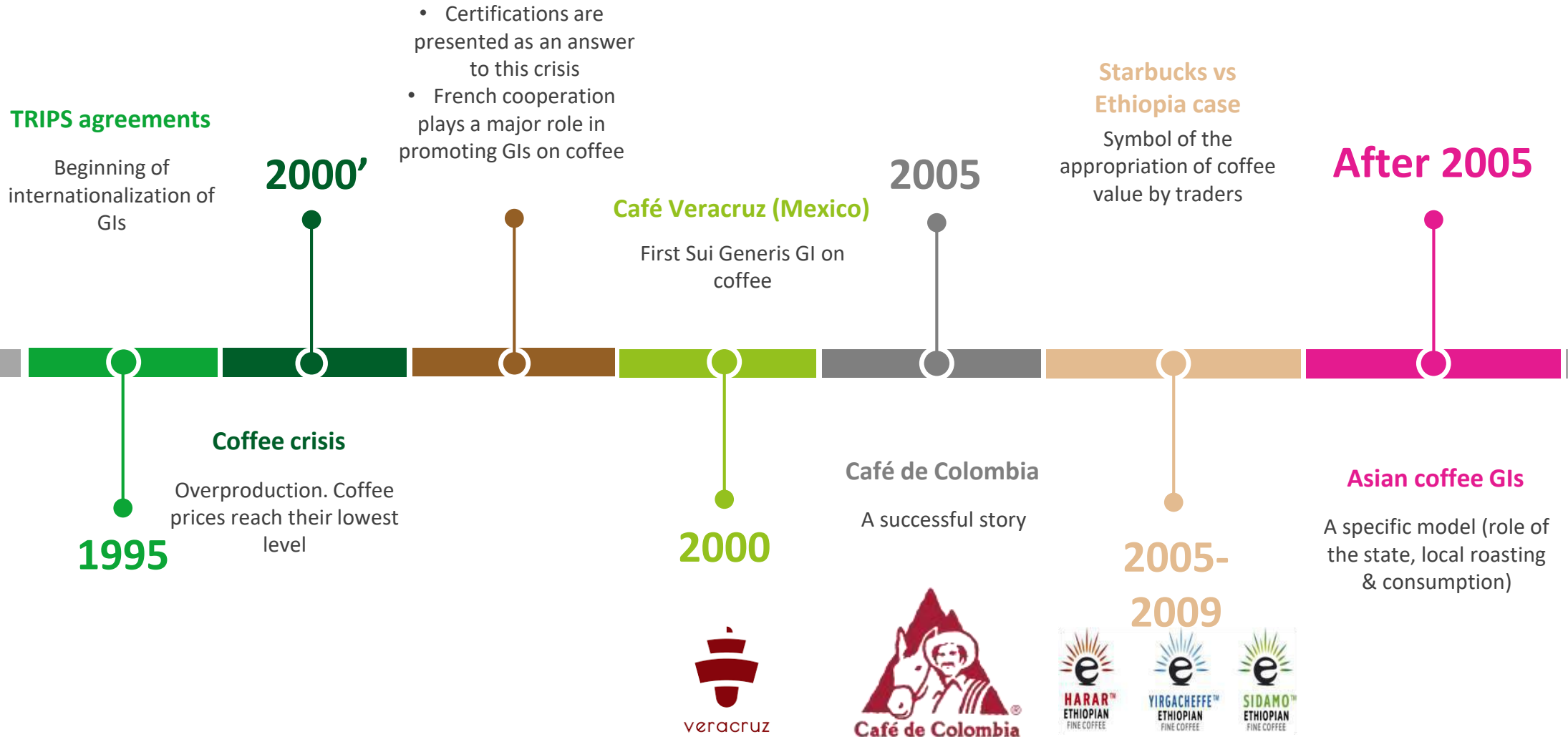
# Background

- 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

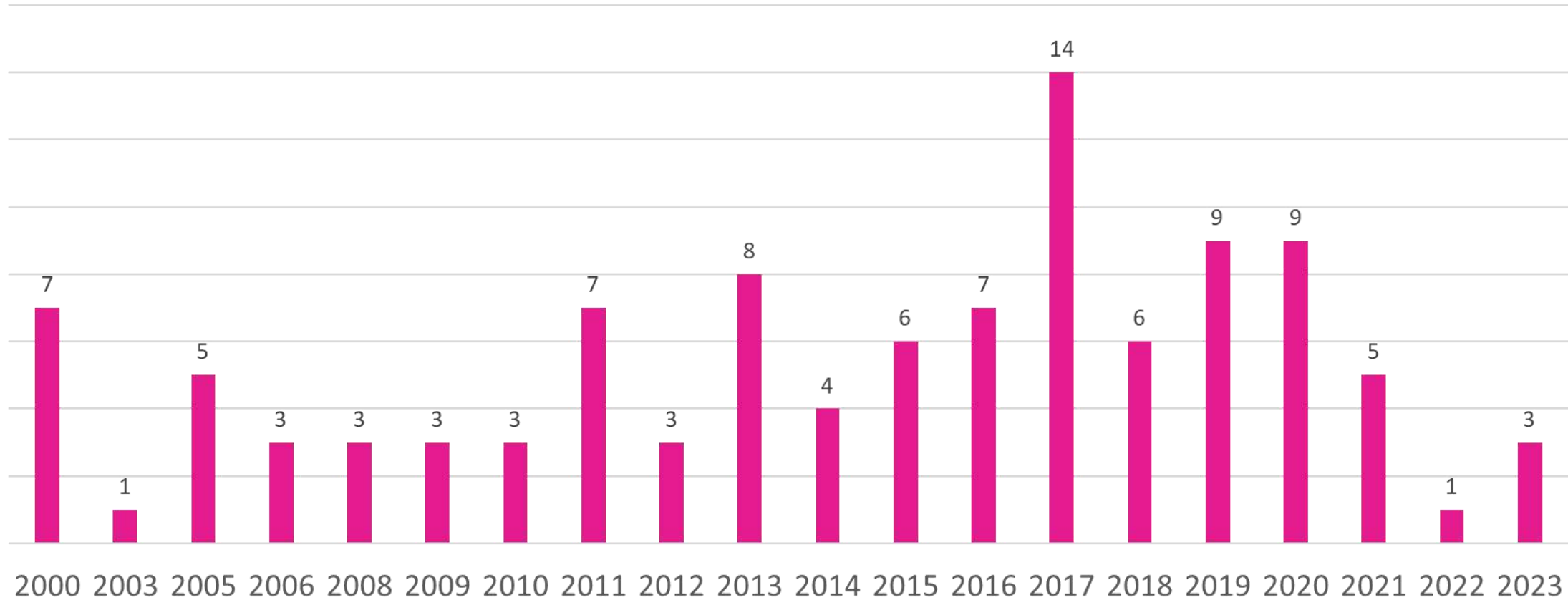
## Some milestones of the coffee GIs story





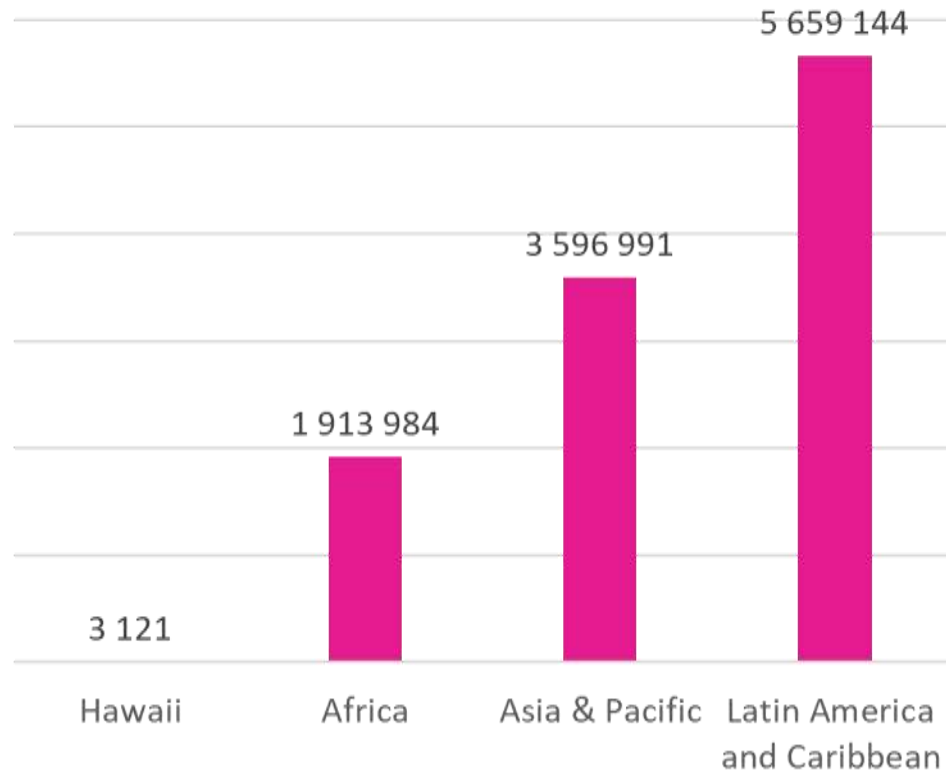
# A constant trend for coffee GI registration

Number of coffee GIs registered per year (worldwide)

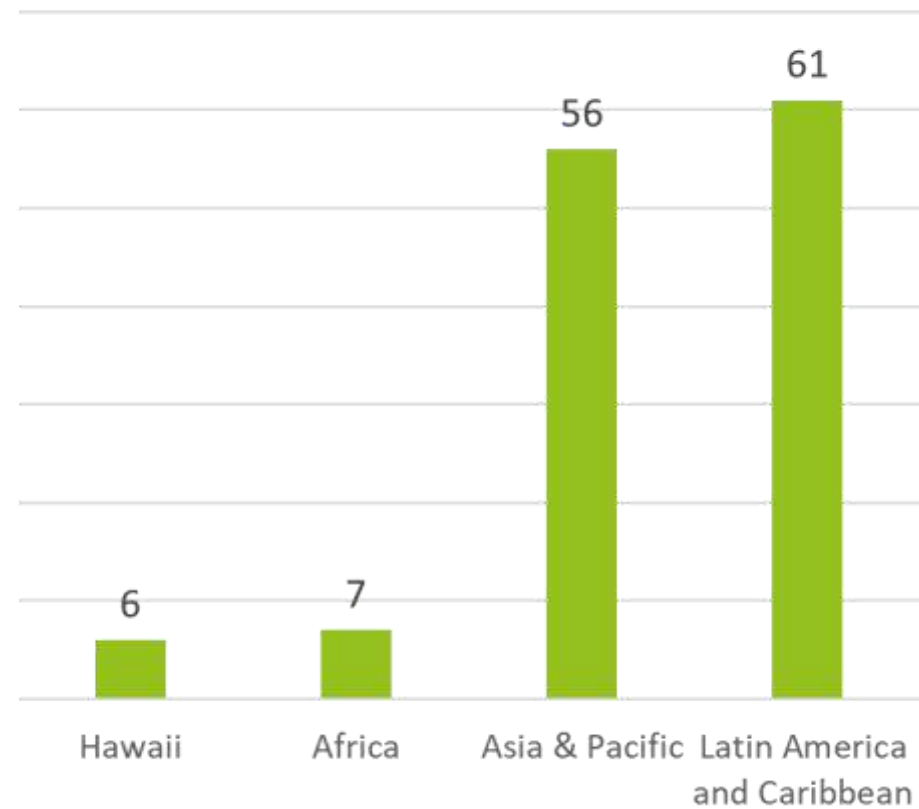


# Coffee GIs per region

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



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# First results and further investigation

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# 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



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



**Responsible, open,  
inclusive and engaged science for  
sustainable development**



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# The impact of the GI milk quotas on the evolution of the GI systems: the case of Parmigiano Reggiano PDO

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*Filippo Arfini  
Michele Donati  
Alberto Giannecchini  
Lisa Baldi*







# CONTENTS SUMMARY



1	CONTEXT OF ANALYSIS	• • • •
2	METHODOLOGY: THE AGRISP MODEL	• • • • • • • •
3	MAIN RESULTS	
4	DISCUSSION AND CONCLUSIONS	

# THE CONTEXT OF ANALYSIS



Regulation (EEC)  
804/68



Regulation (EU)  
261/2012



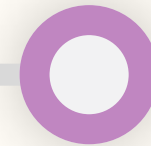
Parmigiano Reggiano  
Consortium Production Plans



Regulation (EU)  
1151/2012



Removal of quotas  
on 01/04/015

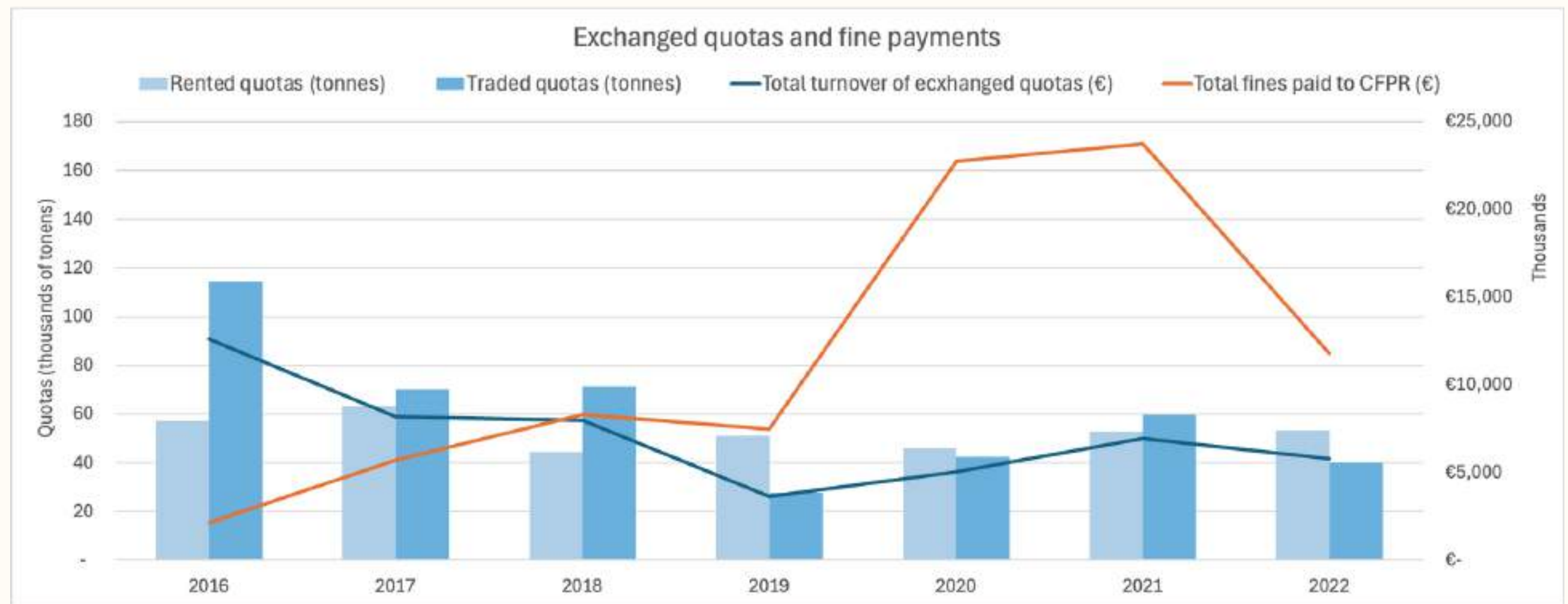
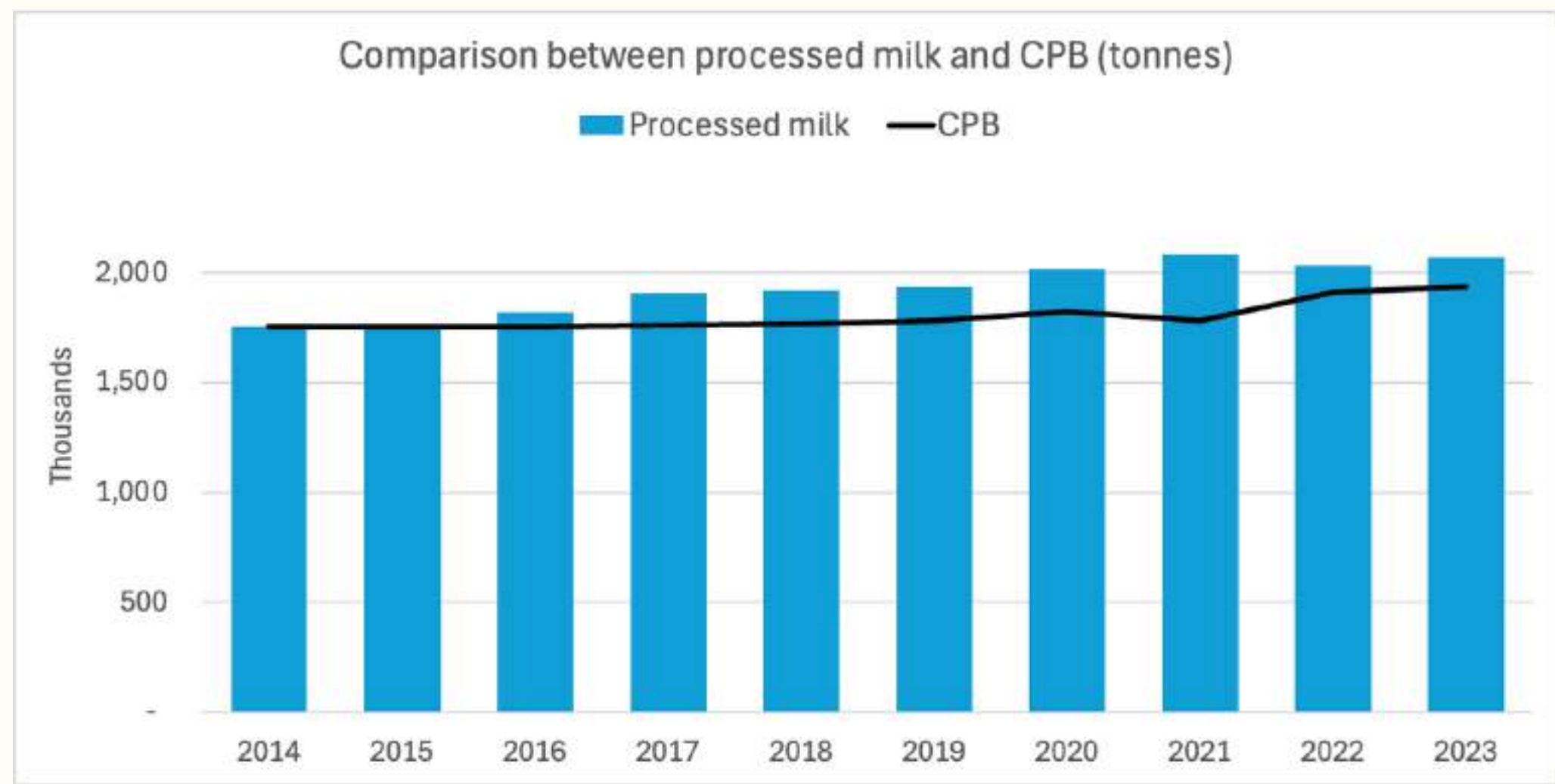


Regulation (EU)  
1143/2024

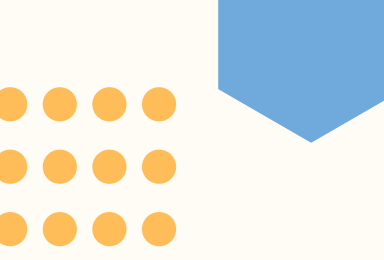
# EMPIRICAL FRAMEWORK



Sources: CLAL;  
P.R. Consortium  
2023-2025 Production Plan

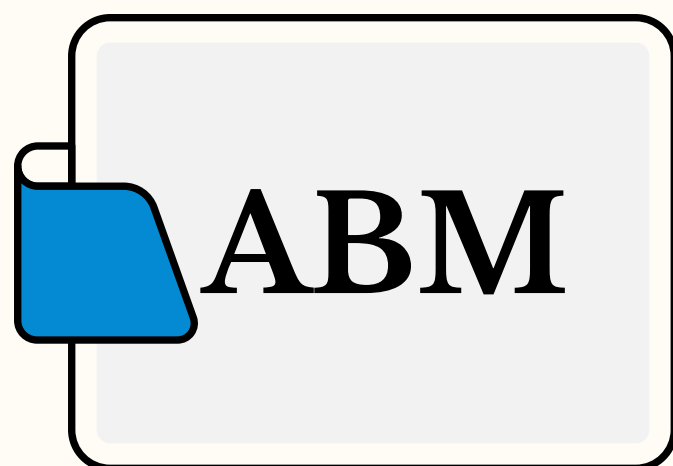
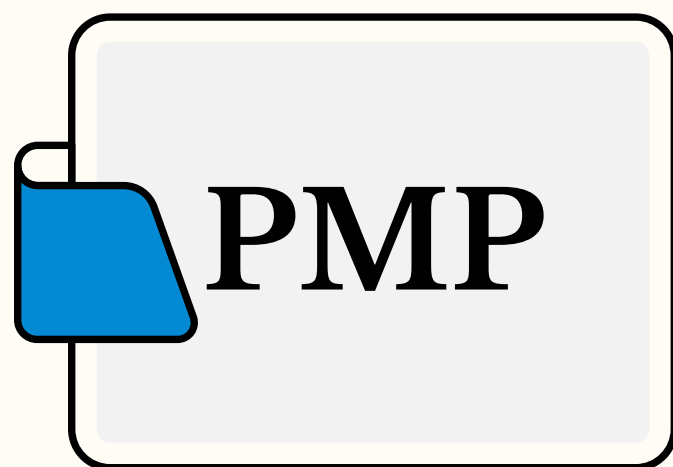






# Methodology

The AGRISP  
Model

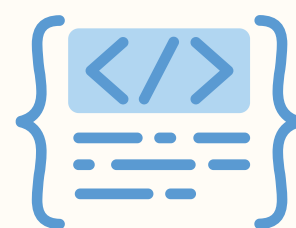


## DATA INPUT



Extraction from data at the NUTS 2 level from the RICA-FADN database

## CALIBRATION



Estimation of individual cost functions

## SIMULATION



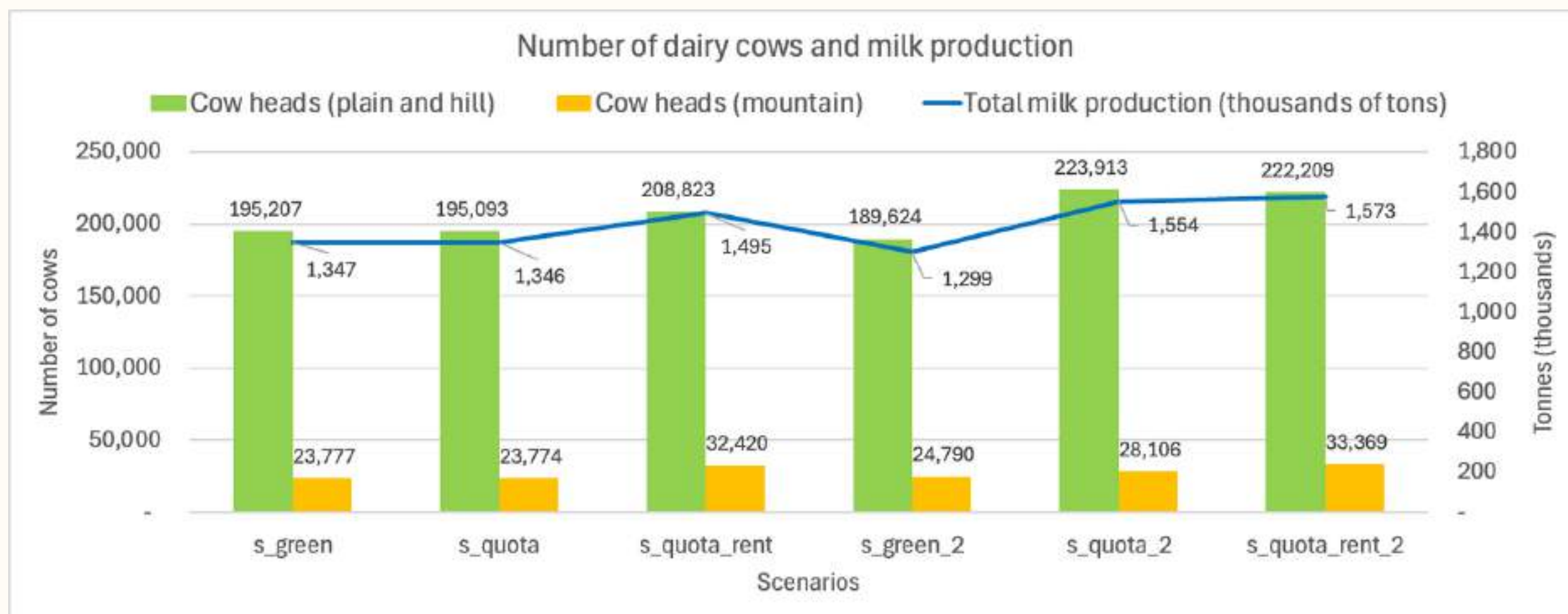
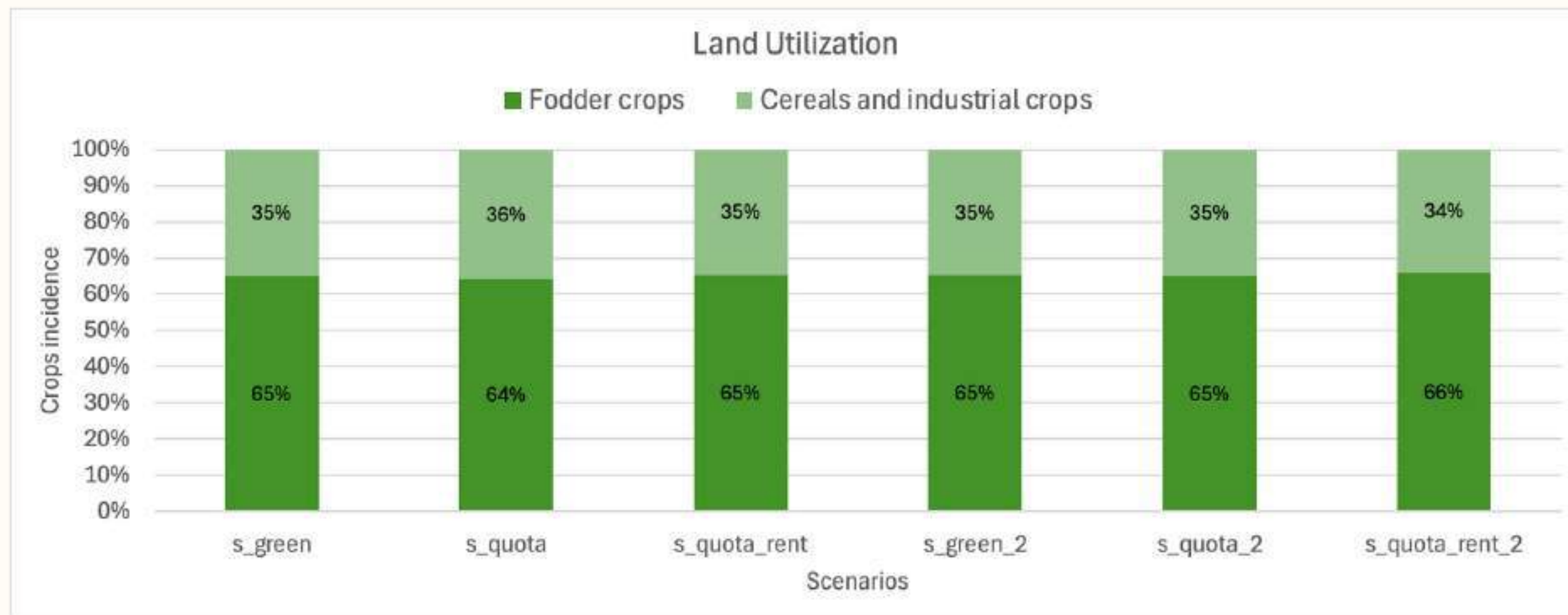
Construction of profit function, constraints, and scenarios



# PRODUCTION ANALYSIS

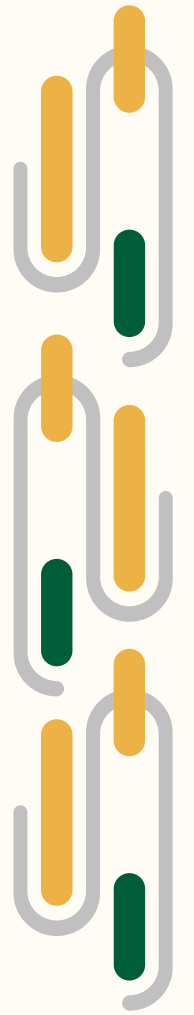
## SCENARIOS

- **s\_green**: baseline
- **s\_quota**: fine payment
- **s\_quota\_rent**: quotas exchange
- **s\_green\_2**, **s\_quota\_2**, **s\_quota\_rent\_2**: milk price increased by 7%



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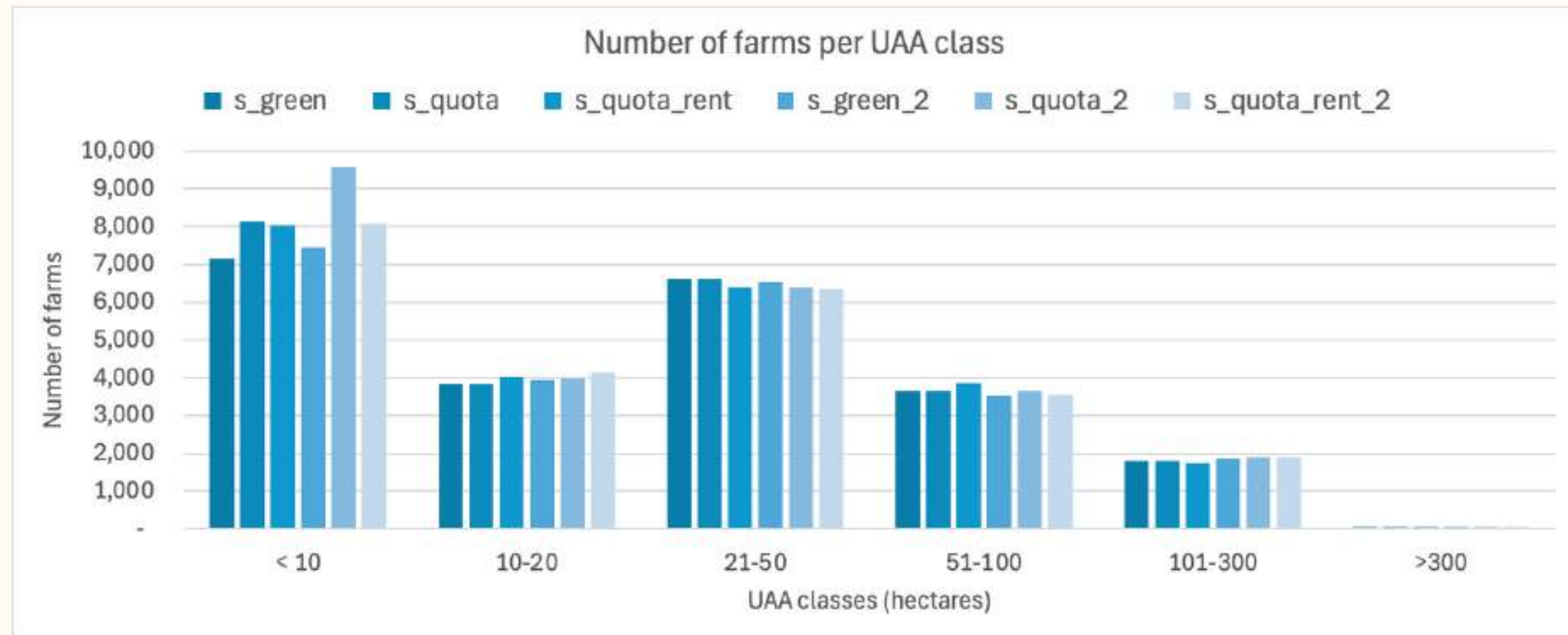


# STRUCTURAL ANALYSIS

## SCENARIOS

- **s\_green**:  
baseline
- **s\_quota**:  
fine payment
- **s\_quota\_rent**:  
quotas exchange
- **s\_green\_2**,  
**s\_quota\_2**,  
**s\_quota\_rent\_2**:  
milk price  
increased by 7%

	Plain and Hill	Mountain	Total
<b>s_green</b>	20,334	2,793	23,073
<b>s_quota</b>	21,393	2,661	24,054
<b>s_quota_rent</b>	22,331	2,754	24,085
<b>s_green_2</b>	20,515	2,803	23,318
<b>s_quota_2</b>	22,704	2,829	25,533
<b>s_quota_rent_2</b>	21,118	2,916	24,034

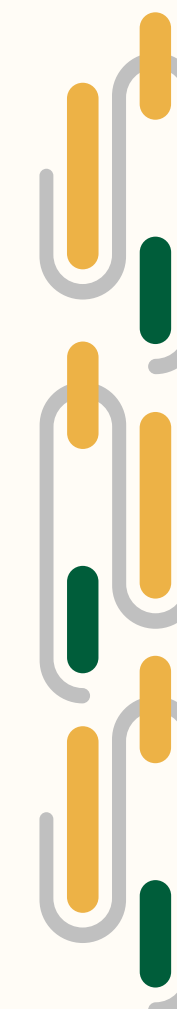
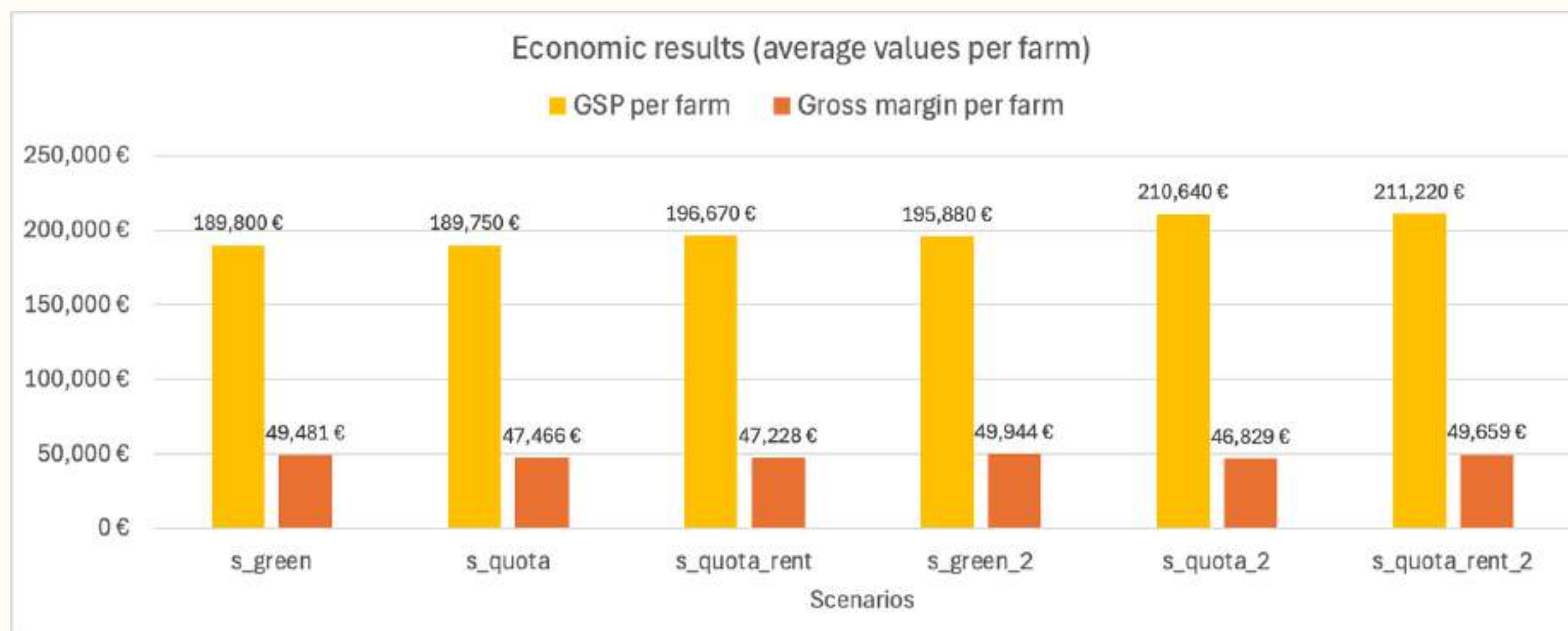


# ECONOMIC ANALYSIS

## SCENARIOS

- **s\_green**: baseline
- **s\_quota**: fine payment
- **s\_quota\_rent**: quotas exchange
- **s\_green\_2**, **s\_quota\_2**, **s\_quota\_rent\_2**: milk price increased by 7%

	LSU number	LSU number per farm	Milk per LSU (tons)	Standard deviation of LSU per farm
<b>s_green</b>	218,984	44	6.15	20.2
<b>s_quota</b>	218,867	41	6.15	21.4
<b>s_quota_rent</b>	241,243	43	6.20	20.2
<b>s_green_2</b>	241,414	53	6.06	31.4
<b>s_quota_2</b>	252,019	50	6.17	31.1
<b>s_quota_rent_2</b>	255,578	51	6.15	31.7





# ENVIRONMENTAL ANALYSIS

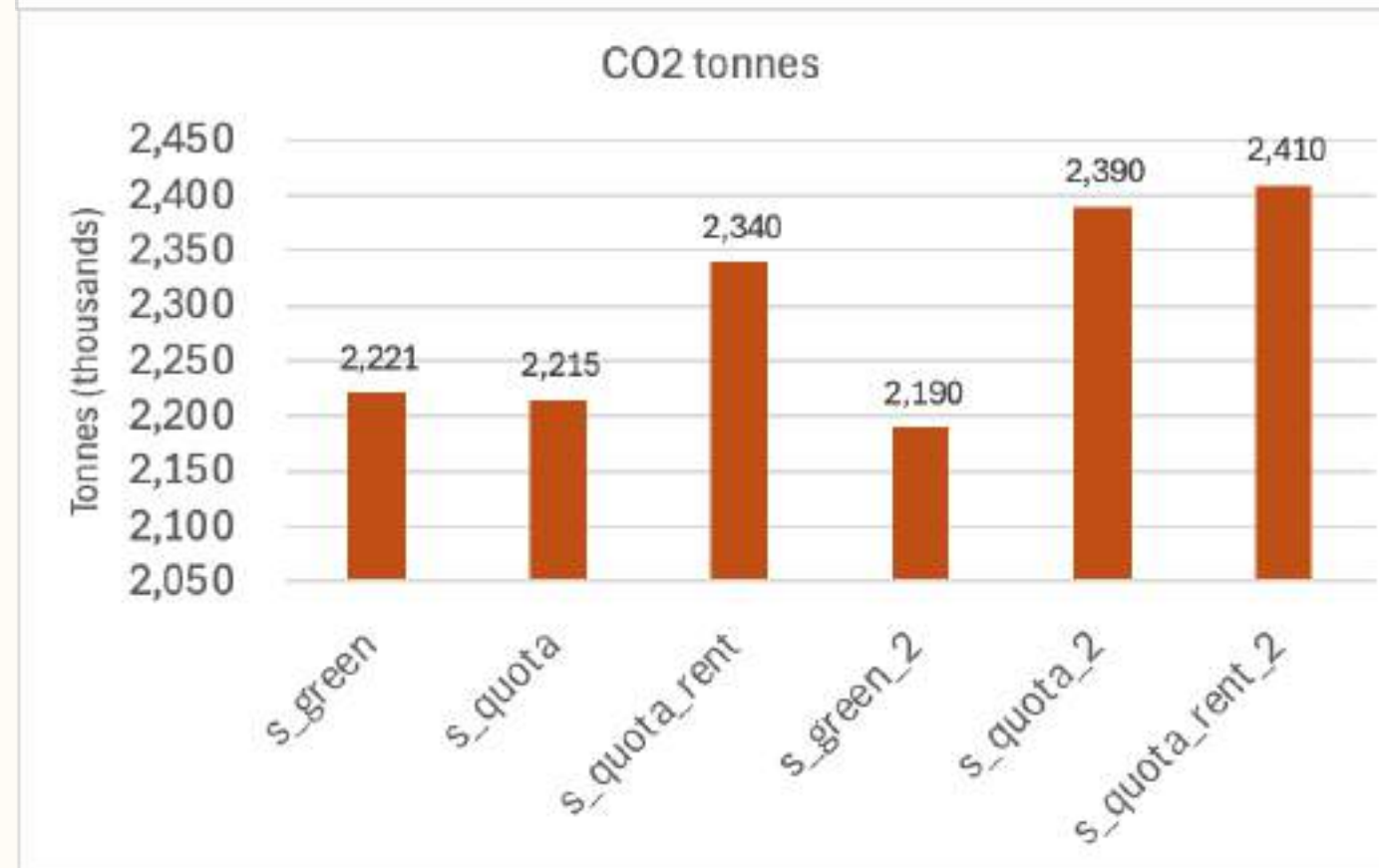
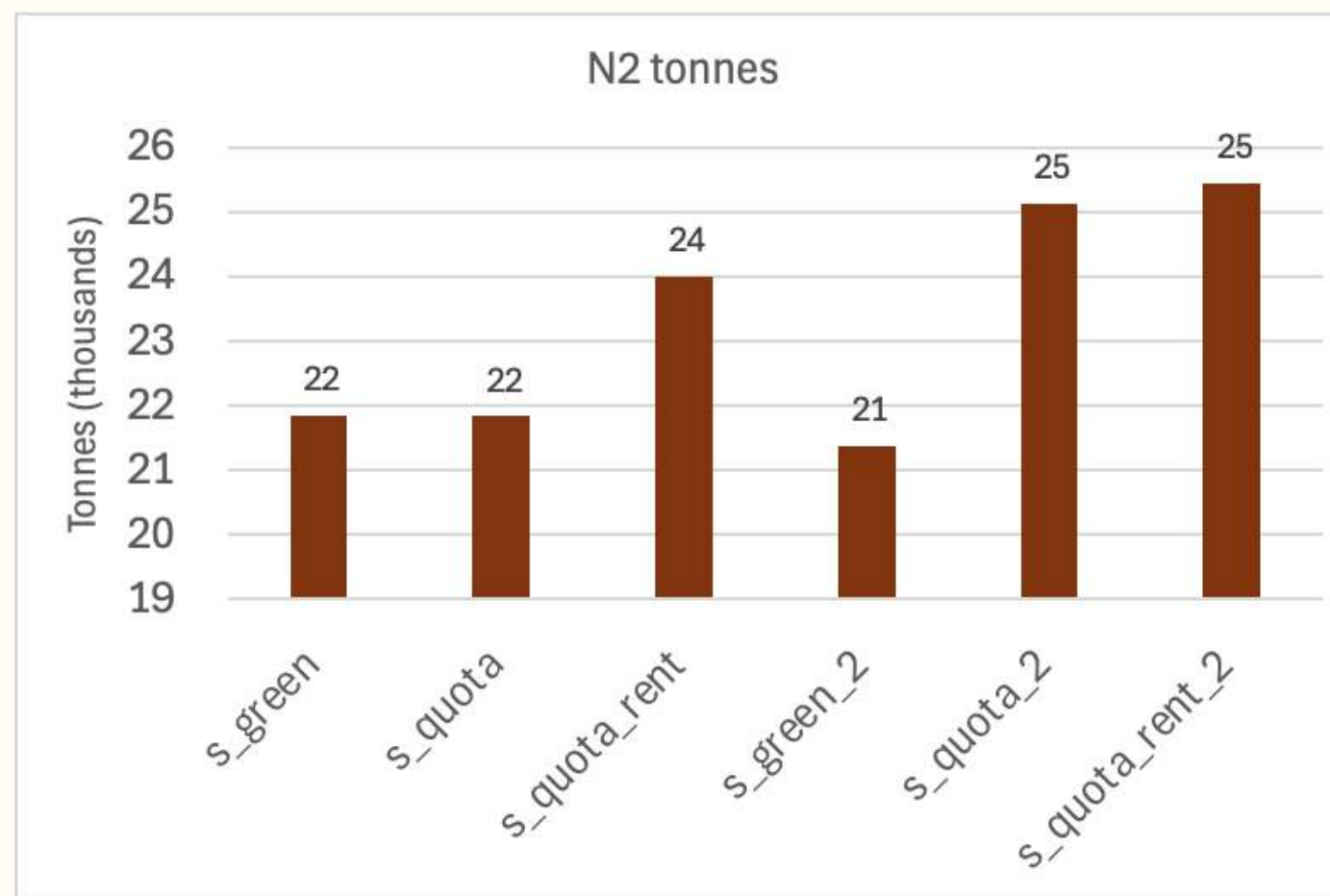


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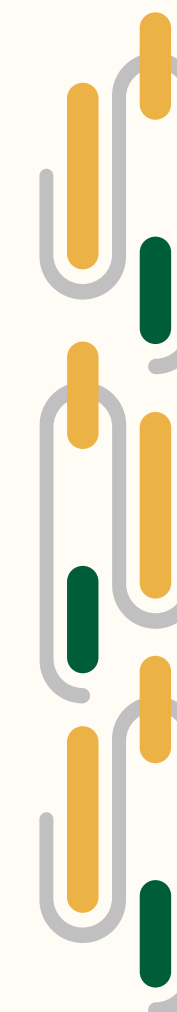
## SCENARIOS

- **s\_green**:  
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- **s\_green\_2**,  
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milk price  
increased by 7%

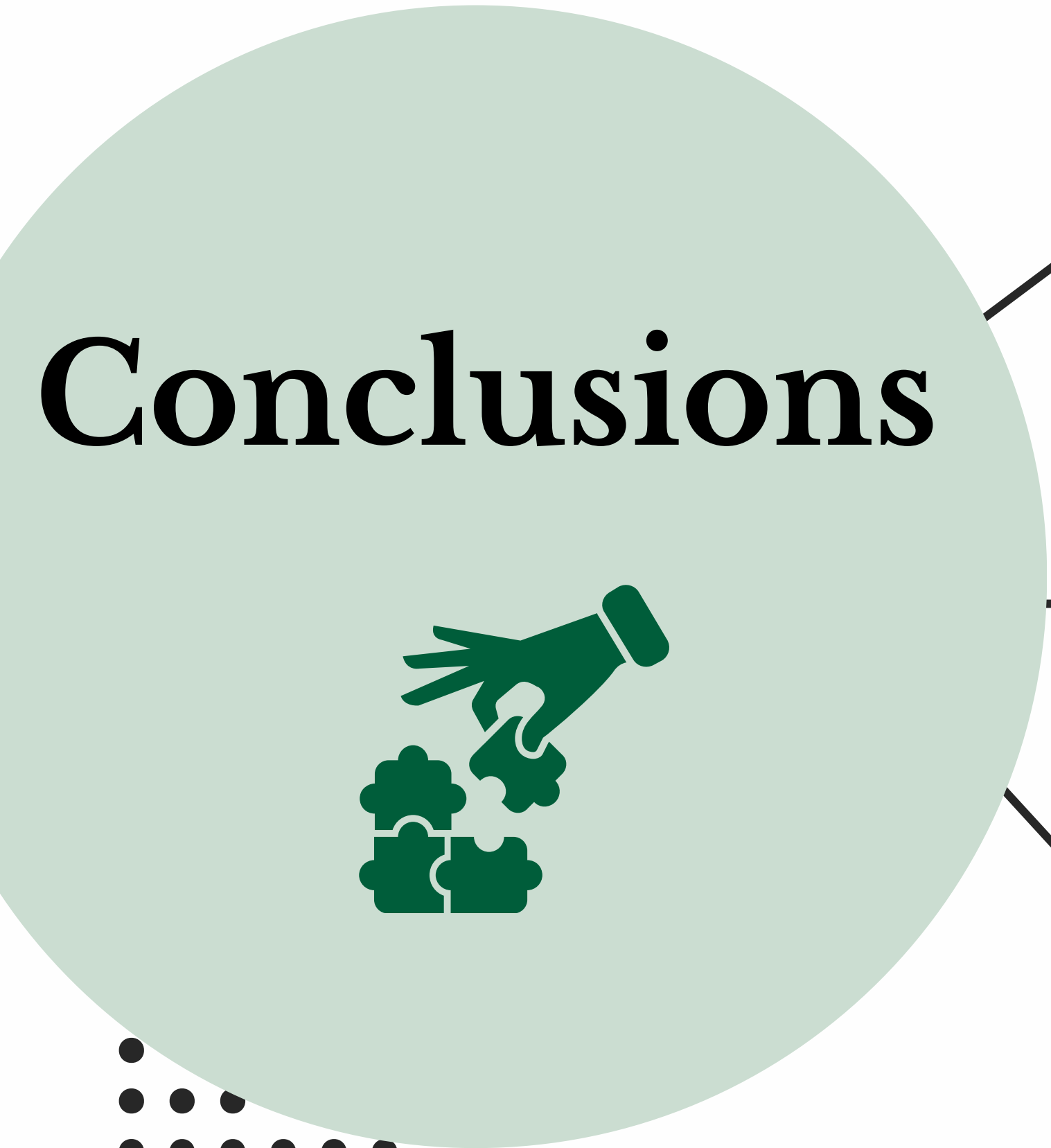


## PRODUCTION ELASTICITY

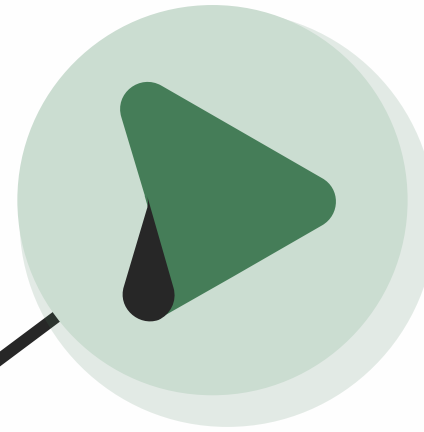
<b>s_green</b> VS <b>s_green_2</b>	0.93
<b>s_quota</b> VS <b>s_quota_2</b>	2.21
<b>s_quota_rent</b> VS <b>s_quota_rent_2</b>	0.74



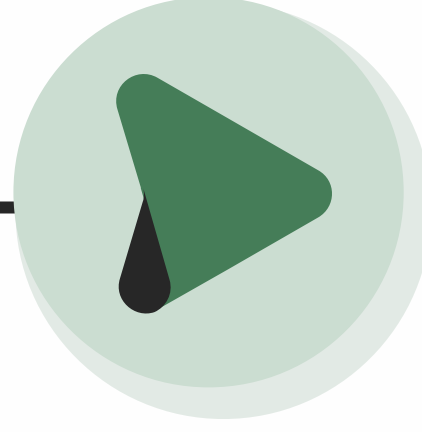




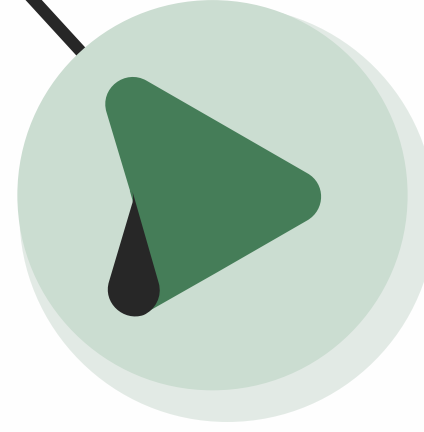
# Conclusions



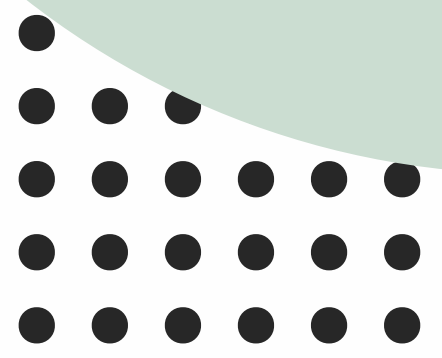
Fine payment VS renting



Production efficiency



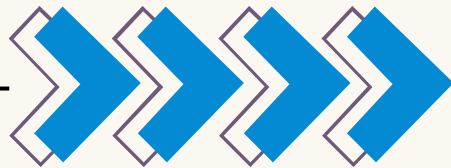
Rural development



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# Thank you for your attention!

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Presenting author:  
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# THE VALUE OF GIS FOR RWANDAN COFFEE: A MARKET PERSPECTIVE

**Maria Bouhaddane**

Rome, February 19, 2025



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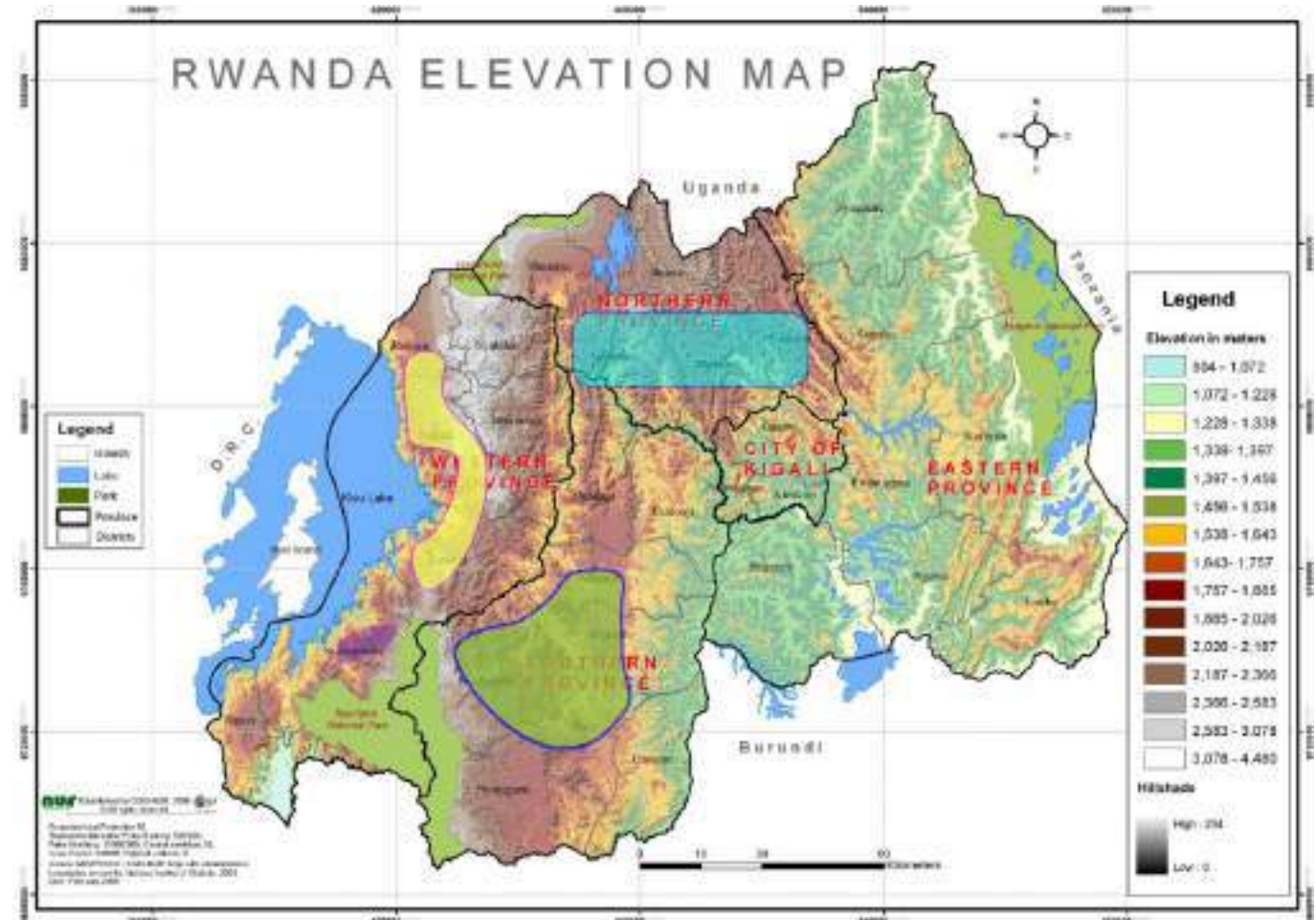
# INTRODUCTION

- The specialty coffee market places a high value on geographical origin, particularly in the single-origin segment
- GIs contribute to the decommodification of coffee, along with fair trade and organic standards.



# INTRODUCTION

- In Rwanda, three areas were identified as producing coffees with unique flavors, potentially qualifying for GI recognition:
  - North Province
  - South Province
  - West (Lake Kivu) Province

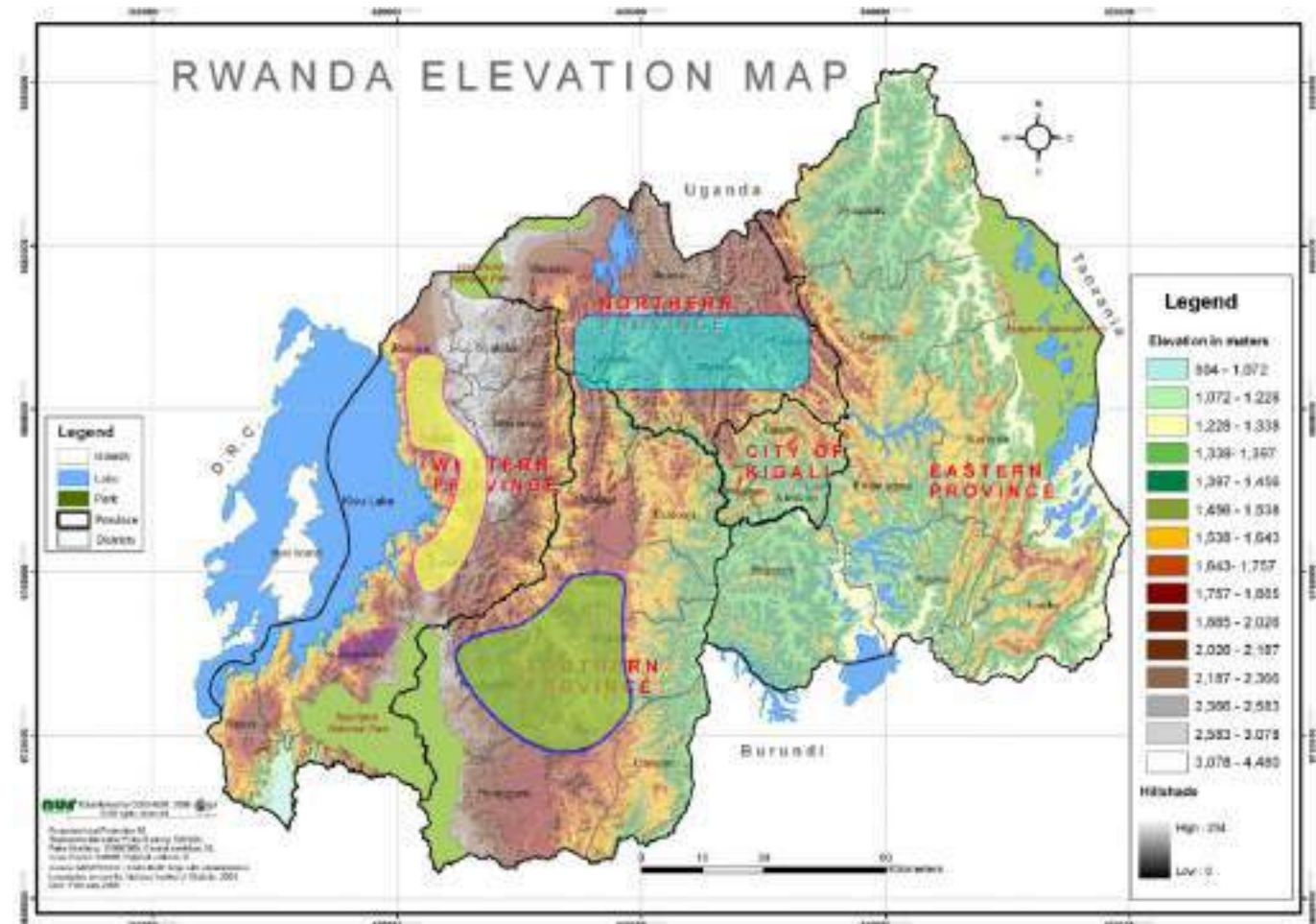




# INTRODUCTION

- In Rwanda, three areas were identified as producing coffees with unique flavors, potentially qualifying for GI recognition:
  - North Province
  - South Province
  - West (Lake Kivu) Province

- An ongoing project funded by AFD (Facilité IG) supports the registration of the country's 1st GI for the coffee produced in the Western province along the shores of Lake Kivu.





---

# OVERVIEW OF THE RWANDAN COFFEE MARKET

Rwanda primarily produces **Arabica coffee**, particularly Bourbon varieties.

Total coffee production ranges between **15,000 MT** and **22,000 MT** (**0.2%** of the global coffee production ).

# OVERVIEW OF THE RWANDAN COFFEE MARKET

Rwanda primarily produces **Arabica coffee**, particularly Bourbon varieties.

Total coffee production ranges between **15,000 MT** and **22,000 MT** (**0.2%** of the global coffee production).

Key export destinations for Rwandan coffee include:

- **Switzerland**
- **United Kingdom**
- **United States**
- **European Union (Belgium, Netherlands, Germany, etc.)**

78% of the exported coffee is fully washed (NAEB, 2023).



---

# WHAT VALUE COULD A GI BRING TO RWANDAN COFFEE?

- **Exploratory study of Rwandan exporters perspective on how a GI can enhance the value of Rwandan coffee by addressing current challenges related to production, branding issues, and market access.**
- **Consultations with 8 exporters were conducted in November 2023.**



# CHALLENGES ENCOUNTERED BY RWANDAN COFFEE EXPORTERS



---

# CHALLENGES RELATED TO COFFEE SUPPLIES

## Low Production Volumes & Aging Coffee Farms

- **Low yields**, in part due to the many old coffee trees in Rwanda.
- **An aging population of coffee growers** and younger generations showing little interest in coffee farming

**Increasing competition for raw materials as more exporters enter the coffee sector**

---

# CHALLENGES RELATED TO COFFEE SUPPLIES

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- **An aging population of coffee growers** and younger generations showing little interest in coffee farming

## Increasing competition for raw materials as more exporters enter the coffee sector

## Impact of Climate Change

- Unpredictable weather patterns, including **heavy rains and intense sunlight**, affect both the quality and quantity of coffee production.

## Quality Inconsistency due to a fragmented Supply Chain

- Production is predominantly managed by **smallholder farmers**, contributing to quality inconsistency.

---

# GLOBAL MARKET DEPENDENCE & POWER ASYMMETRY

## Power Asymmetry

- The coffee market is **dominated by a few large buyers**, limiting the bargaining power of Rwandan exporters.

---

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## Price Volatility

- **Fluctuation in International coffee prices** due to supply chain disruptions, climate change, and shifting consumer demand.
- Difficulties in **securing stable contracts** due to price instability.



# GLOBAL MARKET DEPENDENCE & POWER ASYMMETRY

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## Price Volatility

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- Difficulties in **securing stable contracts** due to price instability.

## Difficult Access to Financing for small-scale exporters

- **High-interest loan rates** and the requirement for collateral make it difficult for exporters to secure funding.
- **Limited investment in infrastructure** and coffee processing facilities hinders competitiveness.

---

# BRAND IMAGE & MARKET PERCEPTION

## Lack of Market Awareness

- Rwandan coffee lacks the strong international **brand image** of Ethiopian and Kenyan coffee.
- The historical reputation of the '**potato defect**' **issue** continues to affect buyer confidence.

---

# BRAND IMAGE & MARKET PERCEPTION

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- Rwandan coffee is often **blended with lower-quality beans** from other origins, diminishing its distinctiveness.

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## Limited marketing skills

- Exporters use **different quality definitions and grading systems**, causing confusion among buyers.
- Limited **access to market information** and end consumers feedback.



---

# CHALLENGES RELATED TO MARKET ACCESS

## Market Access Barriers

- Exporters face difficulties in accessing high-value markets due to **stringent regulations** and limited brand differentiation.
- Challenges in **establishing contacts and building relationships with buyers**, particularly in Europe, where preference is often given to European intermediaries and major importers.

---

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## Traceability & Compliance

- **Increasing regulatory requirements**, such as the EU regulation on imported deforestation, pose compliance challenges for exporters.



# WHAT POTENTIAL BENEFITS DO COFFEE EXPORTERS EXPECT FROM A GI?

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# EXPECTED BENEFITS FROM A GI

## Create a unified territorial brand identity

- by standardizing quality definitions among exporters and **promoting regional terroirs**.



---

# EXPECTED BENEFITS FROM A GI

## Create a unified territorial brand identity

- by standardizing quality definitions among exporters and **promoting regional terroirs**.

## Market Differentiation

- Potential for **higher market value** due to recognized quality and origin.
- Opportunity to **elevate** Rwanda's **reputation** in the specialty coffee industry.
- Increase **direct trade** opportunities with specialty roasters and coffee chains and reduce reliance on intermediaries.

# EXPECTED BENEFITS FROM A GI

## Create a unified territorial brand identity

- by standardizing quality definitions among exporters and **promoting regional terroirs**.

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## Improve Supply Chain Coordination

- Promote **better organization** among farmers and cooperatives, leading to more consistent quality and supply stability.
- Facilitate capacity-building efforts, **improving farming practices** and post-harvest processing.

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- Promote **better organization** among farmers and cooperatives, leading to more consistent quality and supply stability.
- Facilitate capacity-building efforts, **improving farming practices** and post-harvest processing.

## Enhance traceability

- An added guarantee for international buyers
- A response to the EU regulation
- A selling point for accessing new markets and liaising with new buyers

---

# CONCLUSION

- › **Considering both quality and volume, Rwanda has limited competitive advantage compared to other specialty coffee-producing countries in East Africa.**
- › **GIs could offer a strategic advantage for Rwandan coffee by addressing market challenges related to brand recognition, traceability, and buyers' trust.**



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# CONCLUSION

- › **Considering both quality and volume, Rwanda has limited competitive advantage compared to other specialty coffee-producing countries in East Africa.**
- › **GIs could offer a strategic advantage for Rwandan coffee by addressing market challenges related to brand recognition, traceability, and buyers' trust.**
- › **Successful implementation requires tailored marketing and buyer engagement strategies, with an emphasis on community involvement and origin story.**
- › **By leveraging GIs, Rwanda can strengthen its position in the global specialty coffee market and enhance exporter competitiveness.**



**THANK YOU FOR YOUR  
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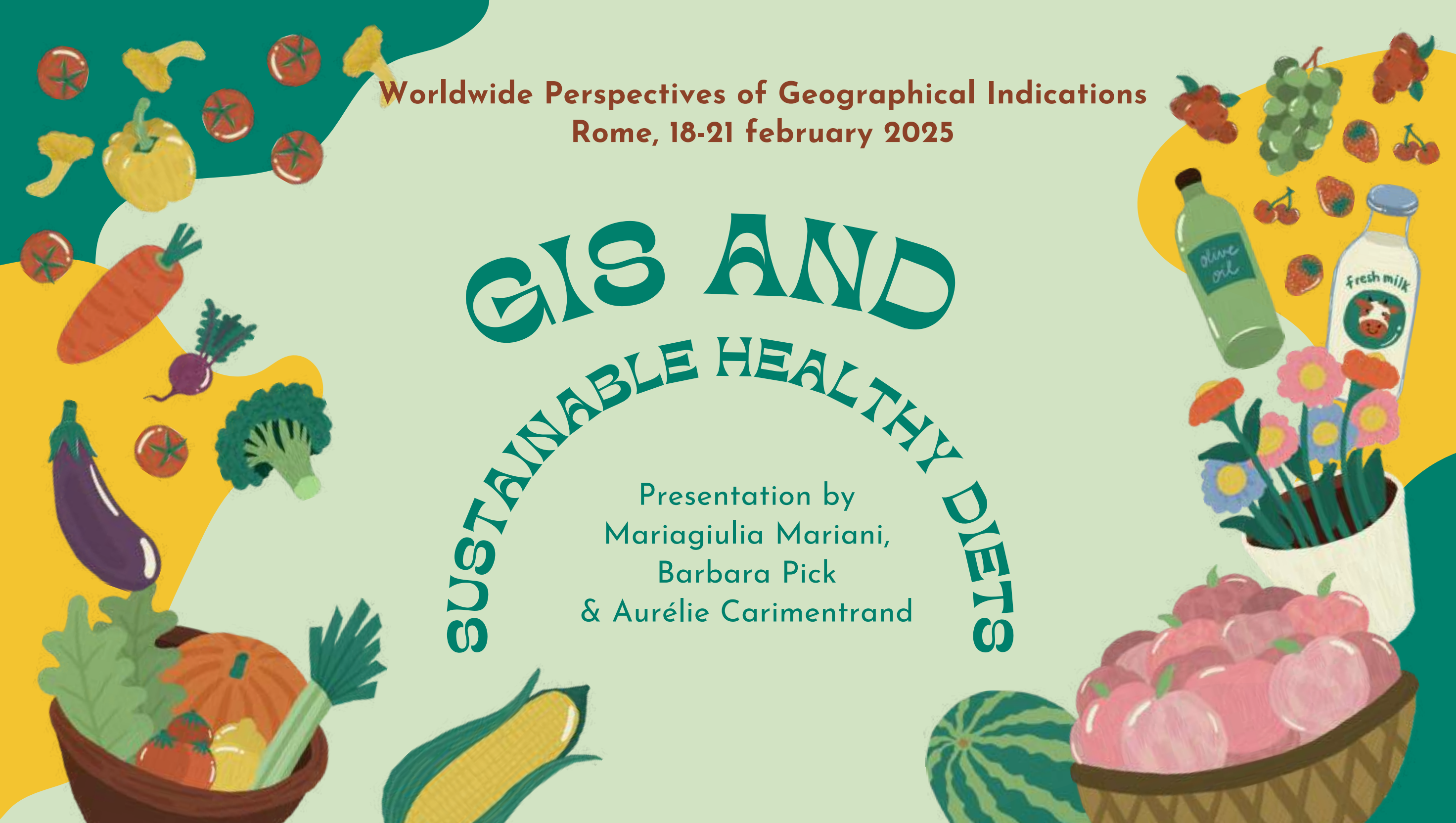




Worldwide Perspectives of Geographical Indications  
Rome, 18-21 february 2025

# GIS AND SUSTAINABLE HEALTHY DIETS

Presentation by  
Mariagiulia Mariani,  
Barbara Pick  
& Aurélie Carimentrand





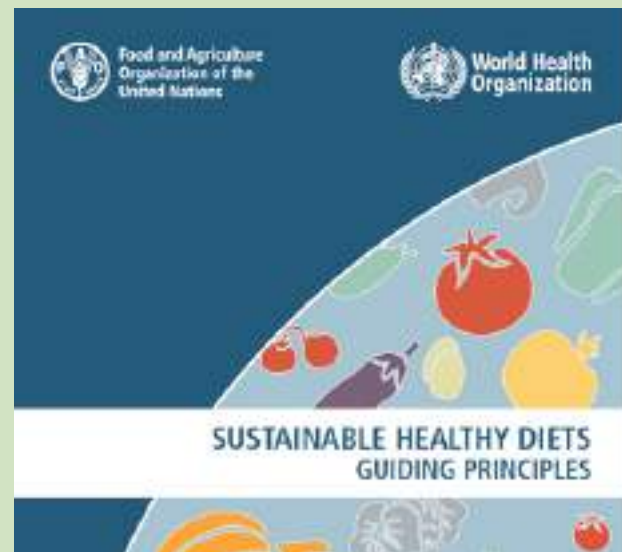
# Research question

How do GIs, along with two other food labels (i.e. Fairtrade and the Slow Food Presidia) contribute to **collective progress toward sustainable healthy diets** ?



# SUSTAINABLE HEALTHY DIETS?

“Dietary patterns that promote all dimensions of individuals’ health and wellbeing; have low environmental pressure and impact; are accessible, affordable, safe and equitable; and are culturally acceptable”



# STRUCTURE OF OUR PAPER

## 1. FROM PROTECTING PRODUCERS' INTERESTS TO HEALTH & SUSTAINABLE EATING

1.1 Primary objectives: Protecting producers' interests while safeguarding traditional production and consumption patterns

1.2 A gradual focus on health and sustainability issues

## 2. OPPORTUNITIES AND LIMITS

2.1 Contribution to sustainable farming practices

2.1 Contribution to ethical eating

2.3 The challenge of consumer recognition of labels



# FOCUS ON GIS

## GIS AND THE PROMOTION OF SUSTAINABLE AGRICULTURAL PRACTICES:

- Valorization of traditional agricultural practices in GI specifications
- Strength of the link to local natural environment
- Leads to more environmentally friendly production practices, i.e. reduced use of pesticides, conservation of a local variety or extensive production methods

## GIS AND THE PROMOTION OF SUSTAINABLE HEALTHY DIETS:

- Promotion of GI products as safe and traditional foods
- Traditional practices and know-how, local natural resources
- Few or no processing processes
- Short circuits

## THE ROLE OF REGULATORS AND AID AGENCIES:

- Regulation 2024/1143, Art. 7:  
Possible sustainability commitments of producer groups
- FAO, OriGIn:  
GI Sustainability Strategy







# OPPORTUNITIES AND LIMITS

## ROLE OF THE GI SPECIFICATIONS AS INFLUENCED BY THE MARKET

- Positive or negative effects depending of the rules included in the BoS
- Integration of the concept of biodiversity into market tools

## LOCALIZATION OF PRODUCTION AND FOOD SOVEREIGNTY

- Greater control of local producers over their food, their territory and the promotion of their local cultures
- Construction of more autonomous and resilient food models
- Preservation of local economic activities and prevention of the relocation of production systems

## RECOGNITION OF LABELS BY CONSUMERS

- Limited recognition and hence efficiency of GI labels
  - Consumers' confusion and label fatigue
- 

# ANY QUESTIONS?

To read the full paper (in French):

**“Droit et alimentation saine et durable”**

Sous la direction de Elisabeth Lambert et Fabien Girard

Publication prévue en 2025 aux éditions UGA (Université Grenoble Alpes)





**31**  
**EDITION**

**UA**

UNIVERSIDAD DE ALICANTE  
Departamento de Derecho Mercantil  
y Derecho Procesal

El impacto de la sostenibilidad en el uso  
comercial de las indicaciones  
geográficas

**WORLDWIDE PERSPECTIVES ON  
GEOGRAPHICAL INDICATIONS:  
INNOVATIONS AND TRADITIONS FOR  
SUSTAINABILITY**

**18 – 21 February 2025 Rome, Italy**

**PROF. DR. PILAR MONTERO**

**COMMERCIAL LAW PROFESSOR**

**DIRECTOR OF THE ALICANTE MASTER ON INTELLECTUAL  
PROPERTY AND DIGITAL INNOVATION-MAGISTER  
LVCENTINVS-UNIVERSITY OF ALICANTE (SPAIN)**

**RANKED AS FIRST SPECIALISED PROGRAMME**



# GEOGRAPHICAL INDICATION ALICANTE - SPAIN





# NEW AGRI REGULATION 1143 (11-4-2024)

The **Union's quality policy** should contribute to:

- ▶ **allowing the transition to a sustainable food system**
- ▶ **respond to societal demands for sustainable, environmentally and climate-friendly, animal welfare-ensuring, resource-efficient, socially and ethically responsible production methods.**
- ▶ **with a view to meeting the objectives of the EUROPEAN GREEN DEAL**

GIs Producers should be encouraged to support sustainable practices, respecting environmental, social and economic objectives, that go beyond mandatory standards.



# ENVIRONMENTAL OBJECTIVES INCLUDE (Art. 7 R.24) :

- ▶ climate change mitigation and adaptation,
- ▶ circular economy,
- ▶ protection and restoration of biodiversity and ecosystems;
- ▶ reduce the use of pesticides
- ▶ reduce the danger of antimicrobial resistance in agriculture
- ▶ conservation of rare seeds, local breeds, and plant varieties,
- ▶ the promotion of short supply chains
- ▶ animal welfare

# DOP CAVA (SPAIN)

- ▶ Cava producers are implementing strategies to promote sustainability goals. These include:
- ▶ **VEGETABLE COVERS:** Maintaining vegetation between the rows of vines to attract and harbour beneficial fauna.
- ▶ **CROP INTEGRATION:** Planting different types of crops in and around the vineyards to create a richer ecosystem.
- ▶ **REDUCTION OF CHEMICALS:** Limit the use of pesticides and herbicides, opting for natural and organic alternatives.





# THE SOCIAL OBJECTIVES : SHOULD INCLUDE

- ▶ preservation of agricultural employment
- ▶ young producers and new producers of GIs products
- ▶ facilitate the solidarity and transmission of knowledge
- ▶ improving working and safety conditions in agriculture

# TURRON DE JIJONA– ALICANTE

70% of the world's production comes from this town in Alicante (500 years).

Approximately 80% of its residents make their living from turrón.

In Jijona there are more turrón factories than bars.

Xixona is the municipality with the lowest unemployment rate in the province of Alicante (among towns with more than 5,000 inhabitants).

A young Jijona start-up is the biggest exporter of turrónes online



# CRIN DE RARI (CHILE)



PROYECTO RESCATE ARTESANAS DEL CRIN

## UN FUTURO VISIBLE.

BUSCAMOS PROFESIONALES JÓVENES  
COMPROMETIDOS CON CHILE.

— VISUALIZA Y COMPARTES EN SERVIDORIS D. —

# THE ECONOMIC OBJECTIVES : SHOULD INCLUDE

- ▶ fair income for producers,
- ▶ diversification of activities,
- ▶ promotion of local agricultural production,
- ▶ valorisation of the rural fabric and local development



# DOP JABUGO (SPAIN 2023)



11

- ▶ The PDOJ has brought to the sector **an increase in technology and innovation.**
- ▶ The increase in **economic performance** is an important reason to belong to the PDOJ.
- ▶ The price of a 100% Iberian acorn-fed ham (JAMON IBERICO DE BELLOTA) with and without PDO is between 12-15%.
- ▶ The PDOJ has led to the arrival of **subsidies and projects**
- ▶ The DOPJ has enabled consolidation in **e-commerce,**
- ▶ The DOPJ increased **institutional support.**

## PDO 'Andalusia Environment Award' 2023

The connection between the natural environment, the animal, the microclimate and the human being are a clear example of how maintaining the balance between all of them contributes to the social wellbeing of an entire territory, promoting its economic development, as well as its reputation and cultural prestige, under the term Jabugo PDO.



# PRODUCER'S ASSOCIATIONS AND SUSTAINABILITY IN THE EU REGULATIONS

13

- ▶ Producer groups **MAY** prepare sustainability reports
- ▶ A producer group may take action to improve the sustainability performance of the geographical indication
- ▶ An association of producer groups **CAN MAKE** recommendations to improve the development of sustainability geographical indication policies.



# GEOGRAPHICAL INDICATONS AND SUSTAINABILITY





# EUTM AT EUIPO



# EUTM AT EUIPO



PARMIGIANO  
REGGIANO

# 31 YEARS OF SPECIALISED IP EDUCATION

## ALICANTE DIPLOMA:

**DISTINCTIVE SIGNS OF QUALITY (GIS AND OTHER QUALITY CHEMES) AND PLANT BREEDING**

**(UNIVERSITY SPECIALIST COURSE MAY-JUNE)**

**MAGISTER LVCENTINVS**

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**MAGISTER LVCENTINVS**  
Master in Intellectual Property and digital innovation  
2024/2025

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**THANK YOU VERY MUCH!  
GRACIAS! MERCI!  
PROF. PILAR MONTERO  
([pilar.montero@ua.es](mailto:pilar.montero@ua.es))  
<https://www.ml.ua.es/>**

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UNIVERSITY OF ALICANTE (SPAIN)**
- ▶ **DIRECTOR OF THE ALICANTE MASTER  
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DIGITAL INNOVATION-MAGISTER  
LVCENTINVS.**
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QUALITY AND PLANT BREEDING  
(UNIVERSITY SPECIALIST COURSE MAY-  
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**31**  
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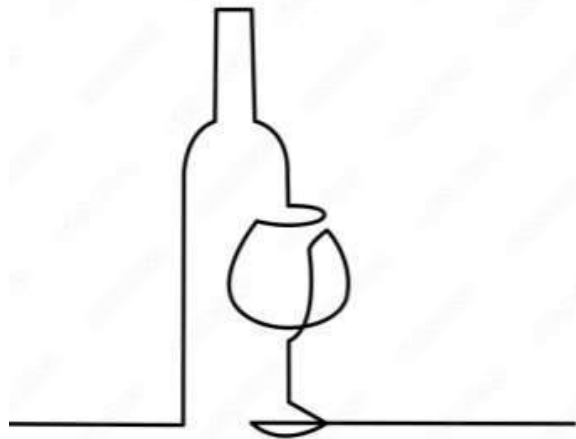
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# Spirit of innovation or historical tradition?

## The complex dilemma of EU policy for renowned products

**Cristina Vaquero-Piñeiro**, Department of Economics, Roma Tre University  
**Eleonora Pierucci**, Department of Economics, Roma Tre University



## Why?

The European Green Deal, the flagship economic and environmental initiative of the EC, requires policy adjustments in various sectors to make sure that no one is left behind (EC, 2020). **Within the EU Green Deal, the Farm to Fork strategy is the strategy aiming to make agricultural and food systems more sustainable, with the CAP as a key channel to support the transition.**

To bolster the competitiveness, sustainability, and resilience of the agrifood systems, **research and innovation** has been recognised instrumental as they can create new opportunities and accelerating the necessary transition to overcome structural sectorial barriers. The CAP incentives and support the adoption of innovations recognising "*fostering knowledge and innovation*" as one of the ten objectives of the 2023-2027 programming period

At the same time, "**improve the response of EU agriculture to societal demands on food and health, including high-quality [...] food**" (EC, 2020). The **EU Geographical Indications (GIs)** policy, established in 1992 and just recently in March 2024 (Reg. EU, 2024/xx), singled out the GI scheme at the centre of the European Green Deal



## What are GIs?

GI is a sign used on agri-food products that have a specific geographical origin and possess qualities and reputation that are essentially or exclusively due to a particular geographical environment, made of natural and human factors (Reg. No.2012/1151, food; Reg. No.2013/1308, wine; Reg. No.2019/787, spirit; Reg. No.2014/251, aromatised wines)

- GIs link agri-food products with the region of origin
- The distinctive features of these products are the results of all the contextual **environmental, human, historical characteristics, and cultural habits** of their region of origin





## Why GIs are so acclaimed?

Paolo de Castro (S&D, Italy) as rapporteur highlighted that the GI scheme **“is no longer merely a cultural issue affecting a few countries or a region, but has unique economic, social and political significance, creating value without the need of any public fund”**

- **Non-market goals:** produce public goods (e.g., landscapes, De Simone et al. 2023), address market failures (information asymmetry, Stranieri et al. 2017), support sub-optimal production conditions (small farmers)
- **Economics benefits** at both firm and territorial level in national and international markets: population growth and employment rate (Crescenzi et al., 2022), sector added value (Cei et al., 2018), and tourism attractiveness (De Simone et al., 2023), exports (Giua et al., 2024), attraction of FDI (Crescenzi et al., 2023), quality of imports (Curzi and Vaquero-Piñeiro, 2024)

A quite huge gap remains however on **to what extents the traditional knowledge-based orientation of GI production affects the innovation**

## Why should GIs negatively impact innovation?

Josling (2006), Bowen and Zapata (2009), Kuhne and Gellynck (2009) introduced in their studies the idea the traditional culture of production of GIs may not fit well with innovation:

- Moerland (2019): geographical indications and innovation do not seem to fit well together
- Stranieri et al. (2023): the diffusion of GIs enhanced innovative activities, but only for laggard regions farer from the technological frontier
- Guerrere et al. (2009): the application of innovations may damage the traditional character of traditional food products
- Basole (2015): concluded that GI will discourage innovation
- Mancini et al. (2019): innovation can mediate the diffusion of traditional knowledge among producers

## Why should GIs positively impact innovation?

- PSs may be used to establish higher sustainability and innovation requirements (EC, 2024; Ruitz et al. (2018)
- virtuous inter-organizational formal and informal networks that characterized GI territories (Crescenzi et al. 2022)
  - The coordination that lies beyond the GI system management may support the AKIS system

Today, the issue is however like never before relevant:

- the increasing diffusion of the GI system
- the EU Green Deal objectives, innovation is crucial to keeping agrifood firms competitive (Curzi et al., 2022; Läßle and Thorne, 2019)
- the 2024 EU Law extends the GI protection to craft and manufacturing products

Do the acknowledgment affect the innovative activity of the region of origin?

Is the GI policy adoption beneficial, or not, to innovation adoption?

**Period:** 1991-2020

At the beginning of our sample (1991) no one of the municipalities are acknowledged by an EU GI. This change in 1992 when the policy has been introduces

**Focus:** Italy

A pioneering country of the GI system from the 60s, and nowadays the EU country with the highest number of product certified (853, whose more than 500 are wines)

**Level:** Municipalities (the most disaggregated level available)

**Data** original geo-referenced database

- Official information from Product Specifications (Crescenzi et al., 2023)
- Administrative census data (ISTAT); Sensoring data
- Patent data, source: REGPAT



## **Treatment:** Wine PDOs

- the wine sector is the agrifood sector more involved in innovation (Pomarici et al., 2021)
- the first sector with a public certification system for sustainable production (Equalitas, since 2024)
- PDOs exact matching between territory and production, and have specific restriction for innovations in vineyards

## **Outcomes:** Agrifood patents

- agricultural sector as well as those related to foodstuffs (food processing), at which we add the beer and wine industry.

Not only pure: innovators can target domain not exclusively linked to the agricultural and food sector. The majority of registered patent has in fact more than one domain and are not exclusively linked to the agrifood activities




UNO STRUMENTO CONNESSO AL WEB  
PER UN'ANALISI INTELLIGENTE DEL VINO

*Alessandro Candiani, DNAPHONE*




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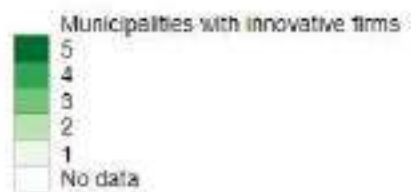
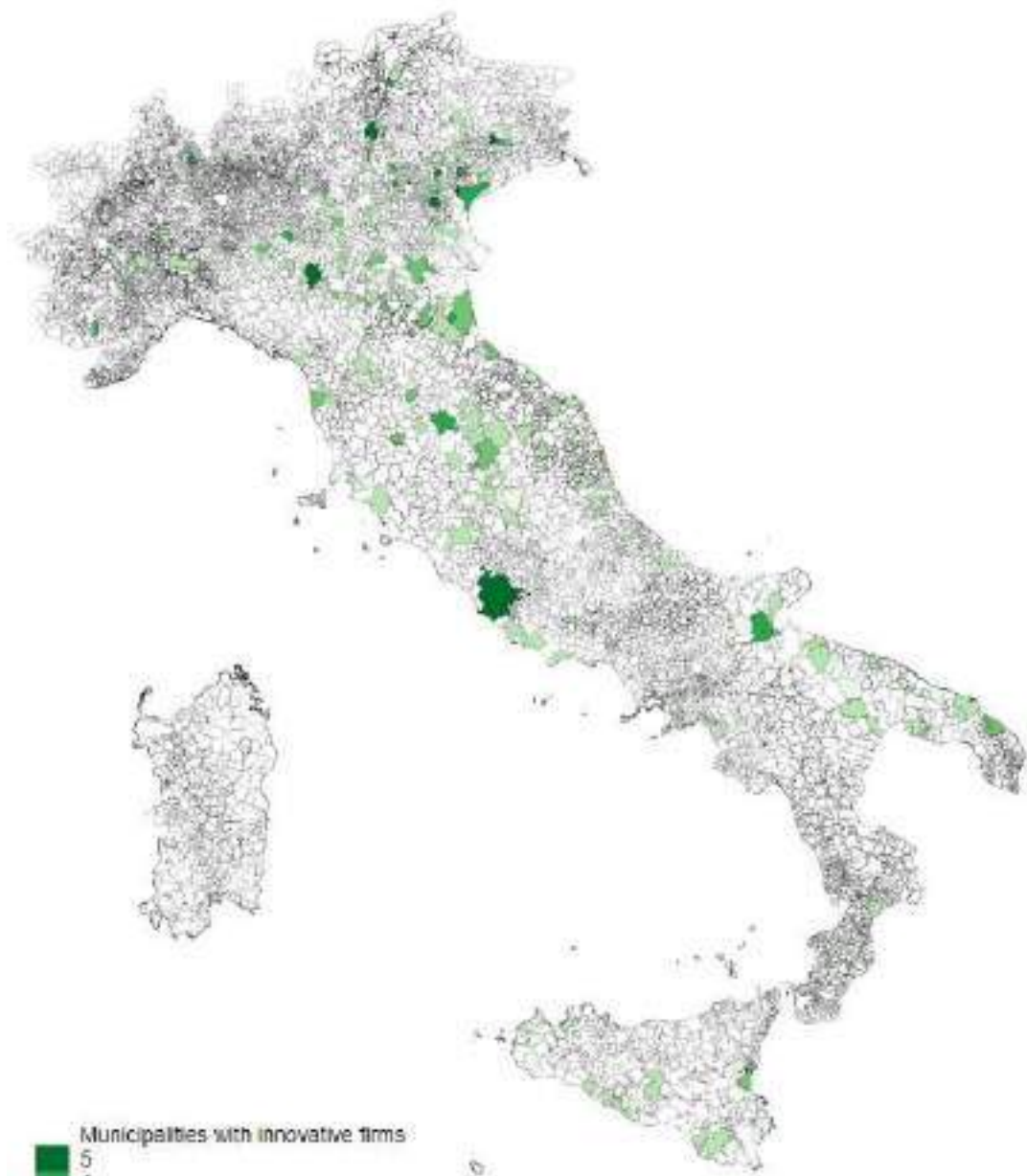
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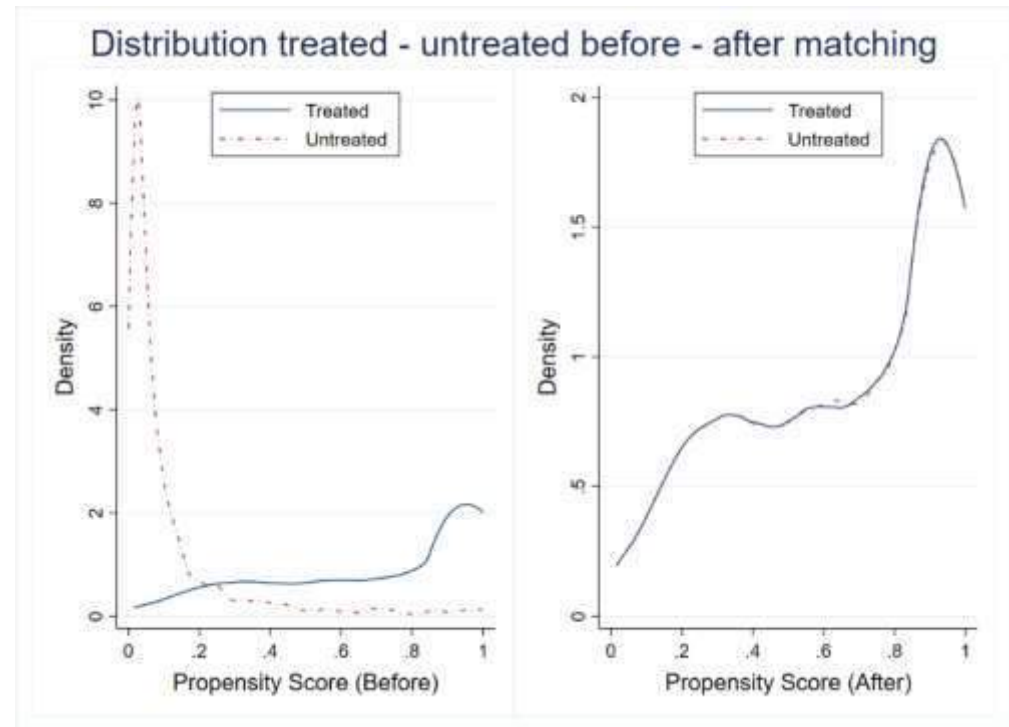


# Methodology

1. one to many k-nearest PSM (Rosenbaum and Rubin, 1983)

Controls: population density, elderly rate, remote housing, high-education rate, employment rate, distance from major cities, Utilised Agricultural Area, winegrowing farms density, winegrowing farms' physical size, family farms, Utilised Agricultural Area diffusion, altitude, spatial lagged wine PDO, spatial lagged agri-food patent

- 108 municipalities are off support
- Matching balance and parallel-trend test satisfied





## Empirical strategy

### 2. DiDs Static

- 5 years pre-post
- a static picture of the phenomenon

$$Innovation_{it} = a + \beta_1 PDO_{it} + \beta_2 Post_{it} + \beta_3 (Post_{it} * PDO_{it}) + Controls_{it} + \mu_i + \varepsilon_{it}$$

- $i$  is the municipality and  $t$  is the pre-post period
- $Post_{it} * PDO_{it}$  is the interaction term between these two variables and capture the effect of the presence of a PDO acknowledgment
- **Controls**: dummy variable accounting for the presence of PGI wines, unbalanced covariates (population density), NUTS3 fixed effects

$Innovation_{it}$  is declined in terms of the probability of having at least one patent in the technological fields under analysis (i.e., log transformation of the binary variable + 1).

## Methodology

### 3. DiDs dynamic (à la Callaway and Sant'Anna)

- cohort based *dynamic estimation* used when a unit becomes treated at a given time and remained treated for all the next times.

$$Innovation_{i,t} = \alpha + \beta_1 PDO_{it} + Controls_{it-1} + \gamma_i + \mu_t + \varepsilon_{it}$$

- $i$  is the municipality and  $t$  is year
- $PDO_{it}$  is the dummy that capture the presence of a PDO acknowledgment
- **Controls**: dummy variable accounting for the presence of PGI wines, unbalanced covariates (population density), NUTS3 fixed effects

$Innovation_{it}$  is declined in terms of the probability of having at least one patent in the technological fields under analysis (i.e., log transformation of the binary variable + 1).

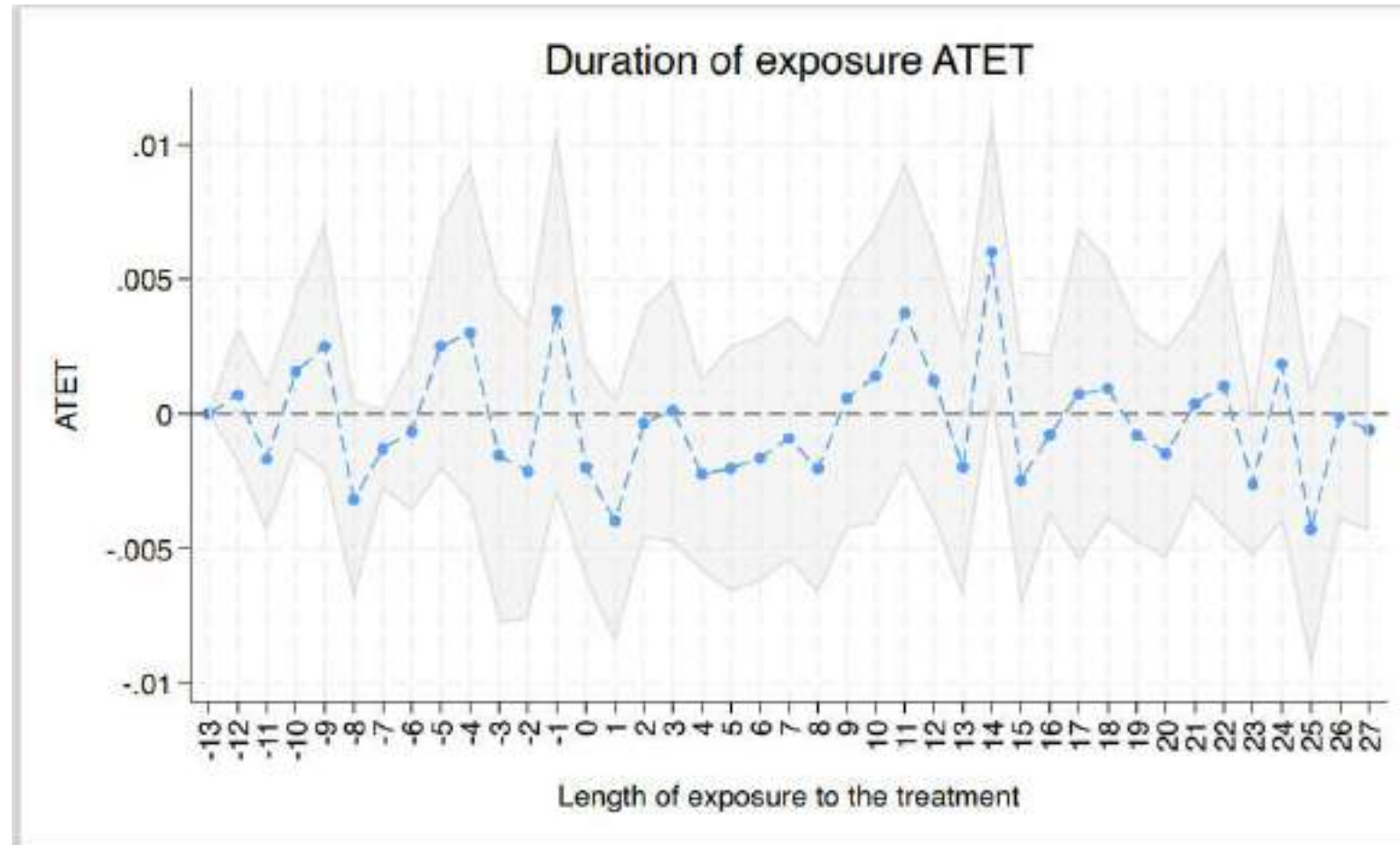
## The impact of GI policy on agrifood innovation

Even if the magnitude of the effect is lower, in comparison with the non-treated municipalities, **the inclusion within a GI area generates an average increase** in the probability of registering an innovation patent in the technological fields under analysis in treated areas

	Agrifood patent	Agricultural patent	Food patent	Only Agrifood patent
	(1)	(2)	(3)	(4)
PDD*Post	<b>0.0026***</b> (0.0006)	<b>0.0014***</b> (0.0005)	<b>0.0012***</b> (0.0004)	<b>0.0013**</b> (0.0005)
Treated (PDD)	Yes	Yes	Yes	Yes
Post	Yes	Yes	Yes	Yes
PGI control	Yes	Yes	Yes	Yes
Unbalanced covariates	Yes	Yes	Yes	Yes
NUTS3 fixed effects	Yes	Yes	Yes	Yes
Constant	Yes	Yes	Yes	Yes
Observations	3,209	3,209	3,209	3,209
R2	0.1	0.06	0.05	0.06

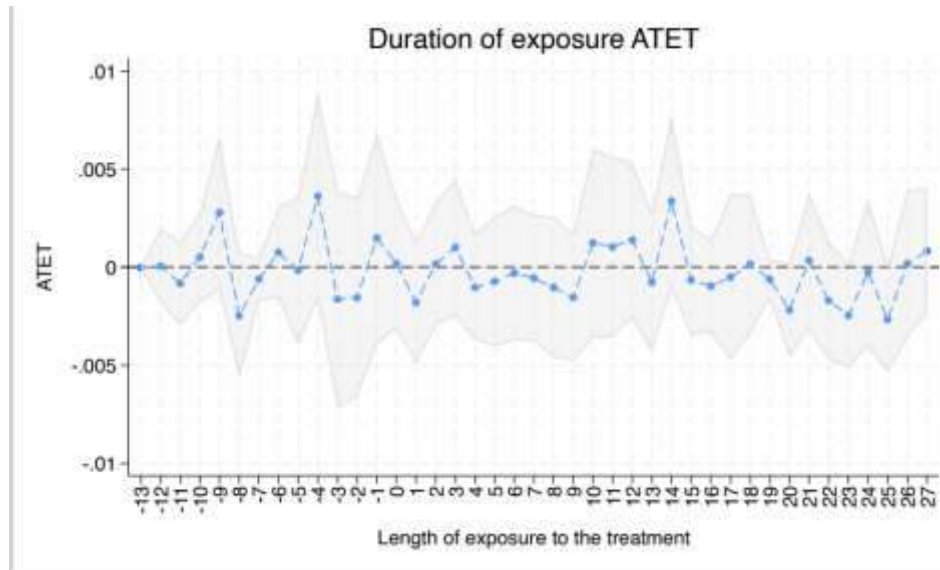
## The impact of GI policy on agrifood innovation over time

The effect seems to not increase as exposure to treatment augments

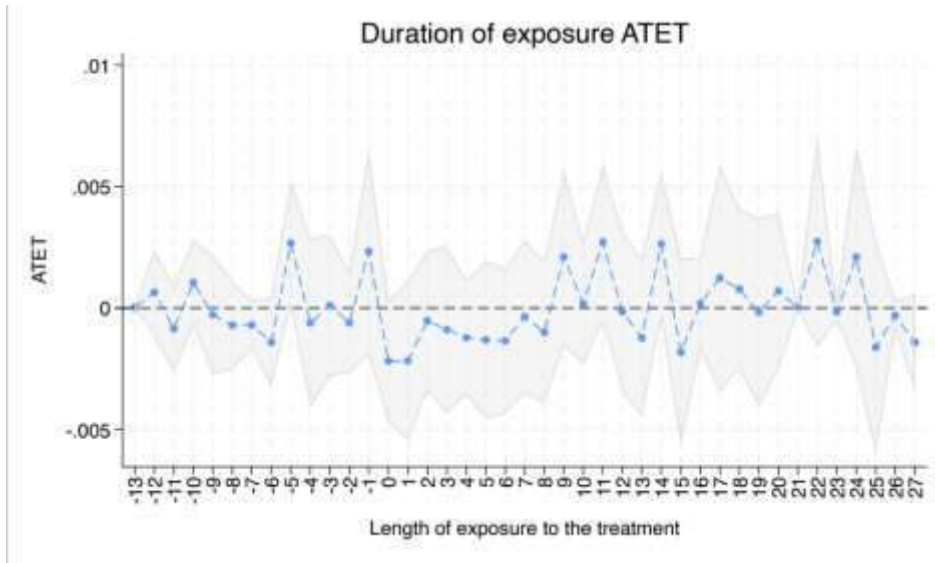




## AGRI



## FOOD



**There is not exclusion competition between GIs and innovation, even if there is no evidence of a clear increasing effect**

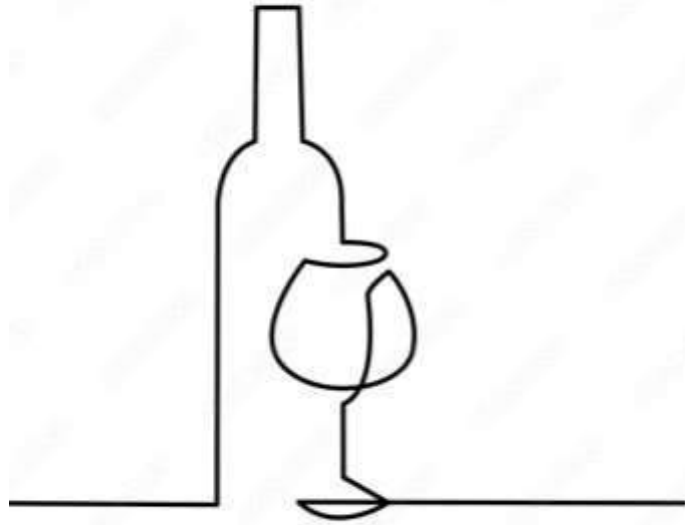
- Empirical approach for policy evaluation

**So, to "*foster knowledge and innovation*" ...**

- a more **inclusive and cohesion strategy is needed to spur innovation**. CAP and AKIS; regional policies (i.e., Cohesion Policy), specific national strategy (such as the SNAI strategy in Italy) or EU plans (e.g., Smart Specialization Strategy)

Regarding the **new EU Law of GIs (2024)**, innovation performance should be

- supported by the introduction of a more simplified and short amendment procedures for changing existing products specifications,
- limited by the fact that the EU did not introduce specific sustainability requirements
- ex-ante socio-economic conditions and inter-organizational relationships bias - *National or sub-national institutional supports become fundamental*



Thank you for your attention!



**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**

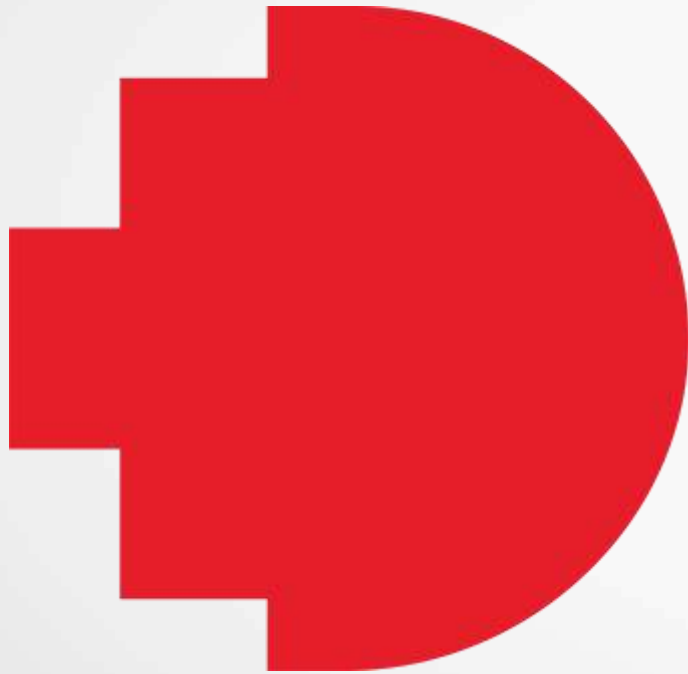
**Dr. Giang Hoang  
Senior Lecturer  
RMIT University, Vietnam**





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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

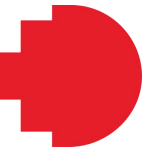
**Distinctive qualities:** Sweet taste, aromatic flavor, and vibrant color.

**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

---

Dr. Giang Hoang  
Senior Lecturer  
RMIT University, Vietnam

# Assessment of the economic, social, and environmental sustainability level of European GIs: a methodological approach

Filippo Arfini, Armelle Maze, Jose Maria Gil, Tanguy Chever

University of Parma, INARE, CREDA, AND - France







# A new policy scenario for EU-GIs products



(3) **Geographical indications** can play an **important role in terms of sustainability**, including in the **circular economy**, thereby enhancing their **heritage** value and thus strengthening their role within the framework of national and regional policies with a view to meeting the objectives of the **European Green Deal**.

Arti. 7. Adoption of **sustainable practice**, means a practice which contributes to one or more social, environmental or economic objectives...

Art 8. A producer group, may prepare and regularly update a **sustainability report** based on verifiable information, comprising a description of **existing sustainable practices** a description of how the method of obtaining the product impacts on sustainability, i





# The GI SMART Project: Objectives

- Build a reproducible and comprehensive quantitative **assessment method** of sustainable GIs agrifood systems;
- **Assess sustainability impacts** of all GIs products (>3000) in all three dimensions, i.e., economic, social and environmental (including use of natural resources, cultural heritage preservation, public health);
- **Use existing information and data** sets for a dynamic sustainability assessment by policy makers and regulatory authorities;
- Considers **the links** between SGI-KPIs and CAP-KPIs and the SDGs;



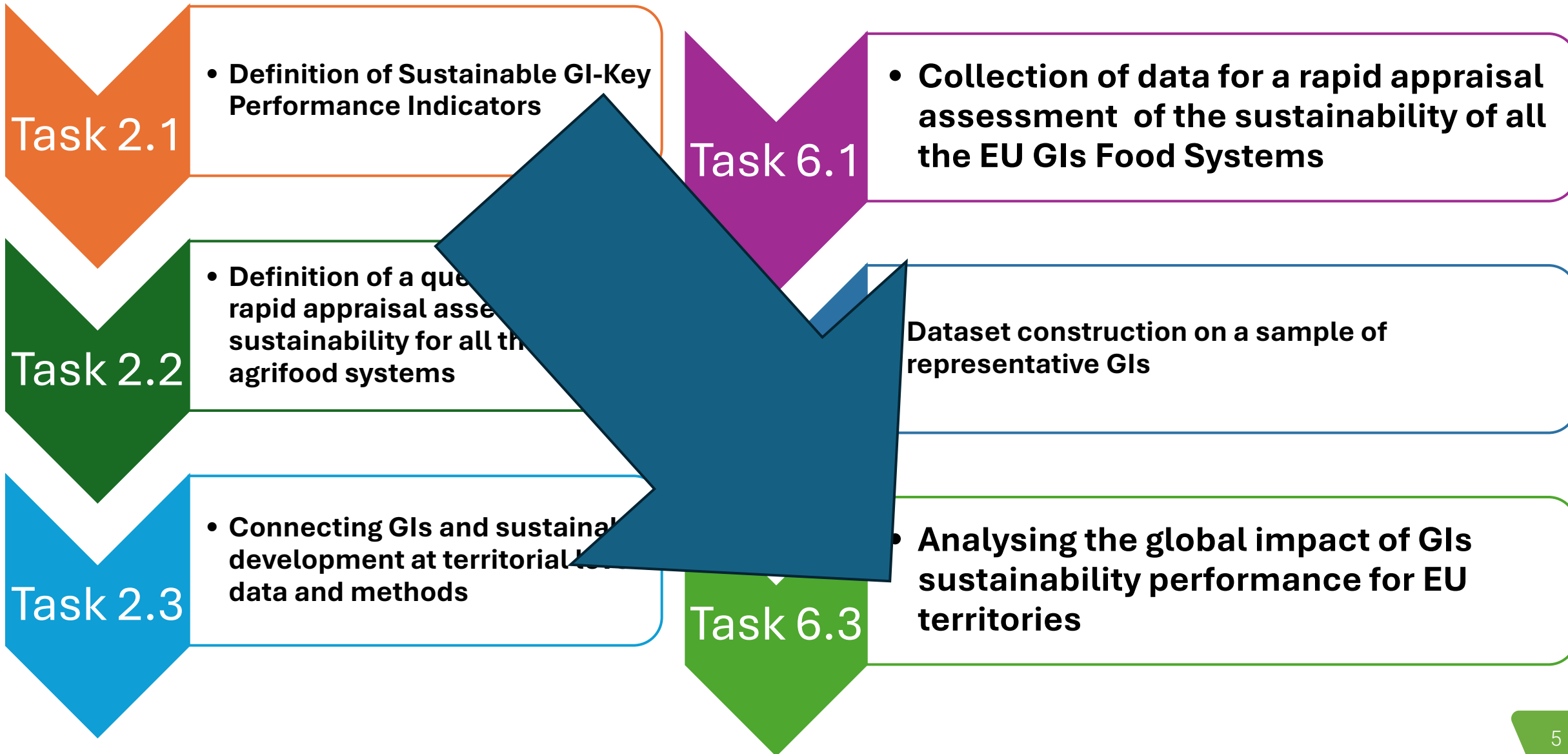
# The Strategy

- **definition** of qualitative and quantitative **Key Performance Indicators** related to the Sustainability of **GI's Food Systems**;
- definition of a **questionnaire** aimed to assess the **perception** of different stakeholders related to the GI Food System;
- **creation of a database** to collect **existing secondary data** from different statistical sources;
- **statistical elaboration** of qualitative and quantitative information of a selected sample of GI Food Systems providing a **sound analysis of direct and indirect impacts of GIs on the sustainability of related territories.**





# The research organisation





# The work organisation

**WP2 - Methodology & pilot testing: Towards a reproducible comprehensive assessment method of sustainable GI agrifood systems**

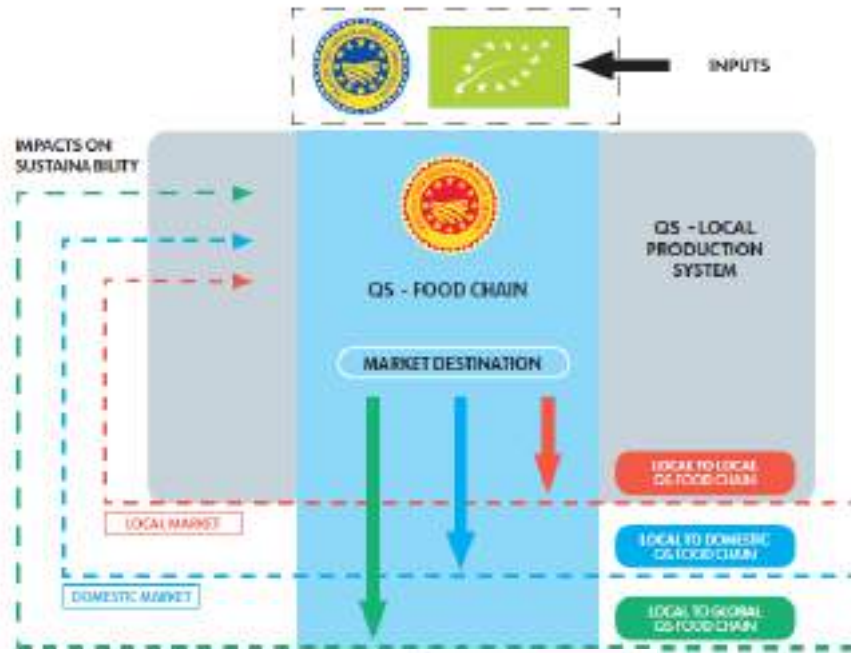
**RF1**

**WP 6: Data collection, analysis & synthesis: Analysis of sustainability dimensions of European GI food systems**

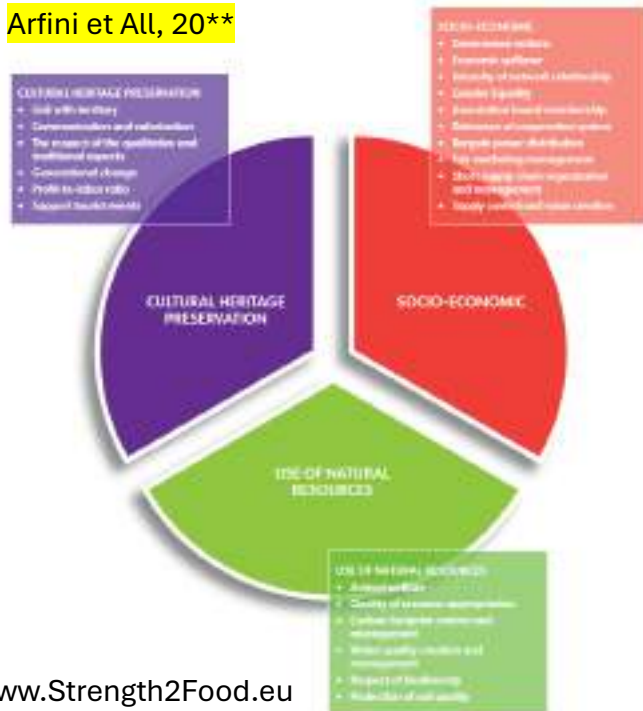




# The key elements



Arfani et Al., 20\*\*



Local Agri-Food System (LAFS) defined by the Code of Specification considering:

- **The NUTS3 coverage**
- **The stakeholders' coverage**

KPI indicators connect to

- **GI systems (value chain, territory, society),**
- **Sustainability dimensions (Econ/Social/Environ/Governance)**
- **Common Agricultural Policy,**
- **Sustainable Developing Goals.**

- Impacts:

- **Socio-economic spillover effects**
- **Ecosystem services, externalities and public goods, local and rural development processes,**
- **Consumers / Citizens**



# Definition of GI-KPIs (T2.1)



## Challenge:

- Use of composite index to provide a holistic view of sustainability by considering all related dimensions and their interactions!

## Links with Value Chain and Regions: H2020 Stregth2Food KPIs

Price Net margin Exported share	Foodmiles (distance) <i>Foodmiles (carbon)</i>	Governance	Social Sustainability
Carbon footprint (product) <i>Carbon footprint (area)</i>	Green water footprint Blue water footprint Grey water footprint	Knowlegde and know-how transmissibility	Economic Sustainability
Labour/product Profit/labour	Bargaining power equality	Local multiplier effect	Environm. Sustainability
Educational attainment <i>Wage level</i>			
Generational change Gender equality			

14-19 indicators      16 GI Products    6 Product category

[www.Strength2Food.eu](http://www.Strength2Food.eu)



# Definition of GI-KPIs (T2.1)

Context and Impact indicators 07/03/2010  
Context and Impact indi



## Links with CAP: The Monitoring and Evaluation Framework KPIs

### Context and Impact indicators - Version 10.0

Population	Labour Market	Economy	Farms and Farmers	Agricultural land
Livestock	Agricultural and farm income	Agricultural productivity	Agricultural trade	Other gainful activities
Farming practices	Biodiversity	Water	Soil	Energy
Climate	Air	Health	Modernisation	Fairness

	Impact Indicator code	Context Indicator Code		Indicator name
		PMEF	CMEF (current)	
Population		<a href="#">C.01</a>	C.01	Total population
		<a href="#">C.02</a>	C.04	Population density
		<a href="#">C.03</a>	C.02	Age structure of the population
Total area		<a href="#">C.04</a>	C.03	Total area
		<a href="#">C.05</a>	C.31	Land cover
Labour market	<a href="#">I.24</a>	<a href="#">C.06</a>	C.05	Employment rate in rural areas
		<a href="#">C.07</a>	C.07	Unemployment rate in rural areas
		<a href="#">C.08</a>		Employment
			C.11	By sector
			C.13	By type of region
			C.13	By economic activity
Economy	<a href="#">I.25</a>	<a href="#">C.09</a>	C.08	GDP per capita
	<a href="#">I.27</a>	<a href="#">C.10</a>	C.09	Poverty rate
		<a href="#">C.11</a>		Gross value added
			C.10	By sector
			C.10	By type of region
				In agriculture
		<a href="#">I.8</a>		<b>R.03_PI</b>
Farms and farmers		<a href="#">C.12</a>	C.17	Agricultural holdings (farms)
		<a href="#">C.13</a>	C.22	Farm labour force
		<a href="#">C.14</a>	C.23	Age structure of farm managers
		<a href="#">C.15</a>	C.24	Agricultural training of farm managers
	<a href="#">I.23</a>	<a href="#">C.16</a>		New farm managers and new young farm managers
Agricultural land		<a href="#">C.17</a>	C.18	Utilised agricultural area
		<a href="#">C.18</a>	C.20	Irreversible land
		<a href="#">C.19</a>	C.34	Farming in Natura 2000 areas
		<a href="#">C.20</a>	C.32	Areas facing natural and other specific constraints
	<a href="#">I.21</a>	<a href="#">C.21</a>		Agricultural land covered with landscape features
	<a href="#">I.22</a>	<a href="#">C.22</a>	R.11	Crop diversity
Livestock		<a href="#">C.23</a>	C.21	Livestock units
		<a href="#">C.24</a>		Livestock density

**DISCLAIMER:**

This document has been prepared by the Commission services with guidance to the Member States or to any other parties (e.g. for the purpose of drafting the national CAP Strategic Plans). The document does not bind the European Commission in relation to the future approval procedure of the CAP Strategic Plans of Member States. It was prepared by Commission services and does not commit the European Commission.



Index	Dimension	Effect	Brief description
<b>Profitability (PI)</b>	Economic	+	Net income by total revenue
<b>Benefit cost (BC)</b>	Economic	+	Revenue to cost ratio
<b>Land productivity (LDP)</b>	Economic	+	Gross output per hectare
<b>Profit ratio (PR)</b>	Economic	+	Gross profit by net sale
<b>Remuneration of factors (RF)</b>	Economic	-	Labor, land and capital by income
<b>Return to cost (RTC)</b>	Economic	+	Value added by sustainable value
<b>Farm contribution to GDP (FCG)</b>	Economic	+	Value added to agricultural GDP
<b>Economic potential (EPI)</b>	Economic	+	Partial index based on 8 diagnostic variables
<b>Modernization (MOD)</b>	Economic	+	Capital investment to labor ratio
<b>Subsidy ratio (SUB)</b>	Economic	-	Subsidy per hectare
<b>Working balance (WB)</b>	Social	-	Workload of farmer
<b>Risk management (RMI)</b>	Social	+	Diversification on activities
<b>Rural development (RD)</b>	Social	+	Rural development payment per hectare
<b>Insurance ratio (INS)</b>	Social	+	Insurance per hectare
<b>Agri-footprint (AFI)</b>	Environmental	-	Benchmarking index based on 11 diagnostic variables
<b>Greenhouse gas emission (GHG)</b>	Environmental	-	IPCC methodology
<b>Eco-efficiency (EER)</b>	Environmental	+	Environmental output to input
<b>Shannon Weaver (SH)</b>	Environmental	+	Diversification in crop
<b>Energy ratio (ER)</b>	Environmental	+	Energy consumption intensity
<b>Fertilizer intensity (FERT)</b>	Environmental	-	Fertilizer consumption intensity
<b>Pesticide intensity (PEST)</b>	Environmental	-	Crop protection consumption intensity





# Analysis of the global impact of GIs Sustainability (T6.3)

REGIONAL STUDIES  
2022, VOL. 56, NO. 3, 381-393  
<https://doi.org/10.1080/00343404.2021.1946499>

Routledge  
Taylor & Francis Group

RSA  
Regional Studies  
Association

OPEN ACCESS [Check for updates](#)

## Geographical Indications and local development: the strength of territorial embeddedness

Riccardo Crescenzi<sup>a</sup>, Fabrizio De Filippis<sup>b</sup>, Mara Giua<sup>c</sup> and Cristina Vaquero-Piñeiro<sup>d</sup>

$$\begin{aligned} \Delta Local\ Development_{it} = & \alpha + \beta_1 DOCG_{it} + \beta_2 Post_{it} \\ & + \beta_3 (Post_{it} * DOCG_{it}) \\ & + CONTROLS_{it} + \varepsilon_{it} \end{aligned} \quad (1)$$

Dependent Variables: i) the growth rate of population, ii) the growth rate of the share of people working in farm sectors, and the iii) growth rate of the share of people working in non-farm sectors

Journal of Rural Studies 110 (2024) 103368

Contents lists available at ScienceDirect

Journal of Rural Studies

journal homepage: [www.elsevier.com/locate/jrurstud](http://www.elsevier.com/locate/jrurstud)



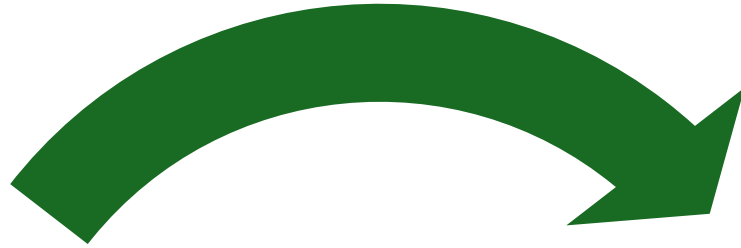
**Terroir takes on technology: Geographical indications, agri-food innovation, and regional competitiveness in Europe**

Stefanella Stranieri<sup>a</sup>, Luigi Orsi<sup>a,b</sup>, Federico Zilia<sup>a,b</sup>, Ivan De Noni<sup>c</sup>, Alessandro Olper<sup>a,b</sup>

GI SMART | Roma, FAU conference worldwide perspective on Geographical Indication

$$\log(y_{i,t}) = \beta_1 PAT_{i,t-1} + \beta_2 GI_{i,t-1} + \beta_3 (PAT \times GI)_{i,t-1} + \gamma X_{i,t-1} + \alpha_i + \theta_t + \varepsilon_{i,t} \quad (1)$$

Technological innovation proxy based on the number of patents i) in the food industry (Food PAT), ii) in agriculture (Agricultural PAT), and iii) the number of certified GIs in each NUTS-2 region



### Policy assessment

- Policy objectives
- Stakeholders
- Results comparability

### Data selection

- NUTS Coverage
- VC Coverage
- Availability



The objective to reproduce over time the assessment of GIs systems on Sustainability is feasible but needs cooperation, dialogue and trust between stakeholders, policy makers and researchers.



# Question time!



[filippo.arfini@unipr.it](mailto:filippo.arfini@unipr.it)

# End of the presentation

**Thank you for your attention**



**Funded by  
the European Union**

Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union, or the European Research Executive Agency (REA), the SERI or the UK Research and Innovation (UKRI). Neither the European Union for the granting authorities can be held responsible for them.





The **LIFE GREEN SHEEP** project:  
 demonstration and dissemination actions to reduce Carbon footprint in sheep farming  
 The case study of the sustainable Sardinian PGI lamb

Maria Gabriella Serra

*AGRIS Sardegna*



# The Life GREENSHEEP Project

- France (Idele, FBL, Interbev, ARO NA)
- Italy (AGRIS, UNISS, LAORE)
- Ireland (Teagasc)
- Romania (INCDBNA)
- Spain (NEIKER, Lurgintza, Oviaragon, Itacyl)



• 5 years



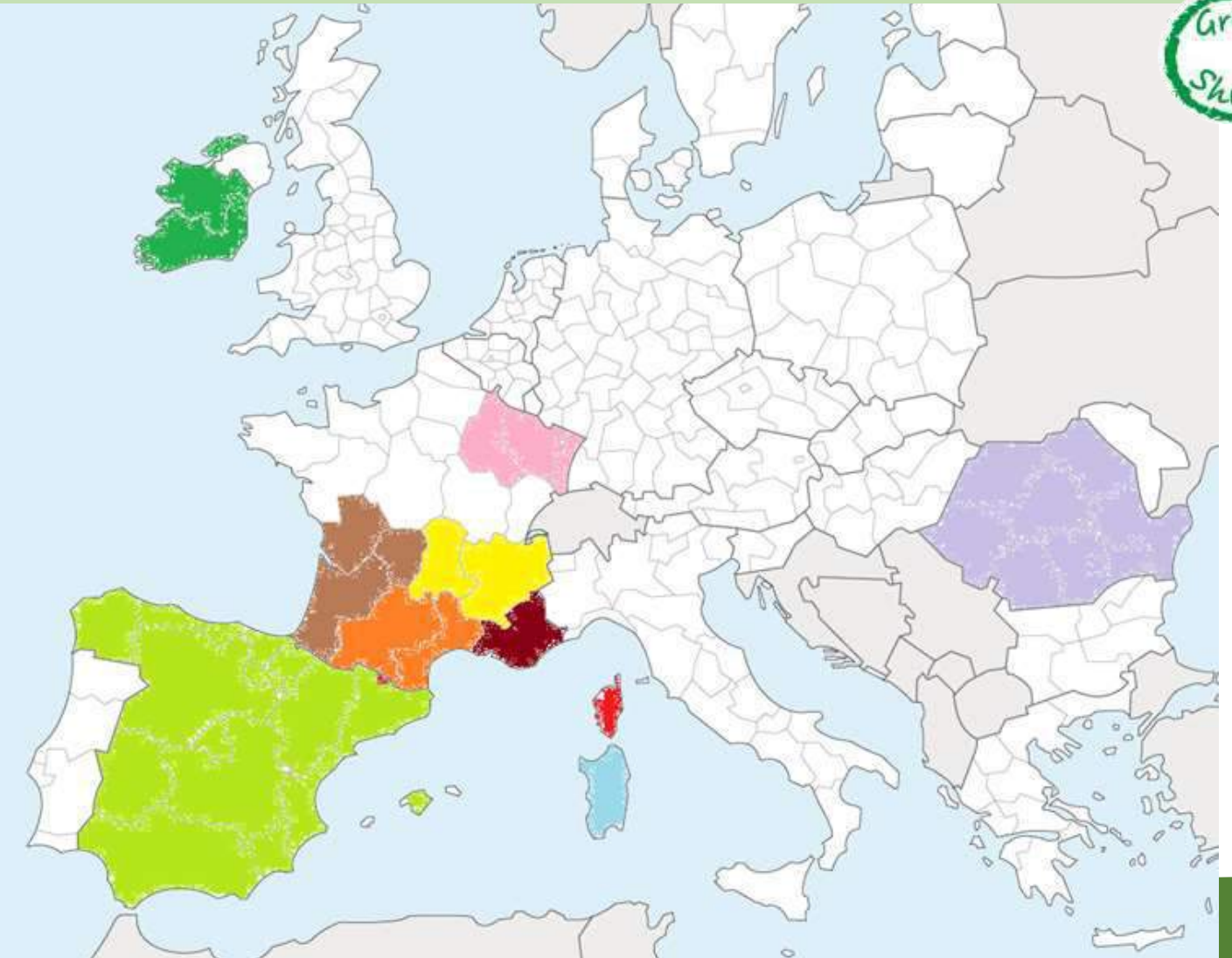
• from October 2020 to September 2025



• 4 500 000 € financed by EU LIFE up to 55%



The project involves the five countries which are representative of the EU's sheep farming systems for both meat and dairy production. In fact, approximately 47% of European sheep meat production and 63% of sheep milk production originate from these nations.





# ACTIONS

- Reduce the carbon footprint of milk and meat production on sheep farms by 12%
- Establish a national and European observatory for eco-sustainable sheep production systems
- Launch a national and European-level initiative for the assessment and advancement of low-emission sheep farming
- Promote innovative practices related to emission mitigation to ensure the technical, economic, social, and environmental sustainability of sheep farms
- Increase awareness and educate both current and future generations of farmers and technicians about these issues



## CAP'2ER<sup>®</sup>, two levels – one software

**CAP'2ER<sup>®</sup> Level 1:** an educational tool for general public, students, farmers, and technicians, designed to raise awareness and conduct an initial rapid assessment of environmental performance.

20 data

30 minutes for  
the results

sensibilisation  
observatory

**CAP'2ER<sup>®</sup> Level 2:** A decision support tool designed for consultants and technicians aiming to conduct a comprehensive environmental footprint assessment, pinpoint areas for improvement, and develop action plans.

150 data

3 hours  
for the results

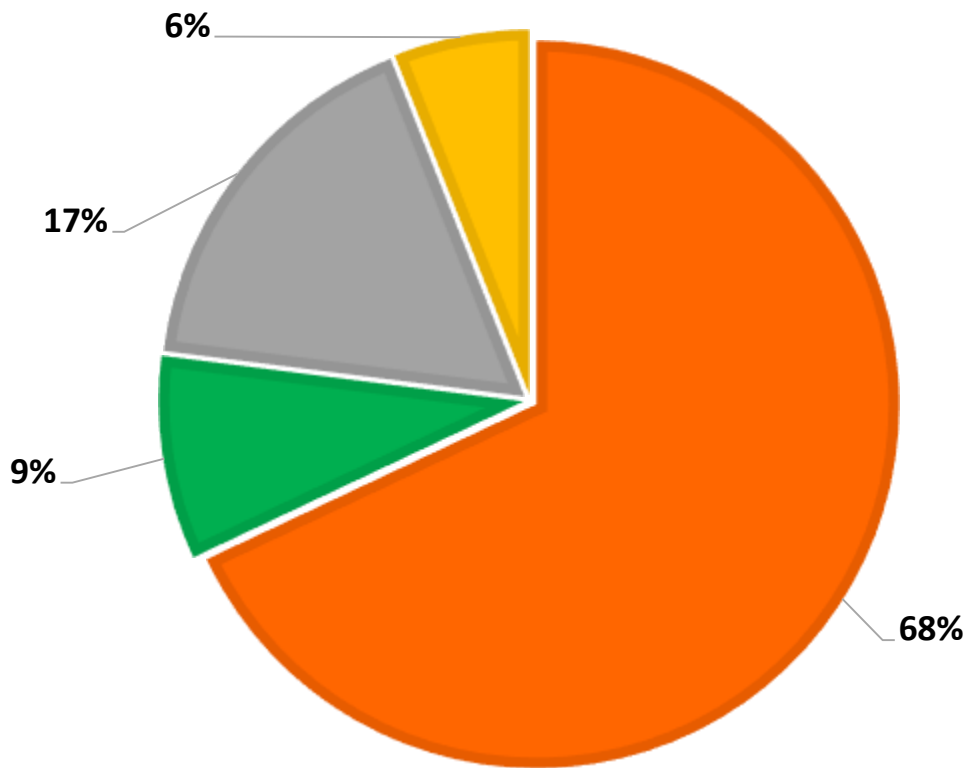
validation  
simulation  
database





# Distribution of environmental emissions

CH<sub>4</sub>, N<sub>2</sub>O e CO<sub>2</sub>



- animals
- farm's crops
- purchased feeds
- energy

- respiration
- ruminal fermentations
- waste fermentations

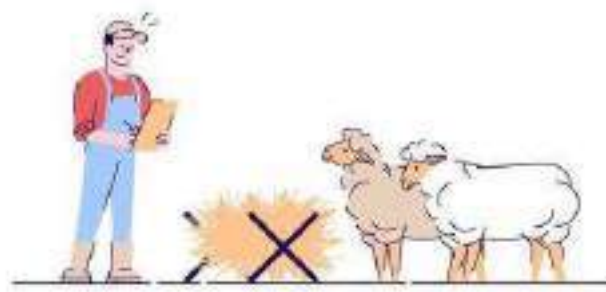
- raw materials
- land operations

- raw materials
- land operations
- transport

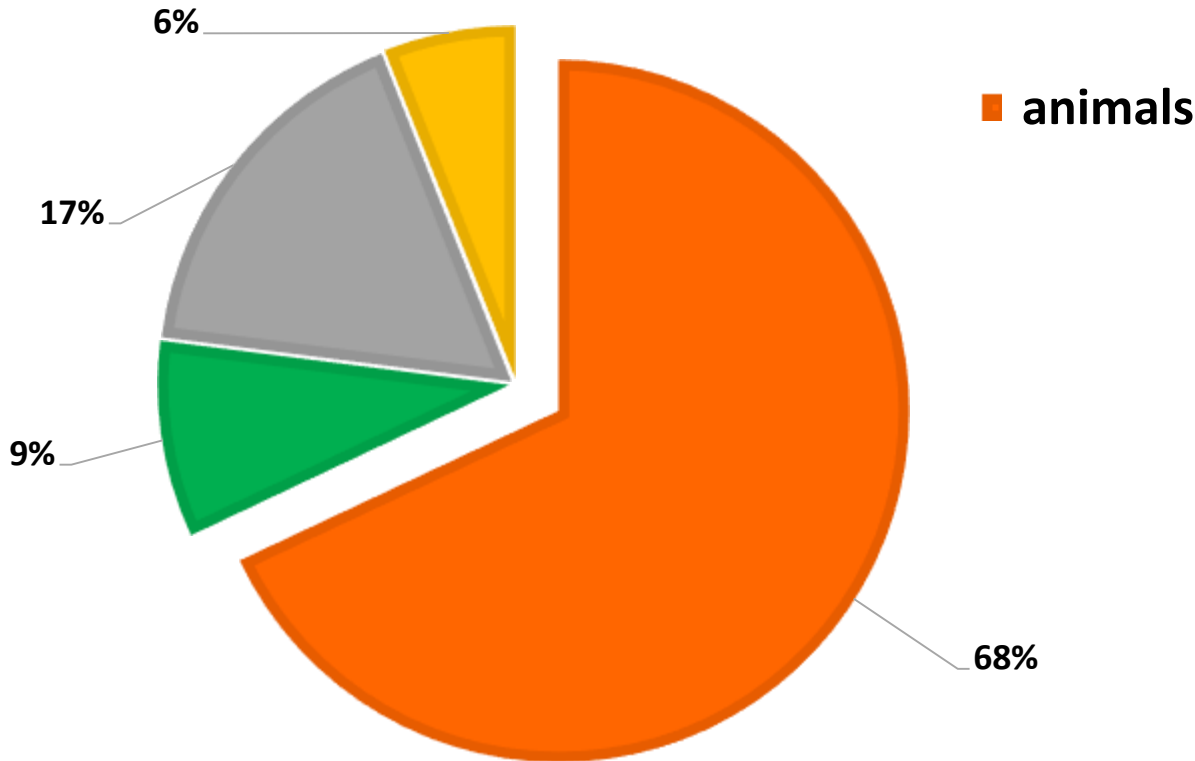
- fuels
- electricity
- others

# What can we do?

## section 1: animals



- respiration
- ruminal fermentations
- waste fermentations



### ➤ Herd management

- productive parameters
- reproductive parameters

### ➤ Animal feed management

- forage/concentrate rate
- additive supplements
- feed quality



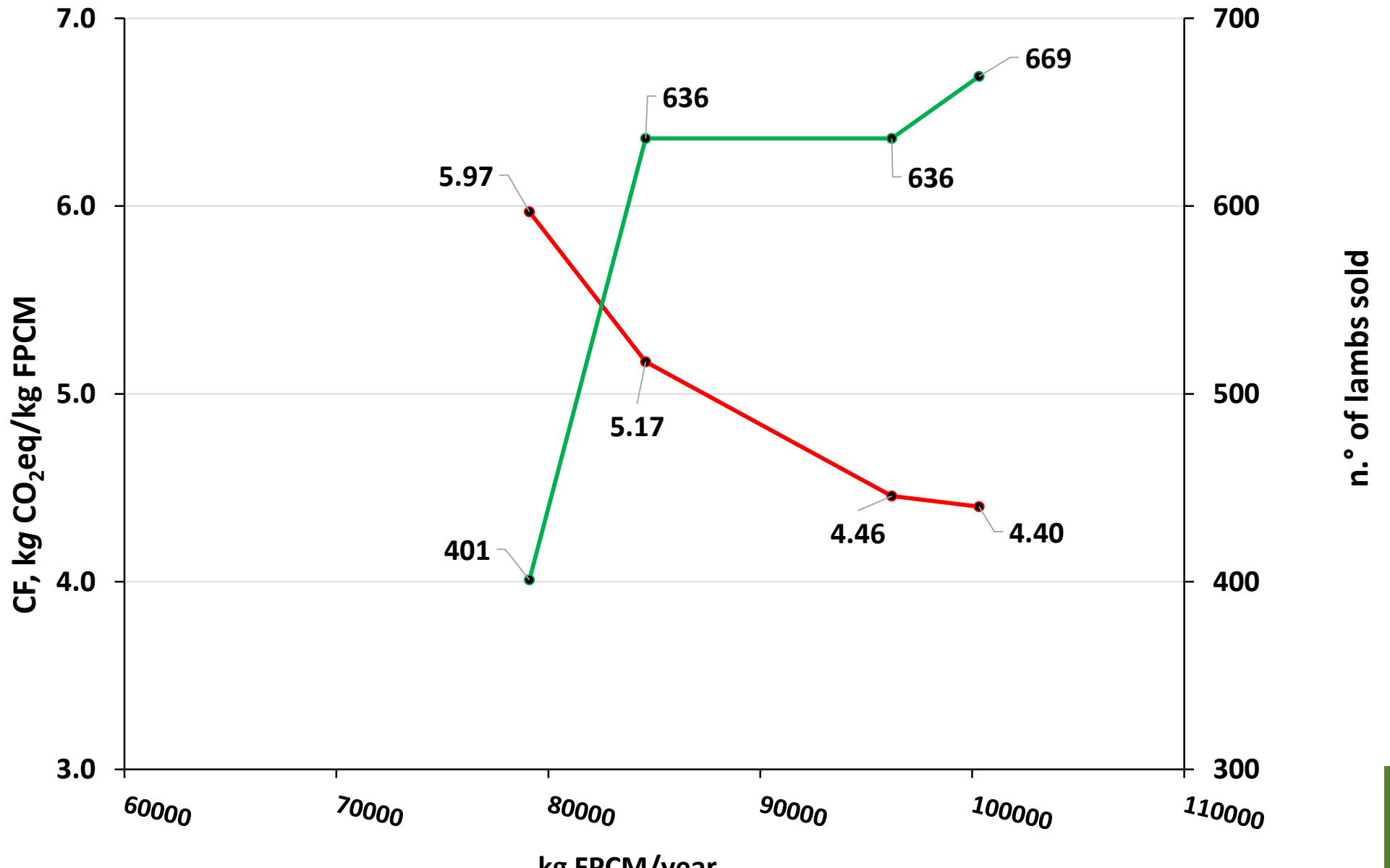
- 3% ÷ - 27%



+ 1% ÷ + 120%



## Carbon footprint vs n.° of lambs sold economic & environmental benefits



# What can we do?

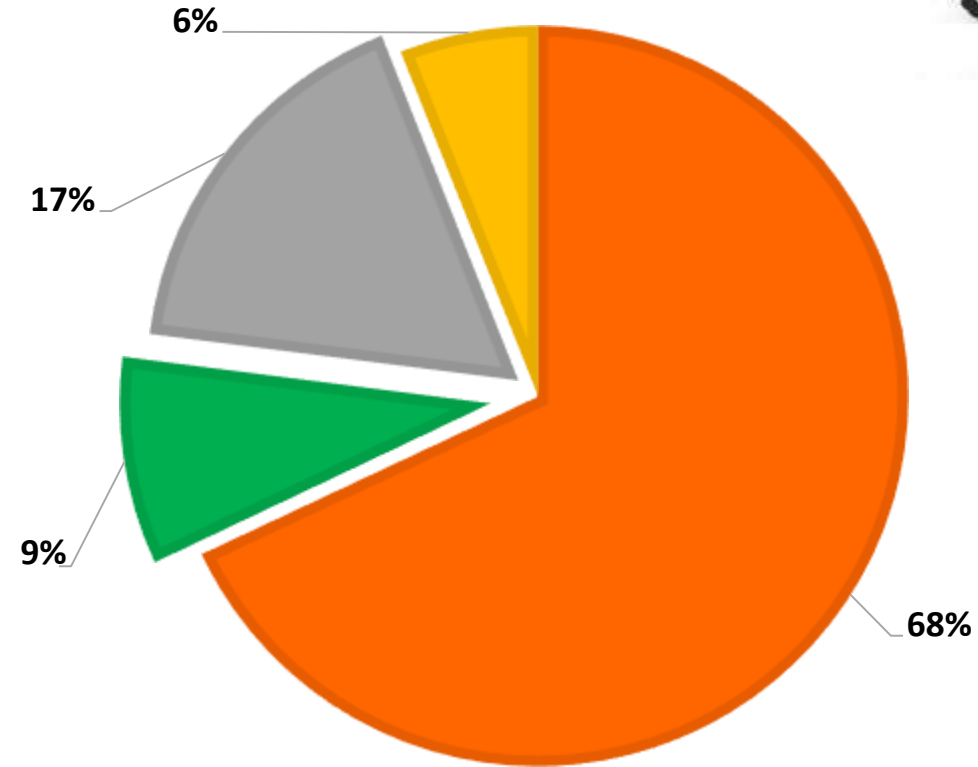
## section 2: crops & feeds



- raw materials
- land operations

- raw materials
- land operations
- trasport

- farm's crops
- purchased feeds



### ➤ Farm's crops

- improve self-sufficiency
- improve forage and pasture quality

### ➤ Purchased feeds

- reduction of purchased feeds
- choice of suppliers



- 3% ÷ - 9%



+ 1% ÷ + 28%

dati SheeptoShip life, 2020



# Environmental benefits of sheep grazing



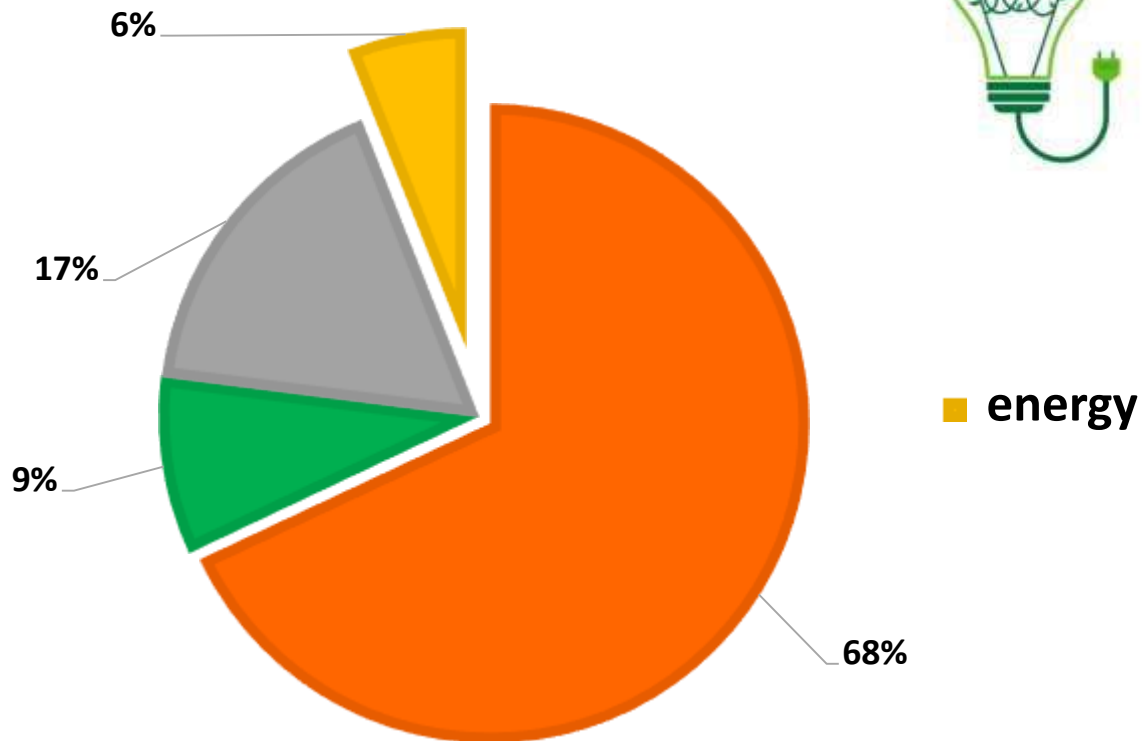
- **Land management**: sheep help in maintaining clean pastures preventing the overgrowth of vegetation
- **Reduction of GHG emissions**: the use of grazing decreases feed purchases and lessens the environmental impact associated with it
- **Sustainable use of resources**: sheep are able to exploit marginal areas and land unsuitable for other crops, transforming otherwise unusable resources into high-quality nourishments

# What can we do?

## section 3: energy



- fuels
- electricity
- others



### ➤ Fuels

- consumption reduction
- choice of suppliers

### ➤ Electricity

- self-production
- choice of suppliers



- 0,5% ÷ - 5%



+ 1% ÷ + 2%

dati *SheepToShip life*, 2020

# Conclusions

- Examining a livestock farming business to assess its environmental impact consistently helps us identify the critical points of the production system.
- Environmental issues often reflect or are linked, in most cases, to the economic and managerial aspects of the farm business.
- Addressing these critical points allows us, in a single step, to achieve improvements in the environmental, managerial, and economic performance of the farm business system.
- There is not a perfect solution; therefore, collecting data, comparing it, and conducting simulations and hypotheses helps us to understand more aspects of the problem and enables us to develop increasingly effective solutions.





We recognize that we represent a problem for the environment..... but we are the ones who can be the solution





**Thank you for your attention**



# Sustainability of Geographical Indications (GIs) in the context of the diversification of agricultural activities in French local areas.

Innovations Agronomiques, 2024

Julie Regolo, Valérie Olivier-Salvagnac, Aya MENARD, Lucie GIRAUDOU

Worldwide perspectives on geographical indications

Rome, 18-21 February 2025

# Introduction

- Diversification of agricultural production at the territorial level: Agro-ecological transition toward greater sustainability :
  - ▶ Agricultural systems more robust and resilient (Lurette et al., 2016 ; Puech et Stark, 2023)
  - ▶ Diversity of living organisms in agricultural production (species, varieties, crop rotations, etc.), livestock farming and crops proximity : less agricultural inputs, preserving ecosystems (Kremen et Miles, 2012 ; Caquet et al., 2021; Magne et al. 2019)
  - ▶ Territorialized food systems, short supply chains (Bermond et Guillemain , 2024; Frayssignes et al, 2021)
- High level of specialisation at the territorial level in France in 2020 compared to 1950. (Chatellier and Gaigné, 2012; Gaigné, 2024).
  - ▶ Based on differences in the endowments. Reinforced by economies of scale and economies of agglomeration (gains in efficiency).
  - ▶ In 2020, 29% of French farms are specialised in field crops, 12% in beef cattle and 10% in winegrowing (Barry, 2022)





# Are GIs an obstacle or an asset to diversification?

- Impact of geographical indications (GIs) on sustainability through the diversification of agricultural activities at regional level (NUTS2). Territorial approach.

*Carrefour de l'Innovation Agronomique (CIAg) workshop, INRAE, November 2023, Spécialisation ou diversité agricole dans les territoires : enjeux, intérêts et limites, conditions de transition*

- GI: preserve and promote production diversity (Mazé, 2023)
  - ▶ Preserve extensive farming in rural areas (ex: PDO cheeses), respectful of the diversity of terroirs and the guarantor of many rural heritages (Sylvander et al., 2007; Beletti et al. 2015, 2017 )
  - ▶ Reputation/tourism : bundle of GI goods, combined offer of goods and services : strategy for differentiating territories (Pecqueur B., 2001 )
  - ▶ Autonomy of the food system (livestock farming): favours the coexistence of livestock farming and crops
- GIs fall within the sectors of specialization of a territory
  - ▶ **Dynamic of specification with** territorial quality rents specialization clusters (*Colletis G.et al., 1999 ; Olivier and Wallet, 2005; Frayssigne J. , 2005 )*
  - ▶ Economic success could strengthen the specialisation.

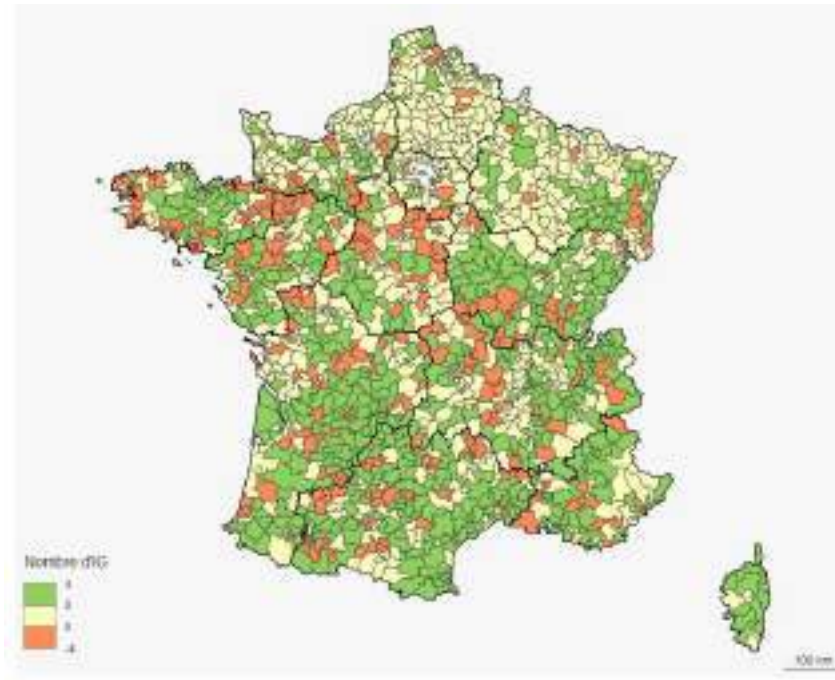




## ➤ Sustainability and diversity of GIs in French territories

- **GI** are widely considered as **tools to promote sustainable development** (Vandecandelaere et al., 2018 ; 2021; Arfini et Bellassen, 2019).
- **Positive impact of GI intensity and GI diversity** on sustainable development indicators: agricultural income, agricultural employment, agricultural pressures on the environment. *Regolo et al., 2024:*

Increasing GI diversity in French cantons (2013-2020, 1517 cantons).



Source :ODR-INRAE-INAO

# Case studies in French regions: PDO and diversification: an original approach

- **5 NUTS-2 régions.**



- Auvergne
- Corse
- Rhône-Alpes
- Languedoc-Roussillon
- Champagne-Ardenne

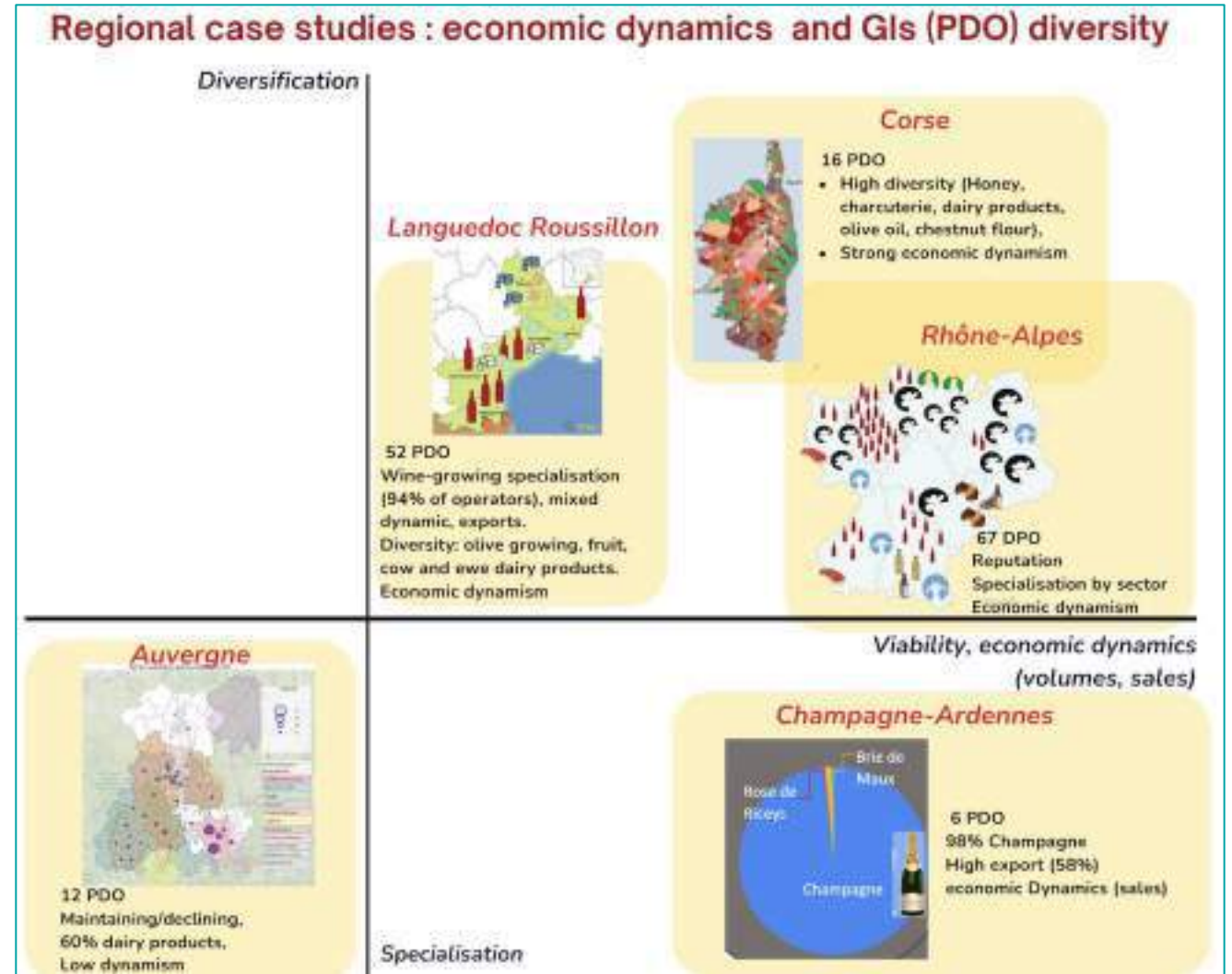
- **Localisation of GI farms and production on the territory over 2013-2020** (data from Rural Development Observatory ODR-INRAE)

- **Diversification indicators:**

- ▶ Comparison between the sectors of specialization of regions and the GI sectors.
- ▶ Evolution of the share of GI farms across the sectors between 2013 and 2020

- **Economic dynamics of sectors :**

- ▶ Evolution of GI production in value over 2013-2020



## ➤ Conclusion

- **GIs :positive impact** on the sustainable development of France's regions. Diversification in the same area reinforces these effects, both economically and environmentally.
- **Case studies: contrasted impact in terms of diversification**
  - ▶ Significant risk of intensifying the specialisation of agricultural production as soon as their economic performance/creation of value becomes particularly attractive for the region (examples: Champagne, winegrowing, spirits, Comté)
  - ▶ PDOs : factor of diversification at regional level by maintaining a diversity of productions and opening market opportunities AOP (case of Corsica, Languedoc-Roussillon with Châtaignes des Cévennes, abricot du Roussillon, Lucques du Languedoc, Taureau de Camargue).
- **Revising the requirement of specifications is not the only one way** to increase the sustainability of GIs: GI governance, organised at a **regional level**, is a **powerful driving** force of collective action for agricultural transformation and agro-ecological transition.

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Faculdade UNB Planaltina/FUP



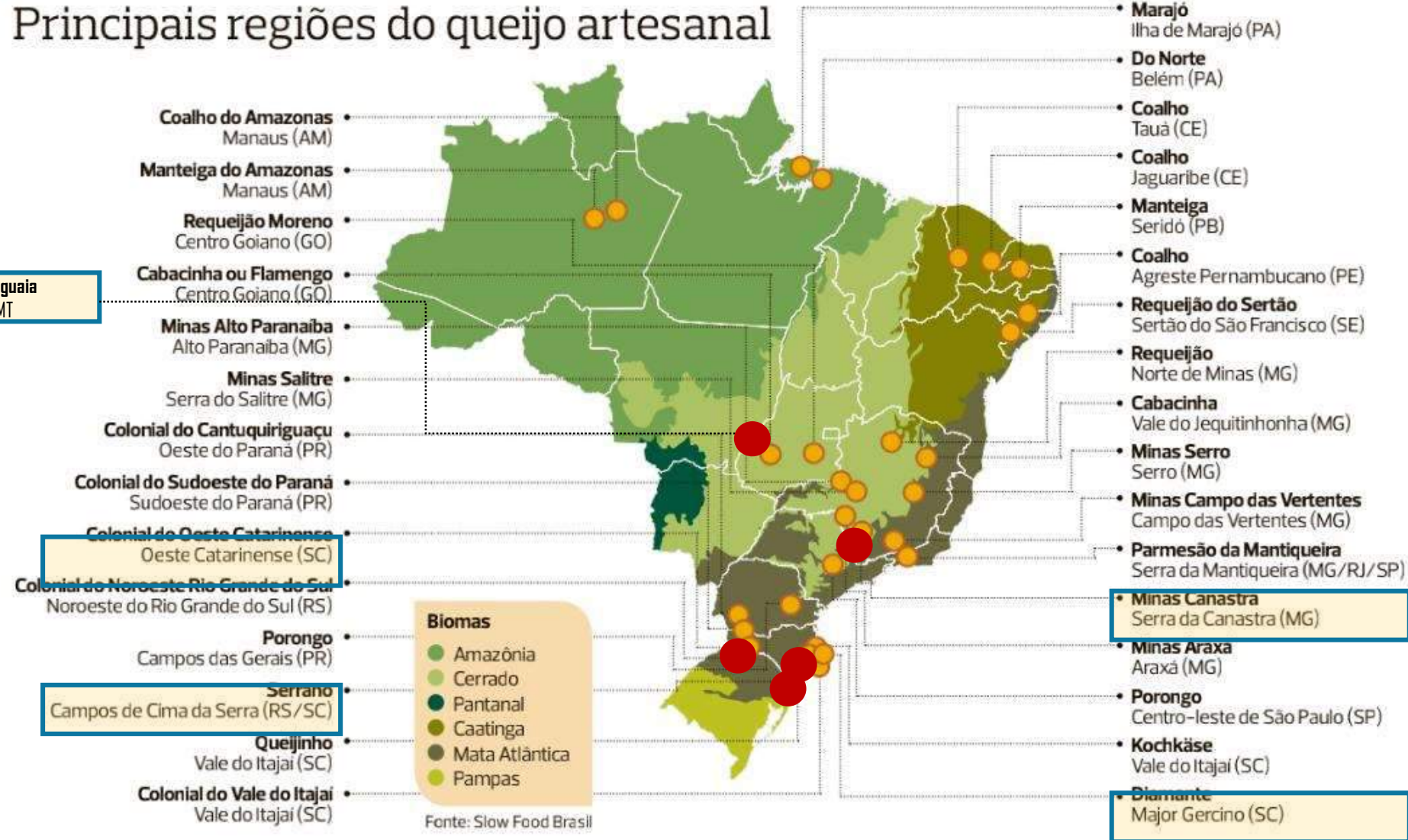
L'évaluation de la transition  
agroécologique (TAPE), en systèmes de  
production de fromages au lait cru sous  
diverses approches de différenciation au  
Brésil

Jean-Louis Le Guerroué

Universidade de Brasília



# Principais regiões do queijo artesanal



Queijo cabacinha Alto Araguaia  
Santa Rita/outras GO/MT

Colonial do Oeste Catarinense  
Oeste Catarinense (SC)

Serrano  
Campos de Cima da Serra (RS/SC)

Minas Canastra  
Serra da Canastra (MG)

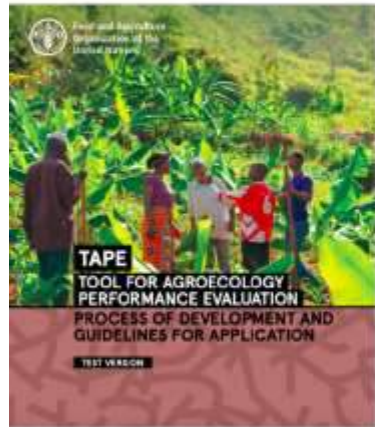
Diamante  
Major Gercino (SC)

# Evolution de la Performance de Transition Agroécologique

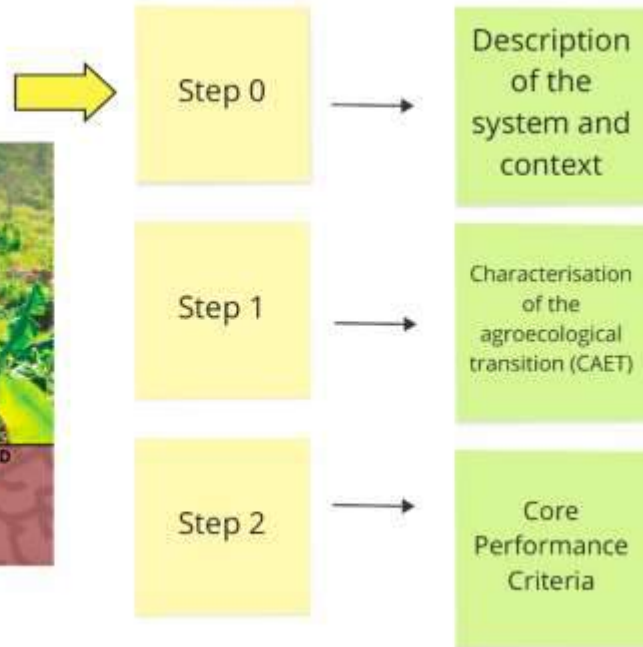
5 études de cas

- Queijo Cabacinha - Fase de reconhecimento IG
- Queijo da Canastra - IG (70 produtores)
- Queijo Diamante - Fase de reconhecimento IG
- Queijo Colonial Seara - sem IG
- Queijo Serrano IG (3 produtores)

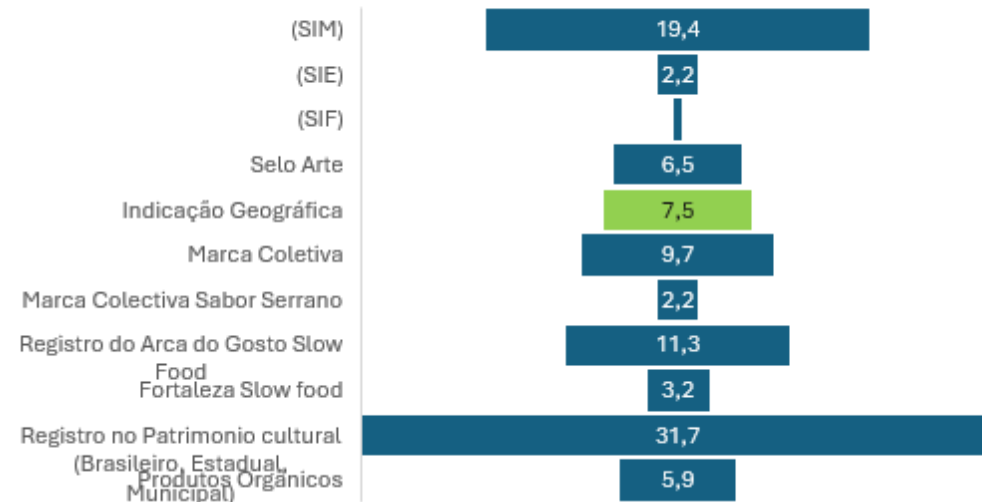
150 producteurs ont participé.



FAO. (2019). TAPE Tool for Agroecology Performance Evaluation 2019 - Process of development and guidelines for application. Test version. Rome

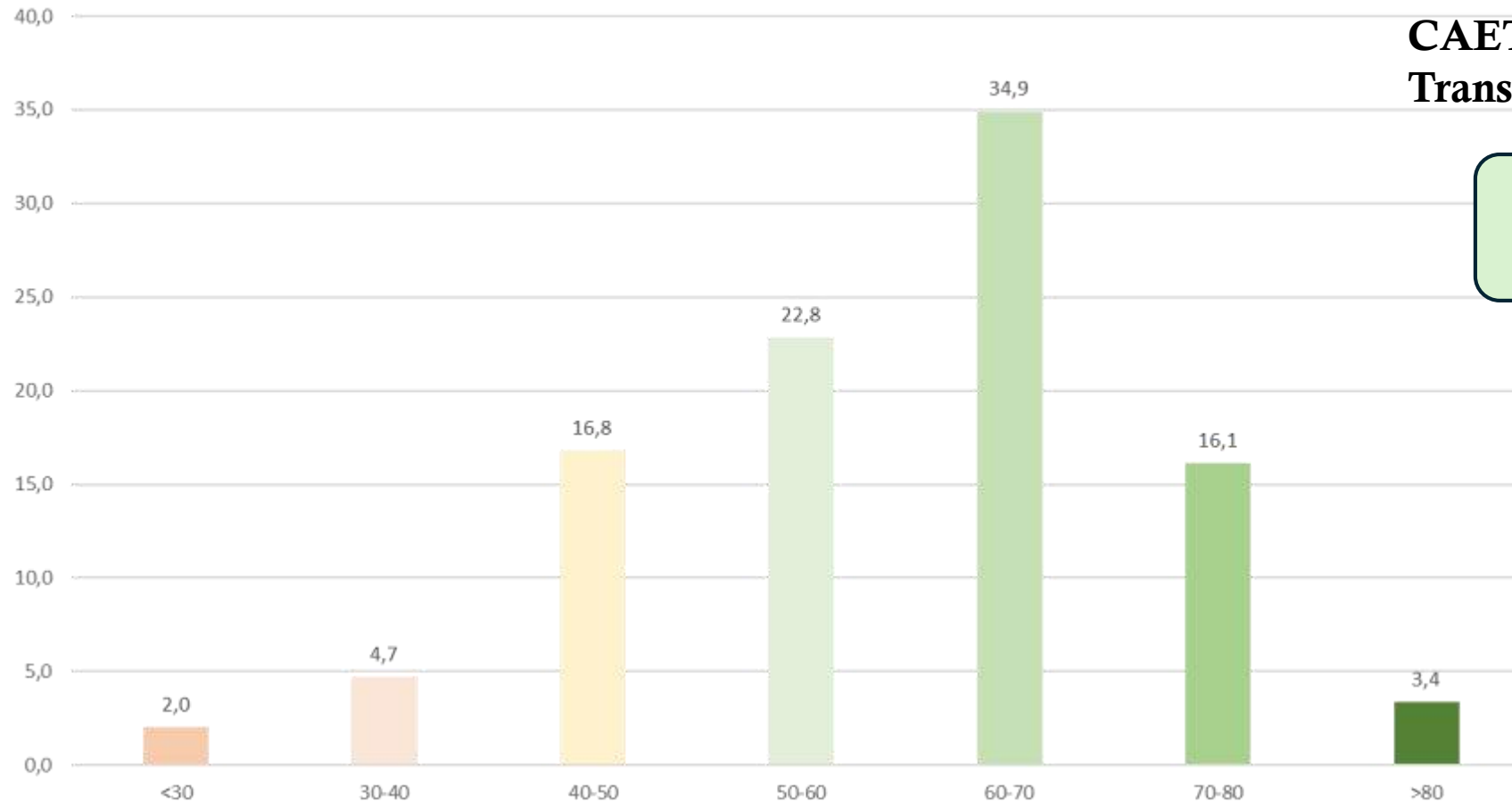


Distribution % e Stratégies ou Outils de diferenciation



Fonte Adelaida Farfán Mendez 2023

Distribuição das valores do CAET por propriedade (%)



## CAET : Caractérisation de la Transition Agroécologique

>50% = 77,2%


Fonte Auteur 2023

	<30	30-40	40-50	50-60	60-70	70-80	>80
CAET	Contexto Altamente inadequado	Contexto fortemente inadequado	Contexto inadequado	Contexto Inicial de potencial	Contexto Intermediario de potencial	Grau avançada	
	transição Agroecologica				de transição agroecológica		



# Caractérisation de la Transition Agroécologique (CAET) par éléments et par régions

CAET	DIVERSITÉ	SYNERGIE	EFFICIENCE	RECYCLAGE	RESILIENCE	CULTURE ET HABITUDES ALIMENTAIRES	CO-CREATION ET PARTAGE DE CONNAISSANCES	VALEURS HUMAINES ET SOCIALES	ECONOMIE CIRCULAIRE ET SOLIDARITE	GOUVERNANCE RESPONSABLE	
Queijo Cabacinha	44,6	42,4	33,6	42,6	20,1	42,6	55,2	54,6	64,1	40,0	51,2
Queijo Diamante	48,4	53,1	47,9	34,2	42,0	57,9	67,5	45,8	58,0	31,5	45,5
Queijo Canastra	62,5	56,6	63,8	41,9	47,1	63,0	84,6	61,2	76,8	56,1	74,3
Queijo Serrano	66,0	66,0	84,4	43,4	38,4	73,0	88,5	70,0	65,5	59,4	71,7
Queijo Seara	68,6	70,7	73,6	52,5	53,9	68,1	78,7	79,2	69,0	71,8	68,8
Total	59,3	58,6	63,4	43,3	40,4	62,2	76,8	63,5	67,4	53,4	64,3



# Quelles faits peut-on observer?

---

## **Importance des systèmes agricoles en présence**

Régions a forte vocation environnementale (géographie) plus propices a transition agroécologique du secteur fromager.

Régions « insulaires » dans systèmes conventionnelles plus grandes difficultés de coexistence.

## **Influence du système dominant: agriculture conventionnelle**

Les producteurs fortement influencés par les pratiques conventionnelles, forte présence des entreprises et acteurs de ce système

## **Ressources spécifiques e actifs des territoires**

les signes de différenciation, comme les indications géographiques, ne semblent pas catalyser directement la transition agroécologique. Ce sont plutôt les spécificités territoriales établies qui jouent un rôle moteur.

Valeurs sociales et culturelles induisent en soit la préservation du territoire.

# Eléments de réflexions

---

## **Informalité**

Dificulté d'accès à l'information, capacité d'innovation, isolement, financement, choix de vie:

Limitent les possibilités d'évolution des systèmes pour une transition AE

## **Valorisation**

Quand propriétés reconnues: grand saut technologique et évolution de marché

Mais l'impact des signes et outils de différenciation plus socioéconomique que environnemental







# Les IG de fromages au lait cru dans tout cela?

---

## **Peu d'influence en terme de transition agroécologique**

Trop peu d'acteurs sur de grand territoire.

N'est pas en soi, une priorité dans les CdC (Cela commence à apparaître)

## **Importance dans le renforcement de connaissance e dans l'organisation sociale.**

Les acteurs impliqués dans les IGs démontrent plus de capacité d'innovation et d'organisation.

## **Reconnaissance sur le marché**

Les produits sont mieux valorisées



# CONCLUSION

## **Ressources et actifs spécifiques**

Au Brésil, l'attachement aux valeurs culturelles joue le rôle de levier pour maintenir des systèmes de production de Fromage au lait cru dans la durabilité

## **Coexistence systèmes conventionnelles (SC)**

Cependant toujours en situation de risque devant l'avancée des SC  
Tant dans la durabilité interne que externe

## **Stratégie et Outils de différenciation multiples**

Plusieurs possibilités (SIM, Selo Arte, Marque collective, Organisation privée, IG).  
Mais pas obligatoirement dans une vision agroécologique ou de durabilité-Vision mercantile.

## **Le rôle des IGs pour une transition agroécologique**

Pourrait être un levier de transition AE mais il faut:

- Améliorer la stratégie de construction des IGs
- Repenser les politiques publiques du système IG

## **Un espoir.**

La transition générationnelle: des jeunes plus impliqués, mieux formés, qui recherche la valorisation par la différenciation.







  
Diamante  
MONTES CARLOS - SÃO PAULO

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<https://disterqueijo.wixsite.com/home>  
<https://online.fliphtml5.com/pewyd/lkjp/#p=1>



Photos: Remy Narciso Simão 2023



# Excavating innovation strategies to boost strong multifunctional GI systems

Sustainability Assessment (1c)

Cardillo Concetta\*, Bartoli Luca\*\*, Silvia Chiappini\*, Marcello De Rosa\*\*

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# Reproducing “the origin-linked quality virtuous circle”

- The paper is set against the background of the **reproduction** phase of the GI virtuous circle, more precisely, *Extended territorial strategies for increasing rural development* (Vandecandelaere et al., 2009)
- The aim of the paper is to excavate eventual territorial strategies carried out by the Italian GI wine farms.



The paper questions the entrepreneurial process of enabling territorial extended strategies (Vandecandelaere et al., 2021; Belletti, Marescotti, 2017; Casabianca, 2018; Le Guerroué, Barjolle, Piccin, 2022)





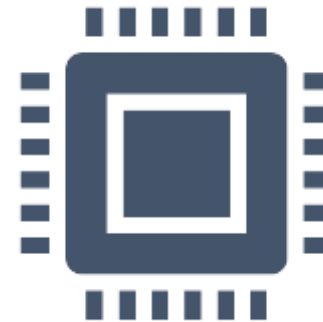
# Constrained rural entrepreneurship (Gittings et al., 2022)

- Resources constraints in rural areas boost a logic of spatial bricolage as engine of rural entrepreneurship dynamics (Korsgaard, Muller, Welter, 2021; Korsgaard et al., 2015)
  - Practicing bricolage as *strategy for innovation and overcoming constraints in resource-scarce environments* (Mateus, Sparkar, 2024)
  - Bricolage entrepreneurship between *spatial resource endowments and spatial bridging* (Müller, Korsgaard, 2018)
  - Searching for and investing on *domino effects* (Vandecandelaere et al., 2018)
-

# Research questions



Which territorial strategies are mainly adopted by farms adhering to GI in the wine sector of Italy?



Which investments are activated, to support the long term sustainability of the farms in the GI circuit?

# Metodology - 1

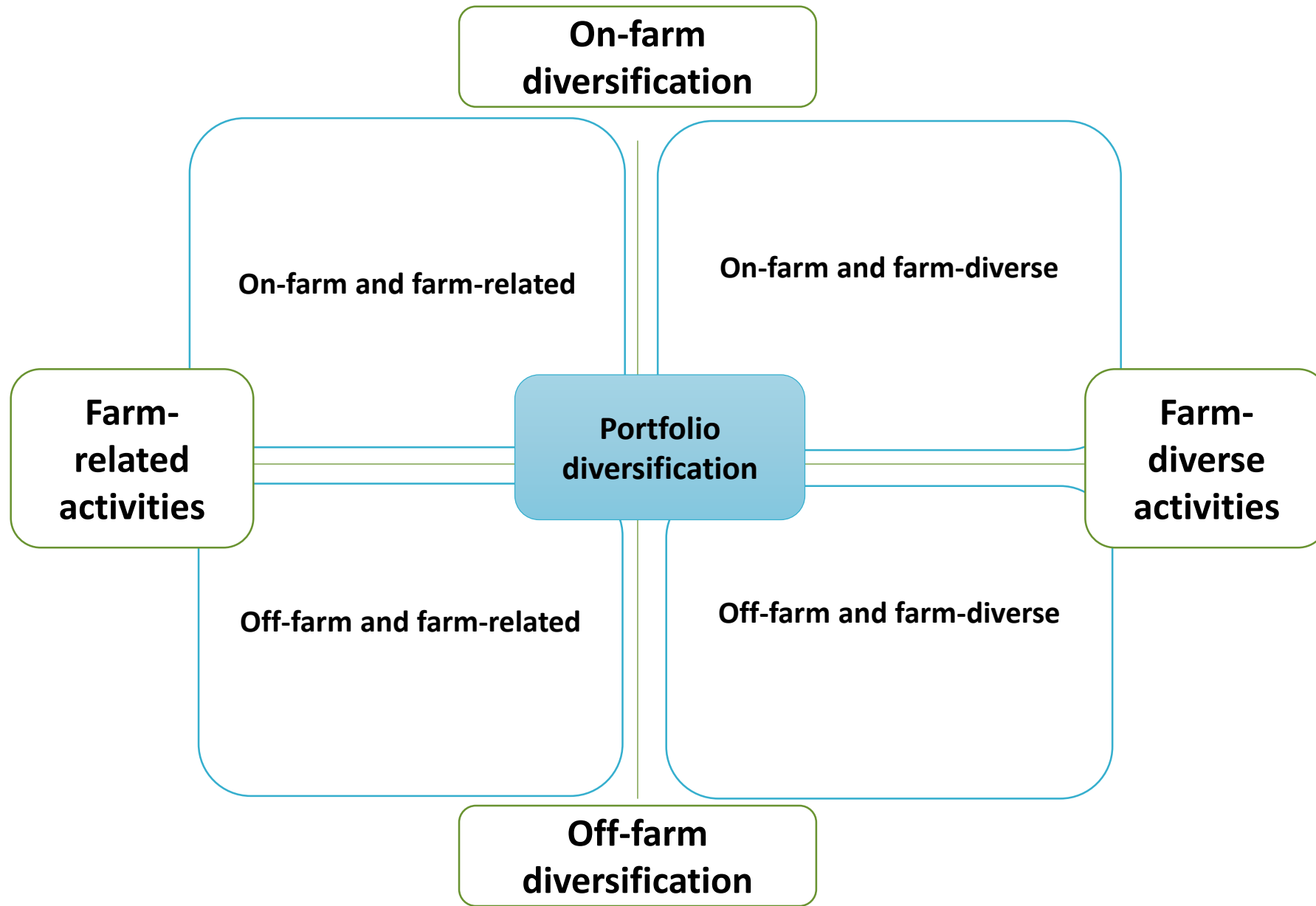
## *Step 1 – presence of Other Gainful Activities (OGA)*

- Source: latest Italian agricultural census
- Farms extracted: Wine-growing companies with a GI brand (PDO/PGI)
- Variables taken into account
  - Other Gainful Activities (section D, questions D<sub>1</sub> and D<sub>2</sub>)

## *Step 2 – investments realized by the GI wine farms*

- Source: latest Italian agricultural census
- Farms extracted: Wine-growing companies with a GI brand (PDO/PGI)
- Variables taken into account
  - Investments realized (section F, questions F<sub>16</sub> and D<sub>17</sub>)

# Step 1 – Identification of portfolio strategies (Vik, McElwee, 2011)





# Potential portfolio strategies

- On-farm and farm-related (ONFR)
- On-farm and farm-diverse (ONFD)
- Off-farm and farm-related (OFFFR)
- Off-farm and farm-diverse (OFFFD)

- ... and possible combinations

- ONFR+ONFD
- ONFR+OFFFR
- ONFR+OFFFD
- ONFD+OFFFR
- ONFD+OFFFD
- OFFFR+OFFFD
- ONFR+ONFD+OFFFR
- ONFR+ONFD+OFFFD
- ONFR+OFFFR+OFFFD
- ONFD+OFFFR+OFFFD
- ONFR+ONFD+OFFFR+OFFFD

# Methodology –2

A Multivariate Analysis (SPAD software), made up of a Multiple Correspondence Analysis (MCA) and a Cluster Analysis (CA) through a Mixed (both hierarchical and non-hierarchical) method (Fabbris, 1989).

## Variables

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Farm size</li><li>• Labour intensity</li><li>• Farmer's age</li><li>• Farmers' gender</li><li>• Farmer's level of education</li><li>• Standard Output (SO)</li><li>• Innovation related to Other Gainful Activities (OGA)</li></ul> | <ul style="list-style-type: none"><li>• Combinations of innovations</li><li>• Software for managing Other Gainful Activities (OGA)</li><li>• Rural area (urban, areas with intensive agriculture, intermediate rural areas, rural marginal areas)</li><li>• Types of GI wine farm (conventional, organic, both)</li><li>• Number of innovations</li><li>• Combination of OGA</li></ul> |
|---|--|

# Results

# Distribution of the sample

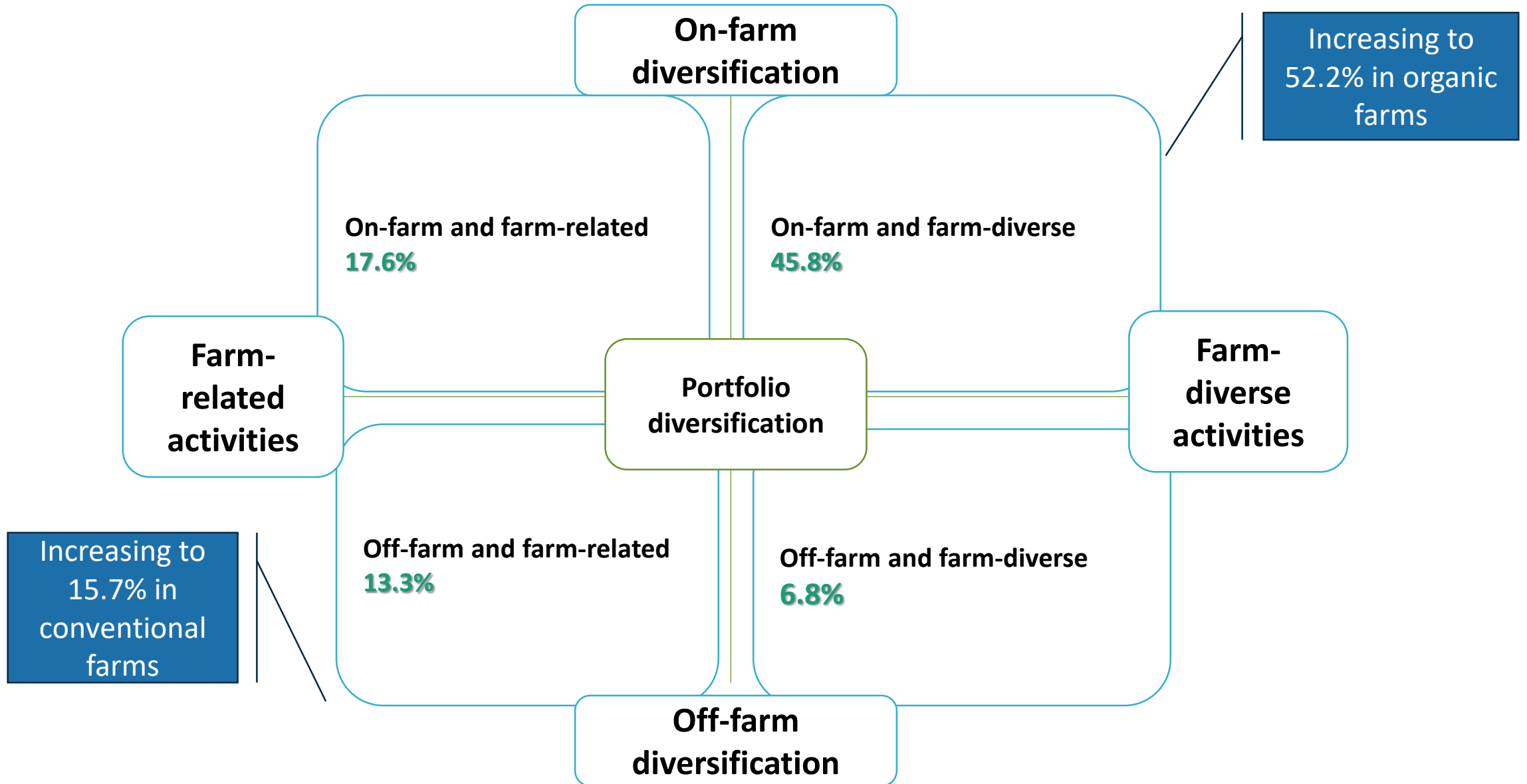
## Number of farms

Combination of OGA	Conventional	Organic	Organic and conventional	Total
only ONFR	1,517	461	85	2,063
only ONFD	3,771	1,356	243	5,37
only OFFFR	1,338	152	68	1,558
only OFFFD	649	108	36	793
ONFR+ONFD	565	296	78	939
ONFR+OFFFR	85	24	7	116
ONFR+OFFFD	55	18	5	78
ONFD+OFFFR	175	51	15	241
ONFD+OFFFD	139	47	12	198
OFFFR+OFFFD	108	12	7	127
ONFR+ONFD+OFFFR	51	37	8	96
ONFR+ONFD+OFFFD	42	14	4	60
ONFR+OFFFR+OFFFD	13	8	2	23
ONFD+OFFFR+OFFFD	21	4	5	30
ONFR+ONFD+OFFFR+OFFFD	13	11	4	28
<b>Italy</b>	<b>8,542</b>	<b>2,599</b>	<b>579</b>	<b>11,72</b>



# Portfolio strategies in GI wine products – Total Wine products

## 1 Other Gainful Activity = 83.5%

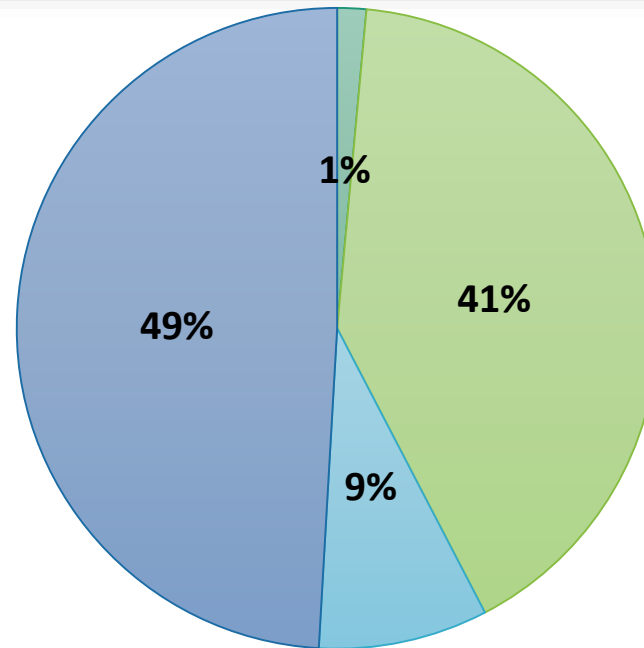




# Distribution of GI wine farms

Combination of OGA	Conventional	Organic	Organic and conventional	Total
only ONFR	17.76	17.74	14.68	17.60
only ONFD	44.15	52.17	41.97	45.82
only OFFFR	15.66	5.85	11.74	13.29
only OFFFD	7.60	4.16	6.22	6.77
ONFR+ONFD	6.61	<b>11.39</b>	<b>13.47</b>	8.01
ONFR+OFFFR	1.00	0.92	1.21	0.99
ONFR+OFFFD	0.64	0.69	0.86	0.67
ONFD+OFFFR	2.05	1.96	2.59	2.06
ONFD+OFFFD	1.63	1.81	2.07	1.69
OFFFR+OFFFD	1.26	0.46	1.21	1.08
ONFR+ONFD+OFFFR	0.60	1.42	1.38	0.82
ONFR+ONFD+OFFFD	0.49	0.54	0.69	0.51
ONFR+OFFFR+OFFFD	0.15	0.31	0.35	0.20
ONFD+OFFFR+OFFFD	0.25	0.15	0.86	0.26
ONFR+ONFD+OFFFR+OFFFD	0.15	0.42	0.69	0.24
<b>Italy</b>	100.00	100.00	100.00	100.00

# Innovation adoption among GI wine-growing farms



■ only innovations related to other gainful activities ■ other innovations ■ innovations for other gainful activities + other innovations ■ no innovation

# Step 2 - Cluster analysis

No innovation (46.8%)

**ONFD**

Small farms

(1-5 ha

SO= 8,000-25,000 €)

Elderly entrepreneurs

Innovation either for  
OGA and for ordinary  
activity (17.0%)

**Combinations of OGA**

Presence of Ict

Big farms  
(SO>500,000€)

High levels of  
education

Organizational  
innovations

Innovation not  
targeted towards OGA  
(36.2%)

Innovative investments  
on Ict

Members of producers'  
organizations



# Conclusions - 1

- The spatial context provides entrepreneurs with the Swidler's (1986) toolkit, made up of new combinations of either material or immaterial resources
- Our study seems coherent with previous researches, so *“contributing to a contextualized understanding of entrepreneurship by showing how spatial bricolage as a distinct logic can help entrepreneurs overcome resource constraints”* (Korsgaard et al., 2021)

# Conclusions -2

- Diversification strategies into farm diverse activities are prevalent, so confirming that Gis can activate «**domino effects**» (Vandecandelaere et al., 2021; Belletti, Marescotti, Scaramuzzi, 2002), mostly in GI and organic farms, which raises the level of embeddedness of rural entrepreneurship
- Sociodemographic barriers remain, which hamper long-term perspectives and more robust innovation investments
- Therefore, a partial fulfillment of the EU «*Long-Term vision for rural areas 2040*» (prosperous, strong, connected...) emerges
- Nonetheless, further on field analyses are needed to better investigate on the dynamics of extended rural development strategies



Thank you for your attention

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UNIVERSITÀ DI PISA



# Sustainability evaluation of raw sheep milk production: an LCA and animal welfare perspective from Tuscany

*Finocchi M., Vichi F., Gasparoni E., Turini L., Silvi A., Mantino A., Righini A., Mele M.*





# Aims of the project

Estimation of the environmental impact of sheep milk production and animal welfare in the southern Tuscany

**Functional Unit:** 1 kg of FPCM (6.5% fat; 5.8% protein)

**System boundary:** *“from cradle to farm gate”*

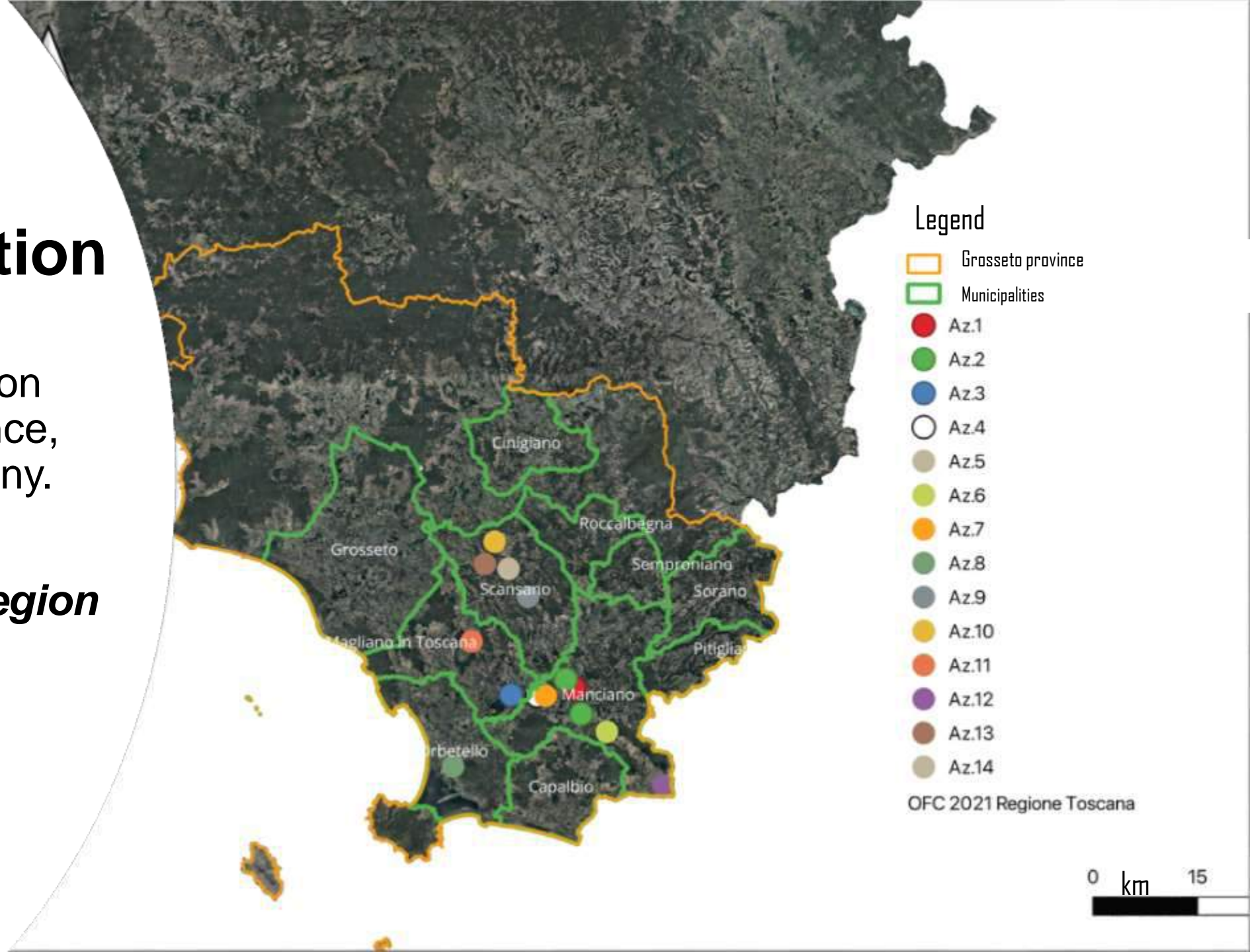
**Animal welfare:** *ClassyFarm methodology*



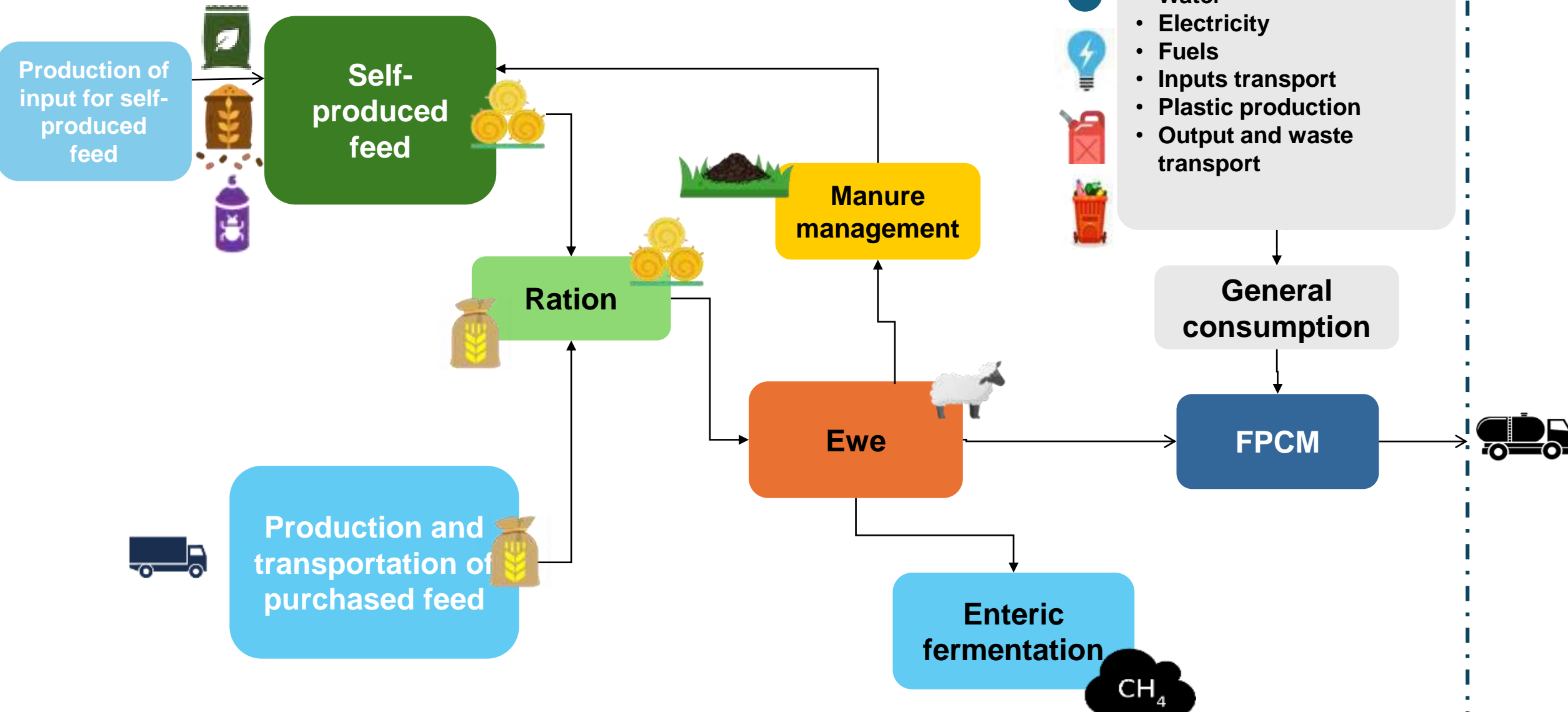
# Farms location

*Maremma region*  
Grosseto province,  
southern Tuscany.

*Mediterranean region*



# System boundary



- Water
- Electricity
- Fuels
- Inputs transport
- Plastic production
- Output and waste transport

«from cradle to farm gate»

# CH<sub>4</sub> and N<sub>2</sub>O estimation

**Methane from ruminal fermentation:** Equations from CNCPS model

(Van Amburgh et al., 2015)

**Methane and N<sub>2</sub>O from manure management:** IPCC 2019 Tier 2



GHGs emissions from ruminants

**EN 15804 calculation (GWP 100Y)**

1kg *Methane* = 36.8 kg of CO<sub>2</sub> eq

1 kg *Dinitrogen monoxide* = 298 kg of CO<sub>2</sub> eq



# Methane from enteric fermentation

- **Weekly** ewe ration from farm technician
- **Nutritional characteristics** of feed
  - We have analyzed nutritional values (*NDF, ADF, ADL, CP, Starch, WSC, ...*) of:
    - *Forages*: hay and pasture
    - *Concentrate*: cereal and legume grains
    - *Commercial feed*
- 5 different animal groups
  - **Lactating** ewes in **spring** period
  - **Lactating** ewes in **winter** period
  - Dry ewes
  - **Non - lactating** ewes
  - **Rams**

# LCA software and databases

---

Processing of data collected through modeling in the **OpenLCA** software with the help of parallel processes extrapolated from the **Agribalyse** and **Ecoinvent** databases.



# Results



Impact category



Value

U.M.

SD

1 Global warming potential - Biogenic

2,254 kg CO<sub>2</sub> eq

0.83

2 Global warming potential - Fossil

1,615 kg CO<sub>2</sub> eq

0.54

3 Global warming potential - LULUC

0,089 kg CO<sub>2</sub> eq

0.092

**4 Global warming potential - Total**

**3,959 kg CO<sub>2</sub> eq**

**1.28**

5 Acidification

0,039 mol H<sup>+</sup> eq

0.08

6 Eutrophication fresh water

0,001 kg P eq

0.0009

7 Eutrophication marine

0,019 kg N eq

0.02

8 Eutrophication terrestrial

0,164 mol N eq

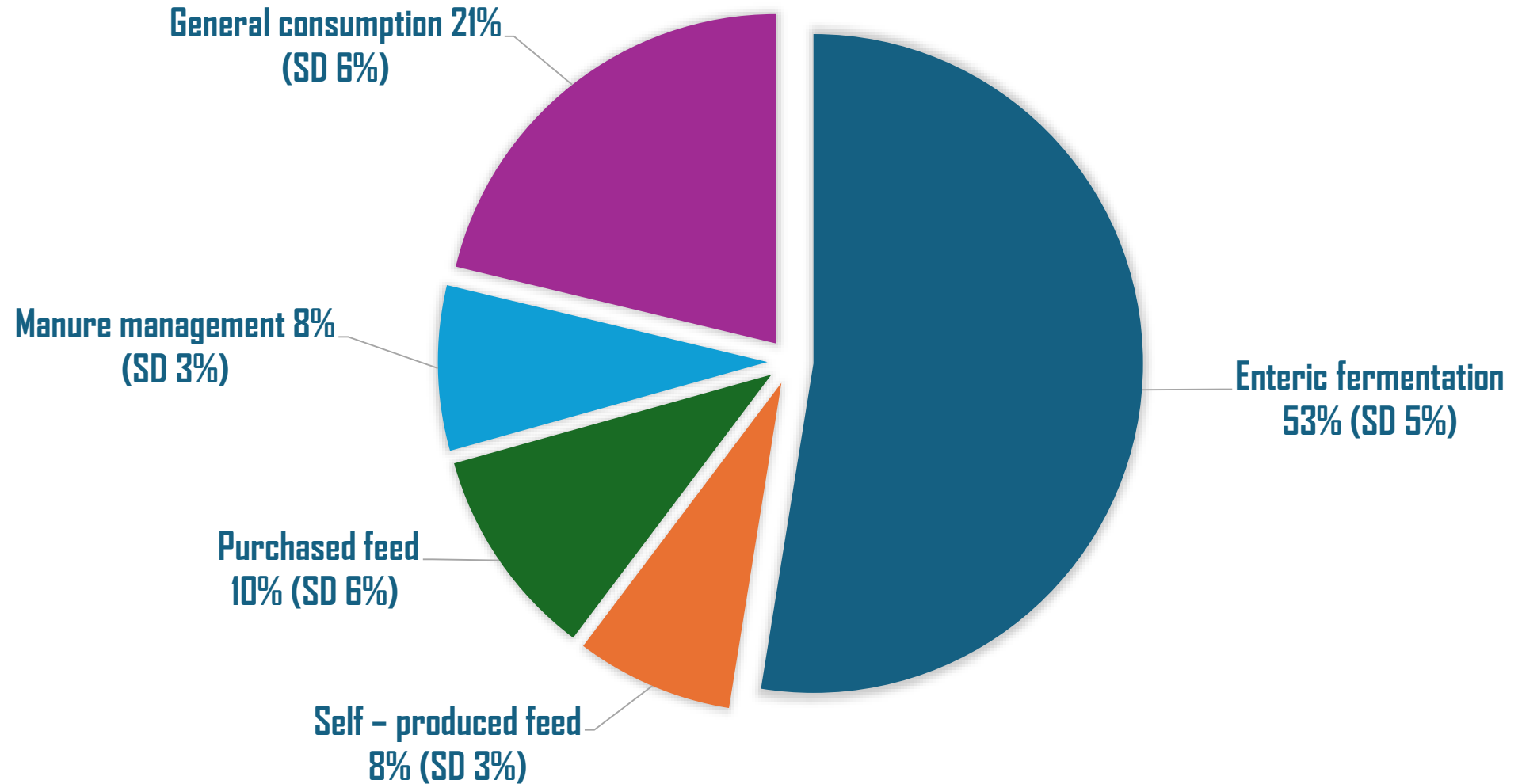
0.17

9 Photochemical ozone formation

0,008 kg NMVOC eq

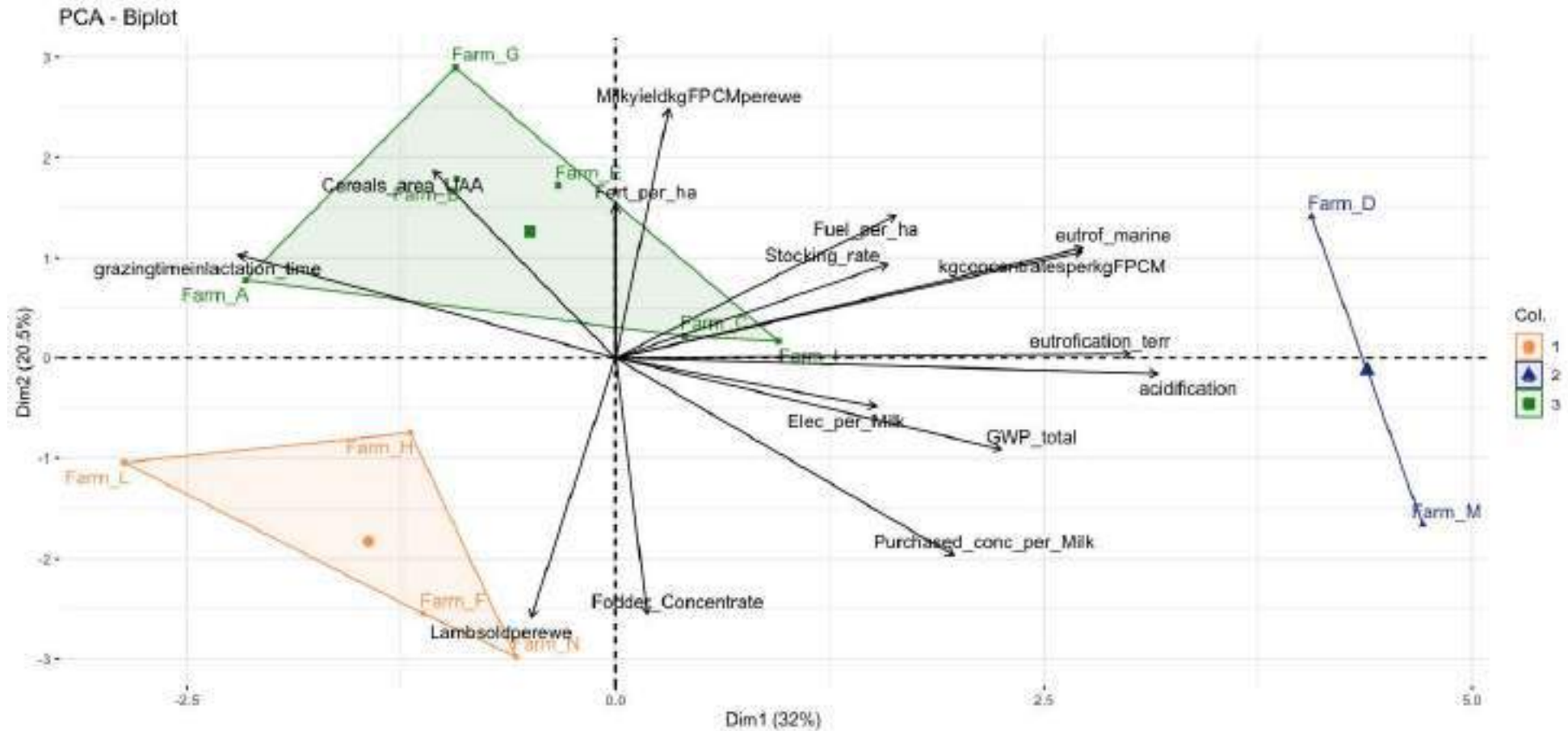
0.011

# Global Warming Potential: Total





# Principal component analysis



# Assessment of the animal welfare of dairy sheep

- ClassyFarm methodology from Italian Ministry of health
- ClassyFarm uses a risk-based approach, divided into four main areas:
  - **Farm management** (farming practices, feeding, access to water)
  - **Structures and equipment** (available space, ventilation, hygiene)
  - **Animal based measures** (body condition, lameness, parasitosis, mortality)
  - **Behavior and stress** (social interactions, stereotypies, response to stimuli)

# Main results of ClassyFarm

Evaluable farms at the start of the trial: **116**

Farms scored > 70: **47 (40.5%)**

Total sheep: **15,606**

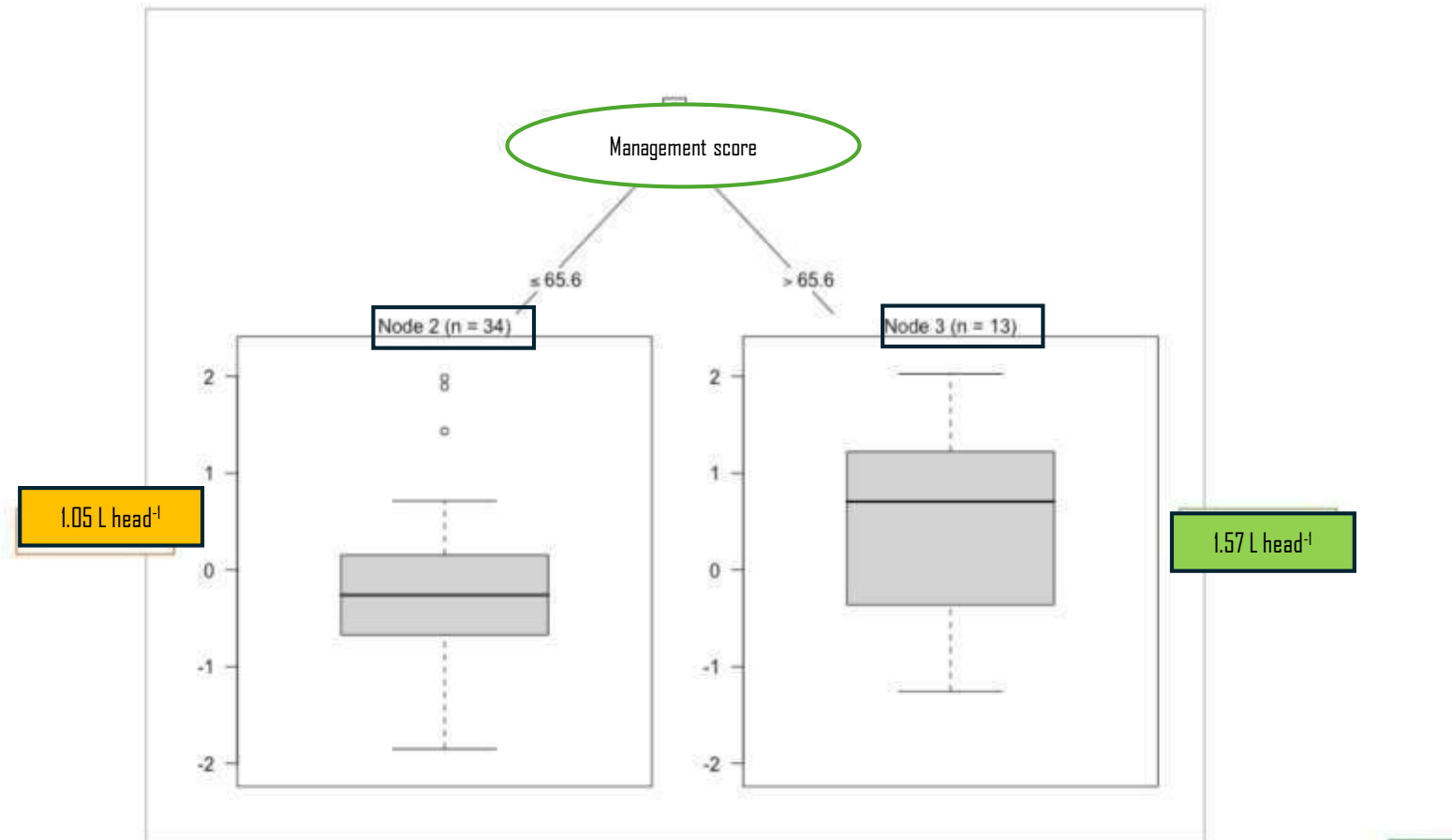
Breeds involved: **Sarda, Lacaune, Appenninica, Comisana, Assaf**

# Main results of ClassyFarm

Area	Average score $\pm$ SD
Biosecurity	<b>46.0<math>\pm</math>9.2</b>
Management	<b>60.6<math>\pm</math>7.2</b>
Structure	<b>72.0<math>\pm</math>6.3</b>
Animal-based	<b>84.1<math>\pm</math>6.5</b>
Major risks	<b>60.6<math>\pm</math>9.8</b>
Total	<b>74.0<math>\pm</math>3.5</b>



# Relationship between animal welfare and milk production



# Conclusions



## Farm Size:

**Larger** farm size (up to 150 ha) reduces environmental impact per litre of FPCM by the increasing of milk yield per ewe and feeding self-sufficiency. Moreover, the farms that produce more milk due to higher efficiency are also those with a **higher ClassyFarm score**.

## Diet & Environmental Impact:

Feeding regimens richer in starch were associated with a lower environmental impact and purchasing concentrates increases environmental impact and decreases self-sufficiency

## Strategies for Impact Reduction and welfare improvement:

**Improve forage nutritive value**, especially for preserved forage

Enhance self-production of starchy concentrates by cereal cultivation (e.g. winter cereals)

Improve **biosecurity measures**, which received an average score of 46, and address **major risks**, as these aspects are crucial for overall farm efficiency and animal welfare.



Thank you for your  
attention

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**PLAS TEAM**

Pisa Livestock farming, Animal food quality, and Sustainability



**T**ELLUS  
AGRICOLTURA, AMBIENTE, TERRITORIO



**CSM**  
Caseificio Sociale  
**MANCIANO**  
— il Pecorino in Toscana dal 1961 —





Session 1c “Sustainability Assessment”

Topic - Innovazioni per migliorare le prestazioni di sostenibilità

***Agroforestazione: diversificazione produttiva, sostenibilità e controllo della copertura del suolo nei corileti***

Carlo Cosentino, Luca Vignozzi, Rosanna Paolino, Pierangelo Freschi, Angela Maffia, Giuseppe Celano



## OBIETTIVI · UNITA'UNIBAS DAFE · SISTEMI DI AGROFORESTAZIONE



I PROGETTI DI PARTENARIATO PUBBLICO – PRIVATI CHE HANNO CONSENTITO DI APPRODARE AL PROGETTO INTEGRATO AGROSTART



IMPIEGO PICCOLI ALLEVAMENTI ANIMALI DI BASSA CORTE (OVAIOLE) IN NEOCORILETI DIVERSIFICAZIONE E INTEGRAZIONE AL REDDITO DELL'AZIENDA AGRICOLA. DIMINUZIONE COSTI DI GESTIONE IMPIANTI CORILICOLI (COSTI DEDICATI AL CONTENIMENTO DELLE INFESTANTI)



IMPIEGO PICCOLI ALLEVAMENTI ANIMALI DI BASSA CORTE (OVAIOLE) IN CORILETI ADULTI E FRUTTETI. VALUTAZIONE SOTTOPRODOTTO DELLA LAVORAZIONE DELLA NOCCIOLA (CUTICOLA). VALUTAZIONI QUANTITATIVE E QUALITATIVE. VALUTAZIONE DI SOSTENIBILITÀ (LCA)

## OVAIOLE · AGROFORESTAZIONE SILVOPASTORALE · POLLAI MOBILI · TURNAZIONE



I NEO CORILETI CAMPIONE SONO DI :

- MEDIA GRANDEZZA (RIFERIMENTO MEDIA AZIENDE CORILICOLE 4,7 HA)
- NEI PRIMI ANNI DI IMPIANTO
- VICINI AL CENTRO AZIENDALE
- CONDOTTI DA IMPRENDITORI CON NESSUNA ESPERIENZA PREGRESSA



## PRESSIONE DI PASCOLO

LE PROVE SONO STATE FINALIZZATE A QUANTIFICARE LA CORRETTA PRESSIONE DI PASCOLO (CARICO ANIMALE) E I CORRETTI TEMPI DI TURNAZIONE



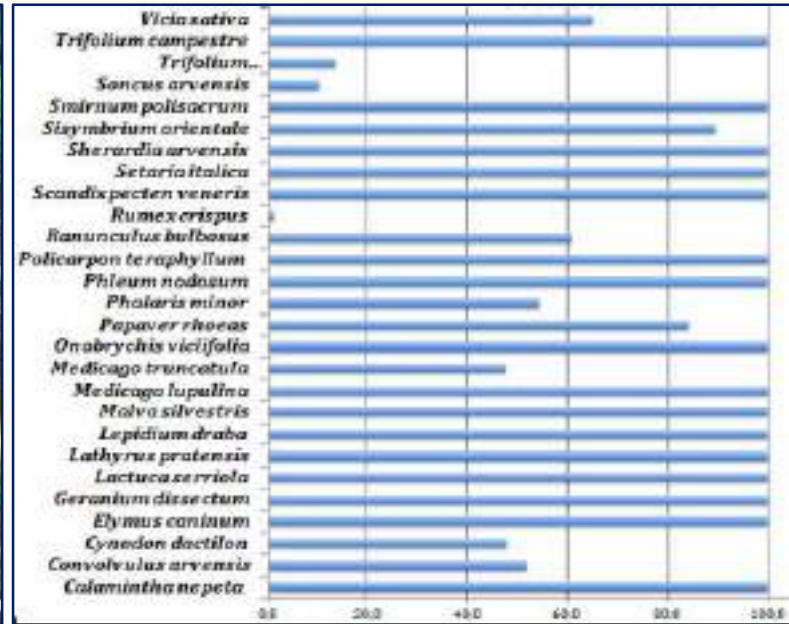
IL PASCOLAMENTO HA CONSENTITO DI NON EFFETTUARE AZIONI DI DISERBO CHIMICO O DI TRINCIATURA / FRESATURA NELLE AREE COPERTE DALLA TURNAZIONE DEL POLLAIO MOBILE

## PERFORMANCES PRODUTTIVE

IL MINOR TASSO DI DEPOSIZIONE (MEDIA 0,60/DIE) OSSERVATO IN DUE ANNI DI MONITORAGGIO È PIÙ CHE COMPENSATO DAL MINORE CONSUMO DI MANGIME -35% RISPETTO ALL'ALLEVAMENTO A TERRA E -30% RISPETTO AL BIOLOGICO O CONVENZIONALE ALL'APERTO



**CAMPIONAMENTI  
CON TRANSETTO  
LINEARE (METODO  
DEI QUADRATI)  
RIPETUTI IN  
DIFFERENTI  
PERIODI  
DELL'ANNO.**





## POLLAI MOBILI INTERFILE E PERIMETRALI

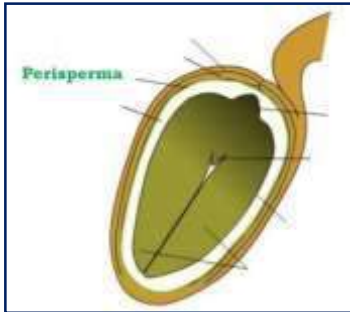


LE PROVE PILOTA HANNO EVIDENZIATO LA FATTIBILITA' CONSENTENDO ATTRAVERSO LA RETE D'IMPRESA DI APPROFONDIRE E AMPLIFICARE LE PROVE A UN LIVELLO "IMPRENDITORIALE"



## INTEGRAZIONE CON SEMI E CUTICOLA DI NOCCIOLA

IL PERISPERMA NOCELLARE POST TOSTATURA DELLA NOCCIOLA È UN SOTTOPRODOTTO DELLA LAVORAZIONE DIMOSTRATOSI MOLTO APPETITO DALLE OVAIOLE. DETTO ANCHE ALBUME NOCELLARE E'UN TESSUTO DI RISERVA, CHE SI FORMA NELLA NOCCIOLA ALL'ESTERNO DEL SACCO EMBRIONALE



LA CUTICOLA E' RISULTATA RICCA DI GRASSI, PROTEINE, AMIDO E SELENIO

## INTEGRAZIONE CON SEMI E CUTICOLA DI NOCCIOLA

LE PROVE DI INTEGRAZIONE ALIMENTARE CON PERISPERMA NOCELLARE POST TOSTATURA DELLA NOCCIOLA SI SONO BASATE INTEGRANDO AL MANGIME DI BASE (SBRICCIOLATO) DIFFERENTI PERCENTUALI 10% E 20%

▼ Analisi cuticola ▼



PARAMETRO	UNITA' DI MISURA	VALORI TROVATI	INCERTEZZA	LOQ	METODO DI PROVA
Ceneri	g/100g	2,35	±0,16	0,1	Rapporti Istituto: 1996/34 pag. 77
Fibre Alimentari	g/100g	27,5	±3,8	0,5	AOAC 985.29-1986
Proteine (N <sup>o</sup> 6,25)	g/100g	9,0	±1,9	0,5	Rapporti Istituto: 1296/34 pag. 13
Sostanze Cresse Totali	g/100g	30,0	±2,3	0,3	Rapporti Istituto: 1996/34 pag. 39
Calcio	mg/Kg	n.c.		6,5	UNI EN 14895:2014+UNI EN 16944:2017
*Fosforo Totale	mg/Kg	910,0	±182,0	6,5	UNI EN 13995:2014+UNI EN 15763:2010
*Vitamina A	mg/100g	n.c.		1	EURO ME 44 Rev.0 2017
*Vitamina E	mg/100g	19		1	EURO C-081 Rev.0 2018
*Selenio	mg/Kg	0,650	±0,210	0,01	UNI EN 13895:2014+UNI EN 15763:2010
*Polifenoli (espressione Ac. Gallico)	mg/Kg	21000,0			EURO ME 137 Rev.0 2019
Sodio come Na	g/100g	0,020	±0,004	0,005	UNI EN 15505:2008
Acido linoleico (omega - 6) (C18:2)	g/100g	15,04	-	0,01	Rapporti Istituto: 1095/34 pag. 47 + Reg. CE 2568/1991
Acido gamma - linoleico (omega - 3) (C18:3)	g/100g	0,19	-	0,01	Rapporti Istituto: 1996/34 pag. 47 + Reg. CE 2568/1991
Acido stearico (C18:0)	g/100g	2,54	-	0,01	Rapporti Istituto: 1996/34 pag. 47 + Reg. CE 2568/1991
Acido palmitico (C16:0)	g/100g	6,23	-	0,01	Rapporti Istituto: 1095/34 pag. 47 + Reg. CE 2568/1991



## ANALISI DI CONFRONTO UOVA

	Valore energetico (Kcal/100g)	Valore energetico (KJ/100g)	Sostanze grasse totali (g/100g)	Acidi grassi saturi (g/100g)	Acidi grassi monoinsaturi (g/100g)	Acidi grassi polinsaturi (g/100g)	Carboidrati (g/100g)	Zuccheri totali (g/100g)	Proteine (g/100g)	Sodio come Na (g/100g)	Sodio come NaCl (g/100g)	Colesterolo (g/100g)	Omega 3 (g/100g)	pH	Vitamina A (mg/100g)	Vitamina D3 (mg/100g)	Vitamina C (mg/100g)
CONTROLLO 1	157	660	12,3	4,2	5,9	1,7	0,91	n.r.	12,5	0,24	0,62	0,35	0,1	7,94	0,160	0,002	1,1
CONTROLLO 2	161	666	11,8	4,4	5,7	1,9	0,76	n.r.	13	0,24	0,61	0,36	0,1	7,9	0,166	0,002	1,1
CONTROLLO 3	159	662	12	4,3	5,6	1,6	0,8	n.r.	12	0,24	0,6	0,35	0,1	7,92	0,165	0,002	1,1
<b>MEDIA CONTROLLO</b>	<b>159</b>	<b>662,3333</b>	<b>12,03333</b>	<b>4,3</b>	<b>5,6</b>	<b>1,6</b>	<b>0,785667</b>	<b>n.r.</b>	<b>12,5</b>	<b>0,24</b>	<b>0,61</b>	<b>0,35</b>	<b>0,1</b>	<b>7,90</b>	<b>0,166</b>	<b>0,002</b>	<b>1,1</b>
FORMULA 10% 1	134	561	9,8	3,0	3,8	1,7	n.r.	n.r.	13	0,17	0,43	0,36	0,1	7,96	n.r.	0,02	1,02
FORMULA 10% 2	130	550	8,7	3,2	3,7	1,6	n.r.	n.r.	13,2	0,17	0,43	0,36	0,1	7,85	n.r.	0,02	1,03
FORMULA 10% 3	132	562	9,9	3,2	3,7	1,9	n.r.	n.r.	13,1	0,17	0,42	0,36	0,1	7,84	n.r.	0,02	1,03
<b>MEDIA FORMULA 10%</b>	<b>132</b>	<b>561</b>	<b>8,8</b>	<b>3,233333</b>	<b>3,733333</b>	<b>1,6</b>	<b>n.r.</b>	<b>n.r.</b>	<b>13,1</b>	<b>0,17</b>	<b>0,426667</b>	<b>0,36</b>	<b>0,1</b>	<b>7,88</b>	<b>n.r.</b>	<b>0,02</b>	<b>1,026667</b>
FORMULA 20% 1	120	546	8,4	3	3,7	1,4	0,7	0,7	12	0,08	0,21	0,31	0,1	7,93	n.r.	0,03	1,1
FORMULA 20% 2	131	547	8,6	3,1	3,6	1,6	0,7	0,7	13	0,079	0,2	0,32	0,1	7,93	n.r.	0,03	1,1
FORMULA 20% 3	130	546	8,4	3	3,7	1,4	0,7	0,7	12	0,08	0,21	0,31	0,1	7,93	n.r.	0,03	1,1
<b>MEDIA FORMULA 20%</b>	<b>130,3333</b>	<b>546,3333</b>	<b>8,422222</b>	<b>3,033333</b>	<b>3,733333</b>	<b>1,466667</b>	<b>0,7</b>	<b>0,7</b>	<b>12,33333</b>	<b>0,079667</b>	<b>0,206667</b>	<b>0,313333</b>	<b>0,1</b>	<b>7,932222</b>	<b>n.r.</b>	<b>0,03</b>	<b>1,1</b>

I RISULTATI HANNO MOSTRATO INTERESSANTI VALORI DI MIGLIORAMENTO DEI PARAMETRI CHIMICI DELLE UOVA SIA NEL GRUPPO INTEGRATO AL 10% (AUMENTO DEL TENORE PROTEICO) SIA NEL GRUPPO 20% (DIMINUZIONE DEL TENORE IN SODIO) RISPETTO AL GRUPPO CONTROLLO



## ANALISI DI CONFRONTO VALUTAZIONE DELLA SOSTENIBILITÀ - AGROFORESTRY: ZOOTECNICA E CORILETI



LE PROVE SONO STATE CONDOTTE IN REGIONE CAMPANIA NELL'AMBITO DEL PROGETTO MODELLI CIRCOLARI. L'OBIETTIVO È STATO VALUTARE IL POTENZIALE SURRISCALDAMENTO GLOBALE (GWP 100A, ESPRESSO IN kg DI CO<sub>2</sub> EQ) MEDIANTE LA METODOLOGIA LIFE CYCLE ASSESSMENT

## ANALISI DI INVENTARIO

**Tab. 1** Input ed output dei corileti oggetto di studio

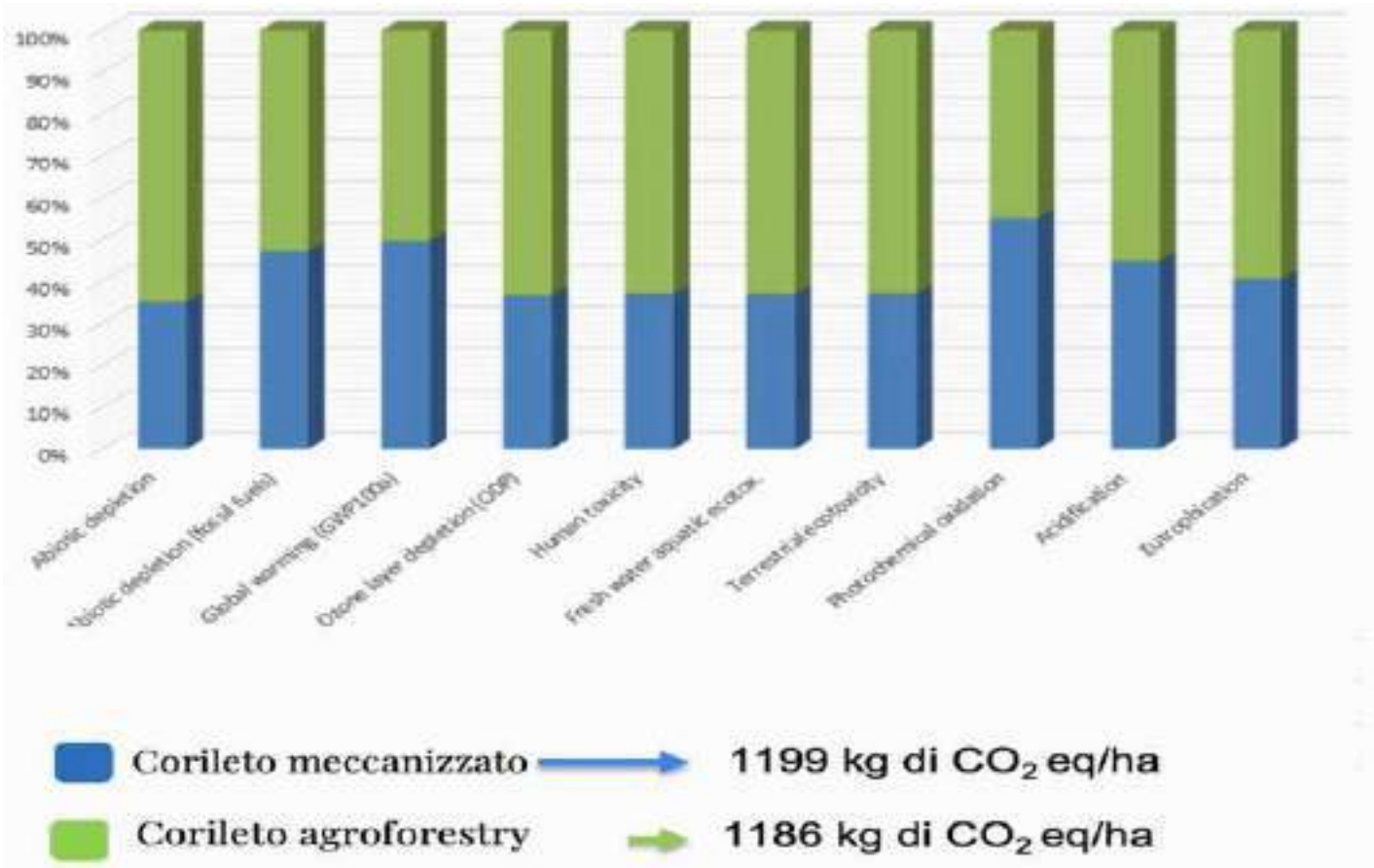
Input	Corileto meccanizzato	Corileto Agroforestry
Concime ovino- bovino (kg/ha)	250	/
Glifosate (kg/ha)	2,5	/
Ovaiole (n/ha)	/	12
Benzina (kg/ha)	28	13
Lavoro macchine (h/ha)	119	59
Lavoro umano (h/ha)	117	58
Output		
Nocciole (kg/ha)	3000	3000



Ibrido '*Lohmann Brown*'



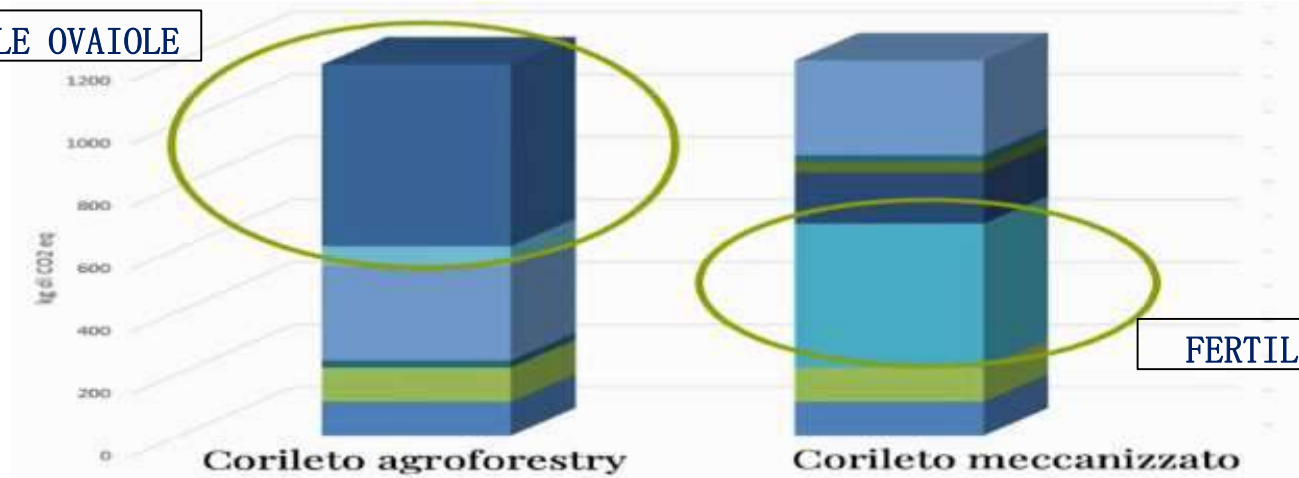
VALUTAZIONE DEGLI IMPATTI



## VALUTAZIONE DEGLI IMPATTI

LA FASE PIÙ IMPATTANTE PER IL CORILETO MECCANIZZATO È LA FERTILIZZAZIONE MENTRE PER IL SISTEMA AGROFORESTY E' LA GESTIONE DELLE OVAIOLE

GESTIONE DELLE OVAIOLE



FERTILIZZAZIONE

ALLA LUCE DEI RISULTATI OTTENUTI, IL SISTEMA AGROFORESTY POTREBBE DIVENTARE UNA COMPONENTE CHIAVE DELL'AGRICOLTURA SOSTENIBILE E DELLA GESTIONE DELLE RISORSE NATURALI, AIUTANDO A MITIGARE I CAMBIAMENTI CLIMATICI, MIGLIORARE LA RESILIENZA AGRICOLA E PROMUOVERE UN UTILIZZO PIÙ SOSTENIBILE DEL SUOLO





SULLA BASE DELLE PRECEDENTI ESPERIENZE È STATO POSSIBILE REDIGERE IL PROGETTO INTEGRATO AGROSTART ATTUALMENTE IN CORSO DI REALIZZAZIONE - SOTTOMISURA 16.1 DEL PSR SICILIA 2014-2022.



AGROSTART MIRA A INNOVARE E MIGLIORARE LA SOSTENIBILITÀ DEI CORILETI SICILIANI, IN PARTICOLARE PER RIPRISTINARE E RILANCIARE LA CORILICOLTURA DI NOCCIOLETI VETUSTI. SI PROPONE DI APPLICARE NUOVE TECNICHE PRODUTTIVE SOSTENIBILI, COME L'AGROFORESTRY E LA GESTIONE INNOVATIVA DEI NOCCIOLETI. LE ATTIVITÀ INCLUDONO:

- SVILUPPO DI PROCESSI SOSTENIBILI CON ANALISI DEL CARBON FOOTPRINT
- INTRODUZIONE TECNICHE AGROFORESTRY CON POLLAI MOBILI PER L'ALLEVAMENTO DI OVAIOLE
- RIPRISTINO DI IMPIANTI VETUSTI TRAMITE POTATURE E TECNICHE DI GESTIONE AVANZATA
- CREAZIONE DI UN NUOVO PROCESSO-PRODOTTO "BIRRA ALLE NOCCIOLE DEI NEBRODI"
- CONCIMAZIONE DI PRECISIONE PER RIDURRE L'IMPATTO AMBIENTALE
- REALIZZAZIONE SISTEMA DI GUIDA AUTONOMO ROV PER GESTIONE DELL'INERBIMENTO
- CATTURA MASSALE SELETTIVA DI INSETTI NOCIVI TRAMITE UN PROTOTIPO INNOVATIVO

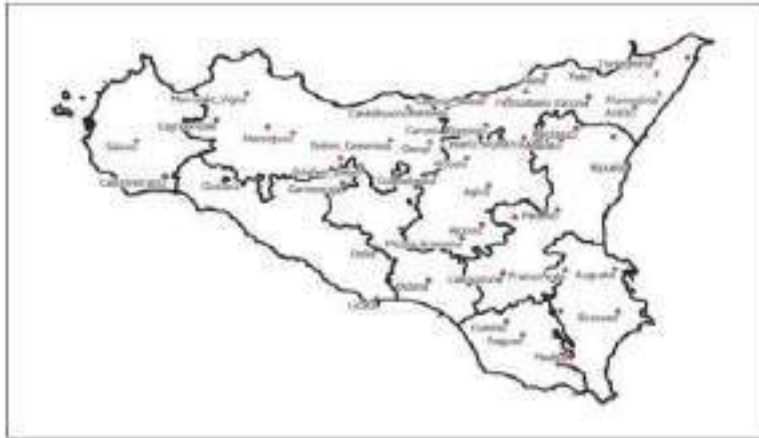
IL PROGETTO COINVOLGE SEI AZIENDE AGRICOLE. TRA I RISULTATI ATTESI CI SONO LA PRODUZIONE DI NOCCIOLE DI ALTA QUALITÀ, UN MODELLO PER LA RICOLTIVAZIONE DI CORILETI VETUSTI E LA DIVERSIFICAZIONE DELLE FONTI DI REDDITO.



12-13 Luglio 2024 Campionamento e Rilievi nei corileti delle aziende partner con X-Nir (analizzatore portatile di campo che misura la percentuale di sostanza secca, proteina grezza, ADF, NDF, cenere etc )



IN COLLABORAZIONE CON IL CNR-ISPC  
SI PREVEDE UN'ANALISI  
STORICO-ANTROPOLOGICA  
DEL NOCCIOLO, UTILE PER UN FUTURO  
RICONOSCIMENTO I.G.P. O D.O.P.  
"NOCCIOLA DEI NEBRODI".





## OBIETTIVI DEL PROGETTO

- TRASFERIRE TECNICHE INNOVATIVE DI AGROFORESTRY
- GESTIRE E INCENTIVARE LA COLTIVAZIONE DI NOCCIOLETI VETUSTI E IN ABBANDONO
- CREARE UNA MICROFILIERA SECONDARIA (UOVA) ALLA PRODUZIONE PRINCIPALE (NOCCIOLA)
- COMPUTARE L' LCA PER EVIDENZIARE LA SOSTENIBILITÀ PRODUTTIVA
- INCENTIVARE L'USO DI TRAPPOLE INNOVATIVE PER CATTURA MASSALE DI INSETTI NOCIVI
- DIMINUIRE L'USO DI DISERBANTI E ANTIPARASSITARI PRESERVANDO LA BIODIVERSITÀ
- DIFFONDERE MODELLI DI GESTIONE CULTURALI STRUTTURATI E RIPETIBILI
- CREARE UN NUOVO PROCESSO\PRODOTTO - BIRRA ALLE NOCCIOLE DEI NEBRODI
- EFFETTUARE UNO STUDIO STORICO PROPEDEUTICO PER UN FUTURO RICONOSCIMENTO IGP O DOP

## INTRODUZINE SISTEMA DI GUIDA AUTONOMO PER GESTIONE DELL'INERBIMENTO NEI NOCCIOLETTI TRAMITE LA CREAZIONE DI UN PROTOTIPO DI ROV



TRAPPOLE SELETTIVE CON ATTRATTIVI ORMONALI, CROMATICI E SONORI PER IL CONTROLLO DELLA CIMICE ASIATICA (*HALYOMORPHA HALYS*) SALVAGUARDANDO LA BIODIVERSITÀ E GLI INSETTI UTILI





BIRRA ALLE NOCCIOLE DEI NEBRODI IRIAS PARTNER DEL PROGETTO, SVILUPPERÀ UN NUOVO PROCESSO-PRODOTTO CREANDO UNA BIRRA ARTIGIANALE ALLE NOCCIOLE A km0 CON L'OBIETTIVO DI VALORIZZARE LE NOCCIOLE SICILIANE



TRASFERIMENTO KNOW-HOW: LE CONOSCENZE ACQUISITE DAI PROGETTI CORILUS, CORILUS 2, MODELLI CIRCOLARI CONDOTTE DAI PARTNER VERRANNO TRASFERITE AGLI IMPRENDITORI SICILIANI, MIGLIORANDO LE PRATICHE DI AGGREGAZIONE E GESTIONE DELLE FILIERE CORILICOLE. AGROSTART PUNTA COSÌ A MIGLIORARE LA QUALITÀ DELLA PRODUZIONE CORILICOLA, RIDURRE I COSTI E PROMUOVERE LA SOSTENIBILITÀ AMBIENTALE



# UNA STORIA DI SOSTENIBILITÀ E QUALITÀ



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# Are geographical indications strengthening their territorial anchorage? An analysis of cheese product specification amendments

**Giovanni Belletti, Andrea Marescotti, Silvia Scaramuzzi**

*University of Florence (I)*

**Marianne Penker, Xiomara F. Quiñones-Ruiz, Hanna Edelmann**

*Boku University, Wien (A)*

**François Casabianca**

*Retired of INRAE (F)*



## Aims and Methodology

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The analysis is based on a critical review of the 116 non-minor amendments to the PSs of PDO-PGI cheeses (product class 1.3) in the EU until 2021, made by the **research team**, analysing and classifying each of them.

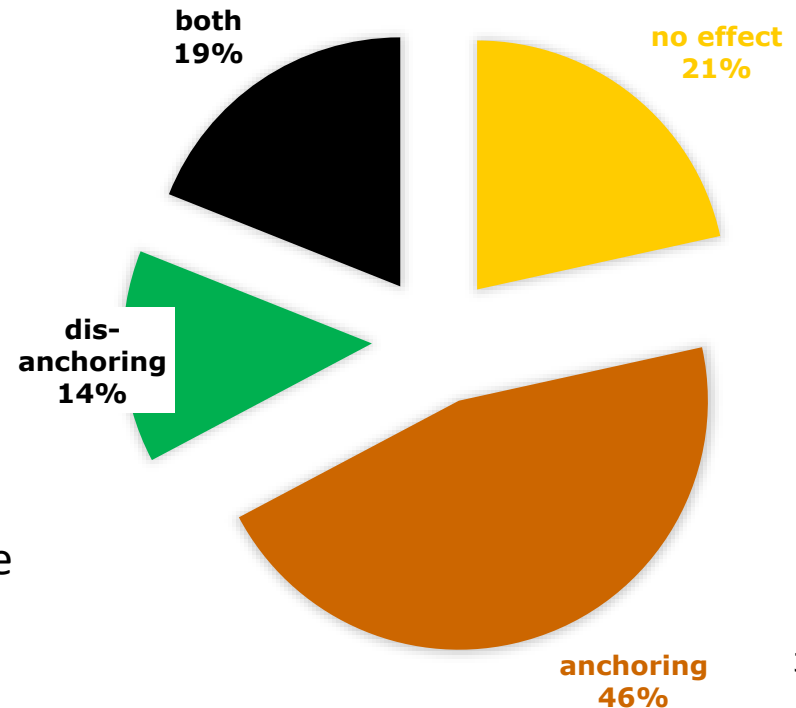
1. First, we developed a database to manage all the information from the amendments: what each modification changed, its **directionality** (tighter or looser rules) and **justification** (5 categories: market; technology/research; policy/legal; identity/quality; the environment)
2. After this step, a further analysis has been carried out to understand whether each amendment strengthens or loosens the **anchorage GI product-territory**, across some **main variables** where we believed anchorage is more relevant: breeds, density/yields, animal feed typology and pasture rules, use of milking robot, rennet/starters, and use of raw milk.

This presentation focuses on whether the evolution of the PDO-PGI cheeses is leading towards **higher anchorage of the products to their territories**.

## Analysis by single amendment: overview

**Anchoring strategies** aim to tightly connect a product to its place of origin, ensuring authenticity and higher specificity, while **disanchoring strategies** involve loosening that connection, often to accommodate modernization, technological innovations, market expansion, or broader consumer appeal.

- ❑ 25 of the 116 amendments have no effect on anchorage
- ❑ The remaining 91 amendments (78.4%):
  - 53 amendments go only in the direction of anchoring (42 in France)
  - 16 amendments go only in the direction of disanchoring (only 3 in France, 10 in Italy).
  - 22 amendments are ambivalent (have both anchoring and disanchoring effects)





## Anchoring / disanchoring: overview by variable

	Total	total anch/disanch	total variable	Anchorage			
				More anchored	Less anchored	Unclear or no effects on anchorage	% more anchored/total variable
<b>FARM LEVEL</b>							
Breeds	116	80	49	31	4	14	63%
Density/Yields	116	80	30	20	1	9	67%
Feed typ	116	80	64	12	0	52	19%
pastures	116	80	36	21	0	15	58%
<b>PROCESSING LEVEL</b>							
Milking robot	116	49	3	0	3	0	n.r.
Starters and rennet	116	49	39	25	8	6	64%
Raw/pasteurized milk	116	49	15	13	2	0	87%
<b>GEOGRAPHICAL AREA</b>							
Overall geographical area	116	72	33	10	22	1	30,3%
Upstream indirect delocation	116	72	49	44	5	0	89,8%
Downstream indirect delocation	116	72	22	16	6	0	72,3%

Total: total number of amendments analysed

Total anch/disanch: total number of amendments affecting anchorage at farm /processing / geographical area levels

Total variable: total number of amendments affecting the specific variable

## Some first results as example: breeds

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Out of the 116 amendments examined, **49 (42%) have introduced modifications** as regards the breeds allowed for milk production, the highest percentage of modification being in France (84%).

**Most of the amended rules are aimed at reinforcing the anchorage to the territory.** Specifically, strengthening the link to the territory of origin is obtained through:

- **inclusion of local breeds not mentioned in the PS (2)**, mainly autochthonous breeds (landraces), justified on their better adaptability to the local environment;
- the **admittance of specific breeds only**, justified by the higher adaptability to the local context and the specific quality of the milk for cheese production (16);
- **provision of a minimum presence of specific breeds in each herd (7)** or minimum percentage of milk coming from specific local breeds (2);
- the obligation for the animals to be **raised in the geographical area** (Bleu d'Auvergne) or **be born and raised** in the farm or geographical area (5).

Some other amendments are meant to **reduce the anchorage**. A GI three sheep breeds to the PS as more adapted to semi-fixed housing, now needed because of the increased presence of wolves; another GI introduced Prim'Holstein breed due to its higher productivity.

## Conclusions

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Caveats:

- ❑ the analysis capture the movements, but not the starting point: higher anchorage doesn't mean that at last the PS is loose as regards anchoring
- ❑ The intensity of each modification could not be assessed

The analysis will show the dynamic of the PDO-PGI cheese sector in the EU, highlighting:

- **Where?** the direction of the movement (loosening or tightening the rules, and anchoring/dis-anchoring the product from its territory)
- **Why?** the justifications for these movements (market issues? Climate change? Etc.)
- **What?** which are the areas/variables where the modifications are more frequent
- **Who?** the differences among countries
- **When?** The differences along time

Policy implications (both public and private sector)

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# Thank you







## The new Regulation (EU) 2023/2411 on the protection of geographical indications (GI) for craft and industrial (CI) products: An additional mean to support sustainability

Katarina Barathova, Policy Officer, Directorate-General for Agriculture and Rural Development, European Commission

Conference Worldwide Perspectives on GIs: “Innovations and traditions for sustainability”  
Roma, 18-21 February 2025



# CIGIs and sustainability

Future CIGI protection system fits the sustainability approach.

Definition of **sustainability** as “meeting the needs of the present without compromising the ability of future generations to meet their own needs”.

CIGI protection creates the conditions for products to meet consumers’ authenticity needs, today and for future generations.



# CIGIs and sustainability



Regulation (EU) 2023/2411 introduces a system which, **by its very nature**, reconciles economic and social progress with environmental protection.

**Sustainability aspects are intrinsically part of the new EU scheme.**

The Regulation **encourages** ('may') **producers to agree to undertake commitments with regard to sustainability** (either in the product specifications or in other initiative).



# CIGIs and sustainability

CIGIs support **economic progress** by:

## 1) **Boosting local economies**

- **encourage local producers** to distinguish their geographically-linked authentic CI products
- **raise the visibility of products and their region**, benefiting not just producers, but also related industries such as tourism (externalities)
- brings a **more regular flow of visitors during the year** (counter-balance seasonal effect of tourism)
- **important in remote and less-developed regions** that are usually highly dependent on tourism (economic diversification).





# CIGIs and sustainability

## 2) Preserving specific skills and cultural heritage

- enhance the economic value of **local** products
- guarantee **higher quality** and **authenticity**
- increase authenticity for **consumers**

## 3) Helping producers

- encourage **fair value distribution** for all relevant operators along the value chain
- **combat counterfeiting** and misuse of the names



# CIGIs and sustainability

CIGIs support **social progress** by:

## 1) Promoting traditional know-how

- preservation of **cultural** heritage
- easier to pass on know-how that has been **valued** (more attractive to young people)

## 2) Creating employment opportunities

- help to **develop jobs** directly or indirectly linked to CI products
- positive impact on **maintaining population** or even repopulating certain neglected employment areas



# CIGs and sustainability

## 3) Matching today consumers expectations

- who value **responsible** and **ethical** purchasing habits
- who show increasing interest to embrace **sustainable tourism practices**



# CIGIs and sustainability

CIGIs support **environmental protection** by:

## 1) Encouraging producers to be sustainably-oriented

- effective tool to motivate producers to adopt environmentally sustainable practices...
- ... to maintain the quality and reputation of their products (2020 Study)

## 2) Concentrating CI production in one location

- GI products are rooted to a location, and cannot be outsourced anywhere
- Reduction of carbon footprint





# CIGIs and sustainability

The risks of a GI having a negative impact on sustainability must not be overlooked:

- **Challenge for certain producers** (strong governance needed, specificities of the CI framework)
- **Incentive to produce better products** → success → **risk of over-commercialization** → does the increased production scale still fit the sustainability approach ?





**More info:** [https://single-market-economy.ec.europa.eu/industry/strategy/intellectual-property/geographical-indications-craft-and-industrial-products\\_en](https://single-market-economy.ec.europa.eu/industry/strategy/intellectual-property/geographical-indications-craft-and-industrial-products_en)

DG GROW Intangible Economy Unit C4

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# GEOGRAPHICAL INDICATIONS FOR CRAFT AND INDUSTRIAL PRODUCTS AT EUIPO

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Katarina Kompari  
19/02/2025

## STATE OF PLAY

### CRAFT



### AGRI







## CRAFT AND INDUSTRIAL PRODUCTS

Regulation (EU) 2023/2411

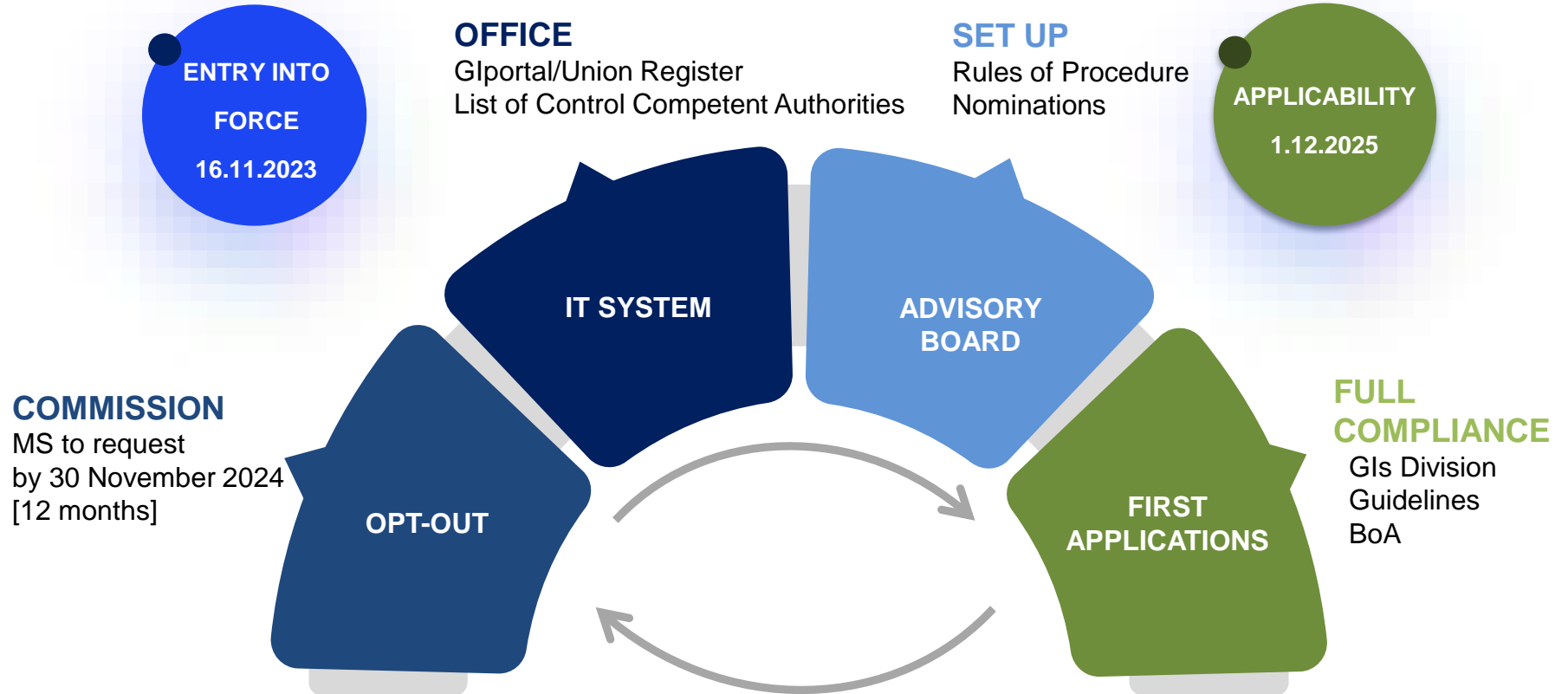
# NEW



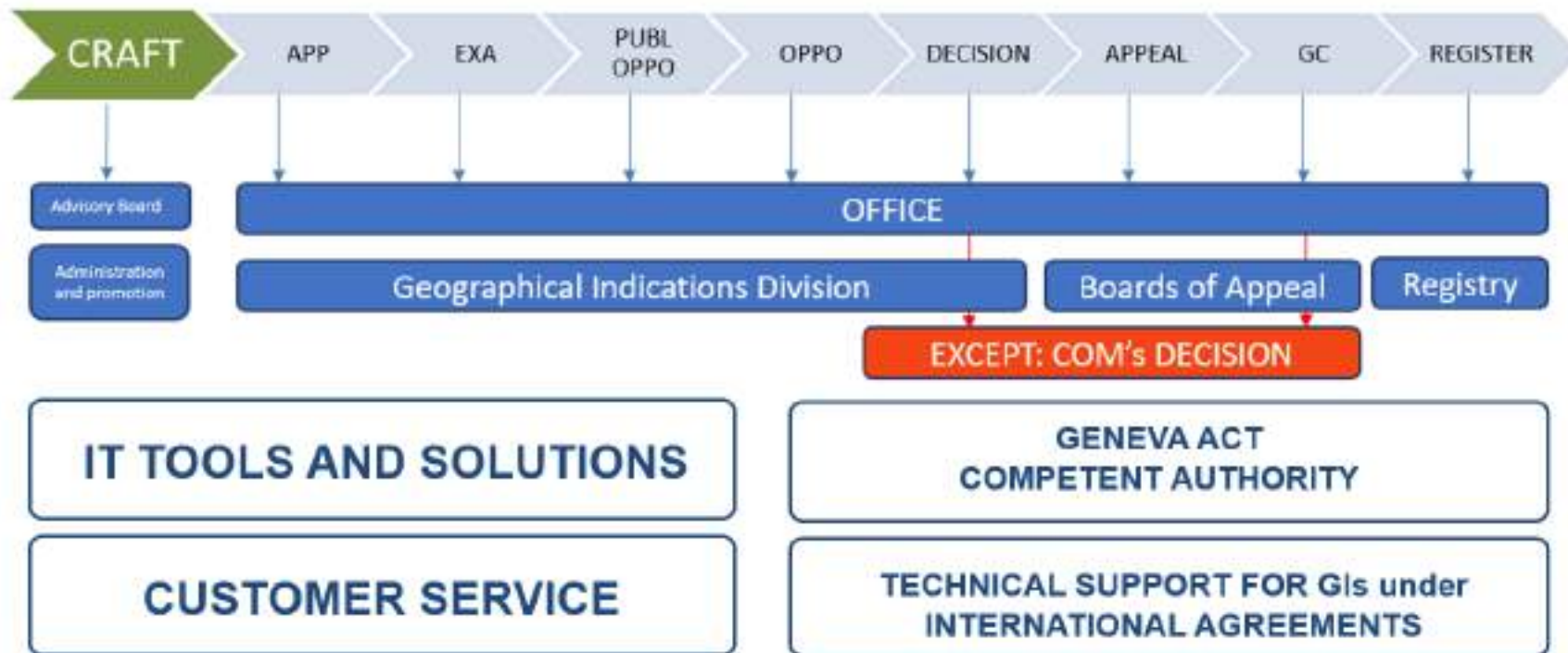
## WINE, SPIRIT DRINKS AND AGRICULTURAL PRODUCTS

Regulation (EU) No 2024/1143

	<b>WINES</b> Regulation (EU) No 1308/2013	 
	<b>SPIRIT DRINKS</b> Regulation (EU) 2019/787	



## EUIPO'S FUTURE SERVICE



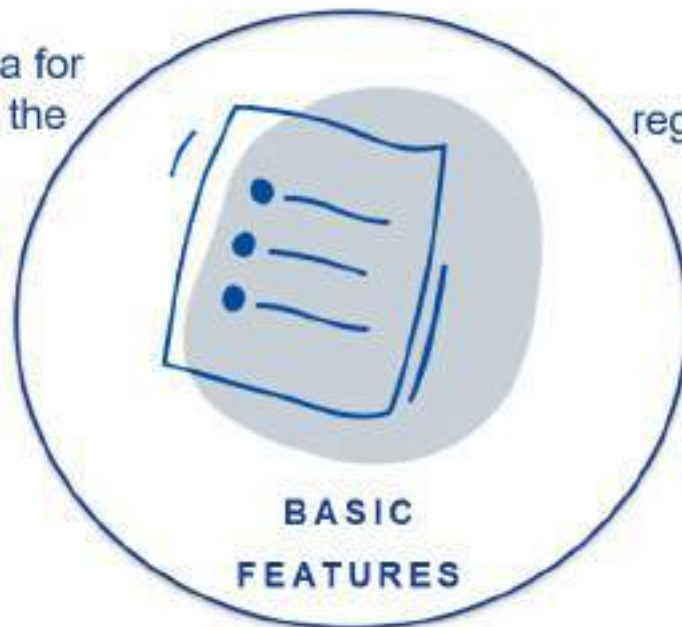
## BASIC FEATURES OF THE CI GI SCHEME



Balanced criteria for protection as to the territorial link



Flexibility in control and enforcement



Two-stage registration procedure (National – Union)



EU system replacing national CI GI rights



EUIPO as 'EU authority in charge'



## COMPOSITION OF THE 'EU COMPETENT AUTHORITY'



GIs DIVISION

BOARDS OF APPEAL

ADVISORY BOARD

## PROCEDURES BEFORE THE OFFICE



**UNION LEVEL  
PROCEDURES**

## DIFFERENT TYPES OF PROCEDURES



**Standard**



**Direct**



**3C**

## SINGLE DOCUMENT

	<b>Name</b>	<b>Any specific labelling rule</b>	
	<b>Description of the product</b>	<b>Geographical area</b>	
	<b>One of the production steps</b>	<b>Details establishing the link</b>	
	<b>Packaging rules</b>	<b>Product Specification (ref)</b>	



## TYPE OF APPLICANTS



PRODUCER GROUP

SINGLE PRODUCER

LOCAL OR REGIONAL  
AUTHORITY OR PRIVATE  
ENTITY



## APPLICANT



Contribute to ensuring quality, reputation and **authenticity** of their products are **guaranteed** on the market by monitoring the use.



Take measures to **enhance the value of products** and, where necessary, take steps to prevent or counter any measures which are, or risk being, detrimental to the image of those products.



Take action to ensure adequate **legal protection** of the GIs and of the intellectual property rights that are directly connected with them.



**PRODUCER  
GROUPS**

Develop **information and promotion activities** aimed at communicating the value-adding attributes of the product to consumers.



Develop activities related to **ensuring compliance** of a product with its specification.



Take action to **improve the performance** of the scheme, including developing economic expertise, carrying out economic analyses, disseminating economic information on the scheme and providing advice to producers.



## OFFICE DIGITAL SYSTEM



GIPTAL – e-filing system

UNION REGISTER

GIVIEW – Database

## GI PORTAL



Digital System

GI e-filing



24 EU  
languages

Forms  
available



Accessible to  
the public

Available to MS





## GI REGISTER



Established  
and maintained  
by the Office



Accessible to  
the public



Public  
information



Protected GI



Type of product



Name of applicant



Decision



Country / countries  
of origin of the product



## GVIEW

OFFICE DIGITAL SYSTEM



Established  
and maintain  
by the Office



accessible to  
the public



Public  
information



Member States  
access



Producer groups  
access



IPEP link



Extended data



International agreements  
/ Geneva Act



## FAQs <https://www.euipo.europa.eu/en/gi-hub>

Welcome to our new website. Help us to improve it by giving us feedback.

### Next steps



#### What happens with national existing GIs for craft and industrial products?

The Regulation on GI protection for craft and industrial products establishes a Union system of protection.

Therefore the national specific protection for GIs for craft and industrial products shall be converted to EU-wide rights through a specific request by the respective Member State pursuant to Article 70(2) of the CGI Regulation.

The national GIs will then be examined in accordance with Article 70(4) of the CGI Regulation and registered in the Union Register of GIs for craft and industrial products.



#### About the Advisory Board

The Advisory Board is created by the CGI Regulation and has a two-fold role:

- Providing general opinions on assessing quality criteria, establishing the reputation of a product, determining the generic nature of a name, the link between a product's characteristics and its geographical origin and assessing the risk of confusing consumers; and
- Providing opinions in particular GI applications when so requested by the Geographical Indications Division or the Boards of Appeal, or at the request of the Commission.



#### Control of GIs for craft and industrial products

Controls are an essential part of the GI scheme and they include the following:

- Verification that a product designated by a GI is in compliance with the corresponding product specification;
- Monitoring of the use of GIs in the market, including electronic commerce.

Each Member State shall designate one or more competent authority that is responsible for those controls.





[www.euiipo.europa.eu](http://www.euiipo.europa.eu)

 [@EU\\_IPO](https://twitter.com/EU_IPO)

 [EUIPO](https://www.linkedin.com/company/euiipo)

 [EUIPO.EU](https://www.facebook.com/EUIPO.EU)

 [@EUIPO](https://www.instagram.com/EUIPO)

 [EUIPO](https://www.youtube.com/EUIPO)

**THANK YOU**



***EU MEMBER STATES' POTENTIAL FOR PROTECTING CRAFT AND INDUSTRIAL GEOGRAPHICAL INDICATIONS IN THE EU: KEY FINDINGS OF THE STUDY COMMISSIONED BY EUIPO***

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**DE TULLIO & PARTNERS**  
INTELLECTUAL  
PROPERTY  
ATTORNEYS

***AVV. ASTRID WIEDERSICH AVENA***

**Rome, February 19<sup>th</sup>**

**WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS**

# STUDY ON EU MEMBER STATES' POTENTIAL FOR PROTECTING CRAFT AND INDUSTRIAL GIs

- The EUIPO commissioned the “STUDY ON EU MEMBER STATES’ POTENTIAL FOR PROTECTING CRAFT AND INDUSTRIAL GEOGRAPHICAL INDICATIONS” with the objective to provide an updated overview on **the current legal framework for the protection of the names of geographically rooted craft and industrial products** implemented at national level in the Member States and to assess **if, and to what extent, there is a local interest in the protection of craft and industrial GIs.**
- Member States have followed a **fragmented approach for the protection of names of geographically rooted craft and industrial products.** Reportedly 16 Member States have enacted a specific GI scheme also for CI products, even though such protection schemes differ in terms of scope of protection, administration, fees and enforcement measures.
- The survey carried out within this study, and the qualitative and quantitative analysis of the responses obtained across the EU Member States, allow to grasp evidence on **the local interest on the protection of CI GIs.**
- According to the CI GI Regulation, each Member State must appoint a national competent authority to oversee the national phase of the registration process. However, the European Commission may grant a derogation from this obligation to MSs lacking a national *sui generis* system for CI GIs and with a “low local interest” in protecting GIs for craft and industrial products (Article 19). The Member State invoking the derogation bears the burden of proof to demonstrate both conditions.

# THE SURVEY

- To fulfill the objectives of this study, a comprehensive survey analysis was conducted between February and June 2024.
- Semi-structured questionnaires were sent to relevant stakeholders within the EU Member States, targeting both **public authorities** and **private sector representatives**.
- The consultation sought to estimate **the level of interest from these sectors in protecting CI GIs, gauge the intention of producers or associations to file applications for CI GIs under the new system, and determine whether public institutions plan to manage the national registration phase and designate a national competent authority.**
- The results are aimed at aiding the Commission to evaluate the “low local interest” in CI GIs in certain MSs.

A total of 493 stakeholders were contacted via email: 314 stakeholders from the private sector (including producers, producer associations, and chambers of commerce) and 179 stakeholders from the public sector (including national, regional, and local authorities).

The consultation was open for approximately 20 weeks, from February 1, 2024, to June 15, 2024, via the EU Survey online system and available in five languages: English, French, German, Italian, and Spanish.

The survey received a total of 130 responses from 27 EU Member States.

# PARTICIPATION TO THE SURVEY

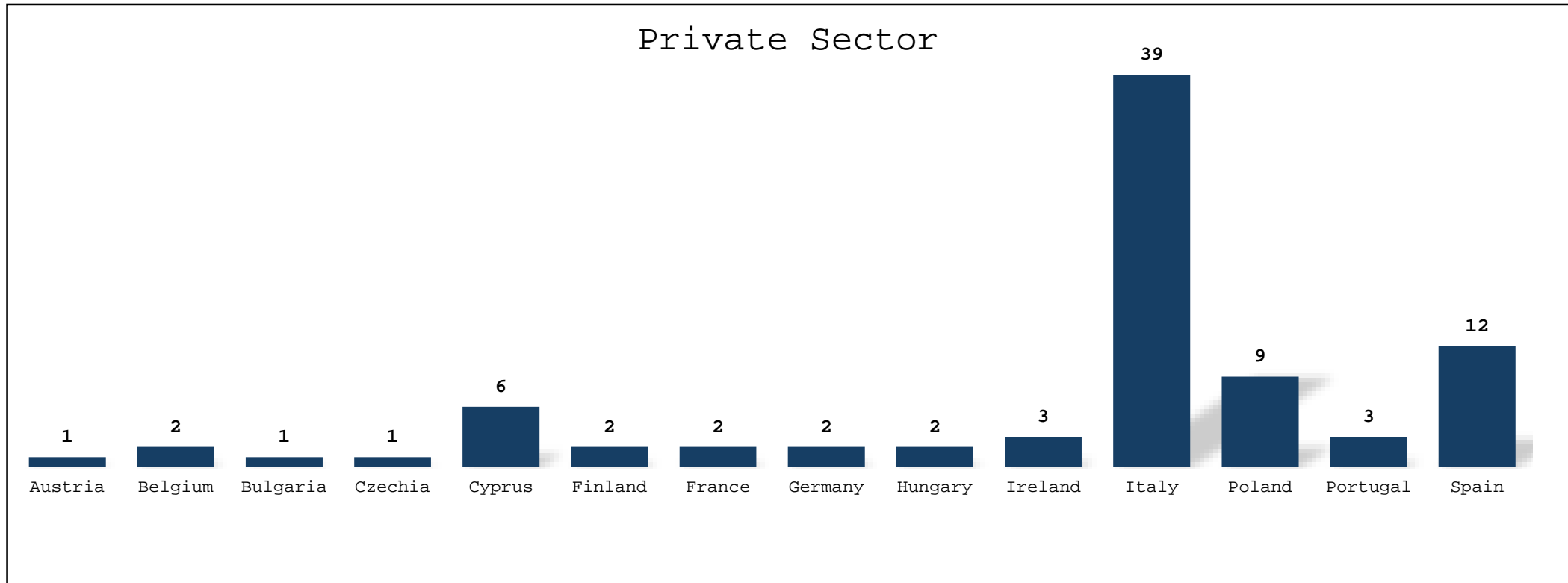
- The consultation received a **total of 130 responses** from 27 EU Member States. In particular a total of **85 responses from the Private Sector**, covering 14 Member States, and **45 responses from Public Authorities**, covering all Member States, were collected.
- Notably, **at least one public authority from each Member State participated**, providing valuable input for assessing the public sector's interest in protecting CI GIs.
- **In the private sector, stakeholders from 14 Member States responded**, specifically: Austria (AT), Belgium (BE), Bulgaria (BG), Czech Republic (CZ), Cyprus (CY), Finland (FI), France (FR), Germany (DE), Hungary (HU), Ireland (IE), Italy (IT), Poland (PL), Portugal (PT), and Spain (ES).
- Despite extensive outreach efforts, private stakeholders from the following 13 Member States did not respond: Croatia (HR), Denmark (DK), Estonia (EE), Greece (EL), Latvia (LV), Lithuania (LT), Luxembourg (LU), Malta (MT), Netherlands (NL), Romania (RO), Slovenia (SI), Slovakia (SK), and Sweden (SE).





# PARTICIPATION STATISTICS – PRIVATE SECTOR

The answers received from the **Private Sector** are **85** and originate from **14 Member States**: Austria, Belgium, Bulgaria, Czech Republic, Cyprus, Finland, France, Germany, Hungary, Ireland, Italy, Poland, Portugal and Spain.




## PARTICIPATION STATISTICS – PRODUCERS


Awareness about CI GIs among producers was relatively high, with 70% of respondents familiar with the concept.



From the questionnaire responses, **49 out of 58 producers (86%) expressed a willingness to apply for CI GI registration.**



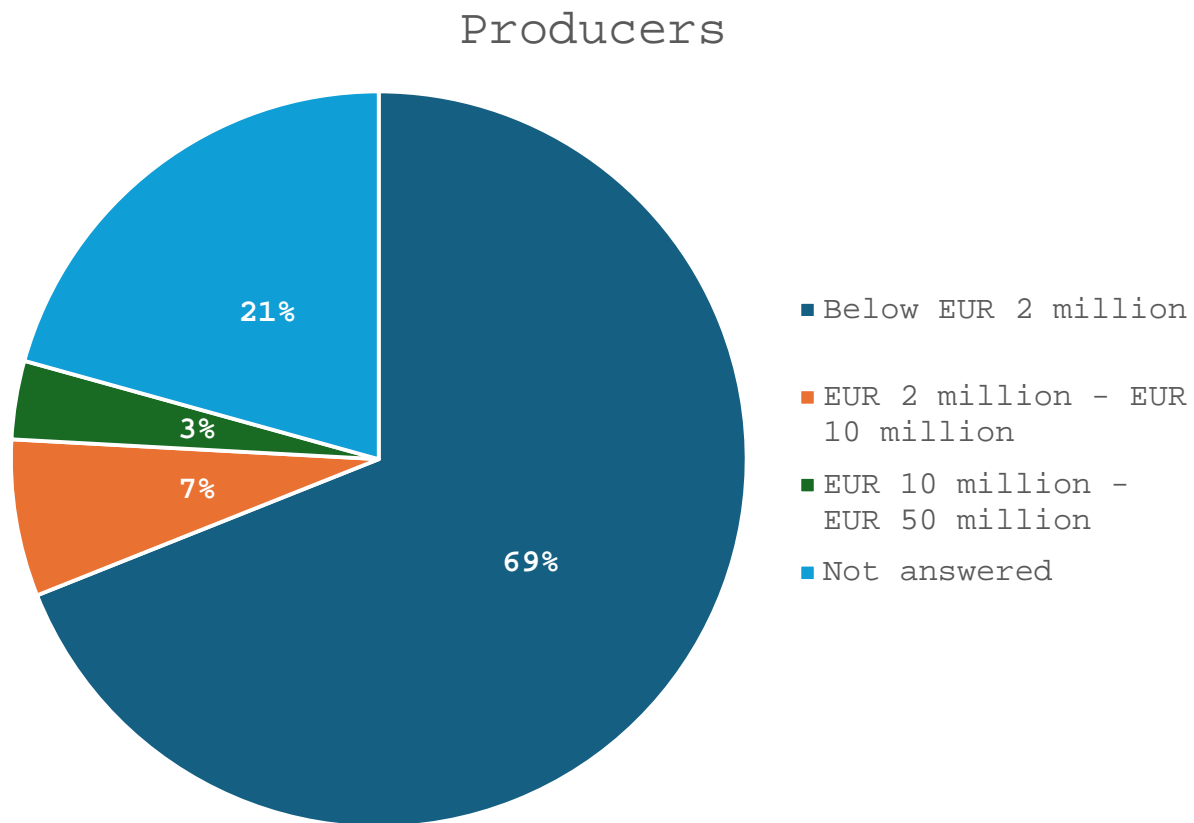
However, only 20 producers indicated that their products have formalized specifications (regulations of use, production standards) that all producers must comply with.



This discrepancy highlights a significant challenge: while there is a high level of interest in obtaining GI protection, many producers lack the necessary formalized standards and regulations to support such applications.

The majority of producers had fewer than 10 employees and an annual turnover of less than EUR 2 million, highlighting the prevalence of micro-enterprises in the craft and industrial sector. This sector is defined by small-scale, traditional production methods that prioritize quality and craftsmanship.

The figure below details the declared annual turnover, with 69% of producers reporting an annual turnover of less than EUR 2 million.



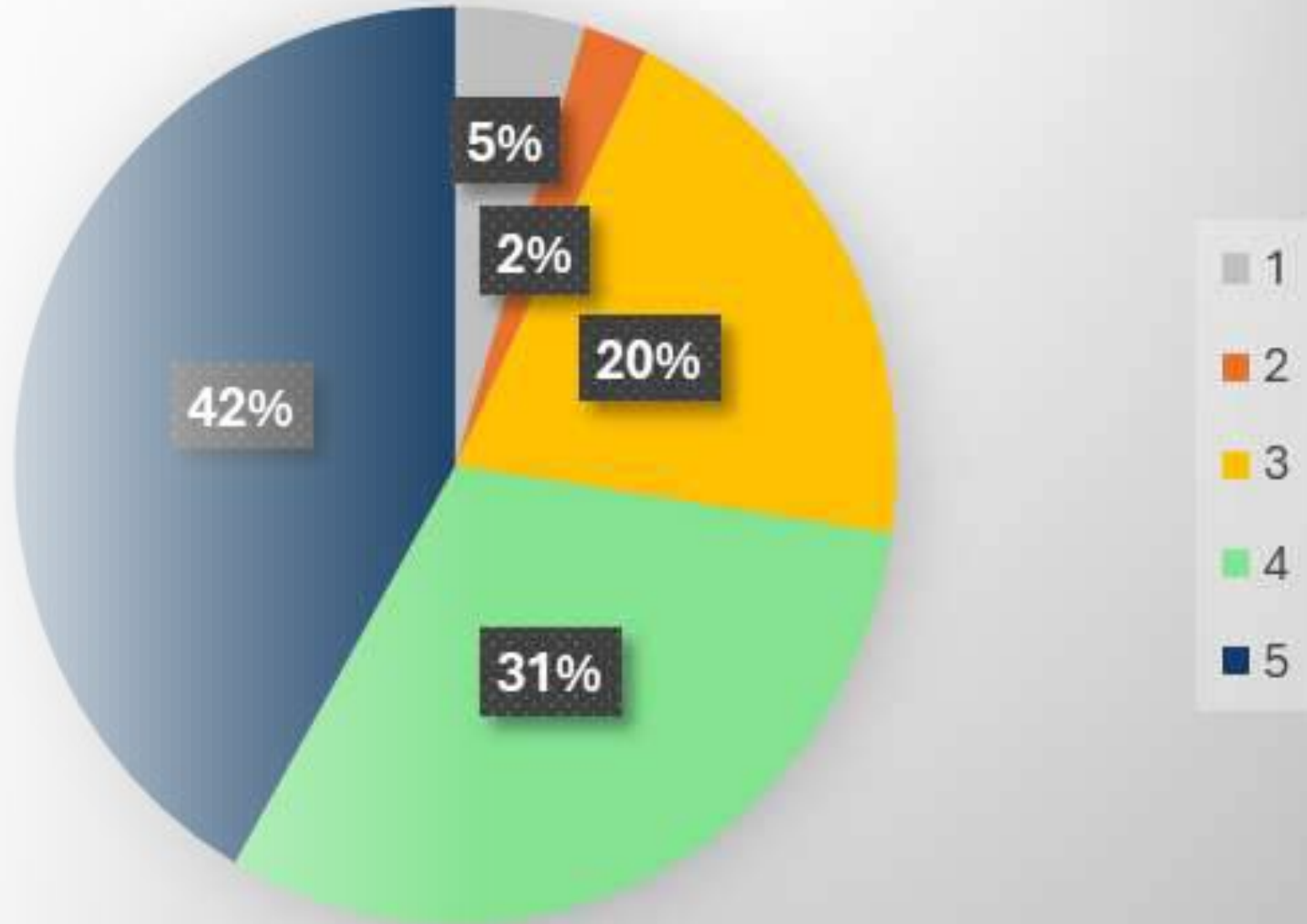
The size of the producers who participated in the questionnaires directly reflects these defining characteristics of this sector:

- **Nature of Production:** CI products are typically crafted using traditional methods that emphasize quality and craftsmanship over mass production.
- **Local and Specialized Markets:** These products are often deeply connected to specific geographic regions and cater to niche markets that appreciate their unique attributes.
- **Cultural and Heritage Preservation:** Many CI products embody cultural heritage and traditional knowledge passed down through generations. Microenterprises—often family-run—play a vital role in preserving these traditions and maintaining their cultural significance.
- **Market Positioning and Branding:** The distinctive, high-quality nature of CI products enables microenterprises to command premium prices. This business model allows smaller producers to maintain exceptional standards and develop strong brand identities without the need for large-scale expansion.

# Private Sector Level of Interest

- According to the aggregate replies from the **private sector**, the estimated level of interest concerning the protection of CI GIs is **relatively high**:

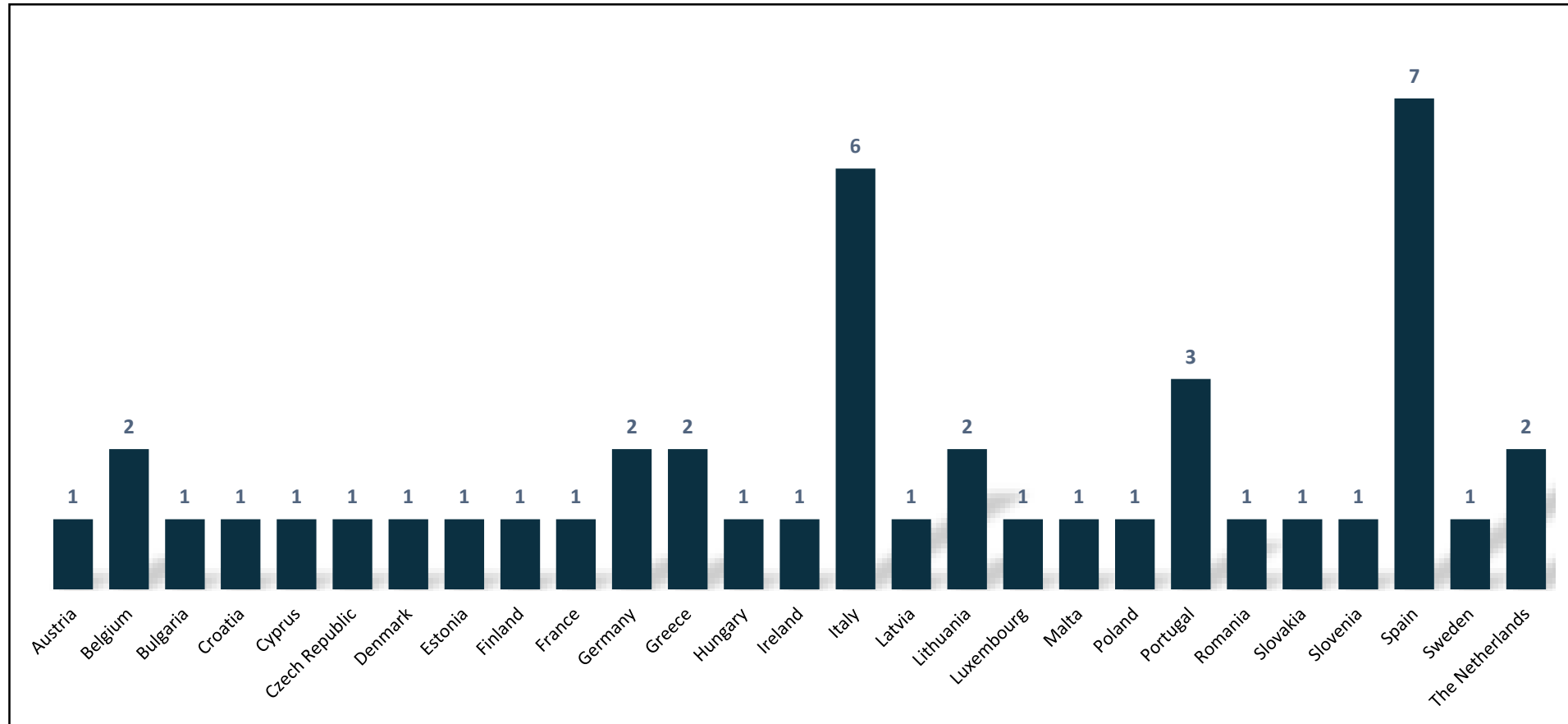
- **73%** of the total respondents indicated a very high (5/5) or high (4/5) level of interest.
- **20%** of the total respondents indicated a moderate interest (3/5).
- **7% of respondents** indicated a low (2%) or very low (5%) interest. The responses come from a limited number of countries: Italy (2 producers out of 26, 1 producer association out of 6, and 1 chamber of commerce out of 7), Spain (1 association over 7) and Finland (1 association of SMEs).





# PARTICIPATION STATISTICS – PUBLIC SECTOR

- On the public sector side, responses were obtained from **45 public authorities covering all 27 MSs**, with the highest number from Spain, Italy, and Portugal.



# PUBLIC SECTOR – MSs willing to ask the derogation according to Art. 19

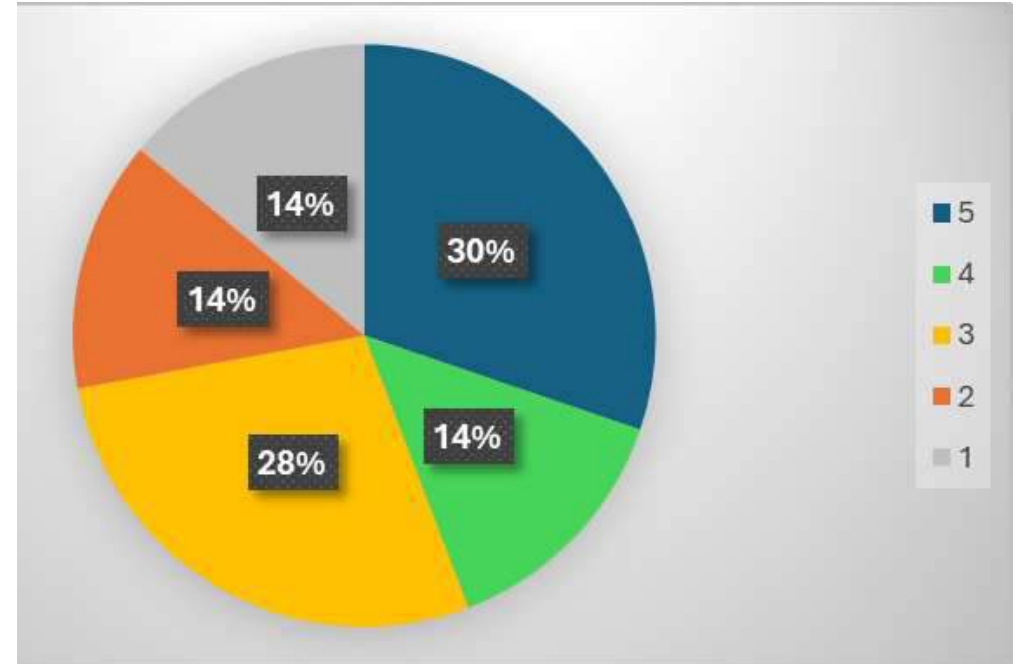
Public authorities from the following Member States indicated that their country might seek the opt-out under Article 19 of the CIGIs Regulation: **Denmark, Finland, Ireland, Lithuania, Luxemburg, Malta, The Netherlands, Sweden. Cyprus, Slovenia, and Belgium** indicated they had still ongoing internal discussions on this matter.

Reasons indicated in the survey responses:

- **Malta and Cyprus** indicated challenges such as resource shortages and administrative burdens. However, they still recognize the importance of GI protection and are considering options to address these challenges. Malta is considering an opt-out due to the anticipated low number of applications and the burden on national offices, while Cyprus is in discussions among ministries and authorities to decide on the opt-out option.
- **Denmark, Finland, the Netherlands and Sweden** had always expressed reservations about establishing a new sui generis GI protection system. Their main concerns included the potential administrative burden and increased product costs, as well as the belief that the existing trademark system already provides sufficient protection.
- **Slovenia** has a sui generis GI system. Given that there are only two nationally registered geographical indications for craft and industrial products in Slovenia, the Slovenian IP Office estimates that the current interest in registering a GI for these type of products in Slovenia is poor.
- **Lithuania's** State Patent Bureau reported a minimal number of products potentially eligible for craft and industrial GI protection and is thus likely to make use of the opt-out.
- It should also be mentioned that public authorities in **Ireland and Luxemborg** launched a public consultation to seek feedback from interesting parties for the national implementation of the EU Regulation on the protection of CI GIs.

# PUBLIC SECTOR LEVEL OF INTEREST

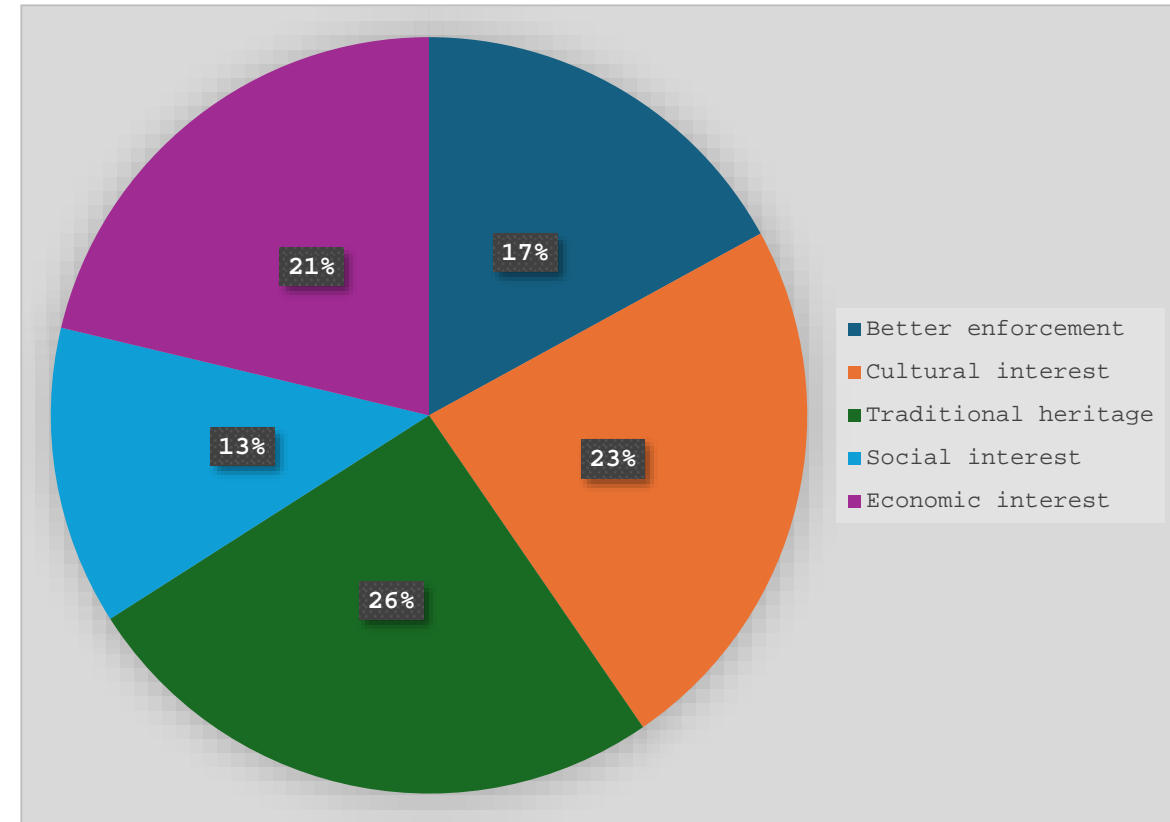
- Highest Level of Interest (5):** 30% of respondents, corresponding to **13 Public Authorities** expressed the highest level of interest in protecting CI GIs. They come from Italy (5 respondents), Spain (4 respondents), Portugal (3 respondents), and France (1 respondent), where the interest is in general high or very high.
- High Interest (4):** 14% of respondents, corresponding to **6 Public Authorities**, reported a high level of interest, demonstrating significant attention and priority given to CI GI protection. They come from Cyprus (1 respondent), Malta (1 respondent), Romania (1 respondent), Spain (2 respondents) and Netherlands (1 respondent).
- Medium Level of Interest (3):** 28% of respondents, corresponding to **12 Public Authorities**, indicated a medium level of interest, suggesting a moderate but discernible focus on CI GI protection. The majority come from the Eastern Europe countries, including Bulgaria (1 respondent), Croatia (1 respondent), Czechia (1 respondent), Hungary (1 respondent), Slovakia (1 respondent), Poland (1 respondent). The list also includes Estonia (1 respondent), Germany (1 respondent), Greece (2 respondents), Spain (1 respondent) and Italy (1 respondent).
- Low Level of Interest (2):** 14% of respondents, corresponding to **6 Public Authorities** coming from Belgium (1 respondent), Ireland (1 respondent), Latvia (1 respondent), Lithuania (2 respondents) and Slovenia (1 respondent) reported a low level of interest in CI GI protection.
- No Interest (1):** the 14% of respondents, corresponding to **6 Public Authorities** including Austria, Denmark, Finland, Luxembourg, Netherlands and Sweden (1 respondent each) revealed no interest in CI GIs.



# TYPE OF INTEREST

Based on the collected data, Public Authorities exhibit **varied types of interest** in relation to the protection of Craft and Industrial Geographical Indications (CI GIs).

1. **Traditional Heritage (26%):** The highest level of interest among Public Authorities is attributed to the preservation of traditional heritage associated with CI GIs. This reflects a commitment to protecting culturally and historically significant products.
2. **Cultural Interest (23%):** Significant attention is given on the cultural importance of CI GIs, highlighting their role in cultural identity and heritage.
3. **Economic Interest (21%):** Economic considerations also feature prominently, with Public Authorities acknowledging the potential economic benefits stemming from the protection of CI GIs. This includes factors such as market competitiveness, export opportunities, and job creation within CI GI-related industries.
4. **Enforcement Interest (17%):** While slightly less prominent, there is still notable interest in enforcement mechanisms for CI GI protection. This underscores the importance of robust legal frameworks and enforcement measures to combat misuse, imitation, and infringement of CI GIs.
5. **Social Interest (13%):** Lastly, social considerations pertaining to CI GI protection are recognized, albeit to a lesser extent. This encompasses aspects such as community development, social cohesion, development of rural areas and the promotion of sustainable practices associated with CI GI production.





# PUBLIC SECTOR LEVEL OF INTEREST

Interest \ Protection System	No national <i>sui generis</i> GI system	National <i>sui generis</i> GI system
Low Interest	Austria, Denmark, Finland, Luxembourg, Lithuania, Ireland, The Netherlands, Sweden	Belgium, Slovenia
Medium Interest	Greece, Germany	Poland, Croatia, Bulgaria, Estonia, Slovakia, Czech Republic, Hungary, Latvia
High Interest	Italy, Malta, Cyprus, Romania, Spain	Portugal, France

# CONCLUSIONS

- In some countries the analysis highlighted discrepancies between the private and public sectors, **with the private sector generally indicating a higher perceived interest in CI GIs protection.**
- **In Ireland and Finland**, producers demonstrated both awareness of geographical indications and a willingness to apply for a CI GI under the new system. However, the respective public authorities in these countries expressed intentions not to designate a national authority for the CI GIs registration process → potential for conflict between the needs and interests of the producers and the actions of public authorities.
- In **France, Italy, and Portugal**, both private and public sector showed a high interest in the new system **BUT** producers are still not fully aware of the new rules and the potential benefits linked to the implementation of the new Regulation.
- The results of the study have **identified a total of 132 registered and pending national craft and industrial GIs** as well as 380 names of craft and industrial products potentially eligible for protection under the new EU CI GIs system
- The public authorities of Austria, Denmark, Finland, Luxembourg, Lithuania, Ireland, The Netherlands, Sweden, Belgium and Slovenia indicated a low local interest in the protection of CI GIs.
- The readiness and capacity to implement the new GI regime varies widely. **Gaps:**
  - ✓ lack of formalised product specifications among producers
  - ✓ Producers are not organized in associations
  - ✓ limited awareness of CI GIs as a legal tool among producers, lack of knowledge about difference with trademark protection
  - ✓ lack of initiatives at the local administrative level to raise awareness

# COMPARISON - SUMMARY OF FINDINGS

Protection System		Interest	
		A) NO national sui generis GI system	B) National sui generis GI system
I) Low Interest	Public	Austria, Denmark, Finland, Luxembourg, Lithuania, Ireland, The Netherlands, Sweden	Latvia, Slovenia
	Private	-	-
II) Medium Interest	Public	Greece, Germany	Belgium, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Poland, Slovakia
	Private	Finland, Germany	Bulgaria, Czech Republic, France, Portugal
III) High Interest	Public	Cyprus, Italy, Malta, Romania, Spain	France, Portugal
	Private	Austria, Cyprus, Ireland, Italy, Spain	Belgium, Hungary, Poland

***THANK YOU!***

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**DE TULLIO & PARTNERS**  
INTELLECTUAL  
PROPERTY  
ATTORNEYS



# LA PROTECCIÓN DE LAS INDICACIONES GEOGRÁFICAS DE PRODUCTOS ARTESANALES E INDUSTRIALES EN LA UNIÓN EUROPEA

[ BENEFITS AND OPPORTUNITIES OF THE NEW UNITARY SYSTEM  
AND ITS IMPACT ON RIGHTS HOLDERS AT THE NATIONAL LEVEL  
(E.G., SPAIN) ]

INTERNATIONAL CONFERENCE:

WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS  
INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY

## MARINA VÁZQUEZ ESTEBAN

*ASSISTANT PROFESSOR – COMMERCIAL LAW UNIVERSITY OF ALICANTE  
COPYRIGHT AND COMPETITION COORDINATOR – MAGISTER LVCENTIVS*



# EXISTING NAMES AND TRANSITIONAL PROTECTION

- Art. 70 Regulation (UE) 2023/2411
- By 2 December 2026, national specific protection for geographical indications for craft and industrial products shall cease to exist, and pending applications shall be considered not to have been submitted, unless a request pursuant to paragraph 2 is made.

# PIEL DE UBRIQUE

[« UBRIQUE » MARCA DE GARANTÍA NÚM. M2759933].

# CUCHILLOS DE ALBACETE

[« AB CUCHILLERÍA DE ALBACETE » marca de garantía núm. M2616905].





# APPLICATION

PRODUCERS

GROUP OF  
PRODUCERS

REGIONAL  
ENTITY

PRIVATE  
ENTITY

# AIMS OF THE REGULATION (UE) 2013/2411



SIMPLE



EFFICIENT



RAPID



ACCESSIBLE



TRANSPARENT

# RIGHT OF EXCLUSIVE USE

INDEFINITE  
PERIOD OF  
TIME

WITHOUT  
RENEWAL

BURDEN OF  
USE

# PROTECTION OF THE ARTISANAL GI

DIRECT OR INDIRECT USE

MISUSE

IMITATION

EVOCATION

FALSE OR MISLEADING INDICATION

DOMAIN NAMES

GENERIC TERM

GOODS





## **QUESO MANCHEGO**

**CASE 2019 (C-614/17)**



## **SCOTCH WHISKEY**

**Case 2018 (C-44/17)**

# PROTECTION OF THE ARTISANAL GI

DIRECT OR INDIRECT USE

MISUSE

IMITATION

EVOCATION

FALSE OR MISLEADING INDICATION

DOMAIN NAMES

GENERIC TERM

GOODS

THANK YOU

The background is a dark blue gradient with a subtle pattern of white stars. Overlaid on this are several technical diagrams in a lighter blue color. In the top right, there is a large circular gauge with a scale from 0 to 210 and a needle pointing to approximately 180. Below it is a smaller circular diagram with concentric rings and arrows. In the bottom right, there is another circular diagram with concentric rings and arrows. In the bottom left, there is a circular diagram with concentric rings and arrows. In the top left, there is a small circular diagram with a single arrow.



<https://www.regiongemer.sk/en/explore/regional-products/>

# PROTECTION OF FUNDAMENTAL RIGHTS IN THE ERA OF DEVELOPING A SUI GENERIS MODEL FOR GEOGRAPHICAL INDICATIONS PROTECTION OF CRAFT AND INDUSTRIAL PRODUCTS

WIKTORIA SIKORSKA

PHD CANDIDATE

UNIVERSITY OF SILESIA IN KATOWICE



ARTICLES OF  
CHARTER OF FUNDAMENTAL  
RIGHTS OF THE EUROPEAN UNION

11 Freedom of expression and information

16 Freedom to conduct a business

20,21 Equality before the law and non-discrimination

38 Consumer protection

# Plan of the presentation

1. Comparative Advertising and Freedom of Expression
2. The Expansion of Protection Beyond the Name of GIs
3. Strategies for safeguarding acquired rights and minimizing infringements



Directive 2006/114/EC of the European Parliament and of the Council of 12 December 2006 concerning misleading and comparative advertising

Case: C-381/05:

*“Product comparisons are permissible if it does not take unlawful advantage of the reputation associated with the trademark, trade name or other distinctive marks of a competitor or the designation of origin of competing products“.*

*“The effectiveness of this premise would, however, be incomplete if goods without a designation of origin could not be compared with those with such a designation. Indeed, in the case of such a prohibition, the likelihood of the advertiser being able to make unlawful use of the designation of origin of a competitor's goods is by definition excluded, since the goods whose merits are promoted in the advertisement should necessarily have the same designation of origin as that of the competitor.”*





## Aldi Süd v. Champagne (C-393/16)

*According to the Commission, a name registered as a PDO or PGI may legitimately be included in the list of ingredients of a foodstuff*

### *Features:*

- *Absence of a comparable ingredient,*
- *Minimum quantity of the PDO or PGI ingredient,*
- *Visibility of the percentage content of the ingredient.*



# JUDGMENT OF THE COURT IN CASE C-490/19 (MORBIER CASE)



<https://euroser.pl/en/products/morbier-aop/>

01

*"replication of the shape or appearance characteristic of a product covered by a registered name, if such replication could lead consumers to believe that a product exhibiting this replicated feature is a product covered by the registered name,"*

02

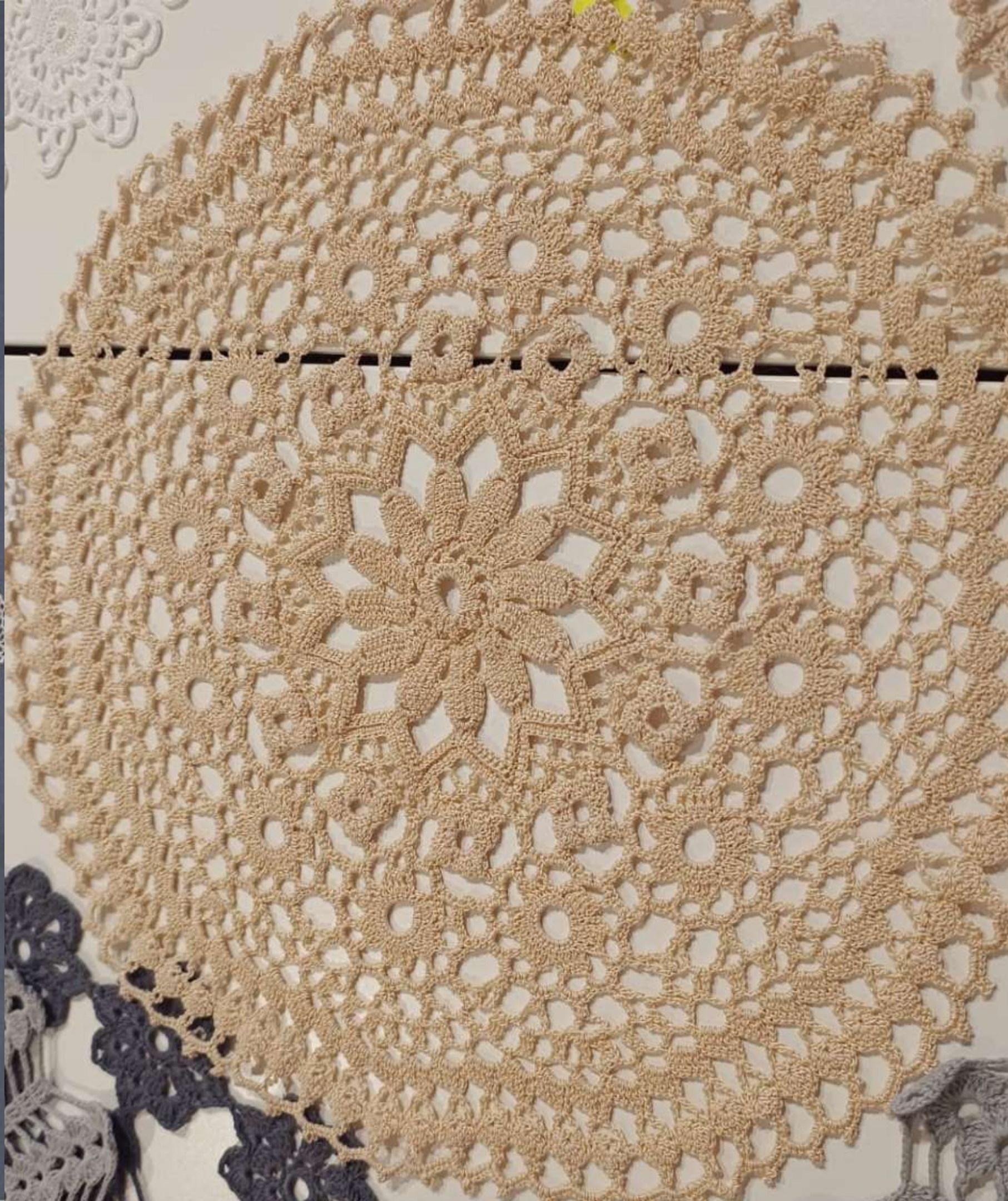
*registered names are protected against various types of conduct, namely:*

- (1) the direct or indirect commercial use of the registered name,*
- (2) its unlawful use, imitation, or evocation,*
- (3) false or misleading indications regarding the place of origin or production, characteristics, or essential qualities of the product, appearing on its internal packaging, advertising material, or related documents, as well as the use of external packaging that may create a false impression of its origin, and*
- (4) any other practices that could mislead consumers as to the true origin of the product."*



<https://sklep-centrumkoronkikoniakowskiej.pl/>







# Strategies for safeguarding acquired rights and minimizing infringements

Market  
Monitoring and  
Enforcement of  
Rights

Protection of GI in E-Commerce  
and Digital Media

International Cooperation  
and GI Protection Outside the  
EU

“Champagnola” Case

„gorgonzola.best”

EU – Japan

The “Café de Colombia” Case

„colares.pt”

Agreement

Champagner Sorbet" (C-393/16)

Trademark registration  
& monitoring

Automated systems for  
detecting e-commerce  
violations

Negotiating new trade agreements  
WTO engagement

Collaboration with IP offices  
and national authorities

Combating cybersquatting





Thank you for you attention  
wiktoria.sikorska@us.edu.pl



**From Europe to the World  
EU Craft and Industrial GIs  
as an Indirect Tool for Expansion of  
Sustainability in Agricultural  
and non-Agricultural GIs**

*Laurent Manderieux  
L. Bocconi University*

*Worldwide Perspectives on GIs  
FAO, Rome, Italy, 19 February 2025*

## OUTLINE

### **1- The recent expansion of European Union Geographical Indications in scope**

- **Not only the GICI Regulation....**
- **... But also the European Court of Justice**

### **2- The EU Sustainable Development Objectives and its Combination with its GI Policy**

- **An approach much appreciated by Developing Countries +++**
- **A few necessary steps to translate the objectives into reality**

## THE EXPANDING EU GIs: NOT ONLY GICIs!

- With the European Union Craft and Industrial Geographical Indications (CIGI) Regulation (EU) 2023/241, establishing a unified EU title for the protection of craft and industrial product names across all EU countries, **one of the main trade blocs in the world considerably expanded the subject matter of geographical indications**
- This major innovation in policy, regulatory framework and GI protection, follows **major legal innovations driven by the Court of Justice of the EU (CJEU) over the last decade, with the constant expansion of the scope in the EU of protection of agricultural GIs (actually acknowledged in the Recital of the CIGI Regulation) such as evocation, image etc... even in economic fields different from the protected GIs (Cf Morbier + Queso Manchego ++ cases)**

*Laurent Manderieux*

## **An alliance between the concepts of GIs and of Sustainable Development?**

**Parallel to GI expansion in **subject matter** and **scope**,**

**The EU reaffirmed, over the last decade, its objectives to promoting sustainable development, including through dedicated sustainable development provisions in the Economic Partnership agreements (EPAs) that the EU signed or negotiates with Developing Countries.**

**The list of Treaties containing sustainable development commitments is impressive**



## **EU Trade Agreements that contain sustainable development provisions** (source: European Commission)

**EU trade agreements in force:** [Canada – Chapters 22, 23, 24](#), [Central America – Title VIII](#), [Colombia, Peru, and Ecuador – Title IX](#), [Georgia – Chapter 13](#), [Japan – Chapter 16](#), [Kenya – Annex V](#), [Moldova – Chapter 13](#), [New Zealand – Chapter 19](#), [Singapore – Chapter 12](#), [South Korea – Chapter 13](#), [Ukraine – Chapter 13](#), [United Kingdom – Chapters 6, 7, 8](#), [Vietnam – Chapter 13](#)

**EU trade agreements awaiting ratification:** [Chile – Chapter 26](#), [China - Section IV](#), [Mercosur – TSD Chapter](#), [Mexico – TSD Chapter](#)

**Ongoing trade negotiations:** [Eastern and Southern Africa \(ESA 5\)](#), [India](#), [Indonesia](#) , [Thailand](#)

**Other EU agreements with sustainable development commitments adapted to the more restricted scope of the agreements:**[Armenia – Chapter 9](#) – in force, [Angola Sustainable Investment Facilitation Agreement – Chapter V](#) – in force, [Kyrgyzstan Enhanced Bilateral Partnership and Cooperation Framework \(EPCA\) – Chapter 10](#) – awaiting ratification, [Uzbekistan Partnership and Cooperation Agreement \(PCA\) – Chapter 9](#) – awaiting ratification, [Tajikistan EPCA](#) – negotiations ongoing, [Azerbaijan EPCA](#) – negotiations ongoing

*Laurent Manderieux*

## **An alliance between the concepts of GIs and of Sustainable Development?**

**THIS IS THE MAIN ISSUE AT STAKE:**

**Further to the CIGI Regulation, should and how the two issues of sustainable development and GI expansion be linked?**

**A strong interest from Developing Countries in protecting both agricultural and CIGs with a sustainable development approach**

**This is based, among others:**

- on initiatives, developed more than 20 years ago by Developing Countries within the Organisation Internationale de la Francophonie (OIF) for the development of a Francophone Label on Handicraft**
- on the Regional Comprehensive Economic Partnership (RCEP) provisions on Traditional Knowledge that:**
  - boost interest on tradition**
  - create bridges for larger acceptance of tradition, quality and origin as key concepts for protection contributing at the end to influence positively the development of geographical indication systems**
- on recent efforts, in WIPO fora, for protection of Traditional Knowledge, including the new WIPO Treaty on Intellectual Property, Genetic Resources and Associated Traditional Knowledge**

## Meeting Partner Countries and EU Expectations

**1- The Sections dedicated to Geographical Indications in the International Trade Agreements already into force between the EU and numerous trade partners may need to be updated or simply clarified in terms of subject matter and scope, to clearly meet the CIGI Regulation and permit to serve at the same time the sustainable development objectives of **nature conservation, economic and social considerations** supported by the EU**

**2- The Sections dedicated to GIs in the International Trade Agreements currently under negotiation between the EU and numerous trade partners are to be more clearly shaped in this broader twofold context**



## What in the meantime?

Despite profound differences between agricultural and non-agricultural GIs' mechanisms, the parallel inclusion of provisions related to a “sustainable development package” in new EPAs negotiated by the EU

- works as a convergence factor
- leads to further dynamic and positive consideration of both agricultural and non-agricultural GIs in existing, revised and future Trade Agreements
- shall facilitate the worldwide expansion of GIs and their understanding as a sustainable tool for sustainable development

**This is already a much appreciated result**

## **Conclusion:**

### **A complex, but necessarily constructive agenda**

**Even if**

- convergence factors between GIs and Sustainable Development are by far more numerous than non-convergence factors**
- the two legal concepts, due to their social scope, present synergies**

**There may still be non- convergence local interests that may occasionally be vocal**

**Yet, due to the social scope of both legal concepts, there is and will be a common medium-long term interest of both the EU and Developing Countries for parallel inclusion of both concepts in FTAs and in National Laws**

*Laurent Manderieux*

**Bocconi**

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# La stratégie de l'État Tunisien en matière de valorisation et de protection des produits artisanaux par le biais de la propriété intellectuelle

Leila Msellati

Directeur General de l'Office National de l'Artisanat Tunisien





## L'importance de l'Artisanat en Tunisie

Le secteur de l'artisanat en Tunisie est perçu en tant que secteur porteur insuffisamment exploité car riche d'un potentiel de ressources humaines et économiques qui peuvent être mieux exploitées. Ce potentiel réside dans la création d'emplois à coût réduit, la valorisation des ressources locales et régionales, les possibilités d'exportation directe et indirecte.

- ✓ **un facteur de développement régional durable garant de stabilité sociale**
- ✓ **un secteur économique contribuant au PIB, à l'emploi et aux exportations.**
- ✓ **un vecteur de préservation du patrimoine et de valorisation de l'image de la Tunisie**



## Le potentiel du secteur de l'Artisanat en Tunisie

Richesse de la  
matière Première  
locale

Divers spécialités  
artisanale avec spécificité  
régionale et locale

Patrimoine  
ancestral diversifié

Savoir faire local et qui  
se transmet d'une  
génération à une autre

Les jeunes  
investissent dans le  
secteur de l'Artisanat

Créativité et  
diversité

des produits de qualité,  
distinctifs, authentiques

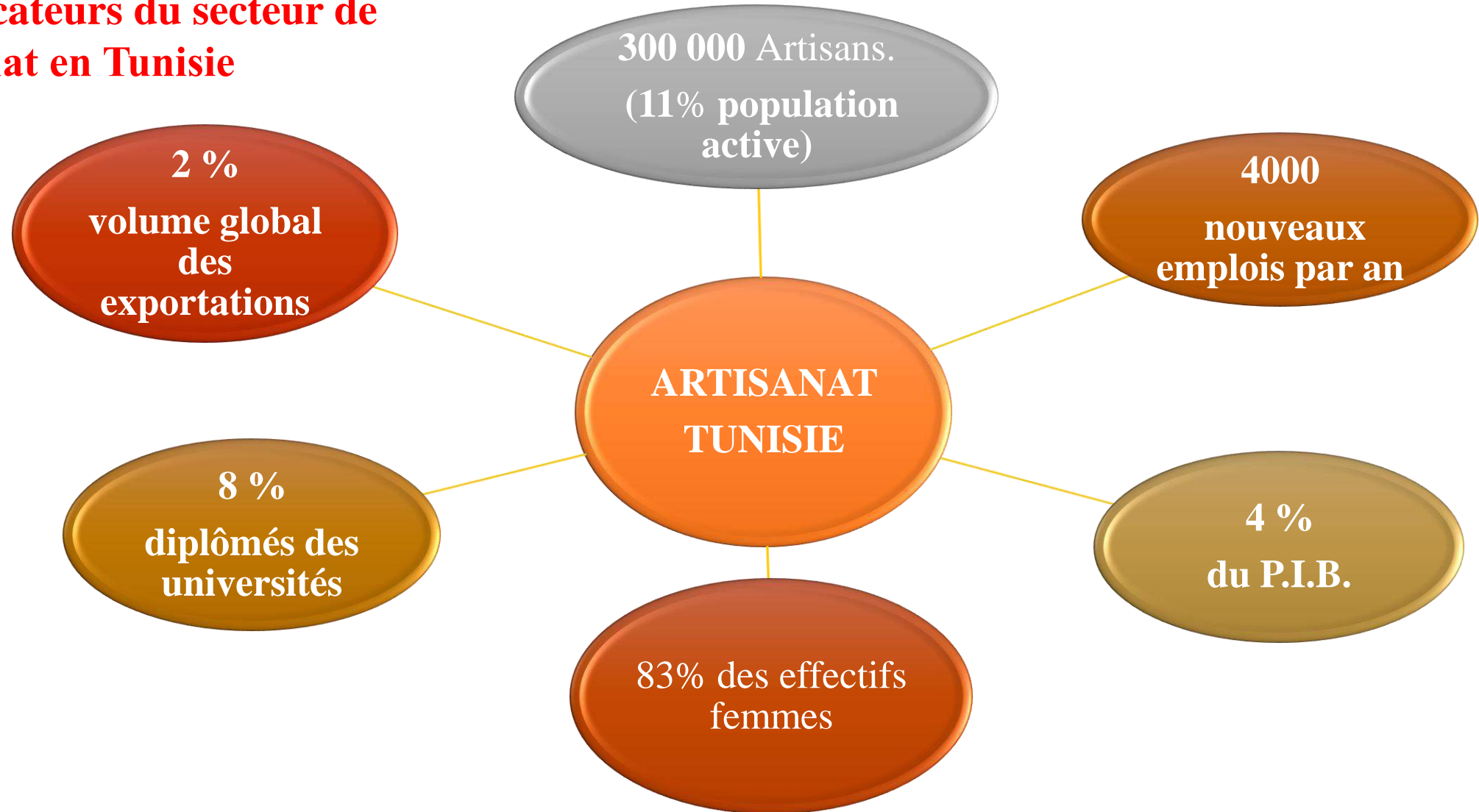
## le potentiel du secteur de l'Artisanat revêt une importance particulière dans l'économie Tunisienne



- caractérisé par un savoir-faire spécifique, intemporel, héritier de la tradition. projette l'image de notre culture et des métiers d'un héritage de plusieurs siècles
- contribue à la consolidation d'une identité tunisienne de l'artisanat imprégnée par la spécificité du pays et par une touche singulière, propre, inspirée de notre patrimoine, de nos traditions et de notre culture.

**Cette identité peut se concrétiser par la labellisation des produits, la reconnaissance des sites d'origine et le caractère naturel des matériaux et le fait main.**

## Les Indicateurs du secteur de l'Artisanat en Tunisie





Conscient des enjeux du contexte commercial international et des effets de la mondialisation et la menace du commerce des produits contrefaits à l'échelle national et international qui peut nuire à l'image de marque du pays et surtout à un patrimoine ancestral,



l'Office National de l'Artisanat Tunisien sous la tutelle du Ministère du Tourisme, a mis en place une stratégie de développement **et de mise à niveau du secteur de l'artisanat sur plusieurs axes, basé notamment sur la protection des produits de la concurrence déloyale et de la contrefaçon.**

## Stratégie basé sur :



- la valorisation du patrimoine national et du savoir faire artisanal;
- la diversification et la création de produits à haute valeur ajoutée;
- **la sensibilisation à l'importance de la qualité, et la labellisation des produits;**
- la création de mécanismes adéquats de soutien et d'appui à l'entreprise artisanale;
- **la modernisation du cadre juridique et des capacités institutionnelles du secteur de l'artisanat ;**
- **la valorisation et la protection des produits de l'artisanat par le biais de la propriété intellectuelle.**

## Les axes principales de la stratégie:

- 1 → la mise en place d'une réglementation spécifique en vue de valoriser et protéger les produits artisanaux Tunisiens par le biais de la propriété intellectuelle adapté à tout les accords internationaux signé par la Tunisie dans ce cadre;
- 2 → la sensibilisation et formation des artisans(es) sur l'importance et les objectifs de la propriété intellectuelle;
- 3 → l'assistance des groupements pour la bonne gestion et gouvernance et la création de centre de recherches et d'innovation locales,
- 4 → la mise en place d'un plan de communication visant les professionnels du métiers et les consommateurs.
- 5 → Aider et privilégier les groupements à commercialiser les produits labéliser dans toutes les manifestations organisés par l'ONAT au niveau régional, national ou international

## Les Objectifs



- Protéger les ressources naturelles et le savoir faire humain,
- Consolider la production et le savoir faire des artisans,
- Donner aux artisans et aux entreprises artisanales un meilleur positionnement sur le marché local et extérieur,
- Donner une valeur ajoutée aux produits artisanaux,
- Contribuer au développement régional et touristique.



## L'enrichissement du cadre réglementaire



- la Tunisie, est l'un des pays à avoir signé les conventions internationales relatives à la propriété intellectuelle tel que, l'arrangement de Lisbonne concernant la protection des appellations d'origine et leur enregistrement international et l'Accord sur les aspects des droits de Propriété Intellectuelle qui touche au Commerce (Accord sur les ADPIC).
- En concrétisation de la décision prise lors du 14<sup>ème</sup>. congrès de l'Union Tunisienne de l'Industrie, du Commerce et de l'Artisanat **qui vise la valorisation des caractéristiques originelles des produits artisanaux et la protection de leurs spécificités en leur octroyant des indications géographiques.**

## la loi 2007-68 du 27 décembre 2007 relative aux appellations d'origine, aux indications géographiques et aux indications de provenance des produits artisanaux.



- ✓ les définitions des appellations d'origine, des indications géographiques et des indications de provenance;
- ✓ les procédures de délimitation géographique des AO, IG et IP ainsi que la qualité et les caractéristiques que doit comporter le produit artisanal pour lui octroyer une AO ou IG ou IP;
- ✓ la création d'une Commission Technique Consultative des AO, IG et IP qui sera chargée surtout d'examiner les demandes de délimitation géographique, d'étudier et d'émettre un avis sur la création des aires des AO, IG et IP;
- ✓ l'élaboration d'un cahier des charges type;
- ✓ la désignation d'un Organisme de Contrôle et de Certification et de labellisation du produit: Cet Organisme sera chargé du contrôle des appellations d'origine, des indications géographiques et des indications de provenance;
- ✓ les procédures de contrôle des infractions et les modalités de sanctions.

## Le cahier des charges type comprend surtout

- le nom du produit provenant **de l'aire géographique de l'AO ou l'IG ou l'IP,**
- la description du produit avec indication des ses caractéristiques, sa qualité ou sa réputation,
- la délimitation de **son aire de production,**
- les éléments prouvant **la provenance du produit de l'aire géographique** de l'appellation d'origine, de l'indication géographique ou de l'indication de provenance,
- la description de la méthode de production, l'énoncé des savoirs-faire adoptés conformément aux **us enracinés dans l'aire géographique** de l'appellation d'origine, de l'indication géographique ou de l'indication de provenance.



## Cas d'application

### la Poterie de Sejnane « *Fokhar Sejnane* » Appellation d'Origine

Sejnane, ville située dans le nord-ouest du gouvernorat de Bizerte au nord de la Tunisie

la région de Sejnane, peuplée depuis des millénaires ;  
C'est un lieu chargé d'histoire qui se caractérise par sa richesse en argile, une matière première qui a donné naissance à un savoir faire ancestral transmis de génération en génération,

➔ il s'agit de la poterie.





## la Poterie de Sejnane : Appellation d'Origine (AOC)

le cas pilote d'un premier produit artisanal à  
protéger par une appellation d'origine en Tunisie

### « Fokhar Sejnane »

Projet réalisé, dans le cadre du **Projet TUNISIE – SUISSE de propriété intellectuelle**, financé par le Secrétariat d'État à l'économie suisse (SECO) et mis en œuvre par l'Institut fédéral suisse de la Propriété intellectuelle (IPI), en étroite coordination avec l'Office National de l'Artisanat de Tunisie

**Objectif du projet** : le soutien l'ONAT pour le développement d'un cahier de charges des spécifications d'une première appellation d'origine contrôlée d'un produit artisanal en Tunisie, qui concerne la Poterie de Sejnane.





## Particularité de « Fokhar Sejnane »

1/ un produit authentique relié à territoire où toutes les matières premières utilisées que ce soit pour la fabrication ou pour le décor et même pour la cuisson sont des produits de terroir se trouvent à Sejnane,

2/ un savoir faire ancestral et une histoire très anciennes depuis des millénaires d'années,

3/ l'existence d'un nombre important de mains d'œuvres qualifiées maîtrisant les techniques de fabrications ancestrales ( plus de 700 femmes actives et regroupé dans la region).

## Autres Particularités



- héritage culturel et artistique
- Une poterie berbère ancestrale
- Un art traditionnellement transmis de mère en fille depuis des millénaires
  - un domaine quasi exclusivement féminin.
- centre de production de poterie artisanale
- Les poteries sont façonnées à la main sans utiliser ni four, ni tour,
- Fabrication des figures animalières qui rappellent la faune qui a toujours été présente dans cette région



**Un héritage transmis de manière de génération en génération conservant les traditions et les techniques artisanales uniques de la région**



- relation étroite entre le savoir faire des artisans avec leur milieu géographique ,
- Bibliographie riche : plusieurs documentations, revus documentaires, livres réalisés par des chercheurs,, qui racontent l'histoire des potières de Sejnane,
- reportages vidéos, photos,
- les signes et symboles (motifs berbères) recensés.



les techniques spécifiques acquises par les artisans ; découlent des traditions locales, anciennes, stables et notoires.

Enregistrement des connaissances et des savoir- faire liés aux artisans de Sejnane à l'UNESCO en 2018

- Toute la matière première est locale: Argile, plantes pour décoration,,
- les savoirs faire sont locaux anciennes, enracinés et notoires,
- Toute la chaine de production est dans la zone géographique,

Un nombre assez important des artisans sont regroupés et installés dans la zone de production ou l'aire géographiques

**Reconnaissance à l'International**

**la poterie de sejnane  
une Appellation d'Origine (AOC)**





## les Réalisations dans le cadre projet TUSIP ( Projet pilote Sejnane)

- 1- désignation d'un bureau d'étude spécialisé et un expert national et un expert international pour le développement d'un cahier de charges,
- 2- inventaire, diagnostic et état des lieux, recherche documentaire sur tous ce qui a été écrit sur la Poterie de Sejnane,,,
- 3- Plusieurs réunions avec tous les intervenants publiques et privés sur les démarches à suivre et étude sur le degrés d'implication des artisanes de sejnane dans ce processus,
- 4- organisation du Séminaire de sensibilisation et de lancement du projet le 9 novembre 2023 à Bizerte sous le patronage du Ministre du Tourisme et en présence de l'Ambassadeur de Suisse en Tunisie,
- 5 - Enquêtes sur terrain à Sejnane réalisées par le bureau d'étude, l'expert National et l'expert International; auprès de 119 artisanes/entreprises artisanales; pour rassembler toutes les informations techniques et nécessaires pour la réalisation du cahier de charges type,

6- visites sur terrain de l'expert international et coordination avec l'équipe nationale

7- Enquêtes spécifiques réaliser auprès des groupements/ association / commerçants,,,

8- Prélèvement des échantillons de la matière premières pour analyse et réalisation de fiches techniques spécifique en collaboration avec les services compétant de l'Office national des Mines,

**9 - Délimitation de l'aire géographique et détermination du nom de l'Appellation d'Origine « fokhar Sejnane »**

10- Elaboration du cahier des charges spécifique pour une appellation d'origine «fokhar Sejnane »

11- participation à des sessions de formation et d'information sur les processus de mise en valeur des IG.

12- communiquer sur le projet aux manifestations et aux salons et foires organiser par l'ONAT à l'échelle national et international

## Pour la pérennité du projet, le rôle de l'Etat est déterminant, il soutient les groupements :

- Développement du savoir faire ( formation);
- facilité l'accès à la matière première selon la réglementation en vigueur et tout en préservant la richesse naturelle,
- Assistance technique (qualité et service) au près des artisanes;;
- aide à la bonne gouvernance (gestion interne),
- aide à la Promotion des IG;
- promouvoir la commercialisation des IG et aider les groupements à trouver de nouveaux marchés,

## En cours de réalisation et de finalisation pour « AOC fokhar Sejnene »

- 1- Formation des artisanes de Sejnane,
- 2- élaboration d'un guide et d'un manuel de procédures,
- 3- lancement d'un concours de packaging auprès de étudiants des Instituts supérieurs spécialisés,
- 4- réalisation d'une charte graphique (logos) spécifique pour une AOC artisanale,
- 5- assister les artisans/ les groupements en vue d'une bonne gestion et gouvernance,
- 6- création d'un centre de recherche et développement locale spécifique,
- 7- la mise en place d'un programme d'insertion et de coordination avec tous les projets de développement régionale et surtout touristiques.





le secteur artisanal a également un fort potentiel, un grand nombre de ses produits peuvent être protégés par la propriété intellectuelle afin de continuer à valoriser le riche patrimoine culturel traditionnel et artistique tunisien.



*Merci de votre attention.*



# Strengthening the EU Control System for Geographical Indications: Implications of the new EU regulatory framework for Geographical Indications

Katarina Barathova, Policy Officer, Geographical Indications, Directorate-General for Agriculture and Rural Development, European Commission

FAO GI Conference “Innovations and Traditions for Sustainability”  
Rome, 18-21 February 2025

# Why controls matter for GIs...

## Impact of infringements on the GI system

- **Undermining** the value of the GIs
- Loss of **consumer trust**
- **Economic loss** for legitimate producers

## Controls of GIs

- Maintaining **integrity** of the GI system
- Ensuring **fair competition**
- Support **rural economies**





# Regulation (EU) 2024/1143 – Key elements for Controls



Increased protection of GIs on Internet



Rules on the use of GI name in the name of processed product



- The use of GI name **subject to 3 conditions**
- Prepacked food producers **obliged to notify** Recognised Producer Group

# Regulation (EU) 2024/1143 – Key elements for Controls



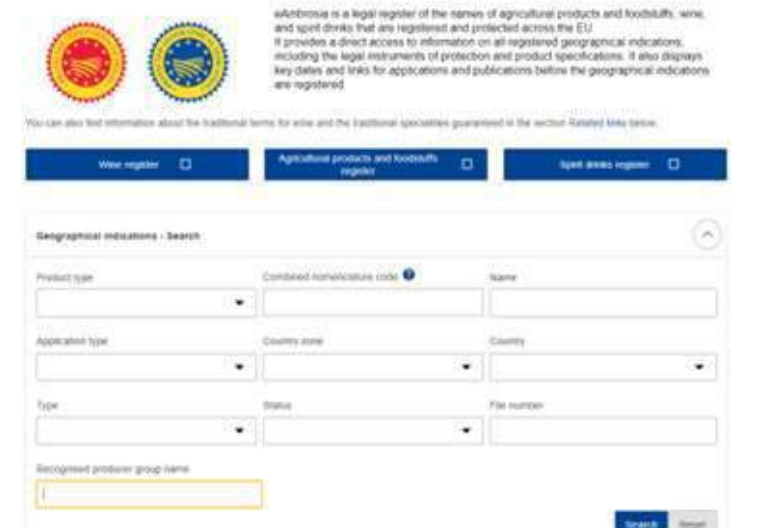
## Attestation of compliance

- system to grant **certificate of compliance** with the product specification to producers of a GI
- applicable as of **1 January 2025**



## Recognised producer groups

- **Optional** for Member States to endorse system of RPGs
- Better **management** of GI and **enforcement** against unfair and devaluating practices
- Alternative criteria of eligibility



# Challenges and Implementation



## Mutual assistance

- Member States **shall assist each other** for the purpose of carrying out controls and enforcement



## Digital tools



## Control practices

- Practices differ among countries (scope, detail)
- Trainings and guidance





## Sustainability

**Sustainability is intrinsic to GIs...BUT** often underused or neglected ..... **And** invisible to consumers!

### Regulation (EU) 2024/1143:

- **Sustainability practices** on a voluntary basis
- **Sustainable** practice – a practice which **contributes to one or more social, environmental or economic objectives** and go beyond mandatory standard
- Where included in the product specification they become mandatory = **controls**
- Producer Groups can prepare a **sustainability report** on a voluntary basis (to be published by the Commission)

GIview



# Thank you

More information: [https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes\\_en](https://agriculture.ec.europa.eu/farming/geographical-indications-and-quality-schemes_en)



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# Controls of Geographical Indications in law and in practice: coexistence of contrasted systems



Mathilde GOURION - *PhD  
Candidate, Cirad, UMR  
Innovation, Montpellier*

PhD Topic:

Control and traceability of geographical  
indications in law: a comparative study  
between France, Ivory Coast and  
Thailand

Under the guidance of:



Delphine MARIE-VIVIEN -  
*Doctor in Law and  
Researcher, Cirad, UMR  
Innovation, Montpellier*



Marine FRIANT-PERROT  
- *Law Professor, Nantes  
University, CNRS, Law  
and social changes*

# Introduction

Mix of mandatory requirements in the legislation + particular rules in BoS and control plan  
GI product = unique control

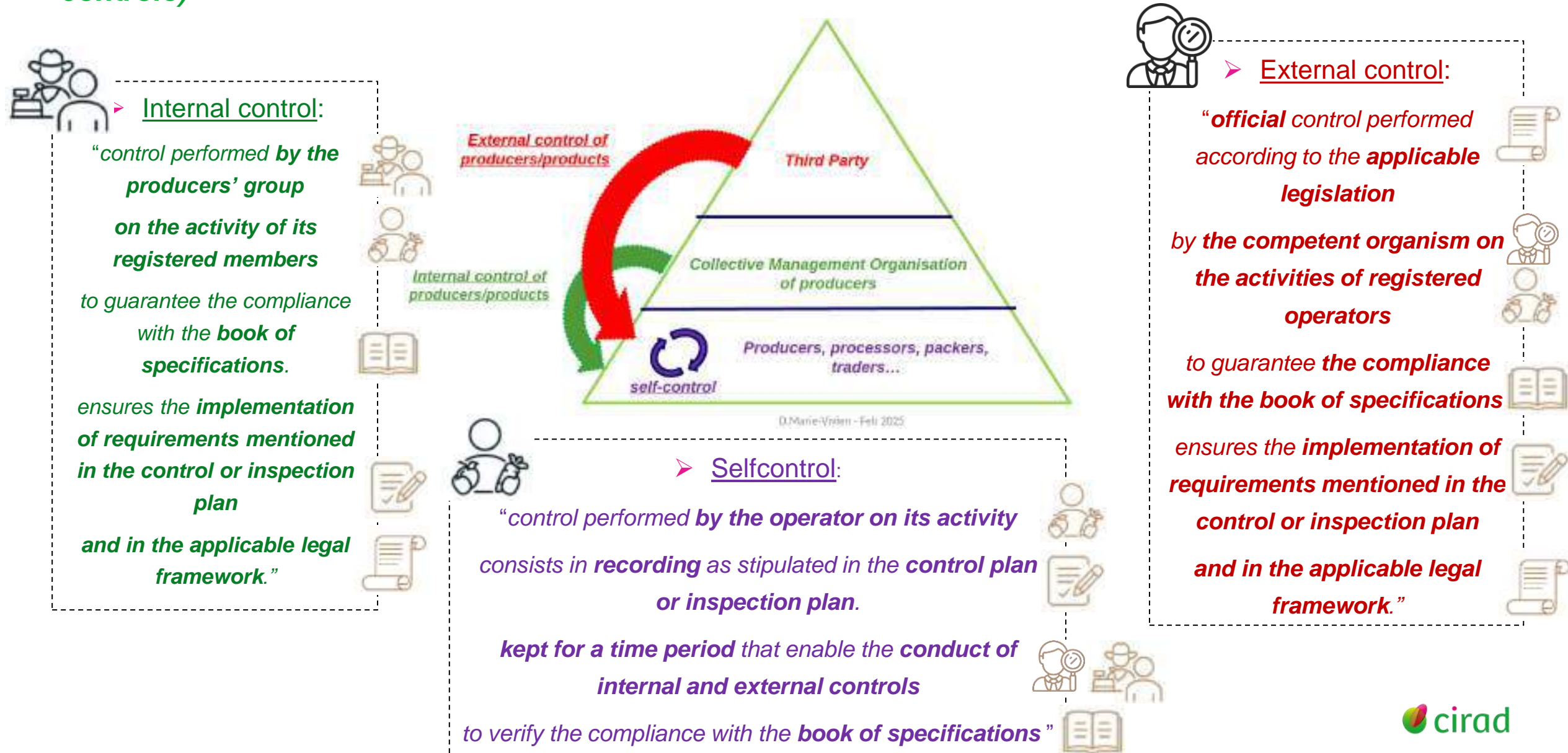
- Our approach: legal perspective
  - Intellectual property rights
    - 1883 Paris Convention
    - 1958 Lisbon Agreement administered by WIPO
    - 1977 Bangui Agreement of the African Intellectual Property Organisation
    - 1994 TRIPS agreement of the WTO
    - 2019 Geneva Act on the Lisbon Agreement by the EU
  - Protection of the name (designation)
  - Not owned by a right-holder

= Any producer who **complies with GI rules** has the **right to use the name and sign**  
= **controls are at the heart of GIs**

- Our scope: controls of the **compliance with the GI rules**
  - Included: **Before** entering the market
    - **Mandatory** requirements – legal framework (national, regional)
    - **Particular** rules – control plan, BoS (GI relevant stakeholders)
  - Excluded: **After** entering the market (ex: frauds); safety, health, hygiene, etc.



# Levels of controls: definitions *(Directive n°INAO-DIR-CAC-6: Principes généraux du contrôle)*








# Legal and documentary basis for controls

## – Ex: Piment d'Espelette PDO

 UE Regulations on  
agri GIs (2024/1143)  
and official controls  
(2017/625)

 National French Law on agricultural GIs

 INAO subsidiary directive on controls

 Unique Control Plan  
 Unique Book of Specifications

REGULATION (EU) 2017/625 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL  
of 15 March 2017

REGULATION (EU) 2024/1143 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL  
of 11 April 2024

 Légifrance  
RÉPUBLIQUE FRANÇAISE  
Code rural et de la pêche maritime  
Version en vigueur au 14 février 2025

  INSTITUT NATIONAL  
DE L'ORIGINE ET DE  
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 Institut National de l'Origine et de la Qualité  
Plan de contrôle  
de l'AOP PIMENT D'ESPELETTE



# A combination of rules

➤ Control rules differ based on:

Geographical area of production

- Applicable laws (regional, national, federal) in the area of production

Destination market

- If exported or if consumed locally

Type of GI

- PDO or PGI : wine or agricultural product, Craft and industrial, spirit drinks



Product characteristics

- Described in the BoS such as plant varieties, size, shape, colour, taste etc.

Other control-related elements

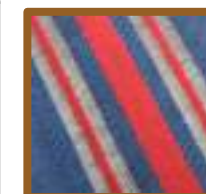
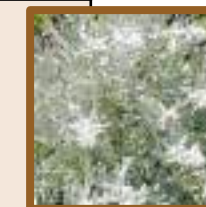
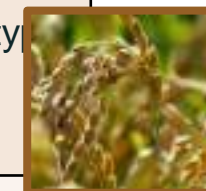
- Included in the control plan such as frequency, sanctions, use of logo etc.

# A diversity of legal requirements in Europe and France

Type	Control plan	Competent authority (CA)	External	Internal	Selfcontrol
<p><b>PDO/PGI Agri, Wine, Spirit drinks</b></p> <p><i>Newly adopted R(UE) 2024/1143</i></p> <p><i>R(UE) 2017/625 on official controls</i></p> <p><i>R(UE) 1308/2013 on wines</i></p> <p><i>R(UE) 2019/787 on spirit drinks</i></p>	<p>Each BoS must have a CP</p> <p>Content = selfcontrols + internal by PG + external + sanctions</p>	<p>CA designated by MS</p> <p>Delegate to CBs accredited EN ISO/CEI 17020 or 17065 or natural person</p> <ul style="list-style-type: none"> <li>• Non UE: Not natural person</li> </ul> <p>INAO (supervision only)</p> <p>Approval of CPs</p> <p>Evaluation of CBs</p> <p>Establishment of C. provisions (common and specific)</p> <p>Accredited CBs for implementation</p>	<p>Risk analysis, adequate frequency (results of previous controls, reliability and selfcontrols)</p> <p>Evaluation of PGs 1/year</p> <p>Elaboration of CPs with PGs</p> <p>2 out 3 control modalities: random sample, targeted, based on results of previous controls</p> <ul style="list-style-type: none"> <li>• Wine: Analytical control (lab) + organoleptic</li> <li>• Spirit: organoleptic</li> </ul>	<p>Mandatory membership &amp; internal c.</p> <p>Record keeping by PG</p> <p>Written procedures</p>	<p>Operators responsible for selfcontrols</p> <p>GP can support selfcontrols</p> <p>Mandatory Recording according to CPs</p> <ul style="list-style-type: none"> <li>• Wine: Declaration of harvest, storage volume</li> <li>• Spirits: Declaration of volumes</li> </ul>
<p><b>Craft and industrial PGI</b></p> <p><i>Newly adopted R(UE) 2023/2411</i></p>	<p>Included in the application for registration (modalities, frequency, types, CB)</p>	<p>CA or CBs accredited EN ISO/CEI 17020 or 17065 or relevant international norms or natural persons</p> <ul style="list-style-type: none"> <li>• Non-EU: CBs member of the IAF, not natural persons</li> </ul> <p>INPI (supervision), accredited CBs (implementation)</p>	<p>Option 1: Complete and consistent info of selfdeclaration + controls based on risk analysis</p> <p>Option 2: control of compliance with BoS</p> <ul style="list-style-type: none"> <li>• Non-EU: Only option 2</li> </ul>	<p>GP shall ensure that prod. comply with BoS, may set up internal compliance checks</p> <p>Mandatory membership</p>	<p>Option 1: Producers submit selfdeclaration to CA every 3 years</p> <ul style="list-style-type: none"> <li>• Not for non-EU countries</li> </ul>

# Unique controls? 5 GIs = 5 BoS = 5 CPs

Type	External	Internal	Selfcontrols
<b>PDO Agri – Piment d’Espelette</b>	<ul style="list-style-type: none"> <li>On site 100% for new producers</li> <li>On site 20% per year</li> <li>Tasting samples (fresh, dried, powder)</li> </ul>	<ul style="list-style-type: none"> <li>Documentary: 100% op.</li> <li>On site 5% of operators</li> </ul>	
<b>PGI Agri – Riz de Camargue</b>	<ul style="list-style-type: none"> <li>10% of rice producers,</li> <li>100% of operators</li> </ul>	<ul style="list-style-type: none"> <li>33% of rice producers</li> <li>100% of other operators</li> <li>Analytical on pesticides</li> </ul>	<ul style="list-style-type: none"> <li>Specific records per type of operator</li> </ul>
<b>PGI Wine – Vins Pays d’Oc</b>	<ul style="list-style-type: none"> <li>organoleptic, 100% of barrels tested by a commission (7% consumers, 80% professionals, 13% operators)</li> <li>one sample tasted by 3 members</li> </ul>	<ul style="list-style-type: none"> <li>Documentary: 100%</li> </ul>	
<b>PGI Spirit drinks – G�n�pi des Alpes / Genepi delle Alpi</b>	<ul style="list-style-type: none"> <li>Transborder: by CB in France, by a different CB in Italy</li> <li>Documentary: 10%</li> <li>Organoleptic: 100%</li> </ul>	<ul style="list-style-type: none"> <li>Documentary: 100%</li> </ul>	
<b>Craft &amp; industrial PGI – Linge Basque</b>	<ul style="list-style-type: none"> <li>1 audit per production site</li> <li>Visual + documentary</li> </ul>	<ul style="list-style-type: none"> <li>No internal</li> </ul>	<ul style="list-style-type: none"> <li>Documentary</li> <li>Visual</li> </ul>





# Conclusion

Mix of mandatory requirements in the legislation + particular rules in BoS and control plan  
GI product = unique BoS = unique CP

- Important leeway, flexibility
- Controls = strong role of the GI stakeholders
  - Collective action (BoS, CPs)
- Control of quality = skills



## Ongoing research

- Craft & industrial GI selfdeclaration
- Importance of sanctions
- And abroad?
  - Thailand: one law for all GIs, use of the logo, export to EU
  - Ivory Coast: design of control *in itinere* and application of AIPO legislation



# Thank you !

*Ongoing research as part of PhD financed by the AFD & Cirad:  
Control and traceability of GIs in law: a comparative study between  
France, Ivory Coast and Thailand*

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GOVERNO DO ESTADO  
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# “COMPOSITION OF BRAZILIAN GEOGRAPHICAL INDICATION CONTROL BODY”

**RAQUEL NAKAZATO PINOTTI**

Research of Secretary State in São Paulo/Brazil

Roma /2025

Tezoto, E. T<sup>1</sup>, Silveira, M.A.P. <sup>2</sup>, Ozaki, A.M<sup>3</sup>, Pinotti, R.N.<sup>4</sup>, Souza, M.F. S<sup>2</sup> (2025). **COMPOSITION OF BRAZILIAN GEOGRAPHICAL INDICATION CONTROL BODY” (Abstract)**. In 2<sup>o</sup> Worldwide Perspectives on Geographical Indications (GIs)/ FAO-ONU, ROMA, Italy.

## 1) GEOGRAPHICAL INDICATION (GI) in Brazil:

➤ In 2024(03/2024) was 110 GI;

➤ In Brazil, the recognition process is at INPI (National Institute of Industrial Property);

➤ Procedural substitutes: associations, unions, federations, confederations and any other entity representing the Community.

1-USCS/ Municipal University of São Caetano do Sul/ FAPESP

2-USCS/ Municipal University of São Caetano do Sul

3-IFSP/ Federal Institute of São Paulo

4-APTA/ São Paulo Agency of Agrobusiness Technology/ Secretary of Agriculture of State SP



**Table 1- GI Groups**

GIs	Groups
Group	Number of GI
Agriculture	53
Craft	13
Manufactured Goods <sup>1</sup>	34
Stones	5
Fish	3
Restaurants	1
Services	1
Overall	110

Font: INPI (2024)

1-Wine, Cheese, cachaça e others

**Table 2- Sub groups of GI**

Sub groups	Number
Cachaça	4
Wine	11
Cheese	6

Font: INPI (2024)

**Table 3- Percentage share**

GIs	Groups	Participation
Group	Number of GI	%
Agrobusiness	78	70,91
Others	32	29,09
Total	110	100

Font: Authors

**Table 4** –Numbers Control Body of some groups and subgroups of Brazilian GIs.

Group GI and members	Average number of members	Classification	Definition categories / Institution
Agricultural	7,32	84,90%	60%
Crafts	4,4	76,90%	69,20%
Manufactured	7,6	97%	88%
Cachaça	4,25	100%	75%
Wine	8,18	100%	100%
Cheese	11,16	100%	83,3%
Overall	-	82,70%	69%

Font: Authors

Group GI and members	State Government (extension, research, promotion)	Associations (producer interest e brand owner)	Technical Scientific (product certification e chemical laboratory analysis)	Federal Government (extension, research, promotion e control)	Others
Agricultural	5%	18,8%	50%	7,50%	9,40%
Crafts	1,50%		61,50%	0	7,60%
Manufactured	20%	17,60%	73,50%	17,60%	14,70%
Cachaça	0	0	75%	0	0
Wine	0	0	90%	0	0
Cheese	66,67%	0	50%	66,67%	16,67%
Overall	11,80%	17,20%	60%	9%	1%

Font: Authors

## CONCLUSION

- 82,7% GIs have the Control Body;
- Average of 7 members per GI
- Most GIs define the origin of their members, mainly Technical-Scientific Institutions
- GIs are “learning” how to make the GI work and structure the Control Body



**Thanks!**

**[raquel.pinotti@sp.gov.br](mailto:raquel.pinotti@sp.gov.br)**



# **Environmental certification of Pecorino Romano DOP.**

## **The product category rules for the Made Green in Italy brand of hard sheep's milk cheeses.**

**Gianfranco Gaias, Enrico Vagnoni<sup>1</sup>, Laura Zanchi<sup>2</sup>, Alessandra Zamagni<sup>2</sup>, Pierpaolo Duce<sup>1</sup>,**

<sup>1</sup> Institute of BioEconomy, National Research Council, Sassari, Italy

<sup>2</sup> Ecoinnovazione srl, Bologna, Italy

# **Gianfranco Gaias**

**Consorzio Tutela Pecorino Romano DOP**

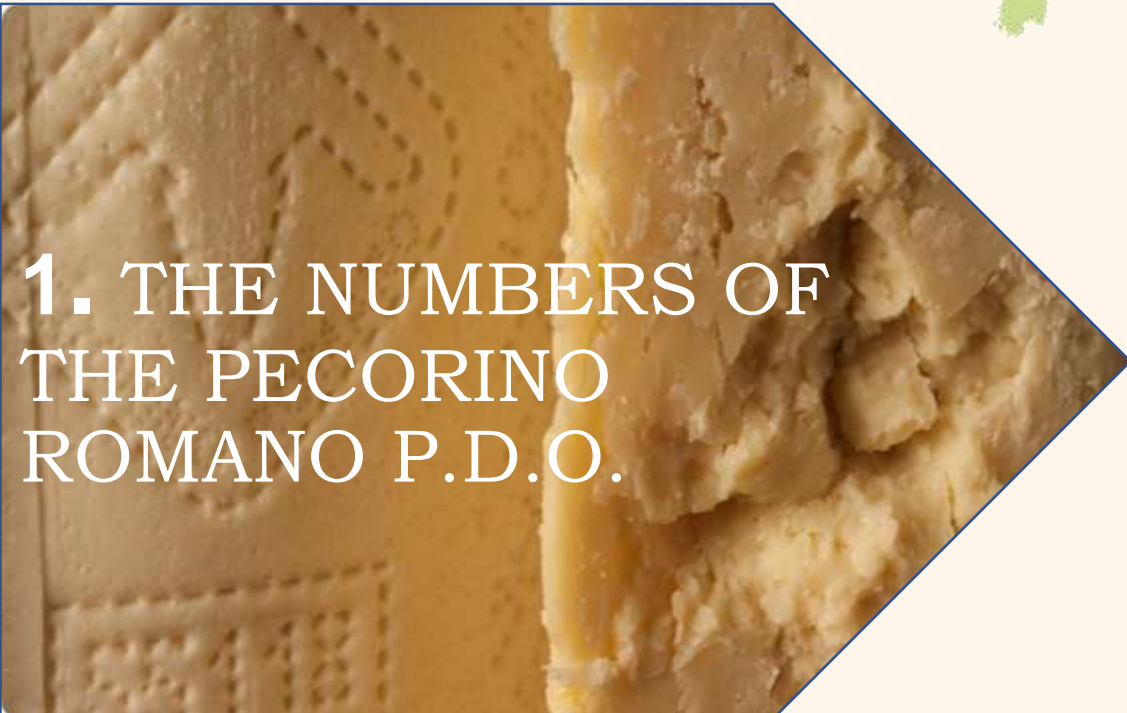
**FAO Headquarter**

**Wednesday, 19th February 2025**

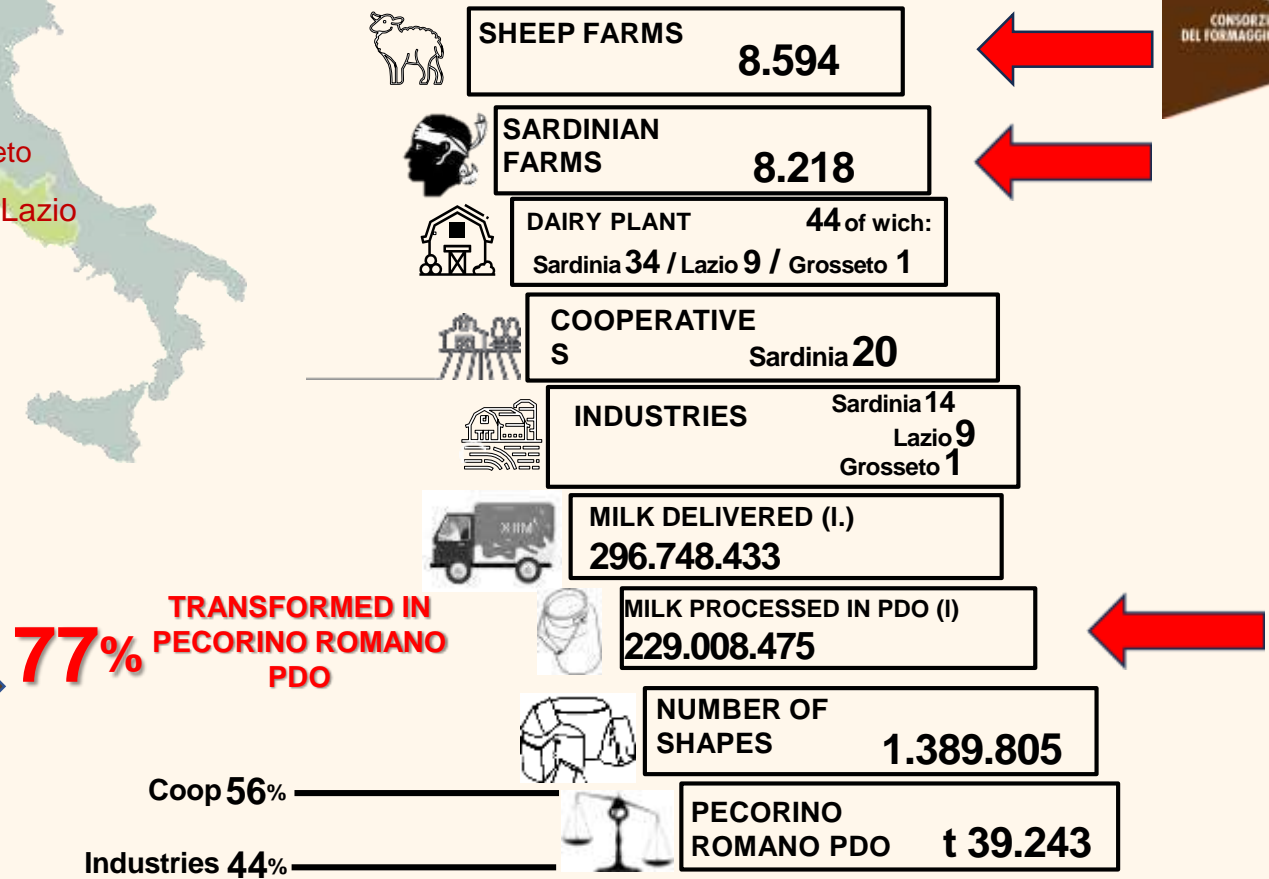
**ROMA**

# The Pecorino Romano PDO cheese (EU Regulation N. 1030/2009, 2009)

Hard cheese, cooked, made with fresh and not pasteurized (at least thermised) whole sheep's milk, derived exclusively from farms located in the regions of Sardinia, Lazio and the province of Grosseto in Tuscany



## 1. THE NUMBERS OF THE PECORINO ROMANO P.D.O.



\*Pecorino Romano DOP production system, - October-July 2023/2024  
Source: Consortium Pecorino Romano on data certified by the IFCQ

# The Sardinian sheep sector

## Relevance & numbers



- 2,5 M heads ( $\approx$  5% of the EU sheep population)
- $\approx$  9.000 active sheep farms and 50 dairy factories
- 0,32 Mt/year milk:  $\approx$  13% of EU & 70% IT



### The Sardinian sheep cheese production

#### 50 kt/year of cheese, 55-65% PDO

- ❑ 50-60% Pecorino Romano PDO\*
- ❑ 4 % Pecorino Sardo PDO
- ❑ 1% Fiore Sardo PDO

- 16% Pecorino Sardo no PDO
- 20% Fresh cheeses
- $\approx$  7 kt/year ricotta



\* the main European sheep cheese (50%)



# Pecorino Romano PDO - Environmental sustainability

Project co-funded by the **LIFE** programme of the European Union to **support the diffusion of the Made Green in Italy scheme**

**Started in September 2019  
and ended in April 2023.**



**Partner**



**Supply chains  
- Product**





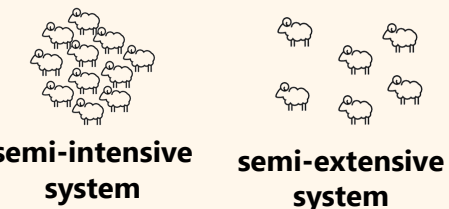
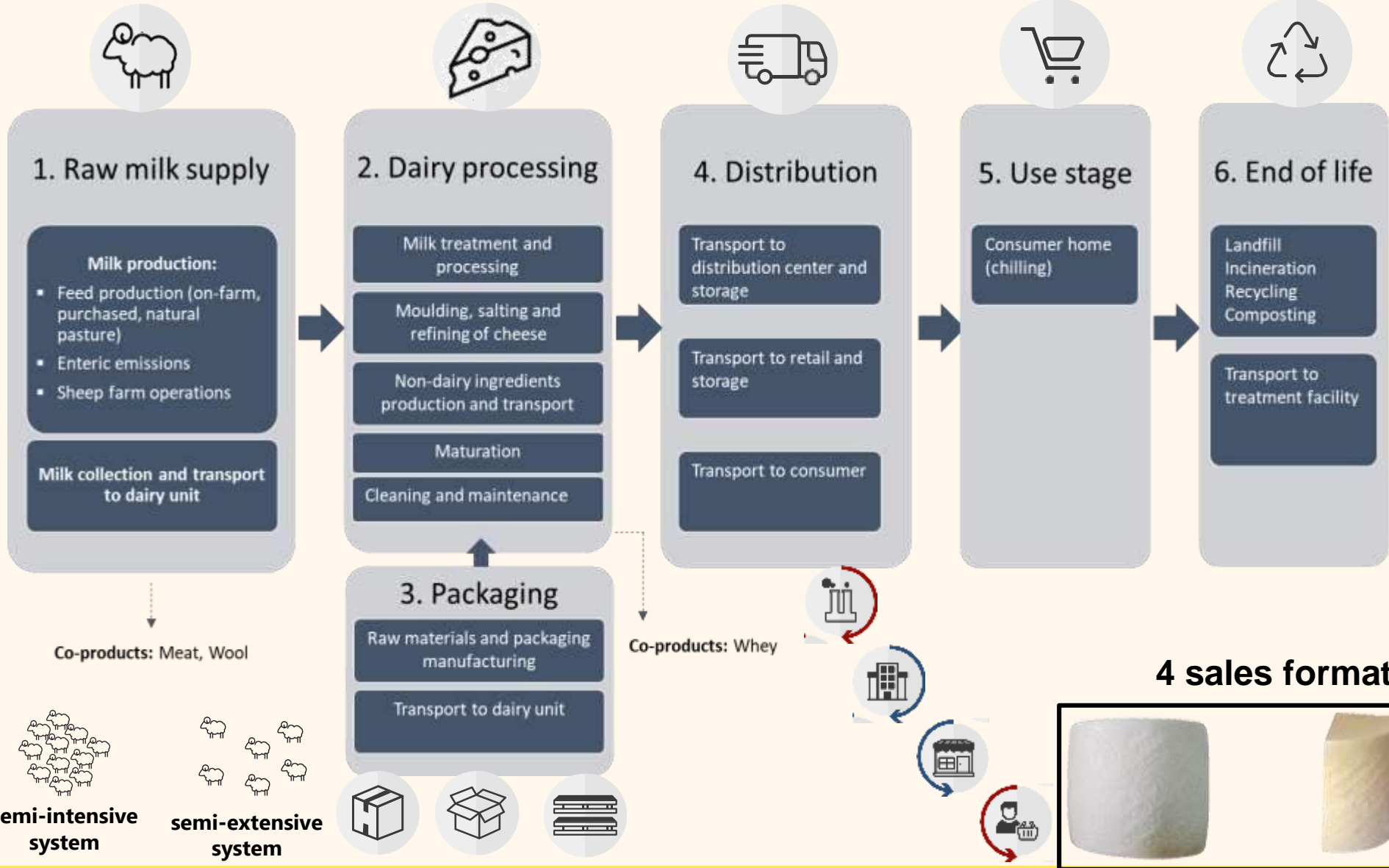
# System boundaries diagram for hard cheese from sheep milk



**Functional unit:**  
10 g SS Pecorino Romano PDO cheese

**Method:**  
Environmental Footprint 2.0 (adapted) (Fazio et al., 2018)

**Software:**  
SimaPro Analyst v9.1.1 (PRè, 2020)



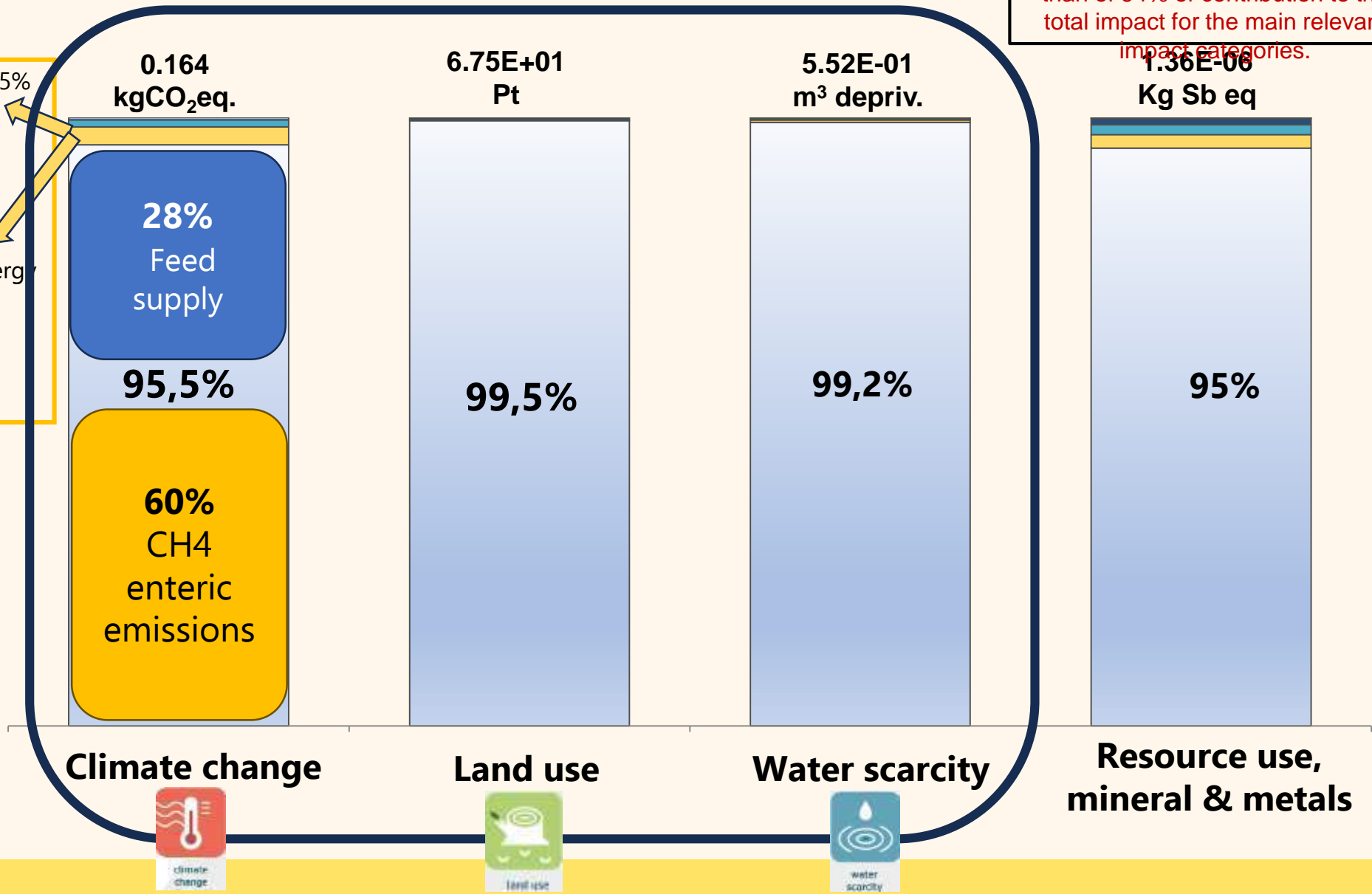
# MAIN IMPACT CATEGORIES

Milk production, resulted the dominant impacting stage with more than of 94% of contribution to the total impact for the main relevant impact categories.



Electricity 75%

Thermal energy 15%



- Sheep milk production
- Dairy processing
- Packaging
- Distribution
- Use
- End of life



# PRODUCT CATEGORY RULES MGI

On 16th September 2024 it was published by Ministero dell'Ambiente e della Sicurezza Energetica:

RCP "Formaggi ovini a pasta dura" (Representative product: - validity until the 16th september 2028).

[https://www.mase.gov.it/sites/default/files/archivio/allegati/impronta\\_ambientale/rcp\\_formaggi\\_ovini\\_pasta\\_dura\\_0.pdf](https://www.mase.gov.it/sites/default/files/archivio/allegati/impronta_ambientale/rcp_formaggi_ovini_pasta_dura_0.pdf)



## ADDITIONAL ENVIRONMENTAL INFORMATION

**Sheep farming**, both semi-extensive and semi-intensive systems, has a strong **multi-functional** character and numerous implications with important **ecosystem services**

- Carbon sequestration
- Maintenance of biodiversity
- Regulation of soil erosion
- Maintenance of rural landscape

- Reduction of fire risk
- Maintenance of cultural traditions
- Provision of tourist-recreational services





# Conclusions/Challenges/Opportunities



**LCA** studies allowed to identify key areas for **environmental improvement** that include both sheep farming and dairy plant



*Public policies* are needed for improving **efficiency improvement** in a tailored route



A transparent and scientific evidence-based **environmental communication** should help both producers and consumers (as well as consumers!)



**Support** for small and medium-sized enterprises in adopting **environmental schemes**



Strong involvement of **farmers** in environmental **impact mitigation** actions supported by specific **sector policies**



**Investments** in eco-innovative solutions (energy supply) for **dairies plants**



**IG Regulation (EU) 2024/1143.** Action to improve the performance of the **geographical indication**, in terms of environmental, social and economic sustainability



**LIFE  
MAGIS**

MAde Green in Italy Scheme



The LIFE MAGIS project has received funding from the LIFE Programme of the European Union

This study is conducted within LIFE MAGIS “Made Green in Italy scheme” project supported by the LIFE financial instrument of the European Union (LIFE18 GIE/IT/000735).



CONSORZIO PER LA TUTELA  
DEL FORMAGGIO PECORINO ROMANO



*Thank you for attention*

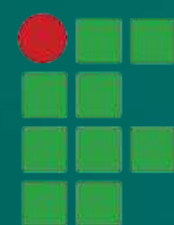
**GIANFRANCO GAIAS**

Consorzio per la Tutela del  
Formaggio Pecorino Romano

[giangaias@pecorinoromano.com](mailto:giangaias@pecorinoromano.com)

# SUSTAINABLE MANAGEMENT IN GEOGRAPHICAL INDICATIONS:

ADOPTION OF ESG PRACTICES AND ISO AND FSSC  
CERTIFICATIONS BY WINERIES WITH DESIGNATION OF  
ORIGIN VALE DOS VINHEDOS, BRAZIL



INSTITUTO FEDERAL  
Rio Grande do Sul



Universidade Federal  
de Campina Grande





# TEAM



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**THE FIRST REGION IN THE COUNTRY TO  
RECEIVE RECOGNITION AS A  
GEOGRAPHICAL INDICATION AND THE  
FIRST DESIGNATION OF ORIGIN FOR  
WINES IN BRAZIL.**



**D.O.**

**VALE DOS VINHEDOS**  
**04 0812811**







**Sustainable management** in wineries encompasses everything from reducing the ecological footprint to ethical business practices and local economic development.

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WINE INDUSTRY AND WINE TOURISM

**3** GOOD HEALTH AND WELL-BEING



**8** DECENT WORK AND ECONOMIC GROWTH



**13** CLIMATE ACTION



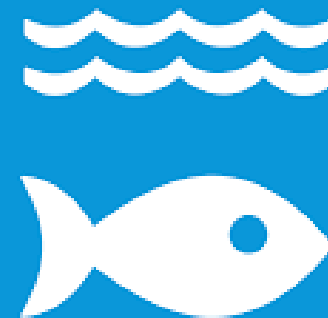
**6** CLEAN WATER AND SANITATION



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**14** LIFE BELOW WATER



**17** PARTNERSHIPS FOR THE GOALS



**7** AFFORDABLE AND CLEAN ENERGY



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**15** LIFE ON LAND





## **Wine Tourism in the Vale dos Vinhedos**

Vale dos Vinhedos is the main driver of regional tourism, attracting over 1.4 million wine tourists, along with the Grape and Wine Region (Valduga & Minasse, 2018).

## **ESG and Sustainability in Wineries**

(Barron & Chou, 2017; Gabler et al., 2017).

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# OBJECTIVES

**GENERAL:** is to analyze the adoption of these practices and certifications, seeking to understand how wineries align with the Sustainable Development Goals (SDGs) and international standards of quality and sustainability.



# METHODOLOGY

## QUALITATIVE - DESCRIPTIVE - DOCUMENTARY

With the analysis focusing on wineries with Denomination of Origin (DO) in Vale dos Vinhedos (APROVALE)

- Analysis of wineries' websites, as well as semi-structured interviews, using a checklist with defined criteria to identify ESG practices and ISO certifications, such as ISO 14001 and FSSC 22000.



# MAIN RESULTS

- 13 wineries with Denomination of Origin in Vale dos Vinhedos
  - Only two of them have certifications.
  - Aurora Winery and Miolo Winery have management system standards.
-





COOP. VINÍCOLA AURORA

AURORA WINERY HOLDS ISO 9001, ISO 14001, AND FSSC 22000



# Process of Development and Definition of the ESG Commitments of Aurora Winery

## STEP 1

### 1 Definition of Working Groups (WGs) in the ESG Pillars

The first stage involved the internal coordination of working groups, distributed among the Executive Boards and Management teams, considering the necessary expertise for each environmental, social, and governance dimension.

## STEP 2

### 2 Assessment and Definition of Commitments

The second stage required meetings, workshops, and specific analyses by the internal working groups, through which the 13 material ESG topics mapped by Vinícola Aurora were studied and subsequently translated into objectives, goals, and actions to be developed within the Cooperative's structure, business processes, and relationships.

## STEP 3

### 3 Meetings and Discussions with the WGs (Working Groups)

The third and final stage of this phase involved the assessment and final definition of the ESG Commitments developed by the working groups. This responsibility was carried out by Vinícola Aurora's Sustainability Committee, an advisory and technical analysis body that is part of the Cooperative's organizational structure.







MI OLO WINERY HOLDS ISO 9001 AND ISO 22000.



# DISCUSSION



- Low adoption rate of international certifications for quality, food safety, and sustainability among wineries in Vale dos Vinhedos (and Brazil as a whole).



- Barriers and challenges for abandoning the implementation of a management system for certification and ESG practices are:

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# DISCUSSION



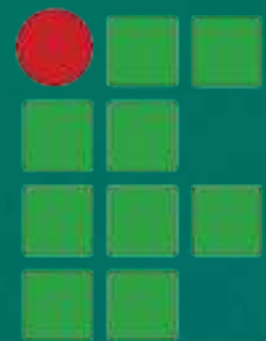
Although the region has made progress in quality certifications, such as Geographical Indications (Tonietto et al., 2016), it has not yet adopted environmental certifications, such as ISO 14001.



This certification could significantly contribute to the improvement of environmental management practices, providing greater sustainability and competitiveness for the wineries in the region.

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# We appreciate the opportunity!



**INSTITUTO FEDERAL**  
Rio Grande do Sul



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de Campina Grande





Worldwide perspectives on geographical indications, FAO, February 2025

# Commerce équitable et indication géographique : une double certification aux perspectives durables pour le Cacao-rouge du Cameroun

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MAGUI NNOKO



# STRUCTURE DE LA FILIERE CACAO DU CAMEROUN



Production	290 KT
Surface cultivée	694 000 ha
Nombre d'exploitation	500 000

Prix Maximum	1.84€/KG
Prix Minimum	1.07€/KG

## Besoins:

- Accroître sa production
- Maintenir son marché avec l'UE qui représente 74% d'exportation
- Mettre en valeur la qualité spécifique de son cacao

Un prix supérieur de 21% au prix maximum de Cote d'Ivoire et de 18% supérieur à celui du Ghana.

Source: Nitidæ, données 2021-2022 EFI 2022



# COMMERCE ÉQUITABLE QUELLE PRISE EN COMPTE DANS LA FILIÈRE CACAO ROUGE DU CAMEROUN?

---

**Objectif:** Permettre aux producteurs et productrices de vivre décemment de leur travail et d'être acteurs et actrices de leur modèle de développement.

Responsabilité juridique et

Gestion Qualité et traçabilité

Responsabilité économique

Responsabilité sociale Santé et sécurité

Bonnes pratiques agricoles

Responsabilité environnementale

# COMMENT ASSURER LA QUALITE ET ENCOURAGER UN JUSTE REVENU AUX PRODUCTEURS ?

---

## Mise en place d'une stratégie progressive:

- ❖ Mise en place des centres d'Excellence depuis 2020 (Encourager la formation , le partage des bonnes pratiques et la traçabilité)
- ❖ Certification Cacao trace ( Mettre en place un système de suivi et contrôle fiable, un processus de rémunération équitable, un engagement à préserver l'environnement et à l'inclusion sociale )

**Un différentiel d'au moins 1.22 €/Kg\*  
entre le cacao d'excellence certifié  
et celui conventionnel**



# LABELISATION DU CACAO ROUGE DU CAMEROUN COMME IGP

## QUEL EFFET?

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- 2016: Le processus de Labellisation du Cacao rouge du Cameroun commence , avec le premier cahier de charge qui met en lumière la spécificité de la coloration rouge dudit cacao qui lui donne une meilleure valeur ajoutée
- 2022: le processus de Labellisation interrompu, reprend avec le projet PAMPIG, dont l'objectif principal est de mener les études scientifiques permettant de mettre en lumière de façon précise la délimitation de la zone géographique et les études scientifiques mettant en lumière la spécificité du cacao rouge
- 2024: le cahier de charge, le groupement de l'IGP , la délimitation de la zone géographique sont connus

Indice de coloration  
de la poudre  
supérieur à 10

Teneur en  
polyphénol et  
flavonoïde et  
anthocyanidine  
supérieur

# LABELISATION DU CACAO ROUGE DU CAMEROUN COMME IGP QUEL EFFET?

---

Spécificité de la variété végétale source des hybrides (quantité élevée en polyphénol)

Taux d'anthocyanine élevé sur les fèves

Culture sous ombrage

Processus de fermentation

Impact du processus d'alcanisation sur les fèves de cacao pour la production de la poudre



# Quel impact perçu par les utilisateurs ?

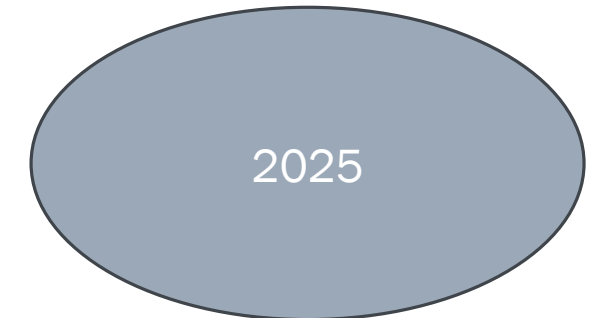
## DES SEUILS D'ACCEPTABILITÉ À PRENDRE EN COMPTE DANS LE POSITIONNEMENT PRIX

CATÉGORIE	NÉGOCIANTS		TRANSFORMATEURS		UTILISATEURS ARTISANS		
	PRIX MAX EN € (ou £)/kg (transport inclus sauf si précisé)	AUTRE INDICE DE PRIX	PRIX MAX EN € (ou \$)/kg (transport inclus sauf si précisé)	AUTRE INDICE DE PRIX	PRIX MAX EN €/kg (transport inclus sauf si précisé)	AUTRE INDICE DE PRIX	
FÈVES DE CACAO	<p><b>VRAC :</b></p> <ul style="list-style-type: none"> <li>-jusqu'à 0,1-0,15 £/kg au-dessus PM</li> <li>-jusqu'à 2,9€/kg</li> </ul> <p><b>SPECIALITE :</b></p> <ul style="list-style-type: none"> <li>-7-8€/kg livré à Amsterdam</li> <li>-9€/kg</li> <li>-12€/kg (bord champ)</li> </ul>	<p><b>SPÉCIALITÉ</b></p> <p>Pas de contrainte de prix</p>	<ul style="list-style-type: none"> <li>-Jusqu'à 4,5\$/kg FOB (équivalent à 4,1 €/kg) si labélisés bios et équitables</li> <li>-Jusqu'à 7€/kg</li> <li>-Jusqu'à 8-10€/kg</li> </ul>	<ul style="list-style-type: none"> <li>Jusqu'à 2 fois le prix du marché et sur volumes limités</li> <li>-Jusqu'à 4 fois s'il s'agit en plus de cacaos fins et labélisés bios</li> </ul>	<ul style="list-style-type: none"> <li>-Jusqu'à 3 €/kg FOB</li> <li>-Prix maxi moyen de 10 à 12 €/kg (intervalle de 7 à 19 €/kg maxi)</li> <li>-Jusqu'à 15 - 19 €/kg pour du très haut de gamme</li> <li>-Prix maxi moyen de 16,4 €/kg (intervalle de 8,50 à 20 €/kg maxi)</li> </ul>	<ul style="list-style-type: none"> <li>Jusqu'à 1,5 fois PM</li> <li>Pas de maximum</li> <li>Jusqu'à de 1,2 à 2,5 fois plus élevé qu'un chocolat « standard »</li> </ul>	<p>LES RÉPONDANT.S TRAVAILLENT TOUT OU PARTIE POUR LA GRANDE DISTRIBUTION</p> <p>LES RÉPONDANT.S NE TRAVAILLENT PAS POUR LA GRANDE DISTRIBUTION</p>
CHOCOLAT	N/A	N/A	N/A	N/A			

Source: Etude de marché IGP Cacao rouge du Cameroun

## Quel Positionnement du Cacao rouge du Cameroun avec la certification Trace et l'IG?

- Meilleur positionnement sur le marché
- Combinaison de certifications c'est plus de valeur;;
- Impact durable sur l'environnement: Produit IGP cultivé sous couvert maintenu par le Cahier de charge
- Impact social indéniable



Prix Maximum	7.93 €/KG
Prix Minimum	7.01€/KG

*Lorsque durabilité rime avec qualité et partage équitable de revenus sur la chaîne de production d'une IG, alors on peut dire qu'elle est socialement responsable.*

*Le cacao du Cameroun est sur cette voie*



# Innovative Strategies to Strengthen the GI Governance Mechanism: The Status in Sri Lanka

*Dilani Hirimuthugodage  
Research Economist  
Institute of Policy Studies of Sri Lanka*

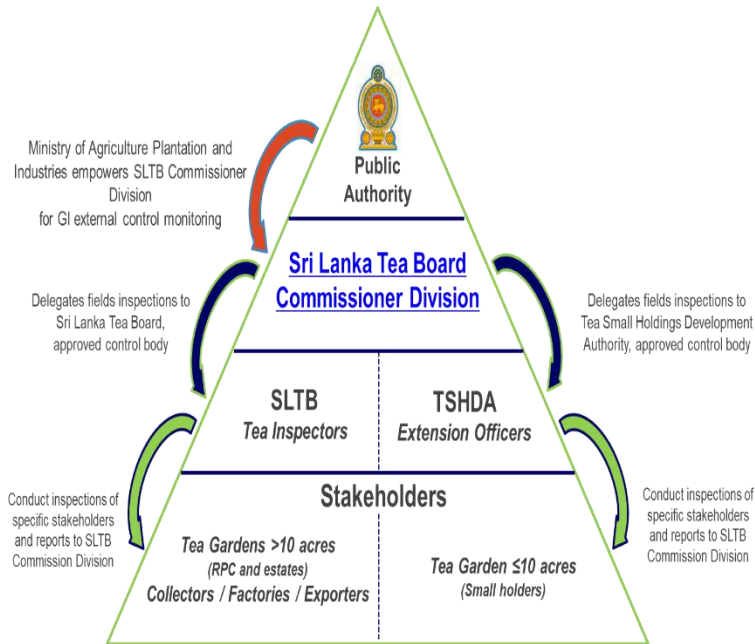


# Introduction

- IPR Act 2003 (as a trademark, business mode, sui-generis system)
- IPR Amendment Act in 2022 introducing a domestic GI registry system to SL. Regulations were implemented in 2024
- Ceylon Cinnamon SL first GI-registered product in the EU in 2022
- Ceylon tea has submitted a GI application to the EU
- Ceylon Golden Pineapple and Kolonna pepper is ready for domestic registration
- There is huge potential in agriculture and craft sector products (Ceylon coffee, curd, blue sapphire, crafts etc.)

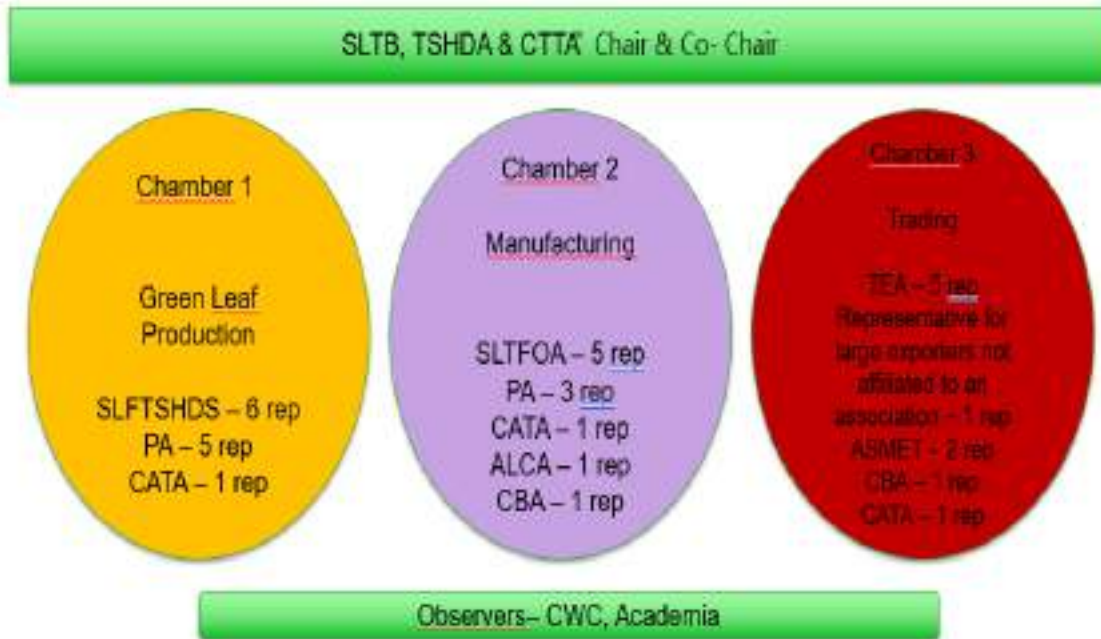


# Ceylon Tea Governance Mechanism



- ‘Ceylon tea VC’ stakeholders: smallholders, plantations, collectors, factories, brokers, exporters and consumers
- Institutions: The Ministry of Plantation Industries, Sri Lanka Tea Board, Tea Smallholders Development Authority
- Stakeholder groups: Tea Smallholder District Societies (TSHDS), Planter’s Association, Factory Owners Ass, Green-leaf collector’s Ass, Colombo Tea Traders Ass, Colombo Broker Ass, Tea Exporter Ass. etc.
- Certification : SL standards & Int.Standards
- Quality Control: Tea Inspectors in SLTB & TSHDA
- **3 Layer control mechanism: Self control, Internal control, External control**

# GI Management Committee of Ceylon Tea



- Represent the entire value chain
- Proportionately select the number of members
- Represent the position in their association and not the person

# Kolonna Pepper GI Governance Mechanism(Proposed)

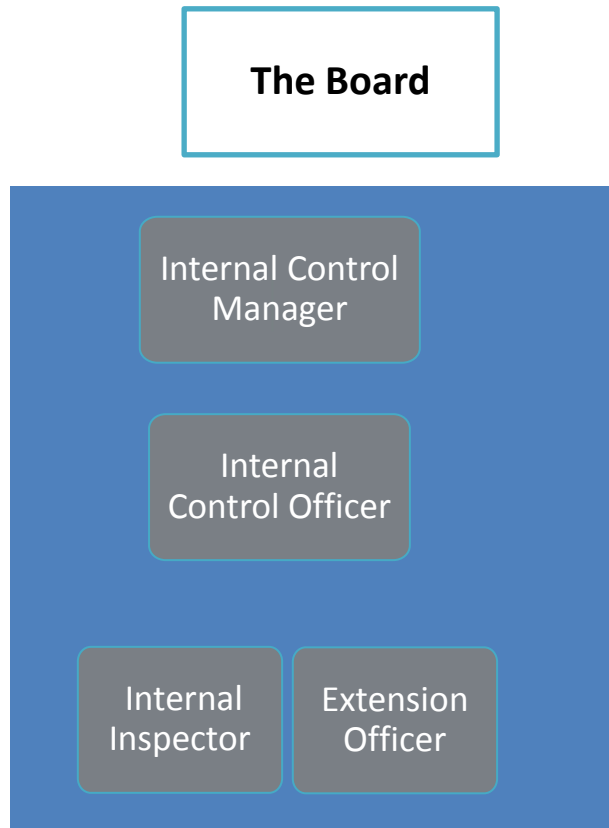


- ‘Kolonna pepper’ stakeholders: Nursery Owner, Grower, Processor, Collector, Trader, Exporter and consumers
- Institutions: The Ministry of Plantation Industries, Minor Export Crop Division, Department of Export Agriculture
- Stakeholder groups: Kolonna Pepper GI Ass.
- Certification : SL Standards & Int.Standards
- Quality Control: Agriculture Inspectors



# Kolonna Pepper GI Association

## Internal Control Mechanism



- Established & governed by the Companies Act No. 7 of 2007
- Limited liability on its members
- A non-political, non-governmental, and non-profit establishment
- Two types of members: Ordinary Members: stakeholders & Honorary Members: Any public sector employee or any other person who has rendered a distinguished and a notable service
- The Board selected from the ordinary members
- **Internal Control Manager:** Not an ordinary member
- Overall responsibility for the GI program, planning of the inspection & training schedule
- **Internal Control Officer:** Implementation of instructions of the Internal Control Manager, control and maintain documents,
- **Internal Inspector:** 100% internal inspection of allocated producers/fields
- **Extension Officer:** Initial supervision
- **Competency requirements need to be fulfilled**
- **No conflict of interest agreement needs to be signed after the appointments**

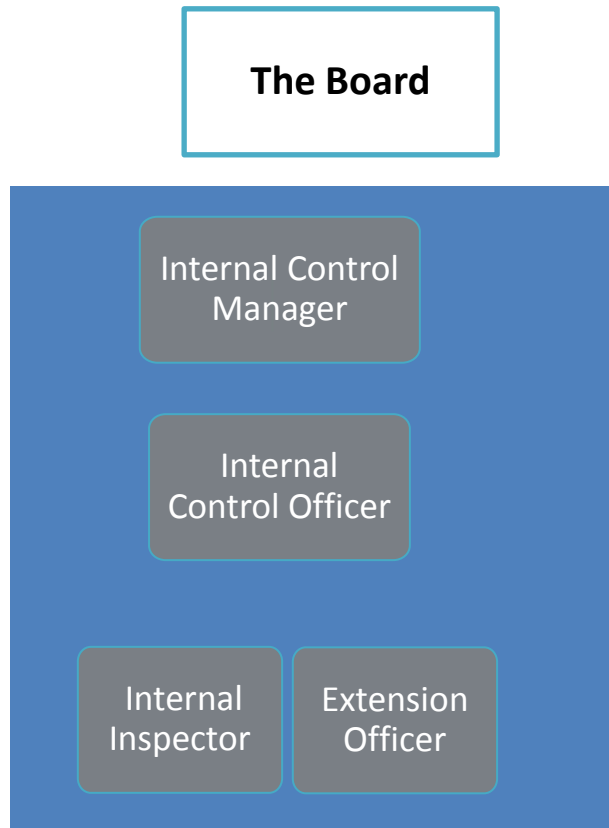
# Ceylon Golden Pineapple Governance Mechanism (approved)



- ‘Ceylon Golden Pineapple’ stakeholders: grower, processor, collector, trader and/or exporter, consumer
- Institutions: The Ministry of Agriculture
- Stakeholder groups: Ceylon Golden Pineapple GI Ass.
- Certification : SL Standards & Int.Standards
- Quality Control: Agriculture Inspectors

# Ceylon Golden Pineapple GI Association

## Internal Control Mechanism



- Established & governed by the Companies Act No. 7 of 2007
- Limited liability on its members
- A non-political, non-governmental, and non-profit establishment
- Two types of members: Ordinary Members: stakeholders & Honorary Members: Any public sector employee or any other person who has rendered a distinguished and a notable service
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- **Internal Inspector:** 100% internal inspection of allocated producers/fields
- **Extension Officer:** Initial supervision
- **Competency requirements need to be fulfilled**
- **No conflict of interest agreement needs to be signed after the appointments**

# Kolonna Pepper and Ceylon Golden Pineapple Governance Structure



- 3 tier governance system
  - Self Control
  - Internal control
  - External control ( Government body or any other accredited institute)
- All Internal Inspectors sign an agreement on “no conflict of interest”
- Limited liabilities on its members



# Conclusions & Recommendations

- Sri Lanka commonly uses a **three-tier governance structure**:
  - Ensure effective regulation
  - Certification
  - Enforcement
- Certification & Control Bodies (Independent or Government-Accredited Organizations)
- Some of the producer associations were created to strengthen the GI governance mechanisms
- Producer associations are empowered to govern the GIs
- Strengthen the grassroots-level producer associations (by way of introducing incentive schemes)
- Link GIs with rural development, agro-based tourism and digitization to make the governance system more innovative


**Thank You !!**



**Institute of Policy Studies of Sri Lanka**  
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Colombo 7, Sri Lanka  
T: +94 11 2143100

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**MINISTERO DELL'AGRICOLTURA  
DELLA SOVRANITÀ ALIMENTARE  
E DELLE FORESTE**



*"Worldwide perspectives on Geographical  
Indications: Second international conference  
for researchers, policy makers and  
practitioners; Innovations and traditions for  
sustainability"*

**SESSION 2.C - CERTIFICATION AND CONTROLS**

**19 FEBRUARY 2025**

# **L'intelligenza artificiale a tutela delle indicazioni geografiche: la ricerca-intervento VERIFOOD**

**FELICE ASSENZA**  
**Head of ICQRF Department**



# Law Enforcement Body of the Italian Ministry of Agriculture Food Sovereignty and Forests

**In charge of preventing and repressing infringements of European and national laws concerning:**

**At international level:**

**Agri-foodstuffs productions**



**Farm supply products**



**...including labelling**



- Italian Authority for GIs Protection
- Food fraud network Contact Point
- Taking part at OPSON / INTERPOL / EUROPOL initiatives
- Technical cooperation agreements with extra-EU Control Authorities





# Web controls

ICQRF inspectors proactively monitor the web for GI infringements on a daily basis



**Finocchiona Salami - 1 piece, 3.5 lbs**  
Item #: 27105950  
★★★★☆ 4.1 rating [Write a review](#)  
**€ 71**  
Order now and get it around Friday, July 29

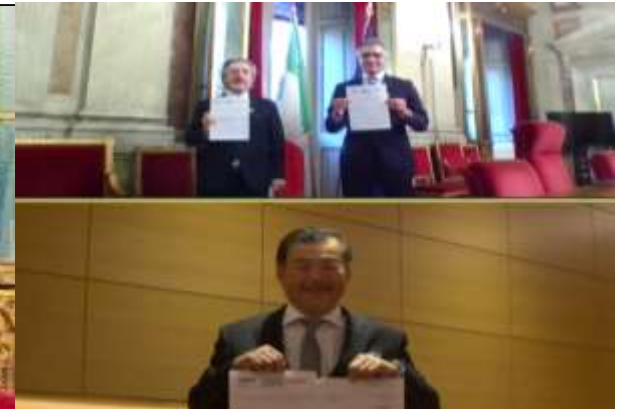
Size:

Availability: In stock  Imported from USA store

Quantity:

Note: Electronic products sold in US store operate on (110-120) v down power converter is required for the smooth device function. It is mandatory to know the wattage of the device in order to choose appropriate power converter. Recommended power converters

# Memorandum of Understandings for the protection of Geographical Indications with major international marketplaces





## 10 YEARS OF GI PROTECTION AT INTERNATIONAL LEVEL AND ON THE WEB:

- **4677 takedowns** for GI infringements on online marketplaces
- **2532 administrative actions** of international protection

	ex-officio (food)	ex-officio (wine)	eBay	Alibaba	Amazon	Other market-places	
2014	60	54	173	-	-	-	<b>287</b>
2015	63	213	220	65	-	-	<b>561</b>
2016	72	516	202	33	148	-	<b>971</b>
2017	70	250	226	32	37	-	<b>615</b>
2018	148	236	139	22	16	-	<b>561</b>
2019	17	156	254	21	65	-	<b>513</b>
2020	31	32	955	24	88	12	<b>1142</b>
2021	78	73	662	71	71	-	<b>955</b>
2022	37	51	257	23	77	6	<b>451</b>
2023	46	27	254	5	30	37	<b>399</b>
2024	59	243	294	7	11	140	<b>754</b>
	<b>681</b>	<b>1851</b>	<b>3636</b>	<b>303</b>	<b>543</b>	<b>195</b>	





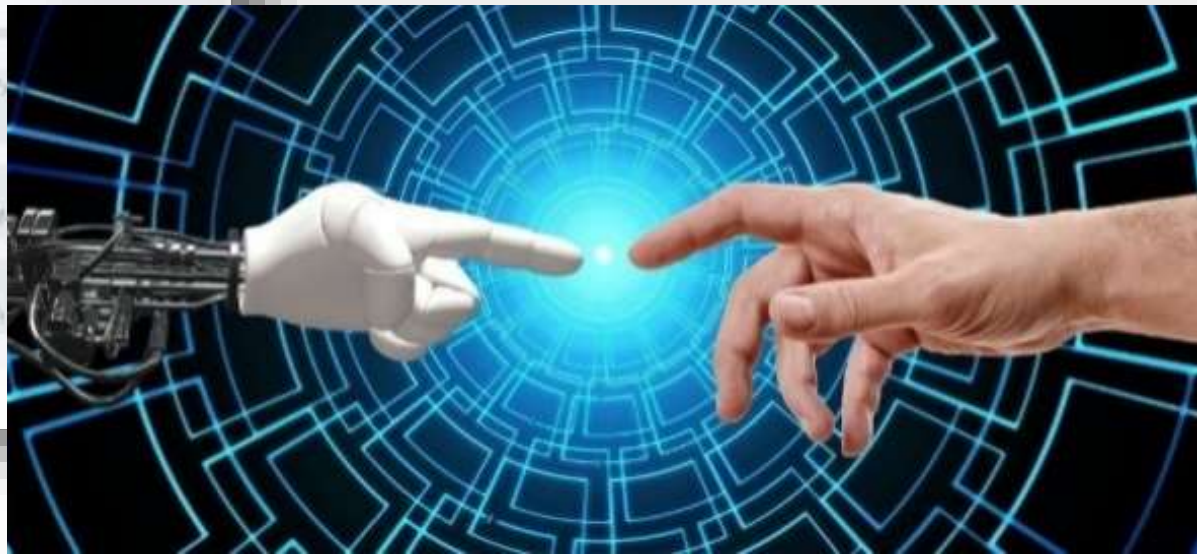
## 10 YEARS OF GI PROTECTION AT INTERNATIONAL LEVEL AND ON THE WEB:

	Ex-officio (protection requests of GI names)	Marketplaces (takedown requests)
2024	302	452
<b>Total</b>	<b>2532</b>	<b>4677</b>



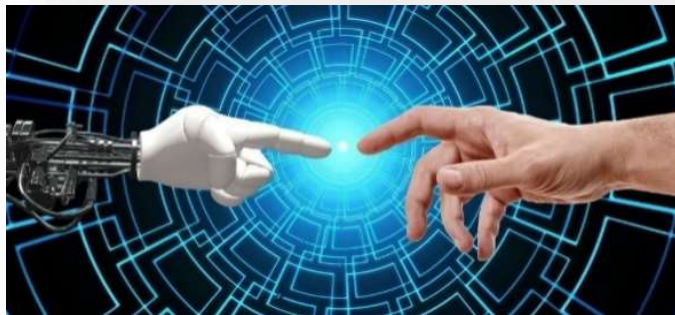


Joint research project with Italian Universities on a system for monitoring the web for GI infringements powered by **artificial intelligence**



# Main pillars of the project

- 1) Development of an IT platform specialised in monitoring the web concerning GI names infringements
- 2) Developing new synergies with producer groups, including initiatives of training and capacity building
- 3) Joint awareness-raising activities on GI counterfeiting phenomena





# VERIFOOD

PROTEZIONE DELLE IG ONLINE

**19 February 2025**

Thank you for your attention

**Felice Assenza**

[f.assenza@masaf.gov.it](mailto:f.assenza@masaf.gov.it)  
[icqrf.segreteria@masaf.gov.it](mailto:icqrf.segreteria@masaf.gov.it)







# The Defense of the Quality and Origin of “PGI Marche” Extra Virgin Olive Oil Through Blockchain Technology

*Adele Finco, Deborah Bentivoglio, Giulia Chiaraluce, **Giacomo Staffolani***

*Department of Agricultural, Food and Environmental sciences (D3A), Università Politecnica delle Marche (UNIVPM), Ancona*

**WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS**

**ROME, 18 – 21 FEBRUARY 2025**



UNIVERSITÀ  
POLITECNICA  
DELLE MARCHE

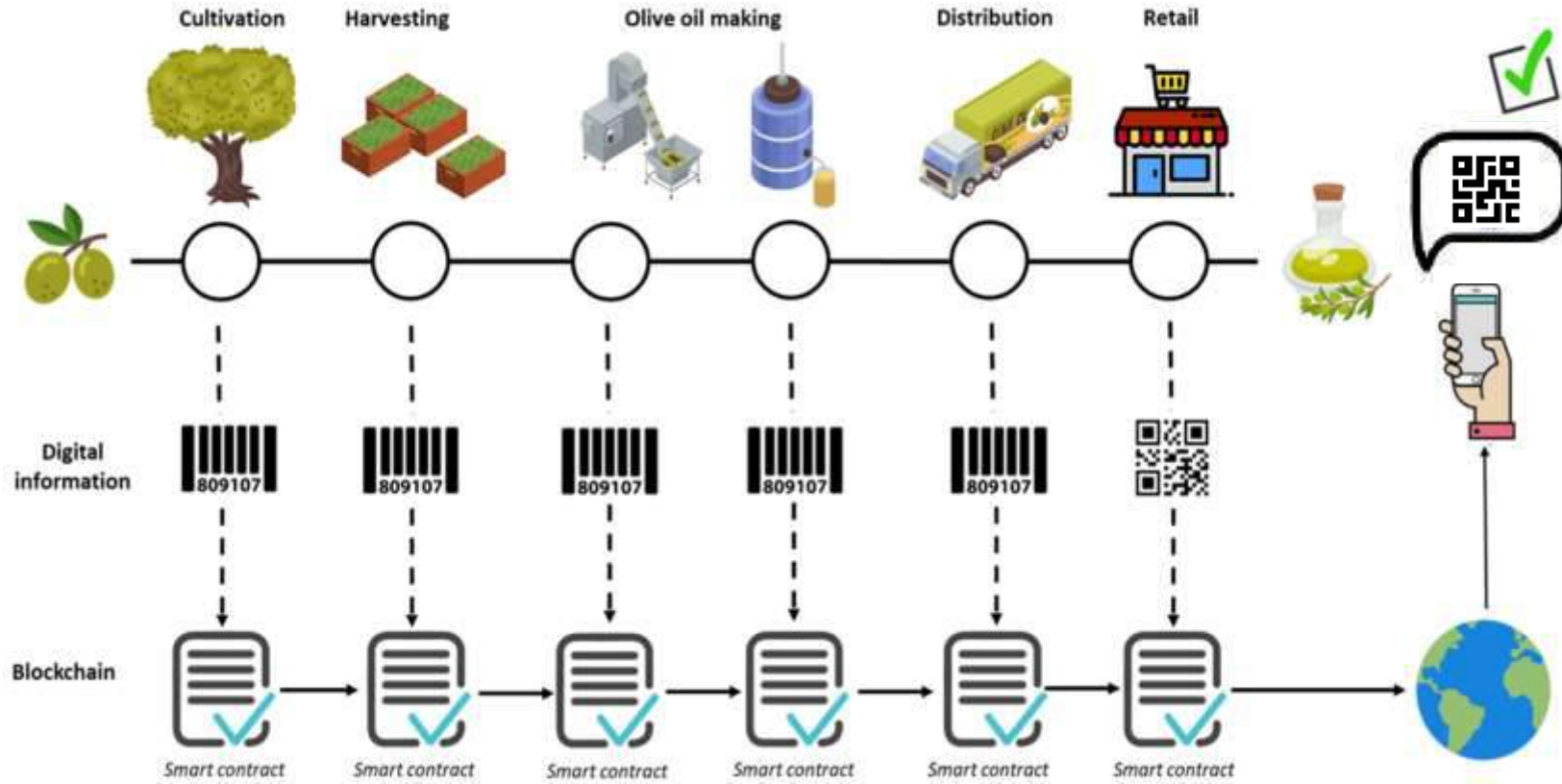
# Background

Necessary to ensure the **authenticity**, **origin**, **quality**, and **reputation** of the *Made in Italy* olive oil



Law December 27, 2023, No. 206, "Organic Provisions for the Enhancement, Promotion, and Protection of *Made in Italy*" was published in the Official Gazette on December 27, 2023, No. 300, and came into force on January 11, 2024

# Blockchain



- self-employed
- decentralized
- immutable
- transparent

# How to implement the digital technology?



**Prototype** digital traceability system **based on blockchain**

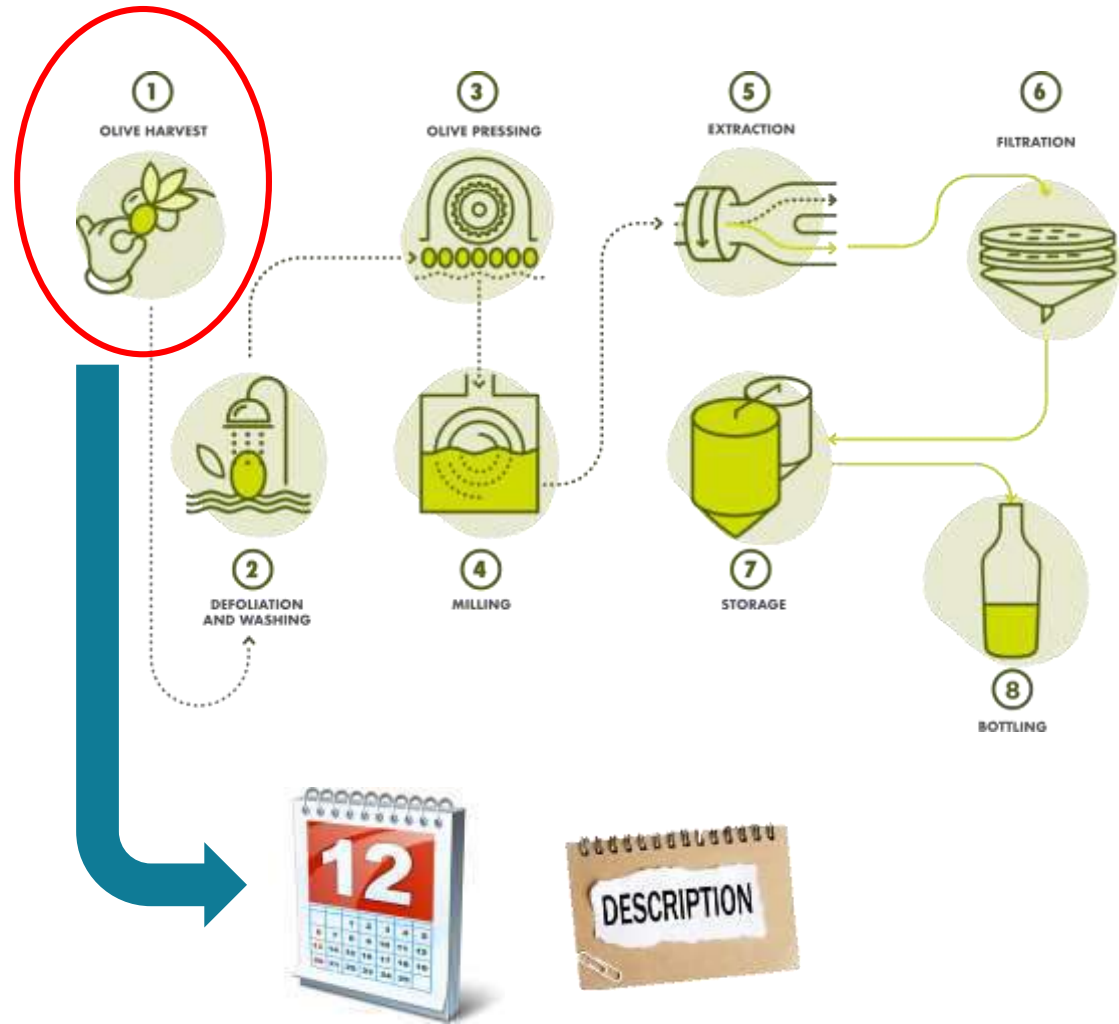
The "**PGI Marche**" extra virgin olive oil will be considered as a case study

**\*PRIN 2020 WE BEST Prot. 2020LMWF9Y**





# Data collection



Collection of field and mill data to reconstruct the supply chain stages

Each data must be accompanied by:

- the date on which it was carried out
- a description of what has been done and/or relevant documents.

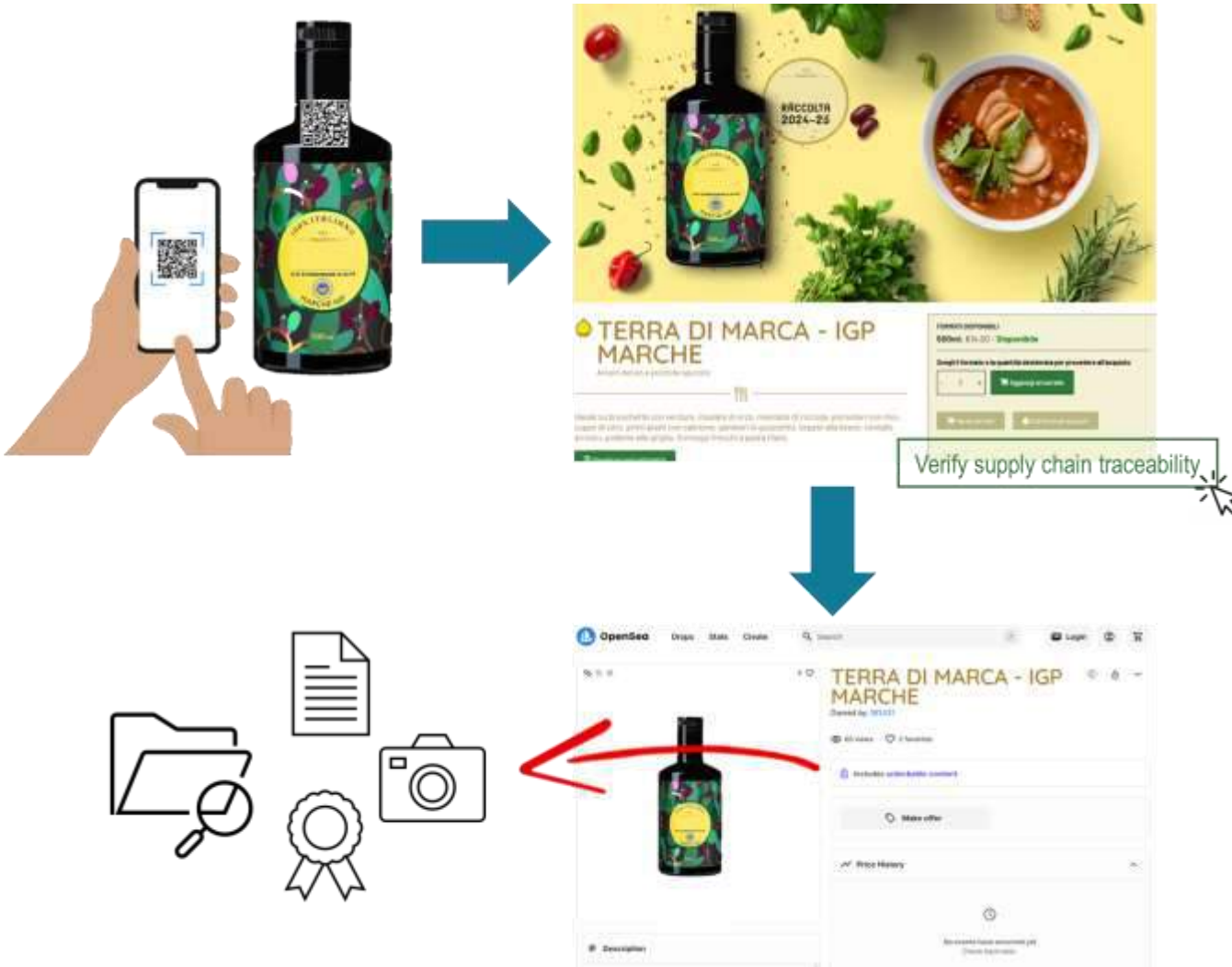
# Data management

The data collected are organized in a descriptive file that allows the end user to view the entire supply chain



Production phase	Description	Processing date 2024
Pruning	Production pruning carried out to promote the development of fruiting branches.	4/03-8/03
Fertilization	Carried out during the vegetative awakening (in spring), it provides the olive tree with the substances and minerals necessary for the germination process.	11/03-13/03
Mowing of cover crops	The grass cover present in the inter-row is mowed to avoid water competition with the olive trees.	08/04-10/04
Phytosanitary treatments	Fight against the olive fly with a localized adulticide method, to reduce the extent of the attack on the fruits and increase the quality of the oil produced. The harvest is done by combing. The harvested olives are stored in special crates that	03/07-17/07

# Data certification



The data are uploaded online in a folder (**Inter Planetary File System - IPFS**) that can be accessed through site (**Etherscan**) through a transaction made by the producer

Once uploaded, the file is no longer editable, ensuring the authenticity and integrity of the information

Consumers can access the information uploaded to the system through QR codes

# Why use IPFS?

## Benefits

- it is **less complex** than a blockchain (it requires a limited number of transitions)
- it is **cheaper** than a blockchain (cost of a staff member + transaction (avg. €80))
- gives companies **more time** to collect and certify the data.

## Limits

- **Less accurate** certification
- The steps of the supply chain **cannot be certified in real time**
- The supply chain can only be certified **up to a certain point**





# Future outcome



## Consumers

- able to trace all the supply chain
- being sure that the olive used come from that specific area of origin
- production process is applied as indicated on the label, respecting the parameters specified.



## Producers

- valorize a production, ensuring its quality, authenticity and security
- increase the company's competitiveness on the market
- reinforce the consumer trust



# Thank you for your attention!

*Giacomo Staffolani*

[g.staffolani@staff.univpm.it](mailto:g.staffolani@staff.univpm.it)

*Department of Agricultural, Food and Environmental sciences (D3A), Università Politecnica delle Marche (UNIVPM), Ancona*

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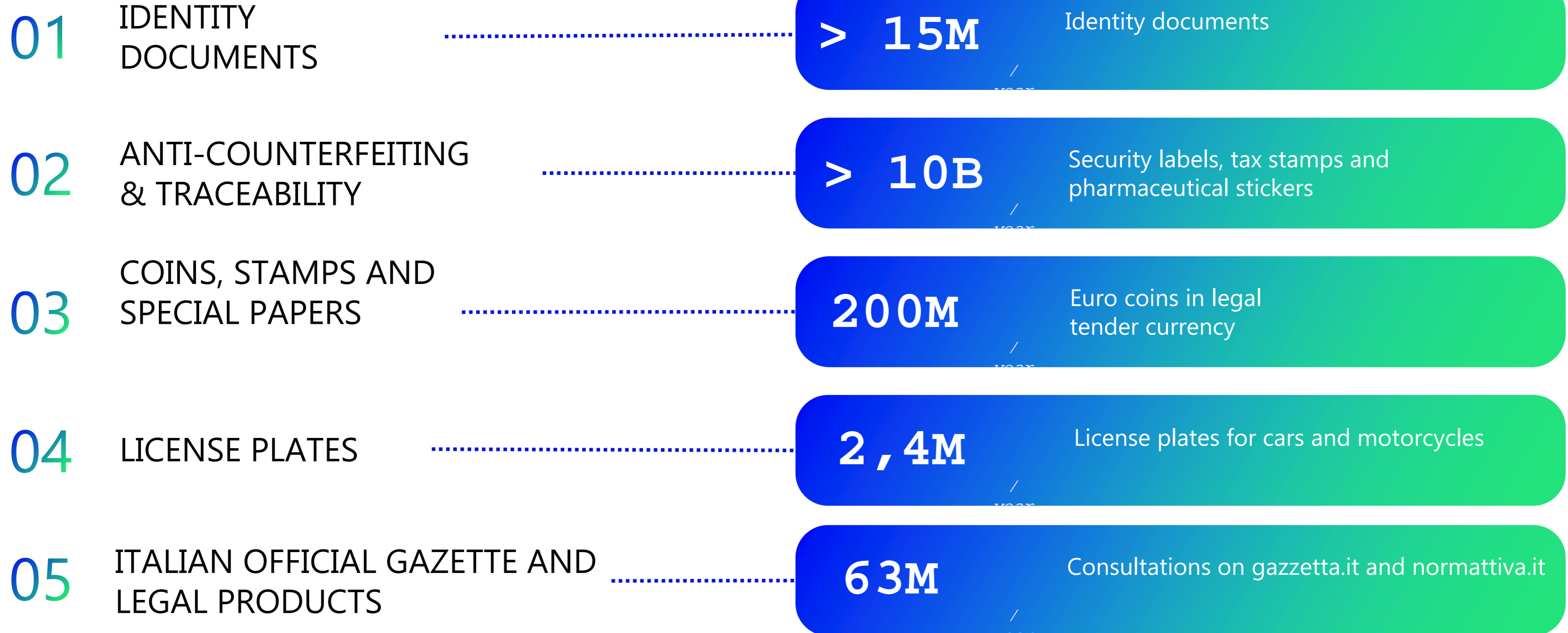




Protection and  
promotion of high-  
quality Italian  
agri-food products

# IPZS MISSION

Our purpose is to project, develop and create **security products** and **integrated technology solutions** protecting the public trust







# Certifying Italian Excellence

With its unmatched expertise, the IPZS safeguards the authenticity and quality of Italy's finest products. In 2024, the IPZS produced 2.1 billion security labels, supporting Italy's traceability system in ensuring the authenticity of an increasing number of **PDO** and **PGI** wines and food products.

Over **66%** of **Italian wineries** have **voluntarily** embraced the IPZS Digital Product Passport, a testament to its value and trustworthiness.

For more information, contact us:

[www.ipzs.it](http://www.ipzs.it)

[contrassegni@ipzs.it](mailto:contrassegni@ipzs.it)

# The Integrated Solution to Protect and Enhance Quality

## SECURE LABEL

The distinctive mark that makes products unique and protects their quality, ensuring **Distinctivity** and **Anti-counterfeiting**.



## DIGITAL PRODUCT PASSPORT

A tool available to consumers for accessing certified product information through the **Secure QR Code**.

An opportunity for companies to benefit from **modular, value-added services** tailored to their needs.

MARKETING



ARTIFICIAL  
INTELLIGENCE



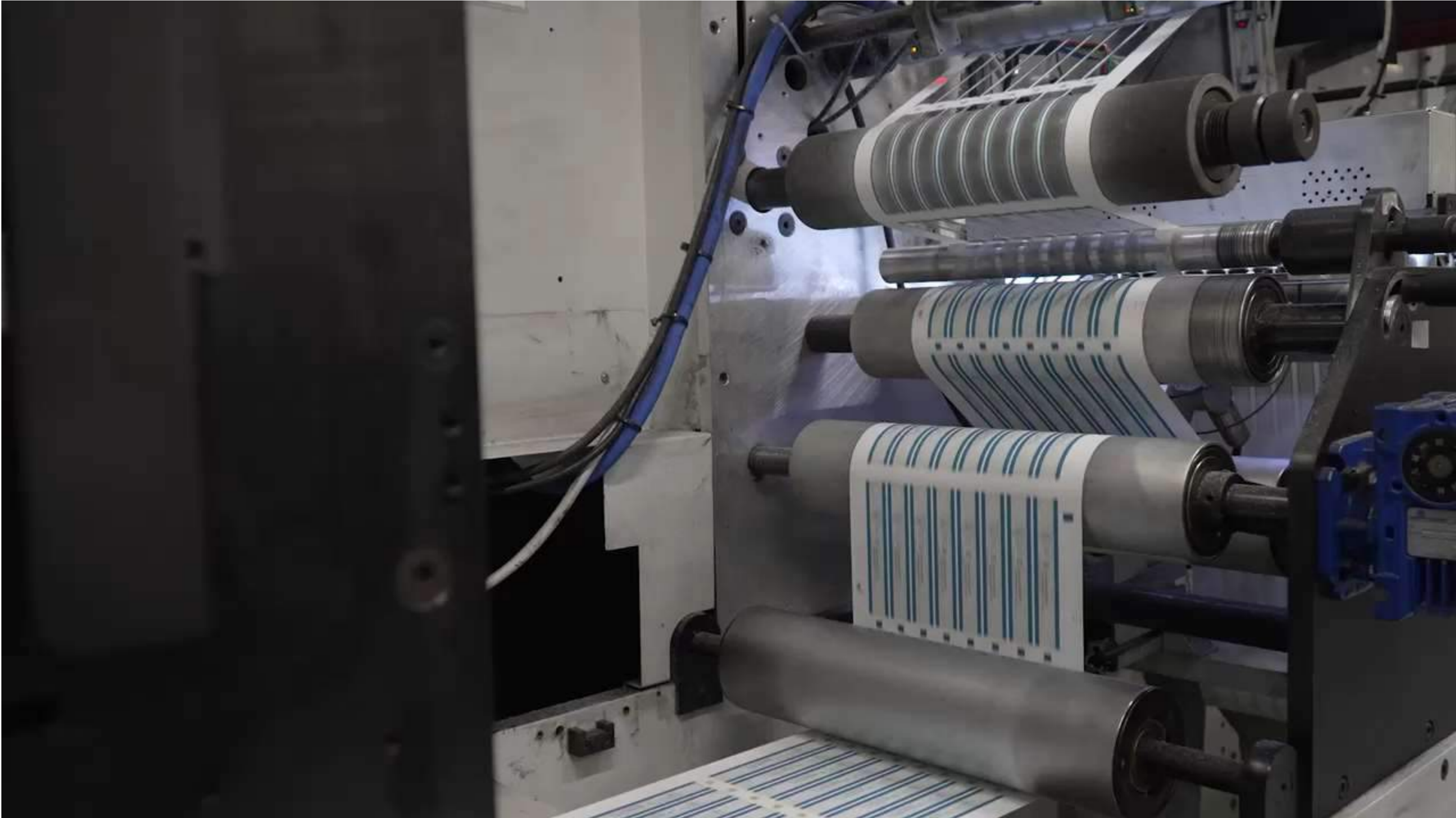
LABEL  
MANAGEMENT



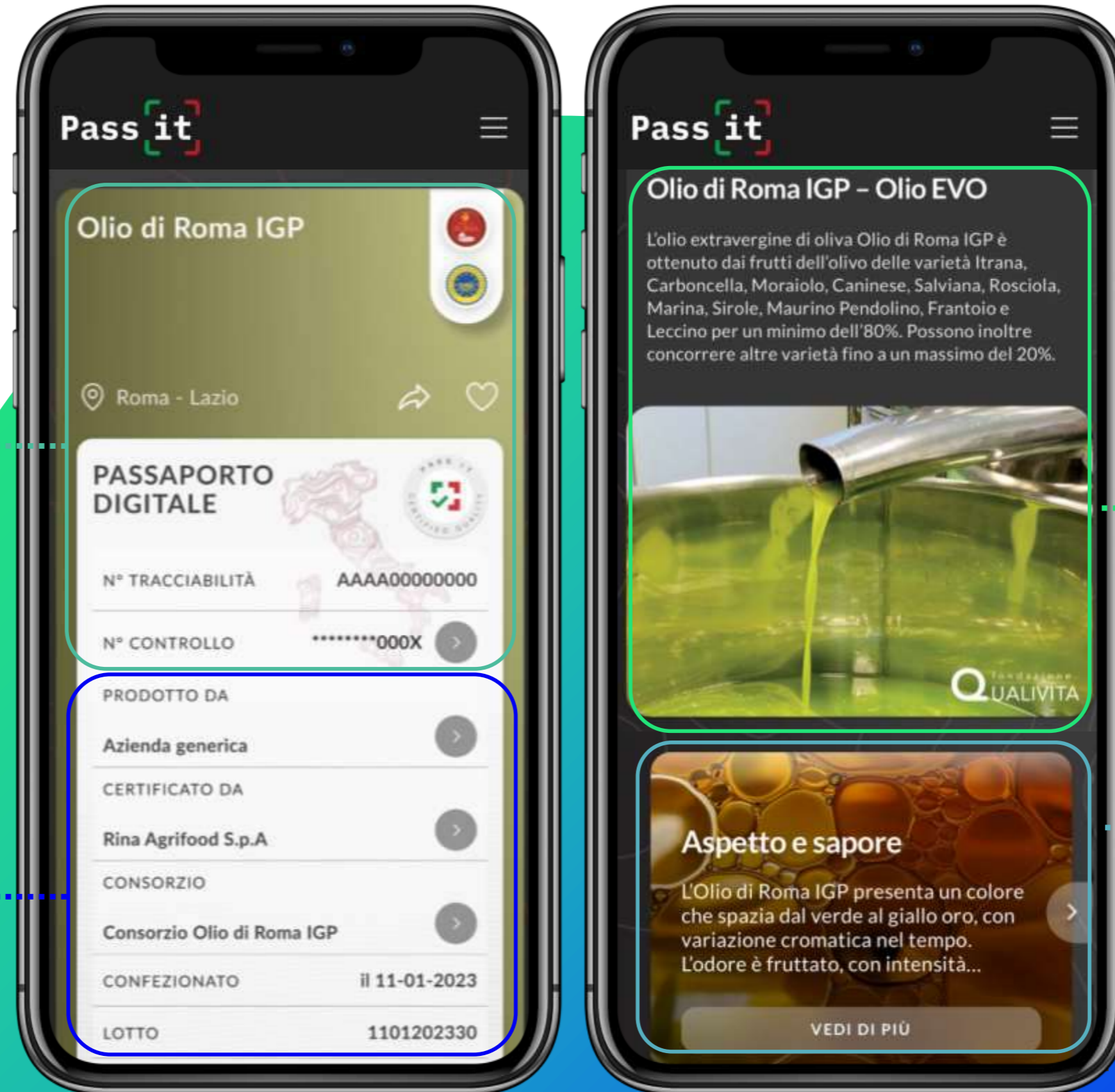
DATA ROOM  
Coming soon



# SECURE LABEL



# MARKETING



## TRACEABILITY

Security and verification

## CONNECTION

In touch with supply-chain

## BROWSE

Multimedia contents

## ENHANCEMENT

Territory and Products



# MARKETING



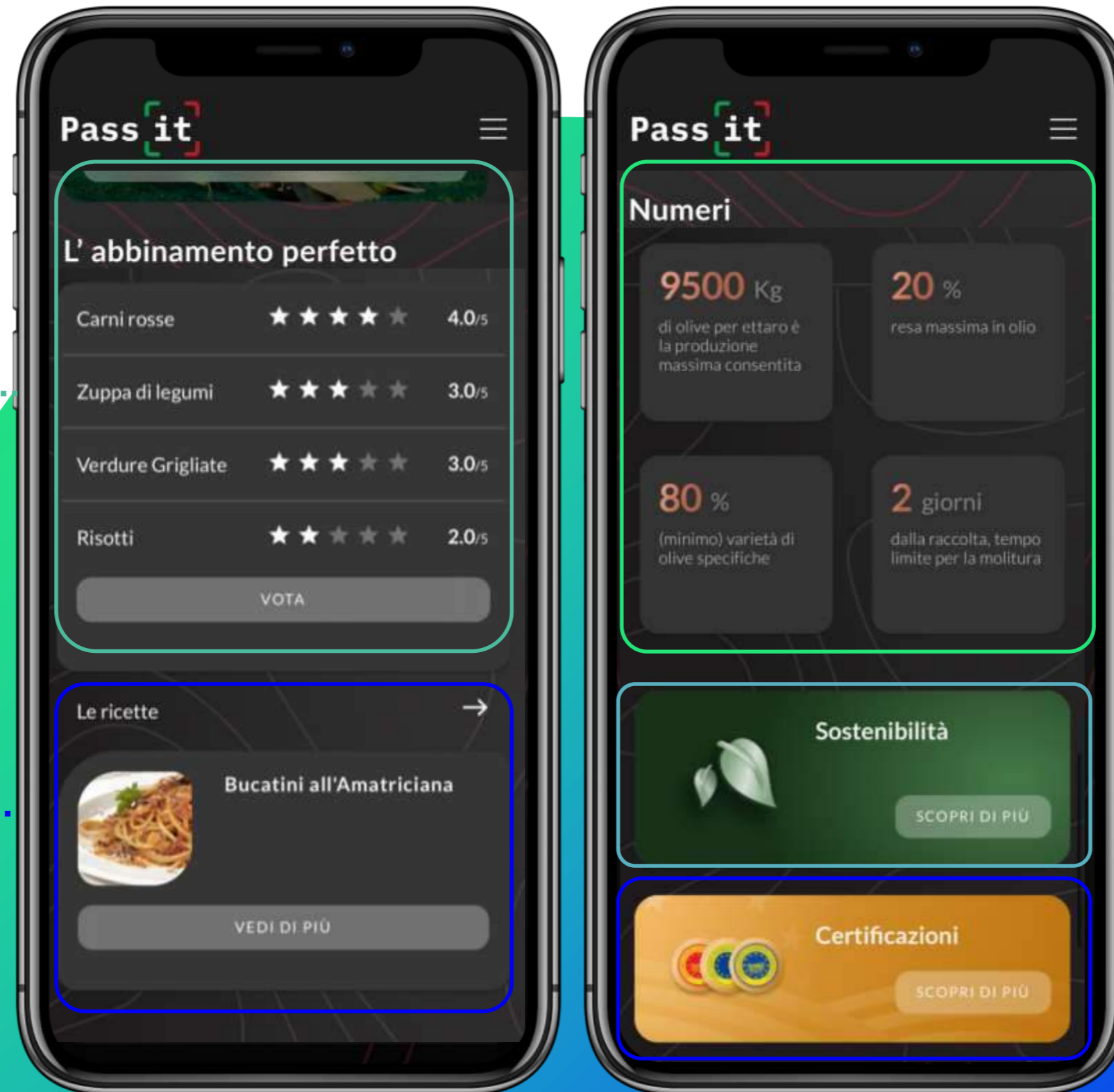
## ENGAGEMENT

Culinary pairings



## SHARING

Favourite recipes



## INFORMATION



Product information

## DEVELOPMENT



Sustainability initiatives

## CERTIFICATION



Quality

Certification

# ARTIFICIAL INTELLIGENCE

The power of **AI** to confirm product authenticity and promote Italian excellence

INNOVATION

COMMUNICATION

*Thanks to the simplicity of AI, consumers will be able to verify the authenticity of a product effortlessly*

**Vincenzo Esposito**  
CEO Microsoft Italy

powered by **Microsoft Copilot™**

**Natural language** to guide consumers around the world to recognize authentic products in more than 30 languages

**Control of conversations** and information contained in responses for marketing purposes

**Qualified traffic** to partner sites for insights and purchases

**More than 300 million** users with access to the **Microsoft Copilot™ AI platform**

# DATA ROOM

Coming soon - **Data, reports and information** at the service of Companies...

BRAND PROTECTION

MARKET INTELLIGENCE

**Data collection** on the effectiveness of online presence and Brand reputation

**Alert** in case of suspicious scans of the secure label applied to products

**Surveys** of product positioning and reference prices in the marketplace

**Management reports**, online dashboard, and integration with company CRM data

*Secure data  
collection  
service for  
business  
protection and  
product*





CONTACT US TO LEARN MORE  
[CONTRASSEGNI@IPZS.IT](mailto:CONTRASSEGNI@IPZS.IT)

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**FARZATI**<sub>spa</sub>  
research | develop | innovation

Beyond traceability



---

Domenico Cascone, Data Scientist  
domenico.cascone@farzati.it  
www.farzati.it

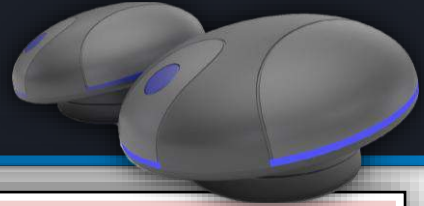
# ISSUES

numbers	<p><b>67€ billions</b></p>	<p><b>40€ billions</b></p>	<p><b>60-100M recalled product</b></p>
	<p>sales generated by <b>IMITATIONS</b></p>	<p>impact of <b>FOOD FRAUD</b> in terms of cost</p>	<p>recalls due to <b>CONTAMINATION, PRODUCTION ERRORS, and LACK of VERTICAL TRACEABILITY</b></p>
challenges	<p>ensuring <b>TRANSPARENCY</b> in the Supply Chain</p>	<p>developing <b>FR</b> against <b>FN</b>, and <b>ITALIAN SOUNDING</b></p>	<p>developing <b>SUST</b> support <b>RES</b></p>



# THE SOLUTION

Farzati has developed **BluDev®**, a proprietary technology (3 patents) that revolutionizes analysis and traceability systems.



## beyond spectrometry

BluDev® is a molecular sensor

BluDev® uses a near-infrared spectrometer, allowing qualitative, quantitative, and structural chemical analyses in operational conditions where traditional analytical methods are ineffective, **It's non-destructive and non-invasive and does not use reagents**

## 'AI' inside

digital bio fingerprint

BluDev® employs a neural network trained on the matrices to analyze, precisely recognizing compounds, their properties, and characteristics, and creating the digital twin of the matrix (**Digital Bio Fingerprint**).

## effective & timely

analysis results are available in real-time

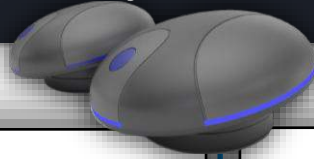
BluDev® enables material analysis directly on production lines and in mobile settings. Analysis results are available in **real-time**.

## tamper-proof

all data are notarized in blockchain

The Digital Bio Fingerprint is registered on **BLOCKCHAIN**

# TRACEABILITY | from standard to objective



## before BluDev®

Standard traceability, quality assurance, and control systems rely on auditing, validation, and certification processes based on documentation and voluntary declarations.

Industry	Example Systems
Food	HACCP, ISO 22000, BRCGS, IFS
Pharmaceutical	GMP, GS1 Standards, ISO 22716
Agriculture	Global G.A.P., USDA Organic Certification
Automotive	ISO/TS 16949, AIAG Standards
Textile and Apparel	OEKO-TEX Standard 100, GOTS
Technology and Electronics	RoHS, ISO 9001
Environmental	ISO 14001, EMAS
Healthcare	UDI, ISO 13485
Supply Chain and Logistics	GS1 Traceability Standards, ISO 28000
Fisheries and Aquaculture	MSC, ASC

## after BluDev®

**BluDev®** evolves traceability from being primarily documentation-based to become objective and data-driven.

Standard traceability faces the problem after it occurs, BluDev® prevents the problem from occurring.

*“We certify the content,  
not the label”*



# COMPETITIVE ADVANTAGE

BluDev<sup>®</sup> surpasses the limitations of traditional tools for measuring organic and inorganic compounds, including spectrometers



<p><b>Efficient</b></p>	<p>It does not require constant calibration, only initial neural network training on matrix variations.</p>
<p><b>Discerning</b></p>	<p>It recognizes the compound, not just its characteristics.</p>
<p><b>Accurate</b></p>	<p>It is precise and reliable.</p>
<p><b>Continuous</b></p>	<p>It performs continuous analysis on production lines.</p>
<p><b>Compact</b></p>	<p>Its dimensions can be compressed to the size of a tennis ball.</p>
<p><b>Versatile</b></p>	<p>It is applicable to an extraordinarily wide range of scenarios.</p>

# BUSINESS CASE

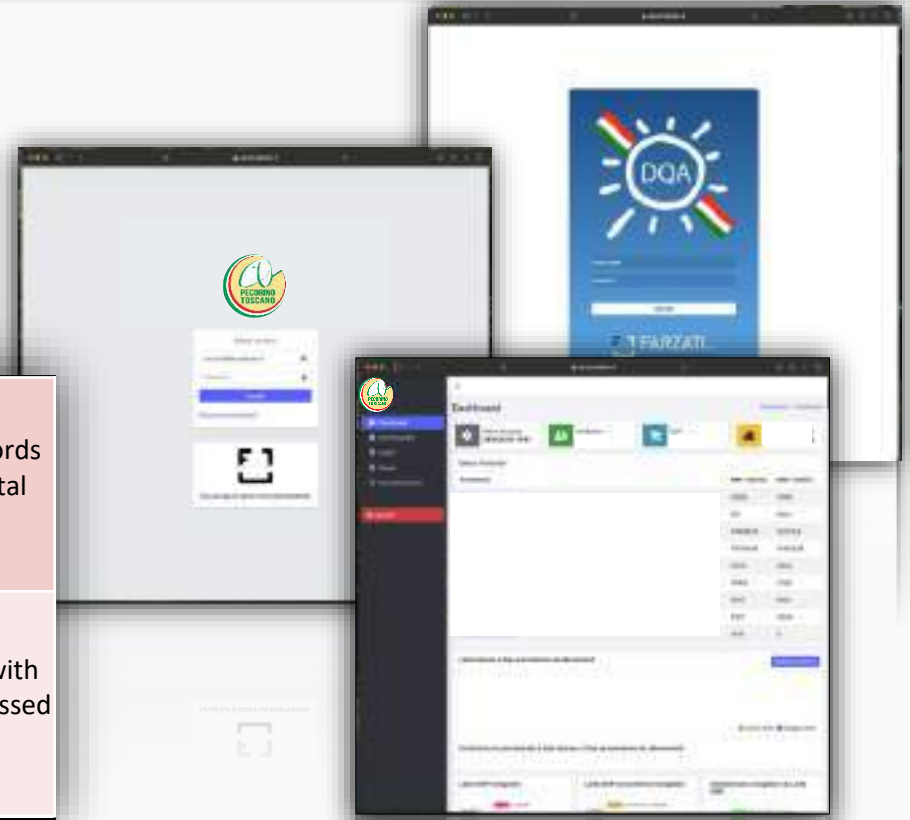
## TRACEABILITY PLATFORM

Farzati has developed a software platform enabling complete traceability across production chains, already adopted by the consortia protecting **Pecorino Toscano DOP**, and Mozzarella di Bufala Campana DOP and by the leading national certification and inspection bodies, such as D.Q.A, C.S.Q.A, QUALITALY, IZSM, IZSLT.

### GOALS

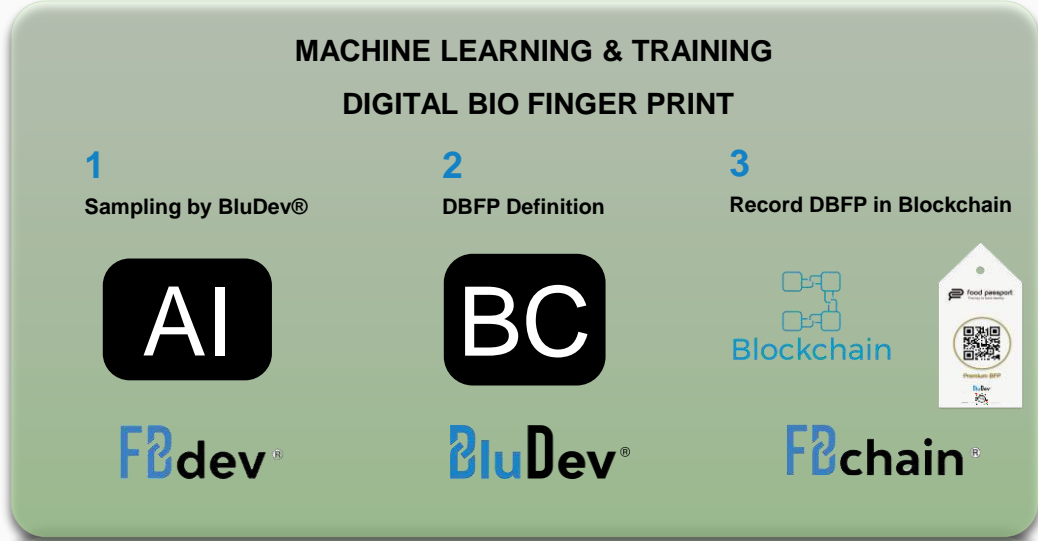
The platform is managed by Farzati on behalf of the Consortia and records every step from raw materials to finished products and creates a 'digital passport' certifying product quality, origin, and sustainability.

In the Pecorino Toscano DOP supply chain, the platform is integrated with BluDev® to trace the organoleptic characteristics of collected and processed milk, combating counterfeiting.





## WORKFLOW



# BUSINESS CASE



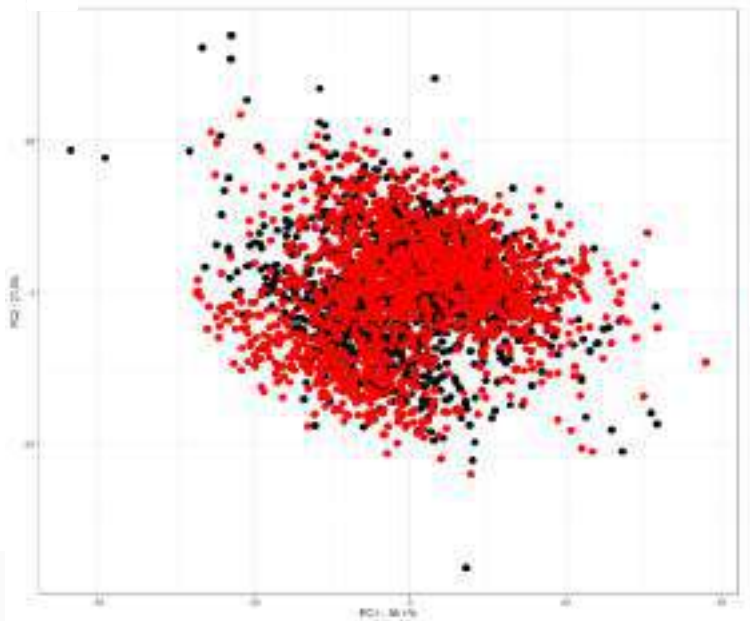
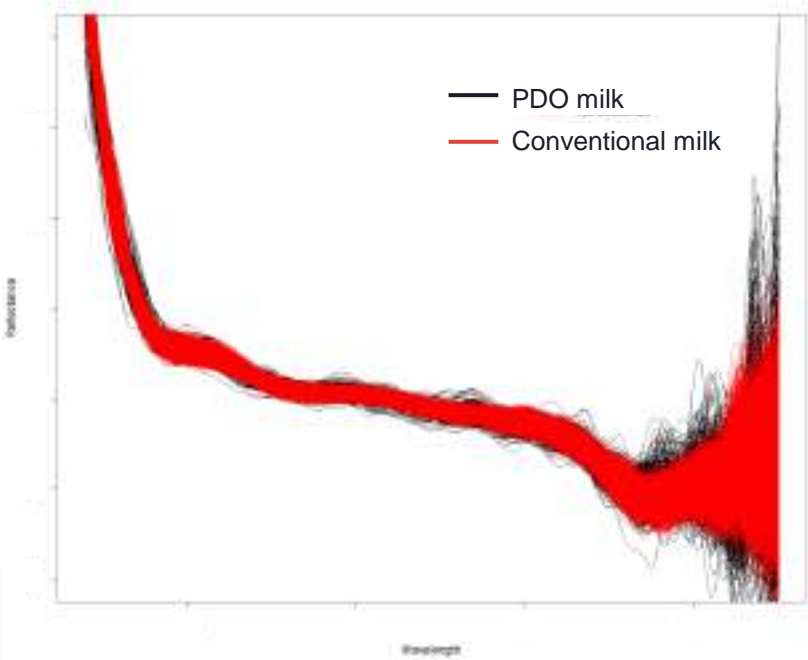
Italy vs Other Countries  
(France, Spain)



PDO milk vs Conventional milk



Three areas  
(Siena, Grosseto, Viterbo)





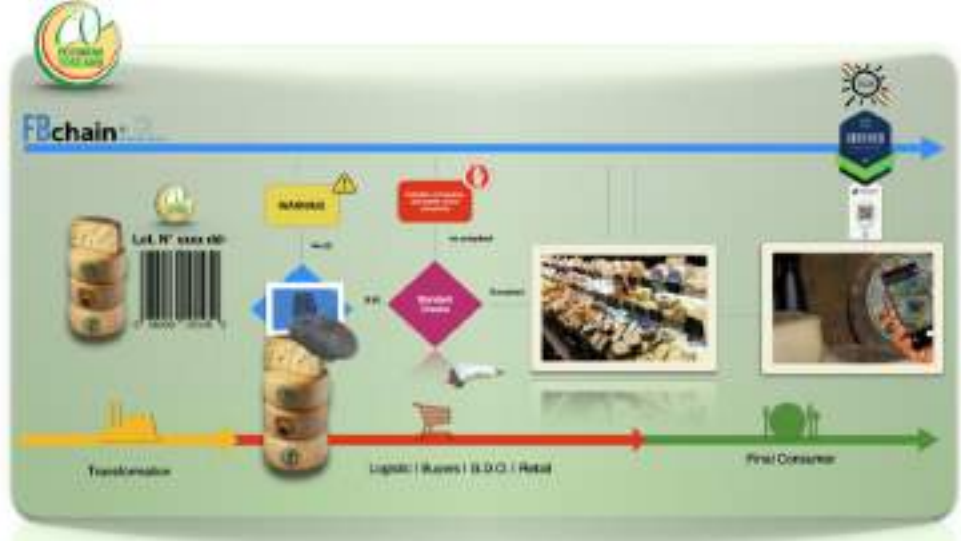
# BUSINESS CASE



## GOALS

Supply chain tracking can make the difference between virtuous farmers and counterfeiters.

## SUPPLY CHAIN VIA BLUDEV®



Roma, 18 Aprile 2023 | L'innovazione digitale racconta una storia antica

# MEET THE TEAM

## Founders

Antonella Farzati, *CEO*  
Giorgio Ciardella, *CTO*



## Management

Andrea di Stefano, *CCO & ESG Expert*  
Attilio Mondelli, *Project Manager*  
Enrico Famiglietti, *Project Engineer*  
Aurelio Latella, *CFO*



## Executives

Arianna Papa, *Biologa molecolare*  
Alfonso Positano, *Sviluppo prototipi*  
Domenico Cascone, *Data scientist*  
Gianluca Sansone, *Tecnologo medico*



## Operational staff

Antonio Farzati, *agronomo e tecnico di laboratorio*  
Nicola Aversa, *sviluppatore software jr.*  
Giuseppina Feo, *amministratore e contabilità*  
Samuele Baratta, *tecnico specializzato*



Join the future, Join

**BluDev**<sup>®</sup>

[www.farzati.it](http://www.farzati.it)

Casal Velino (SA) | Italy



**FARZATI**<sub>spa</sub>  
research | develop | innovation



INTERNATIONAL CONFERENCE ON THE WORLDWIDE  
PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

ROME, FEBRUARY 18-20, 2025



UNIVERSITÀ  
DEGLI STUDI DI BARI  
ALDO MORO

# From guidelines to obligations: sustainable practices in the production of PDO and PGI Products



DR. CAMILLA GERNONE - ALDO MORO UNIVERSITY OF BARI



# Art. 7 "Sustainability"

## The so-called "sustainable practices"

- sustainability standards higher than those laid down by Union or national law in terms of environmental, social or economic sustainability or animal welfare.
- sustainable practices with objectives such as: "(a) climate change mitigation and adaptation, [...] the transition to a circular economy, including the reduction of food waste, pollution prevention and control, and the protection and restoration of biodiversity and ecosystems; (b) the production of agricultural products in ways that reduce the use of pesticides and manage risks resulting from such use, or that reduce the danger of antimicrobial resistance in agricultural production; (c) animal welfare; (d) a fair income for producers [...] (e) preservation of agricultural employment by attracting and sustaining young producers and new producers of products benefiting from a geographical indication; (f) improving working and safety conditions in agricultural and processing activities.

If the group decides that the sustainable practices referred to in paragraph 1 are mandatory for all producers of the product concerned, those practices shall be included in the product specification in accordance with the registration or amendment procedure.







These new provisions rise two interconnected issues:

- ➔ How are sustainable practices integrated into the product specification of a PDO or PGI and how effectively?
- ➔ How to communicate sustainability to consumers?



# A few examples of integration, in form of...

## Guidelines

### Vademecum viticolo for Prosecco DOC

- integrated pest management according to Disciplinari di produzione integrata of Veneto and Friuli Venezia Giulia;
- limited use of active substances '**candidates for substitution**' according to Annex E of Regulation (EU) No 540/2011 or characterised by high acute toxicity or suspected for chronic effects such as Carcinogenic, Mutagenic and toxic effects for Reproduction, - or containing active substances classified as hazardous to the aquatic environment (Water Directive 2000/60/EC);
- pathway to the Equalitas standard;
- some critical issues...



## Obligations

### Dispositions agro-environnementales-type (DAE) in France

The organisme de défense et gestion applies to the INAO to include one or more DAE in the PDOs and PGIs product specifications.

- examples on PDO and PGI wines: obligation to plant grass on headlands, ban on full-scale chemical weeding of vineyards, respect for the original morphological sequence of soils, ban on the use of insecticides, etc.



And also by including a requirement to obtain sustainability certification within the specification, as done in France

Haute Valeur Environnementale (HVE)

- 2nd level of the Certification environnementale des exploitations agricoles (art. art. L.611-6 CRPM);
- four themes: biodiversity protection, phytosanitary strategy, fertilization management, water resource management;
- achieved individually by farms or through collective initiatives.



Lussac Saint-Emilion PDO,  
2024



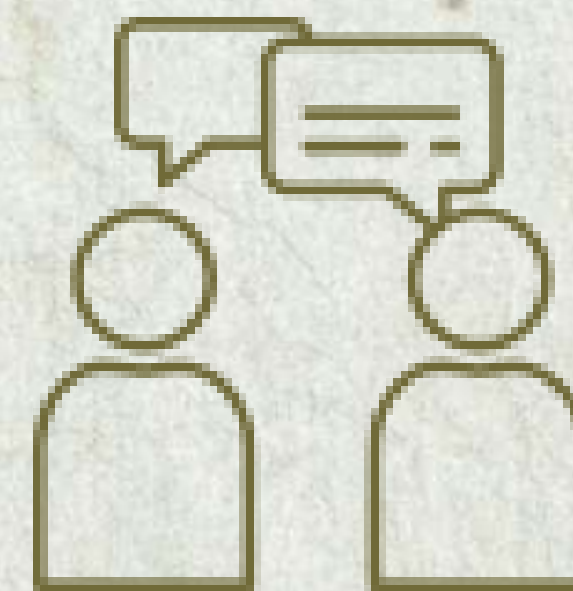


## About communicating sustainability:

The regulation recognises the important role of producer groups in communicating sustainable practices

According to Article 32 producer groups can “**take** action to improve the performance of the geographical indication, in terms of environmental, social and economic **sustainability**”: collective marketing and advertising campaigns; dissemination of information and promotion activities aiming at communicating the attributes of the product; advice, training and dissemination of best practice guidelines to current and future producers, including on sustainable practices [

According to Art. 8, a producer group may prepare and regularly update a sustainability report providing a description of existing sustainable practices implemented in the production of the product, a description of how the method of obtaining the product impacts on sustainability, in terms of environmental, social, economic or animal welfare commitments, and information necessary to understand how sustainability affects the development, performance and position of the product. The Commission makes the sustainability report public.





# Two examples of certification in Italy



- private certification;
- certification for companies (corporate level), products (supply chain level) or consortia (Denominazione per la sostenibilità);
- good agricultural, processing, social, economic and communication practices;
- first recognition of the standard for a consortium: Consorzio del Vino Nobile di Montepulciano DOCG;
- but...compliance with the standard is not included in the product specification, so it is not mandatory for all producers.



- production in accordance with integrated pest management rules established by Regions;
- possibility of using the trademark, which is owned by the Ministry of Agriculture;
- free certification system;
- but... only usable for certain products; only environmental sustainability





# Final remarks

- Sustainability rules are not mandatory; producers can choose to include them.
- Private and public certifications exist but have high costs and limitations.
- Social and economic sustainability aspects are often overlooked (see JRC study, 2024).
- Lack of an EU-wide sustainability certification leads to reliance on national laws.
- EU guidelines could clarify stricter sustainability rules and classify best practices (see Art. 210a, Reg. 1308/2013).
- A harmonized EU sustainability certification could ensure uniform recognition and accessibility, especially for small producers.





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# Grazie!



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# A Review of Specifications for Geographical Indications Translating Quality into Product Characteristics

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Özden Ilhan, PhD

World Intellectual Property Organization

Turkish Patent and Trademark Office

Worldwide Perspectives on Geographical Indications (GIs), Rome, 2025

# Introduction

- Geographical indications (GIs) are used to identify products whose quality, reputation, or characteristics are intrinsically connected to their place of origin (WIPO, 2018).
- These products often stand out in the market due to unique internal qualities such as flavor, texture, aroma, shape, and color, as well as external features related to production and presentation (Giovannucci et al., 2009).
- Producer groups play a crucial role in defining these characteristics and linking them to their geographic area during the registration process (Quiñones Ruiz et al., 2018). However, translating these attributes into precise product specifications is often challenging.



# Aim and Method

- The study aims to provide guidance for countries new to GIs by identifying key elements to include as product characteristics. While GIs are inherently not a "one size fits all" approach, understanding foundational elements can serve as a starting point.
- Product characteristics and link with the geographical area for 150 registered GIs from EU were analyzed.
- Primary data was sourced from Single Documents in the eAmbrosia database, with product specifications used when necessary. Product groups with fewer than 10 registrations and TSGs were excluded.
- The most recent registrations for each product group in each EU country until 2023 were selected to reflect diverse national approaches and the European Commission's latest positions.

**eAmbrosia**  
Union register of geographical indications

eAmbrosia is a legal register of the names of agricultural products, which are registered and protected across the EU.

It provides a direct access to information on all registered geographical indications, the legal instruments of protection and product specifications. It also provides links for applications and publications before the geographical indications committee.

You can also find information about the traditional terms for wine and the traditional specialities guaranteed in the section Related information.

[Wine register](#)  [Agricultural products register](#)  [Spirit drinks register](#)

**Geographical indications - Search**

Product type	File number	Name
<input type="text"/>	<input type="text" value="min. 3 characters"/>	<input type="text" value="min. 3 characters"/>
Application type	Country zone	Country
<input type="text"/>	<input type="text"/>	<input type="text"/>
Type	Status	Recognised producer group
<input type="text"/>	<input type="text"/>	<input type="text"/>



# Class 1.1 Fresh meat (and offal)



6 PDO and 9 PGI registered by 15 different countries were examined

## Product Characteristics

- **Animal breed**
- **Slaughter weight**
- **Taste, color, and texture** characteristics of cooked meat
- **Slaughter age**
- **EUROP classification**
- **Maturation period**
- **Meat pH value**
- **Fatty acid ratio, fat content, protein content, and moisture content**

All registrations emphasize the feeding and breeding conditions of the animals and their connection to the geographical area. For products with a designation of origin, the climate and vegetation of the geographical area are critical factors. Additionally, traditional breeding techniques, the selection of breeds with desired characteristics by local producers, and the reputation of the products are emphasized.



**PDO**

**40**



**PGI**

**118**

Top countries: France (76), Portugal (32), Spain (20).





# Class 1.2. Meat products



1 PDO and 17 PGI registered by 18 different countries were examined

## Product Characteristics

- Shape of the product (e.g., horseshoe, long cylinder, spiral) and color
- Salt content (if salted)
- Taste, texture, aroma
- Weight, length, diameter
- Fat content, protein content
- Connective tissue ratio
- Criteria to meat used (animal breed, EUROP quality classification, the specific part of the meat used, permitted aromatics, and maturation periods)

Traditional production methods are emphasized in all cases. Products produced through natural drying methods, as well as those from regions where extreme temperatures necessitate alternative methods for preserving animal-based foods, are closely tied to the climatic features of the geographical area. These climatic characteristics are regarded as a significant link between the product and its origin.



PDO

37



PGI

146

Top countries: Italy (43), Portugal (42), Germany (19)



# Class 1.3. Cheeses



**11 PDO and 9 PGI registered by 20 different countries were examined**

## Product Characteristics

- **The source animal(s) is specified.** For cheeses made with milk from multiple animals, mixing ratios or specific labels are defined.
- The **color, shape, texture**, taste, aroma, and fat content in the dry matter
- For matured products, the maturation period is specified, and some products are grouped based on their maturation periods, with distinctive features described separately for each group.
- Weight, diameter, and height, dry matter, salt content, moisture content, pH, and microbial flora.
- For PDO, detailed criteria regarding raw materials, including feeding regimens, permitted animal breeds, the source of rennet, and seasonal production permissions are mentioned
- **Traditional production methods, raw material characteristics, the connection of pastures to the climate and vegetation of the geographical area, the history and reputation of the product, local knowledge and expertise, and the quality of the product are all emphasized.**



**PDO**

**189**



**PGI**

**48**

**Top countries: Italy (55), France (55), Spain (30)**





# Class 1.4. Other products of animal origin



10 PDO and 4 PGI registered by 13 different countries were examined

## Product Characteristics

- **Eggs** : Omega-3 and omega-6 content, shell color, and structure. Traditional production method: hens fed with local flaxseed meal and calcium carbonate. The product's reputation and historical significance.
- **Dairy Products**: Taste, texture, and color properties. Characteristics of raw material characteristics.
- **Honey**:
- **Type of Honey**: Polyfloral, Monofloral or honeydew and related subcategories (like chestnut, acacia, linden, black mulberry, and retema honey). Minimum ratio of dominant pollens for flower honeys. For Honeydew honey; Electrical conductivity and diastase activity.
- Color, taste, aroma, HMF content, moisture content, free acidity, fructose+glucose ratio, sucrose ratio, pH, proline content, exclusion of undesired pollens and bee breed.
- Climate and vegetation of the region.
- Traditional methods and controlled production process, reputation.



PDO

38



PGI

14

Top countries: Portugal (12), France (10), Spain (6)



# Class 1.5. Oils and fats



6 PDO and 7 PGI registered by 13 different countries were examined

## Product Characteristics

### Olive Oil

- All examined olive oils are extra virgin.
- Raw material characteristics (e.g., olive varieties)
- Acidity, peroxide value, and K270, K232,
- Taste and aroma properties
- fruitiness, pungency, bitterness,
- Delta K, defect scores, fatty acid ratios, and wax content.
- Geology and climate of the region and traditional production methods. Product reputation

**Butter:** Taste, aroma, color, and lipolysis index. Characteristics of raw materials and traditional production methods.

**Other Seed Oils:** Aroma and color properties. Traditional production methods and the reputation of the products



PDO

120



PGI

26

Top countries: Italy (49), Spain (33), Greece (32)





# Class 1.6. Fruit, vegetables and cereals fresh or processed



9 PDO and 13 PGI registered by 22 different countries were examined

## Product Characteristics

- Variety
- Shape, taste
- Additional parameters based on product type: minimum weight, color, diameter, length, sugar content, dry matter ratio.
- Special characteristics: Allicin content, amylose ratio, starch content, skin thickness.
- Specific harvest conditions: number of damaged items and defect percentage.
- Connection to the Geographical Area : geological and climatic features of the geographical area, traditional production methods, product reputation.

Particularly for PGI, the link to history and reputation is emphasized. Various types of evidence are included to establish this connection, such as: historical documents, newspaper articles, book excerpts, recipes, magazines, restaurant menus, travel guides, scientific publications, festivals, and awards. Unique identifiers, such as the inclusion of the product's shape in municipal emblems or references to the product's name in oral traditions, are also cited in registrations.



PDO

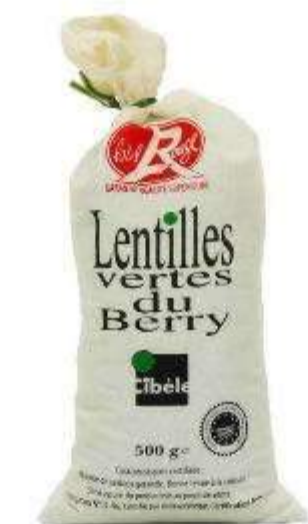
155



PGI

247

Top countries: Italy (121), Spain (64), France (60)



# Class 1.7. Fresh fish, molluscs, and crustaceans and products derived therefrom



5 PDO and 10 PGI registered by 15 different countries were examined

## Product Characteristics

- **Color, taste**, texture, and aroma
- Size, length, and weight
- Protein and fat content
- Special Characteristics: Includes features such as vitamin A content, sodium levels, organic certification, and meat ratio, as specified for relevant products.
- Dried Products: Moisture and salt content.
- Special Growing Conditions and regional practices are highlighted where applicable.
- Particularly for PDO; natural Conditions of the geographical area (water currents, cleanliness, and nutrient levels).
- For PGI: Product's renown and excellence.



PDO

13



PGI

30

Top countries: Germany (7), Italy (6), France (5)



# Class 1.8. Other products of Annex I of the Treaty (spices etc.)



5 PDO and 9 PGI registered by 14 different countries were examined

## Product Characteristics

### Aromatic Herbs and Spices

- Scent, taste, aroma, color, essential oil content, moisture (dried products),  $\alpha$ -bisabolol, carvacrol, carvone.
- Quality parameters, such as maximum defect rates
- Geographical Link: Climate, soil, traditional methods

### Vinegar and Fruit Juice-Based Products:

- Taste, aroma, reducing sugar, acetic acid, and alcohol (for products with alcohol content).
- Geographical Link: Traditional practices, ideal climate, and historical significance. Evidenced by ancient artifacts, competitions, festivals, and museums.



PDO

30



PGI

17

Top countries: France (10), Spain (9), Italy (7)





# Class 2.1. Beers



3 PGI registered by 3 different countries were examined

## Product Characteristics

- Alcohol Content
- Color, Taste, Aroma
- Density Characteristics
- Distinct features specified for each variety of beer (light, dark etc.)
- Use of local ingredients like water.
- Geographical Link: Based on the product's history and reputation in the region.



PDO

0



PGI

20

Top countries: Germany (10), Czechia (9).





# Class 2.3. Bread, pastry, cakes, confectionery, biscuits and other baker's wares



16 PGI registered by 16 different countries were examined

## Product Characteristics

- Shape and Physical Features (e.g., round, elliptical, cylindrical; size, weight, and color).
- Taste and Aroma: Sweet, fruity, smoky, or buttery
- List of ingredients and exclusions, such as no artificial additives
- Composition: Cocoa content, moisture, pH
- Traditional Methods: Handmade and region-specific techniques
- History and Reputation: Books, guides, tv programs, newspapers, appearance on postcards, centuries-old production facilities, inclusion in menus for visiting foreign delegates.



PDO

4



PGI

85

Top countries: Spain (17), Italy (15), Germany (10).



# Conclusions

- Clearly defining how a product's characteristics connect to its geographical origin is fundamental for both PGI and PDO registrations.
- PGI registrations outnumber PDOs in many classes even for fruit or fresh meat products which still source all raw material and complete all production stages in the geographical area. This is likely due to more flexible and attainable criteria.
- Recent GIs provide far more comprehensive product characteristics and link with the geographical area especially compared to older or "Simplified Procedure" registrations which were not amended.
- Many of the examined products have distinctive features that serve as general quality indicators, relying more on traditional practices and reputation.
- There are differences in specifications for even very similar products between countries, particularly regarding the details of causal links. However, these differences are more pronounced between older and newer registrations, while newer registrations from different countries are more similarly leveled.
- The evolution of single documents has strengthened the connection between product characteristics and their geographical area, enhancing quality and distinctiveness across various product categories.



# Thank you!

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# List of GIs

Vlees van het rood ras van West-Vlaanderen	Maranho da Sertã	de Luxembourg	Marmelada Branca de Odivelas	Černá Hora
Lička janjetina	Cârnați de Pleșcoi	Miód spadziowy z Beskidu Wyspowego	Magiun de prune Topoloveni	Oktoberfestbier
Vadehavslam	Kranjska klobasa	Requeijão da Beira Baixa	Stupavské zelé	Kaimiškas Jovary alus
Lapin Poron liha	Morcilla de Burgos	Bardejovský Med / Med z Bardejova	Ptujski lük	Liers vlaaike
Kintoa	Ennstaler Steirerkas	Jajca izpod Kamniških planin	Nuez de Pedroso	Lumblija
Weideochse vom Limpurger Rind	Fromage de Herve	Miel Villuercas-Ibores	Värmländskt skrädmjöl	Γλυκό Τριαντάφυλλο Αγρού / Glyko
Κατσικάκι Λήμνου / Katsikaki Limnou	Lički škripavac	Steirisches Kürbiskernöl	Escavèche de Chimay	Triantafyllo Agrou
Keleméri bárányhús	Χαλλούμι / Halloumi / Hellim	Beurre d'Ardenne	Malostonska kamenica	Valašský frgál
Connemara Hill Lamb / Uain Sléibhe	Olomoucké tvarůžky	Bračko maslinovo ulje	Třeboňský kapr	Kainuun rönttönen
Chonamara	Havarti	Istra	Puruveden muikku	Gâche vendéenne
Vitelloni Piemontesi della Coscia	Brousse du Rove	Huile de noix du Périgord	Bulot de la Baie de Granville	Bayrisch Blockmalz / Bayrischer Blockmalz
Jagnięcina podhalańska	Allgäuer Sennalpkäse	Lausitzer Leinöl	Peitzer Karpfen	/ Echt Bayrisch Blockmalz / Aecht
Carne Ramo Grande	Αρσενικό Νάξου / Arseniko Naxou	Ελαιόλαδο Μάκρης / Elaiolado Makris	Αυγοτάραχο Μεσολογγίου / Avgotaracho	Bayrischer Blockmalz
Vaca Gallega – Buey Gallego	Győr-Moson-Sopron megyei Csemege sajt	Órségi tökmagolaj	Messolongiou	Μελεκούνι / Melekouni
Hånnlamb	Imokilly Regato	Olio di Roma	Szegedi tükörponty	Waterford Blaa / Blaa
Canard à foie gras du Sud-Ouest	Mozzarella di Gioia del Colle	Rucavas baltais sviests	Clare Island Salmon	Pampepato di Terni / Panpepato di Terni
(Chalosse, Gascogne, Gers, Landes, Périgord, Quercy)	Džiugas	Azeite do Alentejo Interior	Colatura di alici di Cetara	Nijolės Šakočienės šakotis
Gailtaler Speck	Hollandse geitenkaas	Štajersko prekmursko bučno olje	Salacgrīvas nēgi	Cebularz lubelski
Saucisson d'Ardenne / Collier d'Ardenne /	Ser koryciński swojski	Aceite de Ibiza / Oli d'Eivissa	Karp zatorski	Amêndoa Coberta de Moncorvo
Pipe d'Ardenne	Çașcaval de Săveni	Steirische Käferbohne	Salatã cu icre de știucã de Tulcea	Hrušovský lepník
Potjesvlees uit de Westhoek	Klenovecký syrec	Plate de Florenville	Mojama de Isla Cristina	Mollete de Antequera
Jambon d'Ardenne	Mohant	Varaždinsko zelje	Vänerløjrom	Äkta Gränna Polkagrisar
Горнооряховски суджук /	Queso de Acehúche	Lički krumpir	Pâté gaumais	
Gornooryahovski sudzhuk	Wrångebäcksost	Κολοκάσι Σωτήρας / Κολοκάσι-Πούλλες	Brački varenik	
Samoborska češnjovka / Samoborska	Странджански манов мед /	Σωτήρας / Kolokasi Sotiras / Kolokasi-	Český modrý mák	
češnofka	Strandzhanski manov med / Манов мед	Pouilles Sotiras	Cidre du Perche / Perche	
Λουκάνικο Πιτσιλιάς / Loukaniko Pitsilias	от Странджа / Manov med ot Strandzha	Chelčicko - Lhenické ovoce	Elbe-Saale Hopfen	
Aito saunapalvikinkku / Äkta basturökt	Zagorski bagremov med	Lammefjordskartofler	Κρόκος Κοζάνης / Krokos Kozanis	
skinka	Sõir	Lapin Puikula	Kalocsai fűszerpaprika-őrlemény	
Jambon du Kintoa	Cancoillotte	Cerise des coteaux du Ventoux	Aceto Balsamico di Modena	
Spreewälder Gurkensülze	Obazda / Obatzter	Beelitzer Spargel	Stakliškės	
Csabai kolbász / Csabai vastagkolbász	Πευκοθυμαρόμελο Κρήτης /	Ρόδι Ερμιόνης / Rodi Ermionis	Podpiwek kujawski	
Sneem Black Pudding	Pefkothymaromelo Kritis	Nagykőrúti ropogós cseresznye	Liptovské droby	
Lucanica di Picerno	Miele Varesino	Castagna di Roccamonfina	Štajerski hmelj	
Kiełbasa piaszczańska	Miód z Sejneńszczyzny / Łódziejszczyzny /	Latvijas lielie pelēkie zirņi	Pebre bord de Mallorca / Pimentón de	
	Seinų / Lazdijų krašto medus	Brabantse Wal asperges	Mallorca	
	Miel - Marque nationale du Grand-Duché	Czosnek galicyjski	Liquirizia di Calabria	



*Sustainability in the  
Specification of GI Products:  
the case of Aceto Balsamico di  
Modena PGI*

*Stefania Portioli  
PhD Student*





# 1- Context of Analysis

The new European Regulation 2024/1143 highlights sustainability issues, mostly Articles 7 and 8.

*“The new regulation on EU GI for wine, spirit drinks and agricultural products will strengthen and improves the existing GI system by:*

- *recognising sustainable practices: producers will now be able to valorise their actions regarding environmental, economic, or social sustainability*
- *a producer group may decide to make some sustainable practices mandatory for their products, they should be included in the product specifications.*
- *on a voluntary basis, producers can also draw up a sustainability report that will be published by the European Commission”<sup>1</sup>*



- ⇒ The agri-food system linked to GIs is considered a promoter of sustainability due to its intrinsic characteristics (shared standards, values, knowledge and traditions, link with the territory)
- ⇒ GI specifications serve as a common denominator within the producer cluster and provide the foundation for inputs and outputs (raw materials and ingredients, supply chain controls, production methods, quality, packaging, labelling, analytical characteristics, and organoleptic properties and taste)
- ⇒ GI specifications already include common practices related to sustainability



1. [https://ec.europa.eu/commission/presscorner/detail/en/ip\\_23\\_5242](https://ec.europa.eu/commission/presscorner/detail/en/ip_23_5242)

# 1- Context of Analysis

*Recitals of Regulation (EU) 2024/1143*

«**SUSTAINABILITY PRACTICES** should contribute to one or more objectives».

The **environmental objectives** should include:

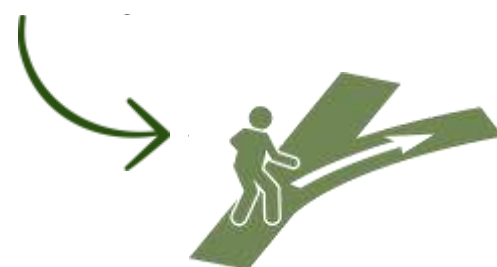
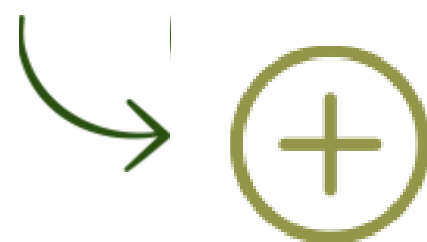
- **climate** change mitigation and adaptation,
- the conservation and sustainable use of **soil, landscape, water and natural resources**,
- the preservation of **biodiversity**, the conservation of **rare seeds, local breeds and plant varieties**,
- the promotion of **short supply chains** and
- the management and promotion of **animal welfare**.

The **social objectives** should include

- the improvement of **working and employment conditions, collective bargaining, social protection and safety standards**,
- **attracting and supporting both young and new producers**
- **in order to ease generational renewal and facilitate the solidarity and transmission of knowledge across generations**.

The **economic objectives** should include:

- **securing a stable and fair income** and a strong position across the value chain for producers
- **improving the economic value of products and the redistribution of added value along the value chain**,
- **contributing to the diversification of the rural economy and to local development, including agricultural employment, and preserving rural areas**.



# 1- Research Analysis

## RESEARCH QUESTION:

Which sustainability elements, as defined at the EU level by Art.v7 and 8 of Regulation 2024/1143, are already present in the products specification and, therefore, in local territories and economies?

## CASE HISTORY:

### Aceto Balsamico di Modena IGP (ABM) specification

*88 million liters produced in 2023*

*3° Production value, 350*

*4° Value at consumption*

*3° Export market value - 92% exported<sup>1</sup>*

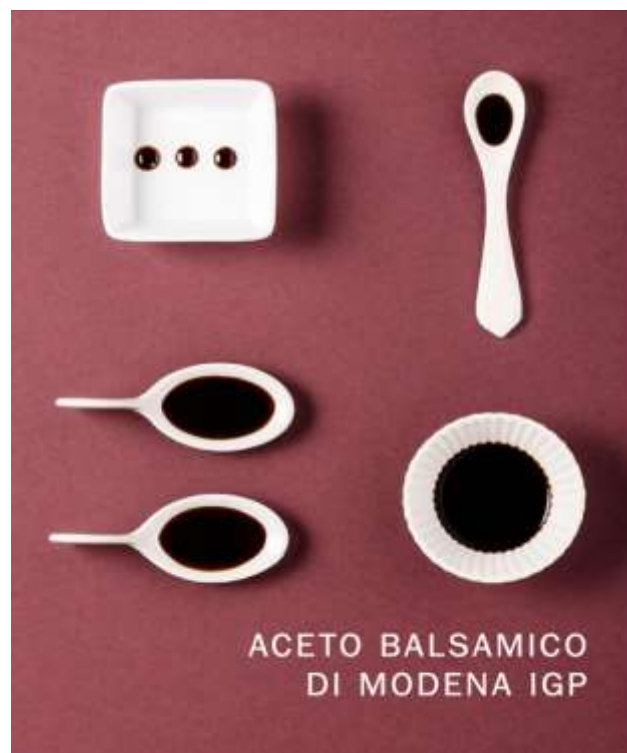
## METHODOLOGY:

### Content Analysis

Regulation 2024/1143

### Comparative Content Analysis

- ABM PGI
  - \* *Fraud Repression Regulation DPR No. 162 of February 12, 1965*
  - \* *Italian Official Gazette DM No. 306 of December 9, 1965*
  - \* *ABM PGI Specification, 2009*
  - \* *ABM PGI Specification, 2023*
  - \* *ABM PGI Specification, 2025*
- ABM
  - \* *PDO Specification, 2010*





# 2- Sustainability dimensions, art. 7-8 R. 2024/1143

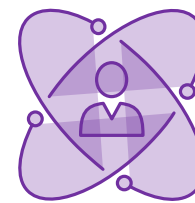
• <b>Definition of Sustainable Practices</b>	1
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• <b>Economical Sustainability</b>	9
• Economical Sustainability: Attracting Producers	1
• Economical Sustainability: Circular Economy	1
• Economical Sustainability: Diversification of activities	1
• Economical Sustainability: Economical Impacts	1
• Economical Sustainability: Fair wages	1
• Economical Sustainability: Local economies	1
• Economical Sustainability: Promotion of local agricultural production	1
• Economical Sustainability: Reduced Pesticide Use	1
• Economical Sustainability: Sustainable Practices	1



• <b>Governance Sustainability</b>	5
• Governance Sustainability: Compliance with standards	2
• Governance Sustainability: Data on Sustainability's Impact on Development	1
• Governance Sustainability: Data on sustainable practices	1
• Governance Sustainability: Regulatory compliance	2
• Governance Sustainability: Sustainability Report	1



• <b>Social Sustainability</b>	5
• Social Sustainability: Employment Maintenance	1
• Social Sustainability: Improvement of working conditions	1
• Social Sustainability: Safety of activities	1
• Social Sustainability: Social Impact	1
• Social Sustainability: Youth Attraction	1

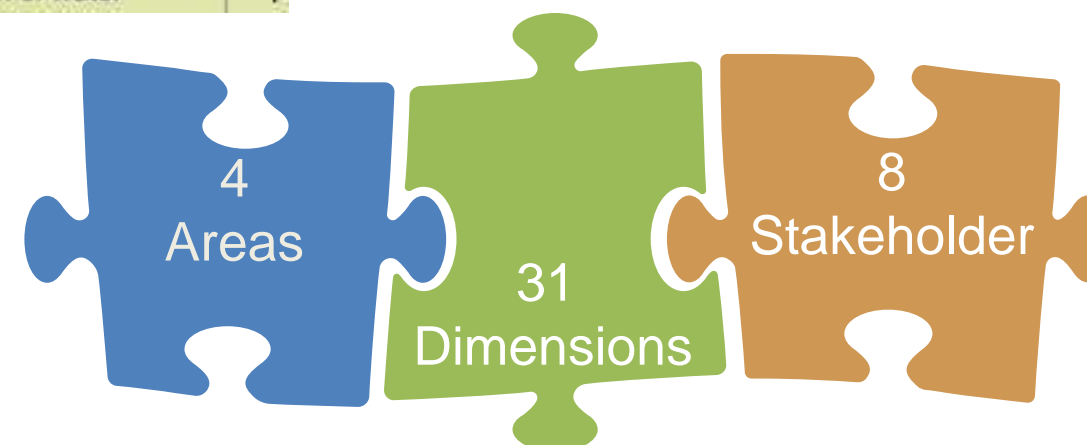


• <b>Environmental Sustainability</b>	12
• Environmental Sustainability: Biodiversity Protection	1
• Environmental Sustainability: Climate Change Mitigation Adaptation	1
• Environmental Sustainability: Environmental impact	1
• Environmental Sustainability: Food Waste Reduction	1
• Environmental Sustainability: Health and animal welfare	1
• Environmental Sustainability: Health and animal welfare impacts	1
• Environmental Sustainability: Pollution Reduction	1
• Environmental Sustainability: Resource conservation	1
• Environmental Sustainability: Risk management	2
• Environmental Sustainability: Sustainable use and protection of landscapes	1
• Environmental Sustainability: Sustainable use and protection of soil	1
• Environmental Sustainability: Sustainable use and protection of water	1



• <b>STAKEHOLDER</b>	8
• GI producers	1
• GI producers' group	3
• GI recognized producers' group	3
• GI young producers	1
• GI new producers	1
• Citizens (Indirect reference)	1
• Future generations (Indirect reference)	1
• Workers (Indirect reference)	1

• <b>Territory Links</b>	3
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# 3 -Evolution of the ABM specification



*Basic product definition, ingredient specification, method of production, aging process, organoleptical and analytical characteristics, no strict geographical restrictions*



- *Introduction of IGP protection and limitations on the geographical production zone*
- *Stricter standards: more detailed chemical and organoleptic criteria*
- *Grape varieties*
- *Minimum Aging of 60 days classified «affinato» (refined)*
- *Quality control and Sensory Evaluation (tasting panel), Inspection body and monitoring*
- *Specification on Receptables and Labeling,*

1965

2009



- *Origin and traceability: the introduction of isotopic parameters to authenticate raw materials*
- *Product correction: if analytical parameters do not meet requirements, corrections can be made using grape must or wine vinegar (up to 3% of the total mass)*
- *Labeling: stricter prohibitions against misleading labels (without caramel, selected)*
- *Product classification: distinction between «affinato» (refined) and «invecchiato» (aged at least 3 years) products based on a minimum density of 20°*

2023



- *Product Classification: a new differentiation for «riserva» (reserve aged at least 5 years) items based on a minimum density of 20°*
- *Emphasis on the name "Modena"*

2025



# 3 - Sustainability dimensions art. 7-8 vs ABM PGI

## EU OBJECTIVES

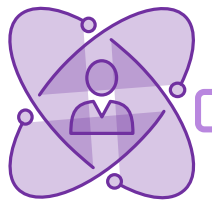
Diversification rural economy and local development



	Reg 2024	PGI 1965	PGI 2009	PGI 2023	PGI 2025
● Definition of Sustainable Practices	1	0	0	0	0
● Type of product	0	2	1	1	1
● Name Product	0	5	3	3	3
● Authorized Processing Location	0	1	0	0	0
<b>Economical Sustainability</b>	<b>9</b>	<b>1</b>	<b>5</b>	<b>5</b>	<b>5</b>
● Economical Sustainability: Attracting Producers	1	0	0	0	0
● Economical Sustainability: Circular Economy	1	0	0	0	0
● Economical Sustainability: Diversification of activities	1	0	0	0	0
● Economical Sustainability: Economical Impacts	1	0	0	0	0
● Economical Sustainability: Fair wages	1	0	0	0	0
● Economical Sustainability: Labelling	0	3	2	2	2
● Economical Sustainability: Local economies	1	0	1	1	1
● Economical Sustainability: Promotion of local agricultural	1	0	1	1	1
○ Economical Sustainability: Quality Control and Sensory	0	0	1	1	1
● Economical Sustainability: Reduced Pesticide Use	1	0	0	0	0
● Economical Sustainability: Sustainable Practices	1	0	0	0	0
● Economical Sustainability: Tourism Appeal	0	0	2	1	1
<b>Environmental Sustainability</b>	<b>12</b>	<b>0</b>	<b>2</b>	<b>3</b>	<b>3</b>
● Environmental Sustainability: Biodiversity Protection	1	0	1	1	1
● Environmental Sustainability: Climate Change Mitigation	1	0	0	0	0
● Environmental Sustainability: Environmental impact	1	0	1	1	1
● Environmental Sustainability: Food Waste Reduction	1	0	0	1	1
● Environmental Sustainability: Health and animal welfare	1	0	0	0	0
● Environmental Sustainability: Health and animal welfare impacts	1	0	0	0	0
● Environmental Sustainability: Pollution Reduction	1	0	0	0	0
● Environmental Sustainability: Resource conservation	1	0	0	0	0
● Environmental Sustainability: Risk management	2	0	0	0	0
● Environmental Sustainability: Sustainable use and protection of	1	0	0	0	0
● Environmental Sustainability: Sustainable use and protection of	1	0	0	0	0
● Environmental Sustainability: Sustainable use and protection of	1	0	0	0	0
<b>Territory Links</b>	<b>3</b>	<b>3</b>	<b>6</b>	<b>6</b>	<b>7</b>

\* Biodiversity  
\* Climate change and adaptation  
\* conservation and sustainable use of natural resources

## EU OBJECTIVES



<b>Governance Sustainability</b>	5	10	12	10	14
● Governance Sustainability: Analytical characteristics	0	2	1	1	1
● Governance Sustainability: Compliance with standards	2	0	0	0	0
● Governance Sustainability: Correction Measures for Non-	0	2	0	1	1
● Governance Sustainability: Data on Sustainability's Impact on	1	0	0	0	0
● Governance Sustainability: Data on sustainable practices	1	0	0	0	0
● Governance Sustainability: Ingredient Specifications	0	9	5	6	6
● Governance Sustainability: Inspection body and Monitoring	0	0	4	4	3
● Governance Sustainability: Labelling	0	3	0	2	2
● Governance Sustainability: Method of production	0	4	2	3	4
● Governance Sustainability: Organoleptic properties	0	1	2	2	2
○ Governance Sustainability: Product Classification	0	0	1	4	4
● Governance Sustainability: Product Specifications	0	0	2	2	3
● Governance Sustainability: Product traceability	0	6	1	1	1
● Governance Sustainability: Proof of origin	0	0	1	1	1
● Governance Sustainability: Regulatory compliance	2	13	12	13	15
● Governance Sustainability: Regulatory standards	0	1	1	1	1
● Governance Sustainability: Sustainability Report	1	0	0	0	0
● Governance Sustainability: Receptacles	0	5	1	1	1

<b>Social Sustainability</b>	5	4	5	6	6
● Social Sustainability: Community engagement	0	0	1	1	1
○ Social Sustainability: Consumer Protection & Transparency	0	3	2	2	2
● Social Sustainability: Cultural preservation	0	2	6	5	7
● Social Sustainability: Employment Maintenance	1	0	0	0	0
● Social Sustainability: Improvement of working conditions	1	0	0	0	0
● Social Sustainability: Production Specification	0	1	0	3	1
● Social Sustainability: Quality control & Sensory Evaluation	0	0	1	1	1
● Social Sustainability: Safety of activities	1	0	0	0	0
● Social Sustainability: Social Impact	1	0	0	0	0
○ Social Sustainability: Tacit Knowledge	0	3	2	3	3
● Social Sustainability: Youth Attraction	1	0	0	0	0

## EU OBJECTIVES

• Improvement of working condition  
• Attraction of young and new producers

<b>STAKEHOLDER</b>	8	3	6	6	6
● Citizens	1	0	1	1	1
● Consumers	0	0	2	2	1
● Farmers	0	0	1	1	1
● Future Generations	1	0	0	0	0
● GI New producers	1	0	0	0	0
● GI producers	1	1	3	3	3
● GI Producers group	3	0	0	0	0
● GI Recognised producers group	3	0	0	0	0
● GI young producers	1	0	0	0	0
● Regulators and Public Authorities	0	1	0	0	0
● Supply Chain Stakeholders	0	0	1	1	1
● Inspection Body	0	0	1	1	1
● Workers	1	0	0	0	0

	Reg 2024	PGI 1965	PGI 2009	PGI 2023	PGI 2025
<b>Totals Sustainability Dimensions</b>	<b>31</b>	<b>15</b>	<b>24</b>	<b>24</b>	<b>28</b>



# 3 - Sustainability dimensions



GI protection	IGP	DOP
Name Product	Aceto Balsamico di Modena	Aceto balsamico <b>tradizionale</b> di Modena
Geographical area	Province di Modena e Reggio Emilia	Province of Modena
Territory Link	blending of raw materials, processing, refinement, and/or aging in wooden containers	* Grapes produced in Modena * Processing, mandatory aging, and bottling
Ingredient Specification	* grape must * vinegar aged for at least 10 years * at least 10 % of vinegar produced from the acidification of wine only ( <b>specified isotopic ratio</b> )	<b>grape must</b>
Caramel	Max 2% for colour stability	<b>Not allowed</b>
Grape varieties	Lambruschi Ancellotta Trebbiani Sangiovese Albana Fortana Montuni	Lambrusco Ancellotta Trebbiani Sauvignon Sgavetta Berzemino Occhio di Gatta
Minimum Density (20°C)	>1,06 (affinato) >1,15 (invecchiato) >1,25 (riserva)	≥ 1.240
Minimum Total Acidity (%) acetic acid/100 gr	6% (affinato), 5,5% (invecchiato) 5,5% (riserva)	4.5%
Minimum Grape Must (%)	20%	<b>100% cooked must</b>
Minimum Aging / take place in	60 days sessile oak, chestnut, oak, mulberry or juniper	<b>Minimum 12 years</b> small barrels or casks of different sizes and types of wood, traditionally used in the region
Allowed Containers	Glass, wood, ceramic, terracotta, plastic (for professional use)	Specific bottles in white crystalline glass designed by Giorgetto Giugiaro
Term 'Aged'	at least 3 years at least 5 years "riserva"	<b>at least 12 years</b> at least 25 years "extra vecchio"
Control Body	CSQA Certificazioni S.r.l.	Cermet (Certification and Quality Control)



# 4 - Sustainability dimensions ABM PDI vs PDO

## EU OBJECTIVES

Diversification rural economy and local development



	Reg 2024	PGI 2025	PDO 2000
• Definition of Sustainable Practices	1	0	0
• Type of product	0	1	1
• Name Product	0	3	1
• Authorized Processing Location	0	0	1

<b>Economical Sustainability</b>	9	5	3
• Economical Sustainability: Attracting Producers	1	0	0
• Economical Sustainability: Circular Economy	1	0	0
• Economical Sustainability: Diversification of activities	1	0	0
• Economical Sustainability: Economical Impacts	1	0	0
• Economical Sustainability: Fair wages	1	0	0
• Economical Sustainability: Labelling	0	2	3
• Economical Sustainability: Local economies	1	1	0
• Economical Sustainability: Promotion of local agricultural	1	1	1
• Economical Sustainability: Quality Control and Sensory	0	1	4
• Economical Sustainability: Reduced Pesticide Use	1	0	0
• Economical Sustainability: Sustainable Practices	1	0	0
• Economical Sustainability: Tourism Appeal	0	1	0

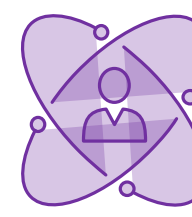
<b>Environmental Sustainability</b>	12	3	3
• Environmental Sustainability: Biodiversity Protection	1	1	1
• Environmental Sustainability: Climate Change Mitigation	1	0	0
• Environmental Sustainability: Environmental impact	1	1	1
• Environmental Sustainability: Food Waste Reduction	1	1	0
• Environmental Sustainability: Health and animal welfare	1	0	0
• Environmental Sustainability: Health and animal welfare impacts	1	0	0
• Environmental Sustainability: Impact on production method	0	0	1
• Environmental Sustainability: Pollution Reduction	1	0	0
• Environmental Sustainability: Resource conservation	1	0	0
• Environmental Sustainability: Risk management	2	0	0
• Environmental Sustainability: Sustainable use and protection of	1	0	0
• Environmental Sustainability: Sustainable use and protection of	1	0	0
• Environmental Sustainability: Sustainable use and protection of	1	0	0

<b>Territory Links</b>	3	7	9
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	Reg 2024	PGI 2025	PDO 2000
Totals Sustainability Dimensions	31	28	20

\* Biodiversity  
\* Climate change and adaptation  
\* conservation and sustainable use of natural resources

## EU OBJECTIVES



<b>Governance Sustainability</b>	5	14	10
• Governance Sustainability: Analytical characteristics	0	1	1
• Governance Sustainability: Compliance with standards	2	0	0
• Governance Sustainability: Correction Measures for Non-	0	1	0
• Governance Sustainability: Data on Sustainability's Impact on	1	0	0
• Governance Sustainability: Data on sustainable practices	1	0	0
• Governance Sustainability: Ingredient Specifications	0	6	4
• Governance Sustainability: Inspection body and Monitoring	0	3	1
• Governance Sustainability: Labelling	0	2	3
• Governance Sustainability: Method of production	0	4	5
• Governance Sustainability: Organoleptic properties	0	2	1
• Governance Sustainability: Product Classification	0	4	1
• Governance Sustainability: Product Specifications	0	3	0
• Governance Sustainability: Product traceability	0	1	0
• Governance Sustainability: Proof of origin	0	1	0
• Governance Sustainability: Regulatory compliance	2	15	12
• Governance Sustainability: Regulatory standards	0	1	0
• Governance Sustainability: Sustainability impacts	0	0	1
• Governance Sustainability: Sustainability Report	1	0	0
• Governance Sustainability: Receptacles	0	1	1

<b>Social Sustainability</b>	5	6	4
• Social Sustainability: Community engagement	0	1	0
• Social Sustainability: Consumer Protection & Transparency	0	2	2
• Social Sustainability: Cultural preservation	0	7	4
• Social Sustainability: Employment Maintenance	1	0	0
• Social Sustainability: Improvement of working conditions	1	0	0
• Social Sustainability: Production Specification	0	1	0
• Social Sustainability: Quality control & Sensory Evaluation	0	1	4
• Social Sustainability: Safety of activities	1	0	0
• Social Sustainability: Social Impact	1	0	0
• Social Sustainability: Tacit Knowledge	0	3	2
• Social Sustainability: Youth Attraction	1	0	0

<b>STAKEHOLDER</b>	8	6	2
• Citizens	(ind)1	1	0
• Consumers	0	1	0
• Farmers		1	0
• Future Generations	(ind)1	0	0
• GI New producers	1	0	0
• GI producers	1	3	2
• GI Producers group	3	0	0
• GI Recognised producers group	3	0	0
• GI young producers	1	0	0
• Regulators and Public Authorities	0	0	0
• Supply Chain Stakeholders	0	1	0
• Inspection Body	0	1	1
• Workers	(ind)1	0	0

## EU OBJECTIVES

• Improvement of working condition  
• Attraction of young and new producers



# 5 - Sustainability dimensions in Regulation vs PGI

## EU ECONOMICAL SUSTAINABILITY OBJECTIVES

- Stable and fair income and strong position for producers across the value chain
- Improving economic value of products and a fair redistribution of added value along the value chain
- Attracting and supporting young and new producers
- Diversification rural economy and local development, agricultural employment and preserving rural area

	REG 2024 1143	ABM IGP
• Economical Sustainability: Attracting Producers	Presente	Non presente
◦ Economical Sustainability: Best practices (mapping, training, guidelines)	Presente	Non presente
• Economical Sustainability: Circular Economy	Presente	Non presente
• Economical Sustainability: Climate Change Mitigation	Non presente	Non presente
• Economical Sustainability: Compliance with standards	Presente	Non presente
• Economical Sustainability: Cost Reduction	Non presente	Non presente
• Economical Sustainability: Cost Savings	Non presente	Non presente
• Economical Sustainability: Diversification of activities	Presente	Non presente
• Economical Sustainability: Economic Objectives	Presente	Non presente
• Economical Sustainability: Economical Impacts	Presente	Non presente
• Economical Sustainability: Enhancement	Non presente	Non presente
• Economical Sustainability: Fair competition	Presente	Non presente
• Economical Sustainability: Fair income for producers	Presente	Non presente
• Economical Sustainability: Fair pricing	Non presente	Non presente
• Economical Sustainability: Fair value distribution	Presente	Non presente
• Economical Sustainability: Fair wages	Presente	Non presente
• Economical Sustainability: Innovation	Presente	Non presente
◦ Economical Sustainability: Investments	Presente	Non presente
• Economical Sustainability: Labelling	Presente	Presente
• Economical Sustainability: Local economies	Presente	Presente
• Economical Sustainability: Promotion of local agricultural production	Presente	Presente
◦ Economical Sustainability: Quality Control and Sensory Evaluation	Presente	Presente
◦ Economical Sustainability: Regulation of supply	Presente	Non presente
• Economical Sustainability: Sustainability impacts	Presente	Non presente
• Economical Sustainability: Sustainable Practices	Presente	Non presente
• Economical Sustainability: Tourism Appeal	Presente	Presente

## EU ENVIRONMENTAL SUSTAINABILITY OBJECTIVES

- Climate Change mitigation and adaptation
- Conservation and sustainable use of natural resources
- Preservation of biodiversity
- Promotion of short supply chains
- Management and promotion of animal welfare

	REG 2024 1143	ABM IGP
• Environmental Sustainability		
◦ Environmental Sustainability: Best practices (mapping, training, guidelines)	Presente	Non presente
• Environmental Sustainability: Biodiversity Protection	Presente	Non presente
• Environmental Sustainability: Climate Change Mitigation Adaptation	Presente	Non presente
• Environmental Sustainability: Compliance with standards	Presente	Non presente
• Environmental Sustainability: Eco-friendly practices	Presente	Non presente
• Environmental Sustainability: Environmental impact	Presente	Presente
• Environmental Sustainability: Environmental Objectives	Presente	Non presente
• Environmental Sustainability: Food Waste Reduction	Presente	Presente
• Environmental Sustainability: Health and animal welfare	Presente	Non presente
• Environmental Sustainability: Health and animal welfare impacts	Presente	Non presente
• Environmental Sustainability: Health and animal welfare practices	Non presente	Non presente
• Environmental Sustainability: Reduce pesticides use	Presente	Non presente
• Environmental Sustainability: Pollution Reduction	Presente	Non presente
• Environmental Sustainability: Production Specification	Presente	Non presente
• Environmental Sustainability: Resource conservation	Presente	Non presente
• Environmental Sustainability: Risk management	Presente	Non presente
• Environmental Sustainability: Sustainability impacts	Presente	Non presente
• Environmental Sustainability: Sustainable Practices	Presente	Non presente
• Environmental Sustainability: Sustainable Resource Management	Non presente	Non presente
• Environmental Sustainability: Sustainable use and protection of landscapes	Presente	Non presente
• Environmental Sustainability: Sustainable use and protection of soil	Presente	Non presente
• Environmental Sustainability: Sustainable use and protection of water	Presente	Non presente
• Environmental Sustainability: Waste minimization	Non presente	Non presente

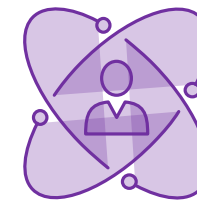




# 5 - Sustainability dimensions in Regulation



	REG 2024 1143	ABM IGP
<b>Governance Sustainability</b>		
o Governance Sustainability: Administrative Simplification	Presente	Non presente
o Governance Sustainability: Advertising	Presente	Non presente
o Governance Sustainability: Best practices (mapping, training, and guidelines)	Presente	Non presente
o Governance Sustainability: Compliance with standards	Presente	Non presente
o Governance Sustainability: Correction Measures for Non-Compliance	Presente	Presente
o Governance Sustainability: Data Accessibility and Authenticity Verification	Presente	Non presente
o Governance Sustainability: Data on Sustainability's Impact on Development	Presente	Non presente
o Governance Sustainability: Data on sustainable practices	Presente	Non presente
o Governance Sustainability: Ensure quality	Presente	Non presente
o Governance Sustainability: Ensure safety	Presente	Non presente
o Governance Sustainability: Ensure security	Presente	Non presente
o Governance Sustainability: Equal Access to Certification	Presente	Non presente
o Governance Sustainability: Ethical standards	Presente	Non presente
o Governance Sustainability: Governance Impacts	Presente	Non presente
o Governance Sustainability: Ingredient Specifications	Presente	Presente
o Governance Sustainability: Inspection body and Monitoring	Presente	Presente
o Governance Sustainability: Labelling	Presente	Presente
o Governance Sustainability: Method of production	Presente	Presente
o Governance Sustainability: Nutrition information	Presente	Non presente
o Governance Sustainability: Organoleptic properties	Presente	Presente
o Governance Sustainability: Product Classification	Presente	Presente
o Governance Sustainability: Product Specifications	Presente	Presente
o Governance Sustainability: Product traceability	Presente	Presente
o Governance Sustainability: Proof of origin	Presente	Presente
o Governance Sustainability: Protection Against Fraud	Presente	Non presente
o Governance Sustainability: Protection of GI products	Presente	Non presente
o Governance Sustainability: Receptacles	Non presente	Presente
o Governance Sustainability: Regulation of supply	Presente	Non presente
o Governance Sustainability: Regulatory compliance	Presente	Presente
o Governance Sustainability: Regulatory standards	Presente	Presente
o Governance Sustainability: Risk Assessment	Non presente	Non presente
o Governance Sustainability: Sanctions for Geographical Violation	Presente	Non presente
o Governance Sustainability: Security & Compliance	Presente	Non presente
o Governance Sustainability: Strategic Sustainability Plan	Non presente	Non presente
o Governance Sustainability: Sustainability Report	Presente	Non presente
o Governance Sustainability: Sustainability Standards	Non presente	Non presente
o Governance Sustainability: Sustainable Practices	Presente	Non presente
o Governance Sustainability: Transparency	Presente	Non presente



## EU SOCIAL SUSTAINABILITY OBJECTIVES

- Improvement of working and employment conditions, collective bargaining, social protection and safety standards
- Attraction and supporting both young and new producers
- Facilitate the solidarity and transmission of knowledge across generations

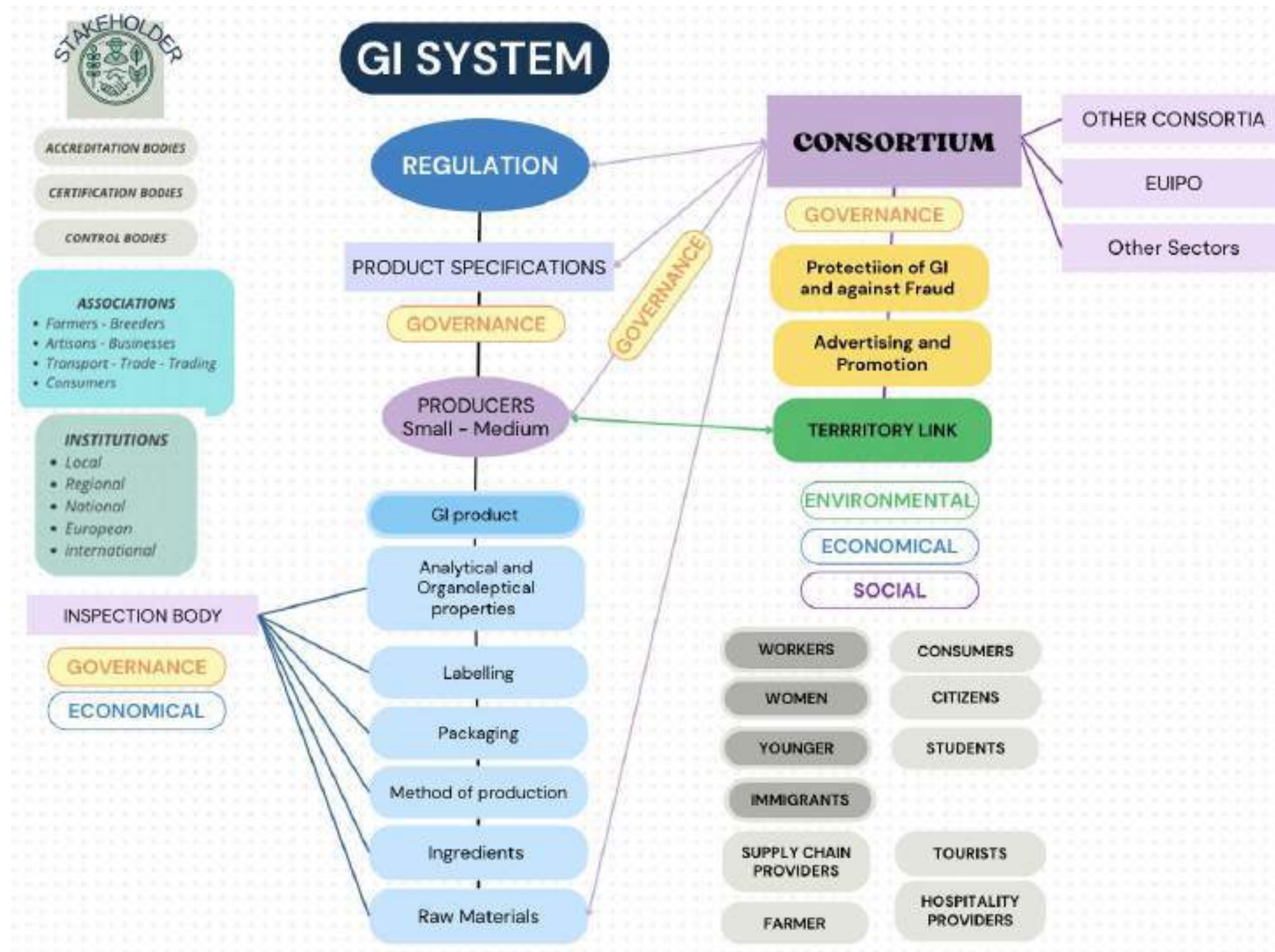
	REG 2024 1143	ABM IGP
<b>Social Sustainability</b>	Presente	Presente
o Social Sustainability: Best practices (mapping, training, and guidelines)	Presente	Non presente
o Social Sustainability: Community engagement	Presente	Presente
o Social Sustainability: Compliance with standards	Presente	Non presente
o Social Sustainability: Consumer Protection & Transparency	Presente	Presente
o Social Sustainability: Cultural preservation	Presente	Presente
o Social Sustainability: Employment Maintenance	Non presente	Non presente
o Social Sustainability: Equality	Presente	Non presente
o Social Sustainability: Ethical labor standards	Non presente	Non presente
o Social Sustainability: Fair labor practices	Non presente	Non presente
o Social Sustainability: Gender mainstreaming	Presente	Non presente
o Social Sustainability: Improvement of working conditions	Non presente	Non presente
o Social Sustainability: knowledge sharing	Presente	Non presente
o Social Sustainability: Production Specification	Presente	Presente
o Social Sustainability: Quality control & Sensory Evaluation	Non presente	Presente
o Social Sustainability: Safety of activities	Non presente	Non presente
o Social Sustainability: Social Impact	Presente	Non presente
o Social Sustainability: Social Objectives	Presente	Non presente
o Social Sustainability: Social responsibility	Non presente	Non presente
o Social Sustainability: Sustainability impacts	Non presente	Non presente
o Social Sustainability: Sustainability Standards	Non presente	Non presente
o Social Sustainability: Sustainable Practices	Presente	Non presente
o Social Sustainability: Tacit Knowledge	Presente	Presente
o Social Sustainability: Youth Attraction	Presente	Non presente

At a systemic level



# 6- Governance manages Sustainability

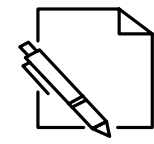
SUSTAINABILITY IMPROVEMENTS, across all dimensions, can be achieved by strengthening GOVERNANCE. This should be a place-based approach that fosters «Reflexive governance».



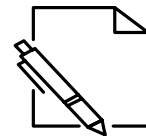


# 7- Consortium of ABM PGI

Actions and projects of the Consorzio dell'Aceto Balsamico di Modena on sustainability topics across different spheres:



1. The 2023 production specification amendment ensures **origin and traceability** through the introduction of isotopic parameters to authenticate raw materials, the extension of controls on grape variety to winegrowers, and consequently to the supply chain  
→ Proof of origin, improve transparency



2. The changes in the latest 2025 production specification concern:
  - The new "Riserva" category for products aged over 5 years  
→ mainly protects small producers with smaller productions that can have higher value, offering greater quality to the product
  - The prohibition of labeling "without caramel"  
→ provides greater transparency for consumers
  - The possibility of highlighting "di Modena" on the label  
→ strengthens the product's connection to the territory

# 7- Consortium of ABM PGI

Actions and projects of the Consorzio dell'Aceto Balsamico di Modena on sustainability topics across different spheres:



3. Adherence to the **Made Green in Italy** project: the voluntary national scheme for assessing and communicating the environmental footprint of products. The consortium has conducted analyses and **defined benchmarks** for controls to enable producers, with environmental performance equal to or higher than the reference benchmark, to obtain the logo  
→ reduction of environmental footprint, improvement of production practices, increased market competitiveness, improvement of knowledge, increased demand for training and consultancy on sustainability, greater transparency for consumers, establishment of sustainable standards



4. Contribution to a **PhD scholarship** aimed at identifying **best practices** related to the local production system of Aceto Balsamico di Modena, in order to determine the most relevant **materiality topics** for the entire system and measure the **incremental value compared to a generic product**. This approach allows the product to be communicated also through the lens of Shared Value.  
→ enhancing the knowledge and awareness of all stakeholders, sustainability report of the consortium, sustainability reports for companies, sustainability plan and strategies of the consortium and the production system

# 7- Consortium of ABM PGI

Actions and projects of the Consorzio dell'Aceto Balsamico di Modena on sustainability topics across different spheres:



5. The new regulation identifies Consortia as key actors in the **development of tourism services** in the relevant geographical area, and activities will be carried out in collaboration with the Consorzio dell'Aceto Tradizionale di Modena PDO:



- Coordination with the municipality, province, and private stakeholders to offer services dedicated to food and wine tourism, promote vinegar cellars and the product.

→ expansion and diversification of tourism services and new activities (as tasting courses), an increase in tourist inflows, stronger ties with local stakeholders, and promoting sustainable tourism



- Authorization required for those using the name "Aceto Balsamico di Modena" for events, courses, or activities

→ better control over the product's reputation





Grazie!

*Stefania Portioli*  
*Phd Student*  
*[stefania.portioli@unipr.it](mailto:stefania.portioli@unipr.it)*







# INDICATIONS GÉOGRAPHIQUES SENSIBLE AU GENRE :

## Un levier pour l'inclusion des femmes rizicultrices du Tonkpi



Dans l'Ouest de la Côte d'Ivoire, un savoir-faire ancestral se perpétue. Un riz produit principalement par des femmes bénéficie d'une réputation avérée et est très apprécié par les ivoiriens en raison de sa qualité spécifique.

**RÉGION TONKPI**





Les femmes rizicultrices subissent les inégalités liées aux normes patriarcales ancrées. L'accès à la terre reste genre : les hommes héritent des terres tandis que les femmes, marginalisées, cultivent de petits lopins. Le riz, perçu comme une culture secondaire face au cacao et au café, reçoit peu de soutien. Ce manque de reconnaissance et de ressources réduit leur autonomie économique et limite leur capacité à valoriser et commercialiser leur production sur des marchés rémunérateurs.







Ici, le riz est bien plus qu'une culture : il incarne une identité, une fierté et une tradition profondément enracinée. Pour des milliers de femmes, il représente bien plus qu'un moyen de subsistance ; c'est un outil d'expression, un symbole de résilience et un vecteur d'existence. À travers le riz, elles affirment leur place dans la société, malgré les obstacles, et perpétuent un savoir-faire ancestral essentiel à la vie économique et culturelle de leur communauté.





**IG riz Danané,  
un levier de  
transformation  
Economique et  
social.**

reconnaissance formelle de leurs compétences qui change le leur statut socioéconomique des rizicultrices

Faciliter leur accès `a des rôles de leadership au sein des associations de producteurs, ainsi qu`a des ressources techniques et financières jusqu'ici inaccessibles.

rendre les rizicultrices éligibles `a des formations techniques, augmentant ainsi leur productivité et leur savoir-faire.

La valorisation économique permet de revoir les droits fonciers des femmes. En attribuant plus de valeur `a une culture traditionnellement d'évolue aux femmes, cela pourrait faciliter leur accès `a la terre



*Organisent*

# CÉRÉMONIE DE LANCEMENT DU PROJET IG RIZ DANANÉ

01.03.2025

À PARTIR DE  
**09H00**



**AMPHITHÉÂTRE  
ALASSANE OUATTARA  
DE L'UNIVERSITÉ DE MAN**





# Animal-friendly traditions?

## Animal Welfare Considerations in Product Specifications of EU Geographical Indications

FAO Rome, 19 February 2025

Gero Laurenz Höhn (KU Leuven)

Martijn Huysmans (Utrecht University – presenting author)

m.huysmans@uu.nl

Huysmans gratefully acknowledges funding from the UU strategic theme *Pathways to Sustainability* for the project “Follow the Food” – see <https://www.uu.nl/en/research/sustainability/follow-the-food>



# GIs & animal welfare



Our investigations on two farms producing Grana Padano cheese are back online



To what degree do **GI specifications** account for **animal welfare**?  
→ Systematic **indicator-based analysis** of **GI cow cheese** regulations





# Data

- **GI specifications from France, Italy, Germany & the Netherlands**

28.11.2013

EN

Official Journal of the European Union

L 317/17

COMMISSION IMPLEMENTING REGULATION (EU) No 1209/2013

of 25 November 2013

approving non-minor amendments to the specification for a name entered in the register of protected designations of origin and protected geographical indications [Camembert de Normandie (PDO)]

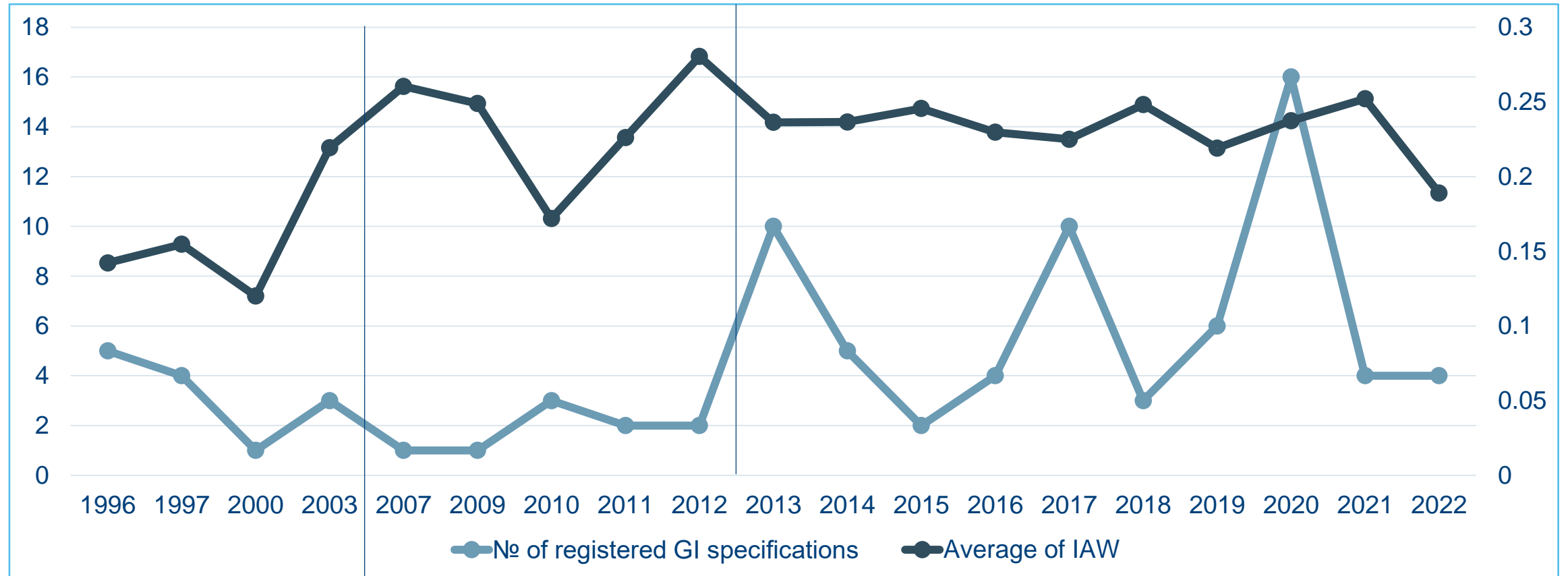
- **New indicator list based on established labels, literature & dairy experts**
  - ‘**A**rea & **B**reed’: e.g. local breed under conservation?
  - ‘**G**razing & **F**eed’: e.g. mandatory grazing days?
  - ‘**H**usbandry & **C**omfort’: e.g. brushes available?
  - ‘**P**ainful **P**rocedures’: e.g. dehorning banned?
  - ‘**C**alf **T**reatment’: e.g. early separation banned?

# Majority of French GIs specify grazing days and space

Average mandatory grazing days and space as well as share of GIs specifying a minimum						
Country	No of days	No of GIs	Share	Area in ha	No of GIs	Share
<b>France</b>	<b>149</b>	<b>30</b>	<b>75%</b>	<b>0.44</b>	<b>21</b>	<b>52%</b>
<b>Italy</b>	143	4	13%	-	0	0%
<b>Germany</b>	80	1	13%	-	0	0%
<b>Netherlands</b>	-	0	0%	-	0	0%
<b>Total</b>	146	35	41%	0.44	21	24%

# Slight upward trend in overall AW requirements

(EU) No 1151/2012



(EC) No 510/2006

# Conclusion

- Some **GIs** have **potential** to contribute to **animal welfare...**

→ **Disparities** partly explained by differing **environmental** conditions and **institutional** pushes

→ Adherence to **higher standards (public or private)** should be considered



= IAW of 0.58  
(GI avg = 0.23)

- ...but overall, current product specification **guarantees are very limited**

→ basically **no rules** on **indoor husbandry, painful procedures & calf treatment**

→ Consumers should **not rely on GI labels** as guaranteeing high animal welfare



Huysmans gratefully acknowledges funding from the UU strategic theme *Pathways to Sustainability* for the project "Follow the Food"  
<https://www.uu.nl/en/research/sustainability/follow-the-food>



# APPENDIX

# Index of Animal Welfare (IAW) calculation

- Answers to key questions either as **Yes/No** or **in numbers** (e.g. grazing days)
- Index of animal welfare (**IAW**) for statistical **comparison**:
  - Yes = 1; No = 0
  - Numerical values normalised to 0-1 scale

$$IAW = \frac{1}{5} \left( \frac{1}{5} \sum_{i=1}^5 AB_i \right) + \frac{1}{5} \left( \frac{1}{8} \sum_{i=1}^8 GF_i \right) + \frac{1}{5} \left( \frac{1}{8} \sum_{i=1}^8 HC_i \right) + \frac{1}{5} \left( \frac{1}{9} \sum_{i=1}^9 PP_i \right) + \frac{1}{5} \left( \frac{1}{6} \sum_{i=1}^6 CT_i \right)$$

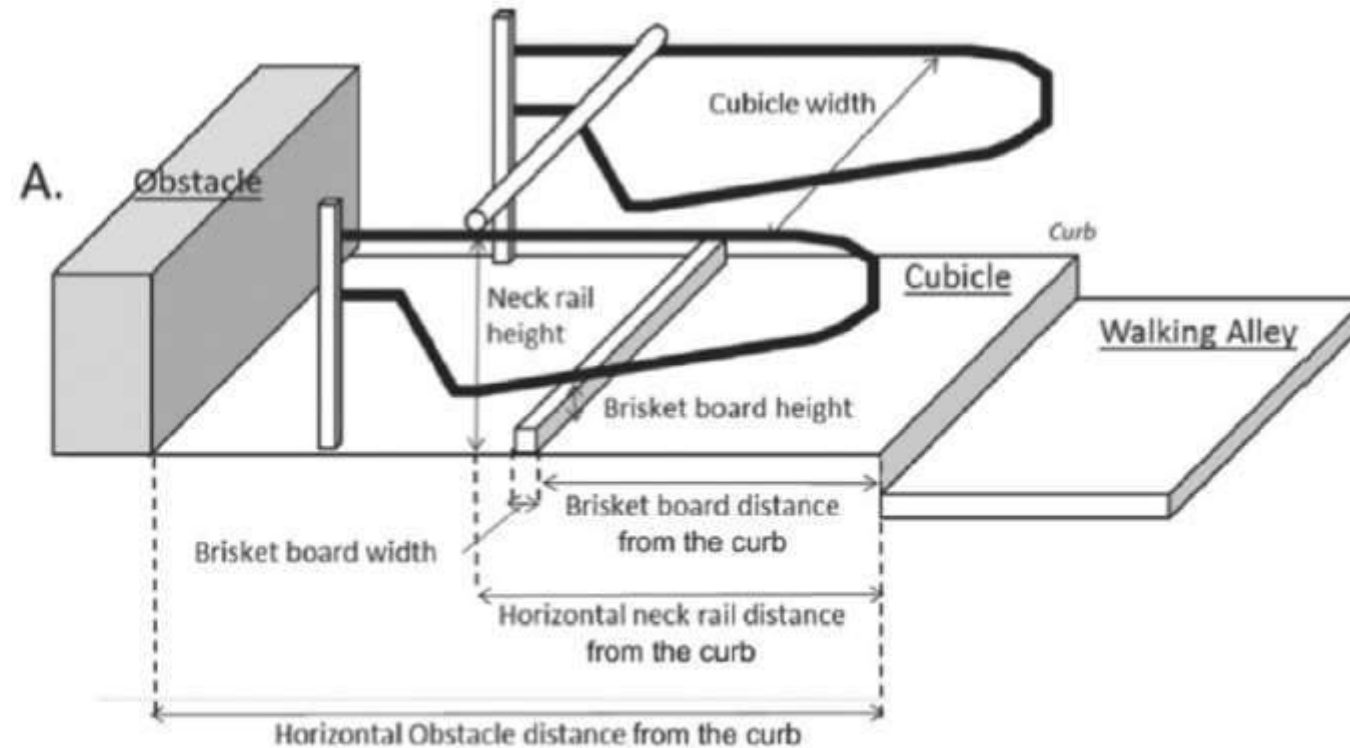
(cf. Belletti et al., 2015; MASA, 2023)

# No GIs regulate procedures or calf treatment

Index of animal welfare (IAW) averages per country & GI type

Country	IAW	Area & Breed	Grazing & Feed	Husbandry & Comfort	Painful Procedures	Calf Treatment
<i>France</i>	<b>0.27</b>	0.75	0.58	0.01	0.00	0.00
<i>Italy</i>	0.21	0.71	0.30	0.00	0.00	0.00
<i>Germany</i>	0.13	0.43	0.17	0.03	0.00	0.00
<i>Netherlands</i>	0.13	0.60	0.04	0.00	0.00	0.00
<b>Total</b>	0.23	0.69	0.42	0.01	0.00	0.00
<b>PDO</b>	0.24	0.73	0.43	0.01	0.00	0.00
<b>PGI</b>	0.16	0.50	0.26	0.00	0.00	0.00
<b>Total</b>	<b>0.23</b>	<b>0.69</b>	<b>0.42</b>	<b>0.01</b>	<b>0.00</b>	<b>0.00</b>

# Cubicle



**Figure 3:** Schematic representation of important cubicle design criteria (© 2023 Elsevier inc.)



# IAW & sub-indices

Variable	Observations	Mean	Std. Dev.	Min	Max
IAW	86	0.22	<b>0.08</b>	0.00	<b>0.33</b>
Area & Breed	86	0.70	<b>0.19</b>	0.00	<b>1.00</b>
Grazing & Feed	86	0.40	<b>0.24</b>	0.00	<b>0.82</b>
Indoor Husbandry	86	0.01	<b>0.04</b>	0.00	<b>0.25</b>
Painful Procedures	86	0.00	<b>0.00</b>	0.00	<b>0.00</b>
Calf & Treatment	86	0.00	<b>0.00</b>	0.00	<b>0.00</b>

# IAW per country & GI label

		France	Germany	Italy	Netherlands	Total
<b>PGI</b>	Mean	0.23	0.01	0.12	0.12	0.15
	SD	0.09	0.02	0	0	0.11
	No.	8	3	1	2	14
<b>PDO</b>	Mean	0.28	0.19	0.21	0.13	0.23
	SD	0.04	0.06	0.04	0.02	0.06
	No.	32	5	31	4	72
<b>Total</b>	Mean	0.28	0.13	0.20	0.13	0.22
	SD	0.06	0.10	0.05	0.02	0.08
	No.	40	8	32	6	86

# Discussion

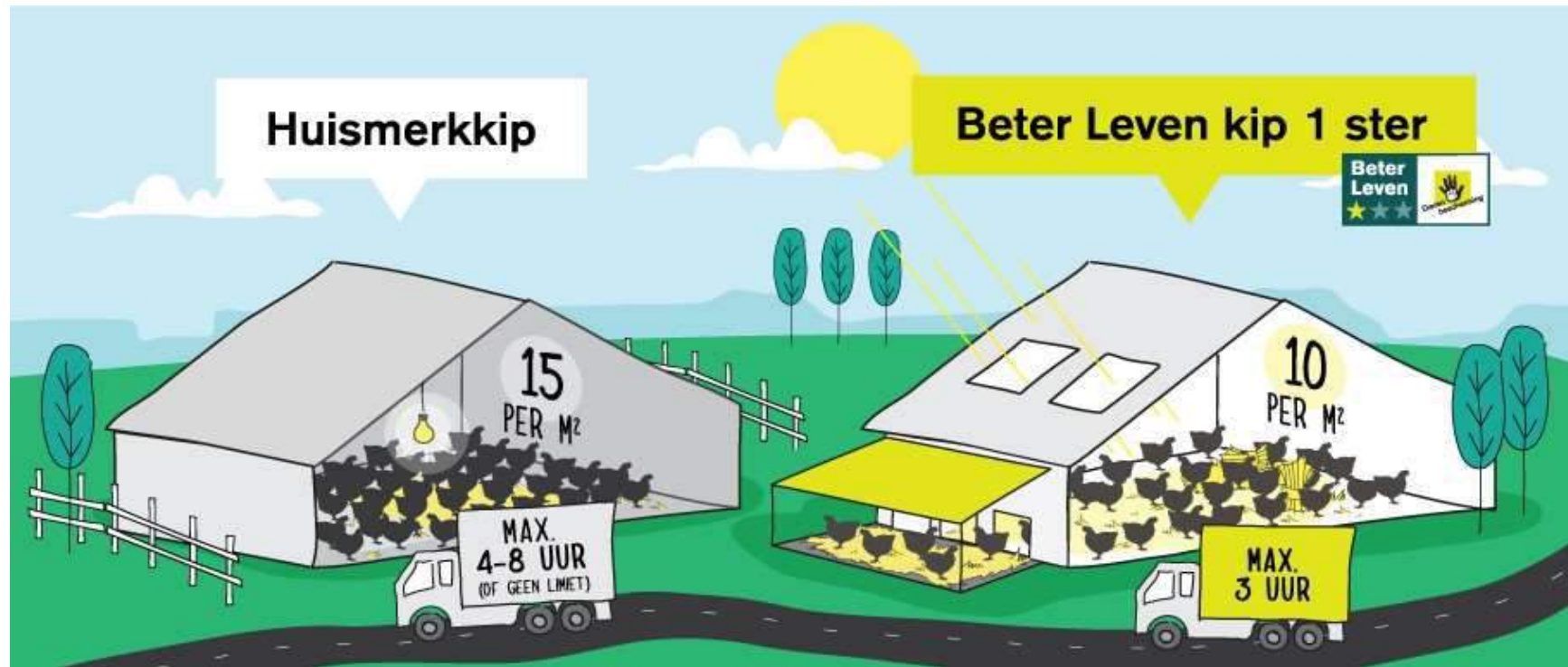
- **None** of the specifications consistently meets criteria of **industry benchmark**
- Some do partially, but **not enough to qualify for lowest criteria** (1 star):



“Better Life – Animal Protection”

= **IAW of 0.58**

# 1-star label elevated standards

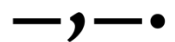




Anatole Poinso  
February 2025, Rome (Italy)  
Worldwide Perspectives on Geographical Indications

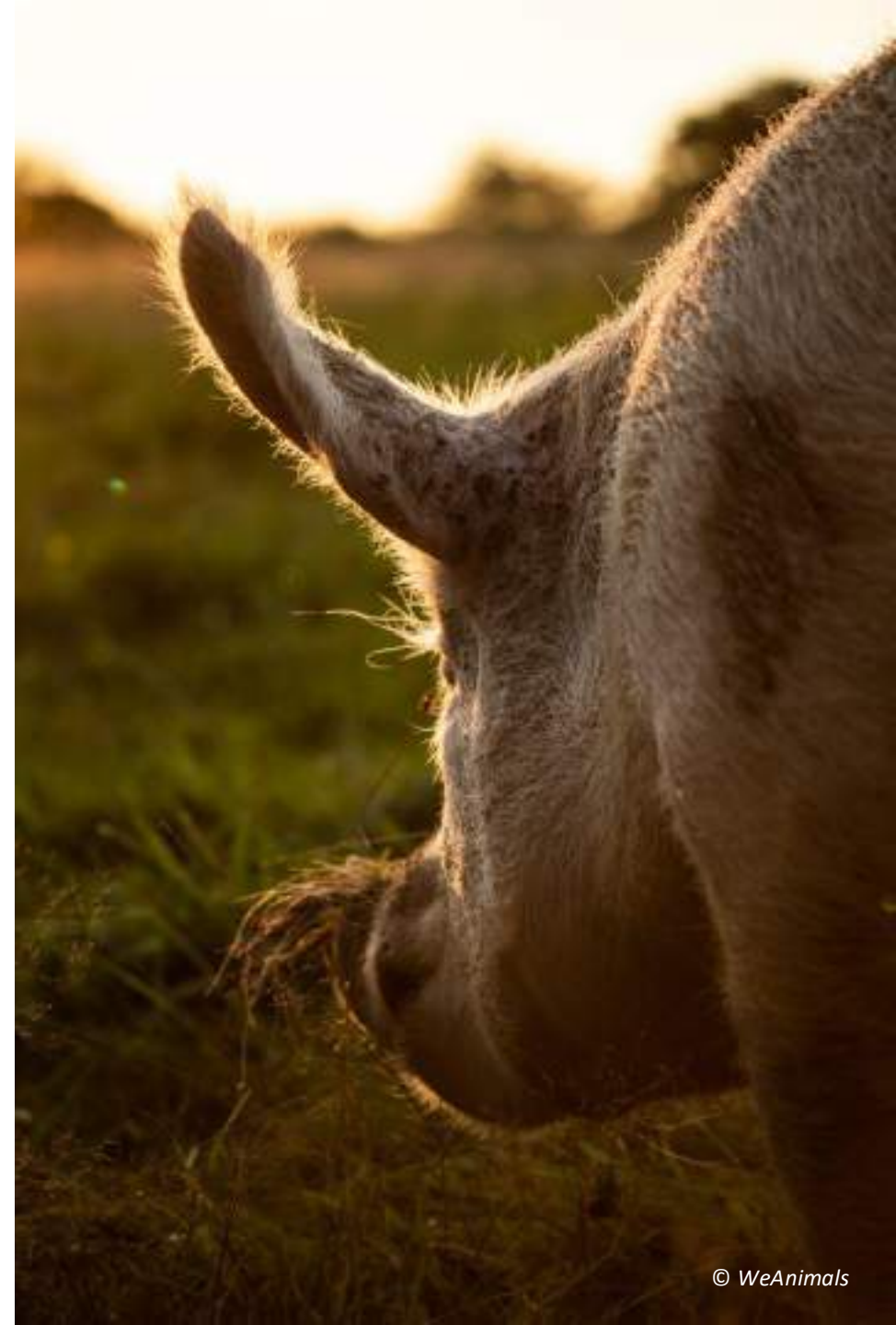
# Animal Welfare Standards in Geographical Indications

## PDO in Pig Farming in France, Italy, and Spain: A Case Study



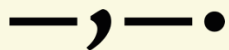
The European Institute  
for Animal Law & Policy

ACHIEVING BETTER TREATMENT FOR ANIMALS



# Introduction

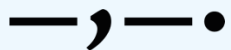
- There is an historic link between **animal welfare** and **Geographical Indications (GIs)**.
- Over 90% of Europeans consider that farming practices should meet **basic ethical requirements**.
- **Societal demands** play a major role in Regulation 2024/1143 (art. 4 and 7).
- GIs are a key instrument in the **Farm-to-Fork strategy**.



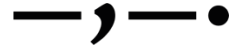


# Questions

- How do animal welfare standards fit in the **Protected Designation of Origin** label?
- Will Regulation 2024/1143 have an impact on production methods of products with **Geographic Indications**?



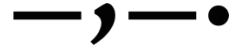
# Product Specification Comparison



	Industrial Agriculture Directive 2008/120	EU organic production Reg 2018/848	PDO Porc de Bigorre	PDO Porc de Corse	PDO Jamón de Teruel	PDO Jamón de Jabugo	PDO Prosciutto di Parma	PDO Cinta Senese
Access to outdoor area	X	Access to outdoor area is mandatory (Reg 2020/464, Art. 10.)	Access to grazing area mandatory from 6 months (Product specification, §5.2)	Mandatory from the birth of piglets (Product specification, §5.1)	X	Access to grazing area 60 days minimum (Product specification, §B)	X	Access to grazing area mandatory from the age of 4 months (Product spec., Art. 5)

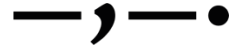


# Product Specification Comparison



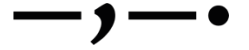
	Industrial Agriculture Directive 2008/120	EU organic production Reg 2018/848	PDO Porc de Bigorre	PDO Porc de Corse	PDO Jamón de Teruel	PDO Jamón de Jabugo	PDO Prosciutto di Parma	PDO Cinta Senese
Access to outdoor area	X	Access to outdoor area is mandatory (Reg 2020/464, Art. 10.)	Access to grazing area mandatory from 6 months (Product specification, §5.2)	Mandatory from the birth of piglets (Product specification, §5.1)	X	Access to grazing area 60 days minimum (Product specification, §B)	X	Access to grazing area mandatory from the age of 4 months (Product spec., Art. 5)
Density	1m <sup>2</sup> per pig > 110kg (Art. 3.)	1.5m <sup>2</sup> indoor and 1.2m <sup>2</sup> outdoor per pig > 110kg (Reg 2020/464, Ann. 1, Part 3)	500m <sup>2</sup> of grazing area per fattening pig (Product specification, §5.2)	1250m <sup>2</sup> of grazing area per fattening pig (Product specification, §5.1)	X	8000m <sup>2</sup> of grazing area per fattening pig (Product specification, §B)	X	Maximum limit of 1500 kg of live weight per hectare (Product spec., Art. 5)

# Product Specification Comparison



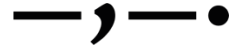
	Industrial Agriculture Directive 2008/120	EU organic production Reg 2018/848	PDO Porc de Bigorre	PDO Porc de Corse	PDO Jamón de Teruel	PDO Jamón de Jabugo	PDO Prosciutto di Parma	PDO Cinta Senese
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Breed	X	X	Gascon pork, rustic breed (Product specification, §2)	Nustrale pork, rustic breed (Product specification, §2)	Mother: Large white or landrace (high performance breed); Father: Duroc (rustic breed) (Product spec., §E)	Iberian pork, rustic breed (Product specification, §B)	Italian Large White, Italian Landrace & Italian Duroc (high performance breed) (Product spec., Art. 5)	Cinta Senese, rustic breed (Product spec., Art. 5)

# Product Specification Comparison



	Industrial Agriculture Directive 2008/120	EU organic production Reg 2018/848	PDO Porc de Bigorre	PDO Porc de Corse	PDO Jamón de Teruel	PDO Jamón de Jabugo	PDO Prosciutto di Parma	PDO Cinta Senese
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Weaning	21 days (Annex, Chap. 2(C))	40 days (Reg 2020/464, Art. 9)	33 days (Product specification, §5.2)	2 months (Product specification, §5.2)	X	X	X	X

# Product Specification Comparison

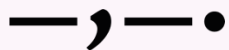


	Industrial Agriculture Directive 2008/120	EU organic production Reg 2018/848	PDO Porc de Bigorre	PDO Porc de Corse	PDO Jamón de Teruel	PDO Jamón de Jabugo	PDO Prosciutto di Parma	PDO Cinta Senese
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Weaning	21 days (Annex, Chap. 2(C))	40 days (Reg 2020/464, Art. 9)	33 days (Product specification, §5.2)	2 months (Product specification, §5.2)	X	X	X	X
Flooring	Slatted floors allowed	50% of the surface area is not slatted. Straw bedding is mandatory (Reg 2020/464, Art. 11. Reg 2018/428, Ann. 1 1.9.3.2(b))	Mandatory straw bedding (Product specification, §5.2)	X	X	X	X	X



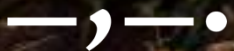
# Conclusion

- PDO product specifications are **heterogeneous**.
- This heterogeneity seems to **contradict** some of the objectives of Regulation 2024/1143:
  - Contributing to fair competition and generating added value (Art. 4(b)).
  - Ensuring that consumers receive reliable information (Art. 4(c)).
- Regulation 2024/1143 contains only **incentives** to take animal welfare into account and will **not address the matter**:
  - No animal welfare requirement for product specifications (Art. 49).
  - Poor welfare practices are not grounds for opposition, (Art. 19) refusal of registration (Art. 21) or cancellation (Art. 25).






**Animal welfare** is an important commercial argument for **quality schemes** and could be a lever for the development of **Geographic Indications**






# Thank You!

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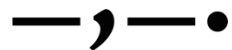
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## EU ANIMAL LAW & POLICY UPDATES

### Animal Law News

#### European Union

- Proposals

The Council of the EU and the European Parliament reached a provisional political [agreement](#) on the Corporate Sustainability Reporting Directive (CSRD). Among other amendments to the [European Commission's Proposal](#), the Council and the Parliament agreed on the requirement for companies to include the animal welfare impact of their activities when disclosing information on their business ethics and corporate culture.

- Trade Agreements

The EU and New Zealand signed a trade agreement on June 30th. The agreement removes duties on all EU exports to New Zealand (and vice-versa), including on EU-produced pork and New Zealand-produced sheepmeat. The trade agreement further includes a clause on cooperation on “the development and implementation of scientifically-based animal welfare standards.” The full agreement is not public yet, but the European Commission has provided a [summary](#).

- Infringement Procedures

More on infringement procedures: Infringement decisions occur when the EU executive “pursues legal action against Member States for failing to comply with their obligations under EU law.” More information on infringement procedures can be found on page 53 of our report, [“For a More Humane Union.”](#)



Milena Povolo

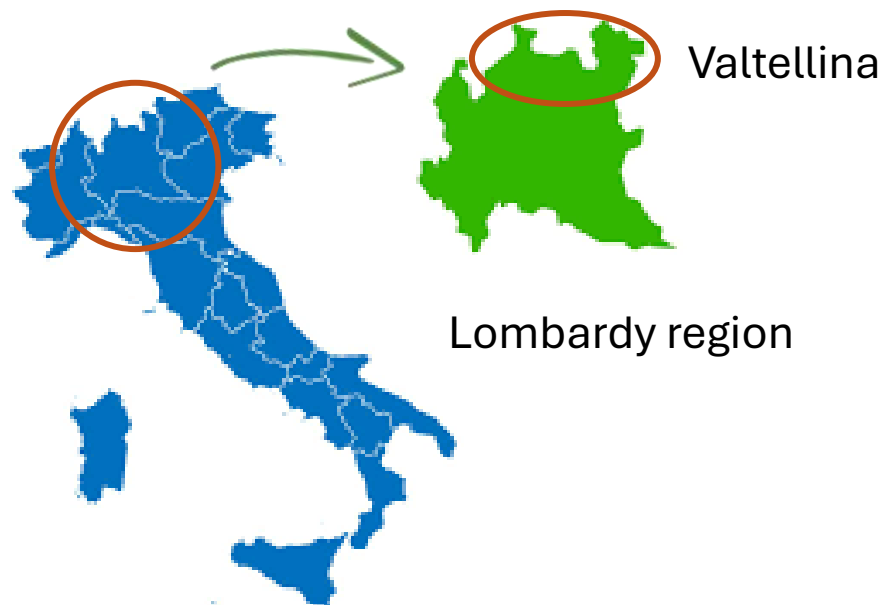
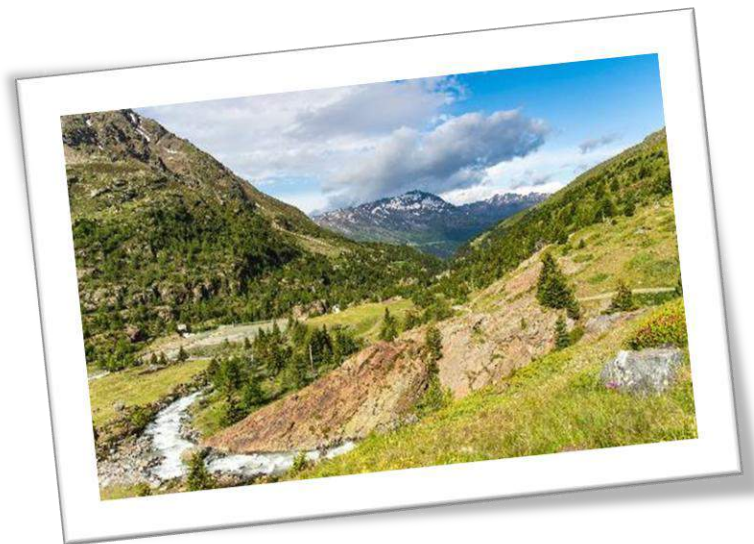


Milena Brasca



Selene Erini

## Bitto and Valtellina Casera PDO, innovating while respecting tradition







Since 1995, the Consortium for the Protection of Valtellina Casera and Bitto cheeses has focused on innovation, tradition, quality and environmental, economic and social sustainability.

Both PDOs have been involved in projects co-financed by the European Agricultural Fund for Rural Development.

## Bitto



### **PASCOLIAMO project**

Protection of pastures and animal welfare and monitoring of the Bitto dairy supply chain in upper Valchiavenna for sustainable quality production

## Valtellina Casera



### **SIMCA project**

Innovative solutions for the improvement of production practices of the Valtellina Casera PDO



**PSR**  
2014 2020  
LOMBARDIA  
L'INNOVAZIONE  
METTERADICI



Regione  
Lombardia

# characteristics of the two cheeses

## Bitto

- ✓ Made from raw cow's milk in the province of Sondrio and neighboring territories of some municipalities in the provinces of Bergamo and Lecco.
- ✓ Animals must be fed only on pasture grass, with a maximum integration of 3kg/cow/day of concentrate.
- ✓ A maximum of 10% goat's milk may be added.
- ✓ The milk must be processed on site within an hour of milking.
- ✓ Whole milk is coagulated with calf rennet, and after cutting to rice-grain size, the curd is heated between 48 and 52°C; extraction, salting (dry or in brine) and ripening (minimum 70 days) follow.
- ✓ Semi-hard cheese.



## Valtellina Casera

- ✓ Made from cow's milk in the province of Sondrio, processed in dairies located throughout the territory
- ✓ Semi-fat, semi-cooked, semi-hard cheese.
- ✓ Partially skimmed milk is coagulated with calf rennet, and after cutting to maize-grain size, the curd is heated between 40 and 45°C; extraction, salting (dry or in brine) and ripening (minimum 70 days) follow.





## objectives

Expand the study of soil and vegetation of three mountain huts in Upper Valchiavenna (about 1800 m high)

Expand monitoring of pastures and animal behavior

Focus research on milk origin markers, their variability during the season and their suitability as product quality parameters

Provide opportunities for economic development and attract new entrepreneurs into the sector



Spluga pass  Switzerland





## Highlights



Detailed **maps** of soil and vegetation of three mountain huts in Upper Valchiavenna



Data on **animal behavior** in different pastures



Identification of molecules **marker** of milk origin and of the season variability (e.g. **3-carene**)



Bitto cheese: presence of compounds **marker** of vegetation quality during summer period (e.g.  **$\beta$ -caryophyllene**)





# Valtellina Casera



## objectives



Provide technical, scientific and operational data for feasible modification of the PDO production rules



Support producers in the adoption of zootechnical and cheesemaking practices useful for the qualitative improvement of Valtellina Casera PDO



Identify solutions to meet some current market demands



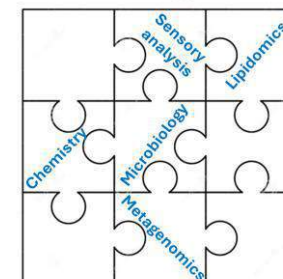
Investigate the influence of some production process variables on the quality and sensory characteristics of the cheese



## Influence of some variables on cheese quality attributes

- Raw Milk and Pasteurized Milk
- Use of autochthonous and protective cultures
- Curd pressing times (traditional slow - modern fast)
- Ripening temperature (8 °C – 12 °C)
- Parallelepiped shape (only for cheese intended for further processing, slicing, dicing etc.)
- Cattle breeds (Brown - multirace)
- Expansion of feed production area
- Residual lactose content

Multimomics approach





# Valtellina Casera

## Highlights

- ▶ The use of **starter is key determinant** of the overall quality of Valtellina Casera.
- ▶ The **autochthonous starter provided positive traits**, especially when ripening took place at temperatures above 8 °C
- ▶ The addition of a **protective culture** to the starter proved effective in counteracting the development of butyric clostridia responsible of late blowing during cheese aging. This approach produced a highly regarded cheese.
- ▶ Cheese from raw milk is characterized by greater intensity of taste and aroma descriptors, differently cheese from pasteurized milk is more appreciated in appearance and connoted by a sweeter taste
- ▶ The **cattle breed, parallelepiped shape, and faster mechanized pressing** do not significantly change the cheese's compositional and quality characteristics
- ▶ The **core microbiota** of Valtellina Casera was identified, and it was evidenced that it is **naturally lactose-free cheese**

# Final remarks



## Bitto

- ✓ greater knowledge of the complex Alpine ecosystems is essential for their protection and for the valorization of the products that derive from them
- ✓ identification of potential markers in cheese of floristic composition of the pasture and its evolution during the mountain grazing period. This result is promising for the traceability of cheese



## Valtellina Casera

- ✓ the results obtained can bring both economic and environmental benefits thanks to the optimization of the process
- ✓ new producers can be encouraged to enter an increasingly profitable PDO supply chain

The entire territory will be able to benefit from the valorization of the DOP and become attractive for young breeders, future investors and gastronomic tourists.



**Thanks  
for  
your attention**



A vibrant outdoor market scene, likely a fish market, with people, stalls, and large sacks of goods. The background shows a waterfront with buildings and a church spire under a clear sky. The foreground is dominated by large, woven baskets filled with dark, round objects, possibly fish or produce.

# Indicación Geográfica en la Cadena del Açaí y sus Innovaciones para el Desempeño Sostenible en la Amazonia

**Paulo de Tarso Anuniação de Melo**

Abogado, magíster en Propiedad Intelectual y Transferencia de Tecnología para la Innovación.  
Belém, Pará, Brasil.





**Indicación Geográfica; Sostenibilidad; Amazonia**

**BELÉM – PARÁ – AMAZÔNIA - BRASIL**



# EL AÇAÍ



**El estado de Pará  
representa el 93,87% de  
la producción nacional.**

**Fonte:** Instituto Brasileiro de  
Geografía y Estadística.

**Producto esencial para la  
cultura, economía y  
alimentación**

# **El Açaí y su Relevancia para la Amazonia**

- *La IG del açaí no solo protege el origen del producto, sino también las prácticas tradicionales de manejo, garantizando que la producción ocurra de manera ambientalmente responsable.*
- *Esto es fundamental para la preservación de la selva y para el bienestar de las comunidades extractivistas que dependen del açaí para su sustento.*





**Protección del nombre geográfico**

**Protección cultural y natural**

**Desarrollo económico**

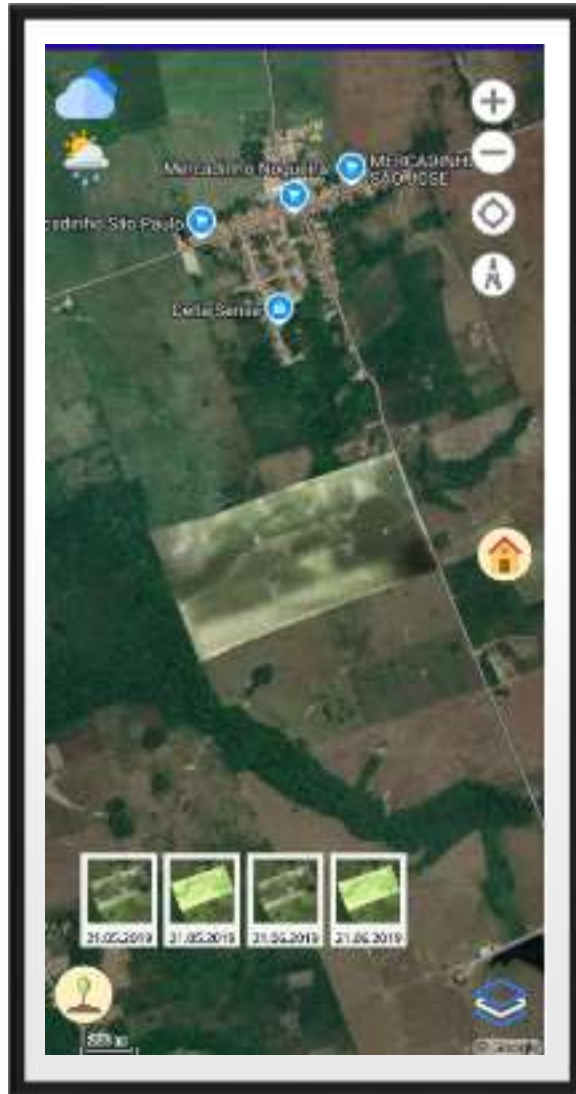
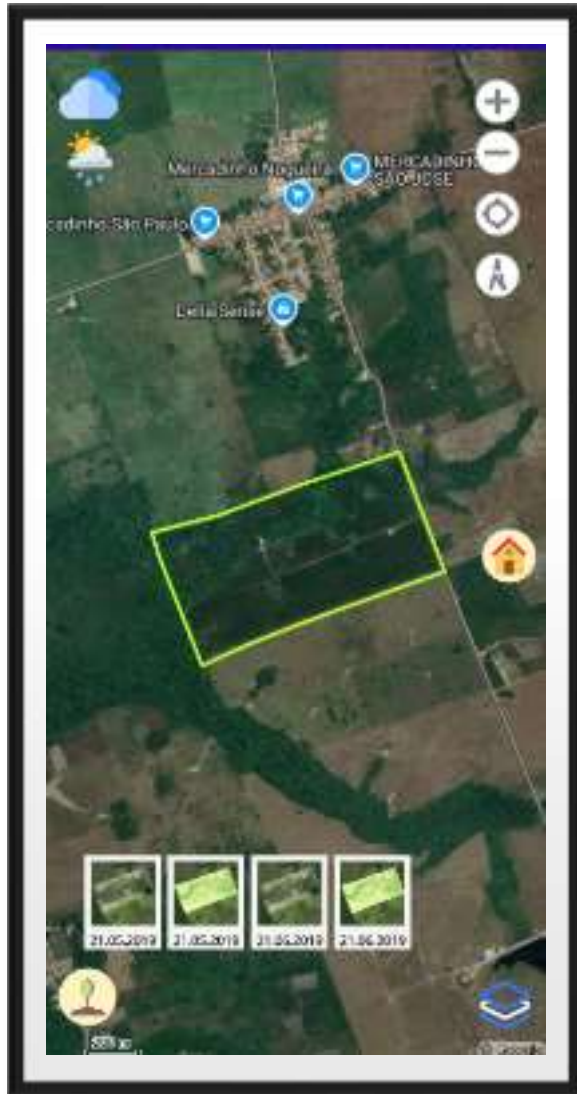
**Confianza del consumidor**

**Valorización del producto e territorio**

**Indicación  
Geográfica**



# Innovación Tecnológica – Mapeia Açaí



APLICACIÓN QUE MEJORA LA GESTIÓN DE LA PRODUCCIÓN



MONITOREO POR DRONES, SATÉLITES E IOT



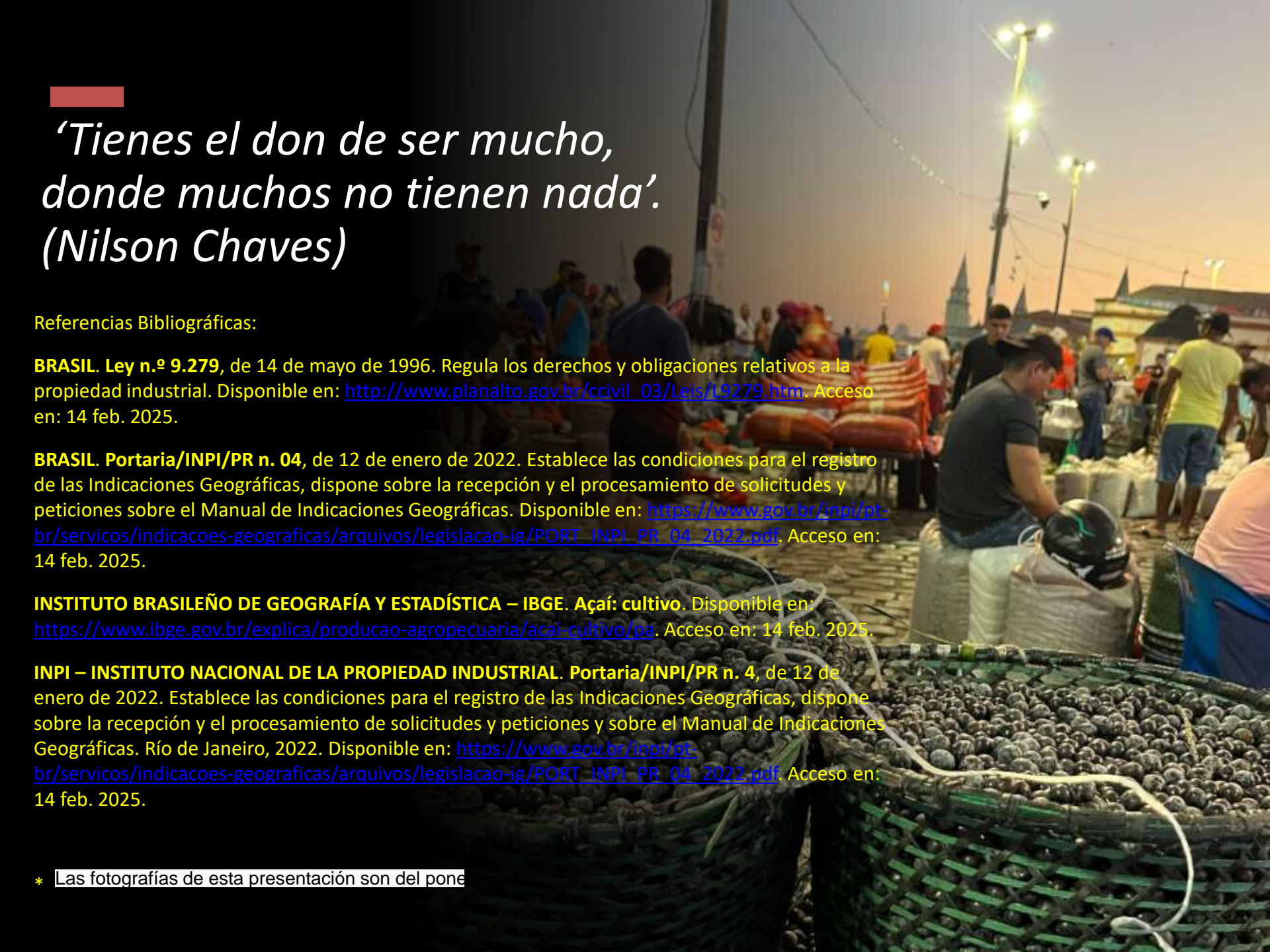
ESG



## Conclusión

- Equilibrio entre tradición y tecnología
- La IG del Açaí puede convertirse en un referente global





*‘Tienes el don de ser mucho,  
donde muchos no tienen nada’.*  
(Nilson Chaves)

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**BRASIL. Portaria/INPI/PR n. 04**, de 12 de enero de 2022. Establece las condiciones para el registro de las Indicaciones Geográficas, dispone sobre la recepción y el procesamiento de solicitudes y peticiones sobre el Manual de Indicaciones Geográficas. Disponible en: [https://www.gov.br/inpi/pt-br/servicos/indicacoes-geograficas/arquivos/legislacao-ig/PORT\\_INPI\\_PR\\_04\\_2022.pdf](https://www.gov.br/inpi/pt-br/servicos/indicacoes-geograficas/arquivos/legislacao-ig/PORT_INPI_PR_04_2022.pdf). Acceso en: 14 feb. 2025.

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\* Las fotografías de esta presentación son del pone



# Gracias por su atención

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# Balance between tradition and Innovation in Production Methods for Handicraft GIs: Gambiered Canton(Guangdong) Gauze as an Example

Dr. Jing LI

(Head,International Geographical Indications Research Center, Jinan University, China)

Tianxin HE

(Guangzhou Foreign Language School,China)



国际地理标志未来领军人才培养计划

INTERNATIONAL GEOGRAPHICAL INDICATIONS FUTURE TALENTS PROJECT



暨南大学  
JINAN UNIVERSITY

# Content

- 1. GI protection of Gambiered Canton Gauze
- 2. Tradition: The making process of Gambiered Canton(Guangdong) Gauze
- 3. Environmental Impact and The significance of sustainability
- 4. Challenges in innovation and Balance




ELEGANT GUANGDONG SERIES

# GAMBIERED CANTON GAUZE: The Ethereal Silk Fabric from South China

Elegant Guangdong Series Editorial Board



 Palms International Ltd

 广东省丝绸行业协会  
GUANGDONG SILK INDUSTRY ASSOCIATION

Different names:

Gambiered Canton Gauze

Gambiered Guangdong Gauze

Xiangyunsha (香云纱)



# 1. GI protection of Gambiered Canton Gauze

The designation of Gambiered Canton Gauze as a geographical indication product provides a unique opportunity to improve its environmental sustainability, economic viability and cultural heritage conservation. By using the geographical indication framework to enforce sustainable production standards, enhance market value and engage local communities, Gambiered Canton Gauze can be a model for combining traditional craftsmanship with modern sustainability principles.



The product with similar characteristic with Gambiered Canton Gauze that is geographical product with valuable traditional culture should also constantly update their own technology and methods, to take the path of sustainable development.

## Geographical indication

In 2011, the Gambiered Canton(Guangdong) Gauze (Xiangyunsha) was protected by the national "geographical indication products", and the production area of the Xiangyunsha was stipulated to be the administrative area of Shunde District, Foshan City, Guangdong Province.



## Superiority

This special method not only gives Xiangyunsha its beautiful, organic patterns but also enhances its durability and breathability. Historically, it was favored by the Chinese elite for its elegance and comfort, and today, it continues to be valued for its cultural significance and sustainable production techniques.



## A traditional Chinese silk fabric

**Gambiered Canton Gauze** has a few of attractive characteristics like its soft texture, rich, deep colors, and a subtle glossy finish. The fabric is made through an intricate process that involves dyeing with natural ingredients, including yam juice and river mud, followed by sun exposure.

# Book of Specification

ICS 59.080.30  
CCS W 43

## DB4406

### 佛 山 市 地 方 标 准

DB4406/T 5—2021

#### 地理标志产品 香云纱

Product of geographical indication-Xiangyunsha

2021-12-28 发布

2021-12-28 实施

佛山市市场监督管理局 发布

DB4406/T 5—2021

香云纱的地理标志产品保护范围为国家质量监督检验检疫总局根据《地理标志产品保护规定》批准的区域，即为广东省佛山市顺德区现辖行政区域。见附录A。

#### 4 术语和定义

下列术语和定义适用于本文件。

##### 4.1

香云纱 *xiangyunsha*

以100%的苣荬植物为原料，经用苣荬液多次浸染、煮和晾晒，正反面土铜被区域河道的含有亚铁离子的河泥，均泥河泥好，再经煮洗、漂染、晾晒、捆卷等工艺制成的，以面可古有真珠或真珠的全手工操作制作的。

##### 4.2

真斑 *gambiered speckle*

香云纱在浸染、晾晒过程中苣荬液所染过多的部分，或香云纱在晒过程中因晒边未得干其反晒过来的部分使用阳光直接照射时间过久，在香云纱反面及晒边形成的棕色斑痕。

##### 4.3

泥斑 *mud speckle*

在香云纱以河泥工序中，人工扫泥，人工撒泥时溅在其反面进入成品上河泥形成的黑色斑点。

注：泥斑主要分布在反面，扫描时应位于反面区域。

##### 4.4

香露浆 *shaojiang yan rhizome solution*

将晒干的苣荬根置于水中经浸泡、搅拌并过滤所得的水溶液。

#### 5 主要原材料要求

##### 5.1 苣荬

5.1.1 苣荬应为100%的苣荬植物。

5.1.2 苣荬应符合GB/T 18641-2004规定的二等品及以上要求。

5.1.3 苣荬应无虫害、霉斑、无可见杂质、异味、枯枝等缺陷。

##### 5.2 薯莨

应为薯莨根，薯莨根，系经干燥处理成块状的块茎，表面有白色、浅褐色，没有明显虫蛀、霉变、发芽等缺陷。

##### 5.3 河泥

应为来源于顺德区辖内河道，含有亚铁离子的河泥，颜色灰黑，无杂质、异味、霉变、不含任何有害的化合物。

#### 6 加工工艺要求

##### 6.1 工艺流程



Special :  
double-face different color and style



## 2. Tradition: The making process of Gambiered Canton (Guangdong) Gauze (Xiangyunsha)



### **Raw material**

Traditionally made from mulberry silk, which is produced through sericulture



### **Making the Dye**

Grind the yam root into a paste and place it in a bamboo basket, then soak it sequentially in several water tanks.



### **Dyeing the Silk**

Use of *Dioscorea cirrhosa* juice and iron-rich mud, known as "Tie Ni," to achieve its deep, glossy color.



### **Applying the Mud**

Mix the river mud from Lunjiao, into a paste and evenly apply it to the front side of the silk. Then lay it flat on the grass.



### **Washing**

After the chemical reaction is complete, place the Gambiered Canton Gauze in the river to wash off the surface mud.



### **Final Sealing**

After leaving the Gambiered Canton Gauze for 3 to 6 months, take it out and wash it again. The finished product can now be used to make garments.

### 3. Environmental Impact and The significance of sustainability

## Environmental Impact Assessment

01

### **Pure natural vegetable dyes**

In the dyeing process of 14 processes, only the juice of natural plant tubulosa and the river mud containing high price iron ions are used, and there is no chemical dyeing agent, nor does it produce harmful waste that pollute the environment.

02

### **Purely manual operation**

The production process is almost entirely dependent on manual operation. This mode of production reduces energy consumption and environmental pollution that may be brought about by mechanization and industrialization.

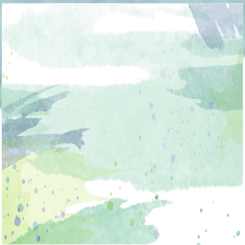
03

### **Natural drying**

The fabric is exposed to sunlight on the grass, taking advantage of natural conditions to dry and cure the dye.

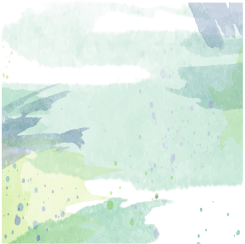


## 1. water consumption



The production process , including mulberry planting and silkworm rearing, cocoon cooking and silk drawing, dyeing and post-treatment, needs a lot of water resources.

Excessive water use can lead to local water shortages.



### Impact:

- Excessive water use can lead to local water shortages;
- Direct discharge of untreated wastewater will cause pollution to rivers and affect the health of aquatic ecosystems.

### Potential solutions:

Use of water recovery and recycling technologies, such as installation of closed-loop water treatment systems

Meanwhile, implementation of low water consumption production processes, such as dry dyeing technology

## 2. River mud collection



The production process of Xiangyun Sha, including mulberry planting and silkworm rearing, cocoon cooking and silk drawing, dyeing and post-treatment, needs a lot of water resources. Especially in the dyeing stage, which requires multiple soaking and rinsing.



### Impact:

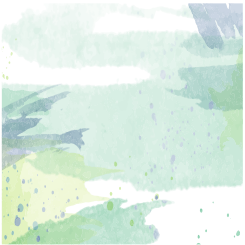
- Destruction of aquatic habit, therefore decrease biodiversity;
- Water pollution, the sediment may be agitated and re-released into the water body, lead to eutrophication;
- Reduction of the content of organic matter in riverbank and riverbed soils and changes the physical structure of the soil.

### Potential solutions:

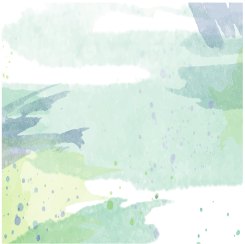
The collection of river mud should be accompanied by regular monitoring of aquatic ecosystems

Take necessary ecological restoration measures, such as vegetation restoration, riverbank reinforcement and water body treatment, to reduce the long-term impact on the ecological environment.

### 3.Airing



An important process of the production is to dry the dyed fabric on the lawn for sun, through the sunlight and the role of plant juice, give the fabric a unique luster and texture.



#### Impact:

- Due to the cover of cloth, the grass can not have normal photosynthesis, resulting in local lawn degradation.
- Dye residues from the drying process, may penetrate the lawn soil and change the soil's chemical properties and structure.

#### Potential solutions:

Alternate the use of grass in different areas to reduce the long-term damage of a single lawn .

After the end of the drying process, the ecological restoration work should be carried out on the lawn in time.

Laying environmentally friendly breathable cushion layer on the lawn can reduce the direct pressure of cloth on the lawn and the penetration of dye without affecting the dyeing effect.

### 3.Waste Generation



The solid waste includes mulberry leaves, cocoon residue, the residue of tubularus for dyeing, and the residual sludge after the use of iron mud.Liquid waste includes wastewater from dyeing, rinsing and post-treatment.



#### Impact:

- Untreated solid waste may cause odor contamination and pests during accumulation
- Harmful substances in wastewater not only damage aquatic ecosystems, but may also affect human health through the food chain.

#### Potential solutions:

Organic waste such as plant residues and mulberry leaves can be composted and used as agricultural fertilizer

Install sewage treatment facilities and use biodegradation and other methods to treat wastewater to ensure that discharge standards are met. And regularly monitor and evaluate the effectiveness of wastewater treatment,



Manage the use of water, soil and plant resources in a way that minimizes negative impacts on the environment.



Maintaining economic viability while protecting natural resources and supporting the local economy.

this includes preserving traditional skills, ensuring fair labor practices, and promoting community welfare.

# The significance of sustainability

## Environmental protection

It can reduce the exploitation pressure on natural resources, realize the recycling of resources, and reduce the pollution to the environment.

## Cultural inheritance

It helps to maintain and inherit this traditional handicraft, so that more people can understand and appreciate the unique charm.



## International competitiveness

Promote GI products to the international market, expand export share, and enhance the international influence of Chinese silk.

## Brand value

It is easier to obtain the recognition and good impression of consumers and Attract more young consumers who are concerned about sustainable development to buy the fabric.

- ICH gambiered Canton gauze can establish a related process inheritance base. By aligning with China's current rural revitalization policy and the integration of culture and tourism, it can perpetuate the traditional production technology and environmentally friendly materials through a scientific layout of industrial clustering and cross-border integration. This approach can promote the green value of sustainable development and healthy living while embracing retro elements, aiming to stimulate local economic income and showcase the unique charm of local ICH to the world.

## 4.Challenges in innovation and Balance

- However, with the change of times, it has been fading away from people's life.
- This intangible cultural heritage is combining traditional skills and international fashion trends.
- Eventually, the traditional fashion cultural will be inherited and innovated, and steps forward to the International stage and modern life.



# Thank you for your listening!

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Tel: (0086) 139 2245 8365





**IGE | IPI**  
Institut Fédéral  
de la Propriété Intellectuelle

# Indications géographiques et marques : entre conflits et complémentarités

**Perspectives mondiales sur les indication géographique**

**Rome, 19 février 2025**

**Nicolas Guyot & Erik Thévenod-Mottet**

# Indications géographiques et marques : antagonismes

<b>Indications géographiques</b>	<b>Marques</b>
Indique la provenance <b>géographique</b> du produit	Indique la provenance <b>commerciale</b> du produit
Terme <b>descriptif</b> (appartenant au domaine public)	Signe <b>non descriptif</b> (n'appartenant pas au domaine public)
Doit rester <b>à la libre disposition</b> des autres producteurs	Peut être <b>monopolisé</b> par un seul acteur économique
Terme préexistant	Signe qui se distingue suffisamment des marques antérieures
Droit «perpétuel» <b>à utiliser</b> l'indication (bénéficiaires)	Droit soumis à renouvellement périodique <b>sur</b> l'élément protégé (titulaire)

# Marques contenant une indication géographique enregistrées par des producteurs individuels

## Limitation de la liste des produits



CH 548768

cl. 29: Fromages **bénéficiant de l'AOP "Vacherin fribourgeois"**.

## Quid des intitulés généraux?



CH 814638

cl. 33: Boissons alcooliques (à l'exception **du vin et des bières**); **vins bénéficiant de l'appellation d'origine contrôlée Valais.**

## Quid des ingrédients?



cl. 29 Sorbets et autres glaces alimentaires.

**→ limitation?**



# Marques contenant une indication géographique enregistrées par des producteurs individuels

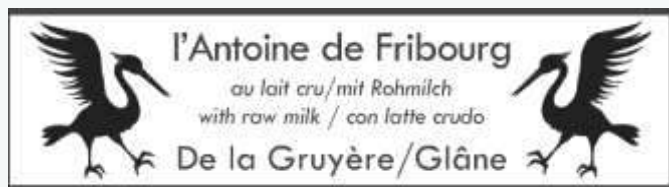
## Autres produits



CH 757373

cl. 29: Viande, poisson, volaille et gibier etc...

→ Marque **admise** (sans limitation)



CH 777790

cl. 29: fromage

→ Marque **admise** (sans limitation)

## Risque de confusion

«**SCHLUMPAGNER**»

CH 461 447

cl. 33 vins mousseux

→ Marque **annulée, mais enregistrement possible avec une limitation?**

«**KETILA**»

cl. 33 spiritueux

→ **Enregistrement possible avec une limitation?**

## Marques contradictoires

«**Vaud'Secco**»

CH 08761/2024

cl. 33 Vins mousseux bénéficiant de l'appellation d'origine contrôlée (AOC) "Vaud"

→ **Limitation à l'AOC Vaud et à l'AOP Prosecco impossible, à refuser ?**

«**Gruyère affiné au Marc**»

cl. 29 fromage bénéficiant de l'AOP Gruyère

→ **Utilisation correcte impossible, à refuser?**

# Marques contenant une indication géographique enregistrées en faveur du groupement des bénéficiaires



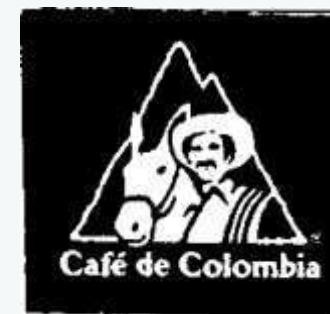
Marque de traçabilité (poinçon)



Marque étiquette



Marques historiques



EAU-DE-VIE DE POIRE DU VALAIS AOP



Marques d'identification (doivent obligatoirement être apposées sur le produit selon le cahier des charges)



Marques de promotion



+ protection internationale et dans le système des noms de domaine (gTLD), faute de mieux.

# Enregistrement d'indications géographiques en tant que marques

- **Par décision de justice** (ex: «VALSER» pour l'eau minéral provenant de Vals)  
→ possible lorsqu'il n'y a **qu'un seul** producteur (pas de besoin de libre disposition) + le terme s'est imposé dans le commerce
- **Par une «marque géographique suisse»**  
→ La loi (art. 27a loi fédérale sur les marques) contient une exception au motif d'exclusion déduit du domaine public.  
→ La dénomination doit déjà être enregistrée en tant qu'indication géographique (AOP/IGP/AOC cantonale).
- **Selon les juridictions: par une marque collective/de garantie.**  
→ la législation doit alors prévoir des règles spéciales relativement à l'appartenance au domaine public.

# Conclusions

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Australian  
National  
University



ANU CENTRE FOR EUROPEAN STUDIES

<https://ces.cass.anu.edu.au>

# Creating an International Common Names Register

*presentation at*

*Worldwide Perspectives on*

*Geographical Indications Conference,*

*Rome: 18-21 February 2025*

Session on The Nature of GIs

Hazel V J Moir; John Power

Australian National University Centre for European Studies (ANUCES),

Canberra, Australia



# Introduction

- Disputation
  - Countries with EU immigrants
  - Other nations often have contiguous regions
- Single word GIs
  - e.g. Feta
  - are the most contentious
- Compound GIs
  - e.g. Gouda Holland
  - clear for consumers and producers; little disputation

# Evolution of trade treaties (EU common food names)

Treaty	Date	# agreed common names	Format
EU-KR	2015	None in treaty per se	Side-letter with USA
EU-CETA	2017	8	Permanent grandfathering
EU-JP	2019	13	Footnotes
EU-VN	2020	7	Footnotes
EU-NZ	2024	93 (may include plant names)	underlined
EU-Mercosur	not in force	107 (may include wine and spirits names)	list
US-Mexico		33	Side letter on cheeses

# A selection of common names from EU- Mercosur treaty

Common name	GI	Common name	GI
bratwurst	Nürnberger Bratwürste / Nürnberger Rostbratwürste	mortadella	Mortadella Bologna
brie	Brie de Meaux	mozzarella	Mozzarella di Bufala Campana
cacciatora	Salamini italiani alla cacciatora	pancetta	Pancetta Piacentina
camembert	Camembert de Normandie	pecorino	Pecorino Romano; Pecorino Toscano
chorizo	Chorizo Riojani	prosciutto	Prosciutto Toscano
edam	Edam Holland	provolone	Provolone Valpadana
emmental	Emmental de Savoie	salamini	Salamini italiani alla cacciatora
gouda	Gouda Holland	speck	Tiroler Speck
jamón	Jamón Serrano		



# Common cheese names: EU FTAs

Common name	GI versions	Treaties	agreement
Brie	Brie de Meaux	KR, JP, CETA, VN, NZ, Mercosur	No disagreement
Camembert	Camembert de Normandie	KR, JP, CETA, VN, NZ, Mercosur	No disagreement
Pecorino	Pecorino Romano; Pecorino Toscano	KR, JP, CETA, VN, NZ, Mercosur KR, JP, CETA, NZ, Mercosur	No disagreement
Edam	Edam Holland	KR, JP, CETA, NZ, Mercosur	No disagreement
Feta	Feta	KR, JP, NZ, Mercosur	Agreed GI
		CETA, VN	Retained as Common name, but also allowed as GI
Parmesan	Parmigiano Reggiano	KR, JP, CETA, VN, NZ, Mercosur	variable

# Impact on third countries

- Korea has treaties with EU and USA
  - Side-letter re EU treaty GI names between Korean and US Ministers of State
- Practical challenges for:
  - Customs officials
  - Importers

# Register of names

- Information only
  - Valuable for:
    - food producers
    - Importers
    - Policy makers
    - IP offices
    - Trade negotiators
- Sources
  - Treaties
  - Customs
  - Cookbooks and gastronomy articles
  - Domestic regulations (e.g. TSG list)

# Register: Benefits

1. Reduce disputation
2. Clarity for producers  
(and importers/exporters)



Comments or discussion welcome:

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Moir, Power, 2025



# THE LEGAL NATURE OF GEOGRAPHICAL INDICATIONS & APPELLATIONS OF ORIGIN

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# Rejection of property

- French Revolution: property as the most absolute right,
  - property, including IP = one of the human rights
- Concept of ownership:
  - rejected in France by jurisprudence and doctrine
  - not used in ADPIC, Lisbon System, EU Reg etc...
- Because GIs are:
  - inalienable, non-transferable and unavailable
- Better to use the concept of ‘intellectual rights’:
  - exclusive rights conferred to intellectual productions

# An intellectual right to a place name

- GIs are generally place names
- Place names are *common things (choses communes – res communes)* (Art. 714 French C.Civil

*“things that belong to no one  
and whose use is common to all;  
legislation in the public interest  
governs how they are enjoyed”*

- The authority decides to allocate common things for public use
  - according to the rules of use that it determines
  - possible restrictions to preserve the common thing.
  - examples: air, sea, ideas, scientific discoveries, information...
- French Doctrine (C.Le Goffic):
  - “GIs are common things”: Is that so sure? What are the consequences?



# A place name becoming reputed

- not all place names are GIs: only name of product having **reputation** from that place
- reputation:
  - due to human factors and/or natural factors
  - distinguishes the place name used by all the inhabitants from the place name that has become a GI
  - is an intellectual creativity = justifies the exclusive right to the name, with infringement action

# Rules of use of the place name drawn up by producers

- Rules of use = GI specifications
- C. Le Goffic, N. Olszak: specifications are legislations in the public interest
- But specifications are primarily drawn up by producers:
  - based on their long-standing and shared practices
  - even if recognised by a regulatory act

# A use common to all?

- French rural Code: no indication as to the persons benefiting from the right of use, but only as to the products
- EU Regulation: AO/IG may be used by any operator marketing products that comply with the corresponding specifications
- Ccl: use of the GI is only for a particular collective: the group of operators respecting the specifications
- A right of use associated to a right to fight against infringement

# Distinction between users?

- Users involved in production:
  - subject to specific controls before marketing the GI product individually identified
- Users affixing the GI on the packaging or sales items
  - subject to post-marketing controls, generally by the market control authorities and are not individualised
  - Or should also be individually identified?



# The legal nature of the GI

## A dismemberment of the common thing

- GI is not a property right but is not the common thing either
- GI is a dismemberment of the common thing = a specific use of the common thing allocated to a specific collective
- use of the place name only for a limited and individualised number of users: is not common to all, contrary to the use of the place name by all inhabitants
- users benefit from an exclusive right of use via infringement action, not the case for users of a common thing
  - intellectual right solely for the benefit of the producers/operators involved in the production of the product, and therefore at the origin of the product's reputation.
- rules of use, the specifications, are drawn up by the users of the GI:
  - the collective of producers at the origin of the intellectual creation of the reputation,
  - at least are based on their practices if public authority draws up the specifications on their behalf

# Consequences of the legal nature of the GI

- Not a property right: no owner, the applicant is only the representative of the users
- Not the common thing :
  - GI's function of conferring an monopoly on the name is reaffirmed, justified by creation of the reputation
  - No common use to all: GI name cannot be used by all in the territory, with only the control of the use of the logo, which is an increasing trend in some countries
  - Trend due to lack of involvement of producers who should be the one drafting the rules of use



Thank you for following this presentation

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# CONCEPT OF COLLECTIVE OWNERSHIP UNDER THE INDIAN GEOGRAPHICAL INDICATIONS ACT

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# OUTLINE

- ▶ Introduction
- ▶ Research Problem
- ▶ Methodology
- ▶ Findings
- ▶ Conclusion

# INTRODUCTION



- ▶ India-more than 650 GI registered.
- ▶ Basmati Rice Issue, Payyanur Pavithra Ring, Banglar Rasogolla/Odisha Rasagola-who are the real owners of the GI?- concept of ownership-Indian GI law.
- ▶ Collective ownership.
- ▶ Literature review-Akanksha Jumde and Nishant Kumar (2020), Yogesh Pai and Tania Singla (2016)-problem.



# RESEARCH PROBLEM

- ▶ Q) Whether the concept of collective ownership is adequately envisaged under the Indian GI legal regime?

# METHODOLOGY

- ▶ Doctrinal part- Primary/secondary literature.
- ▶ Pre-TRIPS and Post-TRIPS legal scenario-India.
- ▶ Empirical part- GI application, GI Registry and field study-case study method.



# FINDINGS

- ▶ Pre-TRIPS-history.
- ▶ India-statutory and common law protection offered to GIs during the pre-TRIPS period -was underutilised.
- ▶ Concept articulated- remained narrow in scope.
- ▶ Don't have history-active steps-protect GIs.

- ▶ Post-TRIPS-
- ▶ Parliamentary discussions-GI bill 1999, Notes on clauses-legislature did not seem to have an in-depth understanding.
- ▶ GI Act, Rules and Manual-
- ▶ Authorised users, Registered proprietors and Producers.

- ▶ Lacunas-i) no proper procedure for identifying actual owners of the GI, ii) the eligibility, role and responsibilities of a registered proprietor are not adequately envisaged, and iii) no mechanism to monitor changes in collective ownership relationship over time.
- ▶ Judicial contribution-remains minimal.

# EMPIRICAL STUDY

- ▶ Case studies- Aranmula Kannadi, Alleppey Coir, Pokkali Rice and Nilambur Teak-State of Kerala.



# Handicraft goods-Aranmula Kannadi and Alleppey Coir

- ▶ Handicraft good.
- ▶ Metal mirror and Coir products.



# Agriculture goods- Pokkali Rice and Nilambur Teak

- ▶ Agriculture good.
- ▶ Traditional rice variety, teak.



- ▶ Findings-the changes in the production process-not monitored (Aranmula mirror-post Kerala flood scenario).
- ▶ The lack of standardisation in following the production process (Alleppey Coir).
- ▶ Development of fractions within the societies.

- ▶ Fragmented societies- lack of coordination (Pokkali Rice-*Padasekhara Samitis*).
- ▶ Nature of RP- Kerala Agricultural University-Pokkali Rice.
- ▶ Authorised users- official capacity.



# CONCLUSION

- ▶ GI Act-collective ownership-not adequate.
- ▶ Lacunas-law, implementation.
- ▶ Amendments- Act, Rules and Manual- RP-RP-eligibility (financial/infrastructure), duties (quality control, represent the GI).

▶ Legislative intervention.

THANK YOU

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. These shapes are primarily located on the right side of the frame, with some extending towards the center. The overall composition is clean and modern.



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# What does it mean to protect a GI?

## Worldwide Perspectives on Geographical Indications

International Conference for Researchers, Policy Makers and Practitioners

**Rome, 18-21 February 2025**

**Erik Thévenod-Mottet**

Senior GI Advisor

Swiss Federal Institute of Intellectual Property (IPI)

**Zeinab Ghafouri**

Dr. iur. IP Law

Project Manager International Cooperation



# What does it mean to protect a GI?

## Protection against:

- ✓ Producers within the geographical area not complying with the GI specifications
- ✓ Direct or indirect commercial use of the protected name
- ✓ Registration of trademarks (limitations, coexistence...)
- ✓ Evocation
- ✓ Translation, transcription or transliteration of the protected name
- ✓ Genericization and usage in compound names
- ✓ Non-compliance with the rules on the use of GI products in processed foods
- ✓ Unjustified registration of a domain name

# What does it mean to protect a GI?

## Contradictory standards:

- ✓ GIs for wines and spirits vs GIs for other products: TRIPS standard still implemented as such in some national legislations
- ✓ Same standard of protection for GIs and TMs (vs standard for well-known TMs applied to GIs)
- ✓ Protection against genericization vs possibility of invalidation of a GI
- ✓ Evocation
- ✓ Translation, transcription or transliteration of the protected name
- ✓ Geneva Act standard vs national/bilateral standards
- ✓ NFTs and virtual world (impossible to comply with the requirements!)

# Protection of Producers

1. Conferring positive rights
2. Through negative rights by forbidding:
  - ✓ Direct or indirect use of denomination
  - ✓ Evocation (visual/phonetic similarity)
  - ✓ Registration of trademarks (limitations, coexistence...)
  - ✓ Misuse of denomination on processed products
  - ✓ Registration of the denomination as domain name

# What does it mean to protect a GI?

Right to use the GI logo on the product to any producers within the geographical area producing in compliance with the specifications





# What does it mean to protect a GI?

- Against **unjustified exploitation of reputation** (incl. damage to/dilution of reputation)
  - ✓ Direct or indirect use of denomination
  - ✓ Misuse of denomination on processed products
  - ✓ Registration of trademarks (limitations, coexistence...)

Champagne vs Champagner Sorbet (2017)



Champagne AOP



Chianti Classico PDO  
(Huile d'olive)  
vs  
TM Azienda Olearia Chianti



# What does it mean to protect a GI?

- Against **unjustified exploitation of reputation** (incl. damage to/dilution of reputation)
  - ✓ Evocation (visual/phonetic similarity)
  - ✓ Registration of the denomination as domain name

Calvados vs Verlados (2016)



Calvados vs Thurgados (2017)



Tequila vs Dutch Genquila (2024)



Porcelaine de Limoges (2023)



# Protection of Consumers

By forbidding:

- ✓ Evocation (conceptual proximity)
- ✓ Translation, transliteration, transcription of the denomination
- ✓ Trademarks misleading re. origin of the product
- ✓ Usage of denomination with words such as kind, type, etc.
- ✓ Misleading usage of generic names in compound names
- ✓ Registration of the denomination as domain name

# What does it mean to protect a GI?

- Against acts for **misleading** consumers re. **origin of product**
  - ✓ Evocation (Conceptual proximity)
  - ✓ Trademarks misleading re. origin of the product

Scotch Whiskey vs Glen Buchenbach (2018) |



Queso Manchego vs other cheese (2019)



Morbier vs Montboissié (2020)





# What does it mean to protect a GI?

- Against acts causing **confusion** of consumers
  - ✓ Translation, transliteration, etc. of the denomination
  - ✓ Usage of denomination with words such as kind, type, etc.
  - ✓ Misleading usage of generic names in compound names
  - ✓ Registration of the denomination as domain name

Camembert de Normandie



Parmigiano Reggiano vs Parmesan (2008)



Porcelaine de Limoges (2023)



Intentions behind are clear...  
but  
We need more clear-cut rules &  
convergent systems



Picture source: [www.aop-igp.ch/](http://www.aop-igp.ch/)

# What does it mean to protect a GI?

## Perspectives for international harmonization

- ✓ The Lisbon System (Geneva Act) prescribes a high standard of protection
  - e. g.: protection against exploitation of the reputation for services
  - But: no clear rules on GIs as ingredients
  
- ✓ This standard either applies directly or has to be introduced in the national legislation.
  
- ✓ Protection depends on recognition, which is based on an assessment by public authorities through a specific procedure.

This assessment is easy to be done only by the authorities of the country of origin

  - Consequence: the registration of a GI in third countries is not guaranteed!
  - Difficulties to monitor the compliance with the GI specifications in export markets
  
- ✓ Will the Lisbon System be the reference for one single world standard of GI protection?



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of Intellectual Property

# Thank you very much for your attention!

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# THE POTENTIAL OF GEOGRAPHICAL INDICATIONS FOR ADVANCING THE REALIZATION OF FARMERS' RIGHTS

## WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS



19 February 2025

Barbara PICK  
international consultant  
and research associate with CIRAD



# What are Farmers' Rights?

- Recognized in FAO's International Treaty on Plant Genetic Resources for Food and Agriculture adopted in 2001 (Article 9)
- Rooted in the recognition of the past, present and future contribution that farmers and local & indigenous communities have made/will continue to make to the conservation and use of PGRFA as the basis of food security
- No definition of Farmers' Rights nor positive obligations in the Plant Treaty
- The responsibility to realize Farmers' Rights rests with national governments who are only invited to take measures for their realization, including for example (Art. 9.2):
  - (i) the protection of farmers' traditional knowledge relevant to PGRFA;
  - (ii) the right for farmers to equitably participate in sharing benefits arising from the utilization of PGRFA; and
  - (iii) the right for farmers to participate in making decisions, at the national level, on matters related to the conservation and sustainable use of PGRFA

## Possible measures for the realization of FRs

## Linkages with GIs

### 1. Protection of farmers' traditional knowledge

→ Characteristics and uses of plants and varieties, cultural significance and cultivation practices

Possible measures: Registries, community seed banks, documentation of TK, promotion of production and consumption of farmers' traditional varieties, etc.

Many GIs derive from traditional methods and practices

Documentation and codification of the traditional and cultural practices needed for the elaboration of GI products in BoS help preserve them by ensuring that these continue to be followed and hence kept alive

### 2. Farmers' right to participate in benefit-sharing

→ Monetary benefits and non-monetary benefits

Possible measures: Conservation activities; exchange of information; access to and transfer of technology; capacity-building; participatory plant breeding, etc.

Economic benefits: price premiums, market access, pooled resources for collective communication

Non-economic benefits: biodiversity conservation (rules in BoS), sharing of technical knowledge and good practices, training, research, plant breeding...

### 3. Farmers' right to participate in decisions making

→ Farmers have a say in the policies that affect them

Possible measures: Participation in consultative policy processes, representation in agricultural boards and committees

GI collectives → farmers' empowerment, representation and participation in decision-making

Europe: role of AREPO; Reg. 2024/1143: Right of producer groups to participate in consultative bodies, exchange information with public authorities, and make recommendations to improve GI policies

# IMPLICATIONS FOR THE INSTITUTIONAL DESIGN OF GIs

Role of the law in directing the effects of GIs in the future by making mandatory:

- The inclusion of cultural/traditional practices and sustainable standards in the BoS of GI products (*FRs: protection of TK + participation in benefit-sharing*)
- The establishment of collective organisations with strong, transparent and democratic institutional mechanisms and governance systems (cf. Regulation 2024/1143, Article 55) (*FRs: participation in decision-making*)

The adoption of WIPO's Treaty on IP, Genetic Resources and Associated Traditional Knowledge in May 2024 represents a historic step toward fairer distribution of benefits and better protection of the rights of indigenous and traditional communities.

The recognition of the potential of GIs to contribute to the realization of Farmers' Rights in their institutional design is paramount to leverage this opportunity for the benefit of farmers and local and indigenous communities.



**Thank you for your attention**

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# Registration alteration of Geographical Indications in Brazil

**Marcos Eduardo Pizetta Palomino**

Examiner of Geographical Indications / INPI-BR

Rome, Italy – February 19, 2025

# Introduction

- **Context**
  - Normative Instruction 95/2018 (Sectoral Dialogues Mercosur-European Union)
  - 2020: internal procedures
  - Ordinance/INPI/PR n.º 04/22: in force
- **Reasons:**
  - update the regulation
  - demand of system users
  - approximation with the EU
  - dynamic character inherent to GIs (mainly)

# Items, criteria and conditions

- **Items:**
  - the geographical name and its representation,
  - the delimitation of the geographical area,
  - the technical specifications and,
  - the required type of GI
- **Criteria for each item**
- **Conditions:**
  - shall be requested by the original applicant or by whoever takes on this role,
  - after 24 months of registration or other alteration for the same item and,
  - without mischaracterizing the original registration



# Example

## Mantiqueira de Minas

“Serra da Mantiqueira de Minas Gerais” >>>  
 “Mantiqueira de Minas”  
 and a new representation

22 cities >>> 25 cities

New product description  
 and production process

IP >>> DO

Item	Indicação de Procedência (IP)	Pedido de alteração
Nome geográfico	Região da Serra da Mantiqueira de Minas Gerais	Mantiqueira de Minas
Representação da IG		
Área geográfica delimitada	22 municípios, a saber: Baependi, Brasópolis, Cachoeira de Minas, Cambuquira, Campanha, Carmo de Minas, Caxambu, Conceição das Pedras, Conceição do Rio Verde, Cristina, Dom Viçoso, Heliódora, Jesuânia, Lambari, Natércia, Olímpio Noronha, Paraisópolis, Pedralva, Pouso Alto, Santa Rita do Sapucaí, São Lourenço e Soledade de Minas.	25 municípios, a saber: Baependi, Brasópolis, Cachoeira de Minas, Cambuquira, Campanha, Carmo de Minas, Caxambu, Conceição das Pedras, Conceição do Rio Verde, Cristina, Dom Viçoso, Heliódora, Jesuânia, Lambari, Natércia, Olímpio Noronha, Paraisópolis, Pedralva, Piranguinho, Pouso Alto, Santa Rita do Sapucaí, São Lourenço, São Gonçalo do Sapucaí, São Sebastião da Bela Vista e Soledade de Minas.
Caderno de Especificações Técnicas	Café	Café verde em grão e café industrializado torrado em grão ou moído
	85% das lavouras implantadas entre 1000 e 1200 metros	Cafés plantados acima de 1040 metros de altitude apresentam características especiais
Espécie	IP	DO

# Procedure and cases

- **Procedure:**

- 2 phases: preliminary and merit, and
- general and specific documentation

- **13 cases:**

- 9 already completed (*"Mantiqueira de Minas", "Canastra", "Alta Mogiana", "Paraty", "Região do Cerrado Mineiro", "Maués", "Norte Pioneiro do Paraná", "Carlópolis" and "Venda Nova do Imigrante"*)
- 4 pending (*"Linhares", "Cruzeiro do Sul", "Vales da Uva Goethe" and "Campanha Gaúcha"*)

# Final considerations

- **Growing trend**
  - 10% (129 Brazilian registers of GI)
- **Main changes required:**
  - 1º) the technical specification;
  - 2º) the delimitation of the geographical área, and
  - 3º) the representation
- What's coming next?
  - **Review** the requested documents and **simplify** the examination flow
  - Provide **other possibilities of change**
  - **Update** the current Brazilian GI regulation



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# Sustainability: the impacts of the new EU regulations on geographical indications

Worldwide perspectives on geographical indications  
innovations and traditions for sustainability

18-21 February 2025, **FAO Headquarters, Rome**



Bird & Bird

# Sustainability & EU GI regulations – Core issues

- **What:** sustainable practices
- **Who:** producer groups, recognised producer groups; associations of producer groups (only recommendations)
- **How:**
  - contribution to **social, environmental** or **economic** objectives
  - standards **higher (& different)** than those laid down by EU or national law on environmental, social, economic sustainability or animal welfare
  - in connection with the **production** of the GI product or **other activities regulated by the product specification**
  - **must be included in the product specification to be mandatory** → amendment of the product specification
  - separate initiatives (not mandatory for all the producers)

## Role of producer groups



# Sustainability Communication

Sustainability Report - Advertising & Promotion - Product Labelling - Trademarks

- **clear, specific, unambiguous and accurate**
- **no** exaggerated or misleading information
- based on **true, relevant, scientifically verifiable, up-to-date data**
- **no vague and general references** to the benefits
- accompanied by **supporting data** specifying the scope
- formulated in a way that **takes into account all relevant aspects of the product's life cycle**
- developed **taking into consideration the nature of the product or service (balance);**
- supported by **appropriate technical evidence, prior to its dissemination**

***greenwashing vs greenhushing***

## Sustainability labels

Recent EU Directives on green claims:

### **Directive (EU) 2024/825**

#### **(Empowering Consumers Directive)**

Date of effect: 26 March 2024.

Transposition by EU Member States by 27 March 2026

Date of Effect in EU Member States: 27 September 2026

### **Green Claims Directive (Proposal)**

Published by the EU Commission on 22 March 2023.

EU Council adopted its position ('general approach') on 17 June 2024.

Start of the trilogue (interinstitutional negotiations) on 28 January 2025.

Likely implementation into national law: 2027

# Main risks

- **Italian Competition Authority (AGCM) – unfair commercial practices:**
  - *Moral suasion*;
  - Administrative procedure that can lead to: administrative fine from EUR 5,000 to EUR 10,000,000 (recently increased following the implementation of the Omnibus Directive); injunction order; withdrawal from the market (e.g., of products with packaging bearing unlawful green claims); publication of the decision.
- **IAP – violation of the Code of Marketing Communication Self-Regulation:**
  - *Moral suasion*;
  - Proceedings: no fines but only cease-and-desist orders by the Jury (or injunctions by the Review Board); publication of decision.
- **Ordinary courts (civil law) – unfair competition:**
  - Compensation of damages; injunction order (even penalty-assisted); withdrawal from the market (e.g., of products with packaging bearing unlawful green claims); publication of the decision.
- **Further risks:** reputational damage



# Practical cases of sustainability project / initiatives



## “Made green in Italy”

*voluntary certification promoted by the  
Ministry of Environment and Energy Security*

[www.mase.gov.it/pagina/made-green-italy-national-scheme](http://www.mase.gov.it/pagina/made-green-italy-national-scheme)



## Circular Economy

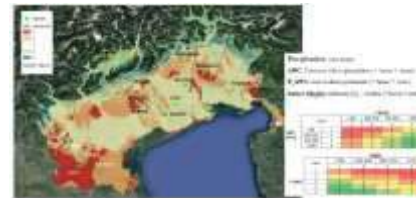
*recovery and valorization of **salt waste**  
from Prosciutto di San Daniele product processing*

<https://impegno.prosciuttosandaniele.it/en/circular-economy/>



## ZoSoRe

*Zoning, Sustainability, Resilience*



<https://www.prosecco.wine/sostenibilita/>

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# Challenges of International Cooperation on Geographical Indications

## **Worldwide Perspectives on Geographical Indications**

International Conference for Researchers, Policy Makers and Practitioners

**Rome, 18-21 February 2025**

### **Zeinab Ghafouri**

Dr. iur. Intellectual Property Law/ CAS Development Cooperation

Project Manager International Cooperation

Swiss Federal Institute of Intellectual Property (IPI)

**Fostering innovation.**

# Challenges of International Cooperation on Geographical Indications

Ongoing:



Albania



El Salvador



Georgia



Moldova



Morocco



Palestine



Peru 2



Serbia 2



South Africa 1



Tunisia



Albania 2



Kosovo



Serbia 3



South Africa 2



Vietnam



Azerbaijan



[Bangladesh]



[Benin]



Colombia 1+2



Ghana 1+2



Indonesia 1+2



Iran (IPI)



Jamaica (IPI)



Kenia (IPI)



Laos



Myanmar



Palestine (EFTA)



Peru 1



Serbia 1



[Tajikistan]



Vietnam 1+2



Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra

Federal Department of Economic Affairs,  
Education and Research EAER  
**State Secretariat for Economic Affairs SECO**

Swiss Confederation



Concluded:



# Challenges of International Cooperation on Geographical Indications

## Challenges for Implementing Agencies

- Existing structures
- Control mechanisms
- Choosing the right product

## Challenges for Beneficiaries

- Sustainability of interventions
- Coordination between donors

# Challenges for Implementing Agencies

- Existing structures
- Control mechanisms
- Choosing the right product

# Challenges of International Cooperation on Geographical Indications

- Existing structures
  - Distribution of roles and responsibilities
  - Missing links between the public institutions



# Challenges of International Cooperation on Geographical Indications

- Existing structures
  - Less empowered producers' organizations





# Challenges of International Cooperation on Geographical Indications

## ➤ Control mechanisms

- Expensive to set up
- Experienced staff
- Extensive procedures to follow



Zilu of Meybod, Iran



Photo source: © Iran Vegan Travel

# Challenges of International Cooperation on Geographical Indications

- Choosing the right product
  - Analysis and identification of the incentive to participating in GI scheme

GI not an ideal tool for all products!



# Challenges for Beneficiaries

- Sustainability of interventions
- Coordination between donors



# Challenges of International Cooperation on Geographical Indications

- Sustainability of interventions
  - Limited project duration
  - Phase-out strategies
- Coordination between donors
  - Different methodologies
  - Divergent interventions







GI producers  
at the heart  
of the system  
in an  
enabling  
environment.



**IGE | IPI**

Swiss Federal Institute  
of Intellectual Property

# Thank you very much for your attention!

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[www.ipi.ch](http://www.ipi.ch)

## International cooperation

### Inputs and lessons learnt on GIs from the EU-Funded Project AfriPI

Rome, 20th February 2025

---

**Monique BAGAL**



AfriPI, project funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



## EU – EUIPO International cooperation projects

EUIPO and the European Commission work in close cooperation to:

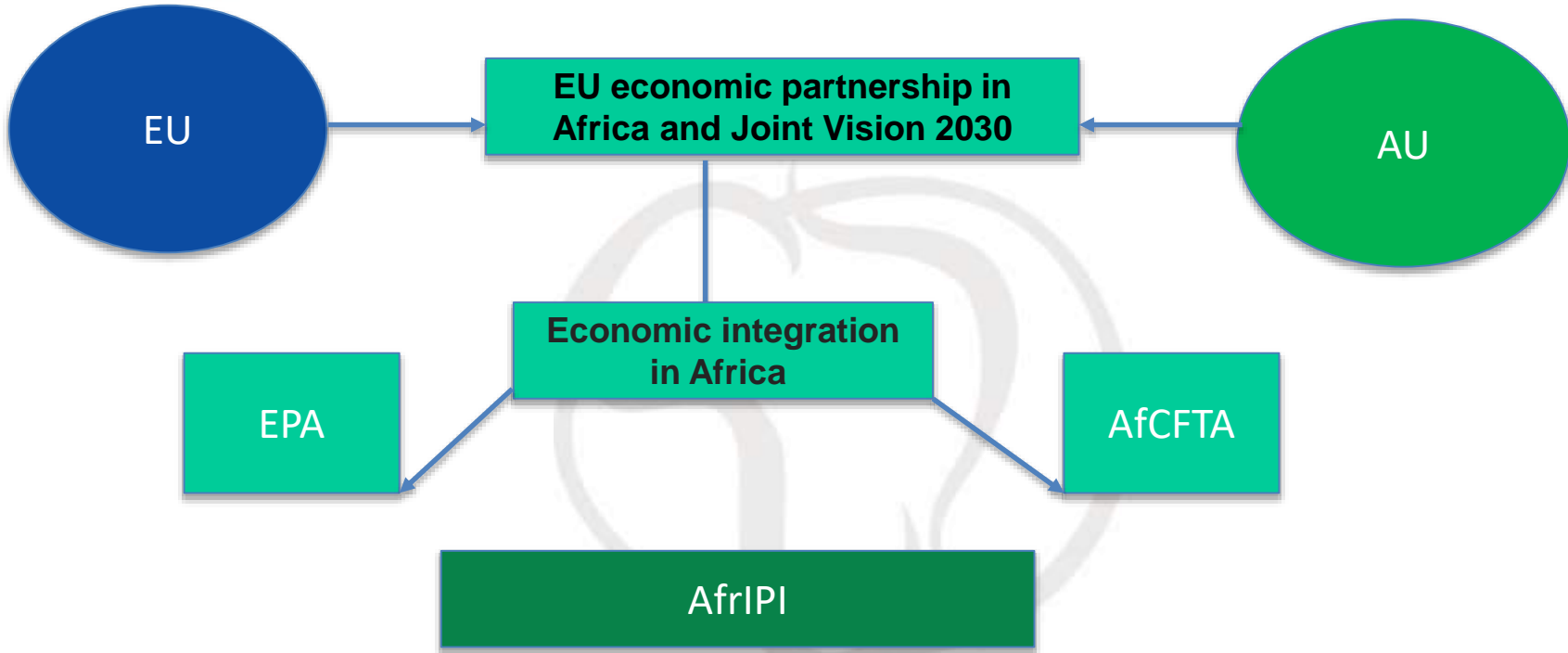
- support the implementation of trade, development and neighborhood EU policies by promoting robust intellectual property systems outside the EU
- EU open to sharing their experience with partners worldwide including on GIs.





## Areas of intervention for GIs of EU-funded projects

- Support GI groups to identify potential GI candidates/case studies
- Work on drafting product specification and control manuals
- Legal counselling and assistance
- Support to the registration
- Creation of producers' organisations
- Consolidation of GIs via mentorships
- Training
- Booklets, manuals, videos
- Seminars, workshops





**Overall Objective:** to facilitate intra-African trade and African and European investment.

## **Component I**

**Promote International Agreements in the Area of IPR and AfCFTA Negotiations**

## **Component III**

**Strengthen the capacities of MSMEs / productive sector on IP**



## **Component II**

**Strengthen national & regional IP institutions, networks and tools**

## **Component IV**

**Support to AU Continental strategy for GIs**

## Inputs on geographical indications

- ✓ **An explicit mandate on to implement the plan of action of the African Union Continental strategy on GIs**
  - Complexity and interrelation between the factors of success for GIs were acknowledged
  - Life given to the action plan of the AU strategy: all activities was relating one or several outcomes





- ✓ **An explicit mandate on to implement the plan of action of the African Union Continental strategy on GIs**
  - **Activities were explicitly relating an outcome of the action plan**
    - **Outcome 1 (“African vision”):** AfrIPI sitting in the GITWG
    - **Outcome 2 (“legal framework”):** AfrIPI supports 2 drafting process of law
    - **Outcome 3 (“GI products”):** AfrIPI supports 9 pilots for registration



- ✓ **An explicit mandate on to implement the plan of action of the African Union Continental strategy on GIs**
  - **Activities were explicitly relating an outcome of the action plan**
    - **Outcome 4 (“market considerations”):** AfrIPI supports brief marketing study
    - **Outcome 5 (“Research and trainings”):** AfrIPI supported 1<sup>st</sup> GI manual on GIs in Africa and 7 action-research work
    - **Outcome 6 (“awareness-raising” ):** AfrIPI manages the GI hub



### ✓ Alignment of AfrIPI with the momentum at the continental level namely:

- **PAMPIG II:** consolidation of registered GIs
- **AfCFTA:** more strategic questions on GIs
- **Consultative Committee of the strategy:** more synergies between partners is sought
- **SSDD:** sustainability of GIs is more and more topical
- **COVID-19:** reflection on the use of resources and on products that can combat viruses
- **FDA Support Fund:** funding of GIs in a more holistic approach

- ✓ **Alignment of AfrIPI with the momentum at the continental level in their activities**
  - **Outcome 1**
    - Role of AfrIPI as the secretariat of the GITWG from 2022
    - Evaluation of the continental strategy on GIs carried out by AfrIPI
  - **Outcome 2**
    - Preferred mode of drafting of legislations in “working groups” under AfrIPI
  - **Outcome 3**
    - Preferred mode of assistance through prospective studies = more anticipation (see: FDA study).
    - Improved internal cooperation: Team Europe approach.



## Consultative Committee and GITWG





Registration at the EU



Team Europe for Ylang Ylang



Team Europe for Mauritius unrefined Sugar

✓ **Alignment of AfrIPI with the momentum at the continental level**

**A lot had already been done, yet challenges remained**

- **Outcome 4**
  - Inclusion of brief marketing studies in the prospective studies
- **Outcome 5**
  - AfrIPI supported 1<sup>st</sup> GI manual on GIs in Africa translated in 4 languages
- **Outcome 6**
  - AfrIPI manages the GI hub and finance the latest Africa-GI training

# AWARENESS RAISING ON GIs



- AfrIPI's GI Manual

+ GI manual video:

<https://www.youtube.com/watch?v=z5zF5QrxILk>



**Manual for Geographical Indications in Africa**

**Available in 4 languages**



**GI-hub**

**Collection of information on GIs in Africa**

<https://africa-gi.com/en>



**Outcome 1 (“African vision”):** Improve the knowledge of the funding mechanisms of other partners

**Outcome 2 (“legal framework”):** Support training of members of WG

**Outcome 3 (“GI products”):** Continue the coordination for less discontinuity

**Outcome 4 (“market considerations”):** More focus placed on the marketing of products

**Outcome 5 (“Research and trainings”):** Improvement of the sustainability screening of GIs; more research on control mechanisms;

**Outcome 6 (“awareness-raising”):** Improve the information of the consumer



**THANK YOU**



Funded by the European Union

AfrIPI, project funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)



[www.afripi.org](http://www.afripi.org)



*Ministère de l'Agriculture des Ressources Hydrauliques et de la Pêche*  
*Direction Générale de la Production Agricole*

# **La coopération internationale** *une ressource pour le développement durable des* **IG en Tunisie**

Mahassen Gmati  
Hatem Abdeljawed Ben Ameer  
Hafedh Barghouthi

**Rome, 18-21 Février 2025**



## La Tunisie: Un Terroir d'Excellence

### • Tradition Agricole

- La Tunisie a une longue tradition agricole méditerranéenne

### • Diversité

- Elle offre une grande diversité de produits de qualité. l'huile d'olive, les dattes deglet Nour, plusieurs vins et spiritueux...

### • Terroir

- Les spécificités sont liées au terroir unique du pays

## Longue Tradition de Protection des IG

1

**1940/1957**

Reconnaissance des appellations d'origine dans le secteur viticole.

2

**1973**

Signature de l'accord de Lisbonne pour la protection des appellations.

3

**1995**

Signature de l'accord ADPIC de l'OMC

4

**2003**

Adhésion à l'acte de Genève (Avril), entrée en vigueur (Juillet).

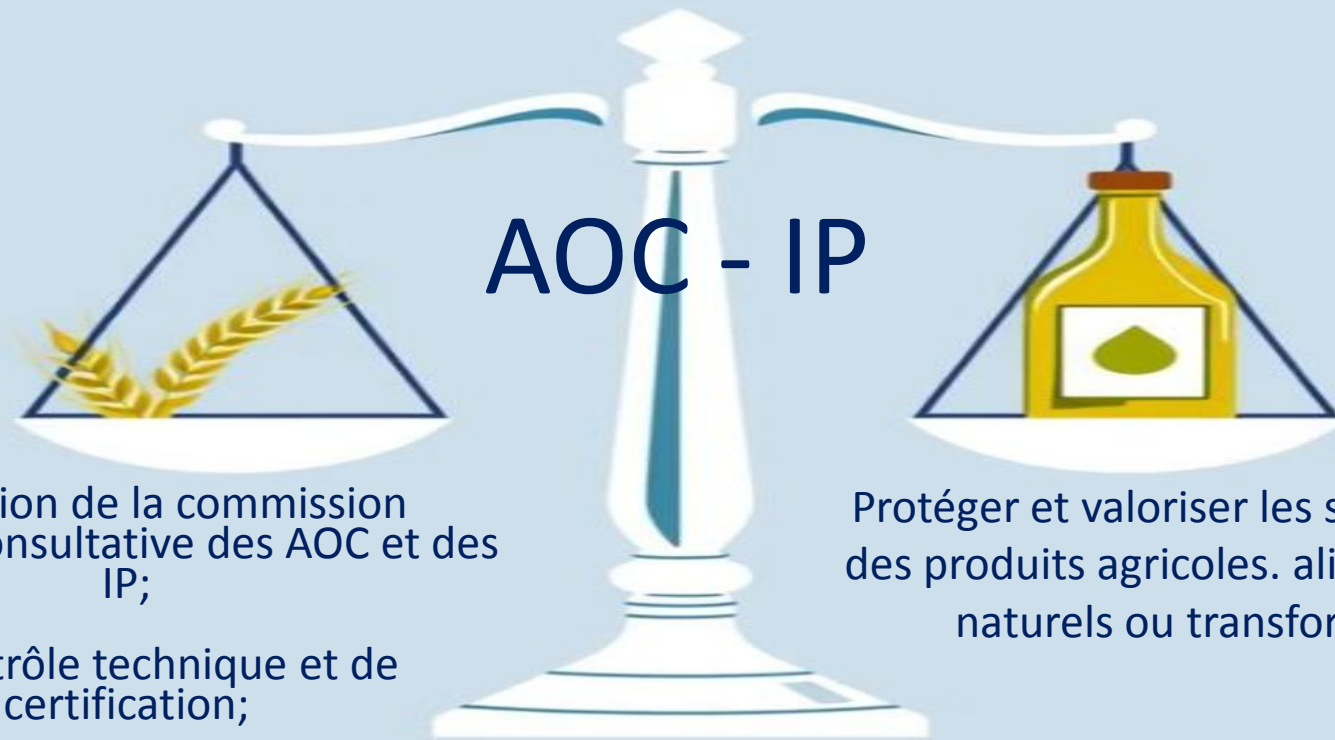




# Le cadre juridique sui-generis assuré par

## **LA LOI CADRE N°99-57 DU 28 JUIN 1999**

inspirée de la réglementation européenne

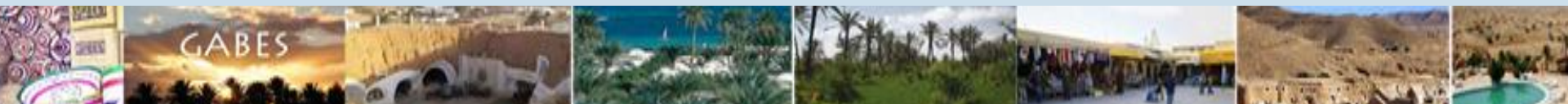


La création de la commission technique consultative des AOC et des IP;

Le contrôle technique et de certification;

L'élaboration d'un cahier des charges type par signe de qualité.

Protéger et valoriser les spécificités des produits agricoles. alimentaires, naturels ou transformés.



# Systeme des AOC/IP en TUNISIE



**Rédaction du cahier des charges et de la demande de reconnaissance en concertation avec tous les acteurs de la filière concernée**

**Dépôt du dossier complet auprès du ministre chargé de l'agriculture**

**L'autorité compétente (DGPA)**

**Suite à l'avis de la commission technique consultative, le ministre rend sa décision**

**Publication au journal Officiel Arrêté du ministre**





# 17 IG



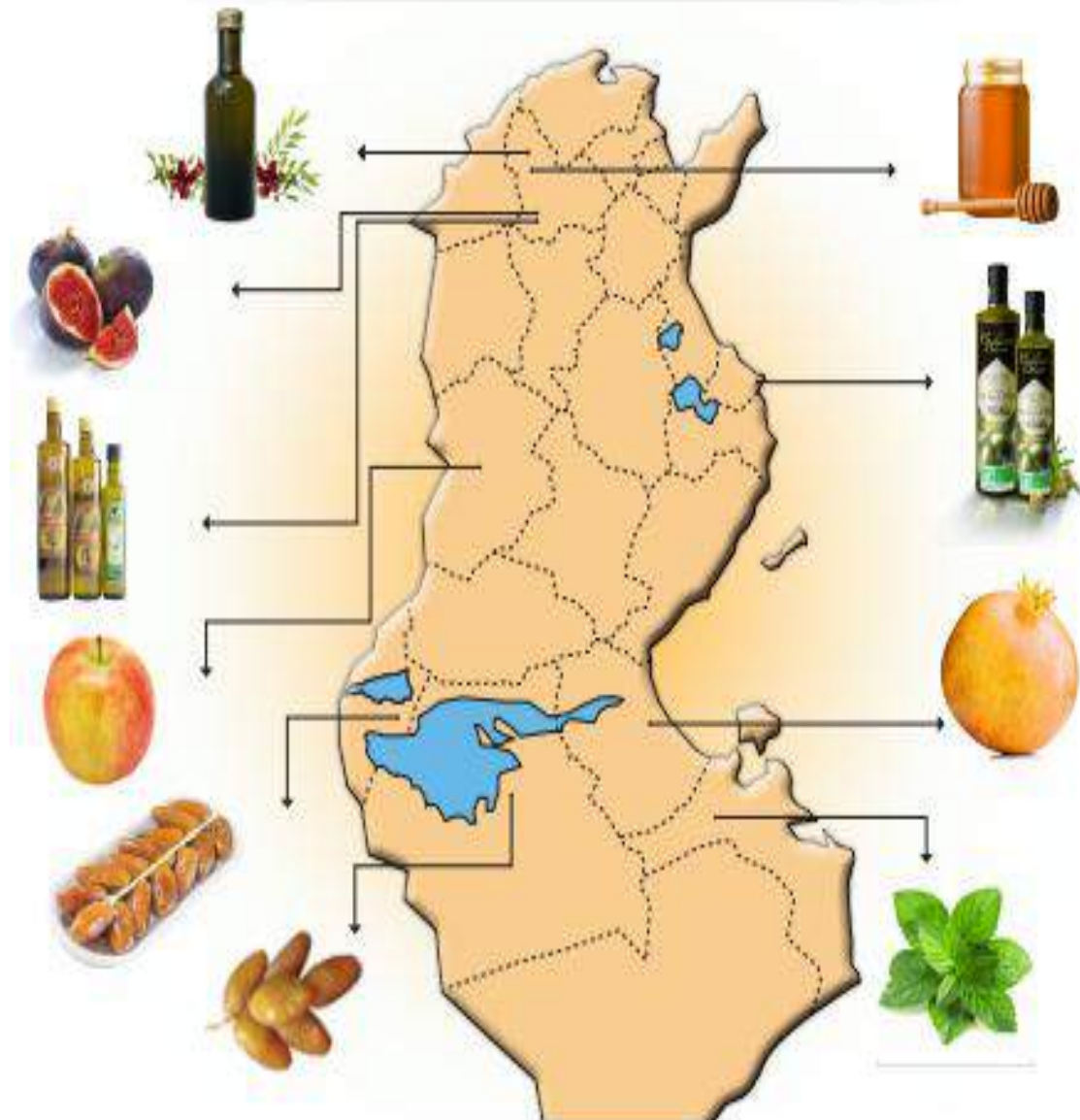
## 13 AOC

- 7 AOC Vins
- Figues de Djebba
- Huile d'olive de TebourSouk
- Huile de lentisque Kroumirie Mogod
- Miel de Kroumirie Mogod
- Grenade de Gabès
- Dattes Deglet Nour de Nefzaoua



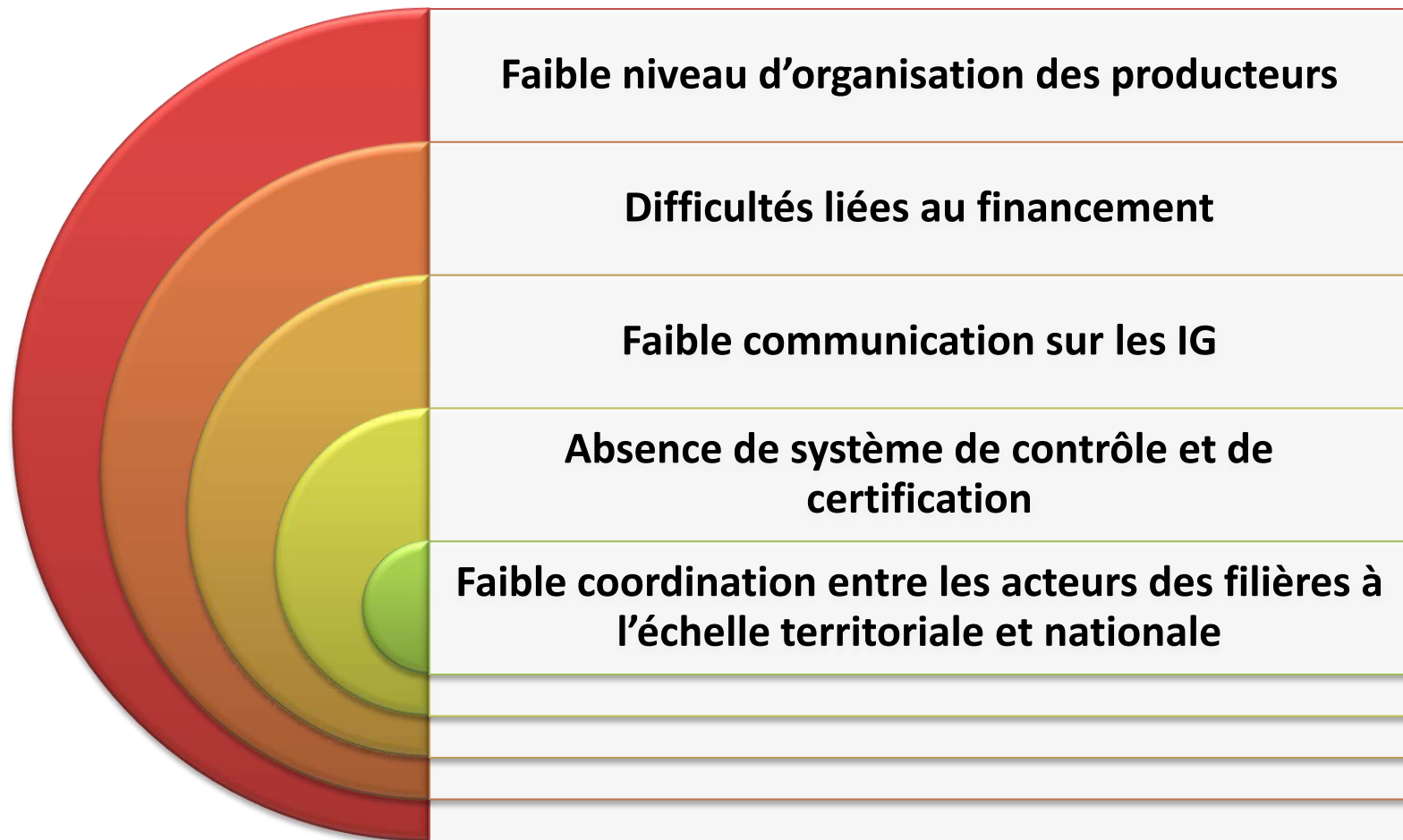
## 4 IP

- Pomme de Sbiba
- Huile d'olive de Monastir
- Deglet Ennour de Tunisie
- Menthe «El Ferch»





# PRINCIPALES CONTRAINTES





# LE PROGRAMME D'APPUI AUX INDICATIONS GÉOGRAPHIQUES EN TUNISIE

*En tant que pays en voie de développement, la Tunisie a sollicité l'appui de pays en pointe dans le domaine des IG, à savoir la France, la Suisse, et l'Italie*

- TCP FAO /Appui au développement et à la mise en place d'un système de certification des produits de qualité liée à l'origine
- Coopération Tuniso-française
- PAIG financé par l'AFD /Cirad
- Coopération Tuniso-Suisse
- PAMPAT 1 et PAMPAT 2 financés par SECO/ONUDI
- Coopération Tuniso-Italienne
- HI.L.F.TRAD et Jesmed financé par l'UE /la coopération transfrontalière Tunisie-Italie



# RÉSULTATS RÉALISÉS

- Renforcement des capacités des institutions responsables de la gestion des signes de qualité liés à l'origine,
- Initiation des travaux d'harmonisation de la loi cadre n°99-57 du 28 juin 1999 relative aux appellations d'origine contrôlée et aux indications de provenance des produits agricoles avec la réglementation Européenne.
- Élaboration du Manuel de procédures pour la CTC et le guide de demandeur des IG,
- Enregistrement des nouvelles AOC
- Formations des producteurs et des productrices (gestion, bonnes pratiques agricole, transformation, techniques de commercialisation)
- Enregistrement via Lisbonne 1 AOC Figs de Djebba, 1 AOC Huile d'olive de Teboursouk
- Création, encadrement et appui des organisations de producteurs 10 (SMSA), 01 GIE et 02 associations (Mise en place de plan d'affaires et de gestion)
- Élaboration des outils de communication, actions de promotion



# DÉFIS ET PERSPECTIVES

*Malgré le potentiel de développement des IG en TUNISIE, certains défis restent à relever dans le cadre de la mise en place d'une politique de qualité liée à l'origine des produits agricoles et alimentaires :*

- *amélioration de l'organisation des filières afin d'assurer la gestion des IG et définir la forme juridique adéquate,*
- *amélioration du cadre juridique et du système de gouvernance institutionnelle des IG,*
- *l'appui au système de contrôle et de certification*



***Projet de coopération Tuniso-Suisse (TUSIP) en  
matière de propriété intellectuelle est en cours  
de réalisation, avec une part importante  
consacrée aux IG.***





## Activités réalisées

- ✓ Évaluation du système institutionnel de gestion rencontre de l'expert de l'IPI avec les différentes institutions impliquées dans le système de l'IG (des indications géographiques en Tunisie)
- ✓ Evaluation des IG existantes organisation des workshops avec les operateurs pour 3 IG ( vins, huile, pomme) suivis par des focus groupes avec les restes des IG.
- ✓ Renforcement des capacités des membres de la CTC
- ✓ Renforcement des capacités de l'équipe de la DGPA ( formations en ligne..)
- ✓ partage de l'expérience de la DGPA sur les IG agricoles avec l'ONAT( IG artisanale)



## Forces

- Législation permettant la protection des IG alimentaires et artisanales
- Organismes étatiques compétents pour les deux types de produits (DGPA, ONAT)
- Signes officiels augmentent la visibilité des produits sous IG
- Efforts de vulgarisation

## Défis

- Nécessité de réforme complète du cadre réglementaire des IG,
- Nécessité de clarification du rôle des différentes autorités et organisations
- Consommateurs et producteurs ne connaissent pas quelles sont les garanties offertes par les IG au-delà de l'origine.
- Nécessité de mettre en place des mécanismes de contrôle harmonisés pour l'ensemble des IG
- Nécessité de mettre en place une stratégie de protection des IG tunisiennes sur le plan international (Lisbonne - Acte de Genève, accords bilatéraux)
- Faible intérêt des organismes de certification pour les IG
- Règles d'étiquetage des produits sous IG et AO pas encore très claires pour les producteurs.



## Forces

- Prix premium observée sur certaines IG (effet mobilisation et coordination de la filière > effet de l'enregistrement)
- La mobilisation des acteurs autour de l'IG a permis des échanges de connaissances et d'expériences
- Certains producteurs d'IG (ex. huile de lentisque) ont développé des canaux de commercialisation directs mettant hors jeu les intermédiaires
- Volumes importants de certaines filières (Olive, dattes) susceptibles de satisfaire les marchés d'export
- Différentes filières AO et IG ayant bénéficié de l'appui de projets de coopération

## Défis

- Pouvoir d'achat limité des consommateurs tunisiens oblige les producteurs d'IG de trouver des marchés de niche
- Petites filières pénalisées à l'export
- Position de force des exportateurs qui ne font pas la promotion des IG
- Modification des CdC des IG vinicoles est nécessaires (plus conformes à la loi actuelle, modifications des pratiques dues au changement climatique, aires géographiques modifiées)
- Stratégie de firmes privilégiant les marques au détriment des AO et IG
- Absence d'organisation des acteurs des filières gérant les IG
- Pratique encore très courante de commercialisation en vrac de produits qui pourraient être vendus sous IG (Huile d'olive)



# PROCHAINES ÉTAPES/ OBJECTIFS FUTURS

- la Tunisie doit continuer à aligner sa législation sur les standards internationaux pour faciliter la reconnaissance et l'enregistrement des IG.
- Développer la communication sur les IG afin d'accroître leur adoption à l'international.
- Grâce aux accords commerciaux et à la certification, les IG tunisiennes peuvent conquérir des marchés étrangers, notamment européens et asiatiques.
- Appui au contrôle et de certification des IG
- Enregistrement des IG au niveau européen pour bénéficier des signes IGP et AOP







Food and Agriculture Organization  
of the United Nations



**European Bank**  
for Reconstruction and Development

# Enhancing the Market Power of GI Producer Organizations: Lessons from Serbia

**Presenters: Slobodan Obradovic - President of Arilje raspberry Association**

**Lisa Paglietti - Economist, FAO Investment Center**

**Tamara Zivadinovic - Quality and GI expert, Mena Group**

**Authors of the abstract:**

**Lisa Paglietti, Tamara Zivadinovic, Stefania Manzo, Nathalie Vucher**



# Serbia - activities with GI producer organisations



Main focus - strengthening governance and market positioning

Work with GI producer organizations for three key products:

- Raspberry,
- Sour cherry,
- Ajvar

GI Arilje Raspberry association

- one of the leading in Serbia -
- differentiating the product's labelling
  - increasing visibility,



Meeting with Arilje raspberry  
Association

---

## Arilje raspberry Association – GI management organisation

- Arilje raspberry protected at Serbian level as PDO since 2008
- Started certification in 2017
- After functioning as informal group for a couple of years, **GIMO Arilje raspberry was registered in 2018**
- Members are cooling chambers and producers supplying them
- Association has **developed different services** for members and non-members (market analysis, networking, etc.).
- Becoming **partner in different innovation and research projects**



<http://www.ariljskamalina.rs>



# Project approach



Expanding the reach of Serbian GI products through targeted market demand analysis and understanding of market requirements



Ensuring sustainable progress by facilitating tripartite dialogue between GI producer organizations, government institutions, and key private sector players.



Aligning objectives, securing government support, and fostering private sector involvement.



Integrating a cooperative approach for GI producers to improve their governance structures, start developing innovative solutions and a clearer strategy for sustainability.







# Results and achievements



GI adopted as an advanced market strategy for market differentiation

Empowered GI organizations to unlock new market opportunities

This model can serve as a blueprint for other countries to strengthen GI producer organizations.



Picking up raspberries



Arilje raspberry



# Next steps

## FAO/EBRD support

- Projects to build in innovative solutions for quality assurance and market positioning

## Arilje raspberry GI organisation

- Peer exchange and empowerment of GI organisations in Serbia and the region
- Continuous market analysis and creation of recommendations for sector and strategies
- Continuous dialogue with governmental and private entities





Food and Agriculture Organization  
of the United Nations



**European Bank**  
for Reconstruction and Development

# Thank you

<https://www.fao.org/geographical-indications/projects/serbia-project/en>

<https://activate.org/projects/building-back-shorter-in-montenegro-and-serbia/>

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**Agriculture and Rural Development:  
Quality Policy  
(Geographical Indications) in Albania**

---

18-21 Feb 2025 Rome (Italy)

Julinda Bare, Brunhilda Stamo, Borana Kalemi



# I. Institutional framework:

## **PDO & PGI:**

- General Directorate of Industrial Property (GDIP);
- Ministry of Agriculture and Rural Development (MARD);

## **TSG and other schemes:**

- MARD

## **Official controls:**

- The National Food Authority
- Private certified body.
- The State Market Surveillance Inspectorate



## II. Legal framework

- Law No. 9947, date 07.07.2008 “On Industrial Property”, Chapter V “Geographic Indications”, amended;
- **Law No. 8/2019, date 16.2.2019** "On quality schemes for agricultural products and foodstuff”;
- **Law No. 66/2018** date 24.9.2018, “The accession of the Republic of Albania to the Geneva Act of the Lisbon Agreement on designations of origin and geographical indications”;

### National Logo



### III. DONORS COORDINATIONS:

- FAO (Legal framework);
- ALSIP Project: assessment of GI system in Albania, increase capacity of Commission; prepared manuals for producer groups; training sessions for different group of interest; etc.
- Sustainable Development of Rural Areas of Albania GIZ project: Identification of the potential products; support production groups; support to prepare the file for application; etc.



Food and Agriculture Organization  
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IGE | IPI

Schweizerische Eidgenossenschaft  
Confédération suisse  
Confederazione Svizzera  
Confederaziun svizra  
Swiss Agency for Development  
and Cooperation SDC

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



## IV. Products registered as GI

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18 agricultural and food products (3 PDO and 15 PGI) are registered in the national register, protected at the national level.





## V. Products registered as TSG

---

5 food products are registered as Traditional Specialties Guaranteed



## VI. Products in process of international registration as GI

---

Albania has applied to the International Bureau of WIPO for the registration of two GI agricultural products and foodstuffs at the international level in the Lisbon System. Both products are already exported in European market and beyond.



Chestnut of Malesia e  
Madhe



Olive oil Valmi  
Elbasan



## VII. Promotional events

The development of sustainable agritourism as a trend has influenced the development and promotion of local products by establishing a natural linkage between agritourism and local producers.



## VIII. Main challenges

---

- Organization of producers groups and their attitude;
- Lack of information and a basic misunderstanding of the GI concept, their importance and IPRs
- Lack of information on the chemical and physical characteristics of products;
- Lack of consumers awareness on the guarantees given by the certification of PGIs, PDOs and TSGs.
- Lack of experience in the verification of compliance and the control by the designated institution
- Not direct acceses to the meetings for the legislations and needs for training.



## IX. Future plans

- Transposition of the new EU legislation as defined by the Regulation (EU) 2024/1143 and related implementing acts into national legislation.
- To increase engagement of private sector in managing and controlling of GIs, information on their rights and obligations, and the way to comply with the law
- Linking with the tourism sector and territorial development
- Supporting group of producers for international registration (ALSIP, project); explore new export markets to better benefit from added value
- Training for the NFA/control bodies (FAO);
- Awareness campaign (GIZ, ALSIP, Italian Project);

---

THANK YOU



REPUBLIQUE ALGERIENNE  
DEMOCRATIQUE ET POPULAIRE



ASSOCIATION DES FIGUICULTEURS  
DE LA COMMUNE DE BENI MAOUCHE



CONTRIBUTION DES I.G À L'AUGMENTATION DE LA VALEUR DE  
L'ÉCONOMIE NATIONALE ET L'OBTENTION DU DÉVELOPPEMENT DURABLE  
CAS : FIGES SÈCHES DE BENI MAOUCHE



Mr BEKKOUCHE Omar

Rome, le 19 Février 2025

# INTRODUCTION

- La figue (*ficus carica*) est une espèce accommandante à tous les étages bioclimatiques algériens. Cette culture a occupé une place de premier ordre dans l'alimentation, et elle a toujours constituée un apport supplémentaire des revenus une fois séchée et commercialisée.

Beni Maouche, est une zone de production importante en Algérie, dont la culture de la figue s'étend sur une superficie de 13 922 Ha, fournit une production de l'ordre de 103 928 Qt. Concèderont que la figue de Beni Maouche, connue et ayant une notoriété ancienne, selon H. Rebour 1968, citant MAURI, 1942, la variété TAAMRIOUT, donne « des résultats remarquables dans la vallée de la Soummam et le Guergour, en particulier dans le Douar de Beni Maouche.

Les indications géographiques ont pu occuper une position élevée a tous les niveaux, car elles font partie des objectifs établis que l'Association des Figuiculteurs de la Commune de Beni Maouche cherche a faire progresser vers le niveau international afin d'améliorer la qualité du produit et de travailler pour son développement.

L'indication géographique en général est considérée comme une carte d'identité qui aide le public consommateur à acquérir le produit, car elle contribue a déterminer l'origine de produit qui reflète le patrimoine culturel de la région de Béni Maouche.





- Les figues de Béni Maouche sont considérées comme les piliers les plus importants qui réunissent toutes les conditions recherchées par l'association afin de mettre en valeur ce produit unique qui a obtenu une protection juridique à travers son enregistrement auprès de l'INAPI dans le but de réaliser les rendements commerciaux rentables servant l'intérêt de l'association et les producteurs d'une part, et de valoriser les ressources naturelles pour répondre aux besoins de la société d'autre part.
- L'environnement dans le quel la figue de Béni Maouche est produite, les facteurs et les conditions de sa production jouent un rôle important, elle possède un caractère particulier propre aux habitants de la région de Béni Maouche, ce qui la qualifie de produit protégé par un signe distinctif I.G similaire au reste des produits locaux en Algérie.
- L'objectif derrière ce document est de mettre en valeur l'un des aspects des produits algériens de qualité et de renommée internationales , ainsi que de présenter la nature du produit en travaillant à renforcer tous les efforts en vue de faciliter le processus de commercialisation et de promotion de la figue de Béni Maouche, en adéquation avec les exigences, les évolutions et les développements des transactions commerciales dans l'espace numérique afin de faciliter les négociations et les échanges de diverses expériences dans le même domaine ce qu'on appelle l'avenir des indications géographique qui œuvre pour faire progresser le développements durable.
- Mots clés :
- -Indications géographiques.
- Figues sèches de Beni Maouche
- Qualité,
- Développement durable.





**FIGUE SECHE DE BENI-MAOUCHE**

**SIGNE DE QUALITÉ DEMANDÉ :**  
Indication Géographique (I.G)

**VARIÉTÉS:**  
TAAMRIWT – ABERKANE – AZANJAR

**ESPÈCE :** Ficus Carica L.

**CARACTÉRISTIQUE DU PRODUIT :**

- Peau Souple et Fine.
- Chair Abondante et riche en akène.

**SECHAGE : 02 ÉTAPES :**

- Séchage au soleil.
- Séchage complémentaire à l'ombre.

**ZONE D'IMPLANTATION**

- Altitude supérieure à 400 m.

**AIRE GEOGRAPHIQUE DE PRODUCTION :**

- 02 Wilayas et 21 communes.

**WILAYA DE BEJAJA (08 COMMUNES):**  
BENI-MAOUCHE BOUHAMZA - SEIDOUK-NOUSSA-ABALOU-BAIDACH-  
BENI OUELLI-KENADRA - TAZMART - FERHAOUJ-GEMKOUR

**WILAYA DE SETIF (03 COMMUNES)**  
BENI CHEBANA-BENI OUBTELANE-AN LASSADO  
WALIDJELAN-BENI MOUHLI-TALA-IPACEN - BOUKAROU-  
AL NOUAL NEZDA-AT TSI - ORAKKEMSA



# Les 03 variétés labélisées

## الأنواع الموسمة

TAAMRIWTH

تعمريوث



AZANJAR

ازنجر



ABERKANE

ابرکان





# I / HISTORIQUE

- I/1) notoriété ancienne: connue et commercialisée durant des années 1930 sous le nom **figues sèches de Bougie** et **figues sèches d'Algerie**.



*BOUGIE*  
*Parmi les Exportations de Figues sèches Algériennes,  
Dont 234,392 Quintaux ont été expédiés  
Vers la métropole au cours de la Campagne 1948 - 1949.*





# JOURNAL DE VIENNE ET DE L'ISERE 1932

POUR TOUT ACHAT  
de 500 grammes  
du délicieux  
déjeuner  
**Gros Gourmand**

La Maison  
**E. GÉRY**

remet gratuitement  
un **TORCHON** blanc  
marqué, valeur 2.25  
ou un **BOL** porcelaine  
bordure plate, valeur 2.25

INGRESSAMMENT, les abonnés  
Aux Délices du Café  
seront approvisionnés  
des articles ci-dessous

MORUE SECHE	100 grammes	1.80	1 boîte
MORUE SALEE	100 grammes	2.95	1 boîte
POIS CASSES	100 grammes	1.70	-
POIS VERTS	100 grammes	1.40	-
POIS VERTS	100 grammes	1.70	-
HARICOTS	100 grammes	1.95	-
PÊCHES sèches	100 grammes	5	1 boîte
FIGUES Cosenza	100 grammes	2.25	1 boîte
FIGUES d'Algérie	100 grammes	1.65	-
FIGUES Cosenza	100 grammes	3.25	-
FIGUES d'Algérie	100 grammes	1.90	-
RAISINS Denis	100 grammes	2.65	1 boîte
AMANDES	100 grammes	3	1 boîte
AMANDES	100 grammes	6	1 boîte
NOISETTES	100 grammes	2.40	1 boîte

VIVRE ÉCONOMIQUEMENT  
en achetant ces produits  
saisonniers dans les magasins

## AUX DELICES DU CAFE

VIENNE, 13, place de l'Hôtel de-Ville  
GIVORS, 42, rue de Belfort

Collection Marsal Lagarde




**ISMAIL TAMZALI**  
BOUGIE (ALGERIE)

CAPOINES, FIGUES, CERISES  
SANTALI BOUGIE  
TAMZALI & C<sup>o</sup>

Le 11 Septembre 1932

Monsieur Bourdant

Bougie. Do!

Je vous prie de m'adresser par la poste les produits suivants:

1	5 douz. Figues de Calice Lata	22.50	112.50
2	10 douz. Raisins Denis	26.50	265.00
Total			377.50

Je vous prie de m'adresser ces produits par la poste, en me faisant parvenir le montant de la facture ci-dessus mentionnée, par chèque ou mandat postal, à l'adresse ci-dessous.

Monsieur Bourdant  
Bougie

Je vous prie de m'adresser ces produits par la poste, en me faisant parvenir le montant de la facture ci-dessus mentionnée, par chèque ou mandat postal, à l'adresse ci-dessous.

Monsieur Bourdant  
Bougie

- **I.2 )Notoriété actuelle**
- Organisation des fetes de la figue a Beni-Maouhe depuis 1996.
- (20 ème éditions
- du 12 au 16.10.2023)
- Couverture médiatiques (écrites, audiovisuels).
- participants et visiteurs très importantes.
- Demandes des consommateurs importantes sur le marché national et international.





# AFFICHES PUBLICITAIRES

18<sup>ème</sup> édition du 5 au 7  
Octobre 2020

20<sup>ème</sup> édition du 12 au 16  
Octobre 2023







# ARTICLE DE PRESSE



- **Fête de la figue à Beni Maouche (Béjaïa) : Une affluence record du public**
- 17/10/2023
- ***Cent quarante exposants de produits du terroir ont pris part à la 20e édition de la Fête de la figue qu'a organisée l'Association des figuiculteurs de la commune de Béni Maouche, du 12 au 16 octobre, au niveau du complexe sportif de proximité du chef-lieu communal***



## II) TECHNIQUES CULTURALES FIGUES SÈCHES DE BENI-MAOUCHE

- I I.1 savoir faire humain :
- **le labour**
- mécaniquement avec la charrue à socs, suivi d'un passage du cultivateur pour briser les mottes
- la traction animale (bœufs) utilisée notamment lorsque le terrain est fortement accidenté. Ce labour est suivi d'un piochage de l'arbre au moyen du croc



# LA TAILLE

- Elle est légère, s'effectue par éclaircie. Elle se limite parfois à la suppression des branches et troncs dépéris.





# TAILLE DES FIGUIERS

Taille de régénération

IMAGES OCTOBRE 2023





# CAPRIFICATION

- Elle est effectuée de mi-juin à mi-juillet. Plusieurs interventions sont nécessaires, selon le stade de développement des fruits et selon la disponibilité des profichis



# LA RECOLTE

ILIGHEM

TABKHSISTH

AKARBOU3

- Les fruits destinés au séchage doivent avoir commencé sur l'arbre une déshydratation partielle. Généralement la récolte débute en août lorsque le fruit est au stade de figue passerillée (ilighem), au point pour le séchage.



# Le séchage

- Les figues sont étalées sur des claies en diss (idhless), roseau ou en bois et exposées au soleil pendant quelques jours. L'exposition au soleil doit être aussi courte que possible pour se terminer à l'ombre.
- L'aire de séchage doit être propre. Pour pallier aux actions néfastes des orages ; le séchage peut être effectué sous serre.



# II.2 ressources naturelles :

- ressources biologiques :

**LES VARIÉTÉS  
EXISTANTES A  
BENI-MAOUCHE**





# TA3MRIVVTH



• Selon **Rebour, 1968** la variété Taamriout, donne « *des résultats remarquables dans la vallée de la Soummam et le Guergour, en particulier dans le douar des Beni Maouch* ».



# ABERKANE



# AJANJAR





# TAHYOUNT



# AVER3ROUSS



# THANQLT



# TAY3DELT





# AYA3LAOUI



# BAKKOUR 1<sup>ER</sup> RECOLTE



# BAKKOUR 2ÈME RECOLTE



# аво3анкour





# Dokkar



# CARACTÉRISTIQUES DES MILIEUX : SOL , CLIMAT ET TECHNICITES

- III) **Les sols** :
- On rencontre les sols suivants :
- Dans les endroits où les pentes sont très fortes : ils sont caractérisés par l'importance des éléments grossiers et les roches mères apparaissent à la surface. sont considérés comme sols non maturés ou sols jeunes.
- Dans les piémonts ou les terrasses où domine la culture de figuier. Ces endroits sont caractérisés par des sols graveleux – sableux et limoneux – argileux.
- Ces deux types de sols, de texture perméable, favorisent le séchage partiel sur l'arbre des fruits au mois de septembre (malgré les orages), donnant une production de qualité dans cette aire géographique, ce qui la différencie des terres argileuses de plaines et des sols humides.



- Les températures :

- Les températures élevées des mois d'août et septembre (maximum de l'ordre de 37 °C avec une moyenne mensuelle de 25°C, en août et 21°C) sont favorables au séchage.



# Caractéristiques du produit

La figue sèche de Beni Maouche possède les caractéristiques spécifiques suivantes :

- peau fine et souple
- chair abondante et riche en akènes





## II.3 COMMERCIALISATION

- - lors des fêtes et foires
- - marchés locaux
- - Salons internationaux
- - autres intermédiaires .



## II.4) ORGANISATION :

L'association est dénommée



**ASSOCIATION DES  
FIGUICULTEURS DE LA**



**COMMUNE DE BENI MAOUCHE**

Agrée sous N°05/2015

du 07 mai 2015



## Missions:

**L'association, doit :**

**>Préserver la dénomination attribuée au produit.**

**A ce titre, elle :**

**> assure la veille inhérente à la protection du signe  
Concerné ainsi que les droits de propriété intellectuelle qui  
lui sont directement liés (surveillance du marché, saisine  
des autorités de contrôle, action judiciaire ... ) ;**

**> exerce les activités de promotion et d'information  
Envers le public et les consommateurs ;**

**> initie les actions visant à garantir la conformité du  
Produit aux clauses de son cahier des charges telles que  
Définies par le plan de contrôle ;**

**> fournit des conseils à tous les acteurs concernés par  
le cahier des charges ;**

**> participe aux activités de contrôle du respect du  
Cahier des charges.**

**> Sauvegarde du patrimoine, traditions, profession,  
l'expérience professionnelle et du savoir faire relatifs a la  
production de la figue sèche.**



# L'AIRE GÉOGRAPHIQUE COMPOSE DE 21 COMMUNES SUPÉRIEUR A 400 M

- 11 communes de la wilaya de Bejaia.
- 10 commune de la wilaya de Setif.





# *P3A*

- 15 missions d'experts réalisées.
- 50 journées d'expertise réalisées.



# Elaboration du C.D.C/ P.C

## INDICATION GÉOGRAPHIQUE (IG) FIGUE SÈCHE DE BENI MAUCHE



# DEPOT DE DOSSIER DE RECONNAISSANCE FIGUES SECHE DE BENI MAUCHE

- Documentations nécessaires
- Pièces jointes
- Listes des producteurs de la région
- Toutes justifications utiles
- Photos.
- Extrait de presses
- Video.
- Reportages audio-Visuel.



# C.N.L

(Juillet 2015)

- Etude du dossier
- Par le conseil national de labellisation.
- Prises de décisions ( positives/ négatives)







○ Arrêté du 22  
 septembre 2016  
 portant attribution  
 du signe de  
 reconnaissance de  
 la qualité du  
 produit agricole en  
 indication  
 géographique de la  
 « Figue sèche de  
 Béni Maouche ».



# MISSION DE CONTRÔLE DE L'ORGANISME CERTIFICATEUR

ITAFV



Tél: 023.58.38.60 / 61 /66.

Fax : 023.58.38.64 / 65.

E-mail : [itafv.dg@gmail.com](mailto:itafv.dg@gmail.com)

N° 000001



# ACCORD DU CERTIFICAT DE CONFIRMITE PAR L'ORGANISME CERTIFICATEUR AUX PRODUCTEURS

REPUBLIQUE ALGERIENNE DEMOCRATIQUE ET POPULAIRE  
MINISTRE DE L'AGRICULTURE ET DU DEVELOPPEMENT RURAL  
INSTITUT TECHNIQUE DE L'AGRICULTURE FRUITIERE ET DE LA VITICULTURE

Tel: 021 56 38 40 / 41 / 46  
Fax : 021 56 38 44 / 45  
E-mail : itaf@agf.gov.dz

N° 00001

## Certificat de Conformité du Label Figue Sèche de Beni Moucha sous I.G.

Je soussigné, Directeur Général de l'Institut Technique de l'Agriculture et de la Viticulture (I.T.A.F.), certifie que les figues sèches de la récolte 2019 conditionnés par le figurateur :  
BERKOUCHE Omer ci-après désigné :

N° Lot	Quantité	Unité	Type d'emballage
01	152	250 g	Sachet Sous Vide Transparent
02	88	250 g	Boite en PET Transparent

Représentant un poids Net (Net) de soixante kilogramme(60 Kgt) sont reconnues aptes à bénéficier de l'Indication Géographique Figue sèche de BENI Moucha conformément à l'arrêté du Ministère de l'Agriculture et du Développement Rural de 11 décembre 2018 (Journal Officiel de la République Algérienne N° 32 de 15 Mai 2019) Forant les règles relatives aux contrôles et à la certification des appellations d'origine, des indications géographiques et des labels agricoles de qualité.

Le Directeur Général  
I.T.A.F.

Délivré le 2020 04 23





# PRESENTATION DU PRODUIT

## ○ TYPE D'EMBALLAGE



# La Valorisation du Produit: aujourd'hui la figue en ***gâteaux***







# حلويات Gateaux











# CHAQUE ANNÉE UNE FÊTE DE LA FIGUE S'ORGANISE A BENI MAOUCHE

- 20 ème éditions organisées depuis le 24.10.1996 a ce jours chaque période automnale.

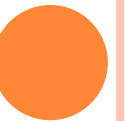




























# ITALIE

## SEPTEMBRE 2015



**V International Symposium on Fig**  
4-6 Settembre 2015

Conference Hall  
**Camera di Commercio di Cosenza**

Camera di Commercio  
Cosenza

Con il patrocinio

**AVANCEMENT DE 13 EMP AG 13**  
"Mettendo a disposizione dei ricercatori della qualità dei prodotti agricoli per un migliore utilizzo delle tecnologie AGRI"

**Programme Visite d'études en Italie**  
"Voyage parmi les Figues de Cosenza AOP"  
04 Septembre - 04 Octobre 2015



# EXPLOITATION



# FOIRES et SALONS NATIONAUX ET INTERNATIONAUX





MERCI POUR VOTRE ATTENTION



***BEKKOUCHE Omar***

**Secrétaire Général de l'Association des  
Figuiculteurs de la Commune de  
Beni Maouche wilaya de Bejaia Algérie**



[bekkouche.omar@yahoo.fr](mailto:bekkouche.omar@yahoo.fr)



Omar Bekkouche



+213 557 526 088/



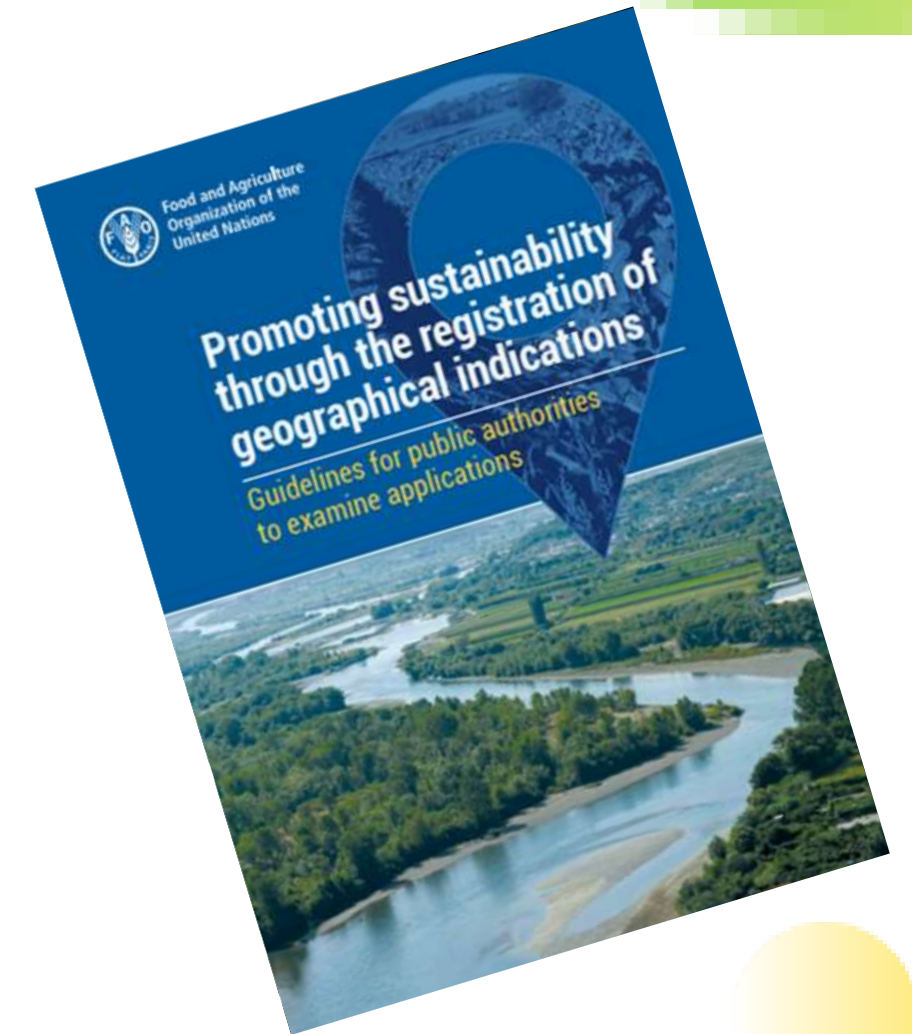
+213 674 945 466

***Rome, le 19 Février 2025***



IMPORTANCE OF REGIONAL COOPERATION

# THE GUIDE FOR GI EXAMINERS



MARCELO CHAMPREDONDE (INTA)  
EMILIE VANDECANDELAERE (FAO)  
FLORENCE TARTANAC (FAO)

# The FAO - IICA Project



*“Calidad de los alimentos vinculada al origen y las tradiciones en América Latina” (2009-2011)*

Brought together professionals from six countries from Latin America: **Argentina, Brazil, Chile, Costa Rica, Ecuador, Peru**

Training and exchanges in two types of instances:

- in **Regional** training workshops that brought together mainly professionals from national registries and some technicians dedicated to the construction of GIs.
- On the other hand, the **national** workshops brought together professionals from different public organizations and private consultants.





# The workshops





# Achievements and learnings

**Relationships** between professionals from different countries that were projected over time

**Learnings from four national cases,** identifying success factors and limitations

(Pallar de Ica – Peru, Guaraná de Maués – Brazil, Moras del Cerro – Costa Rica, Salame de Caroya – Argentina, Merken – Chile, Cacao de Arriba – Ecuador-)





# Doubts, divergence and deficiencies identified

regarding the *eligibility of the products to be registered through GI*:



- assessing the presence of a certain **specific quality** and its link to the territory
- How should the **relationship** between **objective** quality and **subjective** quality be?
- **reputation** of the product is sufficient?
- what is the minimum time of presence of the activity in the territory?
- What is the relationship with local **artisanal** products?
- criteria for the **delimitation** of the territory?
- ...

# Guide to professionals of national GI registries

*“Orientaciones para la evaluación de solicitudes de registro, Indicación Geográfica, Denominación de Origen”*

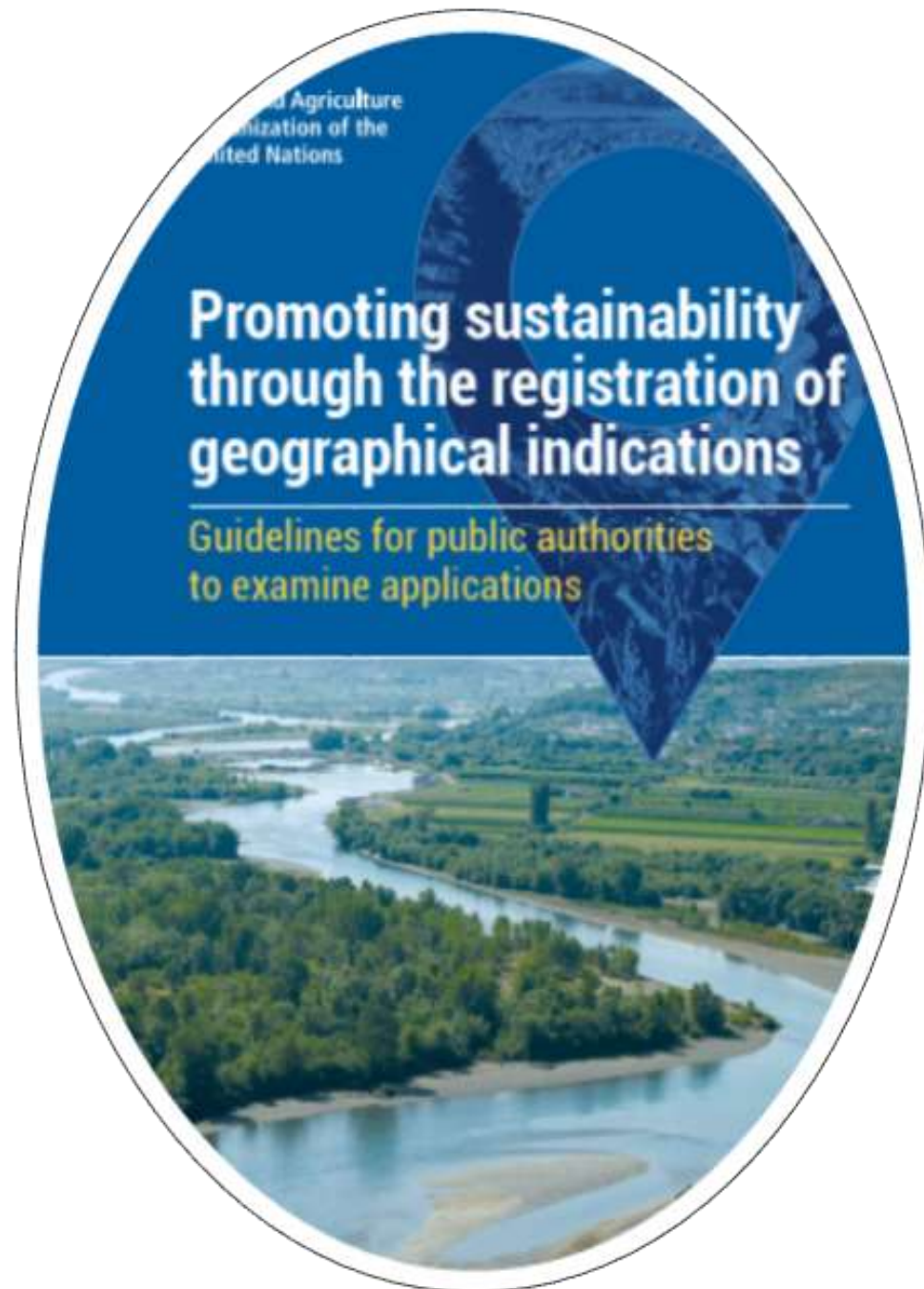
- **Concepts:** specific quality, link with the territory, localized collective action, criteria for delimitation, reputation...
- **State Organization:** Specialization, independence, division of Tasks. Territorial scales
- **Training** of civil servants and private agents



# Guidelines for public authorities to examine applications”

## Contents

- The **legal and institutional** foundations for **good and fair examinations** of GI application
- Guidelines for the **technical examination** of GI requests
- Legal criteria that determine the right to registration
- **Additional criteria** that can help improve the sustainability of the GI system.





**THANK YOU !**

[champredonde.marcelo@inta.gob.ar](mailto:champredonde.marcelo@inta.gob.ar)



FEF-R

Albania, Bosnia and Herzegovina, Kosovo, North Macedonia, Serbia



# Networking Geographical Indication to preserve and support High Nature Value agriculture in the Western Balkans Countries

February 20th , 2025

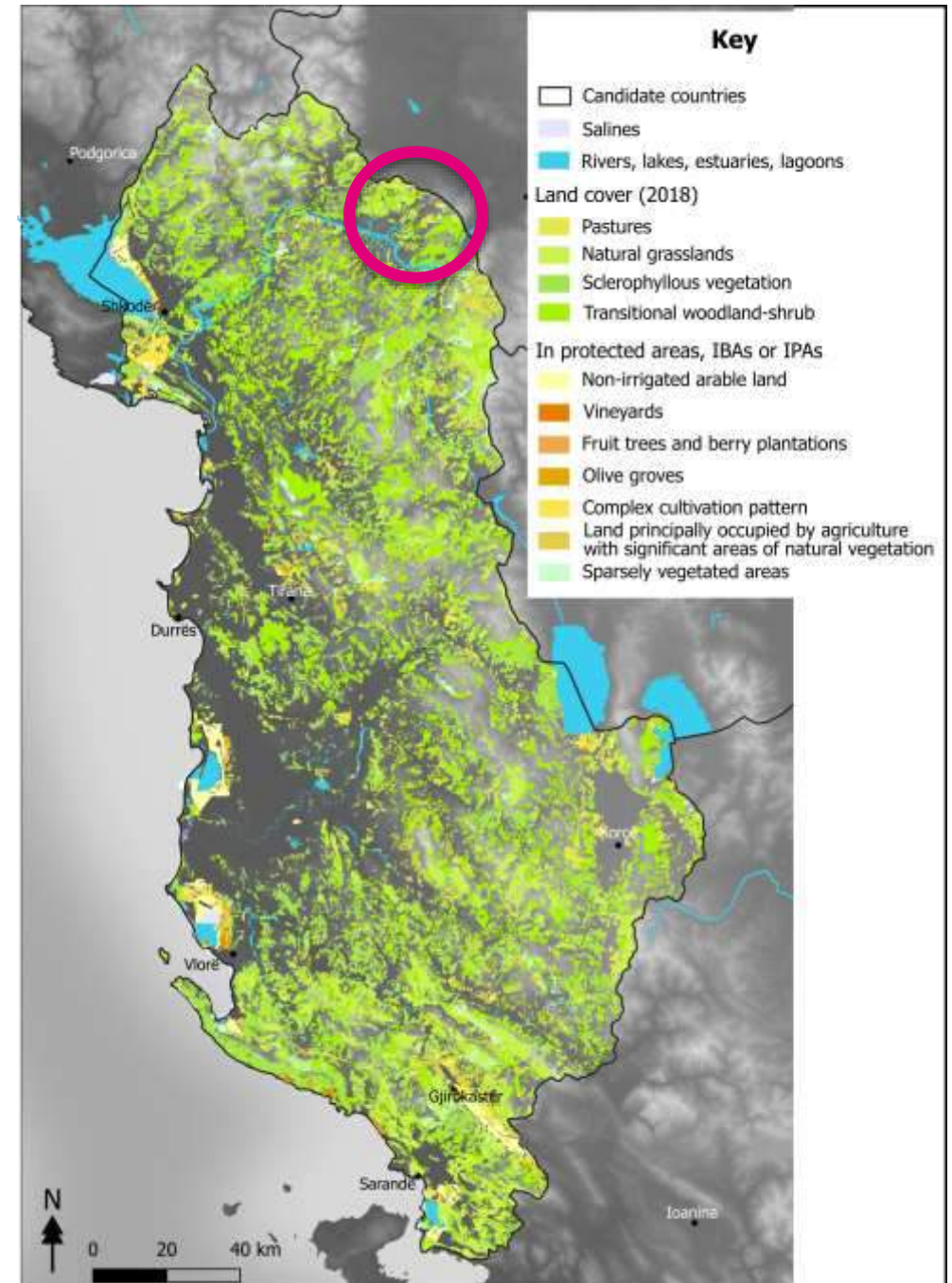
Worldwide perspectives on Gis, Rome

Presenter: Tamara Zivadinovic, Quality and GI expert, Mena/Arilje association

# Albania

- Has Karstic Plateau
- Hasi goat
- RASP (Rural Association Support Programme)
- Petrit Dobi

[dobipetrit@gmail.com](mailto:dobipetrit@gmail.com)

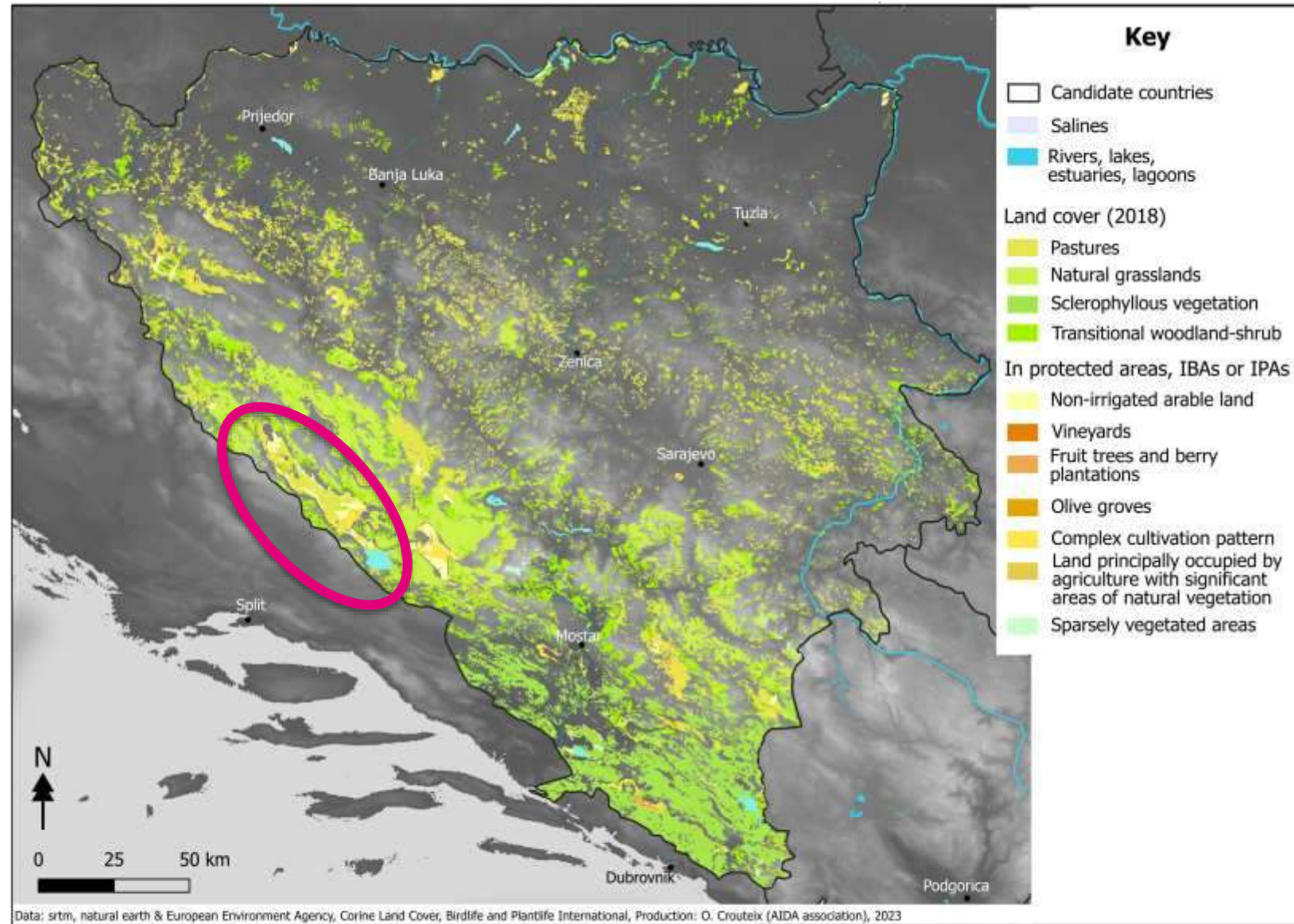




# Bosnia and Herzegovina

- Livno Karst field (Polje)
- **Livanj cheese**
- AIDA (International Association for Development of Agroenvironment )
- François Lerin

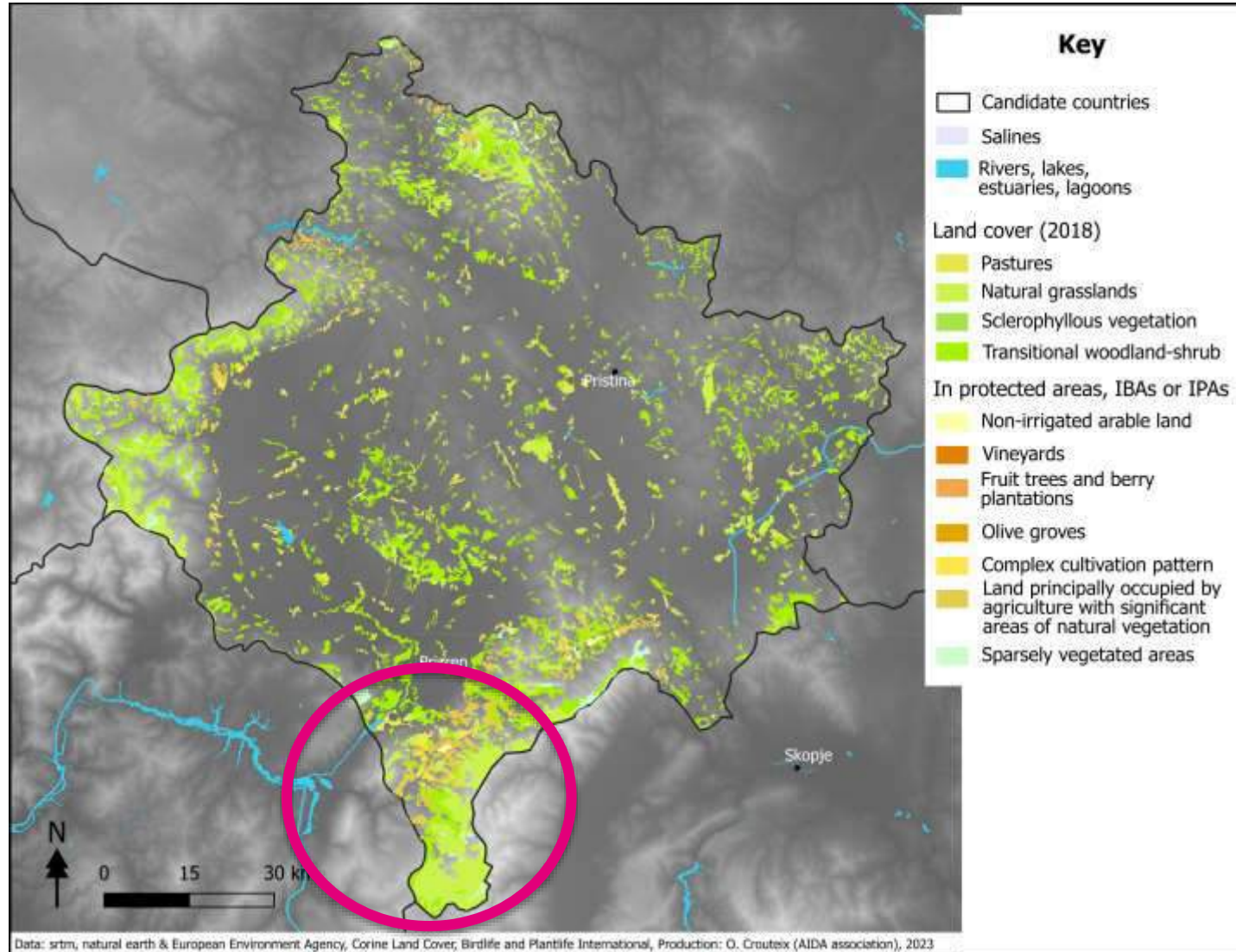
[francois.lerin@posteo.net](mailto:francois.lerin@posteo.net)



# Kosovo\*

- Sharri Mountains
- Sharri cheese
- KsIIP (Kosovo Institute of Intellectual Property )
- Veli Hoti & Tanita Krasniči  
[velihoti@gmail.com](mailto:velihoti@gmail.com);  
[tanitakrs@gmail.com](mailto:tanitakrs@gmail.com)

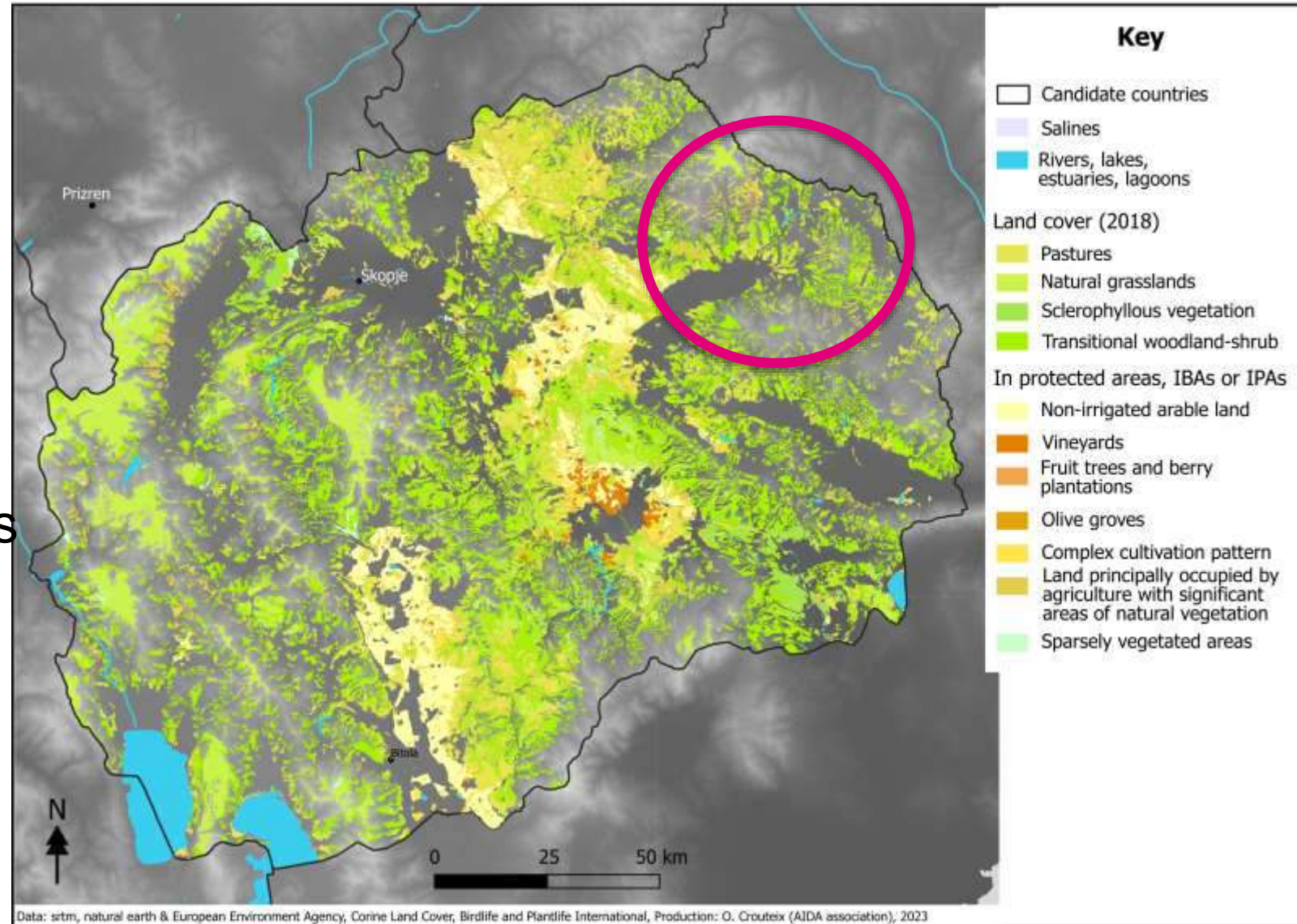
- \*UN Security Council Resolution 1244





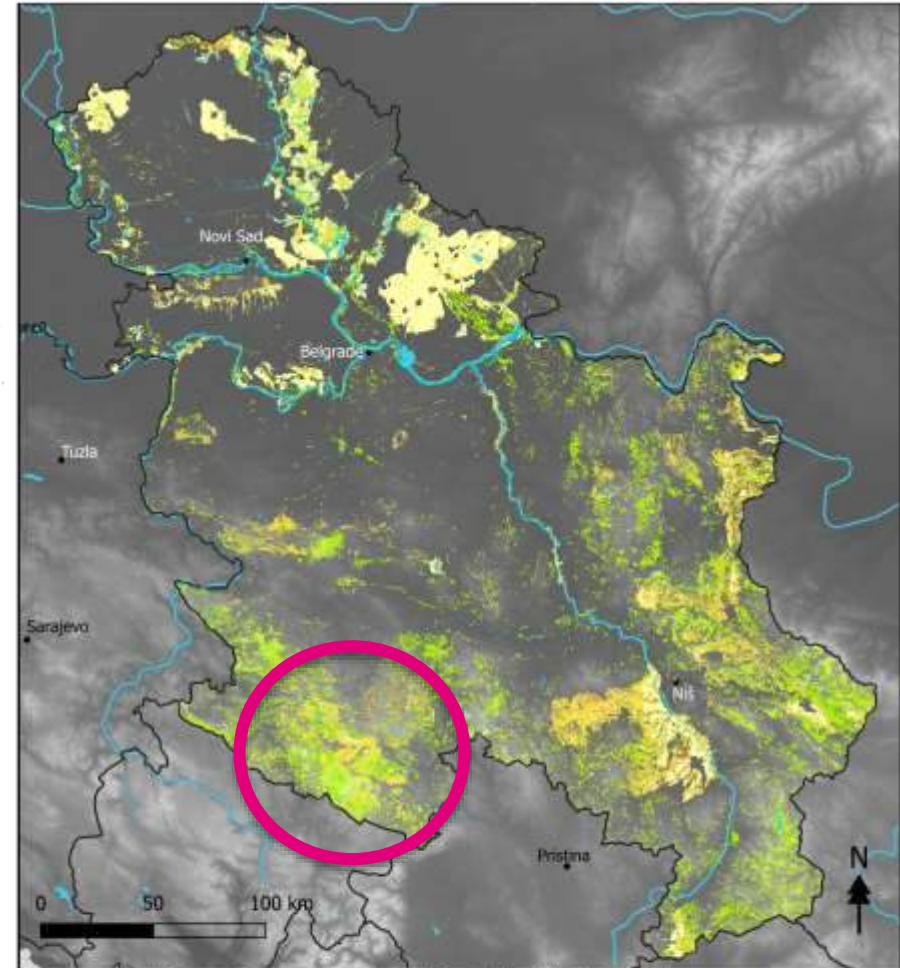
# North Macedonia

- Berovo Mountains
- Territory delimitation
- Product assessment (cheese tradition)
- Association for the protection of agriculture and agricultural products of protected tradition and origin
- Zlatko Edelinski
- [contimz@gmail.com](mailto:contimz@gmail.com)

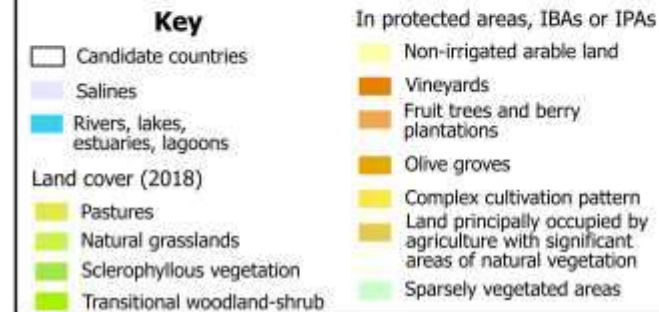


# Serbia

- Pester plateau
- Sjenica lamb and Sjenica cheese
- Ariljska malina Association / Mena Group
- Tamara Zivadinovic
- [Tamara.zivadinovic@gmail.com](mailto:Tamara.zivadinovic@gmail.com)



Data: srtm, natural earth & European Environment Agency, Corine Land Cover, Birdlife and Plantlife International, Production: O. Crouzet (AIDA association), 2023



# Objectives

## Local perspective.

- Protection of traditional production systems, sustainability of the HNV areas and local communities' socio-economic status.
- Fostering Sustainable Agricultural Practices, by promoting GIs in nature value (HNV) farming systems, contributing to biodiversity conservation and sustainable rural development.
- Strengthening Collective Action and collaboration among GI stakeholders.
- Strengthening governance of the producers' groups

## National perspective.

- Supporting Legal and Institutional Alignment with new EU regulatory provisions (Environmental perspective)
- National policy schemes on rural development

## Regional (Balkans) perspective.

- Building a GI “critical mass” contributing to capacitate a regional network and the possibility to enter in the European and worldwide discussions on GIs.
- This forum of discussions, analysis and advocacy should be an incentive to maintain the dynamic of the Network and to broaden it.



# Network approach

- *Our network approach is to foster regional cooperation which is crucial for food sovereignty in the WBC.*
- *To give greater visibility to GI experiences - from local level to national and regional frameworks*
- *To encourage synergies with public policies schemes and strategies of the WB countries.*
- *To foster peer learning and sharing between regional network experts, producer groups and producers bringing a regional*





# Lessons learned so far

It is of a high importance to involve local authorities' and build relationship with the national institutions in charge of the Gi scheme and intellectual property rights, but also with agricultural, environmental and rural development ones.

Exchange on very diverse topics and situations is very fruitful and is the only way to build confidence and knowledge in the Network. The key point is to stimulate a dynamic of creating interrelations between the members and not only a "touristic" acknowledgment of the differences.

Territorial, institutional and/or knowledge brokers are needed with all their different methods and agendas of interventions. Key point is that it is needed to keep a constant relation with the producers and theirs needs, intentions, interests and constraints without disclaiming their own perspective and status.

Advisors should facilitate a collective discussion within the local and national stakeholders, dealing with all the aspects of the GI scheme: productive aspects, commercialization and market, regulatory constraints and opportunities (and device), inclusiveness, etc.

## THANK YOU

[Tamara.Zivadinovic@gmail.com](mailto:Tamara.Zivadinovic@gmail.com)

[claire.bernard-mongin@cirad.fr](mailto:claire.bernard-mongin@cirad.fr)



# Use of Geographical Information Systems in Delimitation of the Area in Geographical Indications

Prof. Dr. SERTAÇ DOKUZLU

Prof. Dr. Ertuğrul AKSOY

Bursa Uludag University

Agricultural Faculty





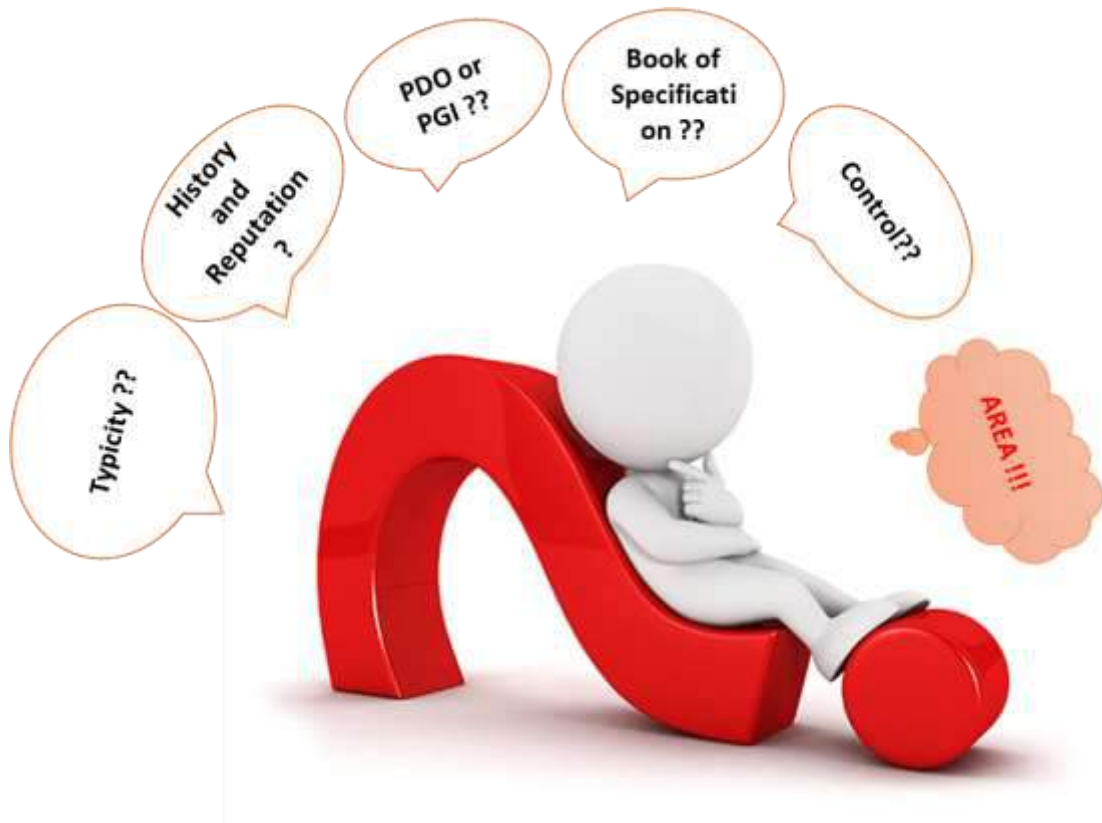
# Geographical Indication Preparation



- The process of preparing a geographical indication file is a chain and the proper/correct completion of all links is essential for a successful implementation.



# GEOGRAPHICAL INDICATION PREPARATION WORK IS A HARD PROCESS...



- The boundaries of the production area must be limited correctly.
  - Area where quality products can be produced should **not be excluded**. Or;
  - Area that are not suitable for the production of quality products should **not be included**.

## DELIMITATION of the AREA

- Determination of the geographical area is one of the most controversial issues in geographical indication preparations.
- Each applicant tries to keep the area of the GI product within its own borders.
- However, it is not possible to divide some geographical variables such as climate, soil characteristics, etc. with the administrative borders of provinces or districts.
- By using scientific methods, it is possible to reduce conflicts between the administrations of different regions. At the same time, the production area of the potential GI product can be estimated quite accurately.

## DELIMITATION of the AREA

### FAO & EBRD Project

“Support to the development of geographical indications in the Bursa region, Turkey and the promotion of local exchange of lessons learned”

Bursa Siyah İnciri (Bursa Black Fig) and Bursa Şeftalisi (Bursa Peach)

Determination of the area with satellite-based approach can be used for plant products and some animal products (especially in cases requiring the presence of endemic plants or certain feeds).



## Delimitation of Area – Identification of Production Area

- IDENTIFICATION of **the all** PRODUCTION AREA of your PRODUCT
- IDENTIFICATION of the QUALITY DIFFERENCES BETWEEN the PRODUCTION AREAS

Historical Documents  
that prove reputation  
of the product and/or  
the link with the area

Are they in the  
market at the  
same time?





## Delimitation of Area – Sample Collection

Coordinate and altitude information of each area where samples are collected must record with a portable GPS.



## Delimitation of Area – Characterisation of the product

- Physical
- Chemical
- Sensory Analysis



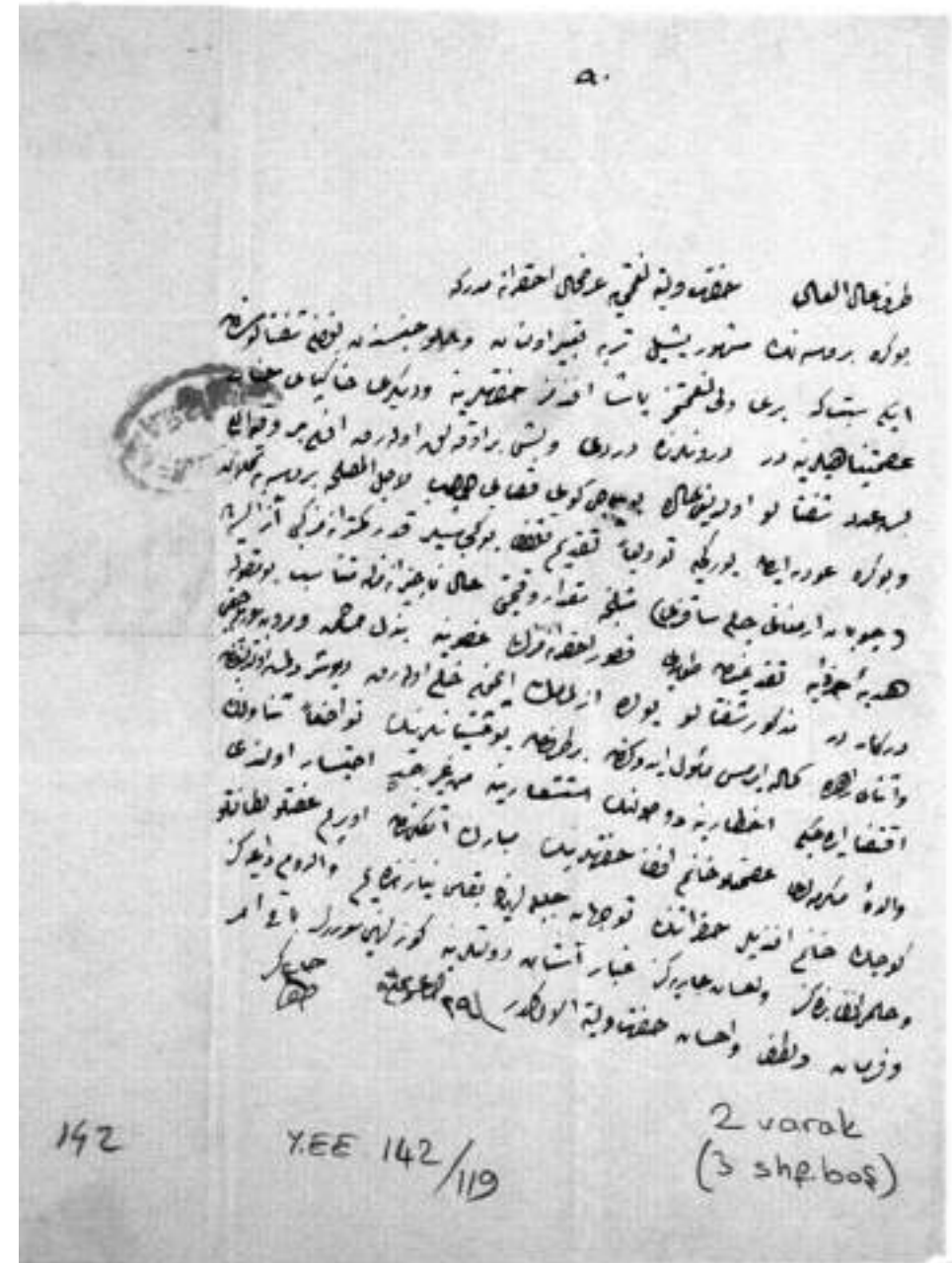
## Delimitation of Area – Research on Historical Records

Letter of Ahmed Cevdet Pasha to his wife, informing that two baskets of Bursa's famous peaches sent as a gift.

Ottoman Archive Location: Y.EE.. / 142 - 119 – 0

Date: Hijri-15-10-1298

Gregorian: 1881



Y.EE.00142

# Delimitation of Area – Data Collection

Geographical Information System Based (GIS) Multi Criteria Decision Analysis (MCDA) -

**ArcGIS Version 9.1 (10.7)**

- Climate Data
  - Soil temperature
  - Average rain
  - Wind speed
  - Wind direction
  - Average sunshine duration
  - Min. and max. temperatures
- Soil Data
  - Main soil group
- Topographic Data
- Coordinates of Production

<b>Meteorological Stations</b>	<b>Time Series</b>
Bursa	1960 – 2016
Mustafa Kemal Paşa	1963 – 2016
Gemlik, İnegöl, Mudanya	1964 – 2016
Uludağ, İznik	1968 – 2016
Orhangazi	1976 – 2016
Orhaneli	1986 – 2016
Karacabey	1987 – 2016
Harmancık, Büyükorhan	1988 – 2016
Yenişehir	2004 – 2016



- DETERMINE an INTERVAL for each CRITERIA
- DETERMINE a WEIGHT for each CRITERIA
- DECIDE the ACCEPTABLE WEIGHT
- SCIENTIFIC STUDIES SHOW YOU A DIRECTION

For example: Bursa has a transitional climate and moderate wind is very important for the quality of Bursa Black Fig.



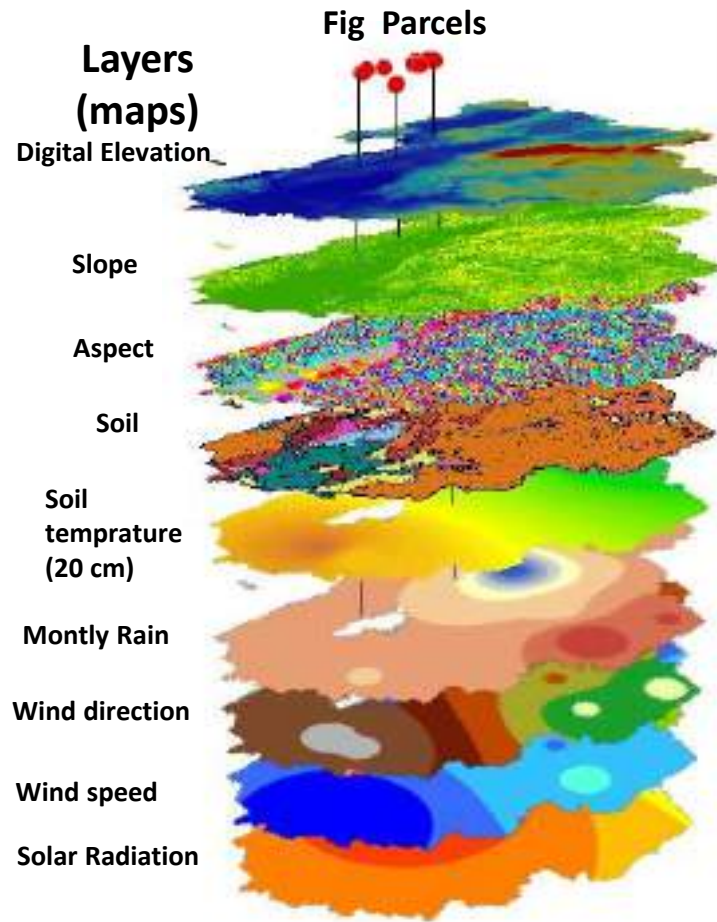
BURSA BLACK FIG

AYDIN BLACK FIG

**(1)**  
**Define The Goal**

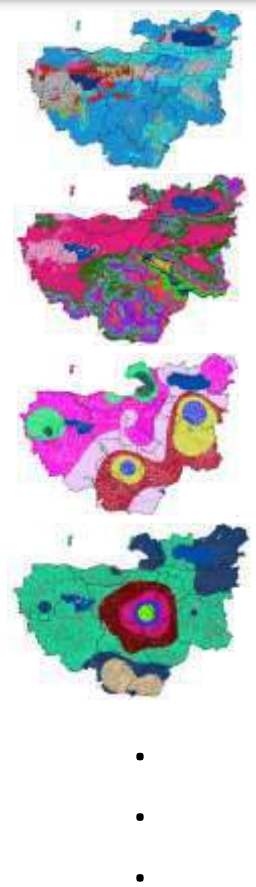
**Finding Suitable Area For Fig Production**

**(2)**  
**Define Criteria (Value intervals)**  
**By using Selected Fig Parcel's Geographic Coordinates**



**(3)**  
**Reclassification & Standardization of Criteria**

Most matched (or aggregated) criteria values for each fig orchard reclassified with higher number as ten ( most suitable ) ; less matched (or aggregated ) criteria values for each fig orchard reclassified with lower number as one (less suitable or restricted)



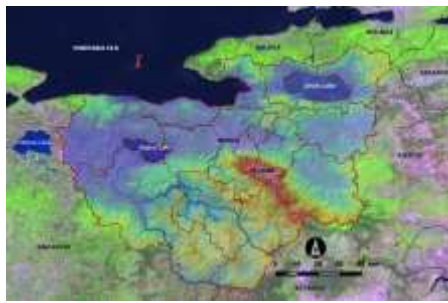
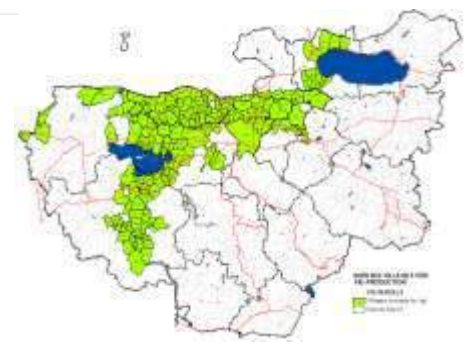
**(4)**  
**Criteria Aggregation**

**Weighted sum Overlay**

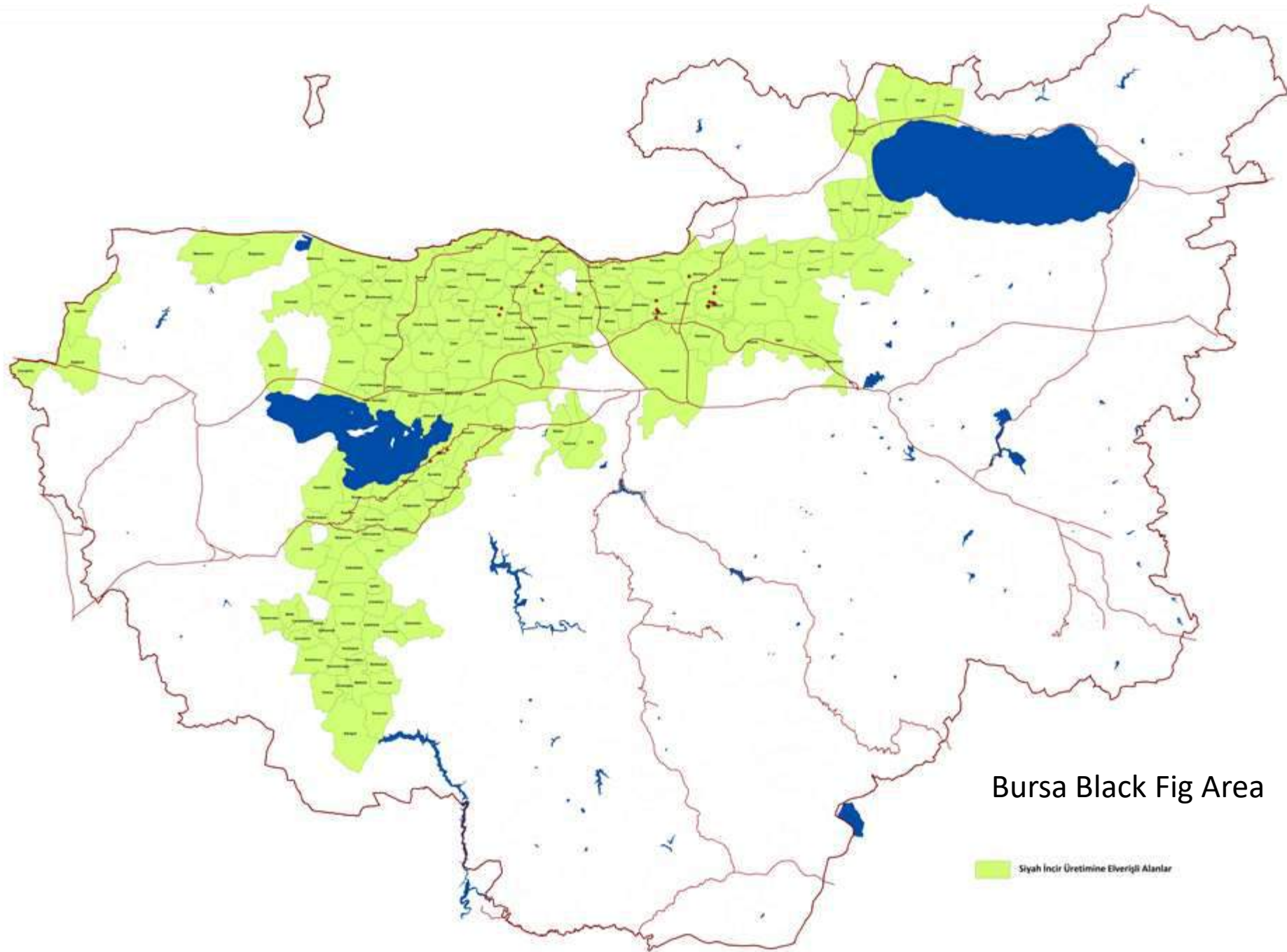


**(5)**  
**Validation**  
**Selection villages suitable for fig production**

if percent of the suitable area coverage /village area coverage  $\geq 50$  / then select village suitable for fig production



X_Coord	Y_Coord	VILLAGES	Main Soil Group	Height from sea level	ASPECT	SLOPE CLASSES	SLOPE %	Average rain (mm)	Average sunshine duration	Max. Temp. (C)	Min.Te mp. (C)	Soil Temp. at 20 cm (C)	Wind speed (m/sec)	Wind Direction
657628	4466210	Akköy	13	254,5	223,9	4	13,6	48,4	295,0	19,0	10,8	16,6	2,73	3
656840	4465610	Akköy	13	240,0	45,0	1	0,4	49,0	295,0	19,0	10,7	16,6	2,71	3
671940	4463039	Çağlayan	13	155,2	212,2	4	22,5	56,1	298,4	19,4	9,4	16,5	2,45	5
671708	4464381	Çağlayan	13	172,8	111,4	4	18,1	54,8	297,8	19,3	9,6	16,7	2,51	5
671768	4463260	Çağlayan	13	158,2	237,3	3	11,7	55,9	298,3	19,4	9,4	16,5	2,46	5
671689	4462287	Çağlayan	13	139,8	162,0	4	16,4	56,7	298,8	19,5	9,3	16,4	2,41	6
662234	4465188	Çağrısan	13	260,0	270,0	2	3,7	48,7	296,6	19,0	10,8	16,6	2,73	3
652441	4462641	Dereköy	13	102,3	104,4	3	11,0	51,8	294,3	19,0	9,9	16,6	2,60	4
652709	4463437	Dereköy	13	112,4	280,5	3	11,7	51,4	294,3	19,0	10,0	16,6	2,61	4
675719	4467365	Dürdane	13	256,7	224,7	5	29,2	52,1	294,4	19,3	10,0	17,1	2,71	5
678868	4466074	Dürdane	13	370,2	269,1	4	14,2	52,8	293,1	19,3	9,8	17,1	2,70	5
646066	4446107	Fadıllı	11	15,8	343,4	2	3,5	55,8	292,0	18,8	8,5	16,7	2,39	4
643995	4444711	Fadıllı	11	24,4	344,5	3	8,4	55,3	291,1	18,9	8,5	16,8	2,39	4
645134	4445730	Fadıllı	11	20,0	-1,0	1	0,0	55,6	291,7	18,8	8,5	16,8	2,39	4
678890	4463986	Karabalçık	13	332,8	170,0	4	22,8	55,1	294,5	19,1	9,4	16,8	2,58	5
678227	4464222	Karabalçık	13	331,0	241,7	3	11,9	55,0	295,0	19,1	9,4	16,8	2,58	5
678078	4463609	Karabalçık	13	346,9	201,8	3	10,0	55,6	295,5	19,1	9,3	16,7	2,55	5
678774	4465301	Karabalçık	13	363,8	117,2	4	20,0	53,7	293,8	19,2	9,6	17,0	2,65	5
678618	4464144	Karabalçık	13	353,3	16,6	4	13,5	55,0	294,7	19,1	9,4	16,8	2,58	5
min. and max. values and rating numbers			11-13 = 10	15m-370m = 10	not considered	not considered	not considered	40-48 = 8	280-290 = 8	18-18,5 = 8	8-8,5=8	15,6-16,4=8	2-2,3=8	NE-SE-ENE-E=10
								48-57 = 10	290-300= 10	18,5-19,5=10	8,5-11=10	16,4-17,1=10	2,3-2,7=10	
								57-65 = 9	300-310=9	19,5-20=9	11-11,5=9	17,1-17,5=9	2,7-3=9	



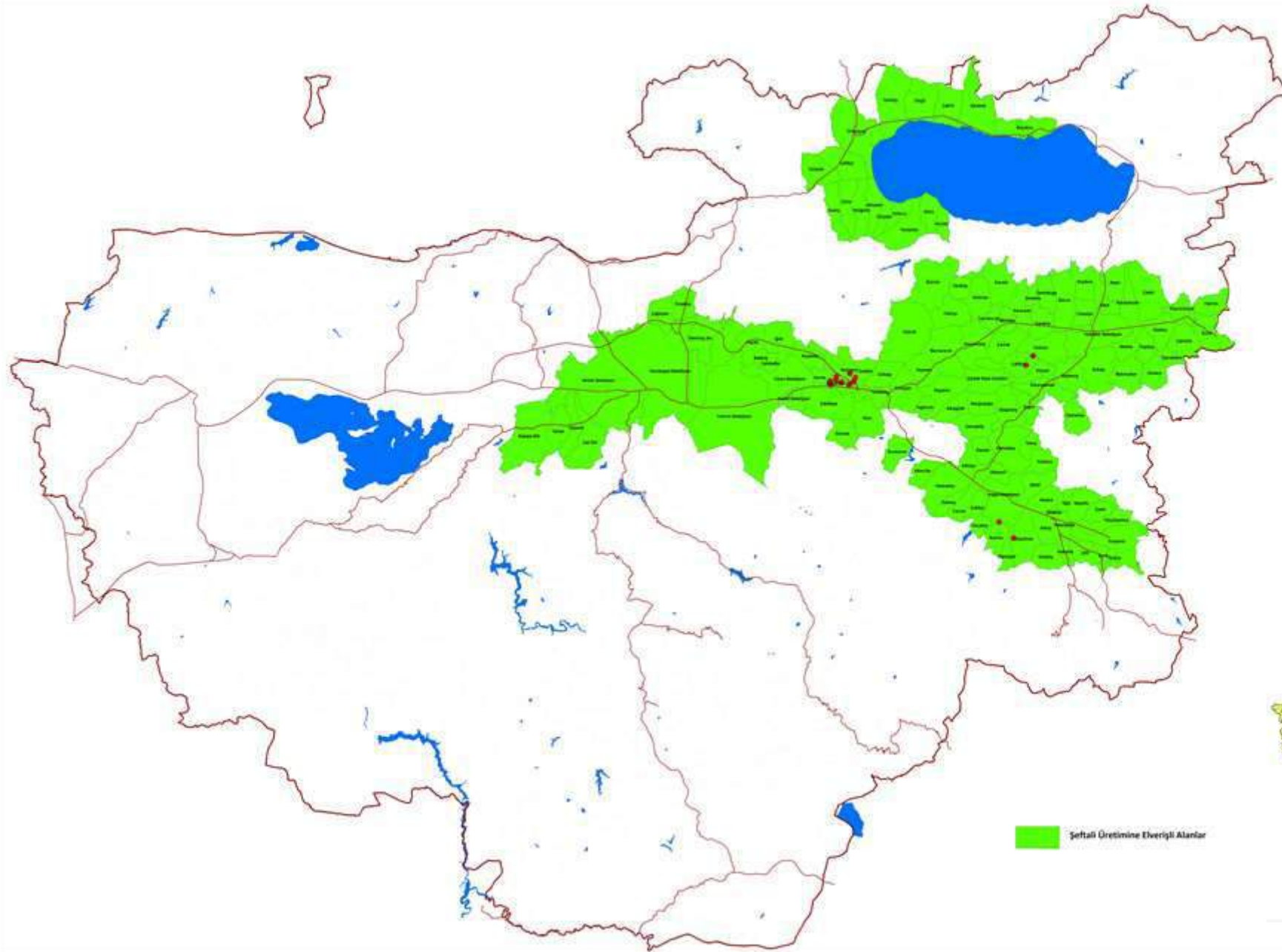
Bursa Black Fig Area

Siyah İncir Üretimine Elverişli Alanlar



X_Coord	Y_Coord	VILLAGES	Height from sea level (m)	Aspect	Slope Class	Slope (%)	Average sunshine duration	Average rain (mm)	Minimum Temp. (°C)	Maximum Temp. (°C)	Soil Temp. 20 cm (°C)	Main Soil Group
694433	4454401	Barakfakih	111,5	<b>321,4</b>	<b>1</b>	1,9	265,2	60,5	7,4	17,7	15,8	<b>1</b>
693802	4455127	Barakfakih	103,0	<b>285,9</b>	1	1,5	266,9	60,4	7,5	17,7	15,9	1
693746	4454717	Barakfakih	103,3	<b>300,7</b>	1	1,1	267,2	60,8	7,5	17,6	15,9	1
693056	4454557	Barakfakih	<b>100,0</b>	<b>-1,0</b>	1	0,0	<b>269,3</b>	61,6	7,4	17,5	<b>15,9</b>	1
693131	4454088	Barakfakih	100,9	<b>304,5</b>	1	0,7	269,2	62,0	<b>7,3</b>	<b>17,4</b>	15,9	1
694468	4454427	Brakfakih	111,6	<b>291,0</b>	1	1,9	265,1	60,4	7,4	17,7	15,8	1
693032	4454307	Brakfakih	100,0	<b>-1,0</b>	1	0,0	269,4	61,8	7,4	17,5	15,9	1
695944	4454513	Narlıdere	<b>123,2</b>	<b>296,0</b>	1	1,0	260,7	59,0	7,5	17,9	15,7	1
695364	4454121	Narlıdere	122,3	<b>293,4</b>	1	1,1	262,5	59,9	7,4	17,8	15,7	1
696132	4455003	Narlıdere	115,4	<b>336,2</b>	<b>2</b>	2,8	<b>260,0</b>	58,6	7,6	18,0	<b>15,7</b>	1
695471	4455502	Narlıdere	115,0	<b>-1,0</b>	1	0,0	261,8	58,7	<b>7,6</b>	<b>18,0</b>	15,8	<b>11</b>
<b>Min. and max. values and rating numbers</b>			<b>50-125=10</b>	<b>NW- FLAT=10</b>	<b>1(%0-2)- 2(%2-6)=10</b>	<b>1(%0-2)- 2(%2-6)=10</b>	<b>260-269=10</b>	<b>58-65=10</b>	<b>7,3-7,6=10</b>	<b>17,4- 18,0=10</b>	<b>15,7- 15,9=10</b>	<b>1 (aluvial)- 11 (koluviyal)=1 0</b>

## Bursa Peach Area



Thank you.....







# **Ecological transition, environmental sustainability and innovation in quality production systems with protected Geographical Indications(GI). Opportunities and perspectives.**

**Luigi Servadei – Researcher CREA Council for  
Agricultural Research and Economics Analysis  
[luigi.servadei@crea.gov.it](mailto:luigi.servadei@crea.gov.it)**

**GI International Conference, 20 February 2025 - Rome**

**Session 4a Research and Development - Sub-theme 1: Contributions of Research to the  
establishment / development of GIs or their specifications**



# Geographical Indication Systems

The transition towards sustainable food systems represents a major challenge and opportunity for the agri-food sector. Quality productions with protected designation of origin and protected geographical indication play a crucial role in this context, offering high quality standards, rigorous traceability and promoting local economy and environmental sustainability.

## Food Quality and Safety

Origin-designated productions guarantee high quality standards and rigorous traceability, ensuring food safety and the provenance of raw materials.

## Economic and Environmental Impact

This system helps to promote the local economy and can favour the safeguarding of the environment, thanks to the deep link that agri-food products have with their area of origin.



# Geographical Indication Systems Tradition, Quality and Innovation

## Tradition and quality

Quality productions offer unique opportunities to combine tradition, quality and innovation with a view to environmental sustainability.

## Sustainability, Innovation and Research

Environmental sustainability, innovation and research are essential to ensure the continuity of the sector and its economic growth.

## Model of Excellence

The system of geographical indications can become an example of excellence for a more resilient and environmentally friendly agri-food sector. To do this, it is necessary...

## Upccycle + La Ccpcioation

The... of... and...  
are by... of...  
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## Erccycles Cccyics

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# Strategies to Strengthen the Sustainability of GI system

## Innovation and Research

Promote innovation and efficiency in production processes, reducing the use of raw materials and improving energy efficiency. Promote research and technology transfer.

## Circular Economy

Implement circular economy and bioeconomy practices and promote the enhancement and recycling of waste within production processes and agri-food supply chains.

## Sustainable Agricultural Practices

Encourage low-impact agriculture and sustainable resource management.

# Promoting Sustainable Agronomic Techniques



## Organic and Low-Impact Agriculture

Promote natural and environmentally-friendly cultivation methods. Limit the use of plant protection products and chemical fertilisers. Promote digital and precision agriculture.



## Water Resource Management

Encourage the sustainable use of water resources in agriculture.



## Nature and Biodiversity

Promote the protection of nature and biodiversity.  
Enhance local animal breeds and plant varieties.



## Sustainable Soil Management

Encourage agricultural practices to promote soil conservation and prevent erosion.





# Regulations as a tool for change

## EU Regulation 2024/1143 on geographical indications

1

### **Objective**

Strengthen the role of Geographical Indications and Protection Consortia.

2

### **Opportunities and new possibilities**

Possibility to include "sustainability commitments" in production specifications.

3

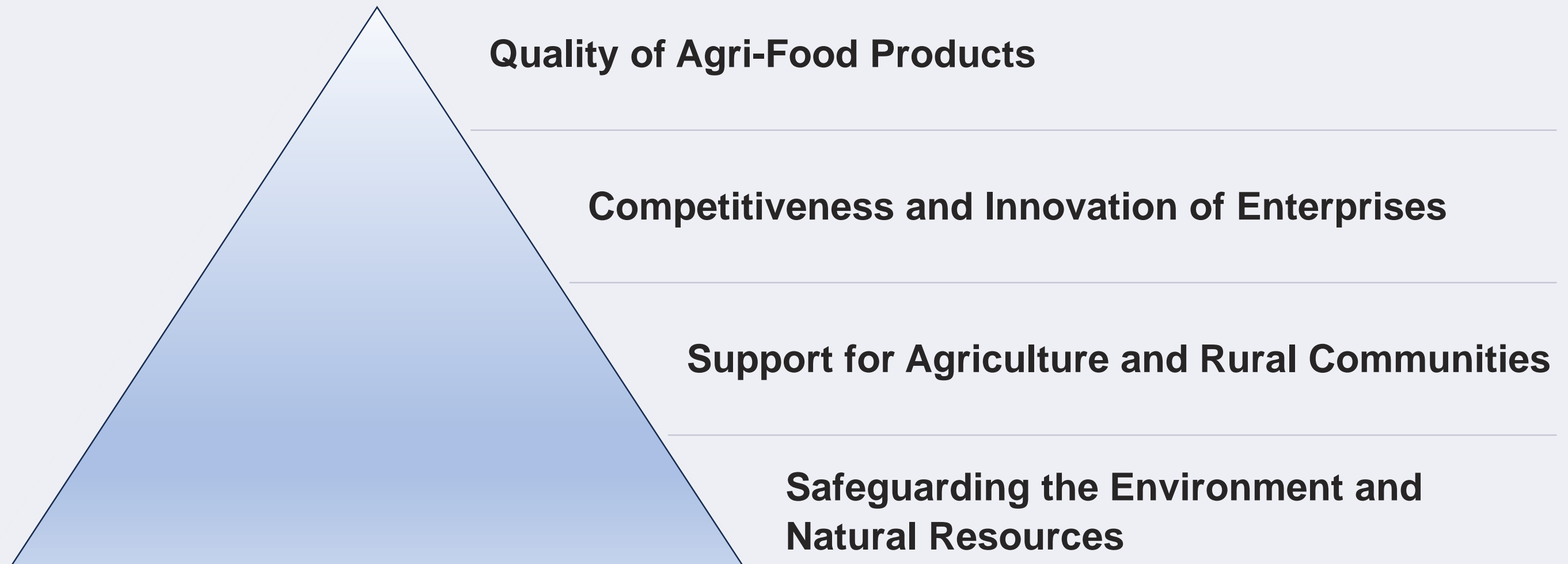
### **Impact**

Promote more stringent environmental norms and standards compared to current legislation.

**Opportunities to promote integration and synergies with EU Regulation 2024/1991 on nature restoration**

# Towards a Sustainable Production Model for GIs

Origin-denominated and geographically protected productions have the opportunity to lead the transition towards a production model that promotes quality, innovation and sustainability.





# Conclusions and Perspectives

## Opportunities

Quality productions can drive the transition towards more sustainable and innovative agriculture.

## Impact

A sustainable approach can strengthen competitiveness and preserve the Italian and community agri-food and natural heritage.

## Challenges

Balancing production and environmental needs represents a significant challenge. Balancing tradition and innovation will require commitment and collaboration among all

## Research and Innovation

Research and innovation are essential for the development of GIs as it certifies the distinctive characteristics tied to the territory, ensures quality and authenticity through scientific studies and supports sustainable innovation by improving production methods while maintaining authenticity.





# Thank you

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# Technological innovations to foster foodstuffs GIs in India: An empirical study

## Parallel Session 4 a: Research and Development

February 20, 2025

Dr. Sayantani Datta  
Assistant Professor  
School of Law, Alliance University,  
Bengaluru, India

Dr. Padmavati M  
Professor, RGSO IPL, IIT Kharagpur, India

# Outline Agenda

Introduction

Theoretical Explanation

Empirical Analysis

Key Takeaways

References

# Introduction:



Source: Official Website CIPAM

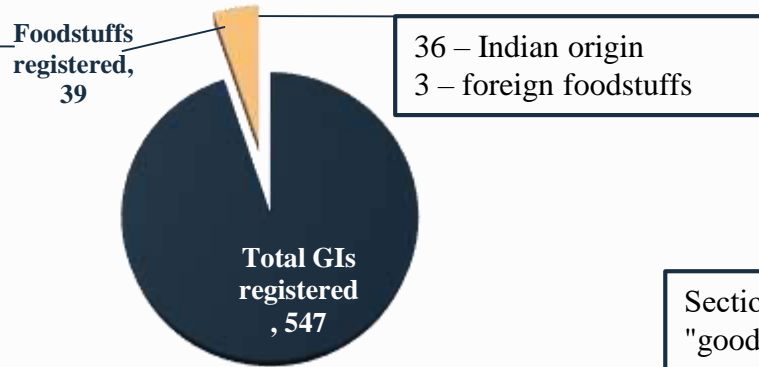
## GI registration in India : A statistical over view

### Registered Indian Geographical Indications till December, 2024

Sl. No.	Class of goods	Registered numbers	Percentage
1.	Handicrafts	342	56.5
2.	Agricultural	197	32.5
3.	Foodstuffs	45	7.4
4.	Manufactured	18	2.97
5.	Natural	3	0.49
Total		605	100

Source: Compiled by the author from registered GI documentation

# Protection of Foodstuffs GI in India under the GI Act, 1999



## Foodstuffs GIs Registered in India

Registered under **Class 29 and 30** mentioned in the Fourth Schedule in GI Rules, 2002.

**Section 2 (e)** “geographical indication”, in relation to goods, means an indication which identifies such goods as agricultural goods, natural goods or manufactured goods as originating, or manufactured in the territory of a country, or a region or locality in that territory, where a given quality, reputation or other characteristic of such goods is essentially attributable to its geographical origin and in case where such goods are manufactured goods one of the activities of either the production or of processing or preparation of the goods concerned takes place in such territory, region or locality, as the case may be.

Section 2 (f) of the Act defines ‘**goods**’ as “goods” means any agricultural, natural or manufactured goods or any goods of handicraft or of industry and **includes food stuff.**

Includes sweets, raw meat, meat based products, and savoury snacks



# Theoretical Background:



**01**

Relation between food,  
place and community.



**02**

Rationale behind  
foodstuffs to be protected  
as GI



**03**

Protection of foodstuffs as  
GI – a global perspective.

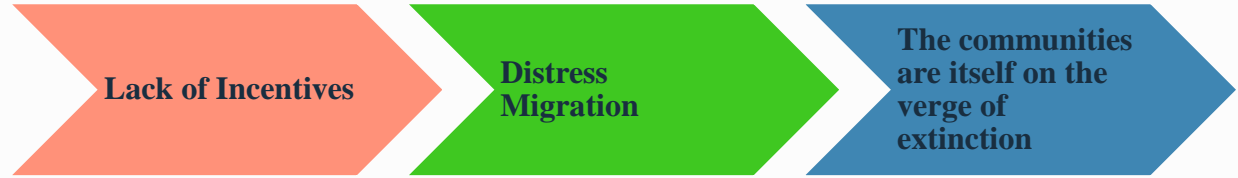


**04**

Fostering of GI foodstuffs:  
a need of the hour

# Why Fostering is needed?

## 1. Socio-economic Reasons:



## 2. Environmental Factors :

Depletion of bio resources and raw materials

## 3. Well being factors:

Well being of the community or market potential is a weak link in the value chain.

# Applications of technological advancements to the selected Indian GI foodstuffs

**Objective:** To analyse the need for technological support to foster foodstuffs GIs in India.

## **Methodology:**

1. Qualitative approach, and for few ethnography has been also taken into consideration
2. Primary data collection through semi-structured interviews and workshops with stakeholders from both GIs.

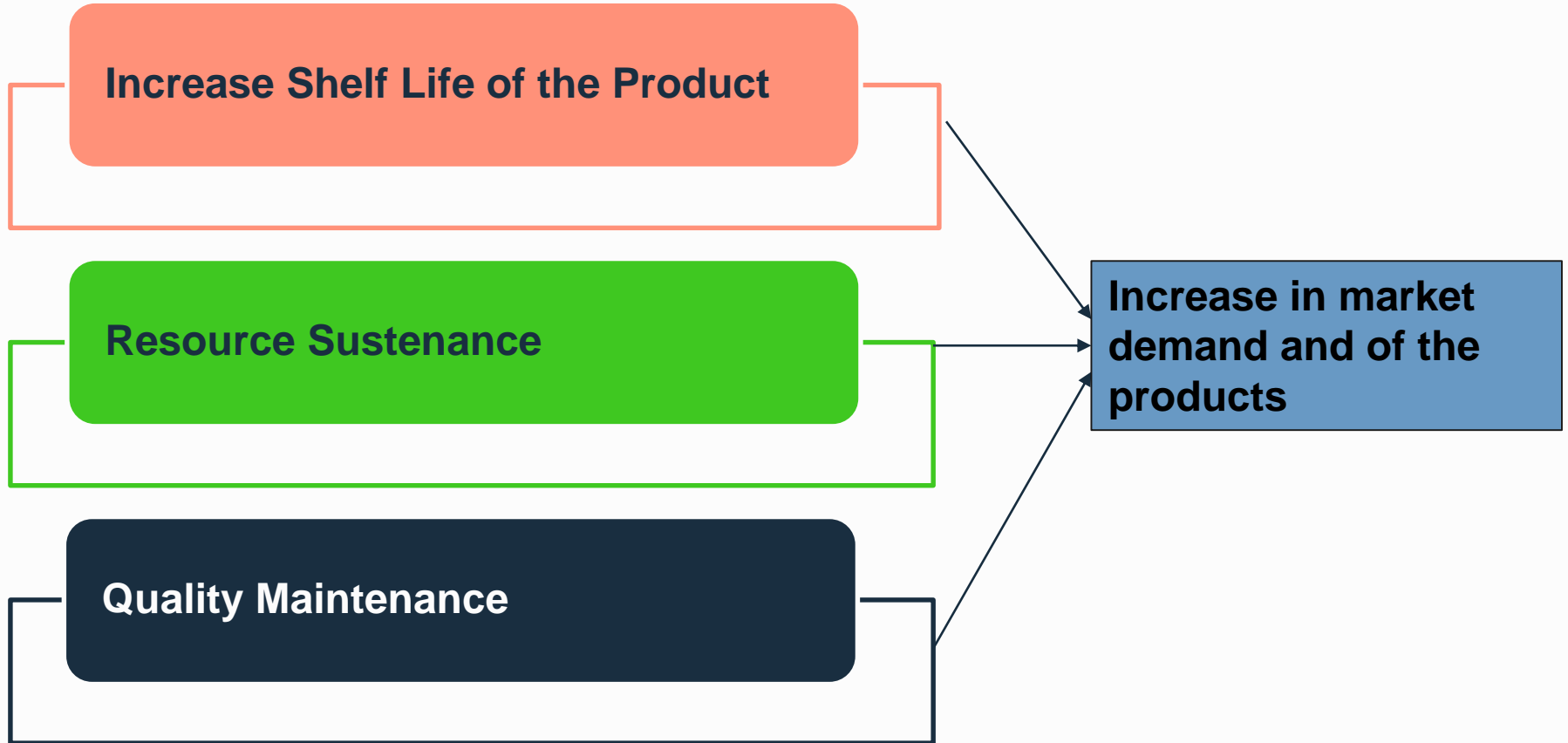
**Sample:** The selected GI foodstuffs are mainly of two types that include: processed foodstuffs (sweets) and raw meat

# Characteristic features of the selected foodstuff GIs

Characteristic features	Selected foodstuffs GIs								
	Bardhaman Sitabhog GI 525	Bardhaman Mihidana GI 526	Joynagar Moa GI 382	Banglar Rasogolla GI 533	Dharwad Pedha GI 80	Srivilliputtur Palkova GI 403	Odisha Rasagola GI 612	Jhabua Chicken GI 378	Kadaknath
<b>Primary Proprietor</b>	Bardhaman Sitabhog and Mihidana Traders Welfare Association	Bardhaman Sitabhog and Mihidana Traders Welfare Association	Joynagar Moa Nirmankari Society	West Bengal State Food Processing & Horticulture Development corporation Limited	Thakur's Dharwad Pedha Manufacturer's Welfare Trust	Srivilliputtur Milk Producers Co-Operative Society & Rajapalayam Co-Operative Milk Producers Society for the Palkovas as Srivilliputtur Palkova	The Odisha Small Industries Corporation Limited (OSIC Ltd.); and Utkal Mistanna Byabasayee Samiti	Gramin Vikas Trust, Jhabua	
<b>Date of registration</b>	30.11.2016	30.11.2016	21.11. 2014	14.11. 2017	25.05.2008	27.02.2013	27.03.2019	28.03.2018	
<b>Geographical Place of Origin</b>	Bardhaman, West Bengal	Bardhaman, West Bengal	Joynagar, West Bengal	West Bengal, except Darjeeling	Dharwad, Karnataka	Srivilliputtur, Tamil Nadu	Coastal Districts of Odisha	Jhabua, Madhya Pradesh, India	
<b>Shelf Life of the Product</b>	24 hours	24 hours	7 days	30 hours	4 days	12-16 hours	24 hours	2 days with its protein value	



# The Technological Support should start from the following : Interview data analysis



**Increase Shelf Life of the Product**

**Resource Sustenance**

**Quality Maintenance**

**Increase in market demand and of the products**

# Empirical Analysis:

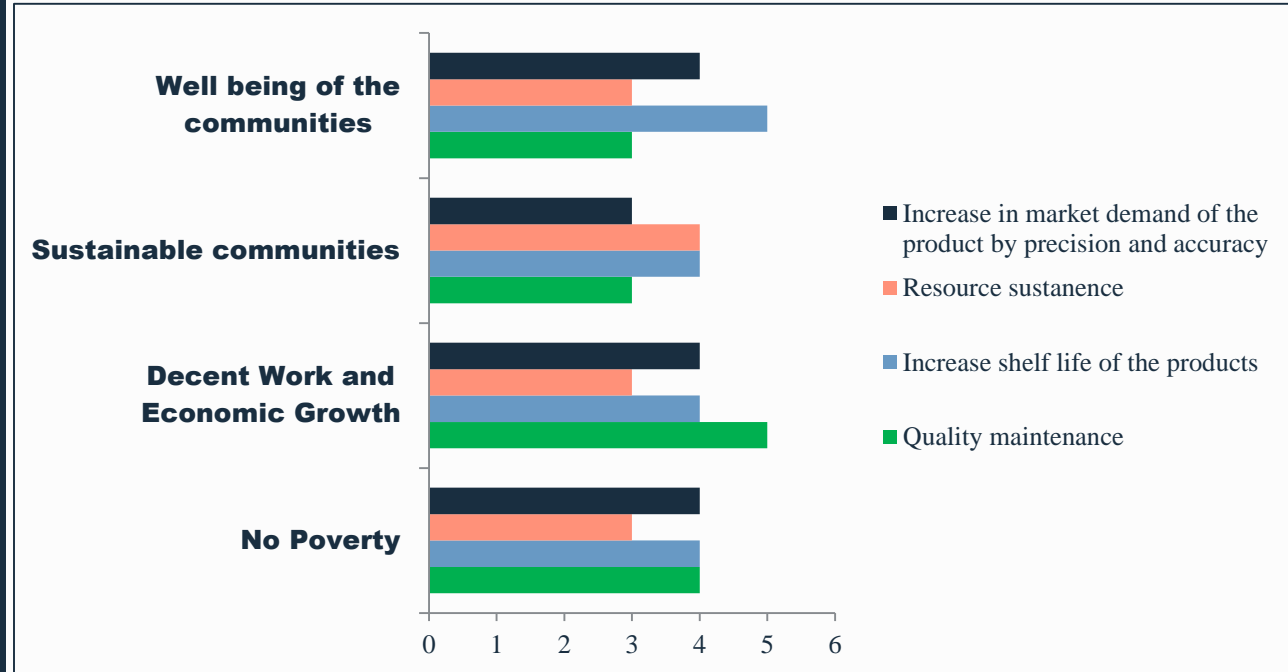


Chart showing link between the impact of the technological support on the selected SDGs and the sustenance of the communities

# KEY TAKE AWAYS

Protection is necessary but fostering of GIs is equally necessary for the conservation of GIs.

1. Technological intervention in the production process is not necessary rather technological support is required.
2. The technological support must be capable of maintaining and preserving the characteristics of the place of origin and the traditional process of production.
3. Quality maintenance is required, but efficiency and effectiveness is required: instead of top – down model it should be bottom – top model
4. Technological support also leads to the sustainability of the GI products and the communities

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2. Calboli, I. & Gervais D, 2016, The Socio-Economic Aspects of Geographical Indications of Origin, Research Collection School of Law, Singapore Management University, presented in Worldwide Symposium on Geographical Indications, Budapest, October 20-22, 2015 available at [https://www.wipo.int/edocs/mdocs/geoind/en/wipo\\_geo\\_bud\\_15/wipo\\_geo\\_bud\\_15\\_9.pdf](https://www.wipo.int/edocs/mdocs/geoind/en/wipo_geo_bud_15/wipo_geo_bud_15_9.pdf) (accessed 19 January, 2024)
3. Allaire G, Casabianca FC and Thévenod-Mottet E, 2011 Geographical origin: A complex feature of agro-food products, *Labels of Origin for Food Local Development*, Global Recognition, CABI Publishing, UK, 1–12.
4. Manchikanti P, Datta S, and Bandopadhyay TK, 2022 Foodstuffs and Geographical Indications in India: An Analysis, *Geographical Indications Protection in India: An Evolving Paradigm*, Springer, Singapore, 105–40.

### **BOOKS**

- Bertil Sylvander & Elizabeth Barham, *Labels of origin for food: Local development, global recognition* (Cabi Publications 2011).
- Delphine Marie-Vivien, *The protection of geographical indications in India: A new perspective on the French and European experience* (Sage Publications 2015).
- N. Lalitha & Soumya Vinayan, *Regional products and rural livelihoods: A study on geographical indications from India* (Oxford University Press 2019).



**Thank you**



**Contribution de Praticien:**

**” IG Fromage Bouhezza : Opportunités économiques et innovations dans le cadre du projet national de recherche ”**

PNR, Association IMESSENDA et INATAA-UFM Constantine, Algérie

**Samir Messaili\*1**

1Association Imessenda pour la promotion et la protection de la dénomination **fromage Bouhezza** – Algérie

# 1. Introduction

**L'IG Fromage Bouhezza, produit emblématique de la région d'Oum el Bouaghi**, bénéficie d'un projet national de recherche visant à stimuler son développement économique grâce à des actions innovantes. Ce projet, mené en collaboration entre l'association IMESSENDA (IG Fromage Bouhezza) et l'Institut National de l'Alimentation et des Technologies Agro-alimentaires de l'Université des Frères Mantouri de Constantine (INATAA UFMC), cherche à valoriser ce produit traditionnel tout en introduisant des solutions modernes et durables.

**Il vise à innover dans les méthodes de production, de conservation, d'emballage et de commercialisation du fromage ainsi que de ses produits dérivés. Les objectifs incluent l'amélioration de la qualité du produit, l'augmentation de sa visibilité sur les marchés national et international, ainsi que le soutien aux producteurs locaux.**

Les premiers résultats, ainsi que ceux escomptés de ce partenariat entre opérateurs économiques et chercheurs, devraient permettre d'assurer **la durabilité de l'IG Fromage Bouhezza.**

## 1.1- Présentation du fromage Bouhezza

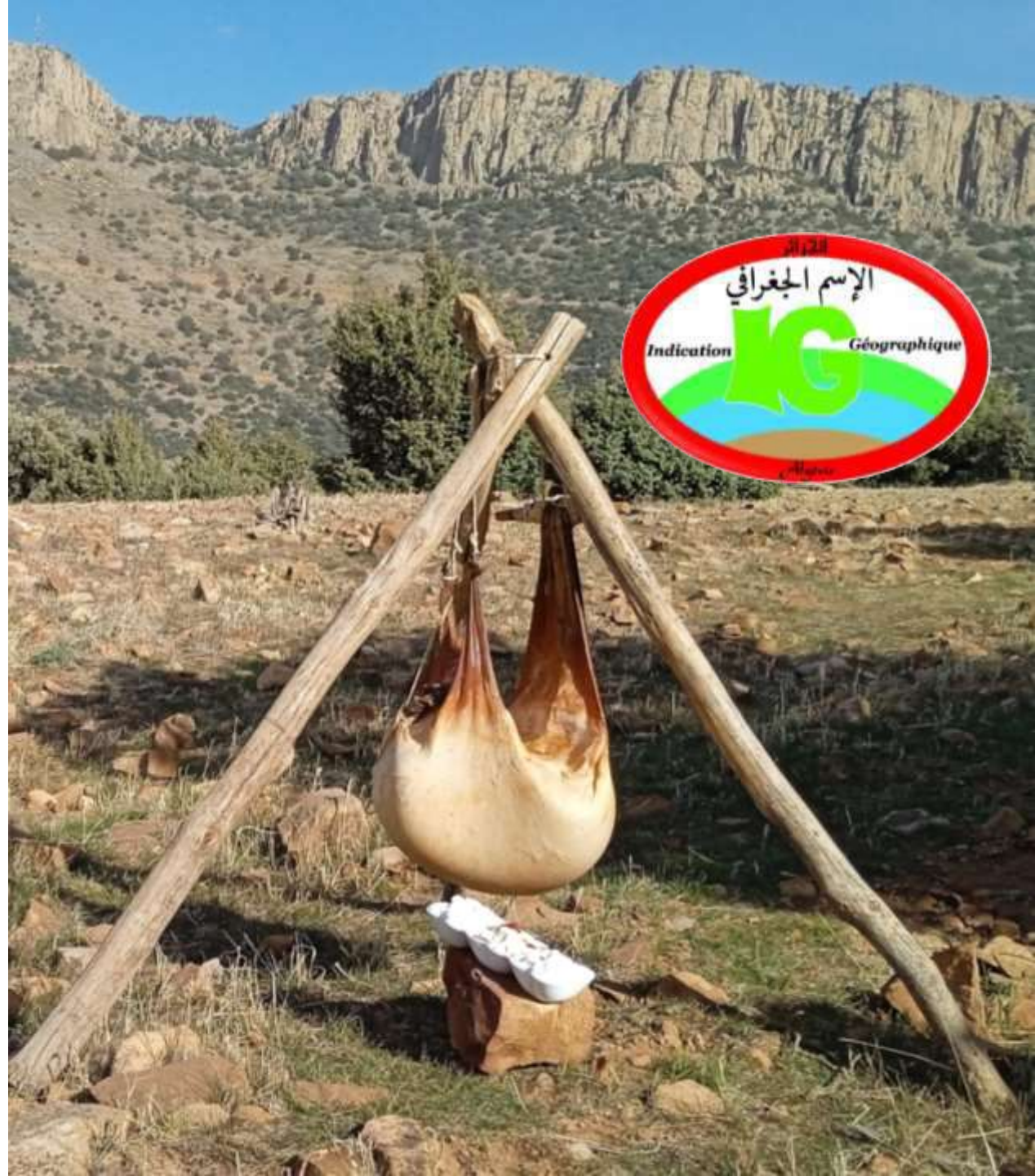
Originaire de l'est Algérien (Wilaya d'Oum El Bouaghi), Le fromage *Bouhezza* est fabriqué à partir de l'**ben** (produit à partir du lait cru coagulé spontanément et baraté mécaniquement puis écrémé) et de **lait cru** de vache, de chèvre ou de brebis; c'est un fromage obtenu par **coagulation lactique spontanée**, puis, salage dans la masse et affinage. (**affinage min 30 à 45 jours, pouvant aller à 4 à 5 mois**)

L'affinage du fromage *Bouhezza* est réalisé particulièrement dans une peau de chèvre ou de brebis confectionnée en **outre** non tannée appelée « **Jeld de Bouhezza** » (en langue courante) ou « **aglim n'Bouhezza** » (en langue berbère)

C'est un fromage à pâte mi-molle à molle, mi-gras avec un goût particulier (lacté) et des saveurs acidulées et salées; c'est un fromage intense en odeurs et en arômes.

**Le fromage *Bouhezza* est le 1<sup>er</sup> produit d'origine animale labellisé en IG en Algérie en 2020, par l'Association IMESSEDA pour la promotion et la protection de la dénomination « fromage Bouhezza » d'Oum El Bouaghi .**

Le fromage *Bouhezza* est consommé en nature ou épicé avec du piment rouge desséché et concassé (seul ajout permit par le cahier des charges en plus du sel).





## 2. Contexte et Importance

### 2.1- Importance de l'IG

L'Indication Géographique (IG) joue un rôle crucial à plusieurs niveaux.

#### Pour le produit

- Qualité et réputation
- Valeur ajoutée

#### Pour les producteurs

- Protection juridique Accès au marché
- Cohésion Pour la région

#### Promotion de la région

- Développement économique.
- Préservation des traditions

#### Pour le pays

- Identité nationale
- Compétitivité internationale
- Développement rural

Les Indications Géographiques sont donc des outils puissants pour valoriser les produits, soutenir les producteurs, promouvoir les régions et renforcer l'économie nationale.

### 2.2- Le Fromage Bouhezza

#### • **Un trésor culinaire traditionnel**

• Seul et unique fromage traditionnel affiné d'Algérie, consommé et utilisé dans des recettes traditionnelles typique de la région d'Oum el Bouaghi.

• Les recherches sur le fromage Bouhezza et son potentiel ont débuté dans les années 90, notamment par le Pr Zidoune Nacereddine et son équipe de l'INATAA UFMC.

• Ces recherches ont permis entre autre la caractérisation du fromage Bouhezza, ce qui a beaucoup aidé l'association IMESSEDA dans le montage de la demande de l'IG, ainsi que le CdC.

### 2.3 - Partenariat Association IG fromage Bouhezza - Université (UFMC-INATAA Constantine)

- Partenariat depuis 2013 dans le montage du dossier de reconnaissance en IG.
- Convention entre l'association et les laboratoires de recherche de l'INATAA (LNTE et GENIAL) depuis 2017.
- Thèmes de recherches et thèses de fin de cycle en collaboration avec l'association
- PNR en 2022, équipe mixte INATAA-Association, thème "Fromage labellisé Bouhezza: diversification des modes de conservation et incorporation dans des matrices alimentaires" [PNR.jpg](#)



# 3. Actions Innovantes

## 3.1. Recherche et Développement

### **Nouveaux procédés de conservation:**

- Sous vide
- Sous atmosphere modifiée

### **Nouveaux produits dérivés :**

- Bouhezza désséché sous plusieurs formes.
- Crèmes à base de fromage Bouhezza
- Fromage fondu à base de Bouhezza
- Biscuits à base de fromage Bouhezza
- Galettes et pattes à base de fromage Bouhezza.



### **Nouveaux emballages.**

## 3.2. Marketing et Promotion

- **Nouvelle stratégie marketing.**
- **Public cible plus large (consommateurs).**
- **Nouveaux marchés.**

## 3.3. Soutien aux Producteurs

- **Formation et apprentissage sur les nouveaux procédés de fabrication, d'emballage et autres.**
- **Identification de nouveaux themes de recherche**
- **Nouveaux investissements.**

# 4. Opportunités

## 4.1. Économiques

### Retombées directes et indirectes sur l'IG

- **Renforcement de la visibilité de l'IG fromage Bouhezza sur le marché.**
- **Augmentation des Revenus :** Amélioration des revenus pour les producteurs .
- **Création d'Emplois :** Nouvelles opportunités d'emploi.
- **Exportation :** Potentiel d'exportation vers de nouveaux marchés.
- **Investissements**

## 4.2. Sociales

- **Notoriété:** pour l'IG fromage Bouhezza et pour l'association IMESENDA.
- **Modèle de réussite :** pour les groupement de producteurs de produits potentiels IG.

## 4.3. Autres

# 5. Cas et Exemples

## 5.1. Exemples de Succès

### “ **La facilité indications géographiques** ”

• CIRAD et AFD: “ **Fonds pour le soutien aux indications géographiques en Afrique, caraïbes et pacifique**”

• Role du CIRAD dans le soutien et l'assistance de petits producteurs pour protéger, promouvoir et développer leurs produits .

## 5.2. Leçons Apprises

### **Importance du partenariat groupement IG et recherche scientifique.**

Dans notre cas , les actions et les résultats du PNR seront :

- Une continuité pour notre partenariat
- Une chance, surtout pour nous, IG récente, en manque de ressources et d'expertises .
- Une opportunité pour nos adhérents, membres de l'équipe PNR pour approfondir leurs connaissances et compétences.

Mais aussi une occasion pour la recherche scientifique de participer au développement et à la Durabilité de l' IG.



# 6. Conclusion

## 6.1. Résumé des Points Clés

- **Importance de l'IG**
- **Importance de innovation pour la durabilité de l'IG.**
- **Importance du partenariat organisation IG / Recherche scientifique dans l'innovation.**

## 6.2. Appel à l'Action

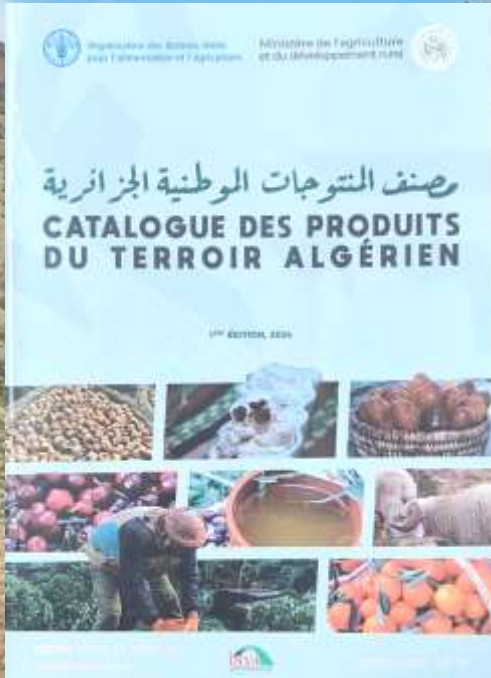
**Investissons dans la Recherche et l'Innovation pour la durabilité des IG...**

« L'innovation est la clé de la croissance économique. Investissons ensemble dans la recherche pour soutenir les organisations IG et assurer la durabilité des IG »





SCAN ME



Merci...



**جبين بوهزة**  
**Fromage Bouhezza**

Typ: Fromage affiné.  
Territoire: Wilayas d'Oran, El Bouaghi et certaines régions des wilayas de Souk Ahras, Khenchela et Batna.

L'étiquette en indication géographique Fromage Bouhezza, c'est un fromage ferme fermenté, à égouttage spontané. Fromage typiquement fabriqué à partir de lait cru non aromatisé, préparé à l'origine à partir du lait de chèvre et principalement de brebis. Il est exclusivement préparé à partir du lait de vache.

Bouhezza est un fromage à coagulation acide, mi-gros, à pâte molle avec un assais sec de 3%, sans fumure de couleur blanche et/ou avec présence de tâches rouges.

Le séchage, l'égouttage et l'affinage du Bouhezza sont réalisés simultanément dans une seule chéoua, traditionnellement traitée aux tarifs pendant 3 à 6 mois.



Scannez-moi !

ولاية أم البواقي

جمعية إمسندا  
٤٤٥٥. ٤٤٥٥:١٨.  
Association IMESSENDA





Accademia  
di Agricoltura  
di Torino

INNOVATIONS FOR THE SUSTAINABLE  
VINEYARDS MANAGEMENT IN THE LANGHE,  
ROERO AND MONFERRATO UNESCO AREA

Alberto Cugnetto

ROME, 20 February 2025

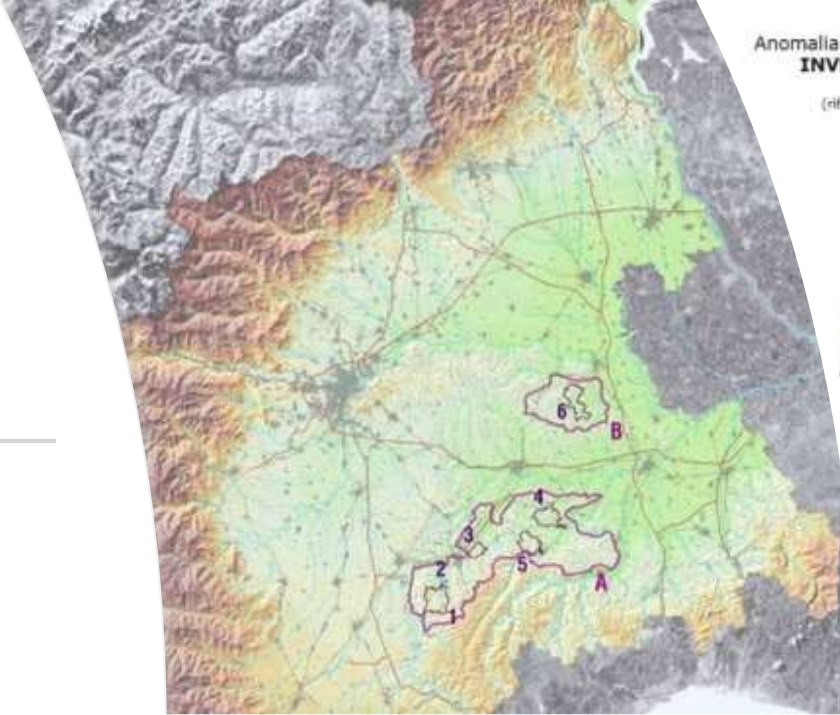




# UNESCO LANGHE ROERO AND MOFERRATO

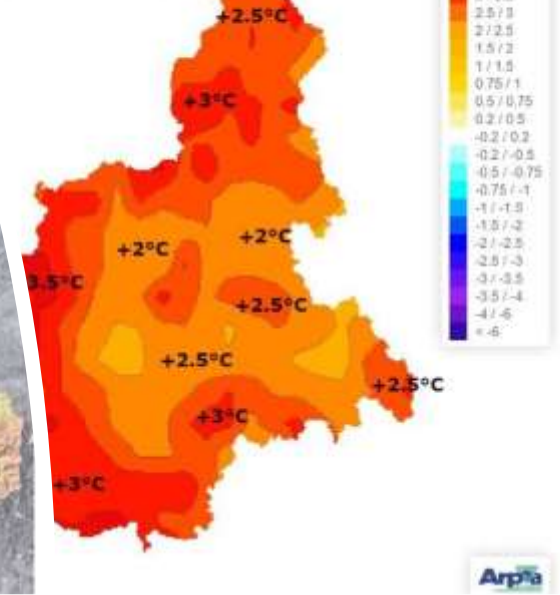
- From 2014
- 10,789 hectares
- 29 municipalities
- larger protected area  
101 municipalities.
  
- 11 DOCG
- 12 DOC

Areas heavily affected by  
climate change



Anomalia di Temperatura media -  
**INVERNO 2023-2024**

(riferimento 1991-2020)







# SUSTAINABLE

# INNOVATION IN VITICULTURE

**Vision:** A systemic transformation that aligns viticulture with environmental and social needs, ensuring long-term prosperity for future generations.

## KEY PILLARS

### 1. Environmental Sustainability -

Efficient resource use (water, soil, biodiversity), reduction of greenhouse gas emissions and pesticides, adoption of regenerative agriculture and precision viticulture.

**2. Social Responsibility** - Fair working conditions, support for local communities, supply chain transparency, and preservation of cultural and landscape heritage.

**3. Economic Resilience** - Sustainable business models, fair market access, value-added strategies, and





# Main Innovation Drivers

Quality research, better varietal  
expression.

1980 - ...

Improvement of viticulture  
sustainability

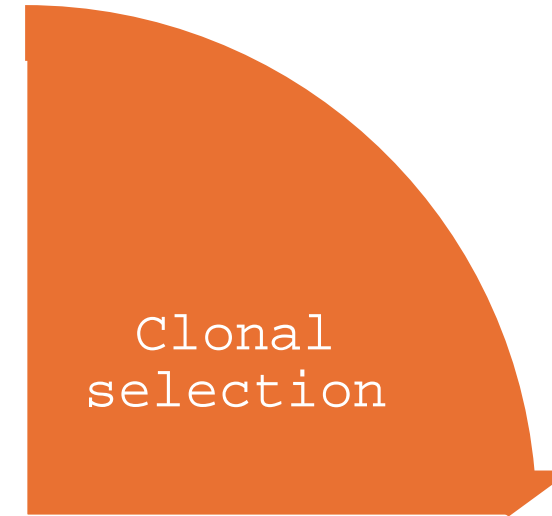
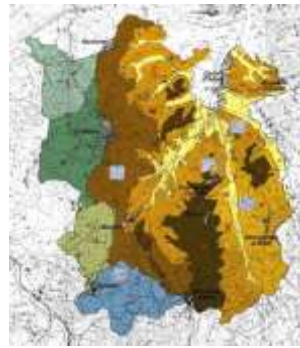
1990 - ...

Climate change damages mitigation

2010 - ...

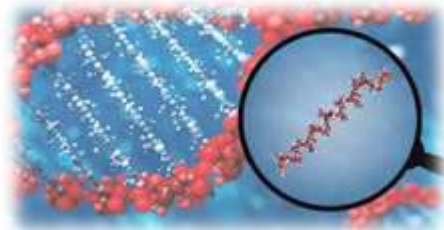


# Quality research for better varietal expression





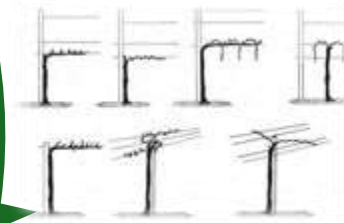
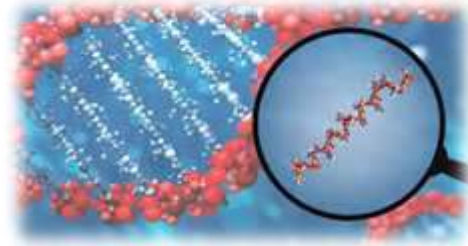
# Sustainability improvement







# Climate change damages mitigation





# Climate Change and Viticulture: Hail

Nets as a tool to control the microclimate of the grape clusters.



Colored Anti-Hail Nets Modify the Ripening Parameters of Nebbiolo and a Smart NIRS can Predict the Polyphenol Features

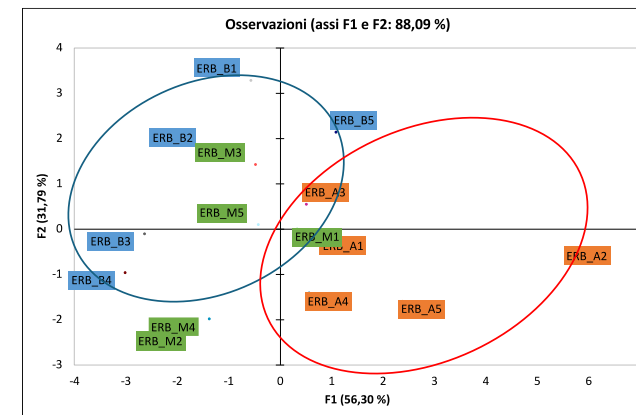
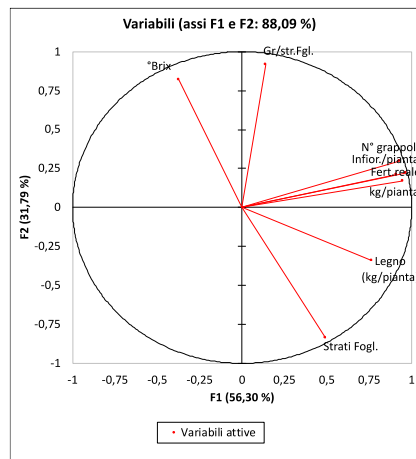
[Alberto Cugnetto](#)<sup>1</sup>, [Giorgio Masoero](#)<sup>1</sup>

<sup>1</sup>Accademia di Agricoltura di Torino, Via A. Doria 10, 10123 Torino (Italy).





# Erbaluce Tenuta Roletto CLASSI NDVI 2021



# Sentinel-2 in Erbaluce and Nebbiolo vineyards

Alberto Cugnetto, Giorgio Masoero, Giuseppe Sarasso Enrico Borgogno Mondino

# Conclusions

Tradition vs Innovation: Acceptability of these innovations and their diffusion among producers

Are the GI and UNESCO specifications in question a constraint?





Accademia  
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di Torino



Thanks for  
the attention!



# **Ribeirão Preto's Beer: Craft Brewing Innovation and Geographical Indication as Catalysts for Economic and Cultural Development**

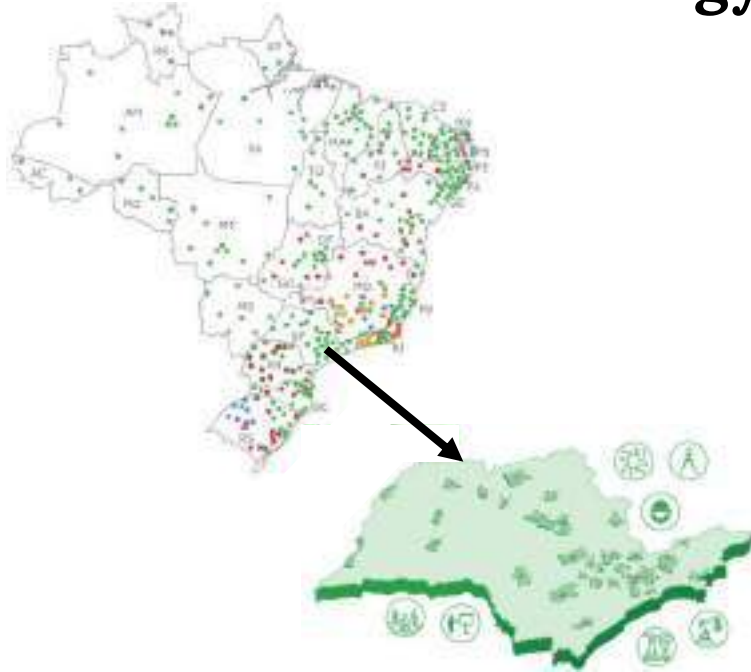
*Sergio Limongi, André Dias, Jean Da Silva*

**Session 4a: Research and Development**

**Sub-theme 3: Balancing tradition and innovation in GIs**



# Federal Institute of Education, Science and Technology of São Paulo - IFSP



- 37 campuses in the São Paulo (SP) state
- Part of Federal Network of Technological Education with more than 660 units in Brazil
- Offers professional qualification, technical, undergraduate and postgraduate courses – public and free of charge
- Research, development, innovation and extension projects
- Focus on regional characteristics and close relationship with society's demands

Figure 1. Federal Network of Technological Education in Brazil and São Paulo state. Dots indicates Federal Institute campuses. Ministry of Education, Brazil.



# The Brazilian Beer Scenario

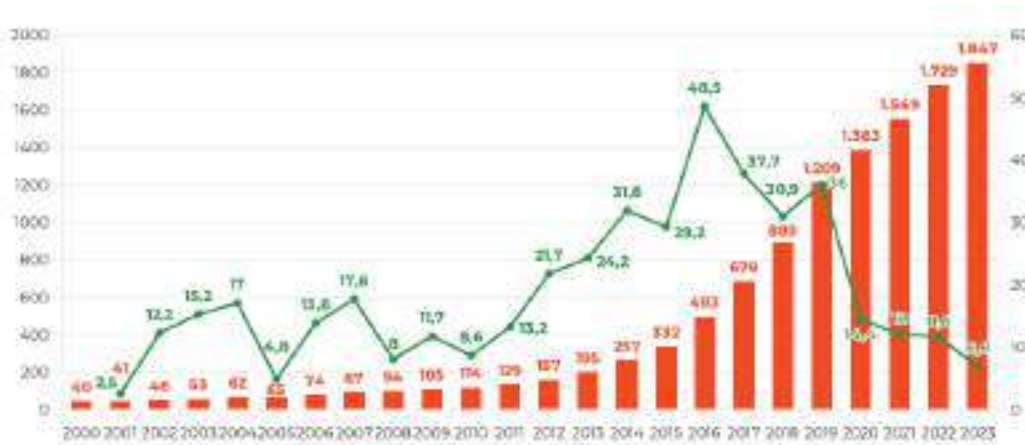


Figure 2. Beer Market in Brazil. Growth rate (green line) and number of breweries (red columns) in Brazil. Beer Yearbook 2023. Ministry of Agriculture, Brazil.

- Brazil: 1847 breweries
- São Paulo state: 410 breweries (the state with the greatest number of breweries in Brazil)
- Metropolitan Region of Ribeirão Preto: 48 breweries
- Important beer cluster
- Tradition and reputation for producing high-quality beers





## Starting



Figure 3. Geographical Indication bottom line. Meetings between members of associations, academia governments about Geographical Indications.

- 2017: relationship with brewers starts with a call of IFSP Innovation Agency's about **Geographical Indications**
- Meetings and discussions about GI potential and research into the region's brewing history and culture



# Results



## Start

19th century: the Italian immigrants Quarto Bertoldi and Salvatore Livi were the first to win a national award for their beer

## Big Industries period

Installation of large breweries.  
Contribution for economic development and important architectural works. After 2000: rearrangement of factories due to creation of AMBEV (currently AB InBev).

## Craft beer movement

Formation of a cluster of microbreweries in the 21st century



## Results



Figure 4. Knowledge consolidation.  
Masterclass of Technical Brewing Course at IFSP.

- Strengthening the association and expanding network between companies, universities and public agents
- Start of the technical course in brewery at IFSP in 2020
- Approval of funding by São Paulo State Government with a partnership project between breweries and IFSP (2022)



Figure 5: The Quadruple Helix representation.  
GRRIP Project <<https://grrip.eu/why-is-quadruple-helix-engagement-so-important/>>

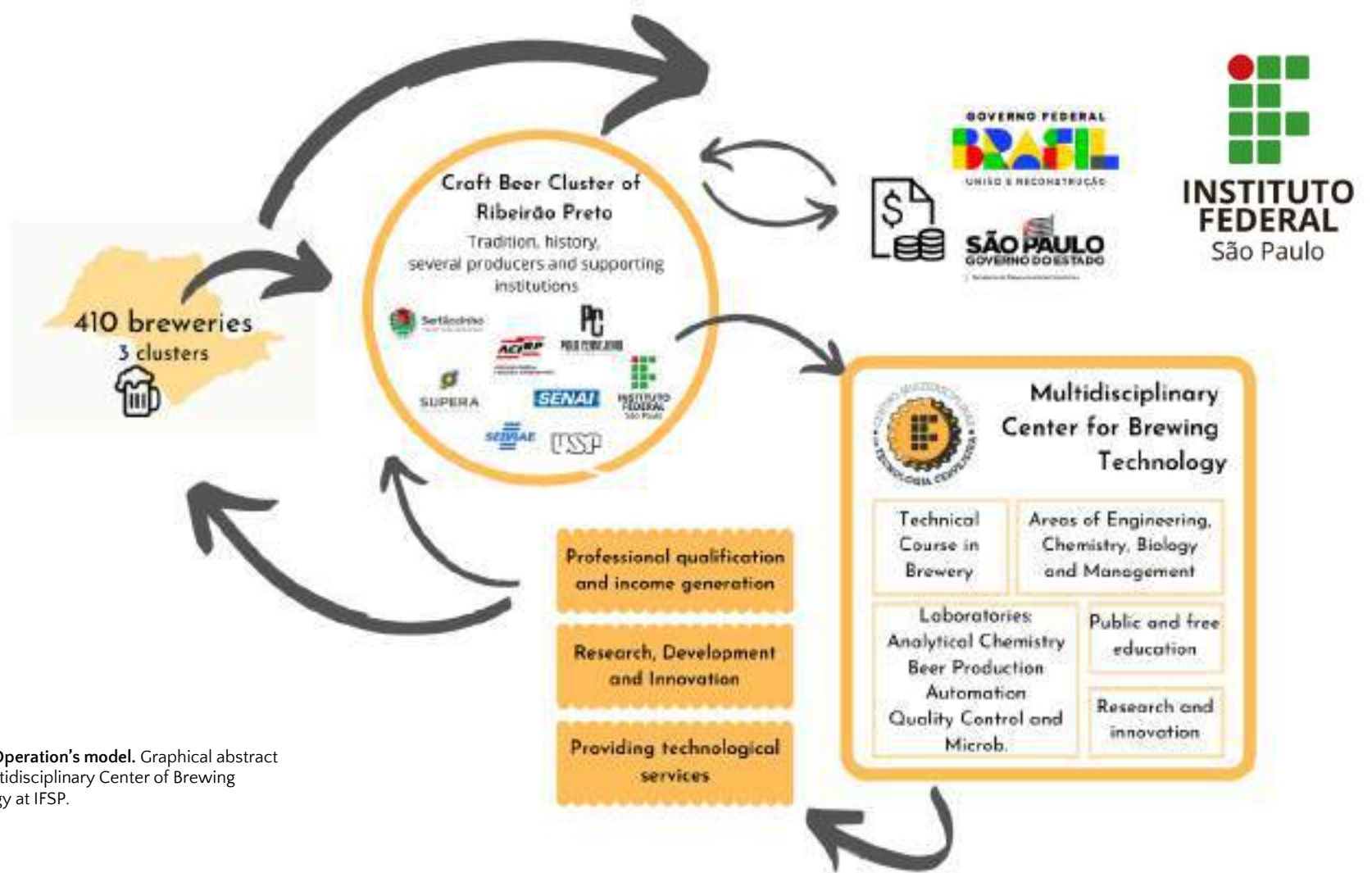
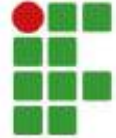
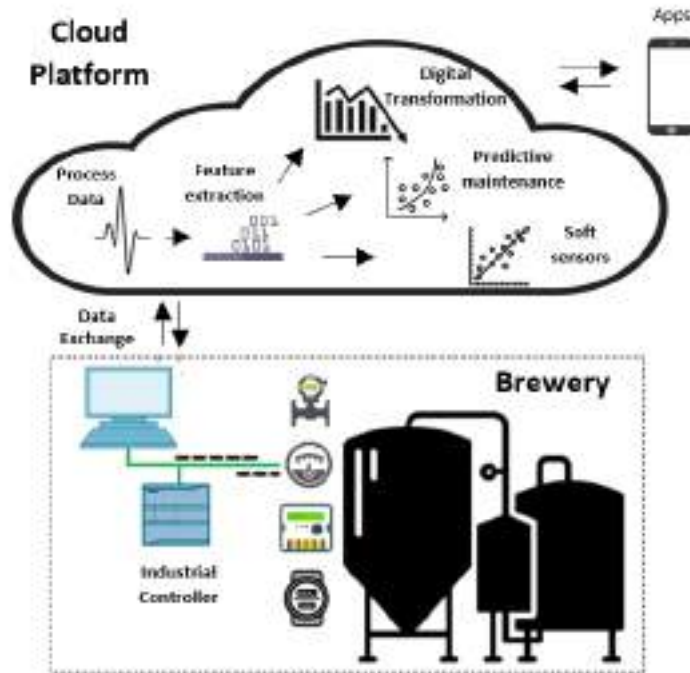


Figure 6. Operation's model. Graphical abstract about Multidisciplinary Center of Brewing Technology at IFSP.





## Ongoing research projects



- Digital Transformation in Microbreweries to Promote Sustainability
- Use of non-conventional raw materials for beer production (native mushrooms, açaí and other native fruits, cassava, etc.)

Figure 7. Interdisciplinary research.  
Graphical abstract about Digital Transformation in  
Microbreweries Project.

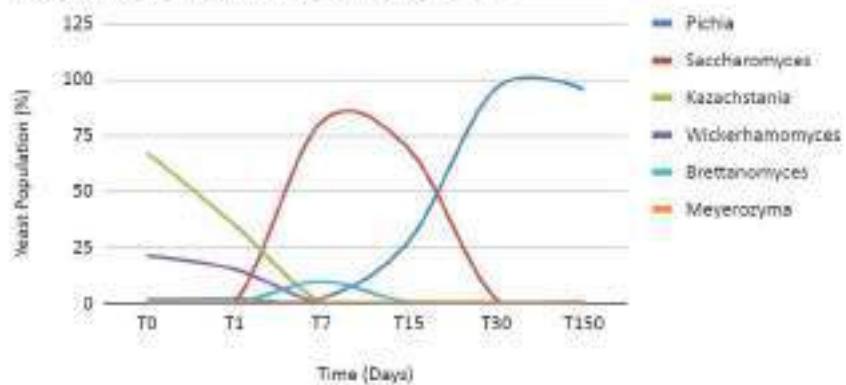
## The Manipueira Project

- More than 50 breweries in Brazil
- Supported by the Brazilian Association of Craft Breweries – ABRACERVA
- Objective: production of new Brazilian beer style using manipueira (broth extracted from cassava)

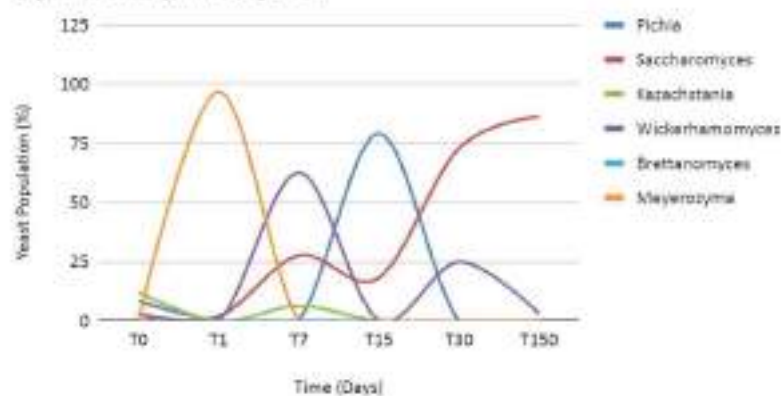


Figure 8. Stages of Manipueira wild beer production.  
Fases: cassava juice; initial fermentation; one year  
wood barrel fermentation; Manipueira bottle beer.

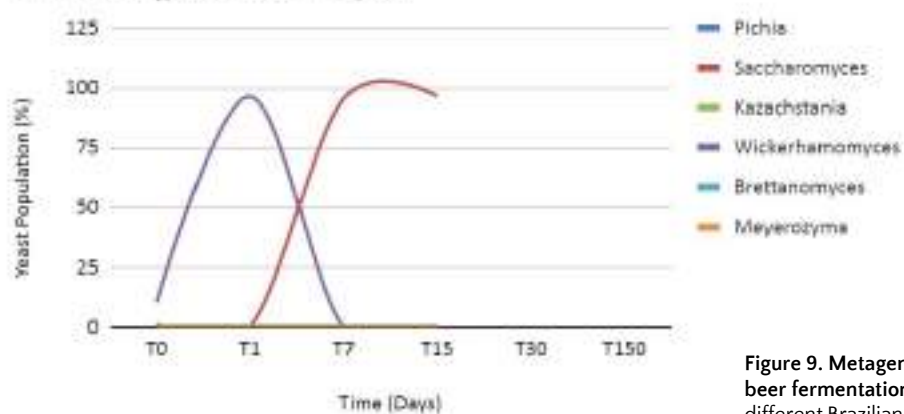
### Cozalinda Brewery, Florianópolis, SC



### Uça Brewery, Aracaju, SE



### IF Brewery, Sertãozinho, SP



## The Manipueira Project

- Metagenomic analyses: different microbial compositions

Figure 9. Metagenomic analysis of Manipueira beer fermentation. Manipueira beer from three different Brazilian regions were submitted to species identification during the process.

OPEN ACCESS  
www.apl.org.br

### RIBEIRÃO PRETO'S BEER HISTORY: FROM THE CAPITAL OF THE DRAFT BEER TO THE CRAFT BEER POLO

### HISTÓRIA DA CERVEJA DE RIBEIRÃO PRETO: DA CAPITAL DO CHOPE À POLO DE CERVEJA ARTESANAL

Thales Argman Ferreira <sup>1</sup>; Reinaldo Trunto <sup>2</sup>; Marcos Eduardo Paron <sup>3</sup>; Jean Carlos Rodrigues da Silva <sup>4</sup>

<sup>1</sup>Instituto Federal de Educação, Ciência e Tecnologia de São Paulo – IFSP – Sorocaba/SP – Brasil – thales.argman@gmail.com

### CERVEJARIA COMO ESPAÇO EDUCADOR: UMA PERSPECTIVA INTERDISCIPLINAR PARA A EDUCAÇÃO PROFISSIONAL E TECNOLÓGICA

*Brewery as an educating space: an interdisciplinary perspective for professional and technological education*

Guilherme Martins<sup>1</sup>  
Rafael Coelho Gotovac<sup>2</sup>  
Jean Carlos Rodrigues da Silva<sup>3</sup>  
Gabriel Marinho<sup>4</sup>  
André Luis Dias<sup>5</sup>

Rev. Nova Paisagem - Revista Interdisciplinar em Educação e Pesquisa  
Brazília/DF, v.5 n.1, p.05-04 – out./dez. ANO 2022. ISSN 2674-5970.



Content lists available at ScienceDirect

### Flow Measurement and Instrumentation

Journal homepage: [www.elsevier.com/locate/flowmeasinst](http://www.elsevier.com/locate/flowmeasinst)



### Edge-based intelligent fault diagnosis for centrifugal pumps in microbreweries

André Luis Dias <sup>1</sup>, Marcio Rafael Buzoli <sup>2</sup>, Vinícius Rodrigues da Silva <sup>3</sup>,  
Jean Carlos Rodrigues da Silva <sup>4</sup>, Afonso Carlos Turento <sup>5</sup>, Guilherme Sarpa Seiffers <sup>6</sup>

<sup>1</sup> Federal Institute of Education, Science and Technology of São Paulo, Brazil  
<sup>2</sup> Universidade Tecnológica Federal do Paraná - Campus Curitiba, Paraná, Brazil

#### ARTICLE INFO

Keywords:  
Centrifugal pump diagnosis  
Centrifugal pump  
Condition monitoring  
Vibration  
IoT  
IIoT  
IIoT/IIoT

#### ABSTRACT

The beer sector is a significant market worldwide, and the number of small breweries is increasing. Centrifugal pumps are essential components for the proper functioning of the production system. However, failures in these equipment can be detected early by intelligent fault diagnosis (IFD) systems. In this context, this article aims to develop an IFD capable of detecting cavitation and dry-running faults. The proposed method explored the use of data provided by centrifugal pump sensors, such as current, torque, and power factor. It uses an embedded two approaches: using the Shapley value as a feature selector and the Support Vector Machine (SVM) as the classifier, and applying the raw signal data to 3D-Correlation-based Neural Networks (3D-CNN). The SVM-based model presented better results, with an accuracy of 98.6% for dry running and 98.3% for cavitation. The 3D-CNN-based model presented 97.6% and 80.2% respectively. It is also identified that torque is the most relevant variable

IEEE 19th International Conference on Industry Applications

IoTTrack A.8

## Proposal for digital transformation in production processes of microbreweries: a Brazilian market approach

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# Thank you!

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- LinkedIn: Jean Rodrigues
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**Copioba Cassava Flour, Heritage, and Production Processes:  
Comparative Study Between Ovens with Clay Bowls and  
with Stainless Steel Basins**

# INTRODUCTION



Copioba cassava flour (Recôncavo region of Bahia, Brazil) is an artisanal product of indigenous origin known for its crispiness, texture, and flavor.

Historically produced manually, with roasting in wood-fired ovens with clay bowls.

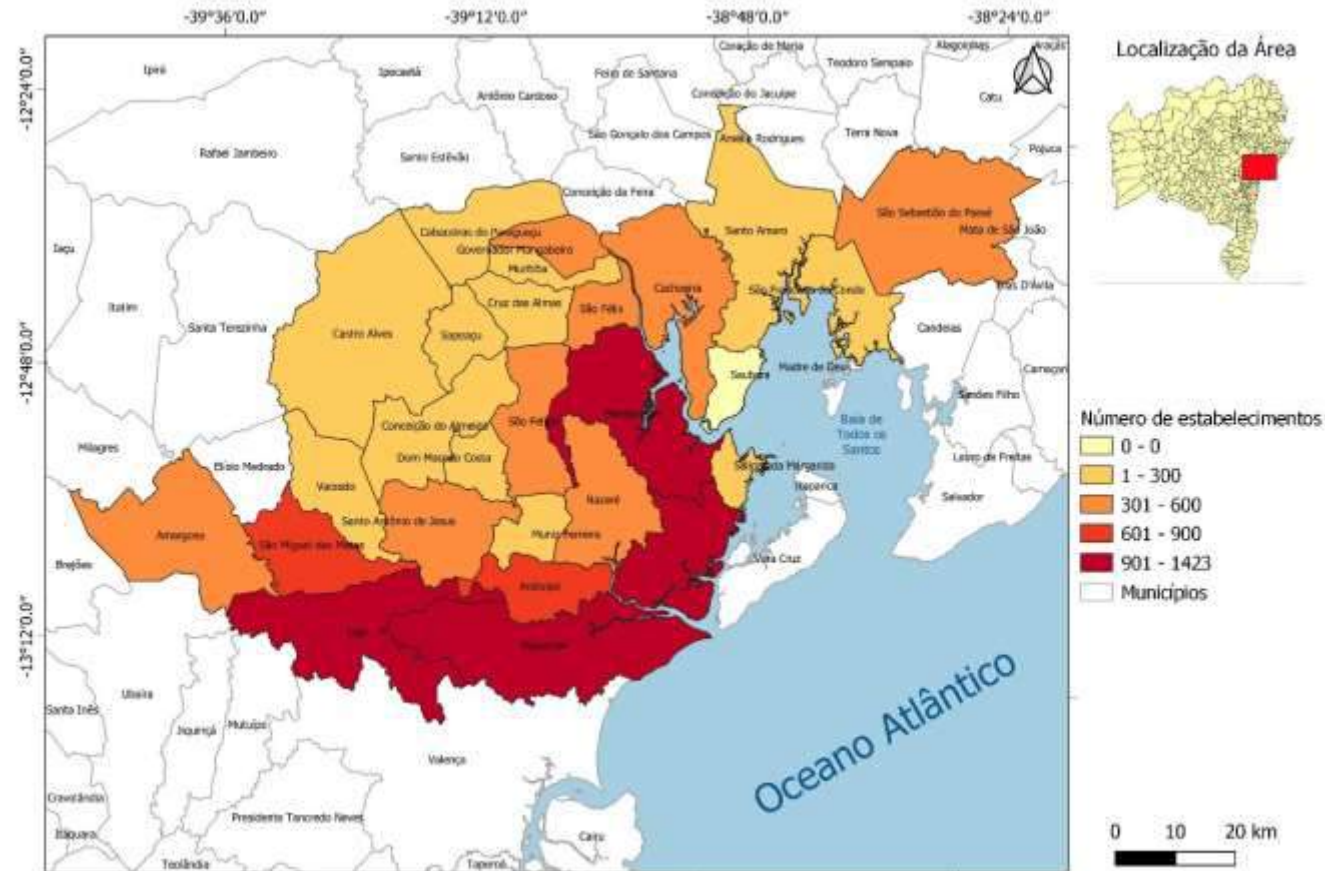
From the 1980s onwards, was adopting a semi-mechanized roasting system with stainless steel basins.

This change calls into question the quality of this flour and its classification in the Geographical Indication process.



Coriolano (2009); Pinto (2017); Silva (2014); EMBRAPA, (2017); Santos (2021); Santos (2019); Andrade (2013).

# INTRODUCTION



## TERRITORIAL SCOPE

- Recôncavo of Bahia  
(26 municipalities)

- Historical-cultural territory  
(Risério, 2004; Reis, 1990)

Source: IBGE, 2022; IBGE, 2017; EMBRAPA, 2017.



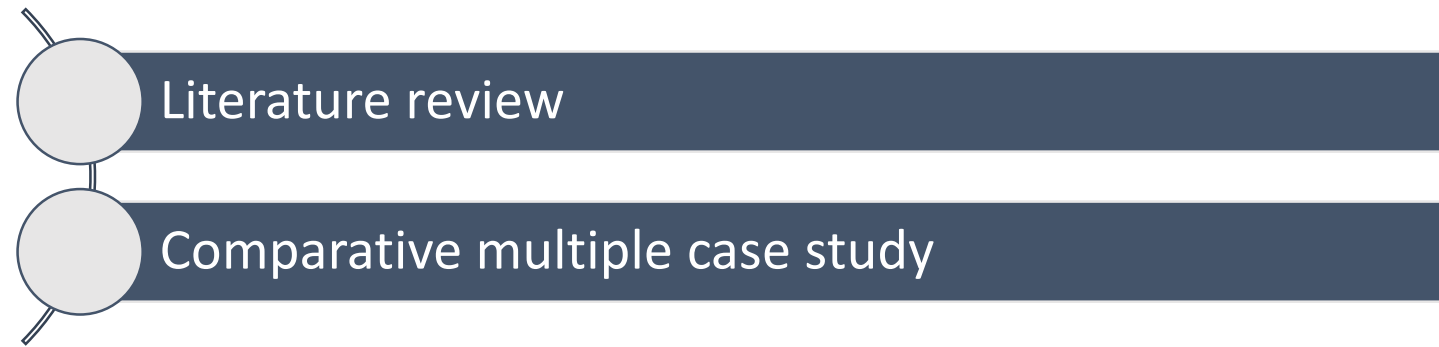
# OBJECTIVES



To analyze this production in its two traditional processes (manual with clay bowls and semi-mechanized in ovens with stainless steel basins) and identify the similarities and differences between them and their impacts on the characteristics of the final product.



# METHODOLOGY



# TRADITIONAL PRODUCTION PROCESSES



Manual, with clay bowls



Semi-mechanized, with stainless steel oven



# CONCLUSIONS



It is possible to produce traditional Copioba flour of differentiated quality, both in manual and semi-mechanized processes.

The know-how and experience of the master flour maker were considered the determinants of the product's final quality.

Manual production resulted in a product of great distinction due to its ancestral and superior traditional characteristics; on the other hand, it involves a small-scale activity.





# CONCLUSIONS



Production in a semi-mechanized oven, in turn, allowed operating with larger volumes and producing flour whose characteristics are similar to those obtained manually.

Despite technological changes and the incorporation of new equipment, know-how allowed the production of Copioba flour of superior quality for Geographical Indication.

However, farmers recognize the uniqueness of the flour obtained by the manual process.





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# GIs in International Trade – From Local To Global

**John Clarke**

**Fellow Maastricht University**

**Fellow of the Royal Asiatic Society**

**Former Director for International Affairs, European Commission & former Head of  
the EU Delegation to the WTO and UN, Geneva**

# From Europe To the World – The Spread of GIs

- 2010-2025 : GI's passed from being a European niche to a globally appreciated IPR
- EU prioritised GI development from around 2010
- And following the collapse of the Doha Round & the failure to agree a multilateral GI register, the EU inserted GI's into all its FTA negotiations
- Early FTAs - GIs the implicit exchange for agricultural concessions (Canada, Central America, South Africa, Andean Community)
- Later FTAs – Japan, Singapore, Mexico, Vietnam – GIs negotiated on their own merits. Several GI sceptic countries changed their positions, started to promote GIs and even set up sui generis régimes modelled on the EU.



# Ever Increasing Level of GI Protection in the FTAs

- Adoption of a list of GIs, limited individual scrutiny
- No fees, light procedures
- Possibility to add more names in future
- Ex officio, administrative enforcement
- Phasing out of conflicting Trade Marks



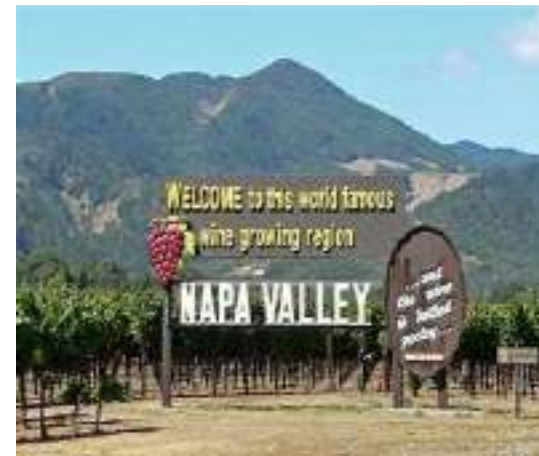
# Self Standing GI Agreements

- **GI's increasingly being negotiated as self standing Agreements**
- **Internally Balanced**
- **EU-China concluded in 2021, EU-India agreement now being negotiated**
- **Most of the world see GIs as more than just an IPR – a tool to help rural areas, improve farmers' incomes and preserve heritage in a delocalising world**



# Good Food is Good Business...Worldwide

- GI products typically command double the price of non-GI similar products (for wines 3x more...)
- 75+bn EUR sales of Europe's GI's in 2024.
- GI's represent 15% of Europe's agrifood exports and this is increasing
- A success story for European farmers and producers, in part due to the FTAs... mark of quality
- 44000 instances of GI protection in FTAs....



# From FTAs... to the WIPO Geneva Act & To the EU's Craft and Industrial GI Regulation

- **Success in protecting GIs via FTAs created the consensus to conclude the WIPO Geneva Act in 2018 – a multilateral treaty on GI protection. A one stop shop.**
- **WIPO recognised that GI's are a development-friendly form of IPR and therefore a good way to encourage developing country members to develop IPR régimes**
- **Success in the FTAs also made possible the establishment of an EU wide régime for Craft and Industrial GIs – something had eluded the EU for years. Indian and Chinese demands for EU wide protection of their craft GIs helped get this Regulation across the line.**





# Challenges Ahead?

- Food price Inflation and GIs... a risk of dilution of quality?
- USA-driven attempts to create a concept of universally generic names
- Sustainability – GIs are economic and socially sustainable, but are they *inherently* greener than non-GI products?
- GI producers should avoid seeking exemptions from sustainability claims or requirements



# Thank You! And Follow Up...

## Contact Details

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# Protection of Geographical Indications in Trade Agreements: is it worth it?

Charlotte Emlinger<sup>a</sup>, **Karine Latouche**<sup>b</sup>

<sup>a</sup> *CEPII, Paris*

<sup>b</sup> *SMART, INRAE*

Worldwide perspectives on geographical indications, FAO,  
February 2025



## European Geographical indications

- Two quality schemes : PDO, PGI



- Part of the European quality package (regulation 1151/2012)
- A European label certifying the characteristic of a product, that it was produced/processed/prepared in a specific region the use of a recognized know-how



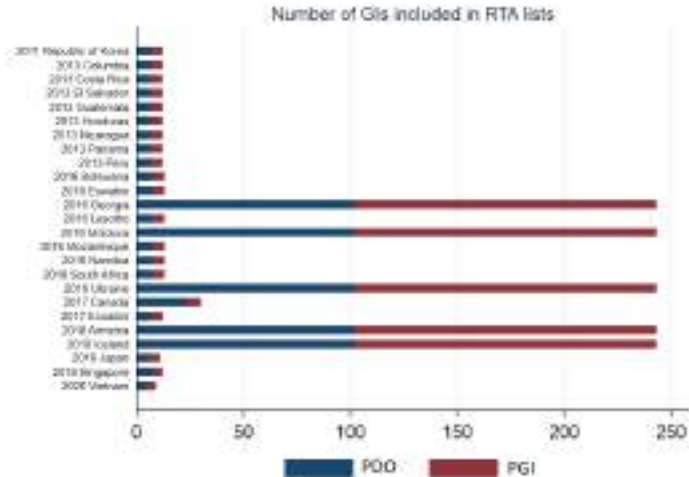
## GIs Objectives

- To provide information to **consumer** about product's attributes by preventing misuses and counterfeiting
  - To protect small **producers** from the entry of low quality competitors and the decline of reputation
  - To enhance **competitiveness** within agri-food chains
  - To preserve traditional **culture** and rural livelihood
- ⇒ **Legal protection** on the European market

## GIs in European trade agreements

- Since 2011 **external recognition of list of GIs** in EU trade agreements to avoid abuse of reputation
- Coexistence if pre-existing trademarks
- *Ex officio* protection in some agreements (*Engelhart 2015*)
- An offensive red line in the ratification of some agreements
- **Why** negotiating such clauses ?
  - Quality products as offensive interests
  - Concentration of GIs in Southern EU countries (*Huysmans and Swinnen 2019*)
  - Compensation for the liberalization of agricultural markets
  - "gastronationalism" (*Huysmans 2020*)

# European GIs in trade agreements



## This paper

- Uses an original and exhaustive dataset of French agri-food firms data concerned by geographical indications
- Investigates the impact of the **inclusion of lists of GIs in European RTA on trade patterns**
  - at the extensive margin (probability of export)
  - at the intensive margin (quantity)
  - on unit value (proxy for prices)



## Data sources

- **INAO** dataset : authorized plants for a given GI product 2012-2019
- **French customs dataset** : export in value and quality, by firm, destination and NC8 product
- **FARE Dataset** from INSEE : characteristics by firm and year (size, productivity)
- list of GIs products included in RTA

## Descriptive statistics

- 225 French **Geographical Indications** (99 AOP and 126 IGP)
- 313 **NC8 codes** (over a total of 2,313), mainly in the dairy and meat sectors
- 337 **authorized firms** (over 5,046)
- GIs exported to 160 **destinations** (over 226)
- 25 countries have RTAs with the EU which include **lists of GIs**

## Results

## GI impact

	Probability to export	Exported quantities	Unit values
Global	ns	ns	ns
EU markets	++	ns	+
<b>C. with agreement</b>	<b>+</b>	<b>ns</b>	<b>++</b>

- The impact of agreements varies due to :
  - The protection/monitoring of GIs in the destination market after the agreement
  - The knowledge/taste of consumers for GIs and quality in general

## Conclusion

- The recognition of GIs in trade agreements allows firms to reach **new markets** and to sell at **higher prices** on average
- This outcome is driven by **cheese** products (the **quantity** of which is also affected by agreements)
- **Heterogeneous** effects according to the agreements :
  - at the extensive margin only on markets with GI monitoring
  - only on markets with higher quality differentiation
  - higher effect on markets with high quality in average





UNIVERSITÉ  
LAVAL

Chaire de recherche sur  
les nouveaux enjeux de la  
mondialisation économique

CRDEI / université  
de BORDEAUX



# Free trade for a green future: promoting sustainability through the export of European geographical indications

Lise Bernard-Apéré

PhD candidate, Laval University and University of Bordeaux

FAO, Rome, February 2025



# The benefits of geographical indications

- Interaction of natural factors with human practices
- Protection of traditional knowledge
- Protection of cultural heritage
- Sociocultural development
- Rural poverty reduction
- Economic benefits
- Conservation of biodiversity, environment, and landscape



# Could the incorporation of the European GI model into trade agreements serve as an effective tool for preserving biodiversity?

**01** GIs as tools for the preservation of biodiversity

**02** Benefits of their export by the EU

**03** Conclusion



# 1.1 The fundamental role of specifications in implementing environmentally-friendly practices

## **Specifications :**

- Name
- Description
- Definition of a geographical area
- Proof of origin
- Description of production method
- Packaging information

Link between the product's qualities and its geographical origin.



## 1.2 The fundamental role of specifications in implementing environmentally-friendly practices

Article 7 Regulation (EU) 2024/1143 :

A producer group [...] may agree on sustainable practices to be adhered to in the production of the product designated by a geographical indication or in carrying out other activities subject to one or more obligations provided for in the product specification

## 2.1 The EU's general willingness to export GIs in regional trade agreements

Since 2009 : **systematic protection** of European geographical indications abroad to preserve the reputation and quality of EU products.

Ex: South Korea, Canada, Singapore, Japan, Vietnam, New Zealand, etc.



## 2.2 Expanding biodiversity protection through trade agreements.

**Examples of non-timber forest products protected in :**

**EU-Vietnam Agreement:** Lychees, aniseed, mangoes, bananas, cinnamon, chestnuts, honey, coffee, and tea.

**EU-Japan Agreement:** Blackcurrants and chestnuts.

**EU-South Korea Agreement:** Ginseng, mushrooms, chestnuts, ferns, berries, maple sap.

## 2.3 International examples of biodiversity preservation requirements in specifications



### Moroccan argan oil

Specifications:

Planting new argan trees as a measure to combat desertification



### South-African Rooibos

Environmental protection as a key product characteristic





### 3. The maple syrup paradox

Impossible to register Quebec maple syrup as a GI under **federal** law and due to **internal constraints** (a Quebec collective agreement).

- **Mandatory harmonization** of production and marketing conditions among producers.
- The **differentiation** of maple syrup by producers is **prohibited**, even when the harvesting of maple water is artisanal and environmentally friendly.
- Interested consumers: **unlawful direct sales**



Personal photos, traditional sugar shack in Beauce (Quebec, Canada)

# Conclusion



- The specifications can **impose environmentally friendly practices**.
- The need to comply with specifications in order to maintain the GI, which **adds value, encourages producers to preserve the ecosystem** of their production area.
- Contributes to the **fight** against **deforestation** and **desertification**.
- The protection of biodiversity is an **indirect effect** of the export.
- Emphasizing these benefits in **trade negotiations** could encourage like-minded countries to adopt a similar approach.
- **One** tool among others for preserving biodiversity.



# Thank you!

I would be delighted to answer any questions you may have.

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LinkedIn : Lise Bernard-Apéré



This research was funded by the Fonds de recherche du Québec - Société et culture (FRQSC).



# FROM VINEYARDS TO FIELDS: THE EVOLUTION OF ORIGIN-LINKED PROTECTION IN SOUTH AFRICA

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DR. CHARLENE MUSIZA

POSTDOCTORAL RESEARCH FELLOW – UNIVERSITY OF CAPE TOWN



# SOUTH AFRICAN WINE INDUSTRY

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- Pre-2000 – Growth Phase
- Post-2000 – Integration in global market ‘New World’
- New innovations in viticulture – increased exports
- Vision 2020 - South African Wine and Brandy Company
- Government partnership arrangements anchored on the Wine Industry Strategy Plan
- Consolidation and reinvestment – participation of black farmers and entrepreneurs in the value chain

# SOUTH AFRICAN WINE OF ORIGIN SCHEME

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- The Wines of Origin System established in 1973 in terms of the Liquor Products Act
- Certification scheme designed to regulate and protect the geographical origin, variety, vintage, and quality of South African wines.
- Administered by the South African Wine and Spirit Board
- Net exporter of wine - 68% of wine exports to the EU since 2001 (UK, Germany, Netherlands and Sweden)

# LEGAL FRAMEWORK FOR ORIGIN-LINKED PRODUCTS

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- Product-based approach to protect origin-linked products
- Hybrid system – trademark laws, consumer protection laws and sui generis legislation for specific products
- The Agricultural Products Standards Act 119 of 1990 and the Liquor Products Act 60 of 1989 - product specific legislation for origin-linked products
- The Merchandise Marks Act 17 of 1941 - consumer protection law
- The Trade Marks Act 194 of 1993 - trademark law.

# AGRICULTURAL PRODUCTS STANDARDS ACT 119 OF 1990

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- Regulations Relating to the Protection of Geographical Indications used on Agricultural Products intended for Sale in the Republic of South Africa (GI Regulations of 2019),
- Introduce legal provisions for the registration and protection of foreign GI and local GI for all agricultural products
- EU-SADC Economic Partnership Agreement bilateral protocol on GI - 105 South African names are protected in the EU



**THANK YOU!**

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# Geographical Indications in Africa:

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Challenges, Opportunities, and  
Strategies in Tailoring a Legal  
Framework in Ethiopia

# Ethiopian GI Law Initiative: Background



- TM Registration and Licensing Initiative for Coffee: Launched in 2004.
- 3 coffee names registered as TM in major export markets: Harrar, Yirgacheffe, Sidamo
- Licensing with foreign importers, roasters and retails planned, but not in implemented.
- No connection with coffee farmers, processors, exporters etc.
- Long-felt Need for GIs; yet lack of resources and expertise.

• Early draft 2008

# GIs for Origin-linked Products in Ethiopia (GOPE) project : The GI Support Fund– a French initiative to promote GIs in Africa

**General Objective**  
: Introduce a GIS  
system to  
increase the  
resources of  
smallholder  
producers in  
Ethiopia by  
improving the  
efficiency of  
local value  
chains

Specific objective 1  
: Elaboration of a  
legislative  
framework for GIs:  
proclamation and  
implementing  
regulation

Specific objective 2  
: Implement a pilot  
GI in the Ethiopian  
coffee value chain  
to simulate the  
functioning of GIs

Specific Objective 3  
: Capacity building  
on GIs and project  
coordination



# A Consortium of Partners Coordinated by CIRAD

## SO1 : Preparation of a legislative framework for GIs

- Implementation : EIPA, with participation of ECTA
- Technical assistance : Dr Marie-Vivien and (CIRAD) and Dr Dagne, IP experts

## SO3 : Capacity building on GIs and project coordination

- Implementation : CIRAD & Dr Dagne
- Beneficiaries of capacity building : EIPA, ECTA & JUCAVM

Coordinati  
on  
committee

## SO2 : pilot GI in the Ethiopian coffee value chain

- Implementation : ECTA & JUCAVM
- Technical assistance : Dr Pinard (CIRAD), coffee expert

# Elaboration of a Legislative Framework for GIs

- Drawing Legislative Roadmap Toward GIs
  - A Mapping out of the relevant Ethiopian legal and institutional system
  - Outlining what ought to be the key features and attributes of a GI law in Ethiopia
- Constitute a Drafting Team: 6 members team composed of
  - EIPA: Legislative mandate on IP
  - Ethiopian Coffee and Tea Authority: Coordinate coffee stakeholders
  - Ethiopian Ministry of Justice: Technical drafting
  - IP experts: Dr. Delphine Marie-Vivien and Dr. Dagne

# Legislative Drafting Activities

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**Working Draft  
Generated:  
December 2023**



**Consultation  
Sessions with  
Stakeholders: Six  
in Federal and  
regional cities**

Product value chain stakeholders:  
Coffee

Institutional stakeholders:  
representatives from Ministries;  
Commerce, Agriculture, Justice,  
Innovation and Technology, Foreign  
Affairs, Research Institutes, Academic  
Institutions



**Drafting and  
feedback  
incorporation  
retreats: five  
retreats**

Drafting in Amharic  
and English

# Key Features Regarding:

---

- Definition
- Scope of Products
- Nature of applicant
- Representativeness
- Substantive Examination
- Control and Verification



# Definition al Scope and Kind of Products Included

- Definitional scope: Geneva Act WIPO—  
move away from PDO to PGI concept
  - 5/ "Geographical Indication" means an indication that identifies a good as originating in a geographical area where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin, at least one of the production steps of which takes place in the defined geographical area;
  - In case where such goods are manufactured products, raw materials for the goods concerned come from a geographical area larger than, or different from, the defined geographical area;
- Products Covered: broad spectrum
  - 4/ "A product or a good" means:
    - a) Agricultural products,
    - b) Natural products,
    - c) Handicrafts,
    - d) Industrial products,
    - e) Manufactured products

# Nature of the Applicant

- 7/ The right to file an application
  - The following shall have the right to file an application:
    - 1/ Any collective management organization of producers or any producers group carrying on activity in the geographical area and representing the interest of producers with respect to the goods specified in the application;
    - 2/ Any organization or public body or public institution at federal, regional, or local level established by or under any law representing the interest of producers of goods specified in the application

# Representativeness of the Applicant

## 8/ Representativeness of the applicant

- 1/ A collective management organization of producers or a producers group is deemed to be representative where:
  - a) its members produce at least 50% of the volumes of the relevant good
  - b) at least 50% of the producers of each step of production of the relevant good are members.
- 2/ An organization, public body or public institution at a federal, regional or local level established by or under any law is deemed to be representative where:
  - a) At least 50% of the producers, for each step of production of the relevant good, are agreeing to the application
- A single Applicant?
  - 3/ A single producer may be an applicant where:
    - a) the person concerned is the only producer willing to submit an application for the registration of a geographical indication; and
    - b) The geographical area concerned is defined on the basis of the link referred to in the Proclamation and not on the basis of property boundaries
    - c) as for all geographical indication, any producer complying with the specification will be authorized to use such GI applied by a single producer

# Substantive Examination

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- 14. 2/ The Substantive Examination is carried out by the Expert Team of Geographical indications.
  - The **Expert Team of Geographical indications** is comprised of **five** persons consisting of experts owning expertise in the field of Geographical indications and of the good. It is comprised of (1) representative from the Authority, (1) representative of the ministries or public bodies related to the good at federal, national or local level, (1) representative from authorized agencies or institutions supervising and/or assess quality of goods, and (2) experts well versed in the area of the good who will be appointed for each kind of good. The members of Expert Team of Geographical indications are **appointed and discharged by the Authority** as provided in the Regulations.




# Control and Verification

Internal (Collective Management Organization) and External

28. Control of the compliance of the good with the book of specifications before commercialization:

Before the product is placed in the market



1/ A dedicated "Geographical indication control experts Committee" for each geographical indication will be established by the Authority, to conduct the external control of the product designated by the geographical indication. It is comprised of the members of the Expert Team that was in charge of the examination of the book of specification of such geographical indication, and a representative of the public authority of the geographical area who is from the sector of the good designated by the geographical indication. The Geographical indication control experts Committee shall be independent, impartial and transparent. It will have access to the report of internal controls conducted by the Collective Management Organization.

of the compliance to guarantee the origin and quality of the GI

Internal and External Control

30. Verification of the compliance of the good with the book of specifications after the product is put in the market

•1/ The Authority shall coordinate with the relevant authorities; bodies; bureaus or other entities for verification of and enforcement actions on the use of the geographical indication after the good designated by a geographical indication has been placed on the market, which includes controls at operations such as storage, transit, distribution, or offering for sale including in electronic commerce.

# Outstanding Issues and Challenges

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- Who is the collective management organization of producers in reality? Newly established entity for each GI vs Existing cooperatives? Existing national Associations? How about the Coffee and Tea Authority, organized at local and national levels?
  - The challenge of creating a new entity, or reforming the cooperatives in the Coffee sector?
- Who conducts substantive examination – matter of mandates: Inter-ministry competence
- Who conducts control and verification?
  - Matters of Competence and Practicality

# UPCOMING GIs Conference

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"Global Geographical Indication (GI) Certification Experiences: Insights for Ethiopian GI System"

- To be organized by the Ethiopian Intellectual Property Authority

Proposed date: May 27-28/2025 or June 3-4/2025 (aligning with H.E DG Daren Tang official visit to Ethiopia)

# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY



## IG COMO MOTOR DE UN TURISMO SOSTENIBLE



**NURIA FERNÁNDEZ PÉREZ**

Catedrática de Derecho Mercantil  
Universidad de Alicante



# El cambio de tendencia en el turismo



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OMT: “oportunidad de reiniciar el turismo de una forma más sostenible, inclusiva y resiliente con decisiones basadas en datos”

El turista es lo más importante: Know your customer



El turista no solo busca destinos, busca **experiencias**. Tiene expectativas  
Dar **confianza** al turista



**SIGNOS DISTINTIVOS CALIDAD EN EL SECTOR TURÍSTICO**

# Sellos distintivos de calidad en el sector turístico

- **Marcas individuales y colectivas:** indican el origen empresarial
- **Marcas certificación o garantía:** certifican la calidad de productos/servicios
- Y , especialmente

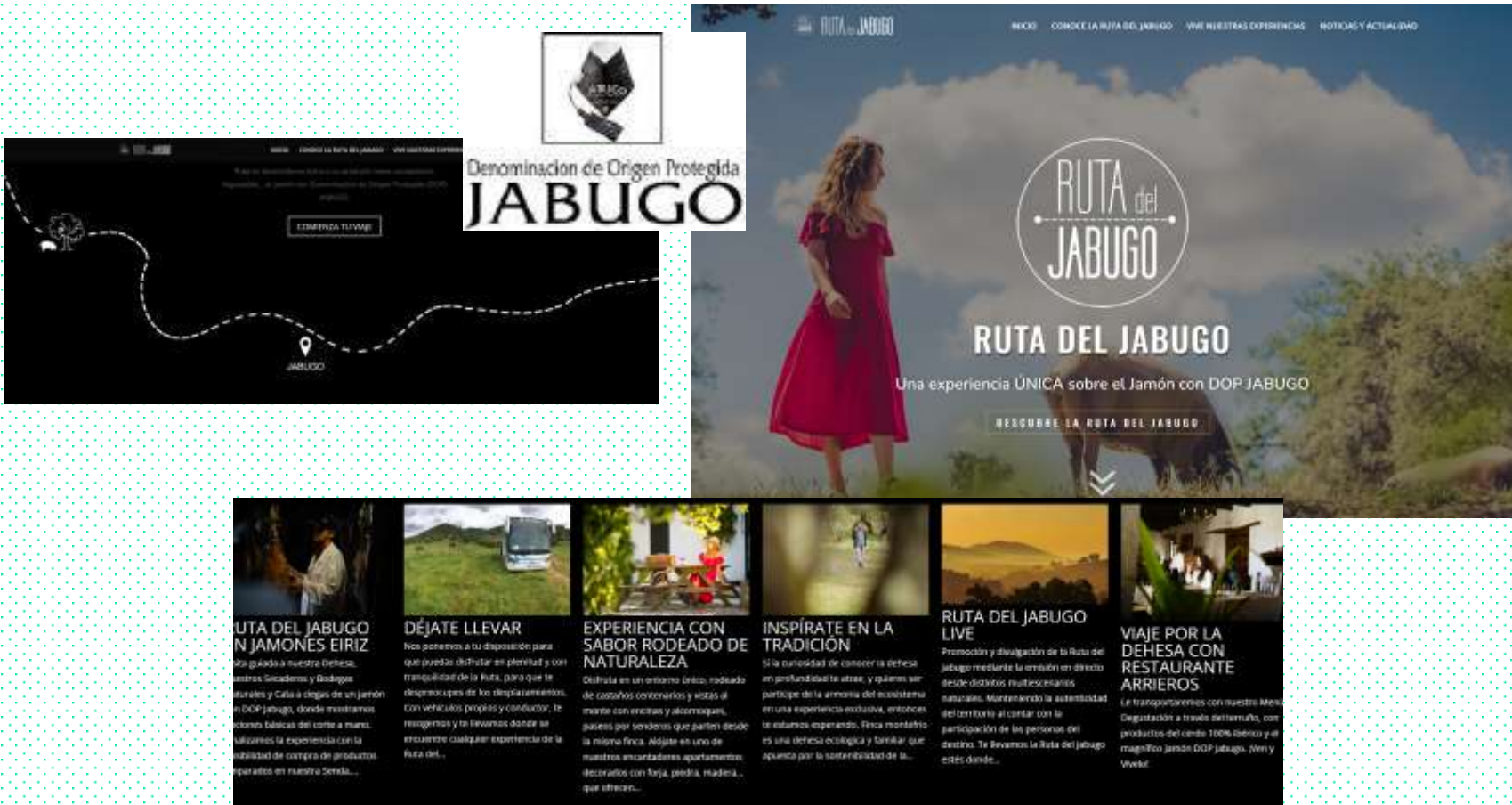


Vinculación con el territorio: Calidad o características del producto en relación con las características del medio geográfico

# IG: nueva función de promoción de destinos turísticos (claro ejemplo, el turismo gastronómico)



Pero realmente, es más que turismo gastronómico, es un conjunto de experiencias vinculadas al producto protegido



The image displays a collage of elements related to the 'Ruta del Jabugo' website. At the top left, there is a decorative graphic with overlapping yellow, red, and blue squares. Below it, a map shows a dashed line representing the route through a landscape, with a location pin labeled 'JABUGO'. To the right of the map is the 'Denominación de Origen Protegida JABUGO' logo, featuring a stylized ham icon. The main part of the collage is a large screenshot of the website's homepage. The header includes the 'RUTA del JABUGO' logo and navigation links: 'INICIO', 'CONOCE LA RUTA DEL JABUGO', 'VIVE NUESTRAS EXPERIENCIAS', and 'NOTICIAS Y ACTUALIDAD'. The main content area features a woman in a red dress standing in a field, with the text 'RUTA DEL JABUGO' and 'Una experiencia ÚNICA sobre el Jamón con DOP JABUGO'. Below this is a button that says 'DESCUBRE LA RUTA DEL JABUGO'. At the bottom, there are six cards, each with a different image and text describing various experiences: 'RUTA DEL JABUGO EN JAMONES EIRIZ', 'DÉJATE LLEVAR', 'EXPERIENCIA CON SABOR RODEADO DE NATURALEZA', 'INSPIRÁTE EN LA TRADICIÓN', 'RUTA DEL JABUGO LIVE', and 'VIAJE POR LA DEHESA CON RESTAURANTE ARRIEROS'.

**Denominación de Origen Protegida JABUGO**

**RUTA del JABUGO**

**RUTA DEL JABUGO**

Una experiencia ÚNICA sobre el Jamón con DOP JABUGO

DESCUBRE LA RUTA DEL JABUGO

**RUTA DEL JABUGO EN JAMONES EIRIZ**  
Nos guada a nuestra Dehesa, nuestros Secaderos y Bodega naturales y Cala a degustar un jamón en DOP Jabugo, donde nosotros mismos lo elaboramos desde la cría de cerdos hasta la curación de los jamones. Únete a nuestra experiencia con la tranquilidad de comprar productos directamente en nuestra Señal...

**DÉJATE LLEVAR**  
Nos ponemos a tu disposición para que puedas disfrutar en plenitud y con tranquilidad de la Ruta, para que te despiques de lo disfrutaremos. Con vehículos propios y conductor, te recogeremos y te llevamos donde se encuentre cualquier experiencia de la Ruta del...

**EXPERIENCIA CON SABOR RODEADO DE NATURALEZA**  
Disfruta en un entorno bello, rodeado de caseríos centenarios y vistas al mar con encinas y alcornoques, gárgolas por senderos que parten desde la misma finca. Alojate en uno de nuestros encantadores apartamentos, disfrútalo con forja, piedra, madera... que ofrecen...

**INSPIRÁTE EN LA TRADICIÓN**  
Si la curiosidad de conocer la dehesa en profundidad te atrae, y quieres ser parte de la armonía del ecosistema en una experiencia exclusiva, entonces te estamos esperando. Teca montaña es una dehesa ecológica y familiar que apuesta por la sostenibilidad de la...

**RUTA DEL JABUGO LIVE**  
Promoción y divulgación de la Ruta del Jabugo mediante la emisión en directo desde nuestros maravillosos espacios naturales. Manteniendo la autenticidad del territorio al contar con la participación de las personas del destino. Te llevamos la Ruta del Jabugo estárs donde...

**VIAJE POR LA DEHESA CON RESTAURANTE ARRIEROS**  
Te transportaremos con nuestro Menu Degustación a través del terruño, con productos del cerdo 100% ibérico y el magnífico jamón DOP Jabugo. Ven y Vive!

IG como motor de un turismo sostenible



# Además, de permitir potenciar un turismo sostenible



La Ruta del Turrón de Jijona es un proyecto transversal de turismo industrial y sostenible impulsado por el Ayuntamiento de la localidad, el Consejo Regulador de la IGP Jijona y Turrón de Alicante y la TDC con el objetivo de poner en valor la industria del turrón jijonense y la riqueza natural, patrimonial e histórica de la localidad.



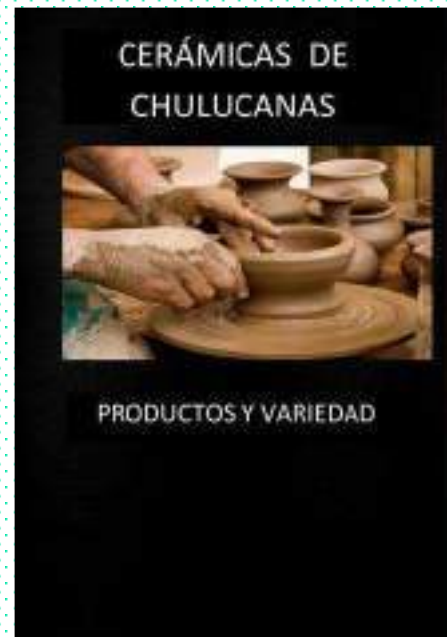
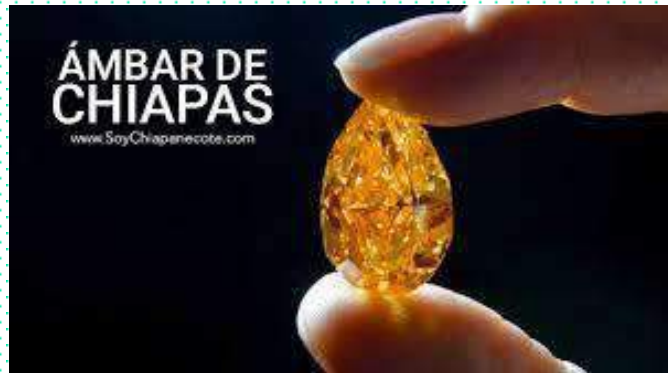
## OBJETIVOS

Puesta en valor del municipio de Jijona, cuya historia, ubicación y características lo han convertido en punto estratégico para varias civilizaciones.

Contribuir a la divulgación y desestacionalización del turrón, un producto conocido universalmente y con IGP reconocida.

Potenciar y otorgar mayor visibilidad a una realidad, industrial, turística y social, ya pre-existente en el municipio.

# Amplio potencial: turismo cultural





MUCHAS GRACIAS

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GRAZIE

MERCI

THANK YOU





REGIONAL IDENTITY:  
THE ROLE OF FACEBOOK IN PROMOTING PDO  
AND PGI AGRICULTURAL PRODUCTS ACROSS  
EUROPE

ADRIANO ANDREGHETTO

PhD Candidate - Hellenic Mediterranean University (Greece)

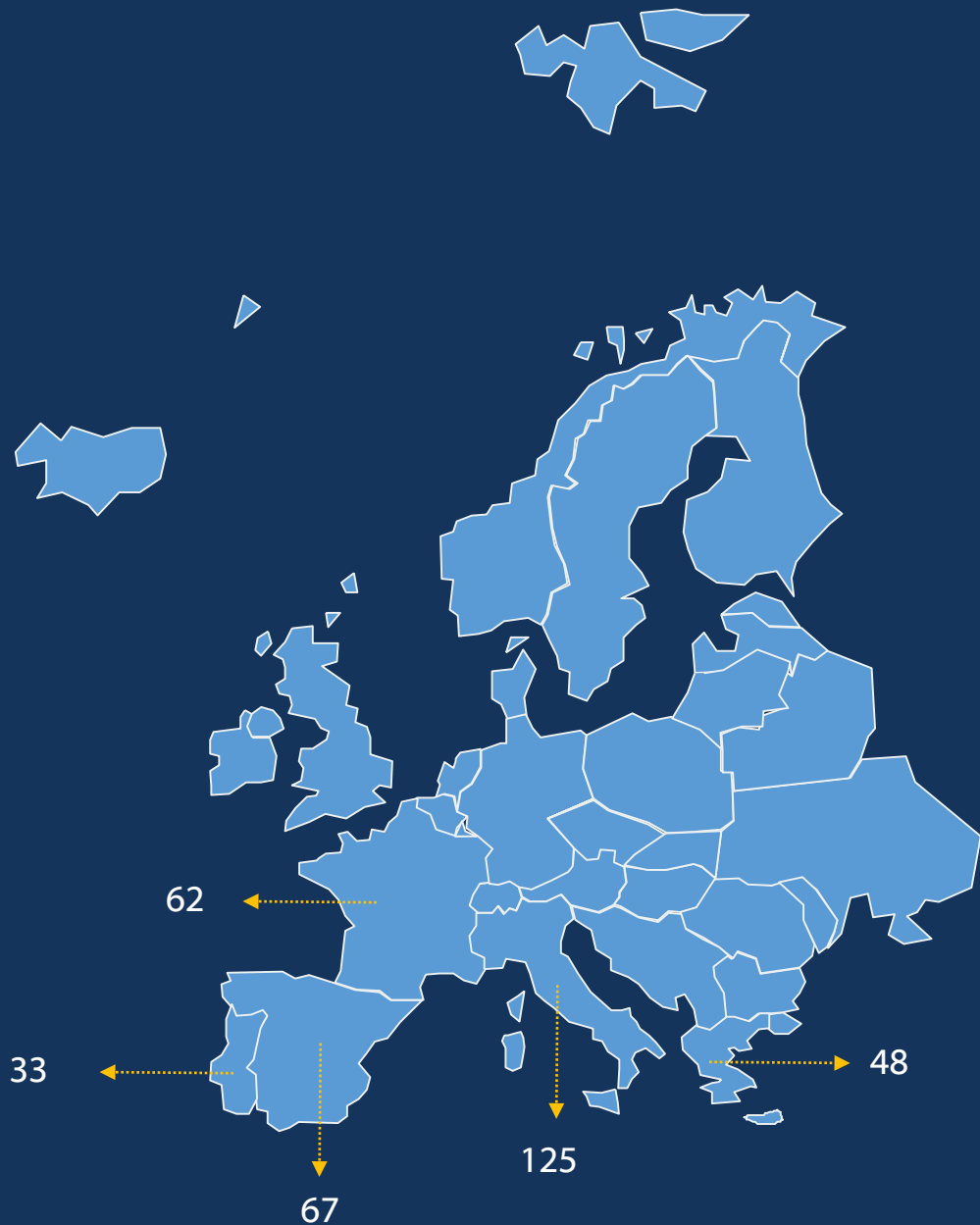
Assistant Professor – Polytechnic Institute of Porto (ESTG/IPP – Portugal)



Markos Kourgiantakis (Hellenic Mediterranean University, Greece)

Marisa R. Ferreira (Polytechnic Institute of Porto, Portugal)





The products that will be part of the investigation belong to the Food category - Class 1.6 (Fruits, vegetables and cereals fresh or processed).

#### GEOGRAPHICAL INDICATIONS

## EUROPE

All over Europe, more than 400 products are protected by some GI scheme in the Food category - Class 1.6 (Fruits, vegetables and cereals fresh or processed).

Italy, Spain, France, Greece and Portugal are responsible for 75% of the GIs registered in this group

# METHODOLOGY



This study aims to assess how PDO and PGI agricultural products are promoted on Facebook pages.



The study was carried out for those products for which a producer group was available in GI View Portal (n=314) and had a **digital presence through a Facebook Page (n=217)**.



The final sample of the study considered only unique Facebook Pages (n=204) with any type of publication from January 2023 and May 2024 (n=170).

Country	Products	Unique Facebook Pages	Unique Active Facebook Pages
Italy	117	78	59
Spain	65	53	45
France	61	42	42
Portugal	33	19	16
Greece	39	12	8
Total	314	204	170

► Average frequency of publications for each country per month  
& Average engagement rate

	Italy	Spain	France	Portugal	Greece
Frequency (posts per page/month)	3,4	7,7	4,7	4,0	3,3
Engagement Rate	1,4%	1,6%	2,4%	1,1%	1,1%

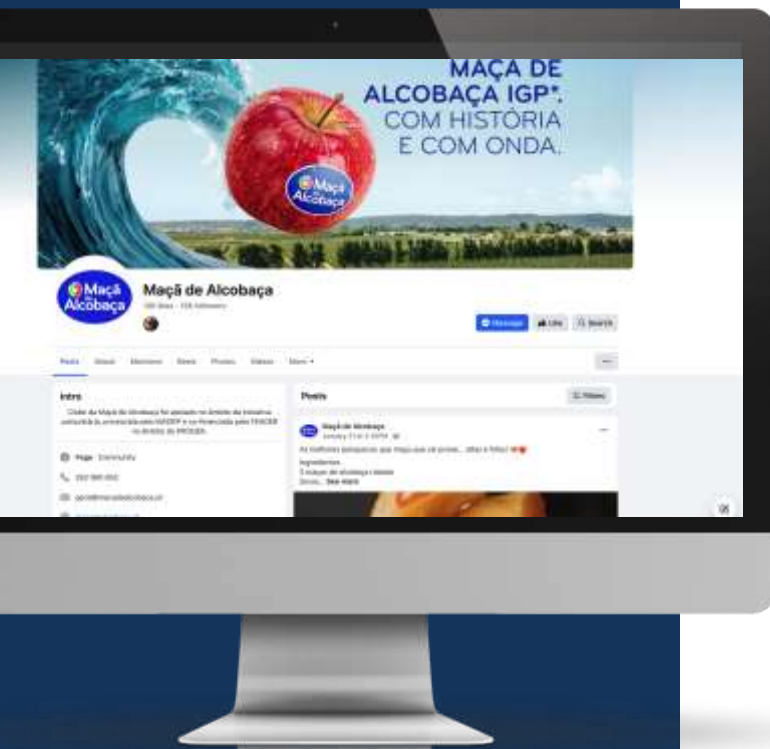
Recommended Frequency: 2 posts per week

Engagement Rate Benchmark: 1,93%

The type and quality of content may play a more crucial role in engaging consumers.



# Most prevalent types of media utilized in Facebook



Type of Media	Italy	Spain	France	Portugal	Greece	Total
Event	0,4%	0,1%	1,1%	0,1%	0,0%	0,4%
Link	16,6%	15,8%	11,9%	4,5%	10,4%	14,1%
Photo	57,8%	66,2%	59,4%	70,7%	77,2%	63,3%
Shared	8,8%	4,5%	14,0%	16,5%	4,4%	8,6%
Video	16,3%	13,5%	13,6%	8,3%	8,1%	13,7%



# GLOBAL CORPUS OF WORDS CONTENT (POSTS FROM FACEBOOK PAGES)

## VOYANT TOOL

The global corpus comprises **656,383** words, with **Spain** representing 45% of the types of words in the corpus (number of unique words found in the documents), followed by France (23%), Italy (19%), Portugal (7%) and Greece (5%).

Most frequently mentioned **terms** in the Facebook posts (Word Count)

- *PGI* (n=2.804) and *PDO* (n=2.291) and *Quality* (n=1385).
- *Calabria* is the first region to appear, while *Olive* is the first product (n=822).
- *Recipe* stands out with 1.022 mentions in the Corpus.
- The relationship between *quality* and *products* stands out with the highest count (context).

# GLOBAL CORPUS OF WORDS CONTENT (POSTS FROM FACEBOOK PAGES)

VOYANT TOOL

ES

Products: rice, pear and  
asparagus.  
Region: Málaga.

FR

Recipe  
Products: Olive and garlic  
Region: Vendée and Lautrec  
Relation: PGI and "Enjoy it's from  
Europe"

IT

Region: Calabria and Tropea

PT

PDO and PGI are barely  
mentioned  
Notable presence of cooperative

GR

PDO and PGI are barely  
mentioned  
Notable presence of cooperative  
Wines, Tourism and Experience

# Conclusions



## Facebook Posts Content

**Quality** stands out as a key selling point: strong emphasis on the superior quality associated with PDO and PGI

**Recipe:** sharing of culinary uses of these products is a common promotional strategy.

**Low content diversity:** Local heritage, sustainability, farmers history. Storytelling



## DIGITAL PRESENCE

The importance of a **strong digital presence**

Marketing Strategy: **target audience** – “My Facebook page is to talk with the final consumer or with associated farmers?”

Lack of **consistency**

**Marketing is about differentiation:**

GI agricultural products have everything to stand out in the market!

# THANK YOU!

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Rome, 18-21 February 2025

# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

## Investigating the role of front-of-pack labels on consumers' WTP for a PDO product

### Investigating the Role of Front-of-Pack Labels on Consumers' WTP for a PDO Product

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# Objective

Given the increasing interest in FOP labels and the growing debates about the most suitable label to adopt, the present study aims at **investigating the impact of different FOP labels on consumers' willingness to pay (WTP) for Parmigiano Reggiano PDO.**





# Method

- Lab experiment
- Young (average 25 yo) Italian adults
- N= 127

## DISCRETE CHOICE EXPERIMENT:

Survey-based research method used to elicit preferences by asking participants to choose between sets of alternatives, each defined by specific attributes and levels.

Attributes	Definition	Level(s)
FOP nutrition label (NL)	<ul style="list-style-type: none"><li>• Nutri-score (NS)</li><li>• NutrInform (NI)</li></ul>	<ul style="list-style-type: none"><li>• NS (D)</li><li>• NI</li><li>• No label</li></ul>
FOP sustainable label	<ul style="list-style-type: none"><li>• Eco-score</li></ul>	<ul style="list-style-type: none"><li>• ES-C</li><li>• ES-D</li><li>• No label</li></ul>
Price	<ul style="list-style-type: none"><li>• Average price – 30%</li><li>• Average price</li><li>• Average price + 30%</li></ul>	<ul style="list-style-type: none"><li>• 17,0 €/kg</li><li>• 24,3 €/kg</li><li>• 31,6 €/kg</li></ul>



## EYE-TRACKING (Tobii ProLab):

Technology that measures where and for how long individuals focus their visual attention, providing insights into cognitive processes.

While making their choice, the Tobii ProLab was used to capture participants' visual attention for price, NL and sustainable label.



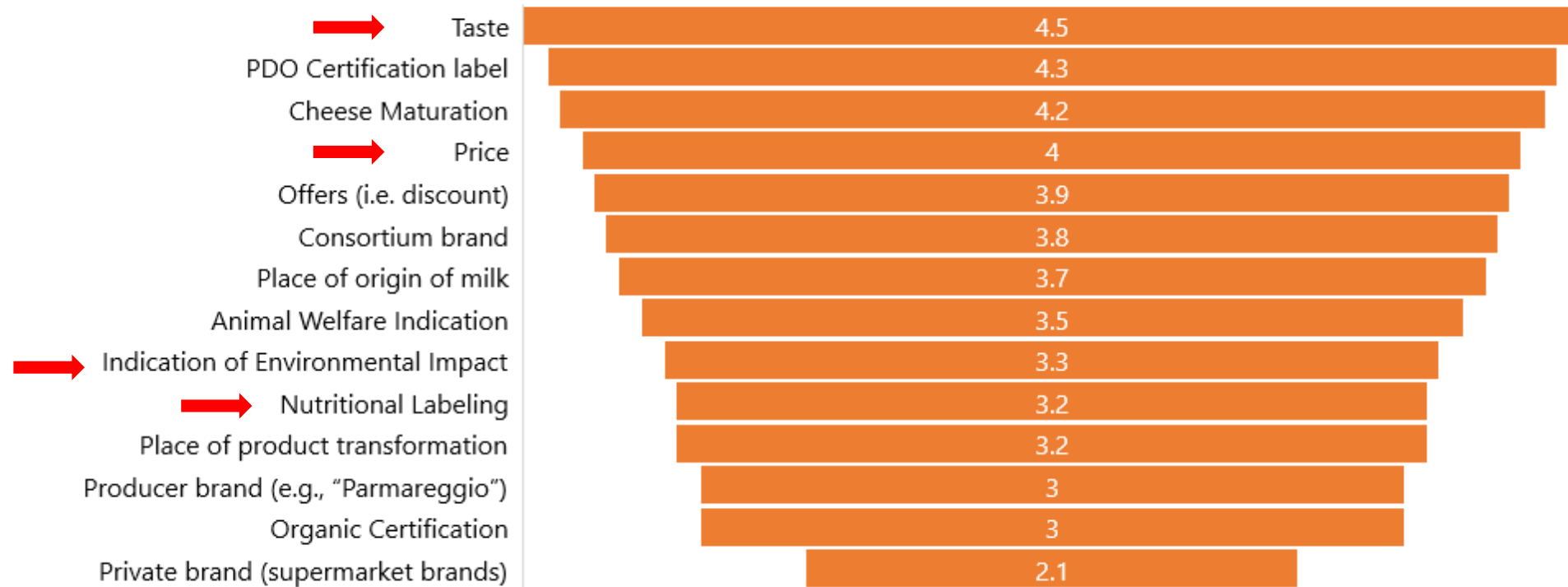
## EXPERIMENTAL DESIGN:

- 9 choice tasks
- Each task with 3 alternatives (2 products + no buy option)

# Preliminary Results

## Results of Additional questions from the survey

### Importance of Parmigiano Reggiano PDO attributes

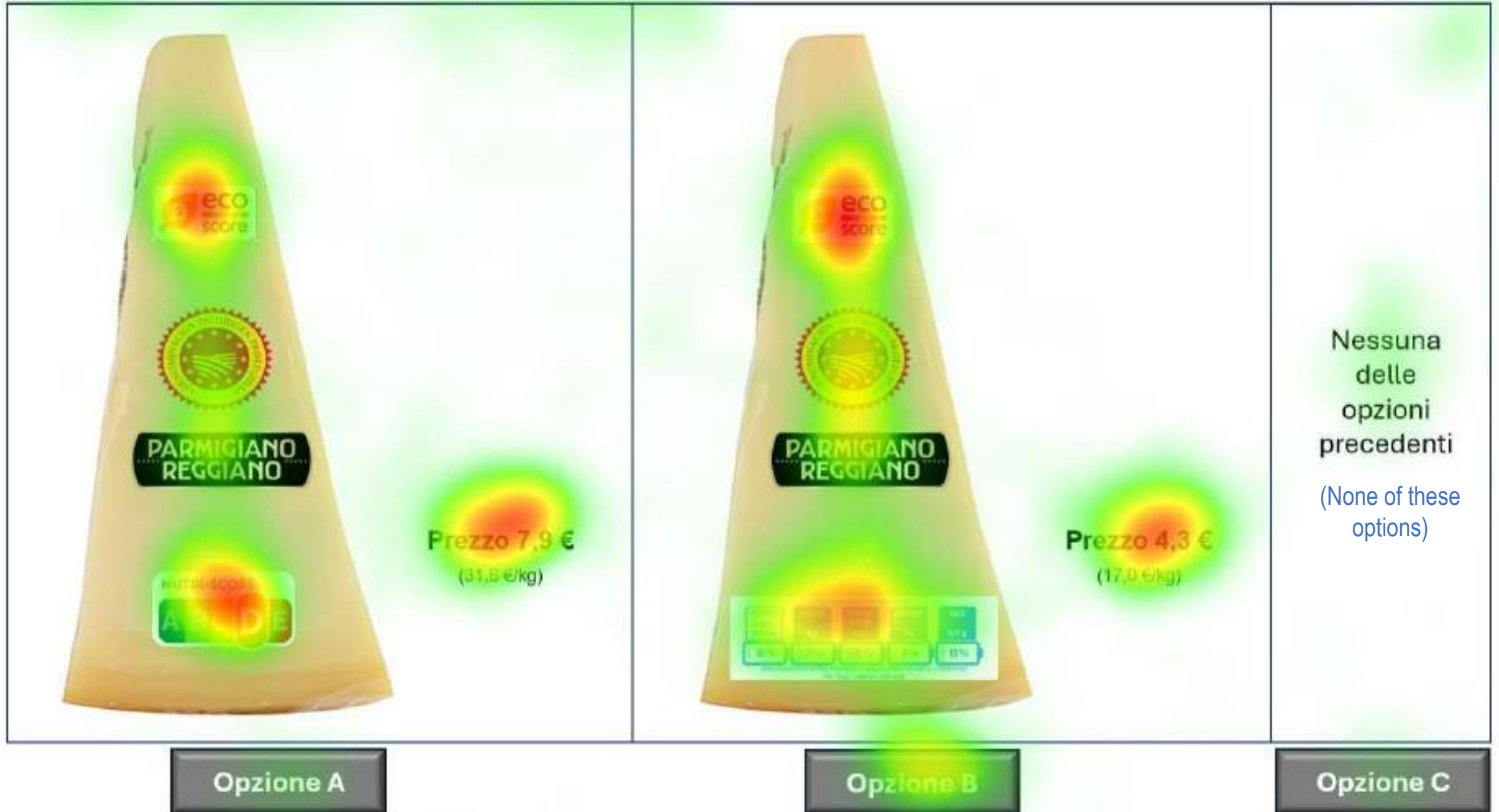


a 5-semantic scale from 1 ("Not important") to 5 ("Very important")



Quale opzione di Parmigiano Reggiano (250g) acquisteresti?

Eye-tracking and visualizations: Heatmap



# Results from eye-tracking

Average eye-tracking measures for the stimuli ( $n = 127$ )

Area of interest	Fixation count				Fixation time (s)			
	Mean	SD	Min	Max	Mean	SD.	Min	Max
Price	6.5	2.4	0.8	16.4	2.5	1.2	0.3	7.3
Nutritional labelling (NL)	4.4	1.6	0.9	10.7	2.1	1.1	0.2	6.2
Eco-score (ES)	4.2	1.7	0.7	10.7	1.8	1.0	0.3	5.6

# Results from Random-parameter logit (RPL) models

## Results: RPL3 & RPL4

- The **coefficients of NI and ES-C are positive** and statistically significant at the 1% significance level in all the models, indicating that consumer utility increases when these labels are reported on Parmigiano Reggiano PDO packages.
- While the **coefficients of ES-D and NS-D are negative** and statistically significant at the 1% significance level in all the models, indicating that consumer utility decreases when these labels are reported on Parmigiano Reggiano PDO packages.

## Results: RPL3: Baseline + Total visit duration (in seconds) of the alternative

- The **more attention (total visit duration) paid to a product alternative**, the more likely the product is to be chosen.

## Results: RPL4: Baseline + Total visit duration (in seconds) of the attribute for each alternative

- The **more attention paid to the NL (TVD\_NL) of a particular product alternative**, the more likely that product alternative is to be chosen.

# Choice experiment & Eye-tracking (Total visit duration or Fixation time): Random-parameter logit model

RPL3: Baseline + Total visit duration (in seconds) of the alternative		RPL4: Baseline + Total visit duration (in seconds) of the attribute for each alternative	
+	-	+	-
ES-C (Eco-score, C) (base = no-ES)	No buy	ES-C (Eco-score, C) (base = no-ES)	No buy
NI (NutrInform) (base = no nutritional labelling)	Price	NI (NutrInform) (base = no nutritional labelling)	Price
<b>TVD_Alternative</b> (total visit duration to the product alternative)	ES-D (Eco-score, D) (base = no-ES)	<b>TVD_NL</b> (total visit duration to the nutritional labelling)	ES-D (Eco-score, D) (base = no-ES)
	NS-D (Nutri-score, D) (base = no nutritional labelling)		NS-D (Nutri-score, D) (base = no nutritional labelling)

- The more attention paid to a product alternative and its attribute (nutritional labelling), the more likely the product is to be chosen.



# Main conclusions

- For Parmigiano Reggiano PDO, NutrInform could provide nutritional information while having no detrimental impact on consumer preferences.
- Eco-score could have a positive or negative impact on consumer preferences depending on the classification.
- The combination of NI and ES-C could increase consumer utility.



# Thank you for your attention!!

*Project funded under the National Recovery and Resilience Plan (NRRP), Mission 4 Component 2 Investment 1.3 - Call for proposals No. 341 of 15 March 2022 of Italian Ministry of University and Research funded by the European Union – NextGenerationEU. Award Number: Project code PE0000003, Concession Decree No. 1550 of 11/10/2022 adopted by the Italian Ministry of University and*

*Research, CUP D93C22000890001, Project title “Research and innovation network on food and nutrition Sustainability, Safety and Security – Working ON Foods” (ONFoods)*



onfoods



# **Use and conceptions of GI- and organic labels among citizens in seven European countries. What role does sustainability play?**

**Second International Conference on the Worldwide Perspectives on Geographical Indications (GIs)**

**Food and Agriculture Organization of the UN (FAO), Rome**  
**Thursday 20th February 2025**

**Gunnar Vittersø**  
**Consumption Research Norway – SIFO**  
**Oslo Metropolitan University**

# Context and research questions

## Political context

- *“Geographical indications can play an important role in terms of sustainability, including in the circular economy, thereby enhancing their heritage value and thus strengthening their role within the framework of national and regional policies with a view to meeting the objectives of the European Green Deal” (EU, 2024)*
- Food Quality Schemes and food policies: a way of empowering *“(…) consumers to make healthy, and sustainable food choices” (Amilien et al. 2022)*

## Topics and questions

- *“How do different actors understand, practice, and adapt the nexus of place-based specificity **and sustainability qualities** in GIs, and what consequences does this dynamic bring?” (Hegnes, 2023)*
  - How will including sustainability help or disadvantage GIs in the marketplace?
  - Do we risk a state of label cannibalization if sustainability is more explicitly pronounced as a dimension of GI products?
  - What role may citizens consumers have in strengthening GIs as a marketing and policy tool?



# Citizens use and conceptions of GIs – recent research

**Strength2Food**, Horizon 2020, grant agreement No [ 678024]

- **Hartmann et al. 2019:** Food quality scheme (FQS) products are not well known by consumers, who often do not understand or pay attention to the label
- **Amilien et al. 2022:** *“FQS rarely played a role in the everyday routinised practices of our participants. (...) little knowledge among the informants about the logos and limited interest in GI labels, despite their interest in the quality of food products and the values underpinning FQS.”*
- *“We observed that FQS were generally absent, or remained in the background at best, in our participants’ everyday planning.”*
- *“During the walkaround tours in grocery stores, we noticed participants hardly used these labels as visible cues that guided their purchases. Private labels owned by retailers and food manufacturers were often better known than FQS and deemed both sufficient and reliable.”* (Amilien et al., 2022)

**Organic-PLUS**, Horizon 2020, grant agreement No [774340]

- **Vittersø et al., 2024:** Indirect quality aspects (credence attributes) less important although variation across Europe.
- **Vittersø et al., 2019:** Variation in use of organic and other quality labels.
- **Vittersø et al., 2019:** Recognition and potential confusion of different quality labels.

**FOODIVERSE**, ERA-NET SUSFOOD2 and CORE Organic Co-fund

- **Vittersø et al., forthcoming:** Retailers promotion of similar products and own brands in direct competition with GI products
- Consumers unaware of GI labels, yet buying locally GI products (heritage foods)

# To what extent do you take the following labels into account when you do your grocery shopping?

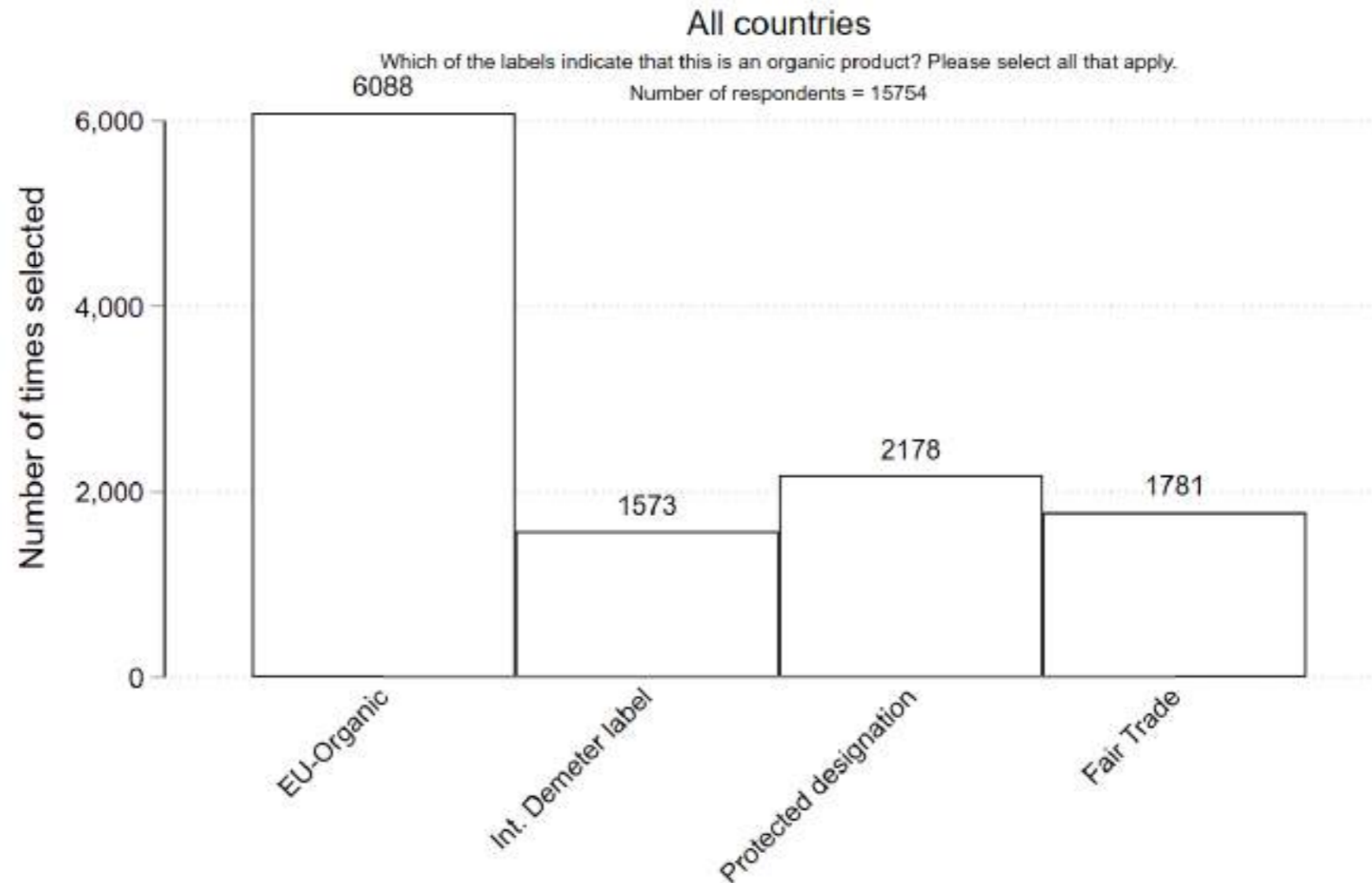


	Country							
	Norway	France	UK	Spain	Poland	Italy	Germany	Total
Never/almost never	45	25	33	24	29	21	39	31
Sometimes	10	33	13	32	32	29	17	24
Almost every time / every time	4	27	14	26	16	36	12	19
Don't recognize label / do not know	41	14	39	19	23	14	32	26
<b>Total</b>	100	100	100	100	100	100	100	100
<b>N</b>	2072	2302	2285	2242	2255	2261	2302	15719

Table: Product labels can be an important source of information when shopping for food. To what extent do you take the following labels into account when you do your grocery shopping?

Source: Vittersø et al., 2019.

# Which of the labels indicate that this is an organic product?



## Discussion

Emphasis on sustainability dimensions of GIs adding a quality dimension?

More complexity challenge for communication and fear of label cannibalization

### Retailers' role as gatekeepers:

- compete on price less on quality
- promoting own brands rather than GI products enhance the problem of invisibility, confusion and label cannibalization

### Citizens consumers:

- Citizens consumers not aware of the role FQS play in facilitating quality- and sustainability dimensions (Amilien et al., 2022)
- Need for facilitation of self-reflexivity among citizens – knowledge and competencies converted into meaning through engagement in “*planned activities*” (Amilien et al., 2022)

## Conclusion

Focusing on synergies between the GI label as a marketing tool and other arenas for marketing of GIs, such as direct sales, may strengthen the awareness, engagement and use of GI products.



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***BOX NARRANTE***  
***an innovative sales system***  
***for certified oils***



*Teresa Del Giudice, Raffaele Sacchi, Maria Luisa Ambrosino*

*University of Naples Federico II – Department of Agricultural Sciences*

*Rome, 20th February 2025*



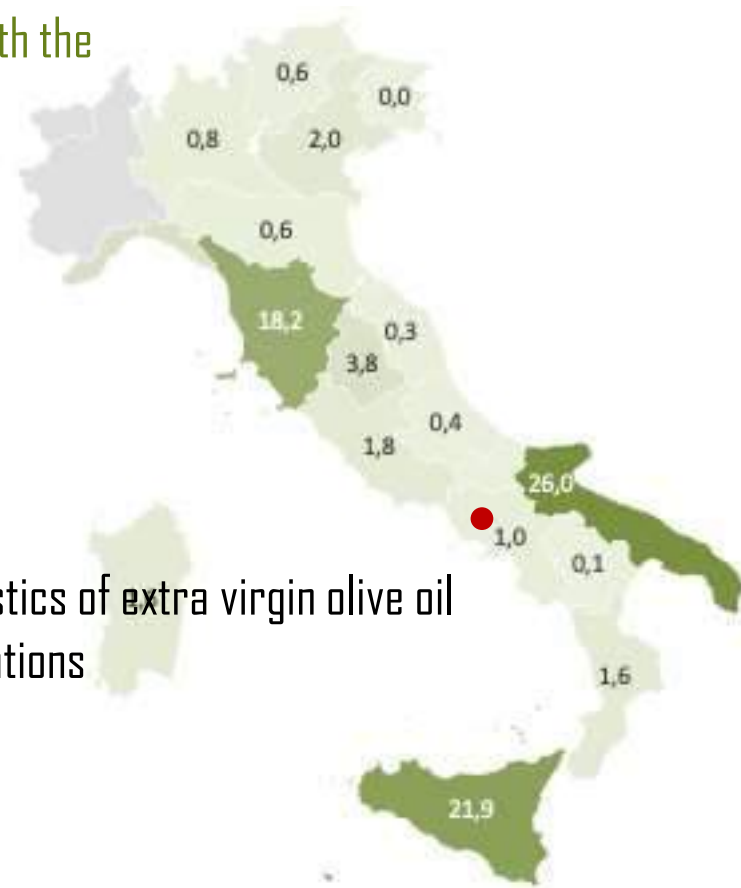
# 42 PDO and 8 PGI oils

They represent a guarantee of authenticity and connection with the environment

- ★ quality carefully checked
- ★ specific organoleptic characteristics

They reach the consumer hardly

- ★ higher price
- ★ lack of knowledge of the sensory and healthy characteristics of extra virgin olive oil
- ★ tendency to underestimate the role of oil in food preparations



# BOX NARRANTE Project



Box narrante  
 il racconto delle diversità dell'extravergine  
 MISURA16.1.1 PRS 2014-2020

## Project steps

- ★ *Concept creation*
- ★ *Oils selection*
- ★ *Home use test*



 OLIO EXTRA VERGINE DI OLIVA 100% ITALIANO fruttato di oliva leggero con amaro e piccante leggeri polifenoli totali 500 ml	 OLIO EXTRA VERGINE DI OLIVA Olio Campania OLIO CAMPANIA IGP fruttato di oliva medio con amaro e piccante medi polifenoli totali 500 ml	 OLIO EXTRA VERGINE DI OLIVA COLLINE SALERNITANE DOP fruttato di oliva medio con amaro e piccante medi polifenoli totali 500 ml
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# There is no single type of EVOO!



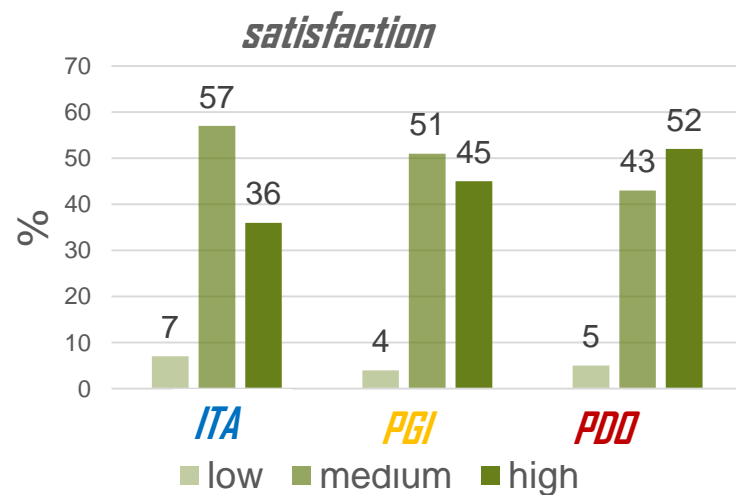
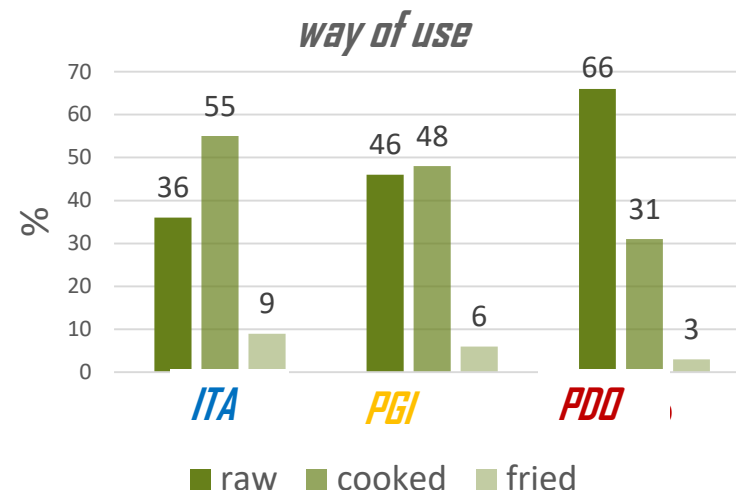


# Home use test

## 1690 food preparations

- 610 using ITA (36%)
- 554 using PGI (33%)
- 526 using PDO (31%)

- ★ The raw use increase with the value of the oil
- ★ The satisfaction grows with the value of the oil





# Content analysis

The informal comments provided by consumers combine bitterness and pungency with a pleasant experience!



**ITA**

*Watery, Neutral  
Light, Normal*



**IGP**

*Good, Pungent  
Tasty, Balanced*



**DOP**

*Bitter, Strong  
High density*



# *Final remarks*

The use of a narrative label could drive consumers

- ★ to recognize some elements of the sensory and healthy profile closely linked to the typicality of GI oils
- ★ to evaluate the effect of oil in different food preparations.

GI oils require tools that allow differentiation from similar products.

The use of sensory descriptors, although limited by current labelling regulations, could be a powerful tool in promoting a segmentation of the use.

The recent reduction in the price gap between certified/not certified oils could promote a greater diffusion of these productions.



Rome, 18-21 February 2025

# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

## Investigating the role of front-of-pack labels on consumers' WTP for a PDO product

### PDO cheese labels: the relationship between price and the degrees of traditionality, quality, sustainability, naturalness, and sensory attributes

Rungsaran Wongprawmas<sup>1</sup>, Enrica Morea<sup>2</sup>, Floriana Dursi<sup>1</sup>, Annalisa De Boni<sup>2</sup>, Giuseppe Di Vita<sup>3</sup>, Cinzia Barbieri<sup>4</sup>, **Cristina Mora<sup>1</sup>**

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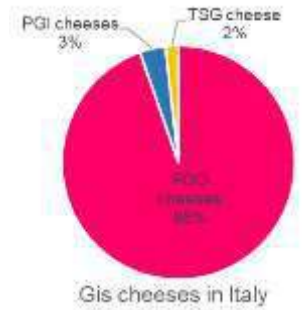


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# Introduction (I)

- The cheese industry faces high competition due to a saturated market and food inflation (EC, 2023), consequently, cheese producers and manufacturers are striving to differentiate their products from others.
- Their strategies may involve registering products as GIs (Geographical Indications) e.g., Protected Designation of Origin (PDO) or implementing other food quality schemes e.g., organic and mountain products (Menozzi et al., 2022).
- There are almost 500 types of cheese in Italy, of which 56 have a GIs (53 PDO cheeses, 2 PGI cheeses, and 1 TSG cheese) (Ismea Qualivita, 2023).
- PDO cheeses are cheeses with a strong connection to the origin; from milk production to cheese maturation.
- The PDO assures consumers that every step of the production process occurred within the geographical boundaries designated by the designation of origin.



# Introduction (II)

- Suppliers use labeling to communicate these characteristics, which could affect consumers' purchasing decisions.
- However, there are few literature on the elements that suppliers employ on the packaging to set PDO cheese products apart from those of their competitors.
- This study aimed to shed light on the elements they used and to what extent cheese labeling may affect product prices



## Products

- Hard cheese  
(Parmigiano Reggiano PDO, Grana Padano PDO, and Hard cheese type);
- Fresh soft cheese  
(Robiola di Roccaverano PDO and robiola type); and
- String cheese  
(Caciocavallo Silano PDO and caciocavallo type).



# Objectives

---

- 1) To explore the different dimensions and subdimensions presented on the labels of selected cheese products in the Italian market.
- 2) To assess the impacts of different dimensions on the sale prices of the cheese products.



# Methods

- Data was obtained through market surveys conducted at various distribution channels in Italy from September to November 2022.
  - Emilia-Romagna Region (hard cheese category),
  - Piemonte Region (fresh soft cheese category), and
  - Apuglia Region (string cheese category)
- 431 validated cheese product labels.
- A content analysis tool (Charnpi et al., 2021) was developed to evaluate cheese product labels based on sensory, traditionality, quality, naturalness, sustainability, and nutritional attributes, along with general information (Grunert et al., 2024; Li & Kallas, 2021; Silvestri et al., 2019).
- Multiple regression models were employed to examine the impact of subdimensions on the prices.





**Figure 1** Dimensions and subdimensions of attributes from the analyzed cheese labels

# Results

- Parmigiano Reggiano PDO (N = 87, M = 24.2, SD = 6.2)
- Grana Padano PDO (N = 153, M = 16.4, SD = 3.20)
- Hard cheese non-PDO (N = 12, M = 14.08, SD = 7.01)
- Robiola di Roccaverano PDO (N = 18, M = 25.4, SD = 5.56)
- Robiola type (N = 94, M = 19.9, SD = 3.99),
- Caciocavallo Silano PDO (N = 31, M = 16.3, SD = 2.84)
- Caciocavallo type (N = 37, M = 17.0, SD = 4.42)

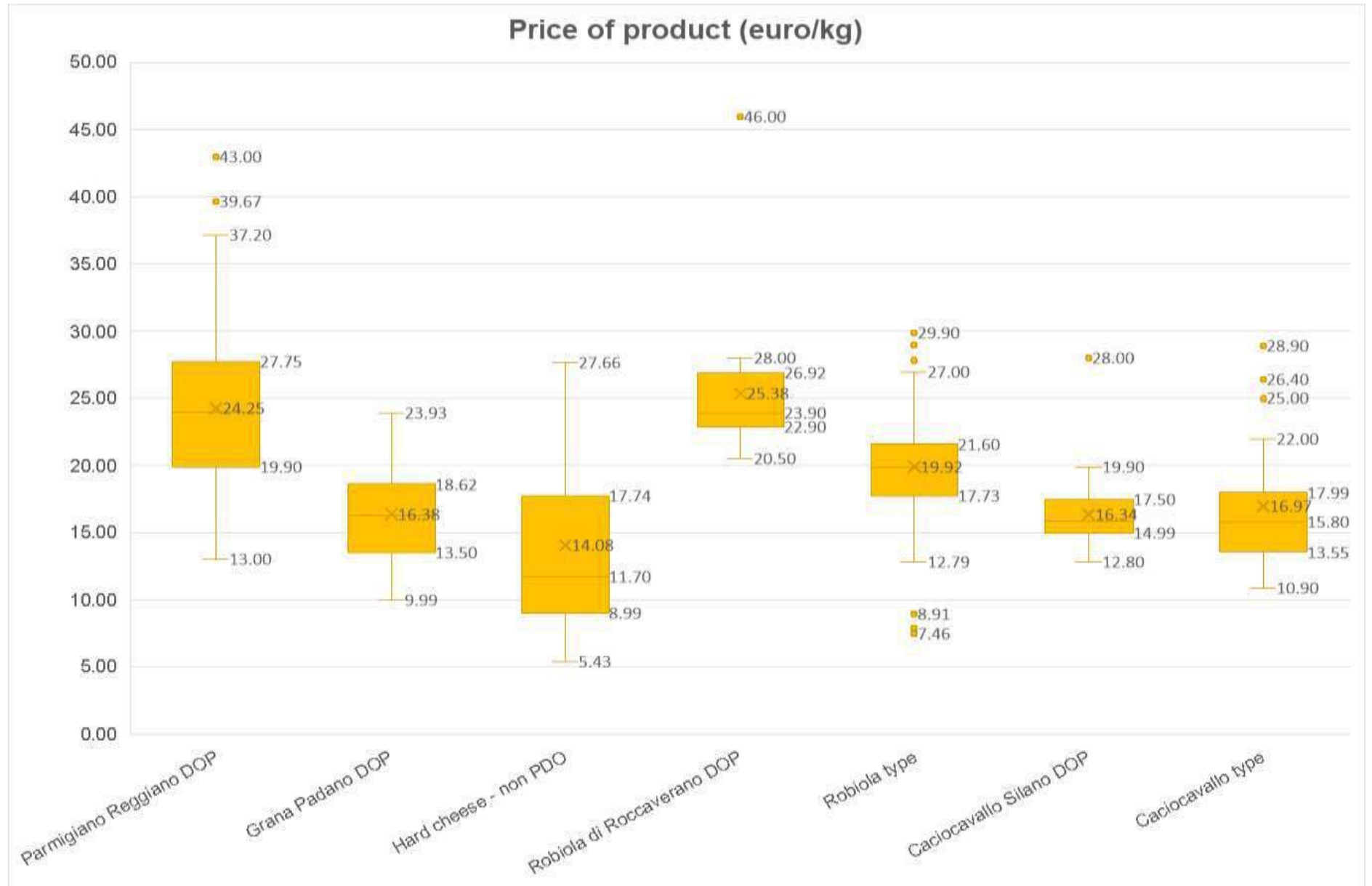
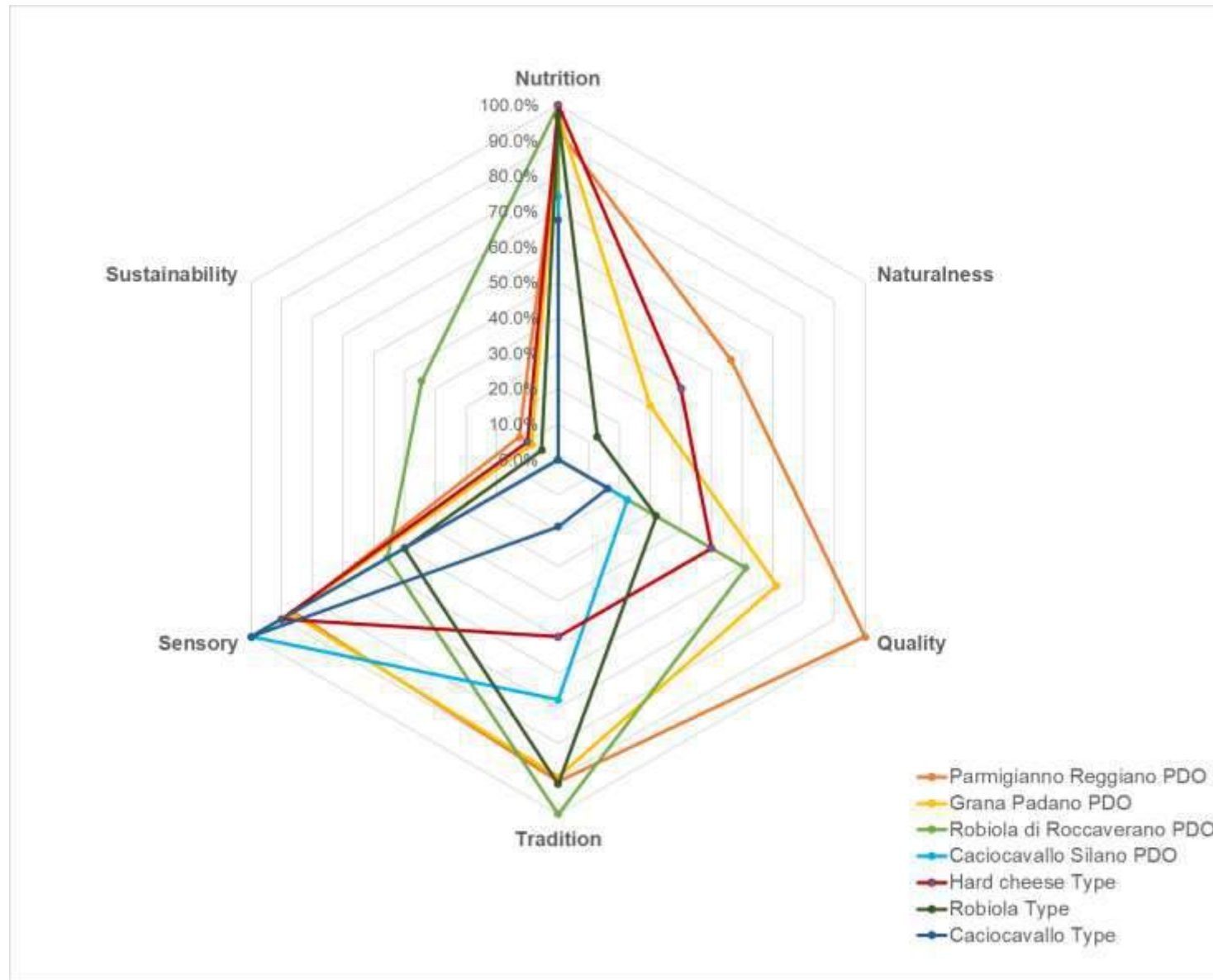


Figure 2 The average price of the products per kg (euro/kg).





**Figure 3** Radar charts depict the six dimensions of attributes presented on product labels.

The charts were constructed by calculating the relative frequency (%) of each product's dimensions

# Results from multiple linear regressions, Dependent Variable = Price (€/Kg)

Hard cheese		Soft fresh cheese		String cheese	
+	-	+	-	+	-
Organic logo	No brand (base = private brand)	Organic logo		Cow breed specification	None
Cow breed specification	Discount store (base = supermarket)	Cheese specialty store (base = supermarket)	Discount store (base = supermarket)	Cheese specialty store (base = supermarket)	
Animal welfare	Open-air market (base = supermarket)	Being PDO cheese (base = Robiola type)			
Sustainable packaging		manufacturer brand (base = private brand)			
Indication on texture	See color of product (transparent packaging)	Notes for degustation			
Naturalness - without others (i.e. GMOs, Natural)					
Cheese maturation					

Note: only Parmigiano Reggiano & Grana Padano

# Discussion

- The results suggested that **tradition and quality dimensions** are crucial for staying competitive, as PDO certification could create value-added to the cheese products in the Italian market.
- However, only PDO certification might not be enough, as other dimensions are also important.
- The value of hard cheese products can be enhanced by **sustainable** (organic label, animal welfare, and sustainable packaging), **quality** (cow breed specification, and cheese maturation period), **sensory** (indication of texture), and **naturalness** (without GMOs and natural) attributes.
- Fresh soft cheese can be differentiated by **sustainable** (organic label) and **sensory** (degustation suggestions) attributes.
- **Specific cow breed information** could add value to string cheese.
- Cheese specialty shops are crucial for distributing fresh soft and string cheeses, as their prices are higher than retail chains. However, Parmigiano Reggiano PDO and Grana Padano PDP's prices depend more on cheese maturation period and brands.



Animal welfare



Biodegradable packaging



cow breed specification



Sensory indication



Naturalness



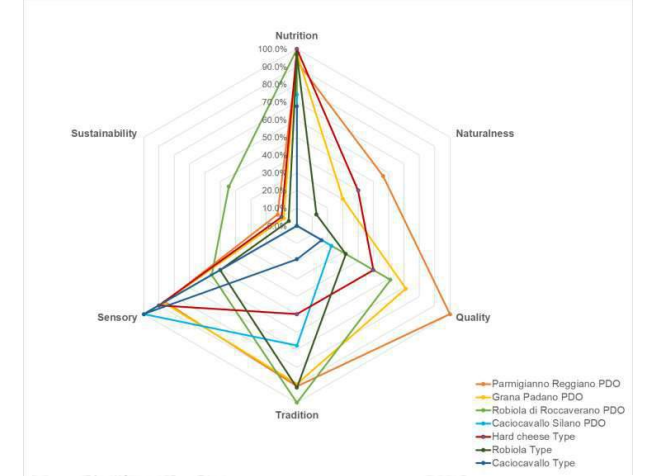
Cheese specialty shop



Degustation suggestion

# Limitations and Future research

- The survey primarily focused on supermarkets as they are the primary food purchase channel in Italy, accounting for 40% of the market share (ISMEA, 2024).
- The content analysis method, while effective, can be reductive, reducing the significance of complex concepts by focusing solely on words or phrases. The issue was addressed by thoroughly documenting every element in the labels.
- The study focused on label analysis; it did not test actual consumer perceptions or willingness to pay directly.
- Future research could delve into consumers' perceptions of various dimensions, comparing them to the analytical tool's findings.

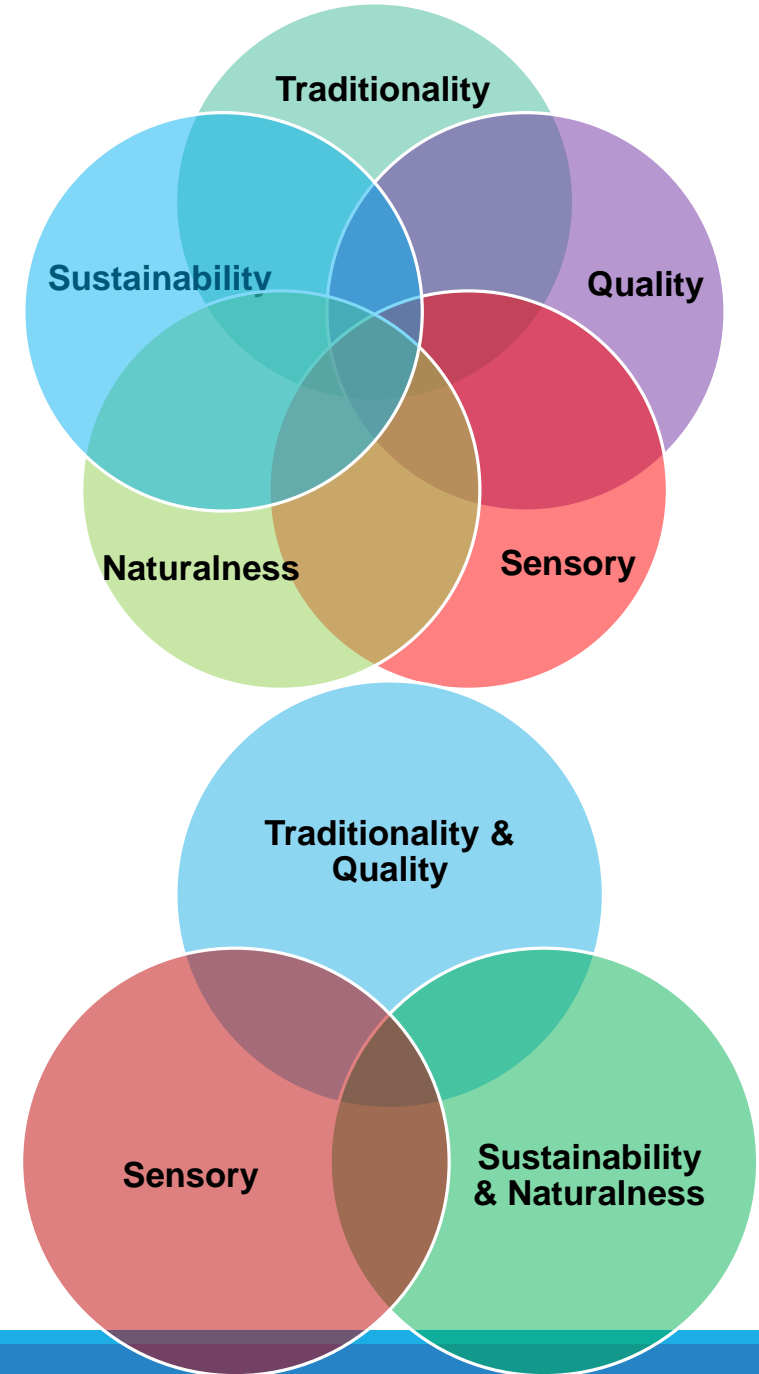


Attribute/Levels	Italy
	No-label hard granular cheese Parmigiano Reggiano PDO
Food quality labels	Mountain Product + Parmigiano Reggiano PDO
Brand	Large-scale retailer brand <b>CONAD</b> National brand Local brand <b>GARFAGNOLO</b>
Price	Level 1: EUR 5.60/300 g Level 2: EUR 6.30/300 g Level 3: EUR 7.00/300 g Level 4: EUR 7.70/300 g



# Conclusions

- The findings suggested that higher cheese product prices are associated with an increase in the degree of tradition and quality on a label.
- Sustainability and naturalness can enhance the value of hard cheese, which is in line with contemporary marketing and sustainable label trends, while using transparent packaging reduces its prices.
- Sensory indications could add value to hard and fresh soft cheeses.
- The content analysis tool developed for this study may provide insight into how different dimensions could be promoted for enhancing the value of the cheese products.



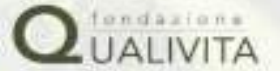
# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

ROME, 18 – 21 FEBRUARY 2025



oriGIn

Organization for an European  
Geographical Indications Network



## Thank you for your attention!!

This work was a part of the project, “PDOonPDO: Protected Designation of Origin (PDO) or non-PDO cheeses: the interplay of consumer preferences and cheeseomics.” financialized by PRIN: Progetto di ricerca di rilevante interesse nazionale – Bando 2020 – Prot.2020NRKHAJ.

The study was approved by the Research Ethics Board of the University of Parma prior to commencing this study (Review number: 0238340).

Research units:



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Department of Food and Drug, University of Parma

Department of Agricultural, Forest and Food Sciences (DISAFA), University of Turin

Department of Soil, Plant and Food Sciences (DISSPA), University of Bari Aldo Moro

<https://pdononpdcheeses.it/>

# Consumers insights on GIs and Sustainability: a Systematic Literature Review

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Research team: Prof Matthew Gorton, Dr Barbara Tocco, Dr Artyom Golossenko, Dr Roberta Discetti

GI international Conference, Rome, Italy

18<sup>th</sup> -21<sup>st</sup> February 2025



Much research on Geographical Indications (GIs) focuses on the supply side (producer co-operation, governance, regulation etc.) but the success of GIs also depends on the nature of consumer demand.

Important policy objectives of:

- a) Strengthening consumer demand for GIs to improve the latter's sustainability
- b) improving the promotion of GIs that are aligned with healthy and sustainable diets.

Need to understand what is known, as well as unanswered questions, relating to consumers' attention to, and engagement with, GIs, as well as factors enhancing their appeal.

The objective of this paper is to present a Systematic Literature Review (SLR) pertaining to consumers' awareness, perceptions, and demand for GIs with particular consideration of their relations with the broader goals of more sustainable and healthy diets.





## Systematic Literature Review (SLR)

- Database Selection & Search Strategy:
  - Database: Scopus
  - Keywords: Geographical indications, consumer perceptions, attitudes, behaviours, sustainability, health, diet
- Screening and Selection:
  - Initial sample: n=320
  - Abstract screening focused on consumer behaviour and GIs (n=268)
  - Final sample: n=170 (as of May 14, 2024)

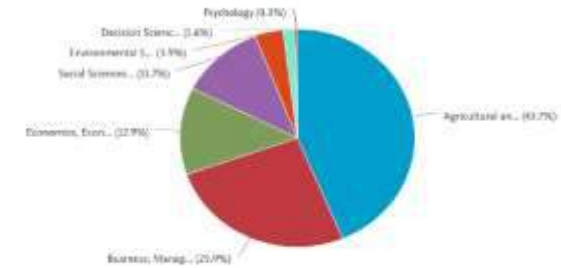
## Conceptual Framework Development

- Overview of key drivers, barriers and outcomes of consumer demand for GI products.

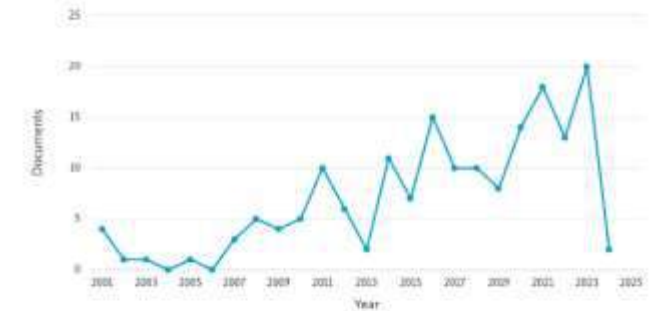
## Expert Validation

- SLR insights and conceptual framework presented at the GI SMART online workshop (May 2024)

Documents by subject area

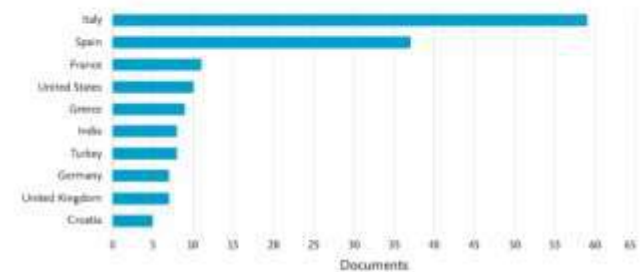


Documents by year



Documents by country or territory

Compare the document counts for up to 15 countries/territories.





## Perception of GIs

- Consumer preferences for authenticity, traceability, regional identification: Bytyçi et al., 2024; Užar and Filipović, 2023a; Staffolani et al., 2023; Alpeza et al., 2023; Gaspar et al., 2022; Di Vita et al., 2021; Chen, 2021; Jelić Milković et al., 2021
- Importance of brand name and reputation: Užar and Filipović, 2023; Zhe et al., 2023; Maró et al., 2023; Ballco et al., 2022

## GIs as a Tool for Product Differentiation and Added Value

Including promotion of health benefits; healthier diets: Iotti et al., 2023; Alpeza et al., 2023; Savelli et al., 2022; Aytöp and Çankaya, 2022; Rivera-Toapanta et al., 2022; Narciso and Fonte, 2021; Di Vita et al., 2021; Mattas et al., 2020

## Quality Attributes and Information

Importance of quality attributes including taste and sensory cues: Alpeza et al., 2023; Bimbo et al., 2023; König et al., 2022; Ballco et al., 2022; Bartoli et al., 2022; Rabadán et al., 2021; Mora et al., 2021

## GI Labelling and Certification

- Positive impact of GI labelling and certification: Martínez-Falcó et al., 2024; Aytöp and Çankaya, 2022; Santeramo et al., 2020
- Interaction effects between GIs and other quality or organic labels: Papoutsis, 2023; Stiletto and Trestini, 2022

## Socio-demographic Factors

Differences across consumer segments: Staffolani et al., 2023; Di Vita et al., 2023; Trentinaglia et al., 2023



# Barriers to Consumer Demand for GIs

**Low Consumer Awareness and Knowledge of GIs:** Alagu Niranjan et al., 2023; Clemente-Villalba et al., 2021; Kos Skubic et al., 2019

Effect of information availability and asymmetry: Garavaglia and Marcoz, 2014; Li et al., 2017; Teuber, 2011

Lack of understanding among consumers regarding GI benefits: Oledinma and Roper, 2021

**Role of Communication:** Maró et al., 2023; Savelli et al., 2021; Rabadán et al., 2021

Role of e-commerce and technology for GI products: D'souza et al., 2021; D'souza and Joshi, 2020

**Pricing Concerns and Willingness to Pay**

Papoutsi, 2023; Bimbo et al., 2023; König et al., 2022; Stiletto and Trestini, 2022; Ballco and Gracia, 2020

**Low Safety Perception of Artisan Products**

Perceived risks; low intention to purchase local GI products; absence of quality maintenance mechanisms: Bytyçi et al., 2024; Toma et al., 2023; Alagu Niranjan et al., 2023; Espejel et al., 2009

**Socio-demographic Factors**

Influence of socioeconomic and demographic factors including age, gender, income level, education: Alpeza et al., 2023; Trentinaglia et al., 2023; Nilgün-Doğan and Adanacioğlu, 2022; Chen, 2021; Goudis and Skuras, 2021; Kokthi et al., 2016



**Contribution to Rural Development and Sustainable Production Systems:** Didonna et al., 2023; Das and Dileep, 2023; Singh and Bharti, 2023; Musolino et al., 2022; Rivera-Toapanta et al., 2022; Paffarini et al., 2021; Sgroi, 2021

**Preservation of traditional knowledge, recipes, and rural landscapes:** Blakeney, 2017

- Environmental conservation and promotion of quality supply chains: Musolino et al., 2022; Rivera-Toapanta et al., 2022

**Premium Pricing for GI Labels**

- Consumers willing to pay premium prices for GI labels (PDO, PGI) over non-GI products: Staffolani et al., 2023; Papoutsi, 2023; Galletto et al., 2021; Sanjuán-López and Resano-Ezcaray, 2020; Ballco and Gracia, 2020; Leufkens, 2018
- Organic certification may command higher premiums than GI labels: Papoutsi, 2023; de-Magistris and Gracia, 2016

**Enhanced Consumer Experiences and Environmentally Responsible Behaviour:** Li et al., 2023

**Enhanced Consumer – Producer Relationships**

- Consumer trust, consumer satisfaction, consumer loyalty and repurchase intentions: Zhe et al., 2023; Fandos-Herrera, 2016



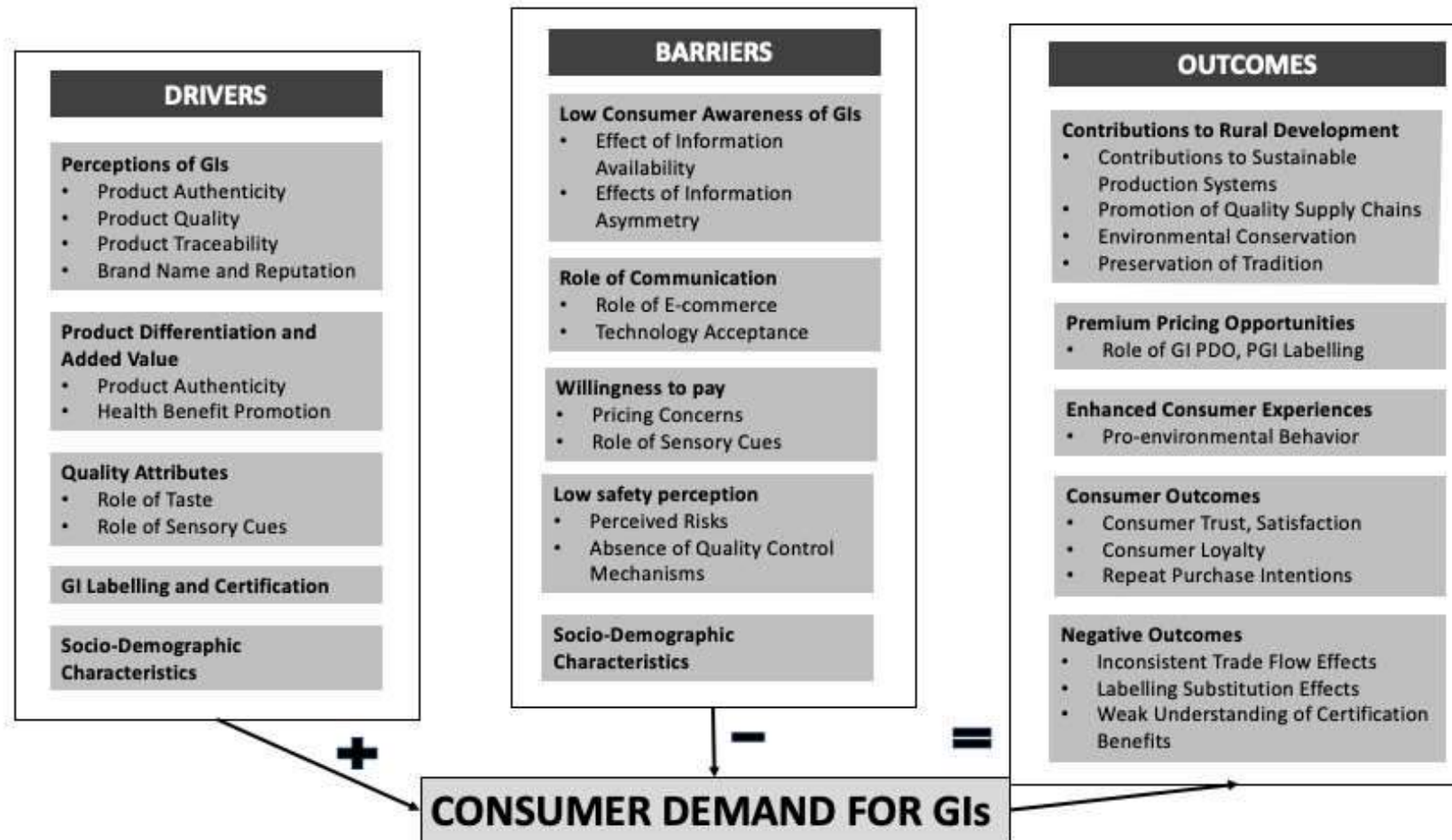


Figure 1: General Framework of State of the Art on Consumer Insights and GIs



Write up of SLR as part of GI SMART conceptual framework

Pilot World Cafes (dialogues between GI producers and consumers) to generate mutual understand and improve: GI – consumer engagement, consumer awareness, and understanding of GIs

Polit cross-national survey to estimate consumers' willingness to pay for GI products. And analyse GI product choices with social, economic, ecological, nutritional and health attributes.

Pilot eye tracking research to understand consumer attention to GI logos and how it can be improved and online experiments to devise better communication and promotional strategies



## Further information

Dr Cezara Nicoara

[Cezara.nicoara@ncl.ac.uk](mailto:Cezara.nicoara@ncl.ac.uk)



# End of the presentation

**Thank you for your attention**



**Funded by  
the European Union**

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**LA SOSTENIBILITÀ PER LE ATTIVITÀ  
TURISTICHE DELLE AZIENDE AGRICOLE:  
PROMUOVERE LA SOSTENIBILITÀ NEL TURISMO  
ENOGASTRONOMIC**

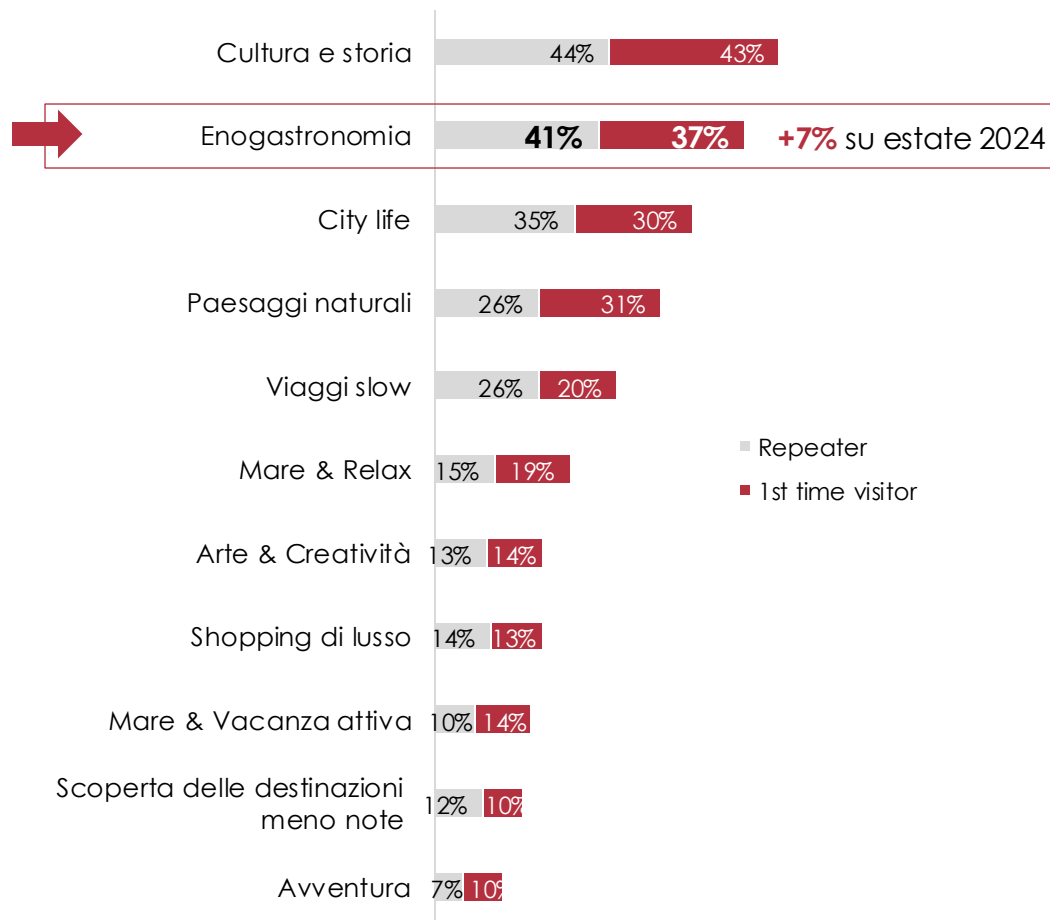
*Roberta Garibaldi*

# FOOD EXPERIENCE CENTRALI NEI VIAGGI

Tipologie di esperienze preferite nelle vacanze autunno-inverno 24/25

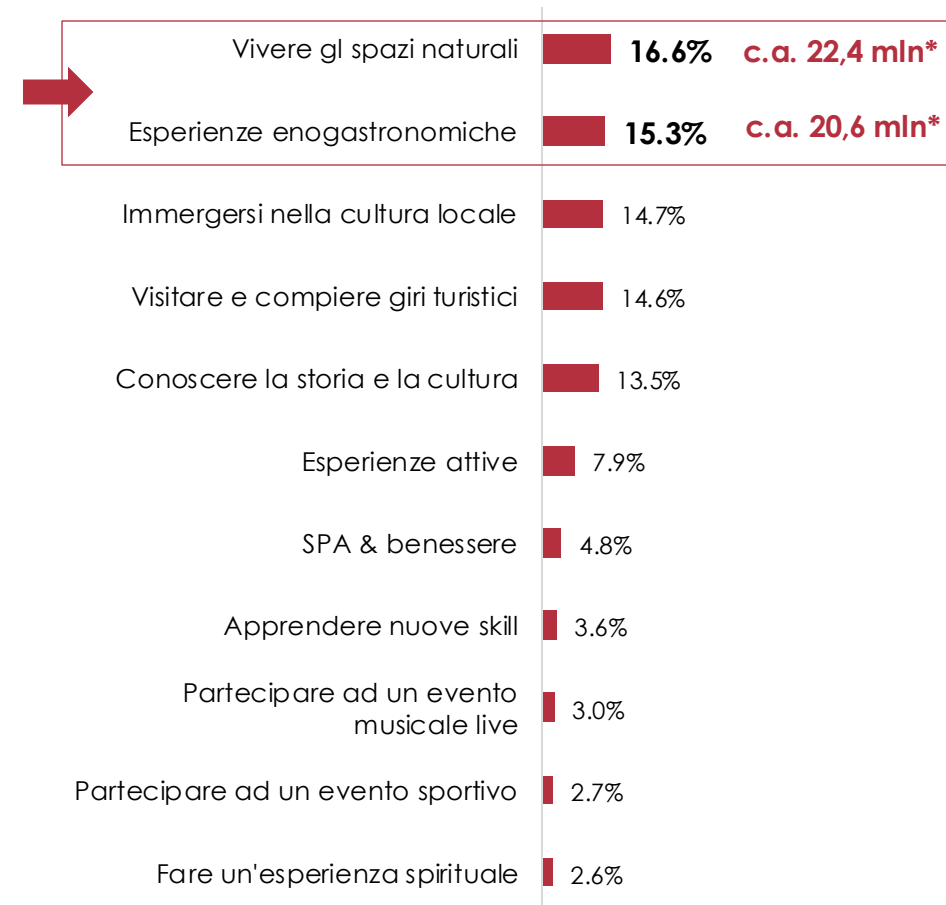
## TURISTI EXTRA-EUROPEI<sup>1</sup>

Viaggi in Europa per l'autunno 2024



## TURISTI EUROPEI<sup>2</sup>

Viaggi ottobre 2024 – marzo 2025



# L'IMPATTO ECONOMICO DEL TURISMO ENOGASTRONOMICO

In collaborazione con:



## Oltre 40 mld €

Il contributo del turismo enogastronomico al PIL nazionale



**6,9** il moltiplicatore (rapporto benefici/costi)

# I PICCOLI BORGHI E LE AREE INTERNE

Presenze di turisti stranieri nelle  
aree rurali delle aree interne non  
sul mare - EUROSTAT<sup>1</sup>

**ITALIA**  
48.485.335  
pernottamenti  
20,7% sul totale

**FRANCIA**  
28.463.954  
pernottamenti  
20,6% sul totale

**GERMANIA**  
12.631.921  
pernottamenti  
15,7% sul totale

**SPAGNA**  
6.517.986  
pernottamenti  
2,2% sul totale

In Italia i piccoli borghi sono i  
custodi della quasi totalità delle IG  
*food & wine*<sup>2</sup>

**93%**  
Si trovano nei piccoli comuni  
dell'entroterra italiani

L'interesse verso le aziende di  
produzione raggiunge le  
esperienze culinarie<sup>3</sup>

**56%**  
I turisti italiani che indicano  
le **ESPERIENZE CULINARIE NEI  
RISTORANTI** come motivo di  
un viaggio recente  
(3 anni)

**52,5%**  
I turisti italiani che indicano  
le **VISITE AI LUOGHI DI  
PRODUZIONE** come motivo  
di un viaggio recente  
(3 anni)



# TURISMO E SOSTENIBILITÀ

## Risvolti positivi e negativi

Il **turismo** può avere **effetti negativi**:

- Impatta sul **clima**

*Il settore genera il 5% delle emissioni di CO<sub>2</sub> globali*

*In Europa, il 12% del cibo sprecato (pari a c.a. 35 miliardi di €) proviene dalla ricettività e della ristorazione*

*I turisti internazionali «inquinano» TRE volte tanto i residenti nei Paesi in via di sviluppo*

- Aumenta la **pressione** sulle **risorse ambientali**, causando **conflitti di utilizzo**

*I turisti utilizzano tra i 300 e gli 850 litri di acqua al giorno, ben oltre il consumo dei residenti*

- Genera **problemi di sovraffollamento (overtourism)**, creando insoddisfazione tra la comunità locale



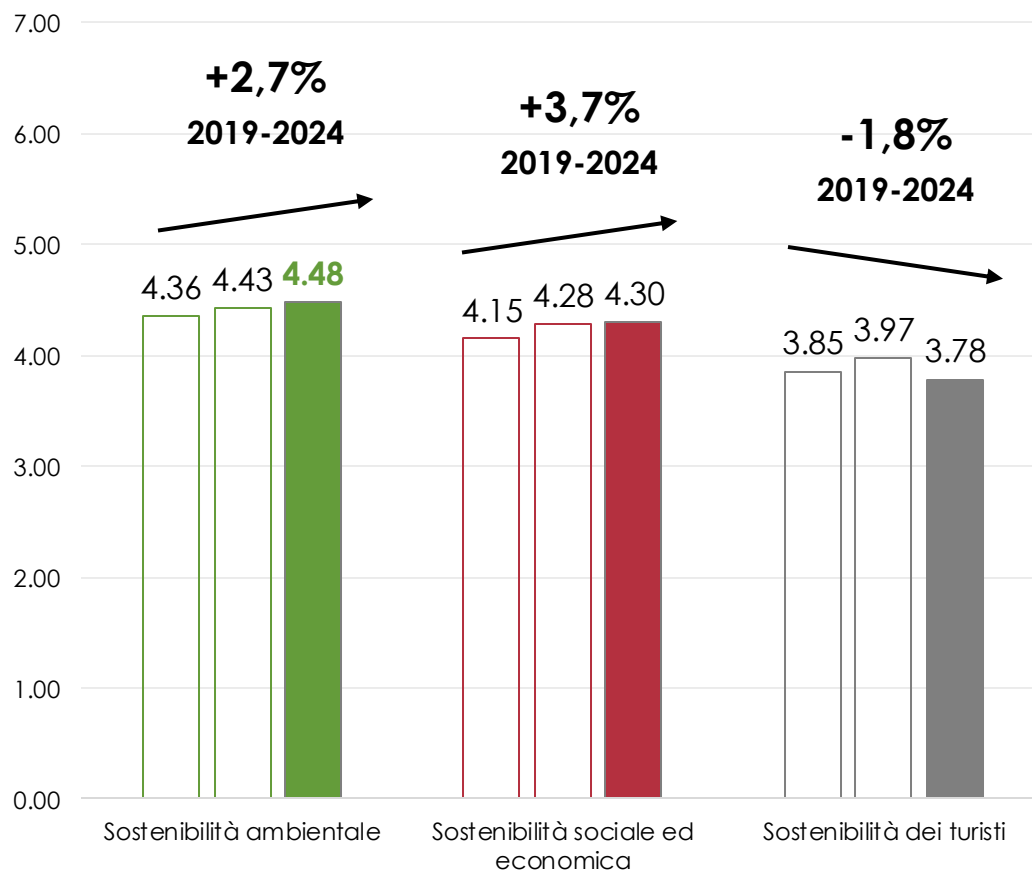
Un **turismo** che si caratterizza per un **approccio sostenibile**:

- **Coinvolge le comunità locali** nelle decisioni di sviluppo turistico
- Concorre a **qualificare la forza lavoro**
- Consente una **gestione efficiente ed efficace dei flussi turistici**
- Permette una **migliore tutela e valorizzazione del patrimonio ambientale e culturale**
- Favorisce **strategie di produzione e consumo responsabili** dei prodotti, dei servizi e delle esperienze turistiche
- Contribuisce ad **orientare gli investimenti** verso infrastrutture e servizi a basso impatto ambientale
- Rende il **sistema turistico più resiliente** verso gli shock esogeni ed endogeni
- Favorisce il **raggiungimento degli Obiettivi di Sviluppo Sostenibile delle Nazioni Unite**

# LA SOSTENIBILITÀ NEL TURISMO

## LE PERFORMANCE DELLE DESTINAZIONI

Travel & Tourism Development (2019, 2021 e 2024)<sup>1</sup>



## IL COMPORTAMENTO DEL TURISTA<sup>2</sup>



**Alta è l'intenzione verso viaggi più responsabili**

→ Il 72% dei turisti mondiali dichiara di voler essere più sostenibile



**Cresce il numero di review relative alle iniziative di sostenibilità degli operatori turistici**

→ Dallo 0,3% all'1,2% del totale (2028-2023)



**La sostenibilità non è una priorità nelle scelte di viaggio**

→ Il 45% dei turisti mondiali la ritiene non fondamentale



**I turisti stanno già modificando i comportamenti di viaggio in base alle variazioni del clima**

→ Il 76% dei cittadini europei dichiara di aver modificato in parte le proprie abitudini,

# I PRIMATI DELL'AGRICOLTURA ITALIANA

## I PRIMATI DEL SETTORE AGRICOLO ITALIANO IN EUROPA<sup>1</sup>

### Riduzione pesticidi chimici

Italia: -11%  
Media UE: -5%

### Superficie agricoltura biologica

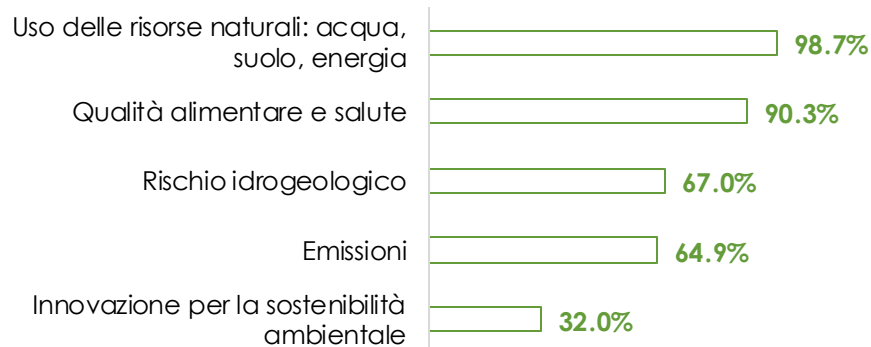
Italia: 16,8%  
Media UE: 9,1%

### Emissioni CO2 agricoltura

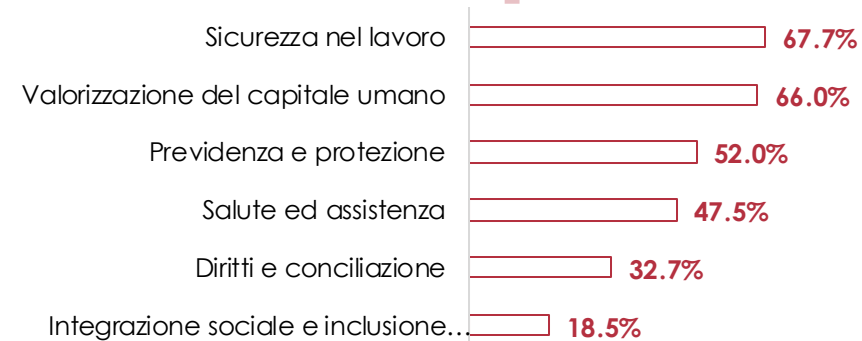
Italia: 3,6%  
Media UE: -3,9%

## LA SOSTENIBILITÀ NELLE AZIENDE AGROALIMENTARI ITALIANE<sup>2</sup>

**58%** Le aziende con un **alto livello di sostenibilità ambientale**



**43%** Le aziende con un **alto livello di sostenibilità sociale**



# IL GAP TRA INTENZIONI E COMPORTAMENTO IN VIAGGIO

## INTENZIONE VS COMPORTAMENTO DI VIAGGIO NELLA SCELTA DEI TRASPORTI E DELL'ALLOGGIO<sup>1</sup>

Confronto fra turisti di Italia, Francia, Germania, Spagna, UK e USA, Anno 2023



### Mezzo di trasporto

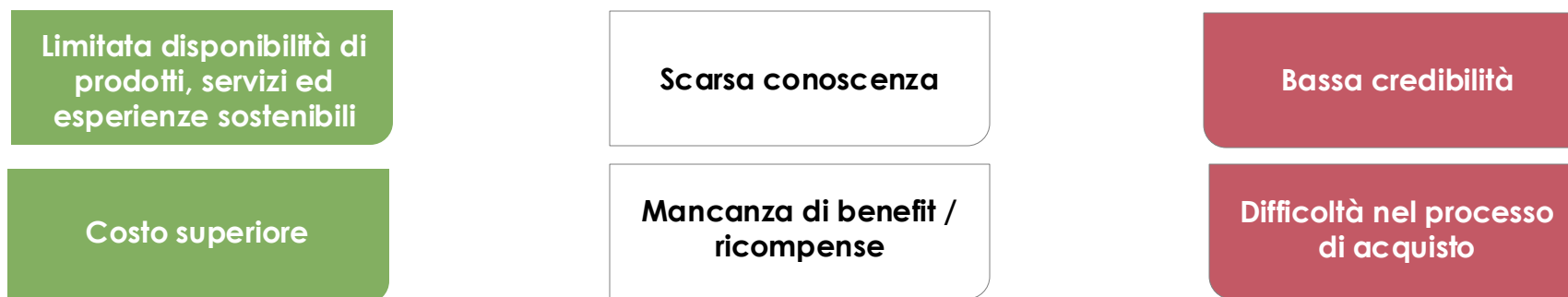
	IT	FR	DE	ES	UK	USA
<b>Intenzione</b>	50%	52%	51%	53%	53%	50%
<b>Comportamento effettivo</b>	8%	10%	11%	7%	9%	8%



### Alloggio

	IT	FR	DE	ES	UK	USA
<b>Intenzione</b>	52%	51%	55%	51%	51%	48%
<b>Comportamento effettivo</b>	13%	13%	9%	12%	6%	8%

## LE RAGIONI DEL GAP TRA INTENZIONE VS COMPORTAMENTO<sup>2</sup>





# COPENPAY

## VISIT COPENAGHEN

*Copenaghen, Danimarca*

**COPENPAY PREMIA LE AZIONI  
SOSTENIBILI CON ESPERIENZE  
CULTURALI**



**4.859** Articoli

**111 mln \$** Media

**387.000** Interazioni Stampa

**468.000** Interazioni Social media

**76.000** Utenti Copenpay.com

**+ di 5.100** Partecipanti

Photo credits: [visitcopenhagen.com/copenpay](http://visitcopenhagen.com/copenpay)

Roberto Garibaldi  
WINE • FOOD • TOURISM



# CopenPay

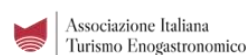


# L'ECOSISTEMA CARTES



8 PARTNER

41 ADESIONI



Partner tecnici:



COMUNICAZIONE PARTICELLARE



1 Regione

19 Comuni

11 Operatori Del Settore Turistico

8 Strade del vino e dei sapori

2 Associazioni di categoria



CarTES rende più consapevoli i turisti e gli operatori del settore sulle migliori pratiche da seguire per un'idea di turismo che lasci il segno ma nel rispetto di ambiente e territorio.

Per info: [turistaenogastronomicosostenibile.it](http://turistaenogastronomicosostenibile.it)







**SCARICA IL RAPPORTO  
SUL TURISMO  
ENOGASTRONOMIC  
ITALIANO**







# Festivals for apple-based PGI products in Norway


*Atle Wehn Hegnes,  
Oslo Metropolitan University*

---





# Geographical Indications in Norway






Godkjente produkter    BLI MERKEBRUKER    SØKNADER OG HØRINGER    ENGLISH    AKTUELT


## Protection of geographical indications in Norway

Geographical indication protection, governed by Norway's national legislation, is a public certification scheme providing legal safeguards for foodstuffs linked to specific regions or traditional specialties.

This strategy, initiated by the Ministry of Agriculture and Food, fosters innovation and diversifies local food production, allowing consumers to access a broader product range with reliable information on product origins and special qualities.






ROUTLEDGE FOCUS



## Food Cultures and Geographical Indications in Norway

ATLE WEHN HEGNES









FRUKT- OG SIDERRUTA  
Lekve-Syse-Hakastad

# Blømingshelg i Ulvik 19. - 21. mai

**Fredag 19. mai kl 20.00 på fjorden ved Haugesenteret:**  
Litterær salong med Brit Bildøen på Litteraturbåten Epos.  
Dørene åpner kl 19.00. Sal av lokal sider.  
Billett kr 250. Billettsal på [www.nynorsk.no](http://www.nynorsk.no) og i Haugesenteret.  
Arrangør: Haugesenteret.

**Laurdag 20. mai kl 11.30 - 17.30: Siderslepp på Frukt- og siderruta**  
[www.siderruta.no](http://www.siderruta.no)  
Faste omvisingar med smaksprøver på kvar gard: kl 12.00 - kl 14.00 - kl 16.00



11.-13. May 2023

TICKETS

# EPLFESTIVALEN 17. SEPTEMBER 2023

Ta kontakt



# NORSK EPLFEST

LAURDAG 23. SEPTEMBER 2023



**Bøblad**  
Inkubator for Midt-Tiermann

ARRANG: Les om dei lange florbøndene  
Grunnlag: Les på hansen.gard.no











*Thank you for  
your attention*





**WORLDWIDE PERSPECTIVES  
ON GEOGRAPHICAL INDICATIONS**

**The role of the regional IP offices in shaping the GI framework  
in Africa over the last 15 years and way forward**

**Magui NNOKO  
OAPI, Yaoundé**

**Roma : 18 - 21 février 2025**

IP registration office

Development support institution

- Uniform Law ;
- Common Office for the 17 Member States ;
- Centralized procedures ;
- Registration of trademark, patent, plant variety, Design. Geographical indication

Since 1962



Our 17 member States ...  
with 200 million inhabitants  
*A land of real Business Opportunities.*

- Benin • Burkina Faso • Cameroon • Central African Republic
- Comoros • Congo • Cote d'Ivoire • Gabon • Guinea
- Guinea Bissau • Equatorial Guinea • Mali • Mauritania
- Niger • Senegal • Chad • Togo



## ESTABLISH AN APPROPRIATE LEGAL AND INSTITUTIONAL FR

**Bangui Agreement establishing an African Intellectual Property Organization, revised on December 14, 2015 in Bamako**

**National Committee for Geographical Indications in Member States**

Support for  
product  
identification

National validation  
of the registration  
file

Product  
promotion

**Ministerial conference of Ouagadougou in 2005**

# SUPPORT THE DEVELOPMENT OF MEMBER STATES THROUGH THE STRATEGIC USE OF GEOGRAPHICAL INDICATIONS.



Cooperation was the key support of Gi development in OAPI members state



INSTITUT NATIONAL DE L'ORIGINE ET DE LA QUALITÉ



13p  
GI

More partnership on GI project multiply by 6 the number of registered products in a shorter period

3GI  
r

2006-2014

5GI  
r

2018-2024





### 13 registered Products

- **Penja Pepper** (*Cmr*)
- **OKU White honey** (*Cmr*)
- **Ziama Macenta Coffee** (*Guinée*)
- **Ananas pain de Sucre** (*Benin*)
- **Echalotte de Biandiagara** (*Mali*)
- **Oignon violet de Galmi** (*Niger*)
- **Kilichi** (*Niger*)
- **Chapeau de Sapone** (*BF*)
- **Pagne Baoulé** (*C. I*)
- **Attieké des Lagunes** (*C.I*)
- **Riz de Kovié** (*Togo*)
- **Madd de Casamance** (*Sgl*)
- **Café de Maan** (*CI*)

### 4 Products under technical study for registration

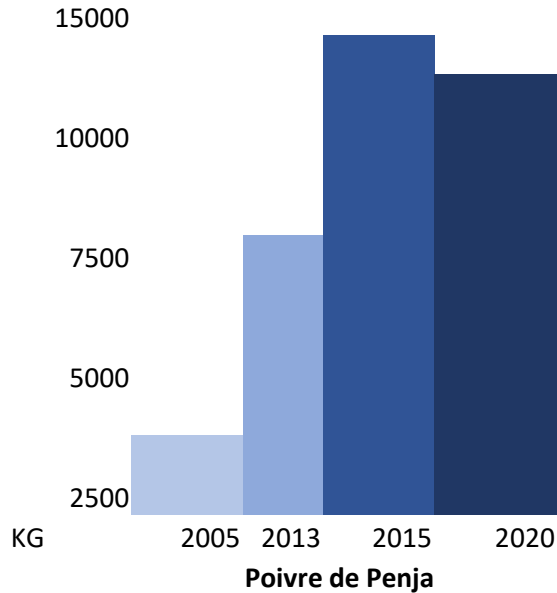
- **Bingou Stones** (*Gabon*)
- **Ylang Ylang** (*Comoro*)
- **Poutargue de Mouadibou** (*Mauritania*)
- **Fromage Wagashi** (*Benin*)

### 4 Products on registration process

- **Baronne de Guinée**
- **Cacao Rouge du Cameroun**
- **Gari Sohoui de Savalou**
- **Huile d'Agonlin** (*Benin*)

## IMPACT OF GI PROGRAM SUPPORT

### Social and economic EX: Penja pepper



- Price increase of nearly 86% in the production area;
- Incomes increased for farmers, around 25 to 50 new hectares of penja pepper are planted each year;
- Jobs were created . Around 1500 people;
- More markets for Penja Pepper in Europe and Africa;

**Human Ressource Development:** Ex: Africa Gi training . Developing national expertise in Members state to conduct Gi registration process (Mali, Cote d'Ivoire, Cameroon)

**Political engagement :** project of labeling and promoting local quality product by members state with their national budget are increasing (Ex Burkina Faso. A fabric, made from non-genetically modified heavy cotton yarn, with an annual revenue potential estimated at more than 77 million of Euro)





a plea on GIs to politicians

## ***THE ROLE OF OAPI AS AN OFFICE FOR THE DEVELOPMENT OF GI***

- The development of a strong legal and institutional framework
- The development of a significant Human resources with quality training
- The development of GI tools to help for the evaluation of futur GI product, and the drafting of technical specifications
- The plea on GI's to politician (2 ministerial conferences)

## ***PERSPECTIVES ON GI***



**Investment on GI  
sustainability**

Control

Acces to Market

Branding

**Complementary cooperation  
adapted to the needs of GI producers**

**Improve the capacity of members states for the  
promotion and development of GIs**

**THANK YOU FOR YOUR KIND  
ATTENTION!**



**THE ARTICULATION BETWEEN NATIONAL, REGIONAL AND  
CONTINENTAL LEVEL IN RELATION TO GIs IN AFRICA**



# About ARIPO

Established by the Lusaka Agreement, 1976  
(ESARIPO → ARIPO)

## Vision

- To be Africa's leading IP Organization that promotes socio-economic development.

## Protocols

- Harare, 1982
- Banjul, 1993
- Swakopmund, 2010
- Arusha, 2015
- Kampala, 2021

## Member States

- **22** Member States
- Population: over 170 million



## Mandate

- Patents, Utility Models, Industrial Designs
- Trademarks
- New Plant Varieties
- Copyright & Related Rights
- Traditional Knowledge, Geographical Indications



Fostering Creativity and Innovation for Economic Growth and Development in Africa

# ARIPO Membership

- Botswana
- Cape Verde
- Eswatini
- Gambia
- Ghana
- Kenya
- Liberia
- Lesotho
- Malawi
- Mauritius
- Mozambique
- Namibia
- Rwanda
- Sao Tome & Principe
- Seychelles
- Sierra Leone
- Somalia
- Sudan
- Tanzania
- Uganda
- Zambia
- Zimbabwe

= 22



## Potential MS:

- Angola
- Burundi
- Democratic Republic of Congo
- Egypt
- Ethiopia
- Eritrea
- Nigeria
- South Africa
- South Sudan

= 9



Fostering Creativity and Innovation for Economic Growth and Development in Africa

# Objectives for Establishing ARIPO

- To promote the harmonization and development of the intellectual property laws, and matters related thereto, appropriate to the needs of its members and of the region as a whole;
- To establish common services or organs for the co-ordination, harmonization and development of the intellectual property activities affecting its members;
- To establish schemes for the training of staff in the administration of intellectual property law;



# GIs AT ARIPO

- At the 13<sup>th</sup> Session of ARIPO's Council of Ministers, held in Accra, Ghana, in December 2011, the Council extended ARIPO's mandate to include Geographical Indications (GIs).
- Since then, the Secretariat has sensitized Member States on GIs to build capacity for promoting and protecting GIs.
- In 2012 the Secretariat began working on a GI Protocol, but the work stalled.
- In November 2021, ARIPO, in collaboration with AfrIPI, organized a conference on GIs for ARIPO Member states to discuss the future of GIs.





# GIs AT ARIPO

- An ad hoc sub-working group was formed to identify the most appropriate framework for GI protection.
- The sub-working group recommended promoting and operationalizing national laws on GIs and, later, harmonization at the regional level.
- The result is a draft model law on GIs that will provide guidance for a tailored, grassroots-oriented approach to building the national GI system.



# GIs AT ARIPO

- The AfriPI Project provided the technical and legal support for developing the Model Law on Geographical Indications.
- Consultants were recruited for needs assessment and to develop legal assistance (Model Law)
- Technical assistance and Model Law linked to the African Union (AU) Continental Strategy for Geographical Indications (GIs) (2018-2023)



## AU Continental Strategy for Geographical Indications (GIs) (2018-2023)

**Outcome 1:** An African vision on GIs as a tool contributing to sustainable rural development and food security and a GI African approach are developed and shared.

**Outcome 2:** Legal and Institutional Framework is enabled at national and regional levels for the protection of GIs

**Outcome 3:** The development and registration of GI products as pilots and drivers for rural and sustainable development are supported, to provide learning and demonstrative effects.

**Outcome 4:** Market development for GI products is promoted through innovative approaches on local markets, through regional trade among the RECs and on export markets

**Outcome 5:** Research, training programs and extension are encouraged to ensure the identification, development, and diffusion of the best African-tailored practices and to contribute to the African approach in the context of climate change.

**Outcome 6:** Awareness of all stakeholders, including consumers, is created, communication among stakeholders and information to a wider audience is insured.



# LEGAL REGIME FOR GI PROTECTION IN ARIPO MEMBER STATES

<p>Separate Statute on Geographical Indications</p>	<p>Ghana (Geographical Indications Act, 2003);          Uganda (The Geographical Indications Act, 2013);          Zimbabwe (The Geographical Indications Act, Cap.26:06)</p>
<p>Protection as GI, Collective or Certification mark under a substantive statute</p>	<p>Botswana (Industrial Property Act, 2010 Part X)          Kenya Trade Marks Act Chapter 506 GI as collective TM          Liberia (Intellectual Property Act 2016 - Section 11)          Malawi (Trademark Act 2018 Part VII)          Mozambique (Industrial Property Code Chapter V)          Rwanda (Law N° 31/2009 Of 26/10/2009 on the Protection of Intellectual Property)          Sao Tome Principe (Intellectual Property Code 2016)          United Rep of Tanzania (Merchandise Marks Act 1963, Zanzibar Industrial Property Act, 2008 Part III, Ch II).          Cabo Verde (Industrial Property Code (2007) – AO and GIs          Seychelles (Industrial Property Act, 2014 - GIs          Mauritius (The Industrial Property Act 2019 -GIs          Namibia (Industrial Property Act, 2012)          Zambia (The Trade Marks Act, 2023)</p>
<p>No specific or implied provision</p>	<p>The Gambia (Industrial Property Chapter 95:03 of 1989 - collective marks, acts of unfair competition          Lesotho - Industrial Property Order, 1989          Sierra Leone - The Trade Marks Act, 2014 (collective mark, unfair competition)          Sudan - Trade Marks Act, 1969 - Indication of Origin)          Eswatini - Trade Marks Act, 1981          Somalia</p>



# OUTLINE OF DRAFT MODEL LAW

## SHORT TITLE, PURPOSE AND INTERPRETATION

1. Short Title and Commencement
2. Purpose
3. Objectives
4. Interpretation

## PART I - SCOPE OF PROTECTION OF GEOGRAPHICAL INDICATIONS

5. Scope of Protection of Geographical Indications
6. Exclusion from Geographical Indication Protection
7. Homonymous Geographical Indications
8. Transboundary Geographical Indications

## PART II - REGISTRATION OF GEOGRAPHICAL INDICATIONS.

9. Right to file an application for geographical indication registration
10. Criteria for the Registration of Geographical Indications
11. Procedure for Registration of Geographical Indications
12. Content of the Geographical Indications Application
13. Content of the Product Specification
14. Publication and opposition procedure
15. Right of Use of the Geographical Indication
16. Register of Geographical Indication
17. Correction of the Geographical Indications Register
18. National logos certifying geographical indications

19. Geographical Indications and Trade marks
20. Geographical indications, plant variety and animal breeds
21. Geographical indications and domain names

## PART IV - THE DURATION OF GEOGRAPHICAL INDICATION PROTECTION

22. Duration of Geographical Indication Protection
- [23. Maintenance fee for Geographical Indications]

## PART V - PROTECTION OF GEOGRAPHICAL INDICATIONS IN THIRD COUNTRIES

24. Procedure for Obtaining the protection for foreign Geographical Indications

## PART VI - ENFORCEMENT OF GEOGRAPHICAL INDICATIONS RIGHTS REMEDIES AND SANCTIONS.

25. Body Assuring Geographical Indication Production Compliance
26. Enforcement by the National Competent Authority
27. Remedies for unlawful use of Geographical Indications
28. Orders of court.
29. Prohibition of importation and exportation of goods infringing geographical indication.
30. Remedies.
31. Suspension of importation of goods in violation.

## PART VII - ADMINISTRATIVE PROVISIONS ON GEOGRAPHICAL INDICATIONS

32. Register of Geographical Indications
33. Management of Geographical Indications

## PART VIII - REGULATIONS ON GEOGRAPHICAL INDICATIONS

34. Regulations for this Act



**AFRICAN CONTINENTAL FREE TRADE AREA SECRETARIAT**

Creating One African Market



**2025 FAO Conference**

**Worldwide perspectives on Geographical Indications  
Development and cooperation for GIs in the African Context**

# **AfCFTA IP Protocol and the perspectives for GIs Protection**

**20TH FEBRUARY TO 13TH FEBRUARY 2025 - ROMA - ITALY**

**Desire Loumou**

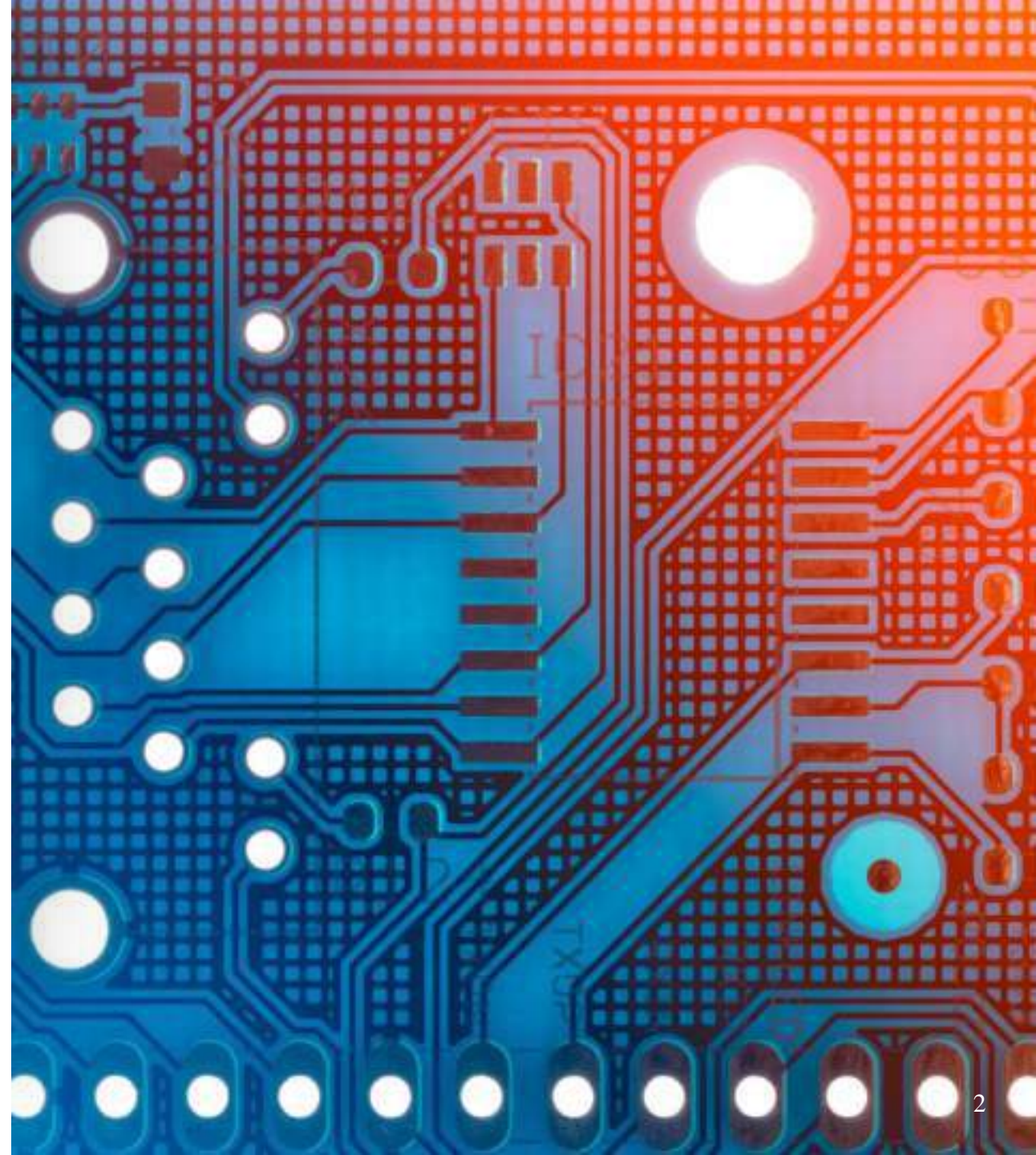
**Head of Division – Intellectual Property Rights**

*Afcfta Secretariat - Accra, Ghana*

*Desire.loumou@au-afcfta.org*

# OUTLINE

1. Introduction
2. Update on the AfCFTA
3. Objective and Scope
4. GIs in the AfCFTA IPR Ecosystem
5. Annexes
6. Conclusion







# Introduction

1. **The that Article 7(1) ( of the Agreement Establishing the African Continental Free Trade Area requires State Parties to enter into negotiations on intellectual property rights**
2. **The Assembly, at its 36th Ordinary Session of the African Union Assembly of Heads of State and Government held on 18 – 19 February 2023, adopted AfCFTA IP Protocol**
3. **The AfCFTA Agreement through its' Protocol on Intellectual Property Rights (P-IPRs) creates a common continental IPR ecosystem enabling a conducive environment to support intra-Africa Trade and moreover the implementation of the AfCFTA Agreement**



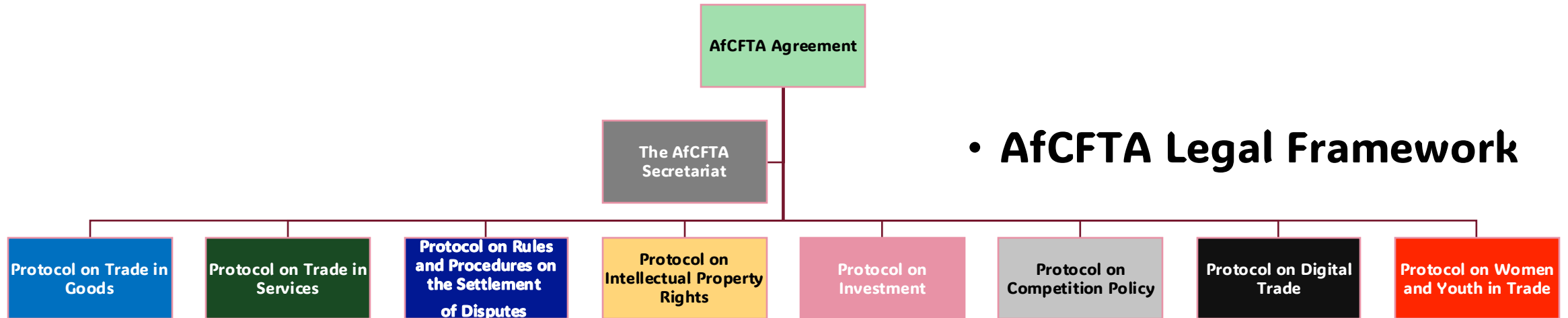
# Update on the AfCFTA



- **AfCFTA IPR Ecosystem**

- **54 Signatories**
- **48 Ratifications**

- **AfCFTA Legal Framework**



# Objectives and Scope



## General Objective

- *Establish harmonized rules and principles* for the promotion, protection, cooperation, and enforcement of intellectual property rights.
  - Support intra Africa Trade;
  - Promote African innovation and creativity and deepen intellectual property culture in Africa;
  - Promote coherent intellectual property rights policy in Africa;

## • Scope

- The IPR Protocol *applies to all categories* of intellectual property including :
  - Plant variety protection
  - **Geographical indications**
  - Marks
  - Patents
  - Utility models, industrial designs
  - Undisclosed information including trade secrets,
  - Layout designs (of integrated circuits)
  - Copyright and related rights
  - Traditional knowledge, Traditional cultural expressions, and Genetic resources
  - Emerging technologies and other emerging issues



# GIs in the AfCFTA IPR Ecosystem

## • AfCFTA GIs Regime

- State Parties **shall** provide for the protection of geographical indications through « *sui generis systems* ».
- State Parties **may provide**:
  - *Additional legal means* of protection for GIs
  - Certification marks, Collective marks
  - Unfair competition laws

## • **Enforcement**

- GIs IP rights holders have **access to the legal mechanisms** to enforce their IPR
- **Judicial authorities** to issue injunctions on cases of disputes concerning the infringement of GIs
- **Border measures** on the enforcement of IPR shall **not affect the transit trade** of other State Parties



# GIs in the AfCFTA IPR Ecosystem

## ▪ AfCFTA IPR Ecosystem

- Registration of GIs :
  - **Transparency and Stability**
  - **Predictability and Security**
- Collaboration with national Offices on the Protection of GIs
- Cooperation in tracking illicit trade of Gis products

## Protection and Enforcement of GIs regimes intereaction:

- Investment, Services and Competition
- Rules of Origin and Standards

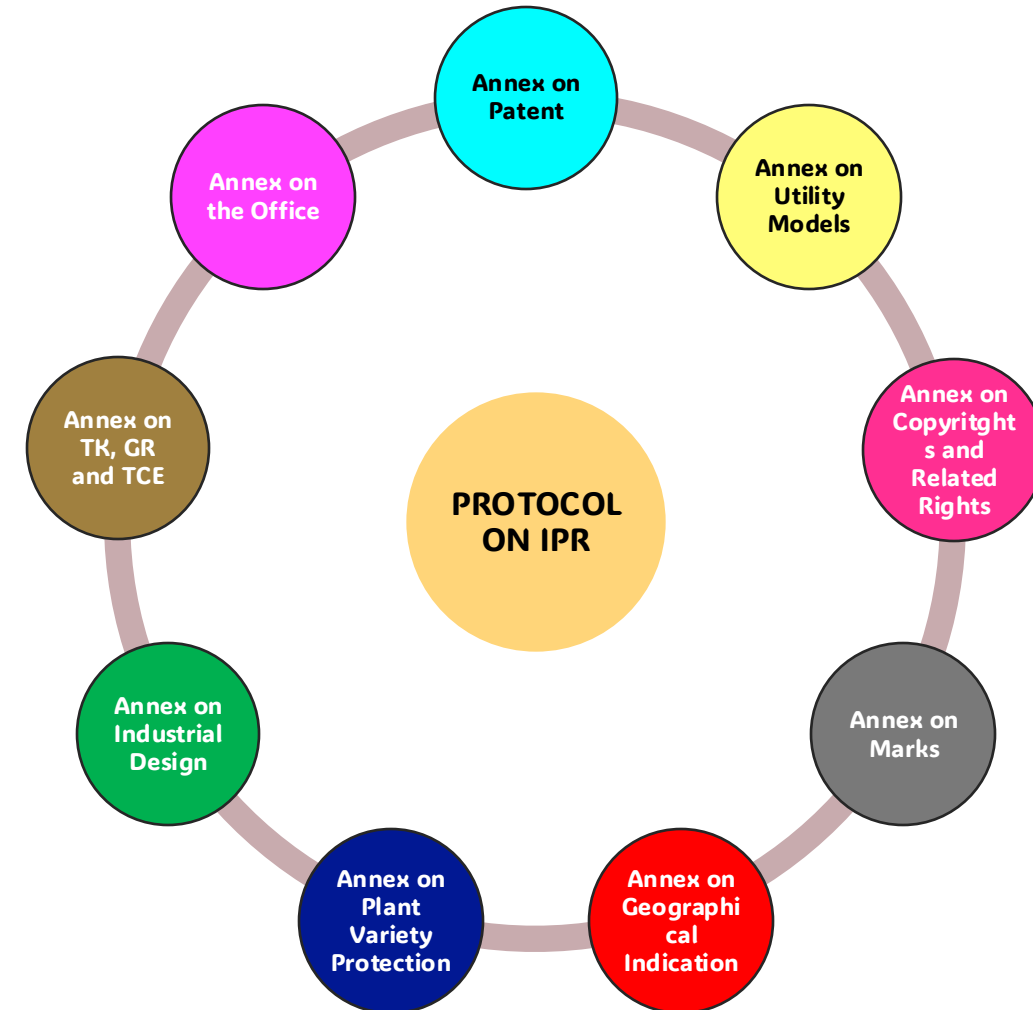
## Policy continental approach of GIs

- Boost intra-African Trade: Rural, Women, Youth, SMEs
- Preferential Regime : RoO
- Transit – Cross Border Trade



# Annexes

- Annexes
  - Plant Variety Protection
  - *Geographical Indications*
  - Marks
  - Copyright and Related Rights
  - Patents
  - Utility Models
  - Industrial Designs and Models
  - Traditional Knowledge, Traditional Cultural Expression and Genetic Resources
- State Parties may develop **additional annexes** on any intellectual property matter such as emerging technologies





**Thank You**

# GI systems in Africa, the WIPO angle: compatibility with international standards and recognition



**Alexandra Grazioli**  
Director, Lisbon Registry  
Brands and Designs Sector, WIPO

**Worldwide Perspectives on GIs**  
FAO, Rome, February 18-21, 2025

**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# WIPO's Technical assistance

- **General GI awareness raising activities** for authorities and producers
- **Dedicated trainings on GIs**
- **Legislative advice:** GI legislative framework or treaty accession
- **Policy advice:** GI ecosystem development
- **Assistance pre/post-accession to treaties,** such as Lisbon Agreement/Geneva Act



# WIPO's GI projects

- **WIPO assist local communities to protect and manage their GIs**  
*(identification, development, protection, collective management, branding, enforcement, commercialization)*
- **Upon Member State's request and in cooperation with national authorities**
- **Collaboration with other partners**  
*(UN agencies, regional and national Authorities, NGOs and other institutions)*

# WIPO GI Projects: development, protection and commercialization of GIs



## R. & N. Development Sector:

Africa: **VINHO DE FOGO** (Cabo Verde); **KENTE** (Ghana); **BAIE ROSE DE BONGOLOVA** (Madagascar); **CABRITO DE TETE** (Mozambique); **Zambia**; Arab R.: **CHECHAR HONEY** (Algeria); Asia: silk and rice GIs (Lao PDR); Batik GIs (Indonesia); Pacific R.: **KAVA**; SP/TDC: **TUSHETI GUDA**, etc.



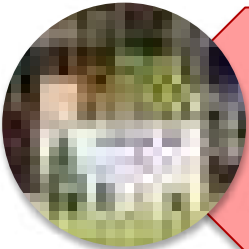
## Build Better Fund:

**OREGANO DE FOOTHILS PULTRE** (Chile); **KAVA** (Tonga, Vanuatu); **GRENADA NUTMEG** (Grenada); **MONGOLIAN PINE NUTS** (Mongolia); **ALMATY APORT APPLE** (Kazakhstan); Kirghizstan; Tadjikistan; Peru; **Uganda**, etc.



## CDIP Projects:

Assisting producers in the post registration phase (**Algeria**, Brazil, Pakistan, **Uganda**); Study on the value of non agri-GIs (India, etc.)



## FIT China (CNIPA):

**KOH TRUNG POMELO & KAMPOT-KEP SALT** (Cambodia); **TOILES DE KORHOGO** (Cote d'Ivoire); **MADD DE CASAMANCE** (Senegal); **RIZ DE KOVIÉ** (Togo); etc.

# The Lisbon System

International Protection and Registration  
for Geographical Indications (GIs)

- ***Lisbon Agreement (1958 & 1967 Act)***

*30 Contracting Parties / 30 Countries*

- ***Geneva Act of the Lisbon Agreement (2015)***

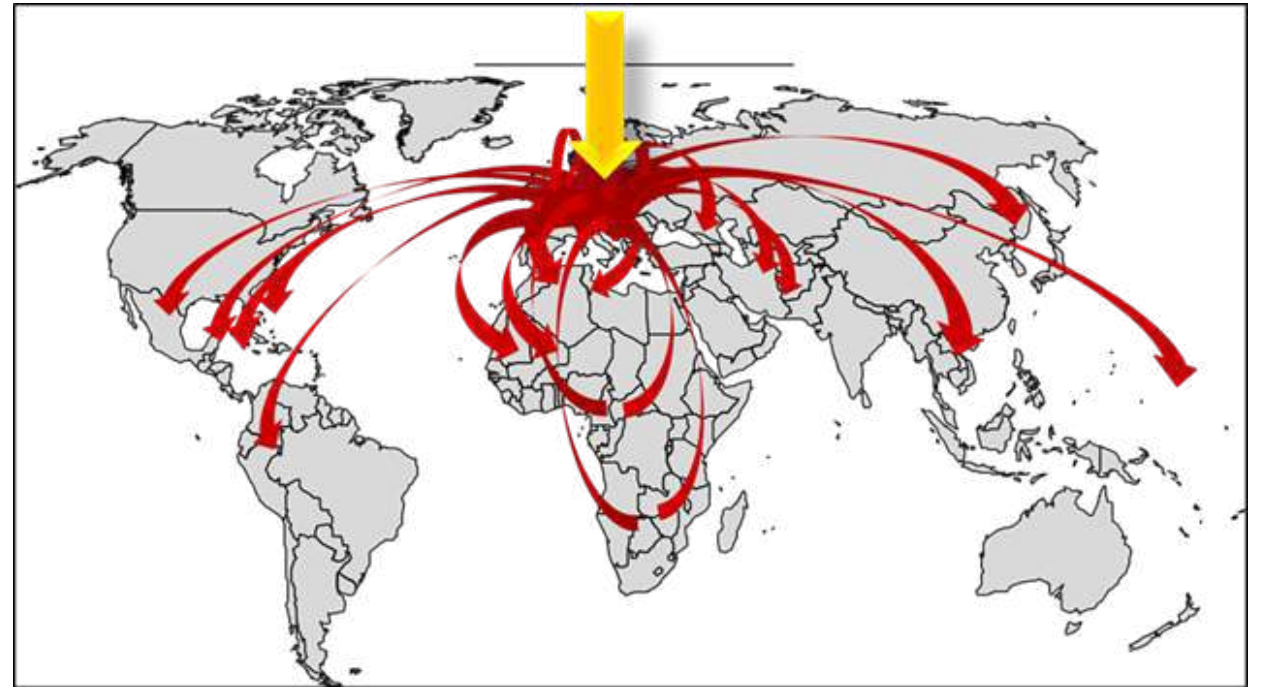
*25 Contracting Parties / 60 Countries*

***Lisbon System overall protection in 73 countries***



# The Lisbon System

- **A**ccessible
- **C**onvenient
- **E**ffective
- **E**asy
- **G**lobal





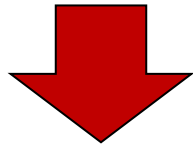
# The Lisbon System & Geneva Act

- **Protection of AOs and GIs**  
(including transborder AOs/GIs)
- **Common protection standards**  
(minimum level; protection against any usurpation and imitation; protection against genericity)
- **Freedom to choose the domestic system of protection for GIs** (e.g. *sui generis* system or trademark system)
- **Possibility for IGOs delivering regional titles of protection for GIs to join** (e.g. OAPI and EU)

# The Lisbon System in Africa

## ■ Lisbon Agreement (1967 Act)

*Algeria, Burkina Faso,  
Congo, Gabon,  
Togo, **Tunisia***



## ■ Geneva Act of the Lisbon Agreement (2015 Act)

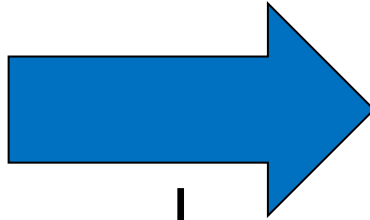
*Cabo Verde, Côte d'Ivoire,  
Djibouti, Ghana,  
OAPI (=17 OAPI Member States),  
Sao Tomé and Príncipe,  
Senegal, **Tunisia***

***and more to come....***



# Members of the Lisbon System

## Lisbon Agreement (30 countries)



## Geneva Act (60 countries)

- **Asia (3):** DPR Korea; Iran (Isl. Rep.); Israel
- **Americas (7):** Costa Rica; Cuba; Haiti; Mexico; Nicaragua; **Peru**; Dominican Rep.
- **Africa (6):** Algeria; Burkina Faso; Congo; Gabon; Togo; **Tunisia**
- **Europe (14):** **Albania**; Bosnia and Herzegovina; Bulgaria; **Czech Rep.**; **France**; Georgia; **Hungary**; Italy; **Moldova (Rep)**; **Montenegro**; **Portugal**; Serbia; **Slovakia**; North Macedonia

- **Asia/Pacific (5):** Cambodia; DPR Korea; Lao PDR; Oman; Samoa
- **Americas (1):** Peru
- **Africa (8CP/22c.):** **Cabo Verde; Côte d'Ivoire; Djibouti; Ghana; OAPI (=17 c.); Sao Tomé and Príncipe; Senegal; Tunisia**
- **Europe, Balkan & Caucasus (11CP/32c):** **Albania; Czech Rep; European Union (= 27c.); France; Hungary; Moldova (Rep); Montenegro; Portugal; Russian Fed.; Slovakia; Switzerland**

**Lisbon System overall protection in 73 countries**

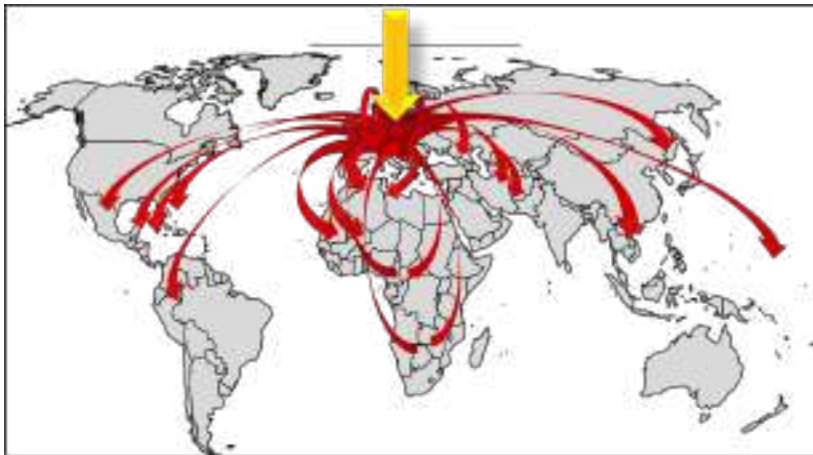
**With a Single Registration at WIPO**  
**already protection in more than 70 countries**  
**under the Lisbon System.... and more to come!**





# *With the Globalization of the Economy and Trade,*

- ***WIPO is on your side to help developing an enabling GI ecosystem***
- ***The Lisbon System is a global solution***



**More information on the Lisbon System:**  
**[www.wipo.int/lisbon](http://www.wipo.int/lisbon)**



**[alexandra.grazioli@wipo.int](mailto:alexandra.grazioli@wipo.int)**

# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

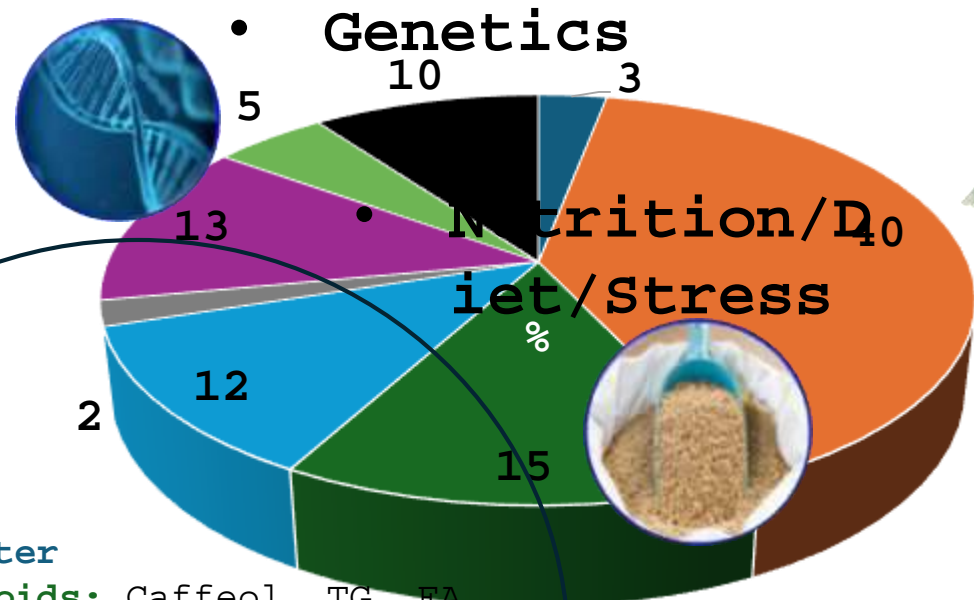
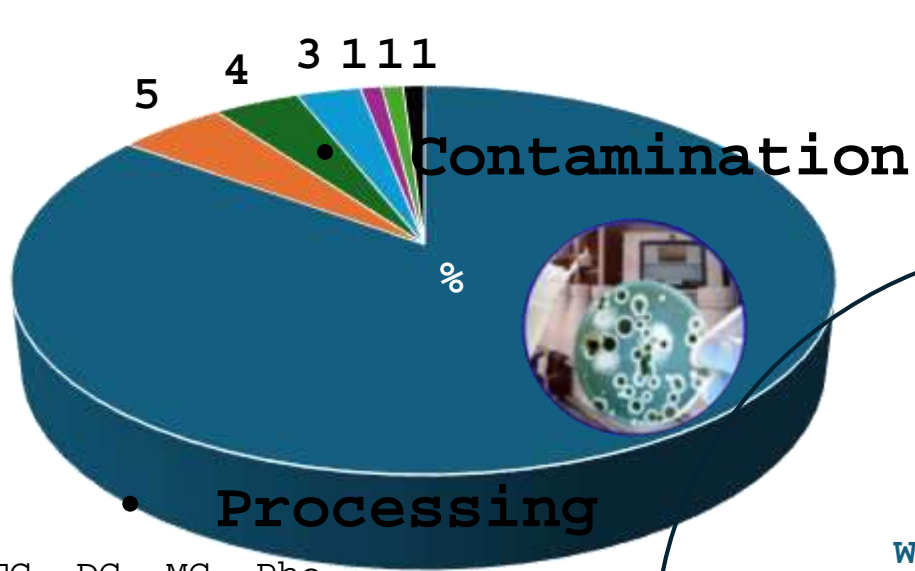
INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY



**Gaia Meoni**, Ph.D - CERM, Dipartimento di Chimica «Ugo Schiff»,  
Università degli Studi di Firenze

**Harnessing NMR metabolomic  
fingerprinting for  
enhanced geographical identification and  
quality of  
milk and coffee**

# FOOD: A COMPLEX MATRIX



## Processing

### Water

**Lipids:** TG, DG, MG, Pho-L, sterols, carotenoids, vit. A, D, E, K, FA

**Carbohydrates:** lactose, oligosacc, sialic ac.

**Proteins:** casein, whey p., aa

**Organic acids:** lactic ac., citric ac., formic ac., etc

**Minerals:** Ca, K, Mg, Na, Cl, P, S

**Other:** NPN

## Origin

### Water

**Lipids:** Caffeol, TG, FA

**Carbohydrates:** mannose, raffinose, fructose, glucose, melanoidins

**Alkaloids:** caffein, trigonelline

**Proteins:** aa

**Organic acids:** CGA, caffeic ac., quinic ac., malic ac., lactic ac.

**Minerals:** Ca, K, Mg, Fe

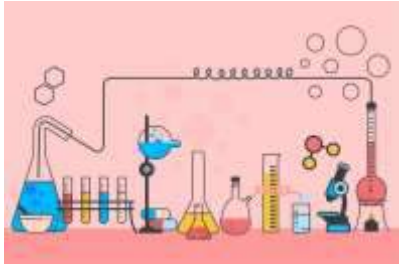
**Other**

## Health status

## Season



# Analytical techniques for food analyses



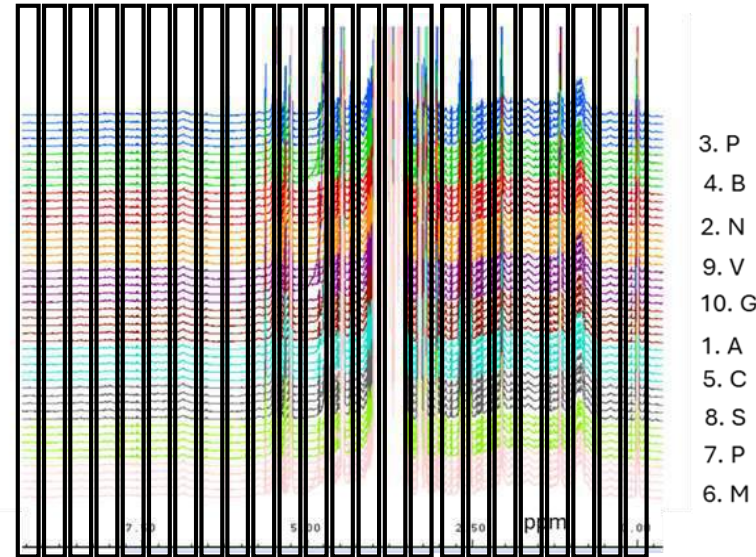
- ✓ Security
- ✓ Quality
- ✓ Authenticity

Common analyses :

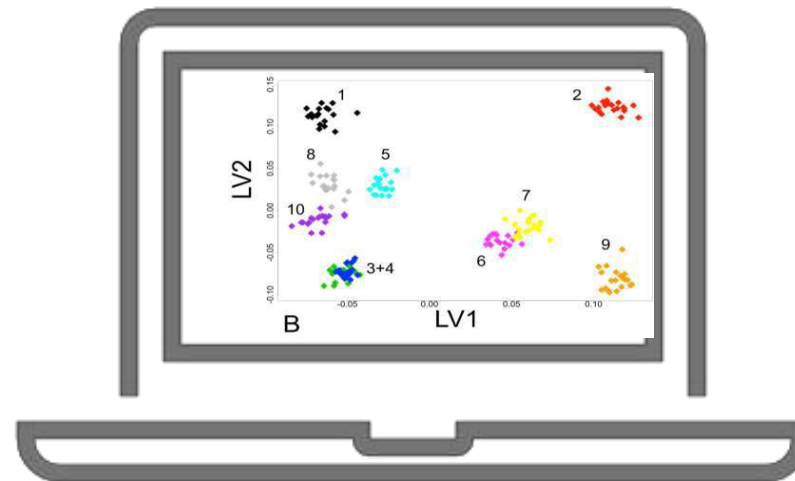
- Time consuming (low speed of detection, sample pretreatment)
- Sample destruction
- High volume/quantity of sample and solvents
- Targeted for few molecules

Fingerprinting analyses:

- Fast and minimal or no sample pre-treatment
- Non-destructive
- Untargeted



Database  
creation and  
modeling



$^1\text{H-NMR}$   
(Nuclear Magnetic  
Resonance)



- ✓ **Highly reproducible**
- ✓ **Quantitative analysis**
- ✓ **Fast analysis**
- ✓ **Not disruptive**
- ✓ **Simple and minimal sample preparation**
- ✓ **Sensitivity (detection limit in the order of  $\mu\text{M}$ )**

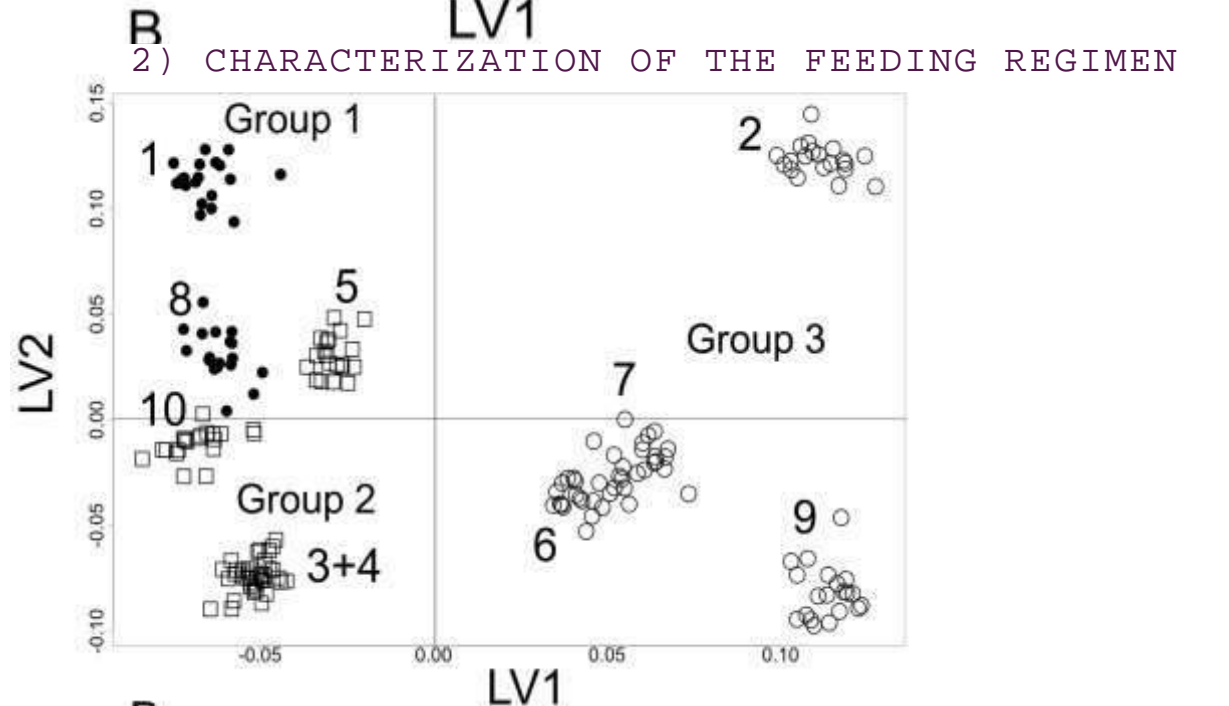
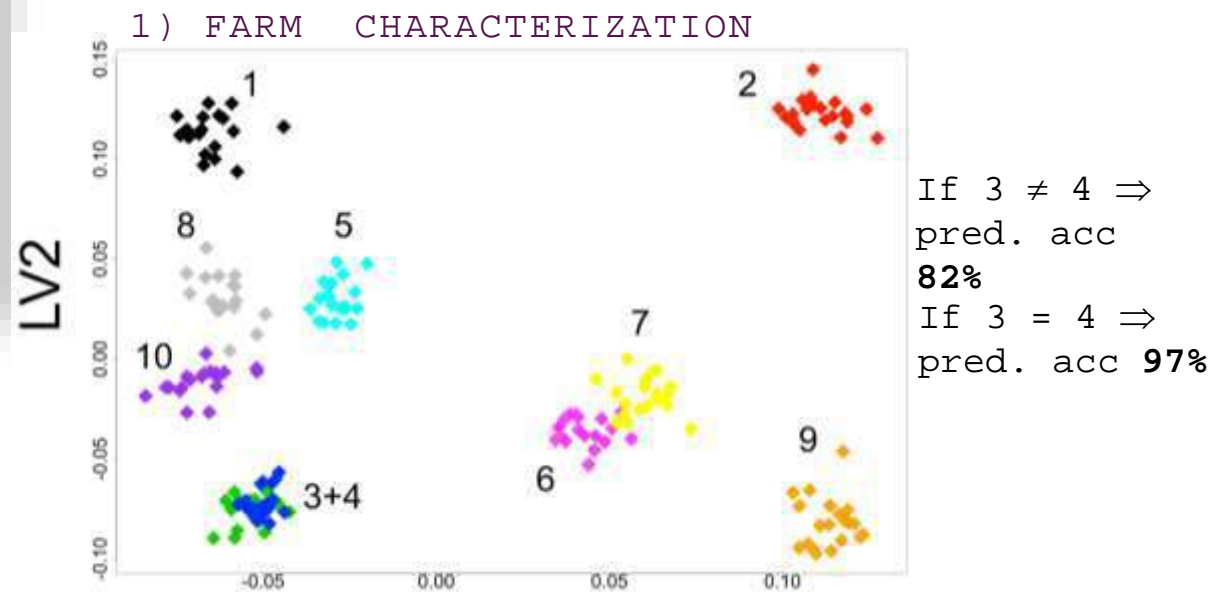
**NMR metabolomic fingerprinting distinguishes milk from different farms**  
 Leonardo Tenori<sup>a,b</sup>, Claudio Santucci<sup>b</sup>, Gaia Meoni<sup>b</sup>, Valentina Morrocchi<sup>c</sup>, Giacomo Matteucci<sup>c</sup>,  
 Claudio Luchinat<sup>b,d,e</sup>

• <sup>1</sup>H NMR SPECTRA

400 raw milk samples from 10 Mugello's farms (20 samp./stab.)

- Group 1: silage and hays
- Group 2: silage
- Group 3: hays and cereal

# Geographical origin: the milk case





Grazing affects metabolic pattern of individual cow milk 2022

G. Niero,<sup>1</sup> G. Meoni,<sup>1,3</sup> L. Tenori,<sup>2,3</sup> C. Luchinat,<sup>2,3</sup> G. Visentin,<sup>4\*</sup> S. Callegaro,<sup>5</sup> E. Visentin,<sup>1</sup>  
 M. Cassandro,<sup>1,5</sup> M. De Marchi,<sup>1</sup> and M. Penasa<sup>1</sup>

421 milk samples from 72 animals

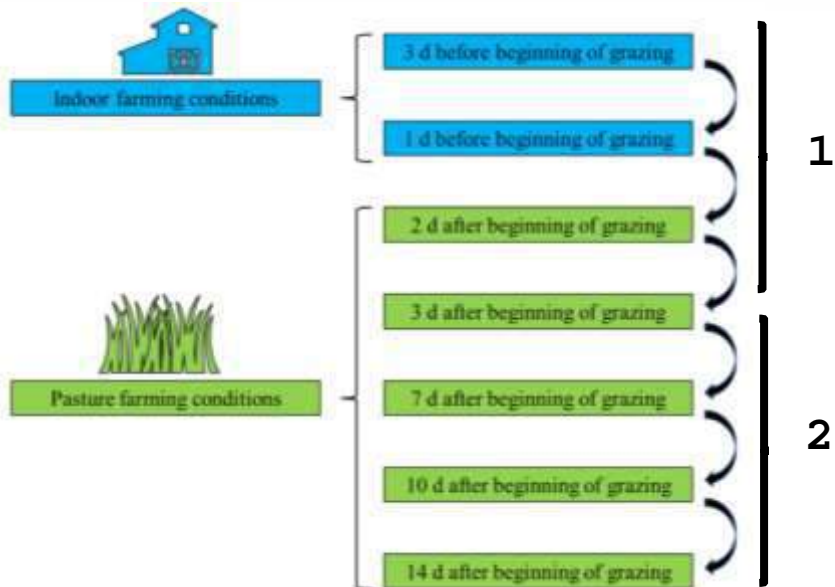


Table 2. Confusion matrix (%) of random forest model<sup>1</sup> built to classify different periods of sampling<sup>2</sup>

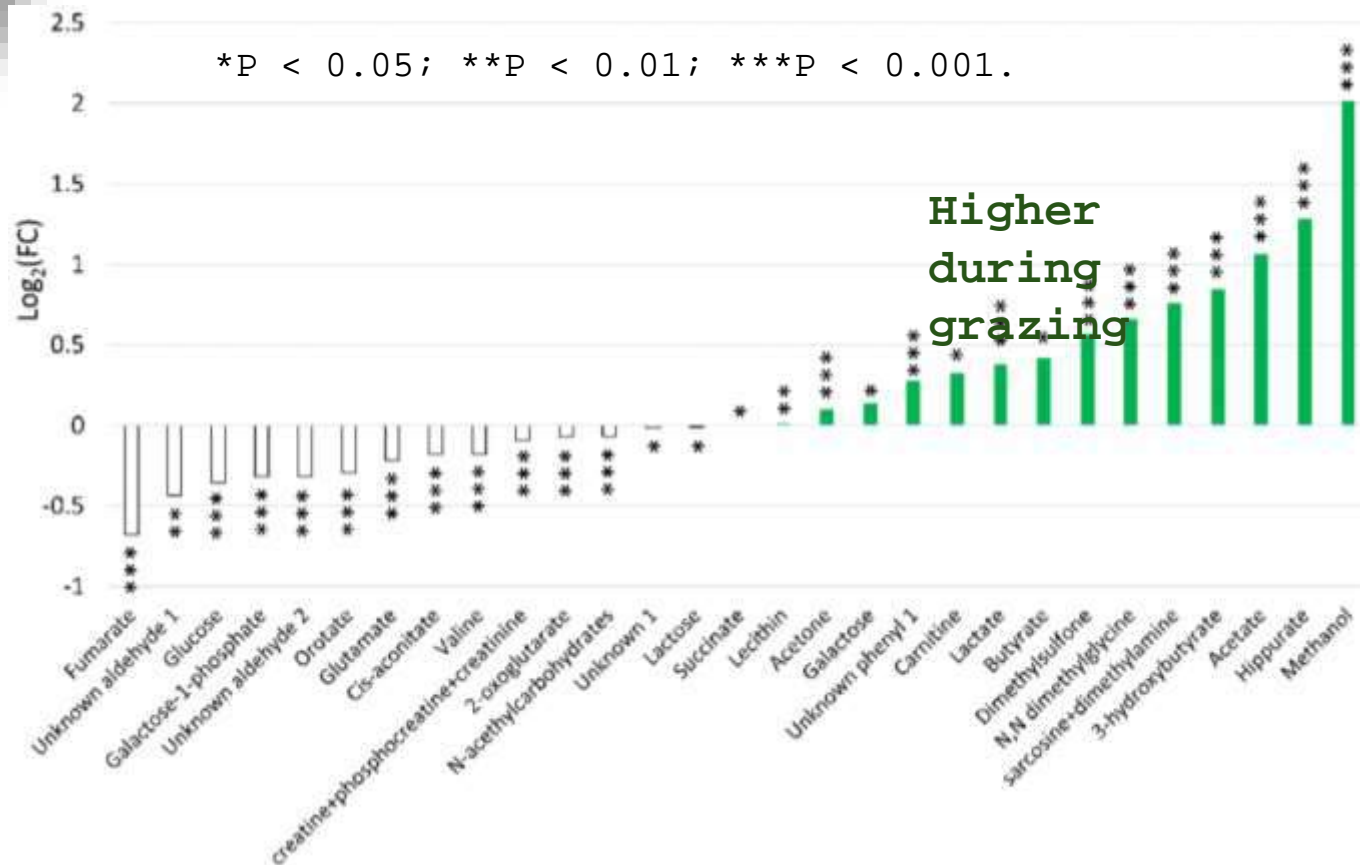
Actual period of sampling	Predicted period of sampling	
	1	2
1	97.6	2.4
2	12.9	87.1

<sup>1</sup>The diagonal of the confusion matrix reports the sensitivity (%) for the classification of each animal. Overall predictive accuracy = 93.1%.

<sup>2</sup>Period 1 refers to 3 and 1 d before the beginning of grazing and 2 and 3 d after the beginning of grazing; period 2 refers to 7, 10, and 14 d after the beginning of grazing.

# Quality and composition: the milk case

<sup>1</sup>H NMR spectroscopy was used to investigate the effect of grazing on milk metabolites



- 93.1% accuracy distinguishing pre- and post-grazing milk samples.
- Hippurate: A robust marker for pasture-based milk.
- Grazing induces significant metabolic changes in milk.
- <sup>1</sup>H NMR is a powerful tool for food traceability and authenticity.
- Potential application in premium dairy product verification (e.g., PDO cheeses).



# Nuclear Magnetic Resonance-Based Metabolomic Comparison of Breast Milk and Organic and Traditional Formula Milk Brands for Infants and Toddlers

Authors: Gaia Meoni, Leonardo Tenori, and Claudio Luchinali

Publication: OMICS: A Journal of Integrative Biology • <https://doi.org/10.1089/omi.2019.0125>

## OPLS-DA



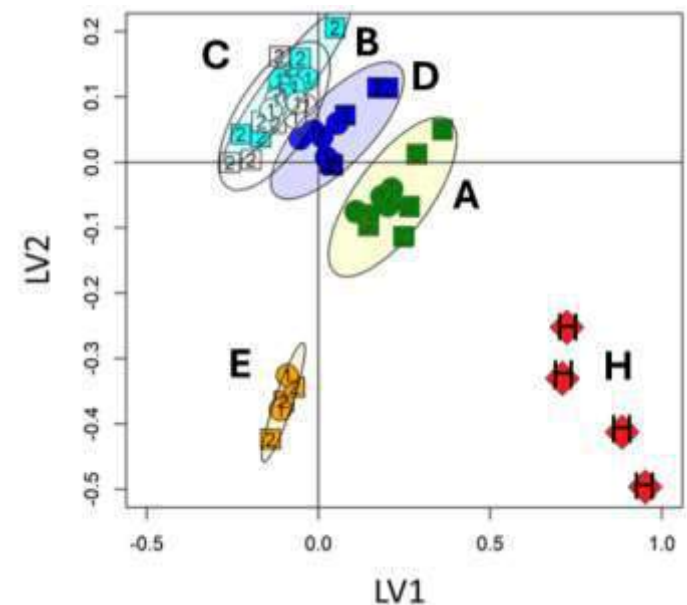
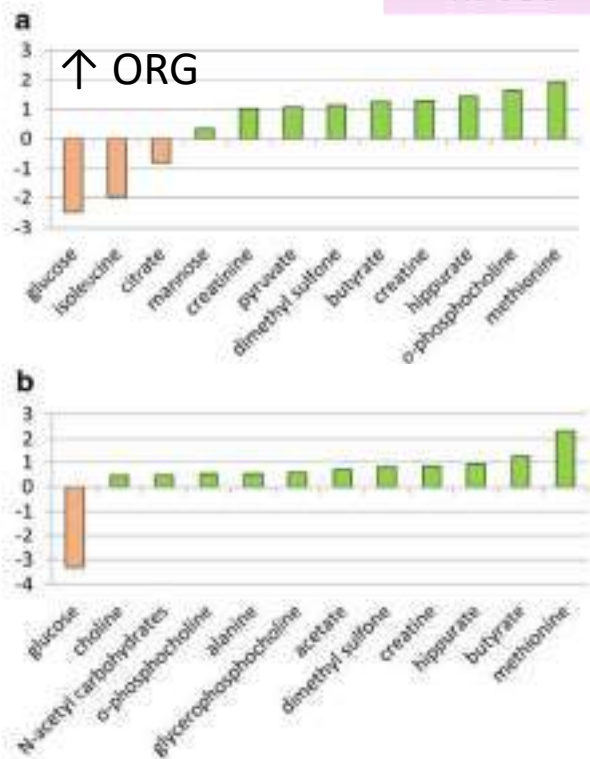
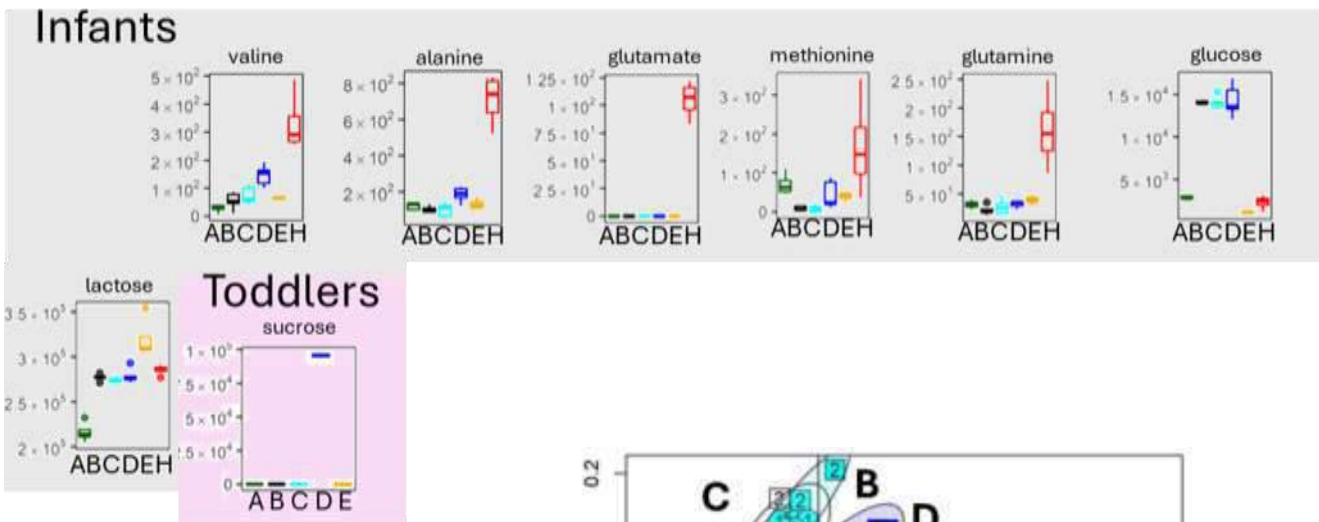
1) Org. Vs conv. FMs CV OPLS-DS

Confusion matrices of OPLS-DA models of organic and nonorganic infant FM

	FM CPMG model		FM diffusion-edited model	
	NO-ORG	ORG	NO-ORG	ORG
%				
NO-ORG	66.7	33.3	80	20
ORG	0	100	75	25
	Overall predictive accuracy: 78%		Overall predictive accuracy: 61.6%	

2) 5 FMs CV OPLS-DS

%	C	A	E	D	B
C	20	0	0	0	80
A	0	100	0	0	0
E	0	0	100	0	0
D	0	0	0	100	0
B	70	0	0	0	30
	Overall predictive accuracy: 70%				



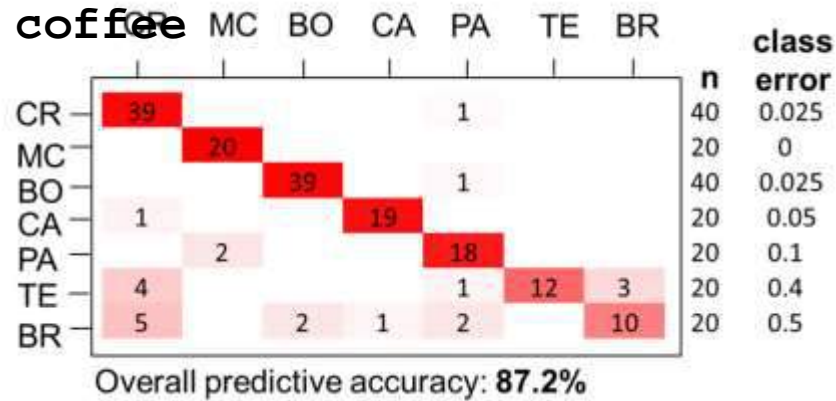


Article  
**Phenotyping Green and Roasted Beans of Nicaraguan Coffea Arabica Varieties Processed with Different Post-Harvest Practices**

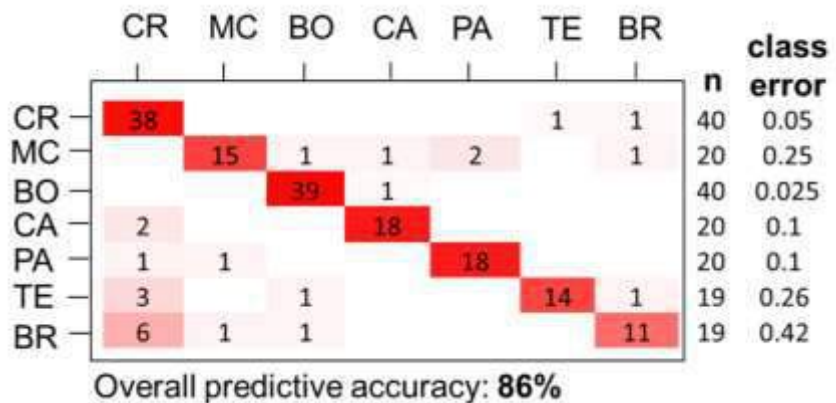
Gaia Meoni <sup>1,2,3,\*</sup>, Claudio Luchinat <sup>1,2,3</sup>, Enrico Gotti <sup>4</sup>, Alejandro Cadena <sup>5</sup> and Leonardo Tenori <sup>1,2,3,\*</sup>

1) CULTIVAR CLASSIFICATION BASED ON <sup>1</sup>H-NMR FINGERPRINTING APPROACH

**Green coffee**



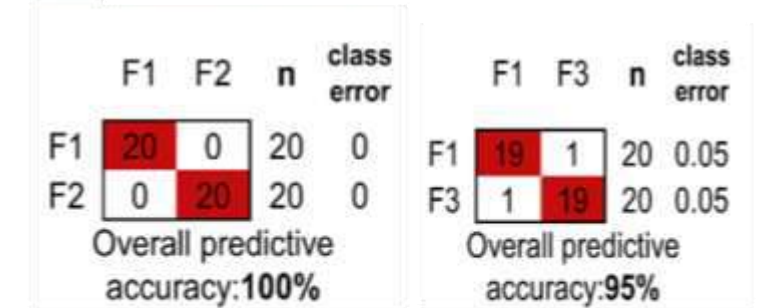
**Roasted coffee**



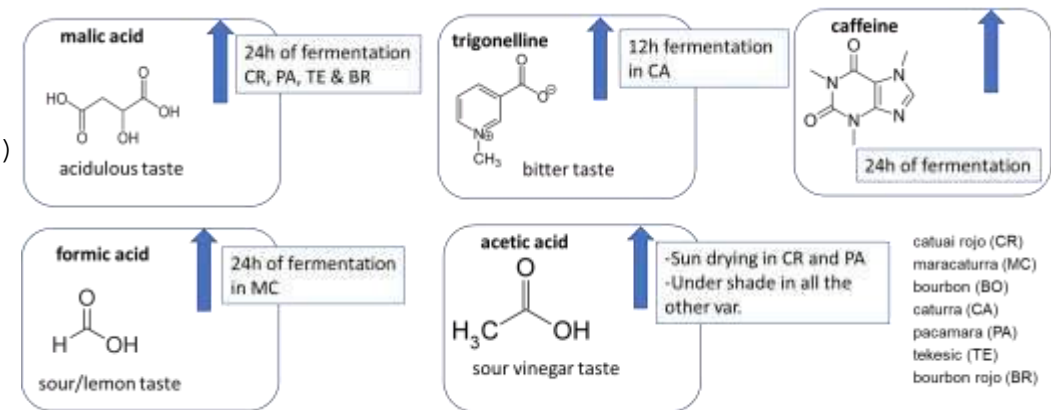
catuai rojo (CR)  
 maracaturra (MC)  
 bourbon (BO)  
 caturra (CA)  
 pacamara (PA)  
 tekesic (TE)  
 bourbon rojo (BR)



2) GEOGRAPHICAL CHARACTERIZATION OF NUEVA SEGOVIA FARMS CULTIVATING THE SAME VARIETIES

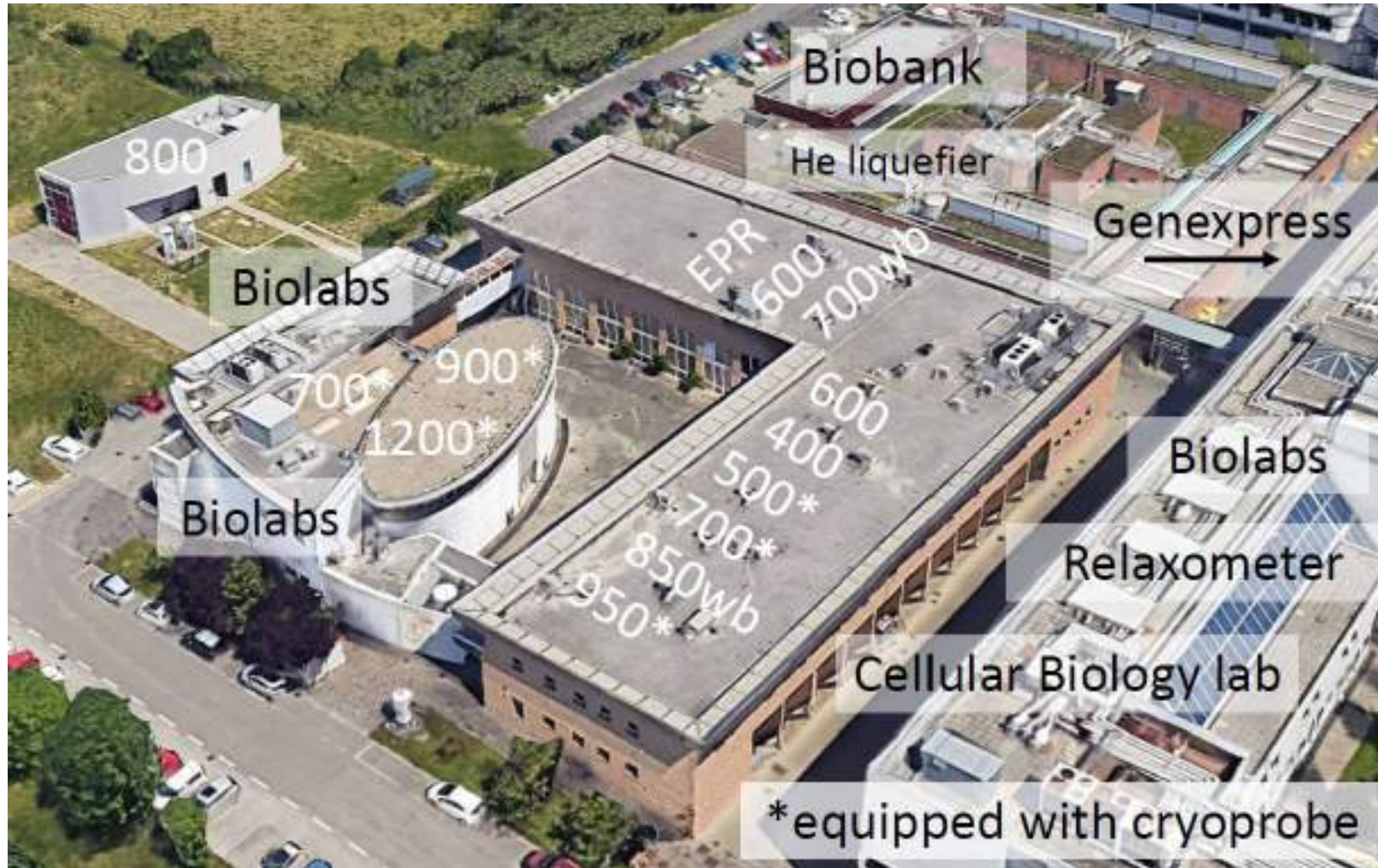


3) EVALUATION OF POST-HARVEST EFFECTS ON COFFEE METABOLOMIC PROFILE



- Each coffee variety seems to react differently to fermentation, drying and roasting.

# MAGNETIC RESONANCE CENTER (CERM) @ UNIFI



Thank  
you for  
the  
attenti  
on





CAMERA DI COMMERCIO  
RIVIERE DI LIGURIA  
IMPERIA LA SPEZIA SAVONA



**CENTRO DI SPERIMENTAZIONE E ASSISTENZA AGRICOLA**

# PESTICIDE DISTRIBUTION WITH DRONES: AN IMPORTANT SUPPORT IN COMPLEX OLIVE-GROWING SCENARIOS FOR PGI OILS

G. MINUTO,

A. MINUTO, L. GIORDANO, P. CULATTI, G. CATTANEO, A. CANTATORE, M. SALVETTI, B. CAVAGNA, G. LAZZARETTI

# CHALLENGES IN OLIVE GROWING OF NEXT YEARS

*Bactrocera oleae*

*Halyomorpha halys*

Effect of **climat**  
**changes on blossom**,  
fruit set and drop

Effect of climat  
changes on *Spilosea*  
*oleagina* and  
*Notophoma quercina*

*Euzophera bigella*

and

*Euzophera pinguis*

*Ricania speculum*

Diffusion of  
*Dasineura oleae* in  
Liguria and Toscana

**Cultivar** response  
against  
environmental  
changes

The **resurgence** of  
known pathogens  
and parasites



CLIMATE  
PACT AND  
CLIMATE  
LAW



PROMOTING  
CLEAN  
ENERGY



INVESTING IN  
SMARTER, MORE  
SUSTAINABLE  
TRANSPORT



STRIVING  
FOR  
GREENER  
INDUSTRY



PROTECTING  
NATURE



ELIMINATING  
POLLUTION



**THE  
EUROPEAN  
GREEN DEAL**

FROM FARM  
TO FORK



ENSURING  
A JUST TRANSITION  
FOR ALL



LEADING THE  
GREEN CHANGE  
GLOBALLY

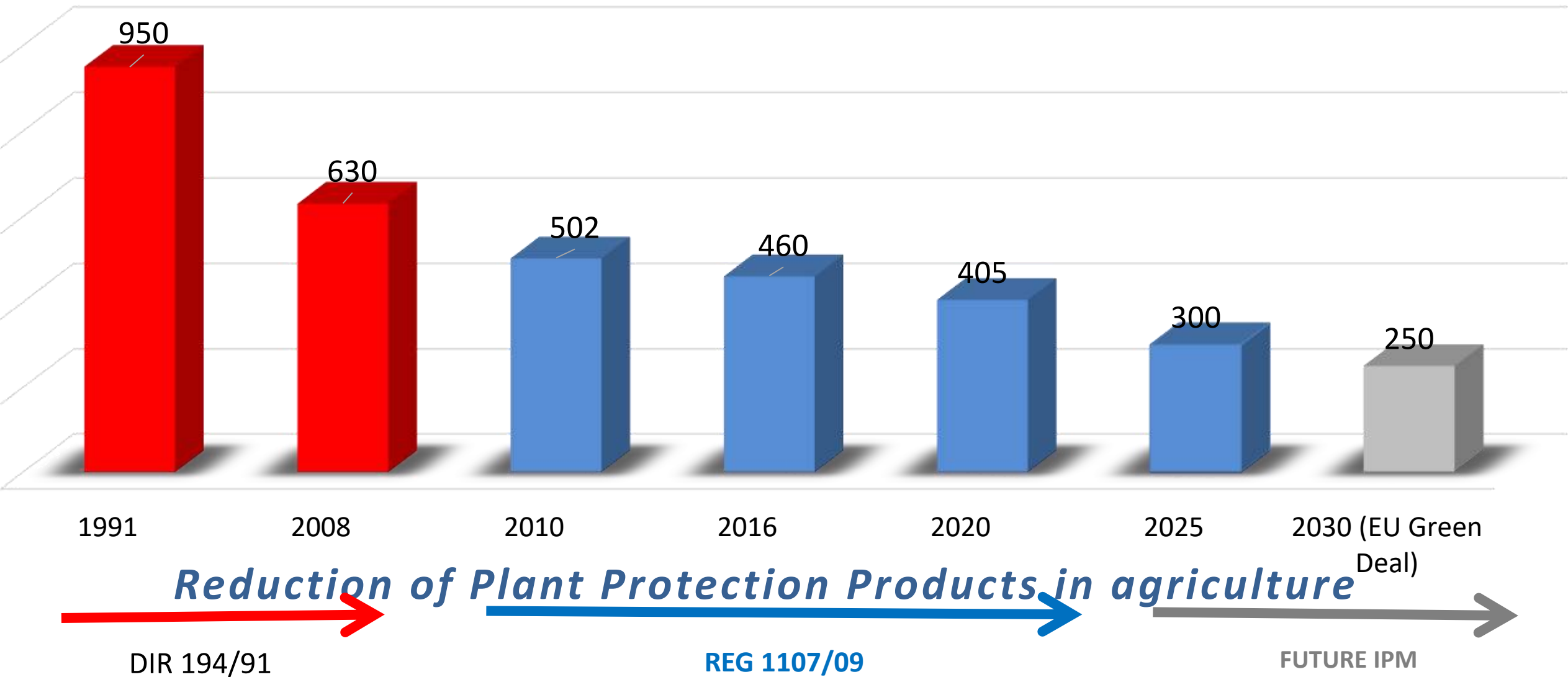


MAKING  
HOMES ENERGY  
EFFICIENT



FINANCING  
GREEN  
PROJECTS





Data from  
CeRSAA; EPPO; Copa-Cogeca WG Minor Uses

—  
KEY PEST OF THE  
OLIVE TREE :

OLIVE FLY  
(*Bactrocera oleae*)

---

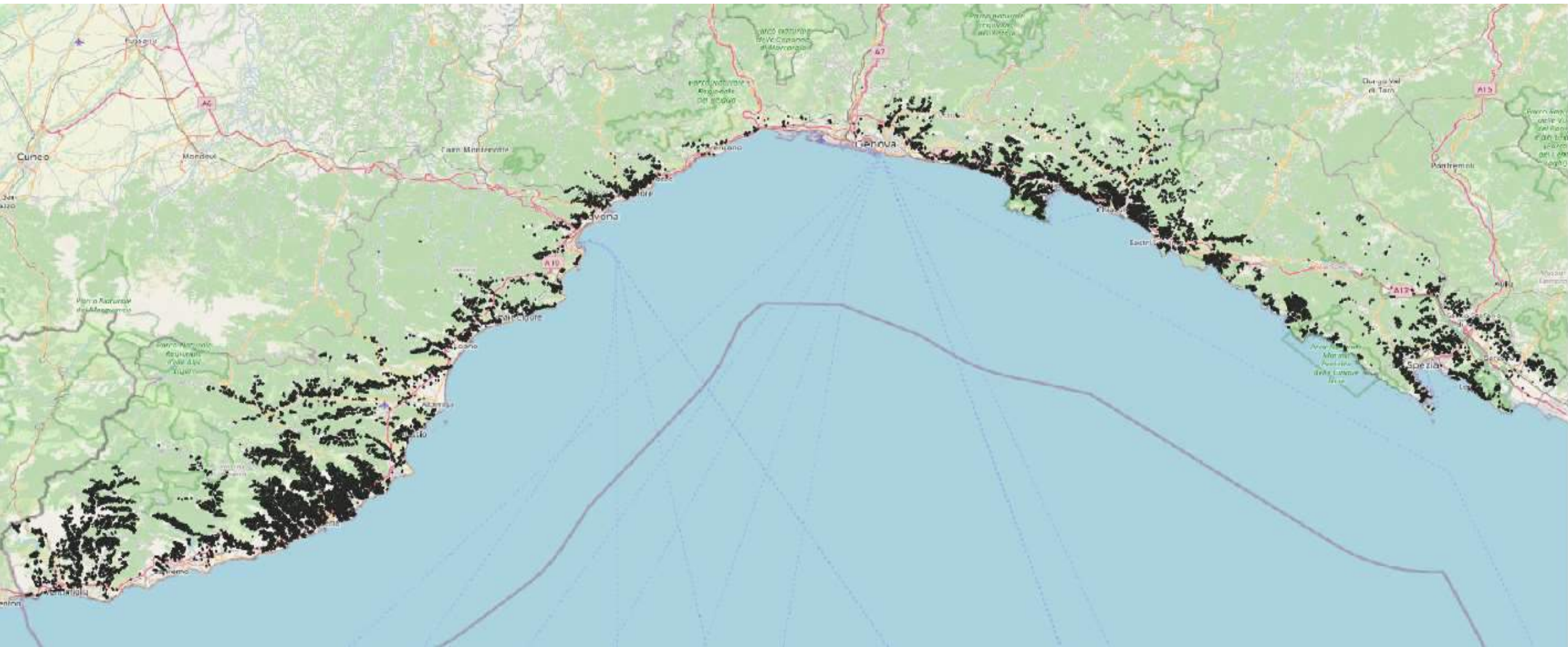




# Case study of Liguria: cultivated and abandoned olive groves

16.250 ha cultivated

13.600 ha abandoned due to access difficulties, management and pathogens/pests control and, consequently, economic yield of the crop.







**TERRACED GROUNDS**  
**LIMITED WATER AVAILABILITY**  
**DIFFICULT ACCESS WITH MACHINERY**  
**HIGH CULTIVATION AND MANAGEMENT COSTS**  
**INCREASINGLY DIFFICULT PATHOGENS/PESTS CONTROL**





**DISTRIBUTION OF  
PLANT PROTECTION PRODUCTS  
WITH DRONES  
IN OROGRAPHICALLY COMPLEX SCENARIOS**

## Full canopy treatment

Distribution of the insecticide over the entire canopy

Volume of water: 700-1000 l/ha

Working time: 2 people; 4 hours/ha



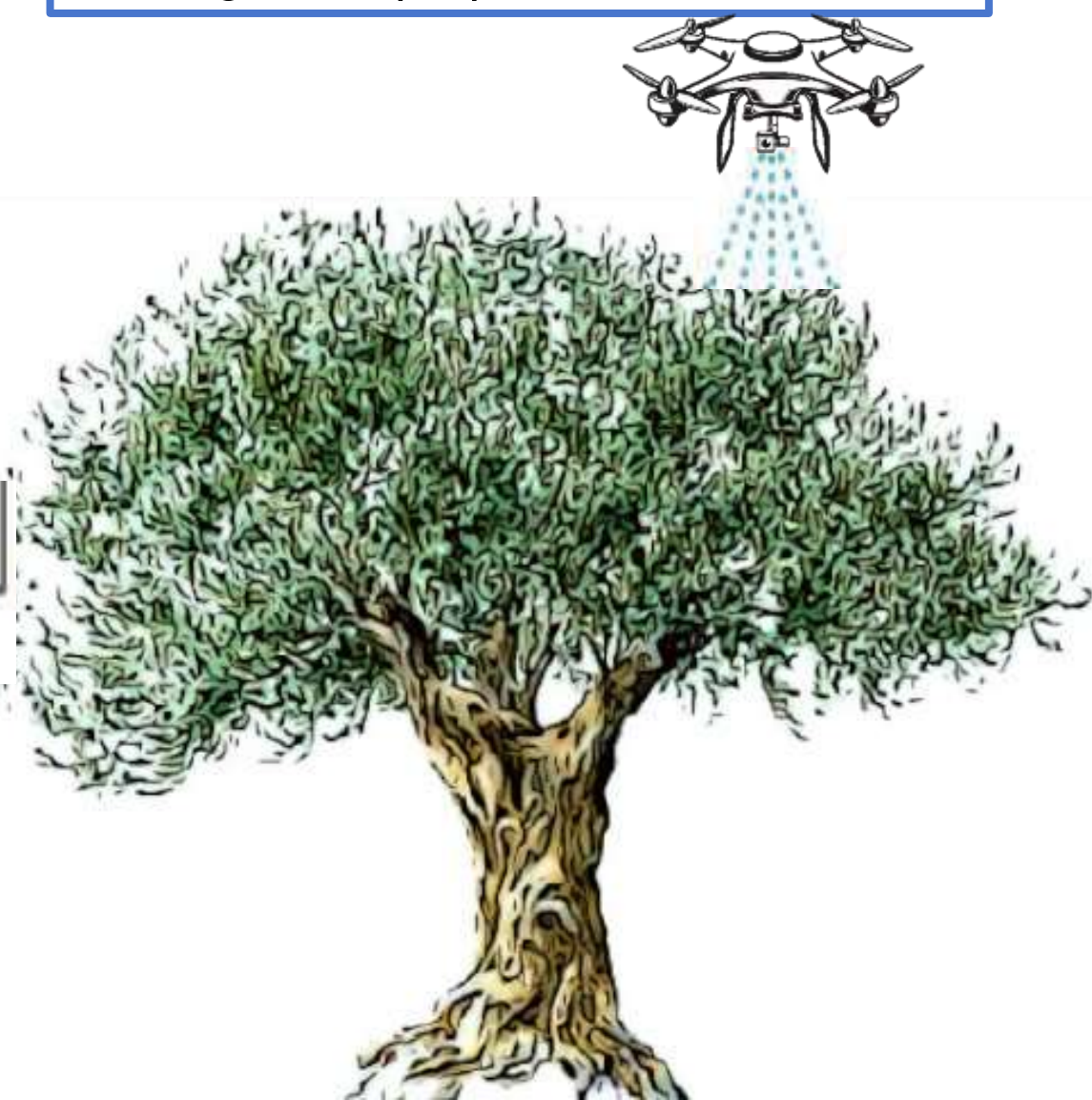
vs.

## Localized treatment

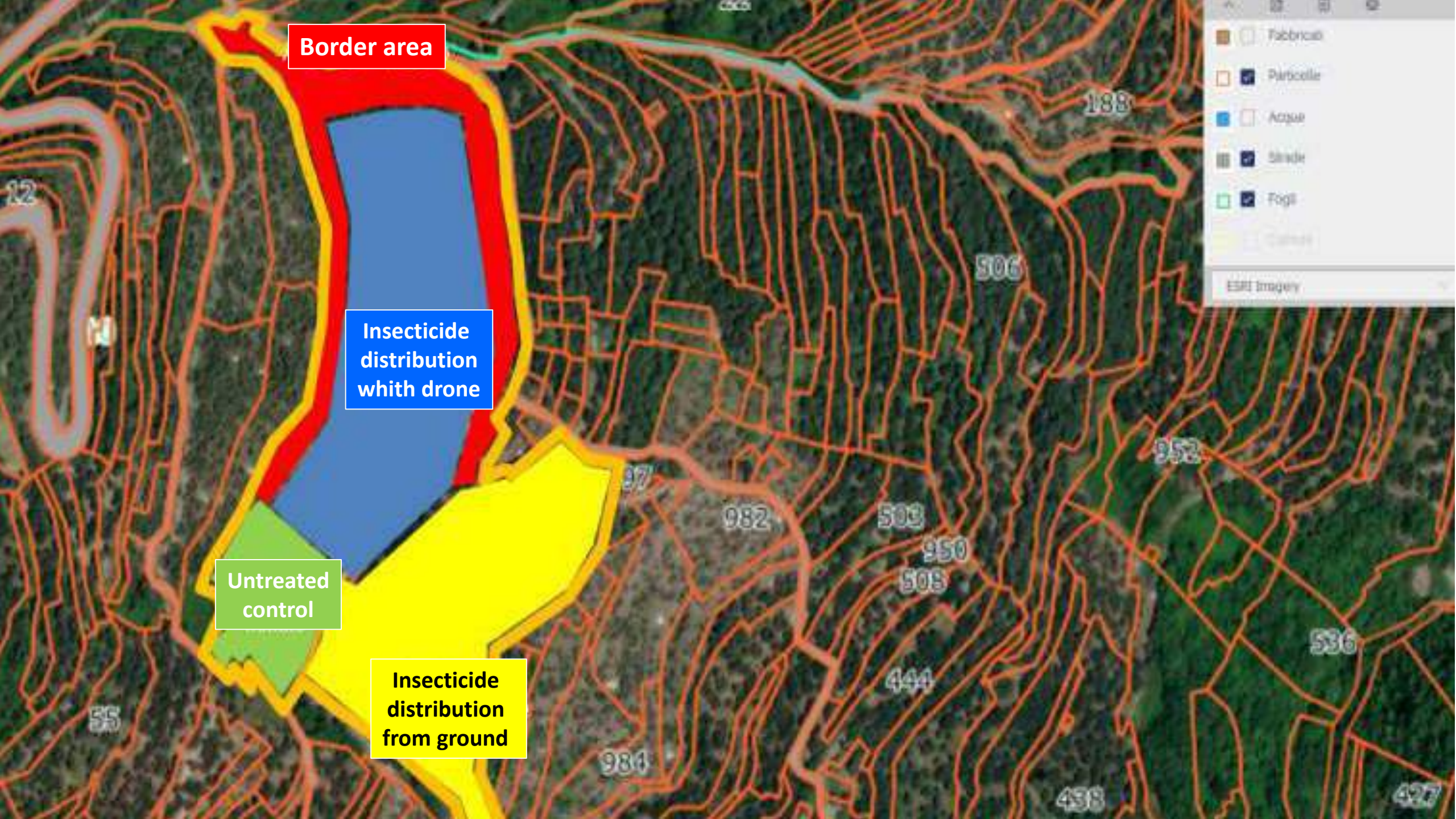
Distribution of the insecticide ON 2m<sup>2</sup> leaves

Volume of water: 15-30 l/ha

Working time: 2 people; 10 ha/hour







**Border area**

**Insecticide distribution with drone**

**Untreated control**

**Insecticide distribution from ground**

- Fabbriati
- Paricelle
- Acque
- Stade
- Fogli
- Cantoni

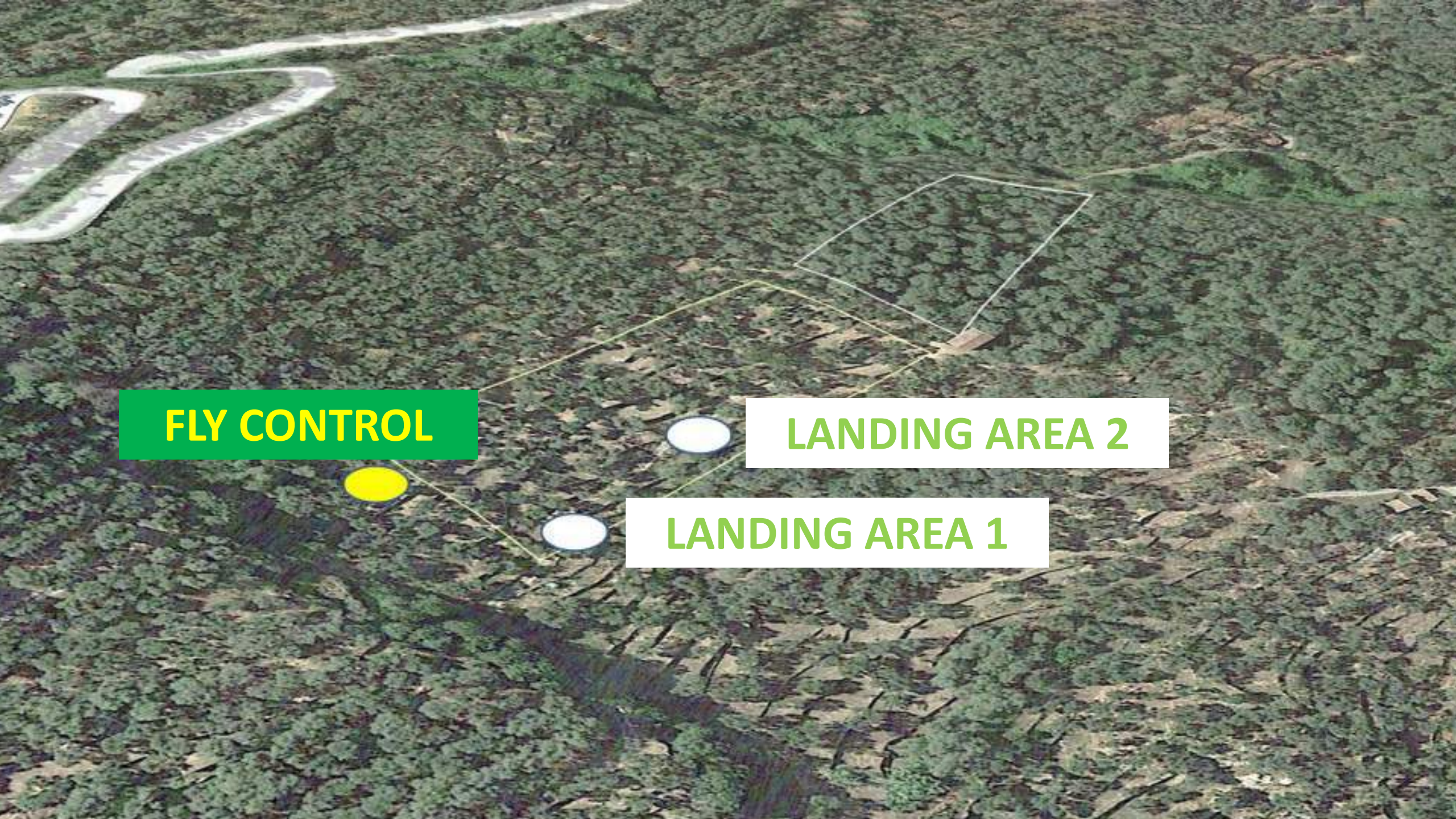
ESRI Imagery



# Treatment protocol

Treatments		Data of treatments
Untreated	No treatments	-
<b>Attract and kill distributed with <u>drone</u></b>	Exirel (a.i. Cyantraliniprole) 75 ml/ha, + bait (Visarel 1,25 l/ha)	<b>Treat. 1:</b> 21/09/2023 <b>Treat. 2:</b> 06/10/2023
<b>Attract and kill distributed with <u>ground sprayer</u></b>	Exirel (a.i. Cyantraliniprole) 75 ml/ha, + bait (Visarel 1,25 l/ha)	<b>Treat. 1:</b> 21/09/2023 <b>Treat. 2:</b> 06/10/2023





**FLY CONTROL**

**LANDING AREA 2**

**LANDING AREA 1**











# Determination of ground deposition of Cyantraniliprole with drone.

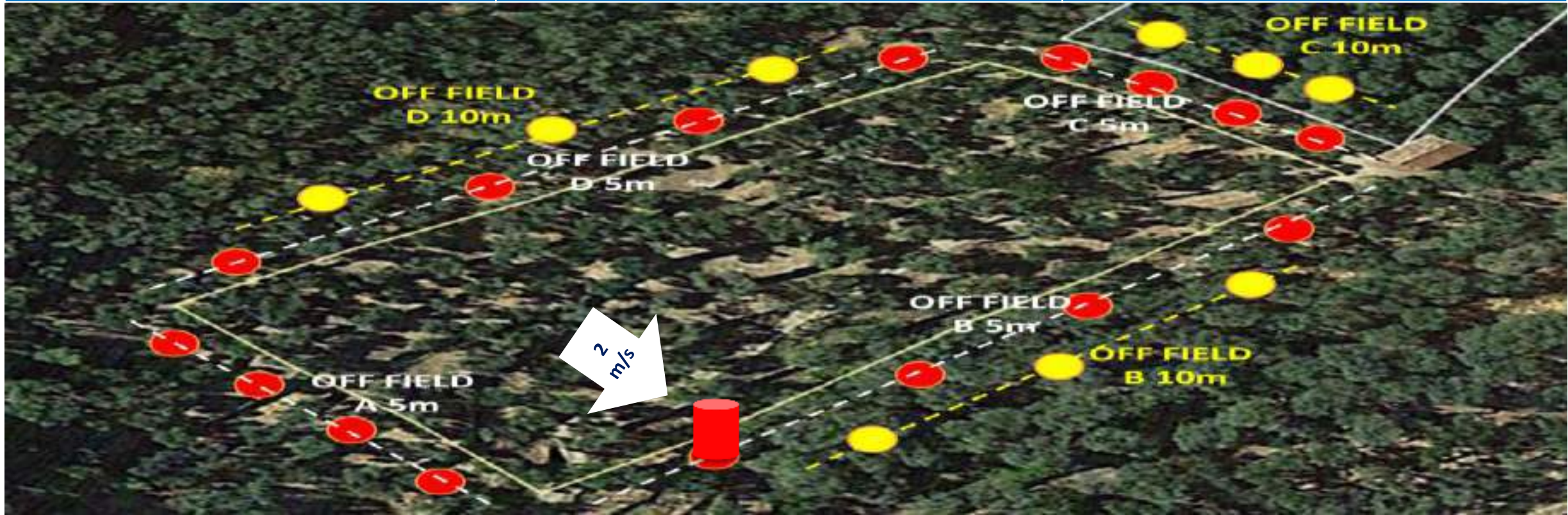
Expected deposition of Cyantraniliprole, considering distribution over the entire surface, without tree cover	749,07	mg/m <sup>2</sup>
Actual deposition on the ground calculated from analytical quantification carried out on areas not covered by plant canopies	594,49	mg/m <sup>2</sup>
Reduction in ground loss compared to expected	20,70	%



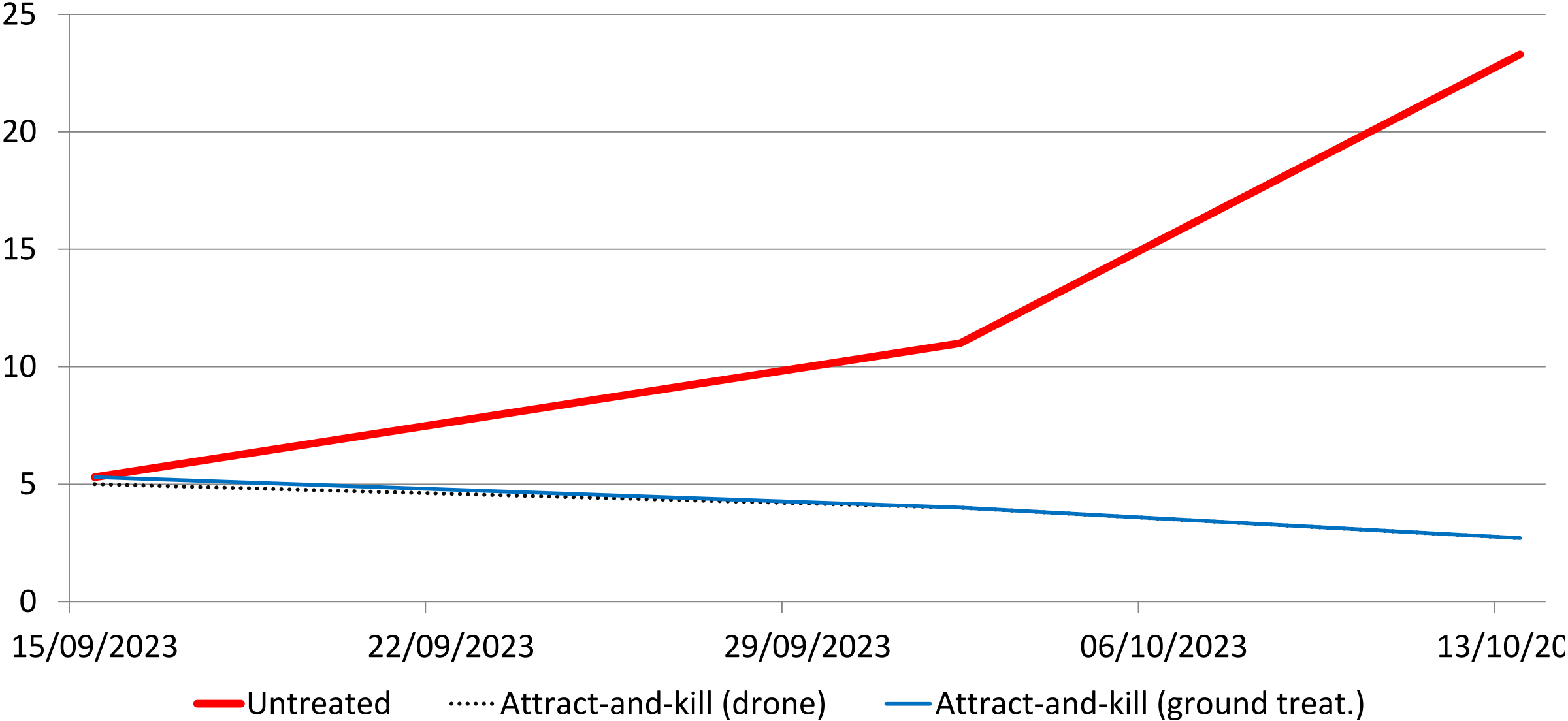


# Drift at 5 and 10 m far from treated area with drone.

Sampler position	Measured value (mg) at 5 m	Measured value (mg) at 10 m
off field A	NR (<1)	NR (<1)
off field B	<b>18,0</b>	NR (<1)
off field C	NR (<1)	NR (<1)
off field D	NR (<1)	NR (<1)



# Efficacy of treatments. Total infestation (% damaged olives by *B. oleae*)



# Residues of Cyantraniliprole in olives

Treatment	Residues (mg/kg)
<b>Untreated</b>	<b>NR (&lt;LOQ=0,01)</b>
<b>Attract and kill distributed with <u>drone</u></b>	Cyantraniliprole + bait <b>NR (&lt;LOQ=0,01)</b>
<b>Attract and kill distributed with <u>ground sprayer</u></b>	Cyantraniliprole + bait <b>NR (&lt;LOQ=0,01)</b>



# Residues of Cyantraniliprole in olive oil.

Treatment		Residues (mg/kg)
<b>Untreated</b>		-
<b>Attract and kill distributed with <u>drone</u></b>	Cyantraniliprole + bait	<b>NR (&lt;LOQ=0,01)</b>
<b>Attract and kill distributed with <u>ground sprayer</u></b>	Cyantraniliprole + bait	<b>NR (&lt;LOQ=0,01)</b>

## Costs of control strategy against *B. oleae* with authorized insecticides (december 2024) on olive.

Control strategy (sequence of treatments)	<u>Cost €/ha with drone</u>	Cost €/ha without drone	<u>Cost variation (%) with drone</u>
Exirel Bait (localized distribution)	119,90	146,36	<b>-18,08</b>
Exirel Bait (localized distribution)	119,90	146,36	<b>-18,08</b>
Sivanto Prime (full-canopy distribution)	134,09	134,09	0,00
Exirel Bait (localized distribution)	119,90	146,36	<b>-18,08</b>
Epik SL (full-canopy distribution)	132,78	132,78	0,00
Epik SL (full-canopy distribution)	132,78	132,78	0,00
<b>Total cost</b>	<b>759,34</b>	<b>838,72</b>	<b>-9,46</b>



A scenic view of a stone wall in a rural landscape. The wall is constructed from rough, stacked stones and runs across the middle ground. In the foreground, there is a rocky slope with sparse green and brown vegetation. Several olive trees with silvery-green leaves are scattered throughout the scene, some in the background and some in the foreground. The sky is visible through the branches of the trees, showing a clear blue color.

**THANK YOU FOR YOUR  
ATTENTION**

**Giovanni Minuto**





1



3



2

---

When Innovation meets Tradition:  
Apple Derived Extracts from Italian Golden Delicious PDO (Val  
di Non, Trentino)  
for Human Well-being in the Context of Circular Bioeconomy

Barbara Zavan<sup>1</sup>, Elena Tremoli<sup>2</sup>, Luca Lovatti<sup>3</sup>, and Maria Daglia<sup>4</sup>

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PDO

Golden, Red, RENETTA CANADA

# 1994: DOP for golden, red e renetta

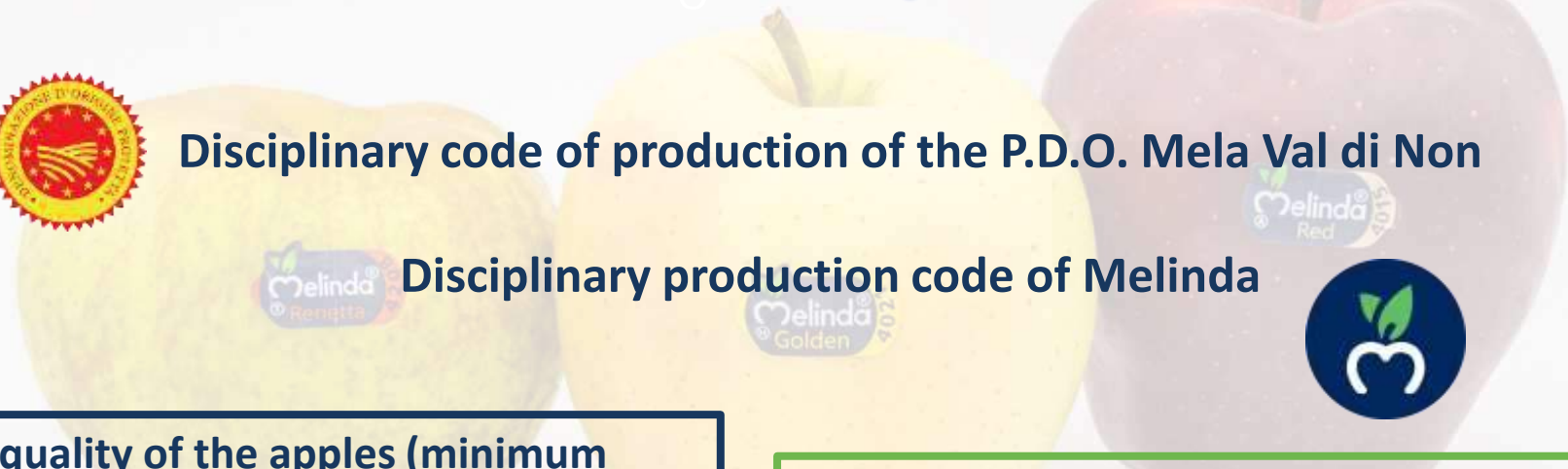


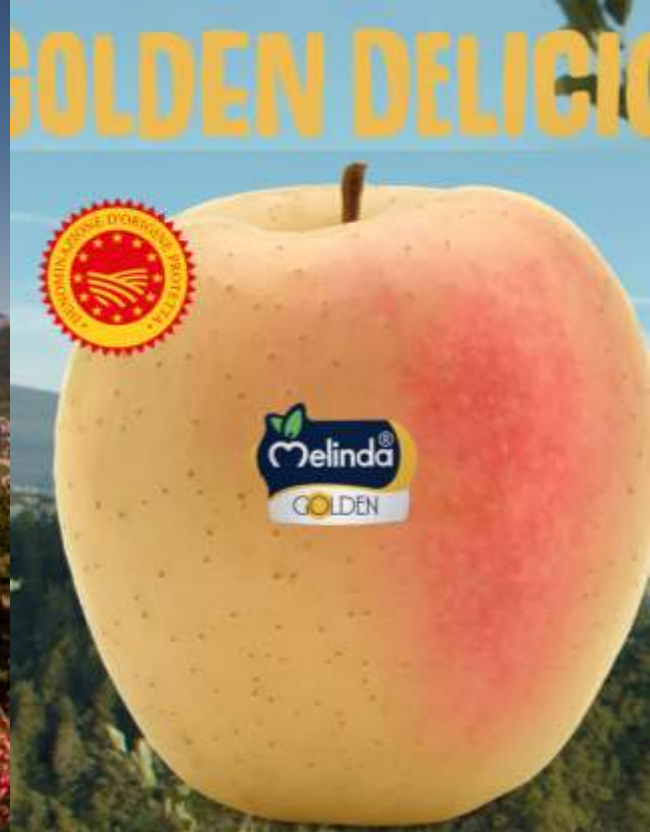
**Disciplinary code of production of the P.D.O. Mela Val di Non**

**Disciplinary production code of Melinda**

- quality of the apples (minimum standards of sugars, acidity and pureness),
- quantity of fruit produced (maximum yield/hectare)
- maximum number of trees/hectare

- Respect of the orchard as essential part of the valley's ecosystem
- Integrated Farming
- diversified picking according to the characteristics of the orchard
- manual packaging of the apples





**SUSTAINABILITY**



# SUSTAINABILITY



## 1. USE ONLY RENEWABLE SOURCES

We use 100% renewable energy resources, 11% of which is self-produced by a photovoltaic system on our structure's roof. The rest is supplied by a hydroelectric power system.



## 2. NEVER WASTE EVEN A DROP OF WATER

Melinda uses drop irrigation over 97% of its apple orchards. This system improves water distribution among the plants vs traditional overhead irrigation, with 30% less water consumption.



## 3. RESPECT NATURE'S TIMING

Melinda Consortium farmers are aware that good products like Melinda apples require time and effort. They have always grown them respecting the biological cycle of the orchard, the rhythm of the seasons and climate.



## 4. BUILD AN ANIMAL-FRIENDLY ECOSYSTEM

In our orchards you can find a strong presence of fauna (insects, birds, wildlife), this is an index of the environment's wellness. In our valleys, apiculture and farming go arm in arm, and pollinating insects, like bees, are becoming more numerous for the increasing number of beehives and beekeepers.



32.903  
Beehives



2060  
Beekeepers

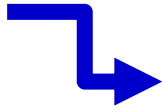




# SUSTAINABILITY

The use of apples not for the market to produce other food products:

300.000 tons



5%  
15.000 tons

- Succhi
  - Snack
  - Mousse
  - Aceto di mele
- ... and in the next future other innovative food products ?





- OUR GOAL

The Golden Delicious PDO apple serves as a case study to examine how bioactive compounds, apple derived vesicles, extracted through innovative green processes, contribute to health and well-being.



In this project, the Consorzio Melinda, which represents the apple producers, provides the raw materials and extracts, while UNIFE and Maria Cecilia Hospital-Gruppo Villa Maria evaluates the biological properties, and UNINA analyzes their chemical composition and metabolite profiling.



Maria Cecilia Hospital  
Cotignola

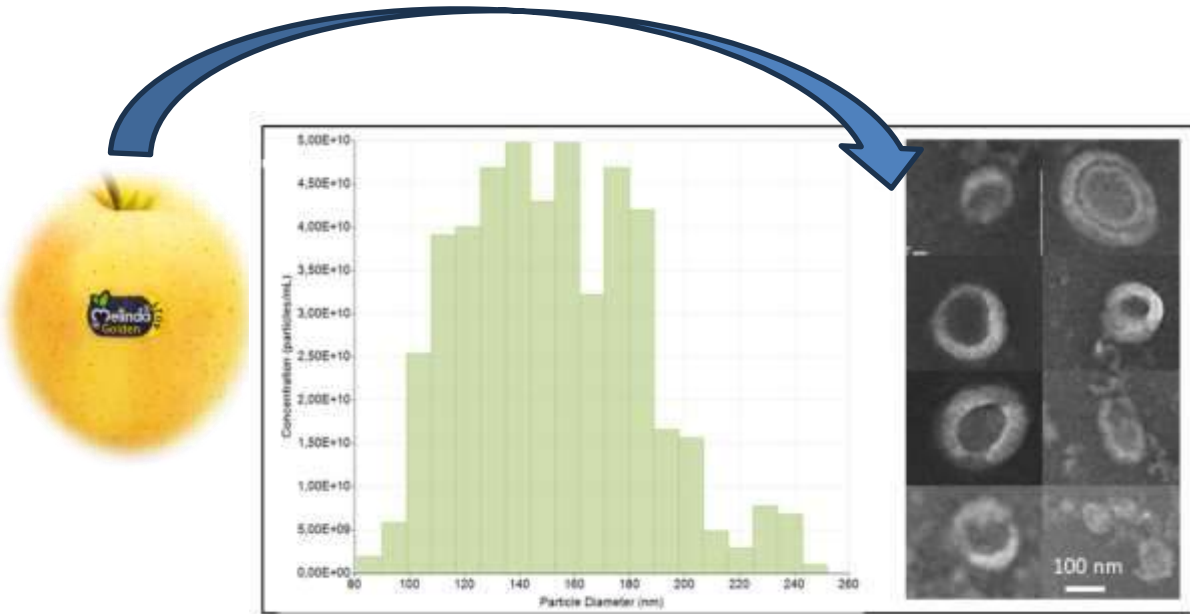


Plant-derived extracellular vesicles are lipid bilayer vesicles with protein receptors on the outside that determine:

- **the sender** (cells from the source)
- **the recipient** (cell designated to receive them)



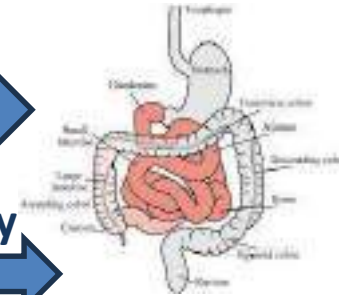
**high information content, mainly consisting of miRNA instructions to change the biological behavior of the receiving cell**



PDNVs carry:  
small RNAs – miRNA,  
messenger RNAs,  
cytosolic proteins,  
Vitamin precursors

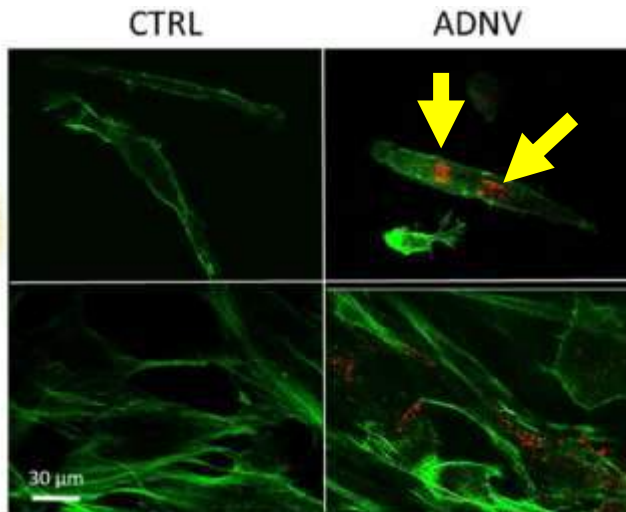
**the vesicles are stable in** →

**Are absorbed by** →





FU

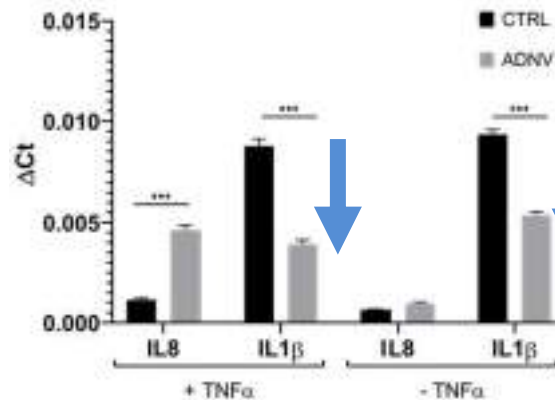
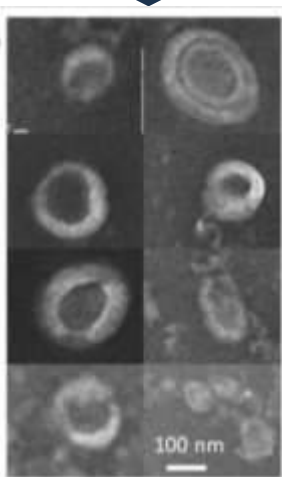


ADNVs stained with fluorescent dye (in red) have been absorbed by THP-1 derived macrophages and fibroblasts (FU) stained in green



An Apple a Day Keeps the Doctor Away: Potential Role of miRNA 146 on Macrophages Treated with Exosomes Derived from Apples

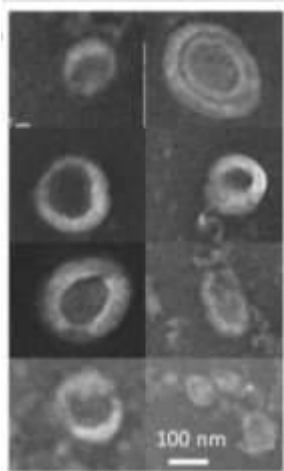
Martina Trentini<sup>1,2</sup>, Federica Zanotti<sup>3</sup>, Elena Tiarago<sup>3</sup>, Franческа Camposopra<sup>3</sup>, Margherita Doganepi<sup>3</sup>, Danilo Licenzi<sup>3</sup>, Luca Lovati<sup>2</sup> and Barbara Zavan<sup>1,2\*</sup>



**IL-1b** is a potent pro-inflammatory cytokine, which stimulates:

- prostaglandin synthesis
- neutrophil activation
- cytokines production





ELSEVIER



## Apple vesicles: Revolutionary gut microbiota treatment for Inflammatory Bowel Disease



Article

## Apple Derived Exosomes Improve Collagen Type I Production and Decrease MMPs during Aging of the Skin through Downregulation of the NF- $\kappa$ B Pathway as Mode of Action



cells



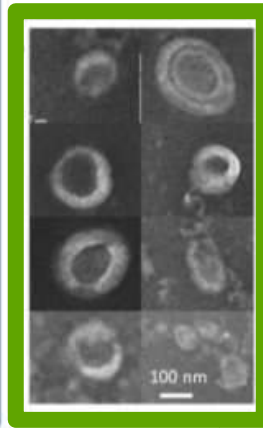
2024

## Inflammation: The Cause of All Diseases

chronic tissue damage

development of chronic diseases:

- type-2 diabetes
- cancer
- chronic obstructive pulmonary disease
- cardiovascular diseases
- ....



Feb. 23, 2004

2025



- **Sustainability:** “meeting the needs of the present without compromising the ability of future generations to meet their own needs”
- **Circular bioeconomy:** “the production of renewable biological resources and the conversion of these resources and waste streams into value-added products.

PROJECT: **Apple-derived vesicles**, obtained from by-products of the **Golden Delicious PDO apple**, are being developed in a **circular bioeconomy**, with **collaborative research efforts** between industry, private research organizations, and academia driving innovations



a model for how tradition and modernity can coexist, offering a sustainable path for



primary production systems



food manufacturing industry



market and consumers

- An HISTORY OF COOPERATION



- THANK YOU FOR THE ATTENTION





# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY



## P.G.I Green Altamura Lentils: a sustainable innovation for bakery products

A. Romano<sup>1</sup>, G. Centoducati<sup>2</sup>, F. Cirrincione<sup>1</sup>, P. Ferranti<sup>1</sup>, L. De Luca<sup>1</sup>, R. Romano<sup>1</sup>



<sup>1</sup>Department of Agricultural Sciences, University of Naples Federico II- Italy

<sup>2</sup>Università degli Studi di Bari "Aldo Moro", Bari, Italy

contact: [annalisa.romano@unina.it](mailto:annalisa.romano@unina.it)



There is a growing requirement for plant-based diets and more efficient methods of food processing to address these concerns (FAOSTAT, 2022; Monnet et al., 2019)

Within the leguminous plants, lentil is certainly one of the most interesting from a technological point of view.

Value-added processing of lentils (*Lens culinaris Medik.*) is of growing interest for the development of new food ingredients, owing to their nutritional composition and promising technological properties.



# USE OF LENTILS IN THE BAKED GOODS INDUSTRY

- excellent nutritional composition and potential health-beneficial effects, e.g. reduce diet-related chronic diseases, increase satiety
- sustainable crop (atmospheric nitrogen fixers, reduces the use of fertilizers for cultivation and enhances soil quality, requires less water).



In the food industry, lentils from international sources (e.g. Canada) may be more commonly used for processed products due to cost-effectiveness and availability, but premium Italian lentils are still sought after for high-quality products.

Lentil composition varies significantly with genetic and environmental factors, but overall, the crop contains a high number of nutritional components and is gluten free





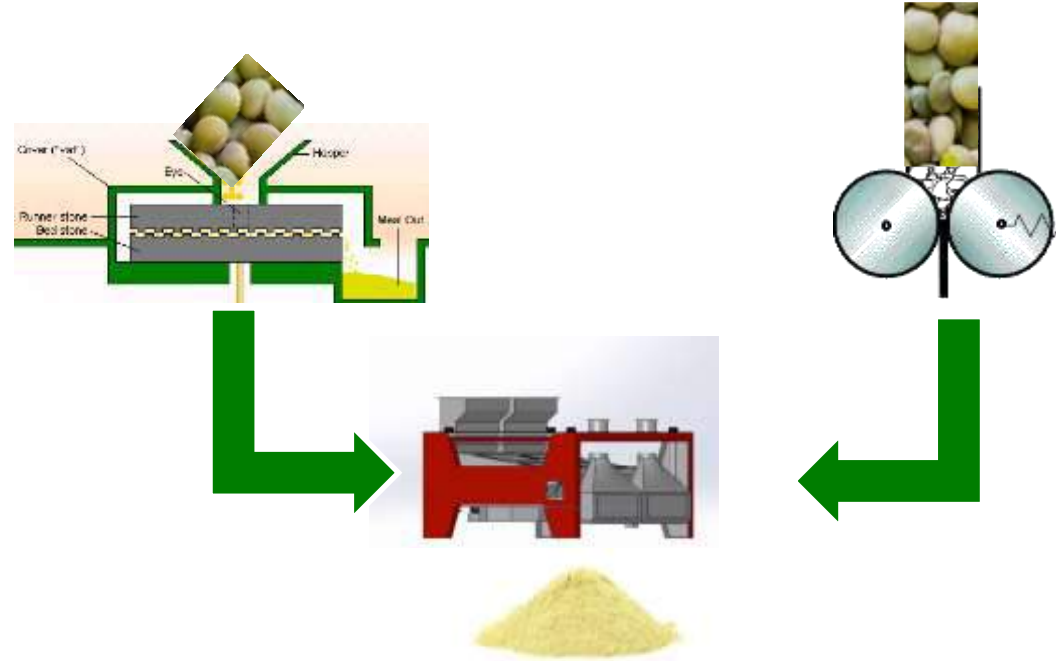
Green Altamura Lentils (*Lens culinaris Medik.*) are produced in Altamura (Bari, Southern Italy) and are authorized by the Commission of the European Community to receive the Protected Geographical Indication (P.G.I.) ([www.eur-lex.europa.eu/reg\\_impl/2017](http://www.eur-lex.europa.eu/reg_impl/2017); European Union, 2017).



**Green Altamura Lentils can be a very promising alternative to soy and pea, because they are an affordable source of proteins (26 g / 100g), dietary fibres (8.4 g / 100g), carbohydrates (50g /100g), minerals, vitamins (mainly vitamin B3/niacin) and phenolic compounds (Gallo et al., 2021).**



Lentils are usually used for consumption in the form of cooked whole seeds or split cotyledons or processed into various ingredients (e.g., flour) for the uses in different food applications.



The percentage of lentil flour used typically ranges between 10% to 30% of the total flour content in the recipe.

The successful use of lentil flour as bakery ingredient is strictly related to its such as nutritional (e.g. non-soy source, gluten free), physicochemical, functional (e.g., solubility, water and oil absorption capacities), aromatic or sensorial (e.g. mild taste) properties (Adedeji et al., 2014; Romano et al., 2025).





Lentil flour is regularly subjected to a one or more processing methods (e.g. germination or extrusion cooking) which impact on the composition and hence their properties, resulting in ingredients with *tailored* properties (Pasqualone et al., 2020; Romano et al., 2024).



# THE POTENTIAL OF GERMINATION AND EXTRUSION- COOKING TO IMPROVE THE PROPERTIES OF P.G.I GREEN ALTAMURA LENTILS

Food &  
Function



PAPER

[View Article Online](#)  
View Journal | View Issue

Check for updates

Cite this: *Food Funct.* 2024, 15, 3020

Effects of germination time on the structure, functionality, flavour attributes, and *in vitro* digestibility of green Altamura lentils (*Lens culinaris Medik.*) flour

Annalisa Romano, Lucia De Luca and Raffaele Romano

European Food Research and Technology  
<https://doi.org/10.1039/d4fo02174a>

ORIGINAL PAPER



Exploring structure, volatile profile, physicochemical and functional properties of raw and extruded- cooked lentil flours for their use in bakery products

Annalisa Romano · Lucia De Luca · Raffaele Romano

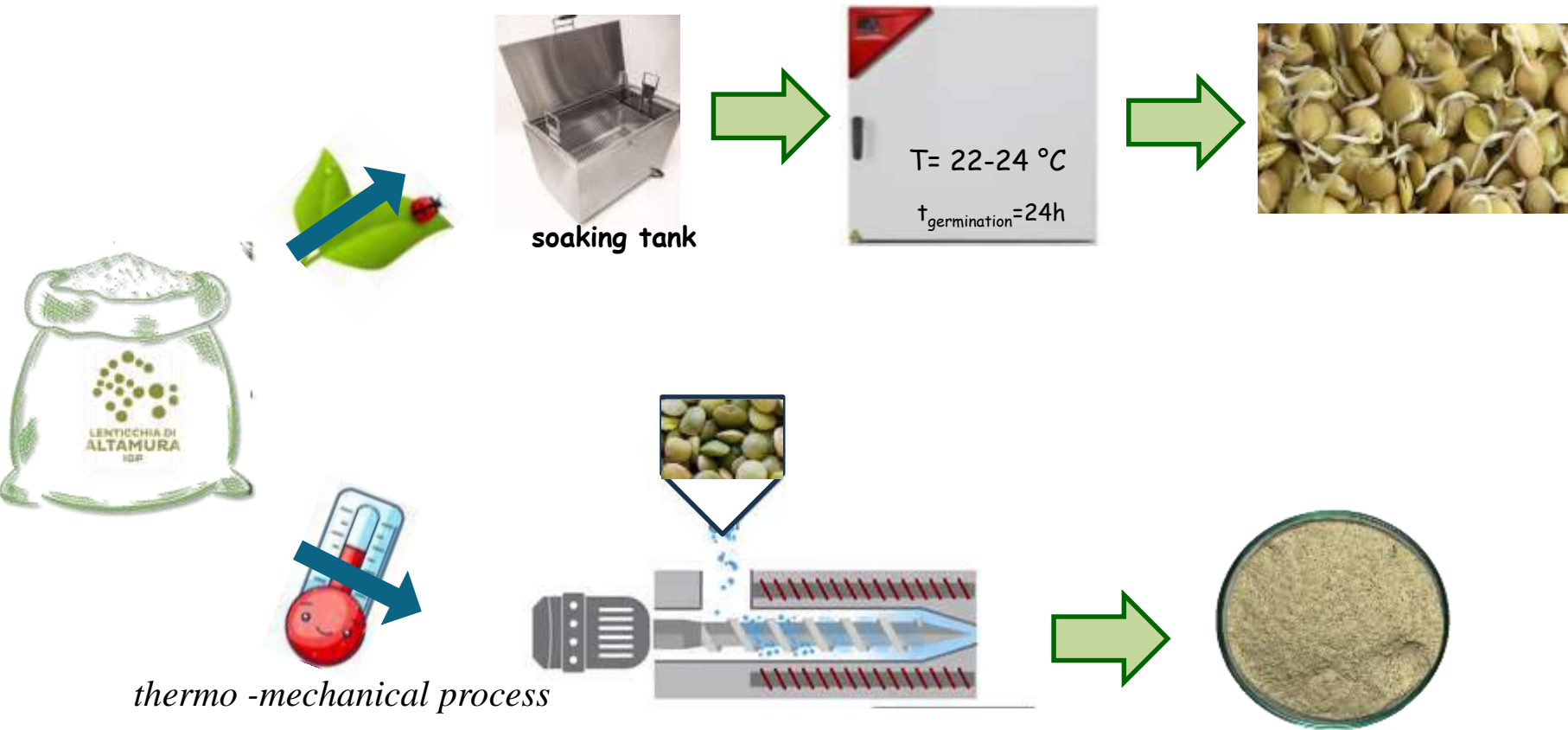
Received: 9 October 2024 / Revised: 6 December 2024 / Accepted: 28 December 2024  
© The Author(s), under exclusive licence to Springer-Verlag GmbH Germany, part of Springer Nature 2025

14. 2. 2025 9:36:43 PM  
https://doi.org/10.1039/d4fo02174a



Annalisa Romano, University of Naples Federico II- Italy  
Rome, Italy- 20 FEBRUARY 2025

onfoods



## RESULTS:



0, 24



- Germination of P.G.I Green Altamura Lentils can be a practical and effective treatment to improve their nutritional, functional and chemical properties

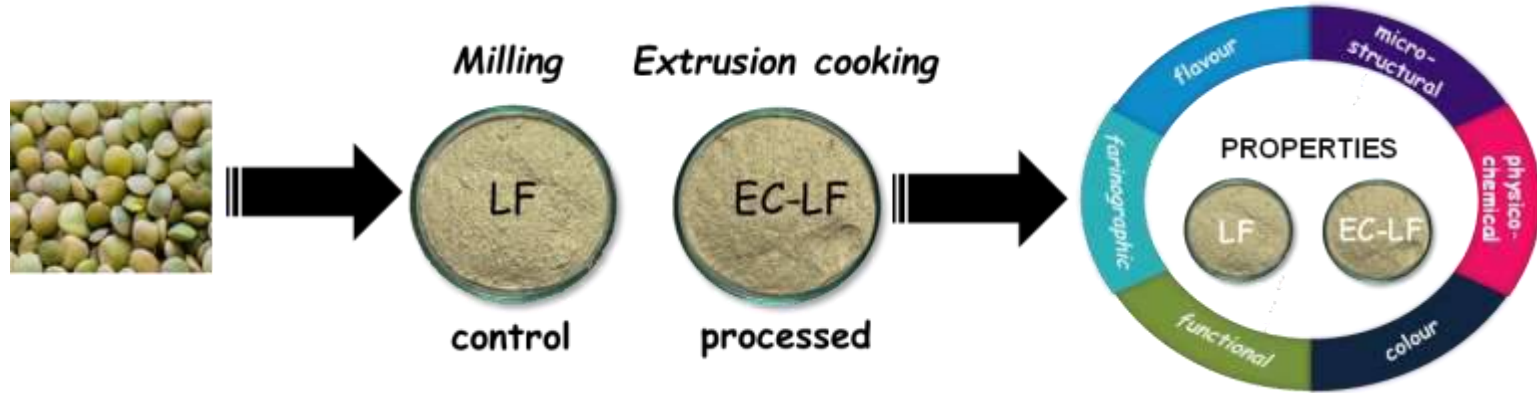




- Germinated samples performed better in terms of WHC, OHC, SI and  $\Delta H$  than control (0h).
- Germination of lentils can be a practical and effective treatment to improve aromatic profile
- A decrease was observed in total starch content (TS), amylose and eGI values (44) of germinated P.G.I Green Altamura Lentils.



# RESULTS:

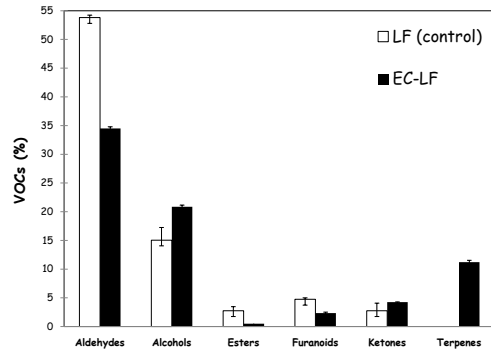


- The modifications of P.G.I Green Altamura Lentils by EC can bring about processed flour with microstructure, proximate composition, functional and nutritional properties with the potential to be used in different food products.



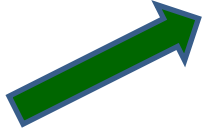


- The farinograph mixing curve of EC -LF showed an increase in water absorption (68%), in dough development time and stabilization time, with lower weakening respect of LF (57%).



- EC -LF showed a lower content of volatile organic compounds that influences the undesirable beany flavour and a higher total polyphenols content (272.8 mgGAE/100g) compared to LF (190.8 mgGAE/100g).







## Future Work & Research Directions:

**Enhancing Lentil-Based Food Formulations:** Continue exploring new strategies to improve the quality, functionality, and sensory attributes of lentil-based products.

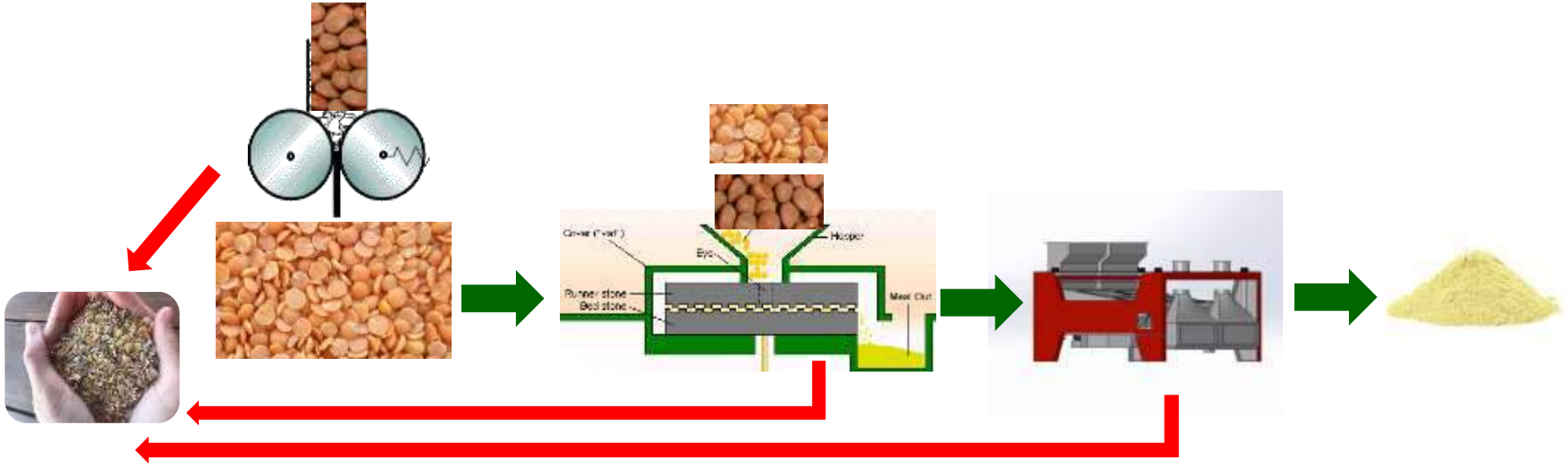
**Deepening Understanding of P.G.I. Green Altamura Lentil Flour:** Expand knowledge of its functional, nutritional, and technological properties, maximizing its potential in various food applications.

**Sustainability & Market Integration:** assess consumer acceptance to boost market adoption of PGI lentil-based food innovations.



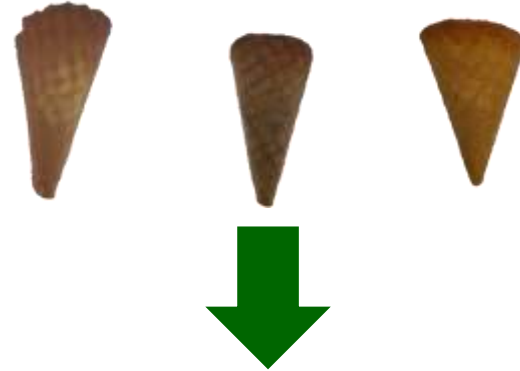
To develop innovative bakery products that respects the circular economy perspective for a sustainable system.

*A novel study Using Lentil Waste.*





To develop a bakery product with specific health and functional attributes obtained through the use of innovative ingredients derived from waste by-products of food supply chains, such as lentil hulls



**Lentil waste: a powerful novel ingredient.**

# Thank you for your attention!



University of Naples Federico II- Italy  
Department of Agricultural Sciences  
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**onfoods**  
Research and Innovation  
for Sustainable Food  
and Nutrition



# PHYTOPLANKTON FUNCTIONAL TRAITS AS MONITORING TOOL IN THE PRODUCTION AREA OF COZZA DI SCARDOVARI PDO

F. Bolinesi<sup>1,3</sup>, E. Rossetti<sup>2</sup>, O. Mangoni<sup>1,3</sup>

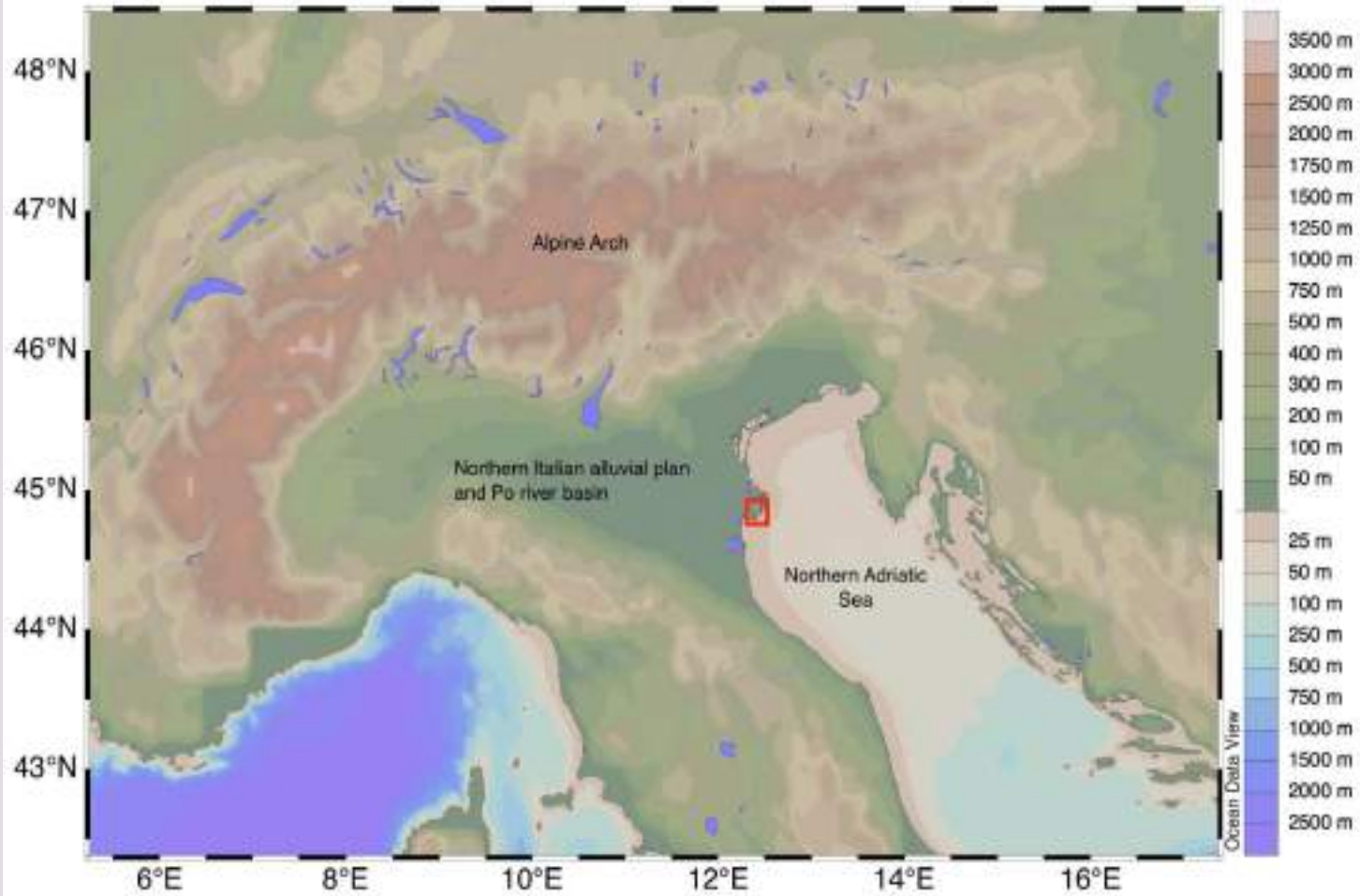
<sup>1</sup> *Dipartimento di Biologia, Università degli Studi di Napoli Federico II, Complesso di Monte Sant'Angelo, via Cinthia 21, Napoli 80126, Italy*

<sup>2</sup> *Consorzio Cooperative Pescatori del Polesine O.P. S.C.Ar.L., Scardovari, Rovigo 45018, Italy*

<sup>3</sup> *CoNISMa, Piazzale Flaminio 9, Roma 00196, Italy*



# THE PO DELTA





# SACCA DEGLI SCARDOVARI

ONE OF THE MOST IMPORTANT EUROPEAN SHELLFISH PRODUCTIONS

- 1500 OPERATORS
- 80 COMPANIES INVOLVED
- 14 COOPERATIVE



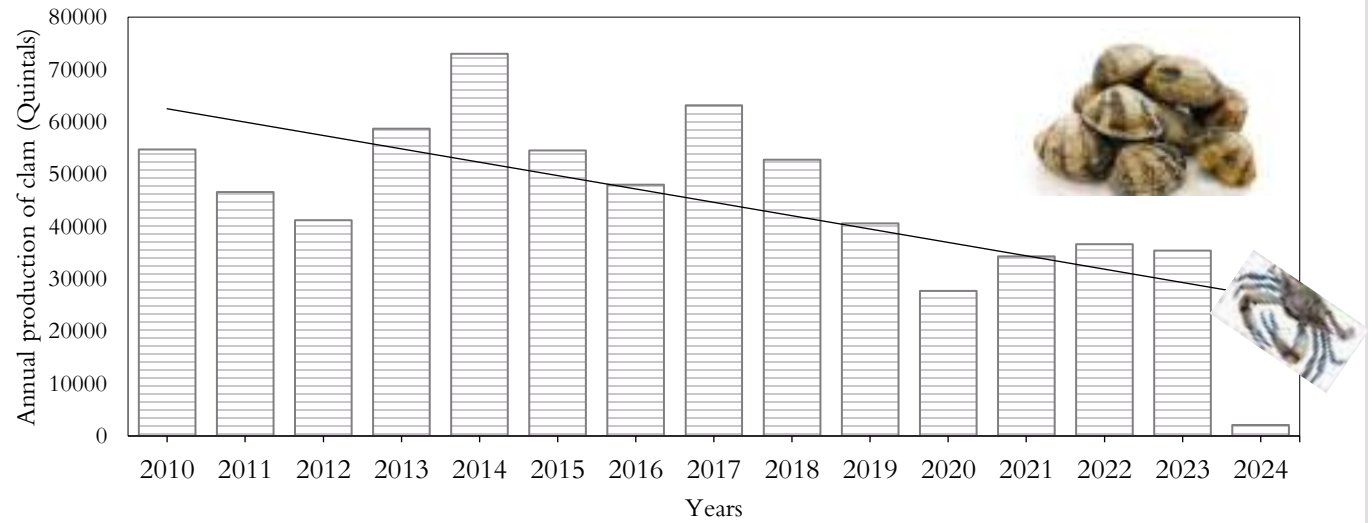
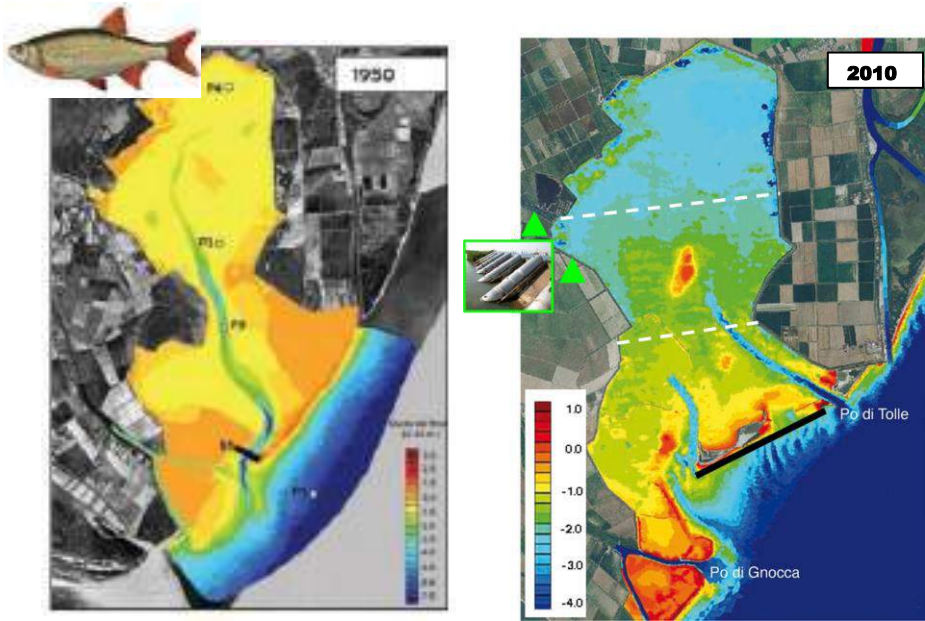
**UNICA, ITALIANA, VERA**



- Cooperativa Pescatori Delta Padano
- Cooperativa Pescatori Eridania
- Cooperativa Fra Pescatori dell'Adriatico
- Cooperativa Pescatori Maistra
- Cooperativa Pescatori Mitilcoltori
- Cooperativa Pescatori Ariano Polesine
- Cooperativa Pescatori di Pila

- Cooperativa Pescatori Po
- Cooperativa Pescatori S. Giulia
- Cooperativa Pescatori Polesine Camerini
- Cooperativa Pescatori S. Margherita
- Cooperativa Villaggio Pescatori
- Cooperativa Pilamare
- Cooperativa Cà Tiepolo





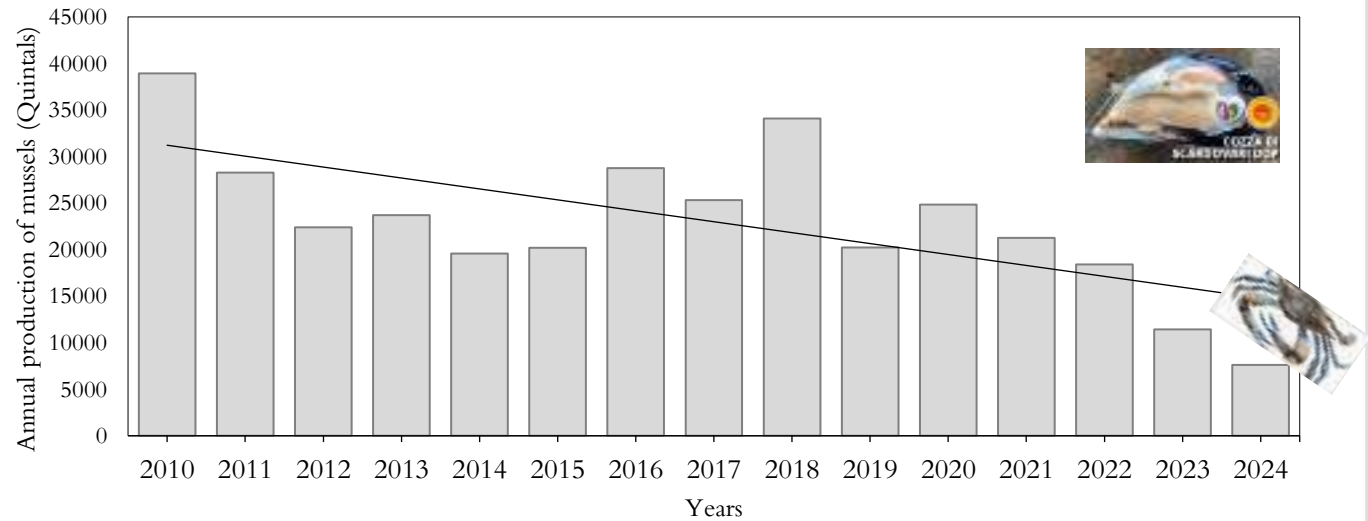
The Guardian

### Invasive blue crabs threaten economy of whole regions of Italy, official say

Crustacean native to Americas is devastating shellfish production in Po delta, where it has no natural predators



CRUSTACEAN COMPLICATIONS NEWSROOM  
**ITALY'S CLAM INDUSTRY THREATENED BY RISE IN BLUE CRABS** CNN



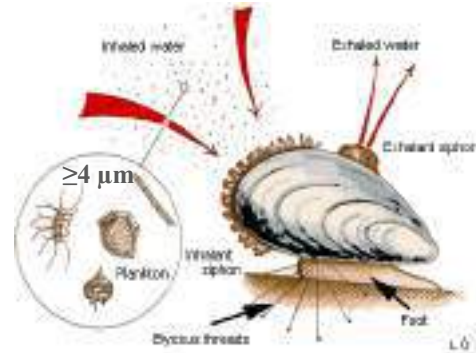
Bolinesi et al., *Sci Rep* **14**, 19424 (2024). <https://doi.org/10.1038/s41598-024-70492-6>

D'Alpaos, L. eds. Consorzio di Bonifica Delta del Po & Taglio di Po . 3–80 (Regione del Veneto, 2014).





## ➤ PHYTOPLANKTON FUNCTIONAL TRAITS

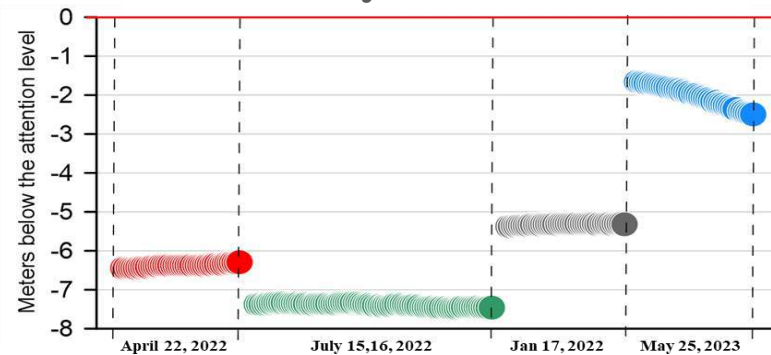


From Aquascope 2000

- Total phytoplankton biomass
- Micro- (200-20 μm), nano- (20-2 μm), pico- (2-0.7 μm)
- Maximum quantum yield (Fv/Fm)
- Pigmentary spectra (pigment:Chl a ratios)

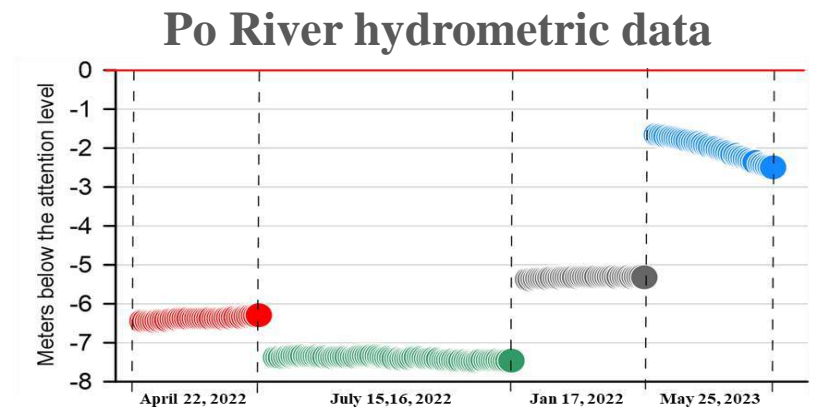
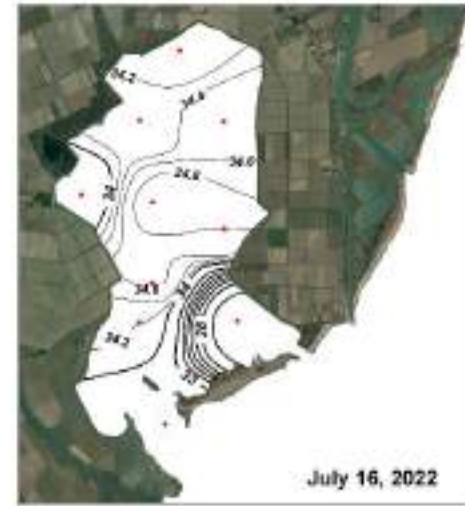
## ➤ PHYSICAL-CHEMICAL PROPERTIES OF THE WATER COLUMN

### Po River hydrometric data

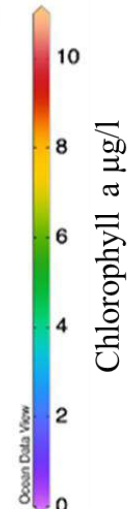
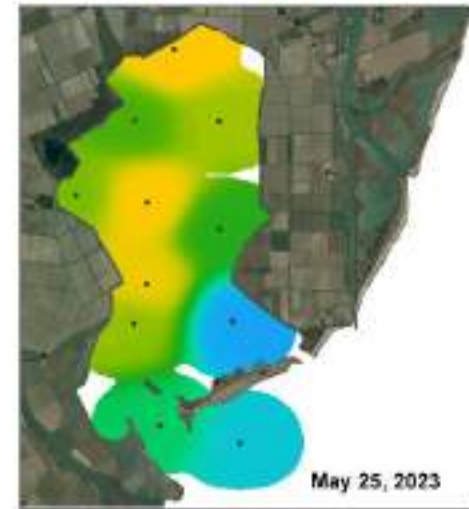
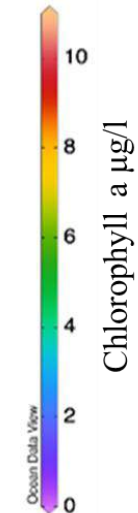
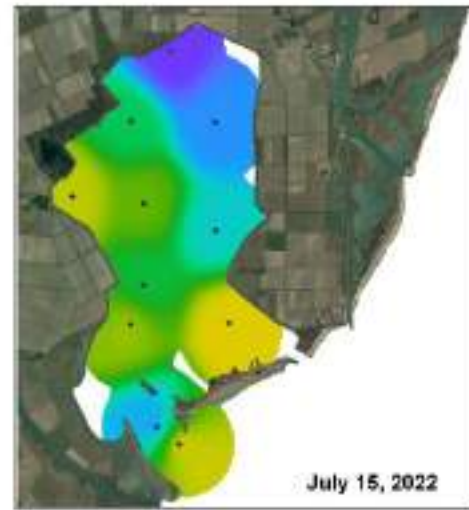
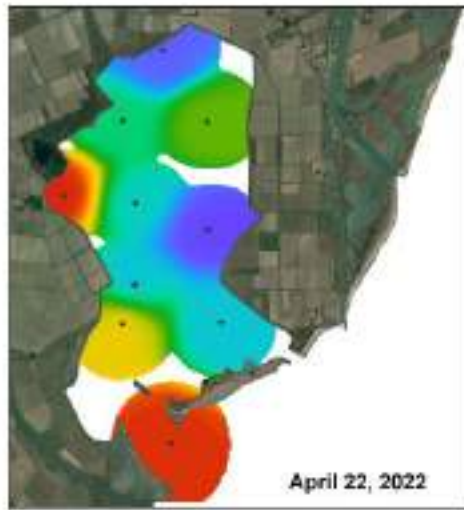


- Salinity
- Temperature
- Nutrient concentrations

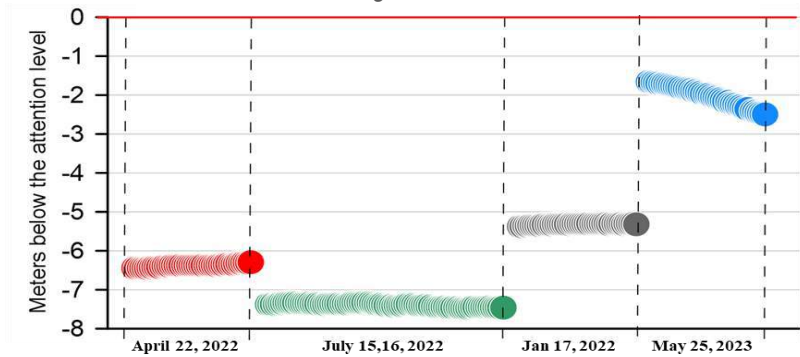
# SALINITY DISTRIBUTION



# TOTAL PHYTOPLANKTON BIOMASS

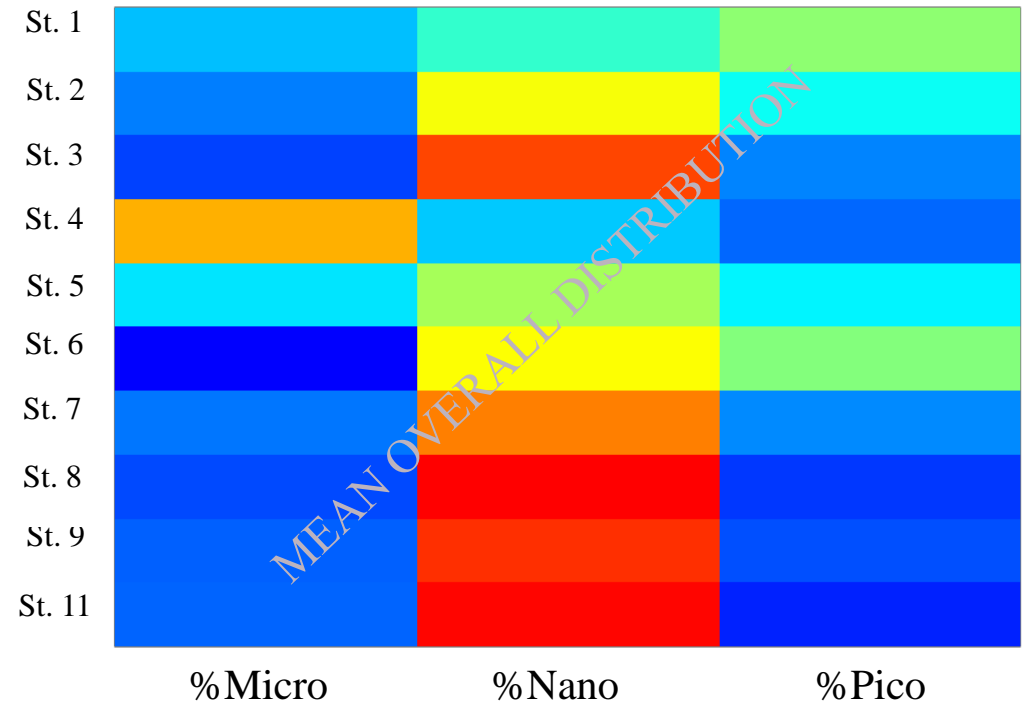
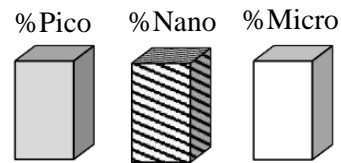
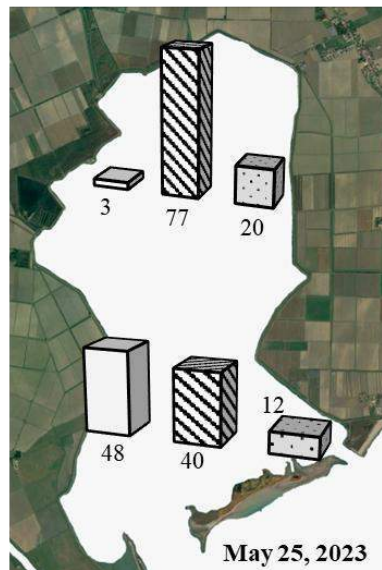
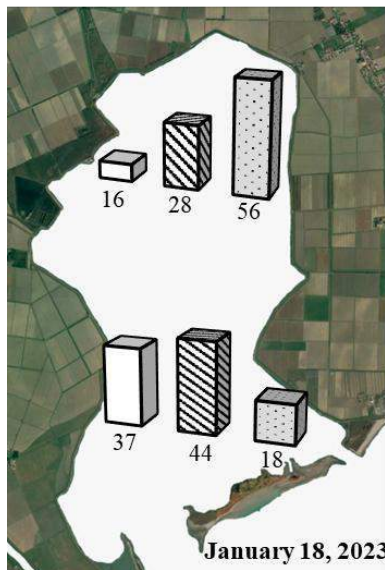
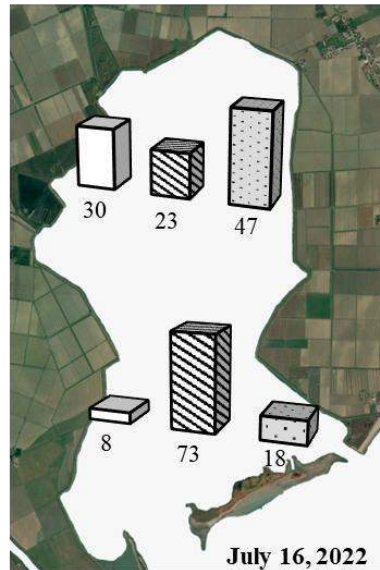
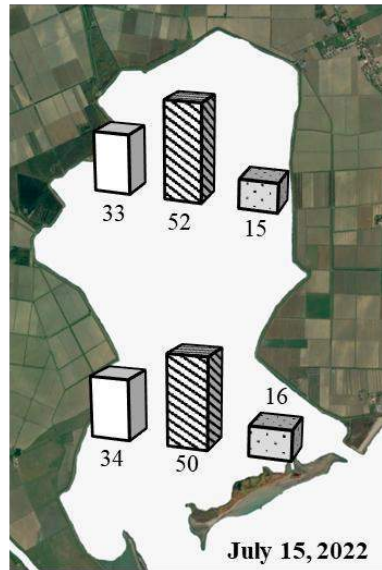
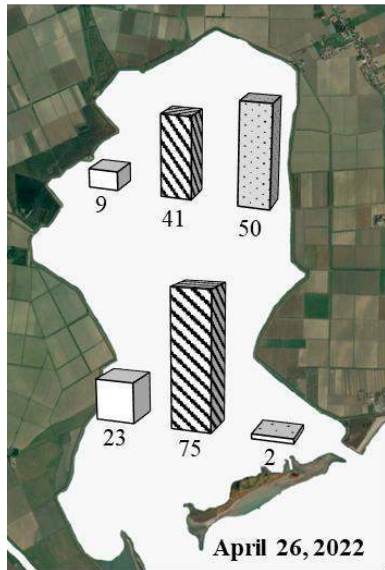


## Po River hydrometric data



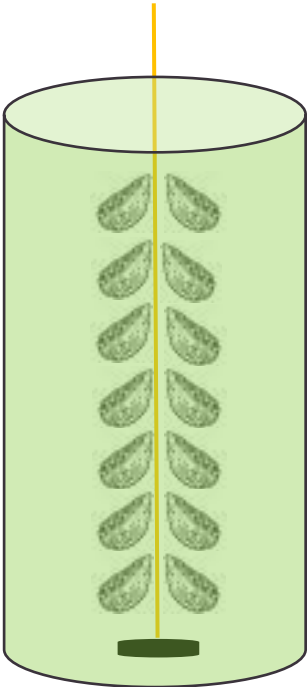


# SIZE CLASS COMPOSITION

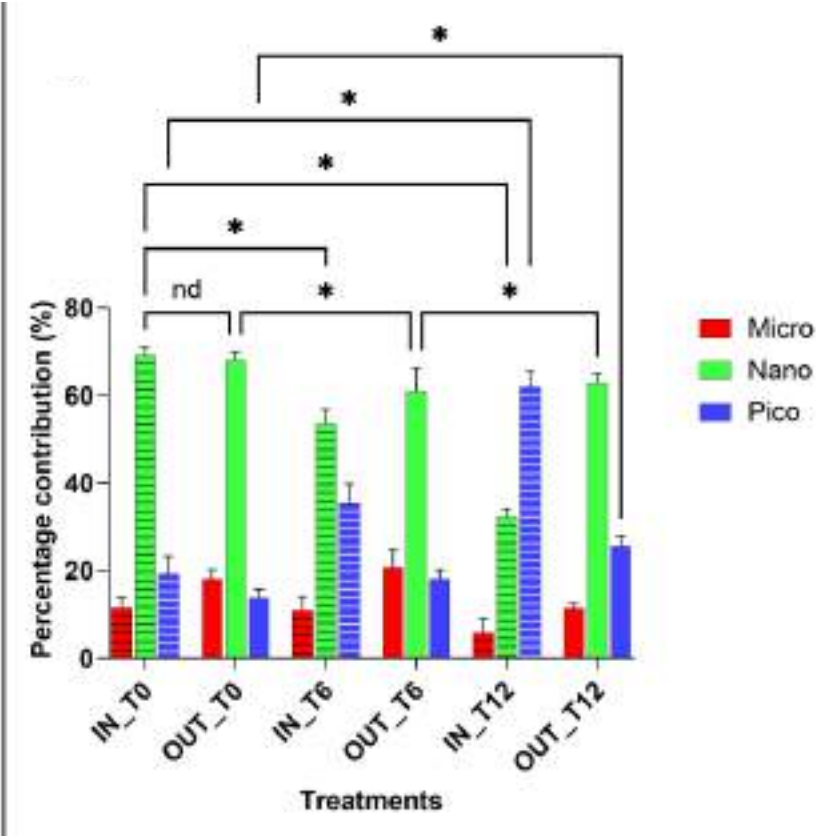
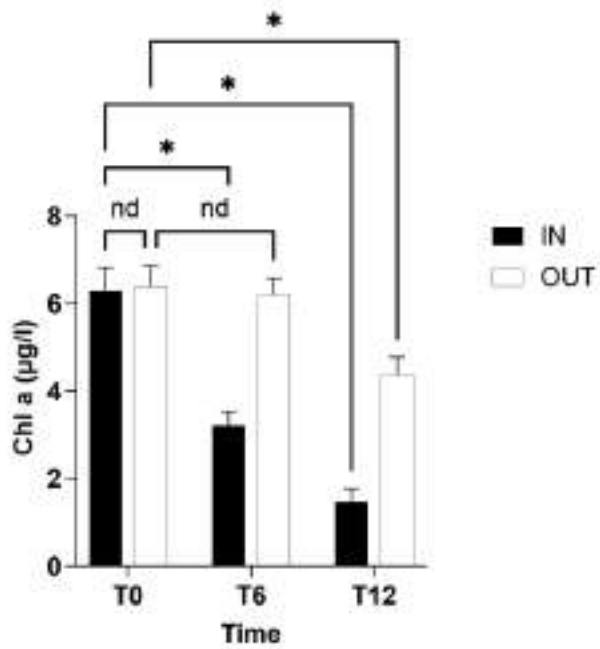




# IN SITU MUSSEL FILTRATION ACTIVITY



N= 400 individuals  
V= 600 l





UNIVERSITÀ DEGLI STUDI  
DI NAPOLI FEDERICO II



RICERCA UNINA  
FINANZIAMENTO DELLA RICERCA DI ATENE



## FINAL CONSIDERATIONS



- i. The phytoplankton community dynamics in the Sacca degli Scardovari strongly depends on distinct allogenic inputs, highlighting the vulnerability of the system under current climate changes ( i.e. drought crisis, glaciers retreat, sea level rise);
- ii. Nano-phytoplankton largely supports the mussel production, that in turn exert a substantial control on the community structure and dynamics of the lagoon;
- iii. The use of phytoplankton functional traits represents a valid monitoring tool for the planning and management of interventions aimed at enhancing national mussel production without neglecting aspects of environmental protection or the integrity of coastal systems.

scientific reports

OPEN **Phytoplankton dynamics  
in a shellfish farming lagoon  
in a deltaic system threatened  
by ongoing climate change**

Francesco Bojani<sup>1,2</sup>, Emanuele Rossetti<sup>3</sup> & Olga Mangoni<sup>1,2\*</sup>

Scientific Reports | (2024) 14:12345 | https://doi.org/10.1038/s41598-024-XXXX-4 | nature portfolio



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# PDO Tuscan Bread and Food technology research: an indissoluble marriage able to merge tradition, innovation and sustainability

Angela Zinnai, Daniele Pardini

Bruno Casu, Andrea Marianelli, Monica  
Macaluso, Piero Giorgio Verdini, Fabrizio Palla



Contact: [angela.zinnai@unipi.it](mailto:angela.zinnai@unipi.it)



# PDO TUSCAN BREAD

*Bread made by a typical method in Tuscany which requires:*

- ✓ type '0' soft-wheat wholegrain flour + wheatgerm
- ✓ wheat varieties grown in Tuscany
- ✓ water; no salt due to historical reasons
- ✓ use of "an exclusive sourdough" starter

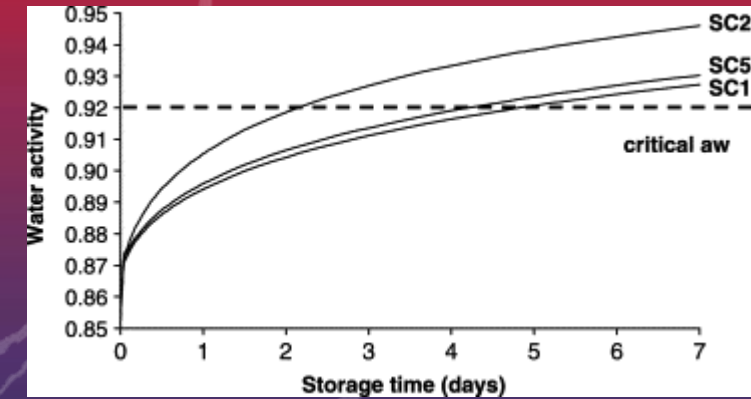
## *Organoleptic characteristics*

- ✓ aroma of roasted hazelnuts
- ✓ crunchy crust
- ✓ crumb's irregular holes
- ✓ white-to-ivory colour of crumb



# CPT DOP ↔ Pisa University projects

- ✓ The best operating conditions to be adopted in sourdough bread making
- ✓ Moisture migration in multicomponent product
- ✓ Modified atmosphere packaging for bread shelf-life extension bread
- Natural preservation: clean label solutions against molds and yeasts and packaging



# PDO Tuscan sourdough bread properties

## **TASTE AND FLAVOUR**

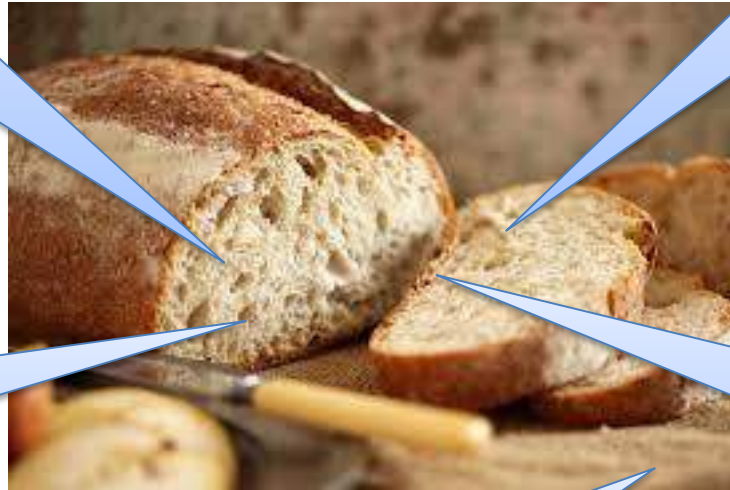
*LAB: production of L-Lactic and Acetic acids and secondary products*

## **SHELF-LIFE**

*Mould and bacterial spoilage: reduced  
Staling process: delayed*

## **VOLUME AND TEXTURE**

*In presence of lactic acid the mesh of gluten becomes more springy*



## **NUTRITIONAL VALUE**

*Stimulation of phytase  
Partial degradation of gluten*

**No salt (NaCl)**

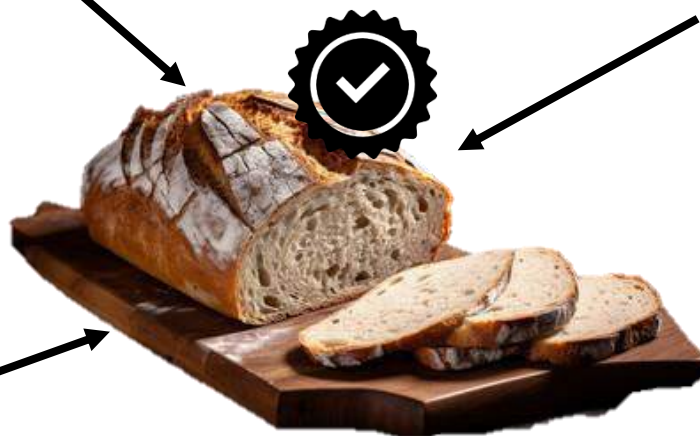
# BAKERY PRODUCTS WITH REDUCED SHELF-LIFE\*, WHY? IT DEPENDS BY INTERNAL AND/OR EXTERNAL FACTORS

## PRODUCT PROPERTIES

(aw, pH, nutritional value, oxygen content, moisture content, recipe)

## PACKAGING PROPERTIES

(Gases barrier, Thermal stability, UV barrier, Antimicrobial/Antioxidant activity, Mechanical properties)



## STORAGE CONDITIONS

(Light, Environmental temperature, Humidity, Storage conditions)

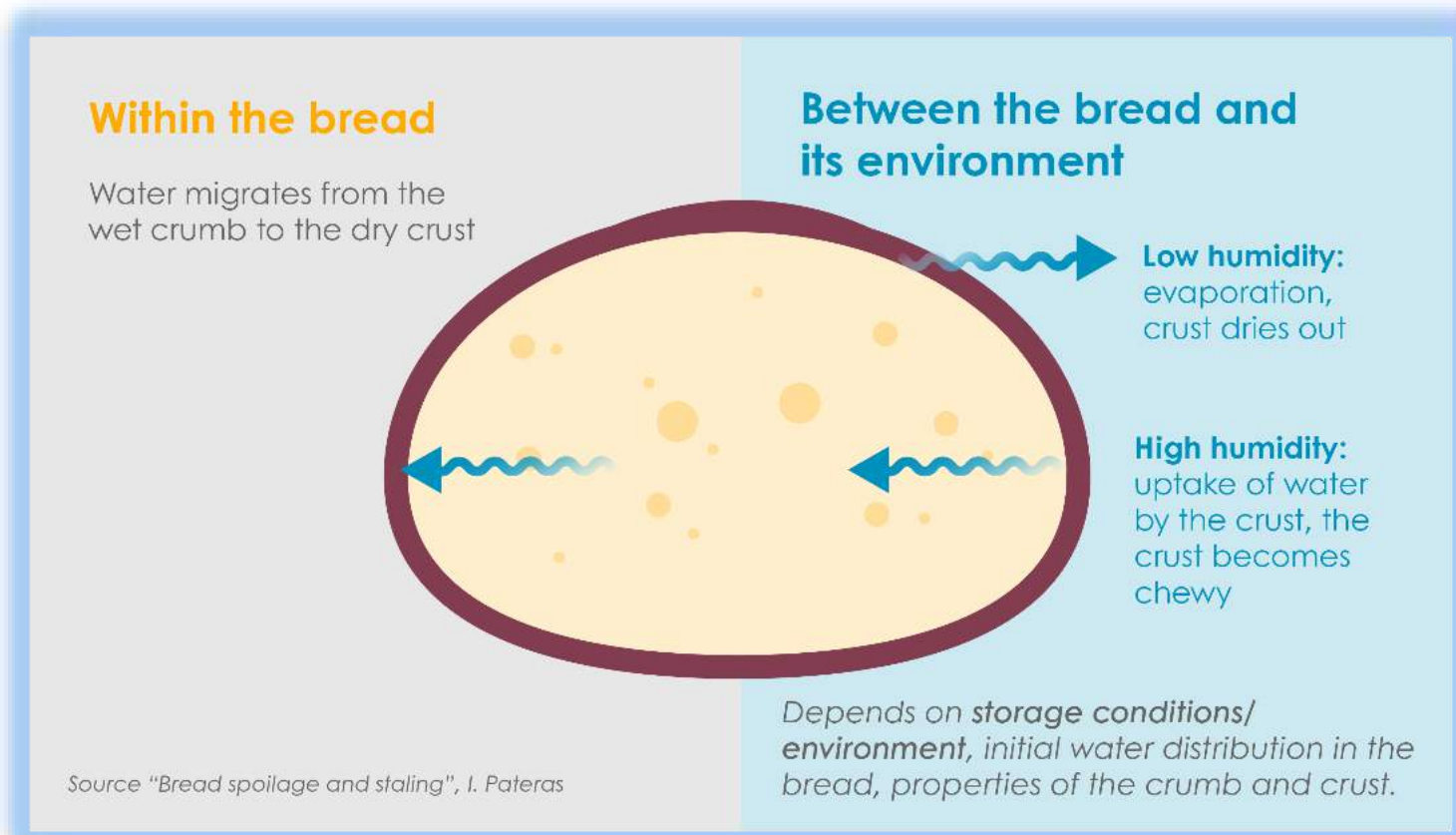
## PROCESS CONDITIONS

(Baking time/temperature, Cooling time management, Hygiene of processing environment)

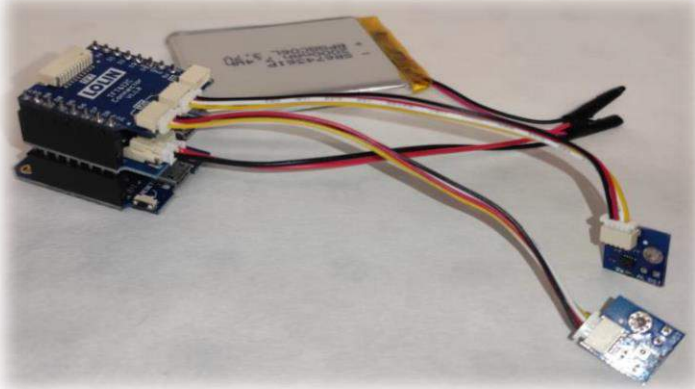
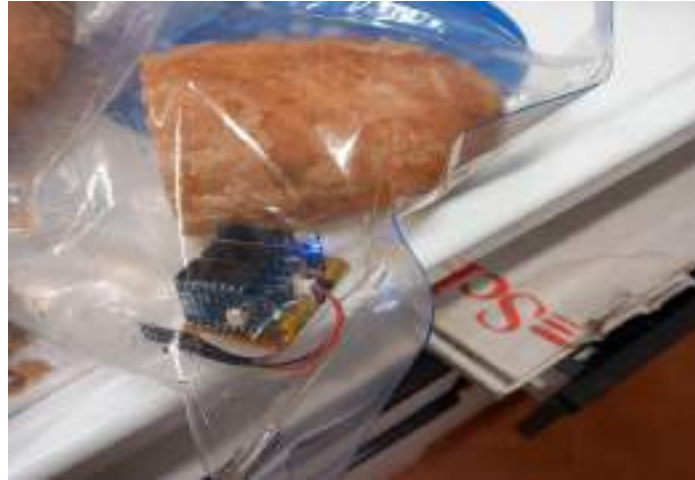




# ANALYSIS AND MONITORING OF THE THERMAL PROFILE AND THE MIGRATION OF WATER



## DEVELOPMENT AND ADOPTION OF INNOVATIVE ON-SITE AND ON-TIME SENSORS



**SHT30 sensors connected to a microcontroller that are inserted inside the bread (in the crust and crumb). These measure the RELATIVE HUMIDITY and TEMPERATURE inside the bread during the shelf-life, from cooling to the appearance of the first fungal colony;**



developed by some physics of INFN-CERN

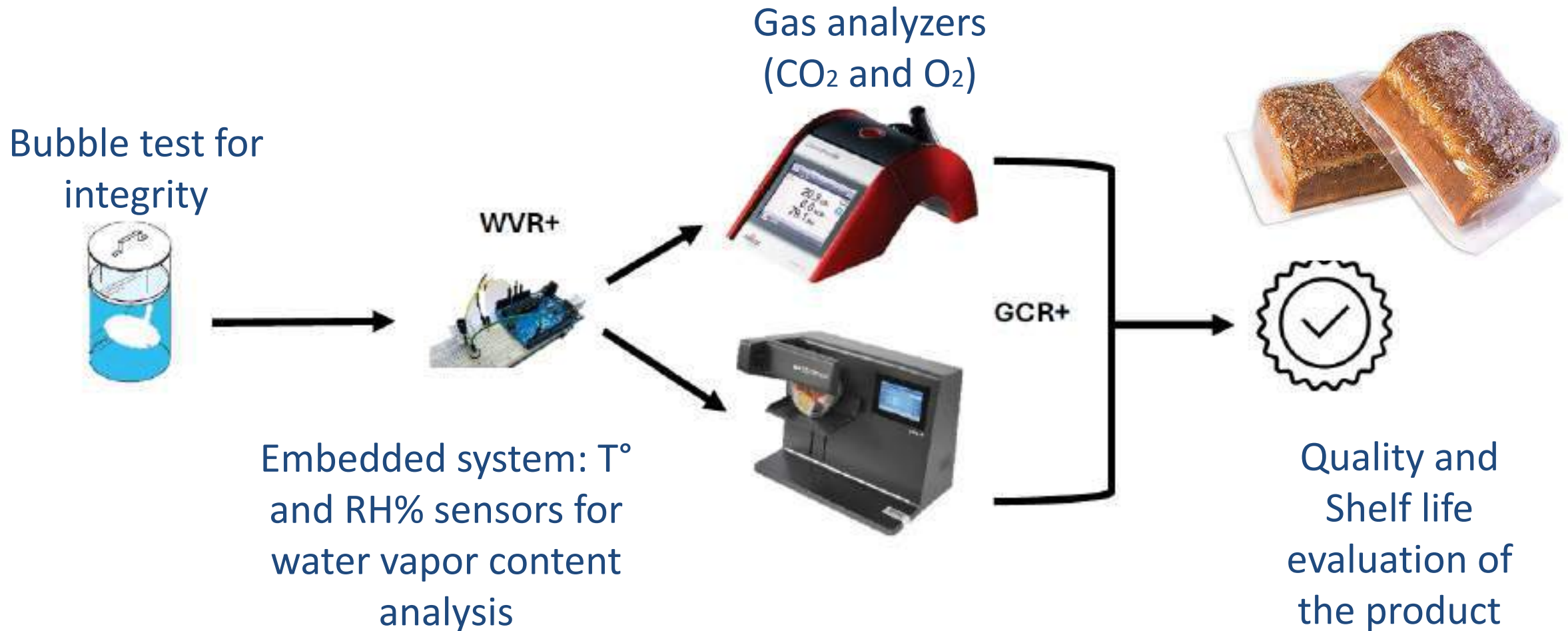
## STORAGE TESTS WILL BE CARRIED OUT USING MODIFIED ATMOSPHERES AND INNOVATIVE PACKAGING METHODS



- **CONTROL**: Standard packaging used commercially for product distribution.
- **AIR FILM**: Plastic film impermeable to O<sub>2</sub>/CO<sub>2</sub> but permeable to H<sub>2</sub>O vapor.
- **Bag in bag AIR/AIR**: Double wrap consisting of an inner film permeable to O<sub>2</sub>/CO<sub>2</sub> and an outer film impermeable to O<sub>2</sub>/CO<sub>2</sub> but not to H<sub>2</sub>O vapor.
- **Bag in bag AIR/MAP**: Double wrap that has air inside the first package and an atmosphere with high CO<sub>2</sub> concentration in the second

## Test 1 - Analysis protocol to select packaging materials

- The testing executed is based on the previously established protocol for evaluating the packages integrity:







# Results of Test 1

**Table 1:** Film types ranked by CO<sub>2</sub>, mass retention, and water vapor content: PET (1st), PP (2nd), PBS/PBS-CHT (3rd), and PLA (4th).

	Film Type (Ranking)				
	PBS (3)	PBSCHT (3)	PLA (4)	PP (2)	PET (1)
CO <sub>2</sub> retention	Low	Low	Low	Medium	High
Mass retention	Low	Low	Very Low	High	High
Water vapor content	constant	constant	Not constant	constant	constant

 <p><b>Compostable</b></p>	 <p><b>NOT Compostable</b></p>
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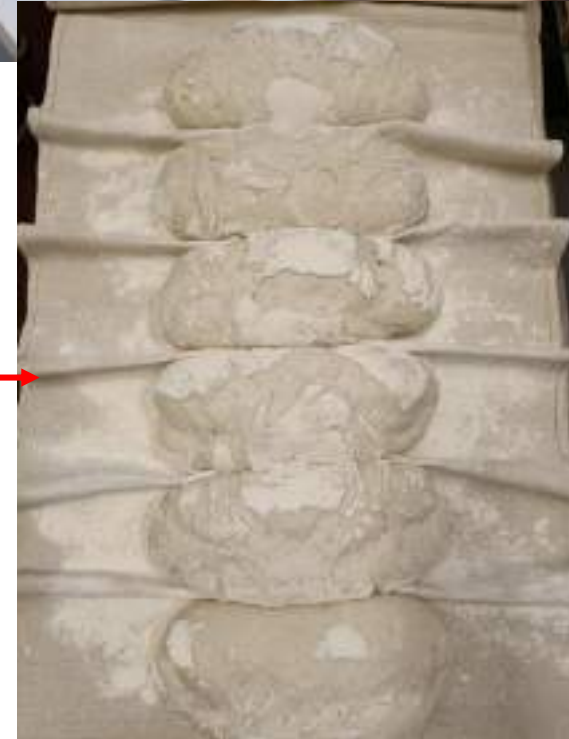
  

**RANKING**

1. PET
2. PP
3. PBS/CHT
4. PLA

## Test 2 - Bread making process

- *Breadmaking 1*: A total of 12 pieces of *Tuscan Bread PDO* were made for the experiment.



## Test 2 - Bread making process

- Once ready, the samples were all divided in half.
- Of the total 24 half pieces, 12 were sliced and 12 were kept whole, identified by **AFF** and **INT**, respectively, and a serial number (1 to 24).
- The Samples were then used for testing 6 different types of production methods:

ID	METHOD DESCRIPTION
1 – 3	<b>Bag</b> PET, Air (1) - <b>Bag</b> PP, Air (2) – <b>Bag in Bag</b> , Air/Air
4	<b>Bag</b> PET, ATM
5	<b>Bag in Bag</b> , PET Extern w/ ATM, PP Internal w/ Air
6	<b>Bag in Bag</b> , PET Extern w/ 100%CO2, PP Internal w/ Air

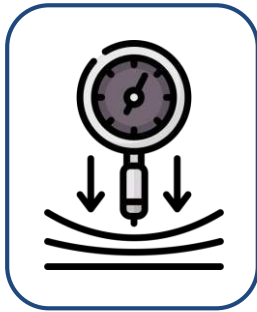




## Test 2 - Analysis protocol

- New sensor platforms were used in the testing combined with a more efficient software was used for collecting the data, which include the following parameters: **Temperature, Relative Humidity, Pressure, Water vapor content, Water vapor content, Absolute humidity, Dew point, and gas concentration (CO2 and O2).**

Pressure analysis for integrity



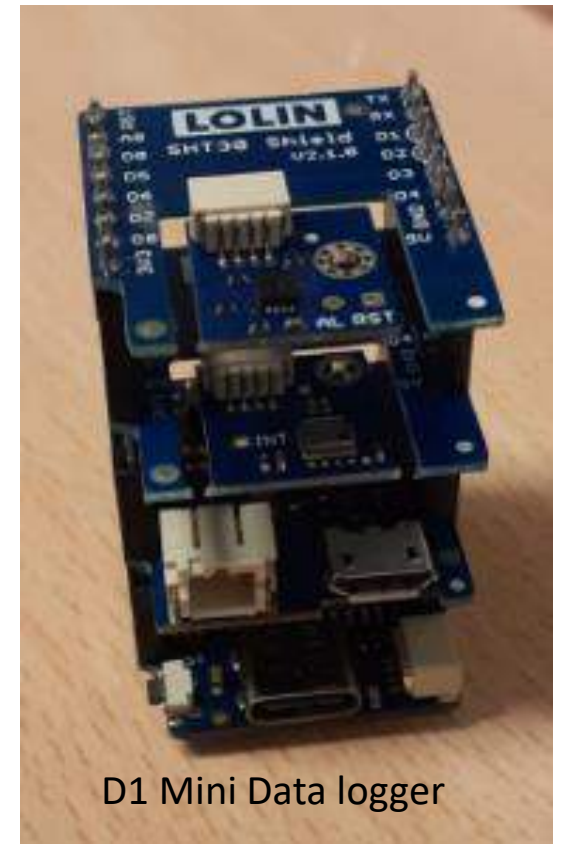
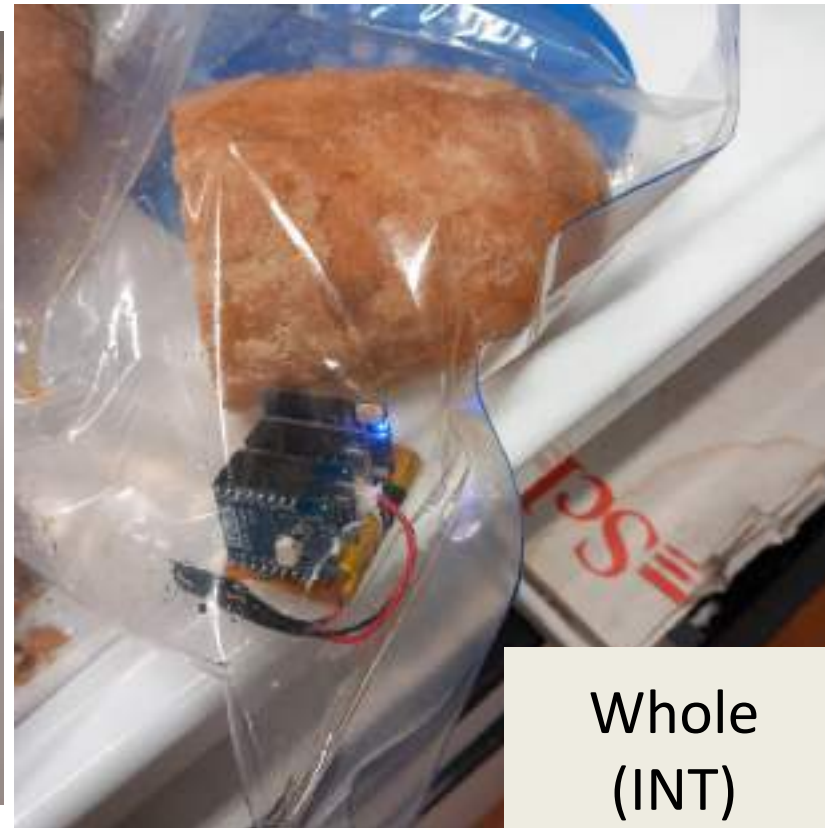
Humidity and Gas analysis for shelf-life





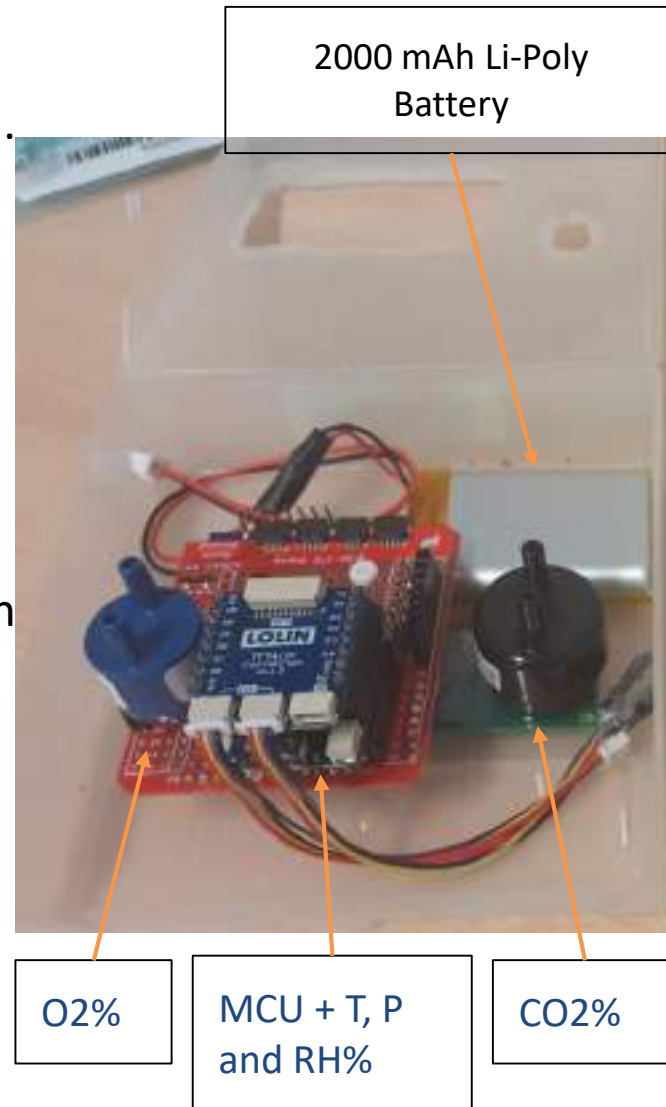
## Test 2 - Monitoring system

- Two types of sensors were used for the testing:
  - **D1 Mini Data Logger:** sensor device based on the ESP8266 MCU. Two sensors were integrated in the device (SHT30 Temp. + RH%, and HP303B Temp. + Abs. Pressure). The device is battery powered and estimated battery life-time is 80 days for a 2000mAh charge.



## Test 2 - Monitoring system

- **Gas Analyzer Data Logger:** sensor device also based on the ESP8266 MCU. This platform includes two gas sensors: 0-100% CO2 sensor, and 0-20% O2 sensor.
- Allows Periodic tracking of the internal atmosphere content inside the packages.
- However, the gas sensors operates with high currents (life-time is currently 20 h).
- The gas analyzers were used for the Bag-in-Bag samples

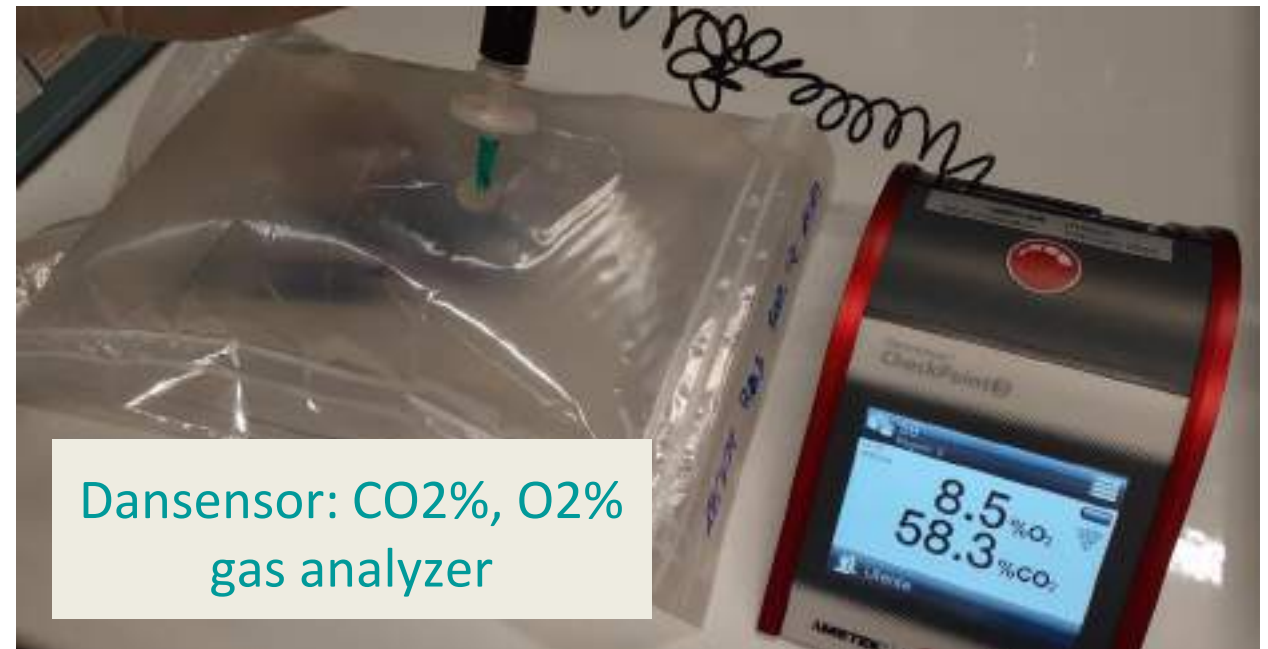


## Test 2 - Monitoring system

- The gas content measurements were compared with those obtained laser spectroscopy and a commercial gas analyzer (Dansensor).



FT Systems EVO-P (spectroscopy: CO<sub>2</sub>% and O<sub>2</sub>%)



Dansensor: CO<sub>2</sub>%, O<sub>2</sub>%  
gas analyzer



## Test 3 - Results

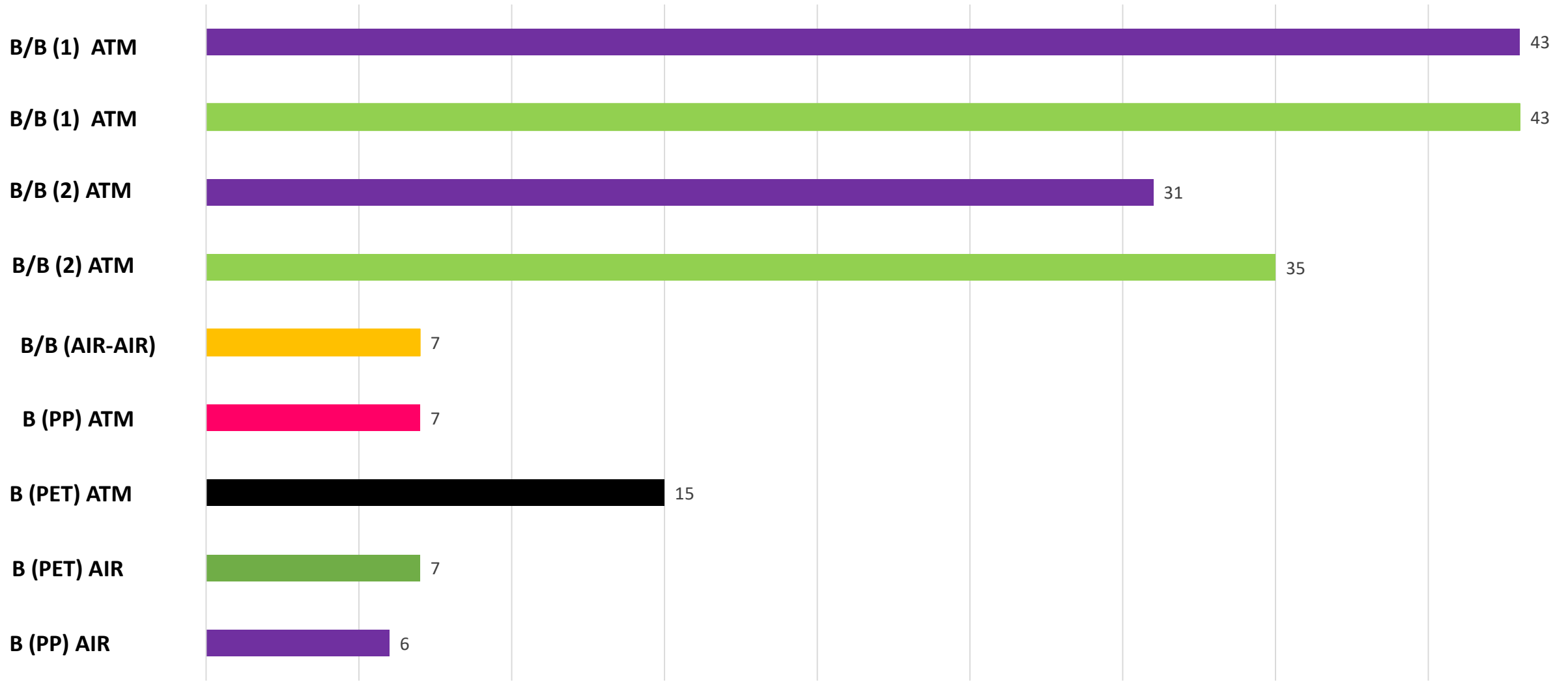
- The packages were prepared after the bread was left cooling down from the cooking process.
- During the test, the packages with bread and sensors were kept inside at temperature controlled chamber.
- Some samples presented condensation inside the packages, once placed in the temperature controlled chamber.





# Test 2 - Results

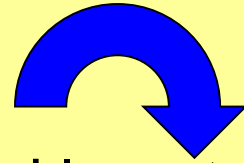
Shelf life (days)



# The future? .... It's now

COMBINE high quality sustainable raw materials, innovative protocol production and packages without the use of synthetic chemistry

in order to obtain



**Bakery products** of high quality and long-term shelf life which allows it to be marketed anywhere without the aid of synthetic additives



# Many thanks to each member of our multidisciplinary group

Consorzio Polo  
Tecnologico  
Magona

Department of  
Agriculture, Food  
and Environment -  
University of Pisa

Department of  
Pharmacy-  
University of  
Pisa



CPT DOP

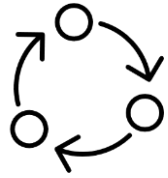
Department of  
Life Science -  
University of  
Siena

INFN

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**THANKS FOR YOUR ATTENTION  
BUT ... NOT ONLY BREAD**



# Investigation of the physical mechanisms influencing the chemical profile of wine unlocking the secrets of aquatic aging



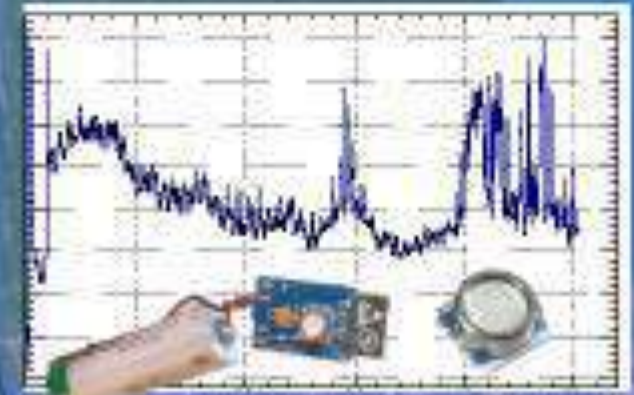
In recent years, the practice of ageing products under the sea has gained significant prominence. This unique method of refinement offers distinct advantages, such as enhanced flavor profiles and increased product quality but one of the main problems is the shortage of instruments to monitor the product during the refinement



The study aimed to elucidate the underlying mechanisms involved in the maturation of wines under sea conditions and compare them with traditional cellar aging



The sensors used were characterised by a piezoresistive material consisting of an elastic membrane that, as a result of physical deformations undergone, allows pressure differences to be measured



Research Results: Tailor made dynamic protocols creation for (unconventional or traditional) aging based on the data provided by the wines themselves (two ways communication approach)



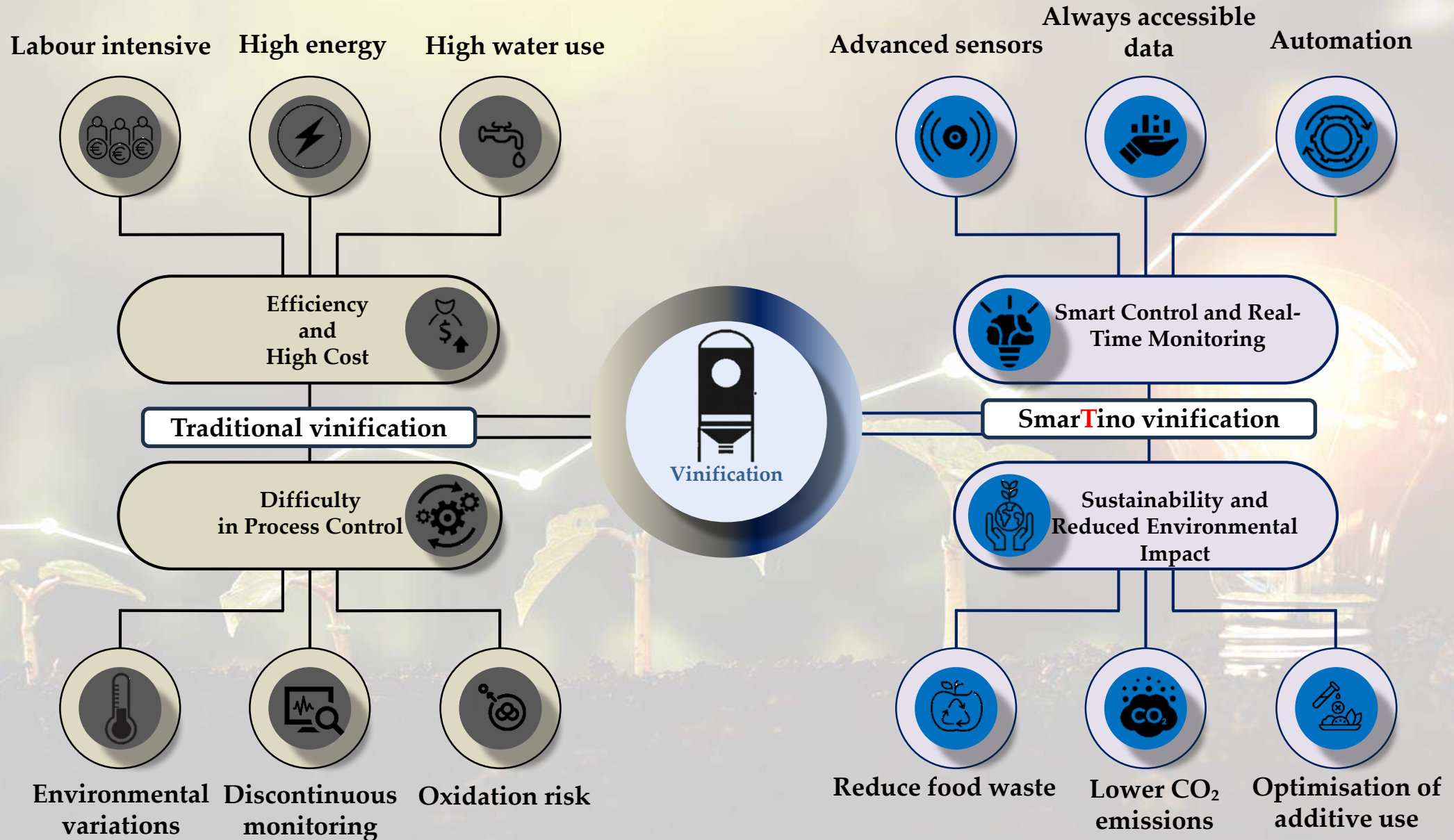
**no**  
**additives**  
preservatives  
artificial ingredient  
animal proteins



*Application of innovative technologies for the production of high quality and sustainable wines without chemicals added*



# SmarTino: The Future of Vinification between Automation and Real-Time Control





Results: Sustainable pollutants removal from wastewater



# High nutraceutical value oils that can be used both as supplements and as vegan ingredients for the preparation of high quality dishes



- Complex sensory profile



- High nutritional quality



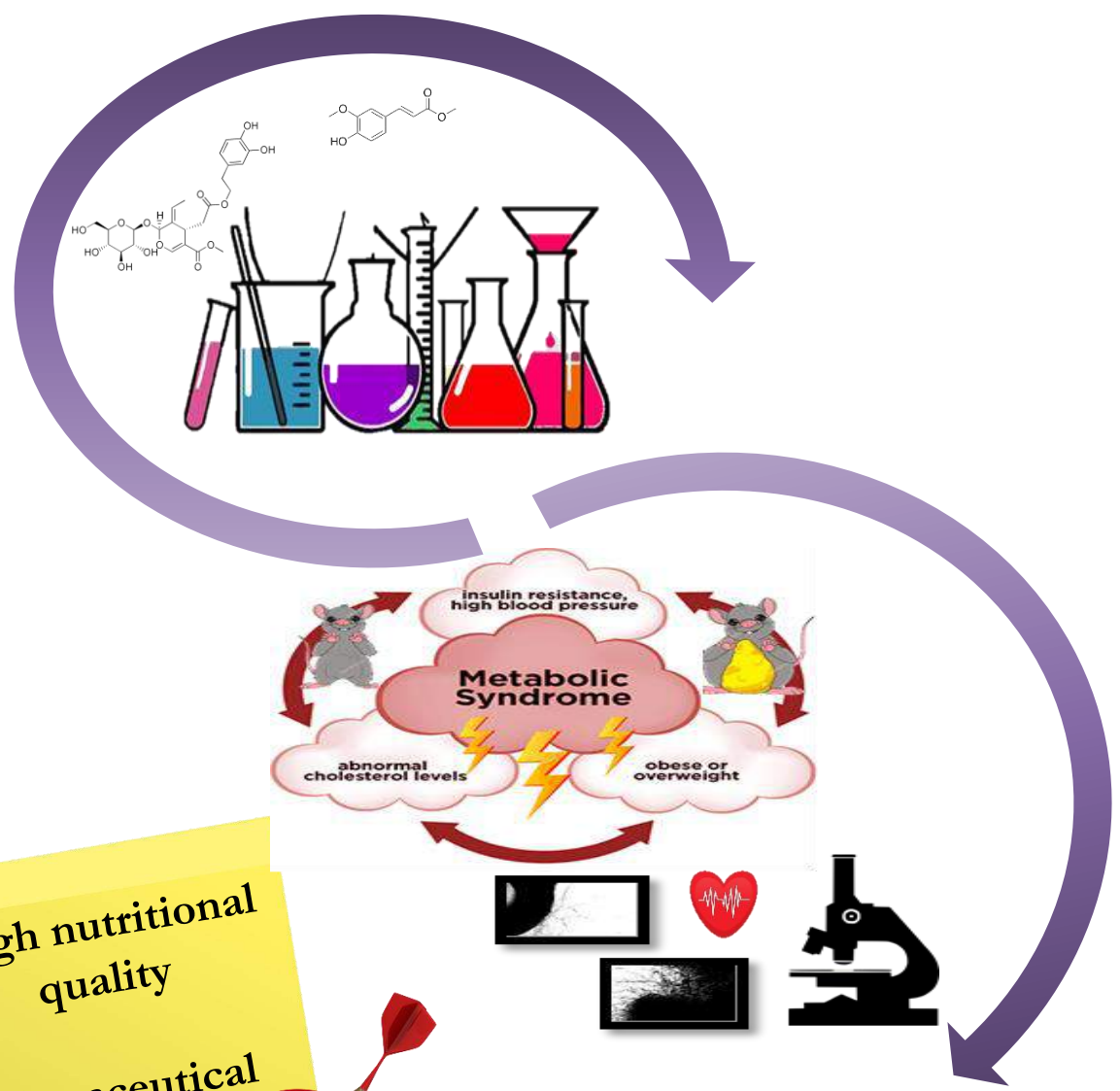
- Significant Nutraceutical effect





**PRODUCTION OF ANTI AGING COSMETIC CREAM WITH CITRUS FRUITS WASTE**





High nutritional quality  
Nutraceutical effect



NEW HIGHER QUALITY OLIVE OILS STARTING FROM REFINED OLIVE OIL USING FOOD WASTES





*«LIFE – The Tough Get Going»*

*Il primo progetto per migliorare la sostenibilità delle produzioni DOP e IGP*



*Dott. Angelo Stroppa, Consorzio Tutela Grana Padano*  
*Dott. Federico Froidi, Università Cattolica del Sacro Cuore*

*International Conference on Geographical Indications (ICGI) FAO – Rome, February 20<sup>th</sup> 2025*



# Grana Padano: the most produced and consumed PDO Cheese (*some numbers 2024*)

Production	5,635,153 wheels (+3.27% vs 2023),
Average weight wheels	38.91 kg
Dairy farm	3,726
Dairy factory	135
Packaging factory	197
Workers	50,000
Milk	2,953,196 ton ( <i>approximately 22.5% of national production</i> )



Territories: of 34 provinces in 5 regions of Northern Italy

Production: Certified milk comes from 21 provinces and is processed in 13 provinces

*Approximately 75% of production*

Export 2024

52% of production



# LIFE Project – The Tough Get Going (TTGG)



**Budget:** 2,148,987 € (Contribution UE 1,270,869 € - 59%)

**Period:** 5 years (July 2017 – June 2022)

**Coordinator:** Dipartimento di energia – Politecnico di Milano



UNIVERSITÀ  
CATTOLICA  
del Sacro Cuore



**Objective:** develop a software to calculate and reduce the environmental footprint (cradle-to-grave approach) of PDO cheeses



European Commission

**Not Just the Impact on Global Warming Potential – 16 Environmental Indicators**

## PEF

**Purpose:** optimize the environmental and economic performance of the actors involved (farms, dairies and packaging producers) and increase the environmental awareness of individual producers and consumers

### Supply chain data collection:

- 67 Dairy farms
- 20 Dairy factories - Cheese ripening
- 18 Packaging factories

### Environmental impact processing

- PEFCR Dairy (Method EF) Functional unit: 10 g DM; Farm allocation (meat-milk): biophysics; Dairy allocation (milk-whey): mass and DM; Food waste: 8% consumer
- Validation by independent third parties

**EDSS**  
**Environmental**  
**Decision**  
**Support**  
**System**



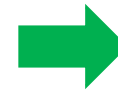
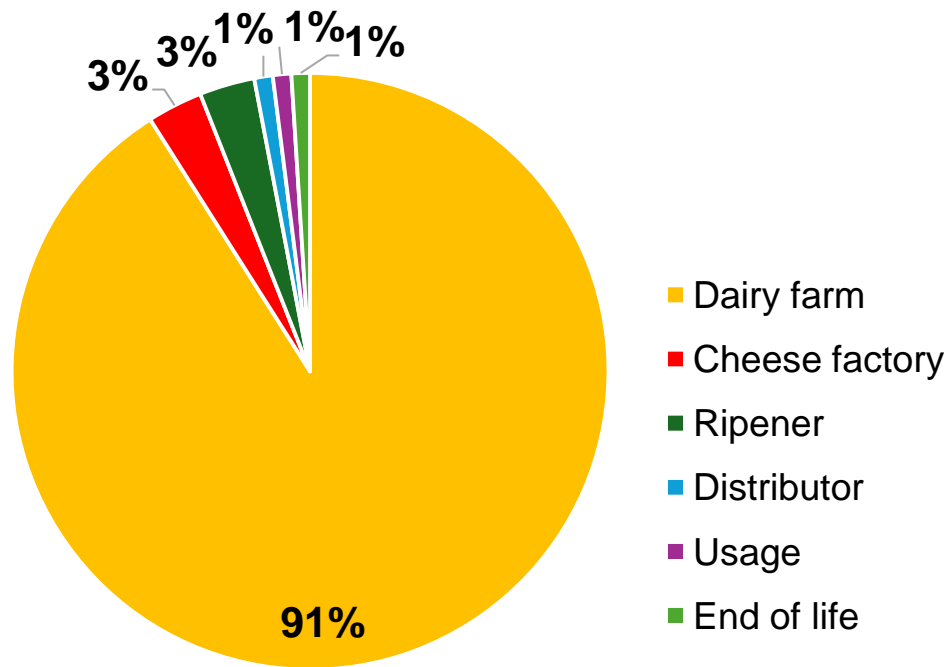
# LIFE TTGG: key environmental results

Datasets created and certified «ILCD entry level»:

- 3 datasets for the dairy farms
- 3 datasets for the dairy factories
- 1 dataset for packaging factories



**1 average dataset for the Grana Padano PDO supply chain**



- Benchmark
- How do I locate it?
- Opportunity for a sustainable transition



# EDSS: the road to sustainable supply chain development



## MEASURE

EDSS calculates the environmental footprint of products



## IMPROVE

EDSS identifies specific actions to reduce the environmental footprint

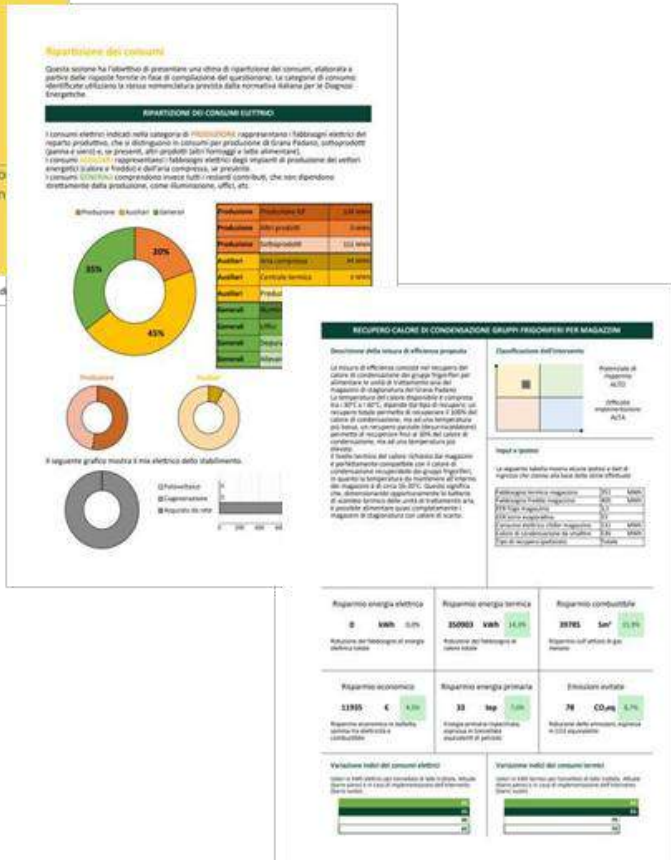


## COMMUNICATE

EDSS generates the results needed to comply with the *Made Green in Italy*



# EDSS: specific reports for



Environmental Product Footprint Declaration



Environmental Footprint Reduction Actions



# Made Green in Italy Scheme



PEFCR Dairy



Schema nazionale volontario «Made Green in Italy»

Regole di Categoria di Prodotto (RCP)  
Formaggio Grana Padano DOP  
(NACE 10.51.40)



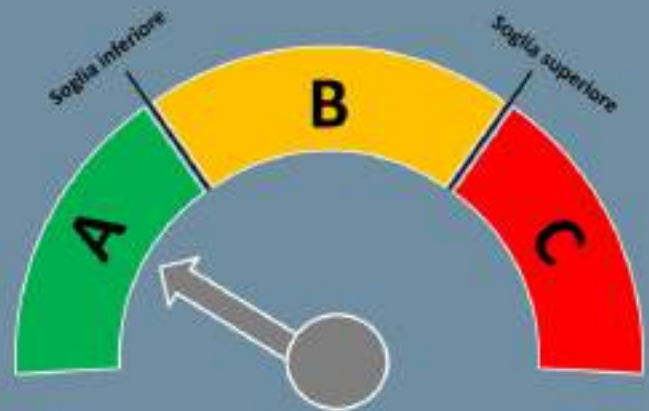
Versione: 1.0  
Validità: 24/06/2025



## How to do?

**EDSS tool**

3 classi:





Finanziato  
dall'Unione europea  
NextGenerationEU



Ministero  
dell'Università  
e della Ricerca



Italiadomani  
PIANO NAZIONALE  
DI RIPRESA E RESILIENZA



NODES  
Nord Ovest Digitale E Sostenibile

[ecs-nodes.eu](https://ecs-nodes.eu)

# The use of gaseous ozone in the ripening phase of Toma Piemontese PDO cheese: sustainable innovation for microflora control and product quality

S-O3-SDairy

Dr. Vanessa Eramo - Food Technologist and PhD candidate  
Prof. Rinaldo Botondi  
University of Tuscia, Viterbo, Italy  
Department for Innovation in Biological, Agro-food and Forest systems

NODES | Nord Ovest Digitale E Sostenibile

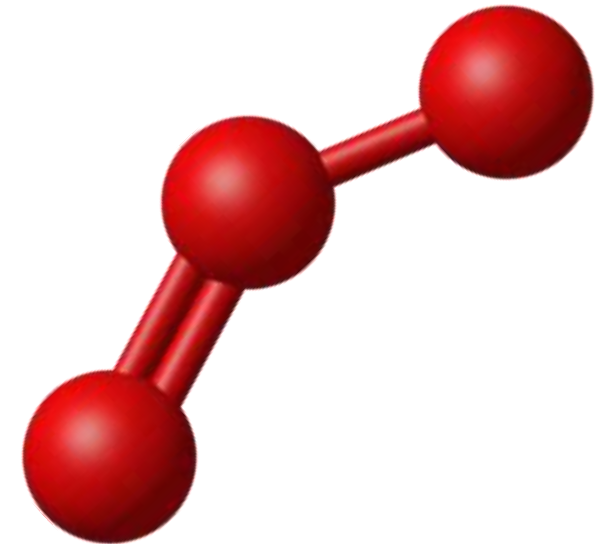
*“Worldwide Perspectives on Geographical Indications (GIs)” International Conference  
Food and Agriculture Organization of the United Nations (FAO)*

Rome, 18-21/02/25



# The aim of the project

- **Dairy matrices (raw milk cheeses)** can pose **microbiological challenges** due to **spoilage and safety risks**.
- **Ozone technology**: innovative non-thermal solution for sanitization due to its **high oxidation potential (-2.07 V)** respect to traditional methods during cheese ripening (manual turning and brushing).
- O<sub>3</sub> application has been studied in the dairy sector, **but gaps remain on its impact on quality and industrial integration**.
- In this context, the project investigates **the application of gaseous ozone during Toma Piemontese PDO ripening phase (industrial pilot-scale)** to mainly **control microbial and fungal proliferation**, following proven efficacy in laboratory trials.



# Toma Piemontese PDO cheese

S-03-SDairy, I TESORI DELLA TERRA s.c.a.s. ONLUS Cervasca,  
Italy



- The farm produces cheese **from raw cow's milk.**
- Cheese is produced and aged in its area of origin **in compliance with the Presidential Decree of 16/12/82. PDO recognition under EC Regulation No. 1263/96 of 01/07/96.**
- Cheese wheels are **only turned and brushed during ripening.**

# The O3 prototype

- O3 is an **eco-friendly molecule** that decomposes into O2 after its application, preventing harm to biodiversity and ecosystems.
- It is **generated on-site** by dedicated devices (no need for storage and transport).
- The **European Union** regulates ozone as a **biocidal substance** under **Regulation No. 528/2012**, approved by **FDA and CNSA (Italy)** with proper application.
- **Ensuring regulatory compliance, a digitalized and automated prototype** for gaseous ozone treatment in dairy production environment (**TESORI DELLA TERRA s.c.a.s. ONLUS**, Cervasca, Italy) **was developed.**



O2 concentrator, O3 generator, display with PLC for remote management, process and safety sensors, Teflon tubing, and wiring (Biofresh Europa S.r.l, Brescia, Italy)

# Experimental design

- **36 unmarked cheeses** into two aging chambers (60 m<sup>3</sup> each), while two cheeses were processed as the initial time point (T0).
- **Normal atmosphere (control - CTL) – traditional ripening.**
- **Gaseous ozone at low concentrations (400 ppb, or 0.856 mg/m<sup>3</sup>) for 6 hours a day on alternate nights (3 times a week, from 10 p.m. to 4 a.m. to ensure operator safety) (O3) – innovative ripening.**
- **60 days-trial with ozone treatments applied until the 40th day of aging** (average aging cycle).
- **Sampling occurred every 10 days** (T0, T10, T20, T30, T40, T50, and T60) for microbiological and technological/qualitative/sensory analyses.



**Ozone Sensor OEM-3** (Biofresh Group Ltd.,  
Stocksfield, Northumberland, UK)



# Microflora count

(UNI EN ISO 4833-1 for microorganism count at 30°C and CCFRA G43 met. 2.1.1: 2007 for yeast and mold counts)

Data are presented as the mean  $\pm$  SE of three replicates and are expressed in log<sub>10</sub> CFU g<sup>-1</sup>. Different lowercase letters in the same column for each sample type indicate significant differences over the aging period ( $p < 0.05$ ). Different uppercase letters in the same column at the same aging time indicate significant differences between cheeses with different treatments ( $p < 0.05$ ).

Aging times	Samples	Microorganism Count	Yeast Count	Mold Count
T0	CTL	7.76 $\pm$ 0.01 (cA)	2.04 $\pm$ 0.01 (eA)	1.30 $\pm$ 0.01 (gA)
	O <sub>3</sub>	7.78 $\pm$ 0.01 (aA)	2.00 $\pm$ 0.01 (fA)	1.30 $\pm$ 0.01 (gA)
T10	CTL	6.95 $\pm$ 0.01 (fA)	6.00 $\pm$ 0.02 (dA)	3.70 $\pm$ 0.04 (fA)
	O <sub>3</sub>	6.60 $\pm$ 0.01 (eB)	4.70 $\pm$ 0.03 (dB)	3.00 $\pm$ 0.02 (eB)
T20	CTL	7.50 $\pm$ 0.02 (eA)	6.20 $\pm$ 0.04 (cdA)	4.40 $\pm$ 0.01 (eA)
	O <sub>3</sub>	7.30 $\pm$ 0.03 (cB)	5.20 $\pm$ 0.02 (cB)	3.50 $\pm$ 0.02 (bB)
T30	CTL	8.00 $\pm$ 0.01 (bA)	6.30 $\pm$ 0.01 (cA)	6.30 $\pm$ 0.02 (dA)
	O <sub>3</sub>	7.48 $\pm$ 0.02 (bB)	6.00 $\pm$ 0.01 (bB)	4.11 $\pm$ 0.03 (aB)
T40	CTL	8.00 $\pm$ 0.04 (bA)	7.60 $\pm$ 0.02 (aA)	7.30 $\pm$ 0.04 (aA)
	O <sub>3</sub>	7.48 $\pm$ 0.02 (bB)	3.57 $\pm$ 0.05 (eB)	2.00 $\pm$ 0.02 (fB)
T50	CTL	7.60 $\pm$ 0.02 (dA)	7.00 $\pm$ 0.01 (bA)	6.48 $\pm$ 0.03 (cA)
	O <sub>3</sub>	7.00 $\pm$ 0.03 (dB)	6.95 $\pm$ 0.01 (aB)	3.08 $\pm$ 0.01 (dB)
T60	CTL	8.30 $\pm$ 0.02 (aA)	7.48 $\pm$ 0.01 (aA)	7.08 $\pm$ 0.02 (bA)
	O <sub>3</sub>	7.34 $\pm$ 0.03 (cB)	6.90 $\pm$ 0.01 (aB)	3.30 $\pm$ 0.04 (cB)

## Sensory analysis - 10 internal judges (ISO standards)

Aging times	Samples	Crust appearance	Crust color	Paste color	Cut appearance	Aroma	Texture	Taste
T30	CTL	4.70±0.30 (aB)	4.40±0.27 (aB)	7.20±0.20 (aA)	6.80±0.20 (aA)	6.90±0.28 (aA)	7.40±0.16 (aA)	6.70±0.26 (abB)
	O <sub>3</sub>	7.30±0.21 (aA)	7.30±0.21 (aA)	7.10±0.10 (aA)	7.20±0.20 (aA)	7.10±0.10 (aA)	7.10±0.18 (aA)	7.50±0.22 (aA)
T40	CTL	5.10±0.53 (aB)	4.90±0.46 (aB)	7.60±0.16 (aA)	6.70±0.30 (aA)	6.70±0.33 (aB)	7.20±0.13 (aA)	7.40±0.27 (aA)
	O <sub>3</sub>	7.00±0.21 (aA)	7.40±0.16 (aA)	7.50±0.17 (aA)	7.30±0.15 (aA)	7.60±0.16 (aA)	7.20±0.13 (aA)	7.40±0.31 (aA)
T50	CTL	5.90±0.43 (aB)	5.90±0.46 (aB)	7.30±0.21 (aA)	7.30±0.15 (aA)	6.60±0.30 (aB)	7.30±0.15 (aA)	6.30±0.30 (bB)
	O <sub>3</sub>	7.50±0.17 (aA)	7.70±0.15 (aA)	7.50±0.22 (aA)	7.20±0.20 (aA)	7.40±0.16 (aA)	7.20±0.13 (aA)	7.50±0.22 (aA)
T60	CTL	6.10±0.31 (aB)	5.90±0.38 (aB)	7.30±0.15 (aA)	6.90±0.18 (aA)	6.80±0.13 (aB)	7.00±0.15 (aA)	7.30±0.15 (aA)
	O <sub>3</sub>	7.60±0.16 (aA)	7.80±0.13 (aA)	7.20±0.13 (aA)	7.40±0.16 (aA)	7.60±0.13 (aA)	7.20±0.13 (aA)	7.70±0.15 (aA)

Data are represented as mean ± SE of the ten judges. Different lowercase letters in the same column for each sample type indicate significant differences over the aging period ( $p < 0.05$ ). Different uppercase letters in the same column at the same aging time indicate significant differences between cheeses with different treatments ( $p < 0.05$ ).

## Visual image (T40 – optimum ripening time for product marketability)

CTL



O3



## Centesimal composition and peroxide value (POV) (AOAC, 2005) (data not shown)

- **No problem related to centesimal composition** (moisture, ash, fat, and protein content).
- **Fat content (% DM) aligns with the minimum fat percentage** in the production specification.
- **POV remained stable** over time for both samples (ranging from 1.30 to 1.35 meq O<sub>2</sub> Kg<sup>-1</sup> fat), with no significant difference observed.



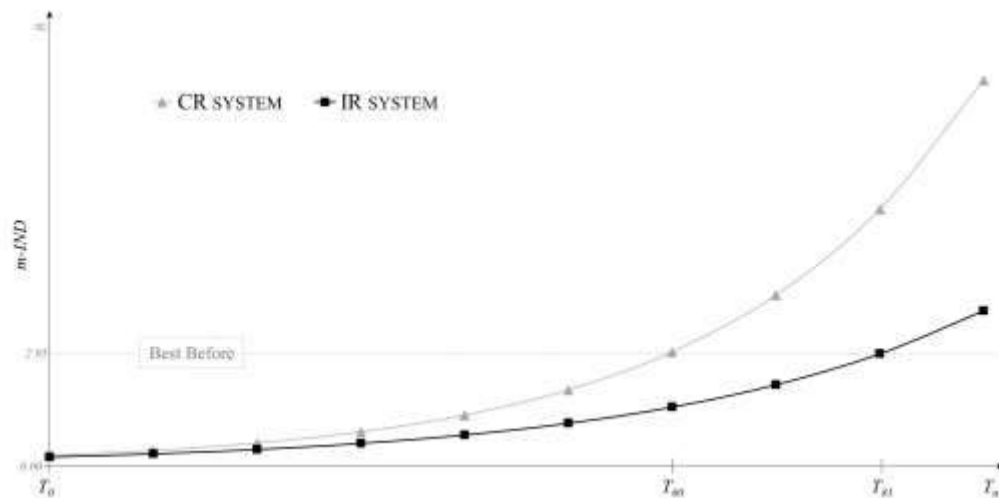
## Life Cycle Assessment (LCA) - SimaPro software version 9.4.0.2

- **Primary and secondary data** from the two ripening phases were collected.
- The **SimaPro analysis** includes three functional units: **1 kg of ripened cheese, 1 day of shelf life, and €100K of operating profit.**



# LCA results

1. Innovative ripening (IR) system (with O3) extends cheese shelf life by 21 days, reducing human health impacts by 24.6% per lifespan functional unit.



Conventional ripening (CR) and Innovative ripening (IR, with O3) systems



ENERGY CONSUMPTION

2. Despite a 1.6% increase in electricity consumption, the IR system achieves a 99.9% reduction in supply costs and improves energy efficiency.
3. Energy consumption is a major contributor to ecological footprints, but the IR system results in an 8.2% reduction in related impacts.

# Conclusions and future perspectives

- **Low levels of gaseous ozone** effectively control microflora growth and **maintain both microbiological and visual quality** during ripening.
- The **overall quality** of the product is **preserved**, ensuring consistency and safety in cheese production.
- The **IR system** demonstrates **significant ecological, economic, and social benefits**, positioning **ozone technology as a sustainable solution**, particularly for raw milk cheeses.
- Future research will refine industrial application, ensuring compliance and optimizing ozone's role in aging, packaging, and CIP systems for sustainable dairy production.



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dall'Unione europea  
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# Thank you for your attention!

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Rome, 18-21/02/25



# WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INTERNATIONAL CONFERENCE FOR RESEARCHERS, POLICY MAKERS AND PRACTITIONERS

## INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY

*Rafforzamento della tipicità e miglioramento della sostenibilità della filiera produttiva del formaggio Montasio DOP*

*Enhancing the typical characteristics and improving the production chain sustainability of PDO Montasio cheese*

Nadia Innocente and Marilena Marino

University of Udine

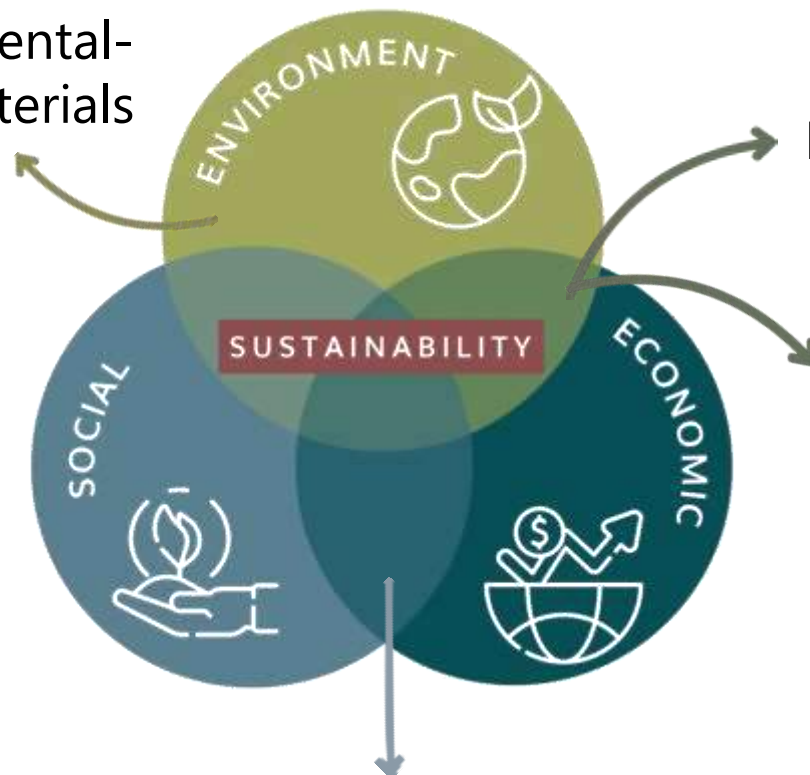


CUP D89I21016570002



# Enhancing supply chain sustainability

Use of low-environmental-impact packaging materials



Reduction of waste and defects

sub-crust moulds

late-blowing defects

Whey recovery and development of functional products

Product valorisation

Interreg  
Italia-Slovenija  
DAIRY+



Approcci condivisi di bioeconomia circolare per la valorizzazione dei prodotti della filiera lattiero-casearia

# *Lacticaseibacillus casei* group as an added culture to prevent late-blowing defects in Montasio cheese

Food and Bioprocess Technology  
<https://doi.org/10.1007/s11947-023-03311-x>

RESEARCH



## Screening of Aroma-Producing Performance of Anticlostridial *Lacticaseibacillus casei* Strains

Niccolò Renoldi<sup>1</sup> · Nadia Innocente<sup>1</sup> · Anna Rossi<sup>1</sup> · Milena Brasca<sup>2</sup> · Stefano Morandi<sup>2</sup> · Marilena Marino<sup>1</sup>

Received: 7 November 2023 / Accepted: 26 December 2023  
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Food and Bioprocess Technology  
<https://doi.org/10.1007/s11947-024-03555-1>

RESEARCH



## *Lacticaseibacillus casei* as Anti-blowing Agents: Impact on the Evolution of Ripening and Sensory Profile of Montasio Cheese

Francesca Trevisiol<sup>1</sup> · Niccolò Renoldi<sup>1</sup> · Anna Rossi<sup>1</sup> · Giulia Di Filippo<sup>1</sup> · Marilena Marino<sup>1</sup> · Nadia Innocente<sup>1</sup>

Received: 3 July 2024 / Accepted: 6 August 2024  
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# Late blowing defect (LBD)

- Weeks or months after cheesemaking
- Semi-hard and hard cheeses
- *Clostridium tyrobutyricum* (and others)
- Low-quality silage, feeding and milking in not hygienic conditions



## EFFECTS

Blowing, irregular eyes, cracks and splits  
Unpleasant aroma and rancid flavour



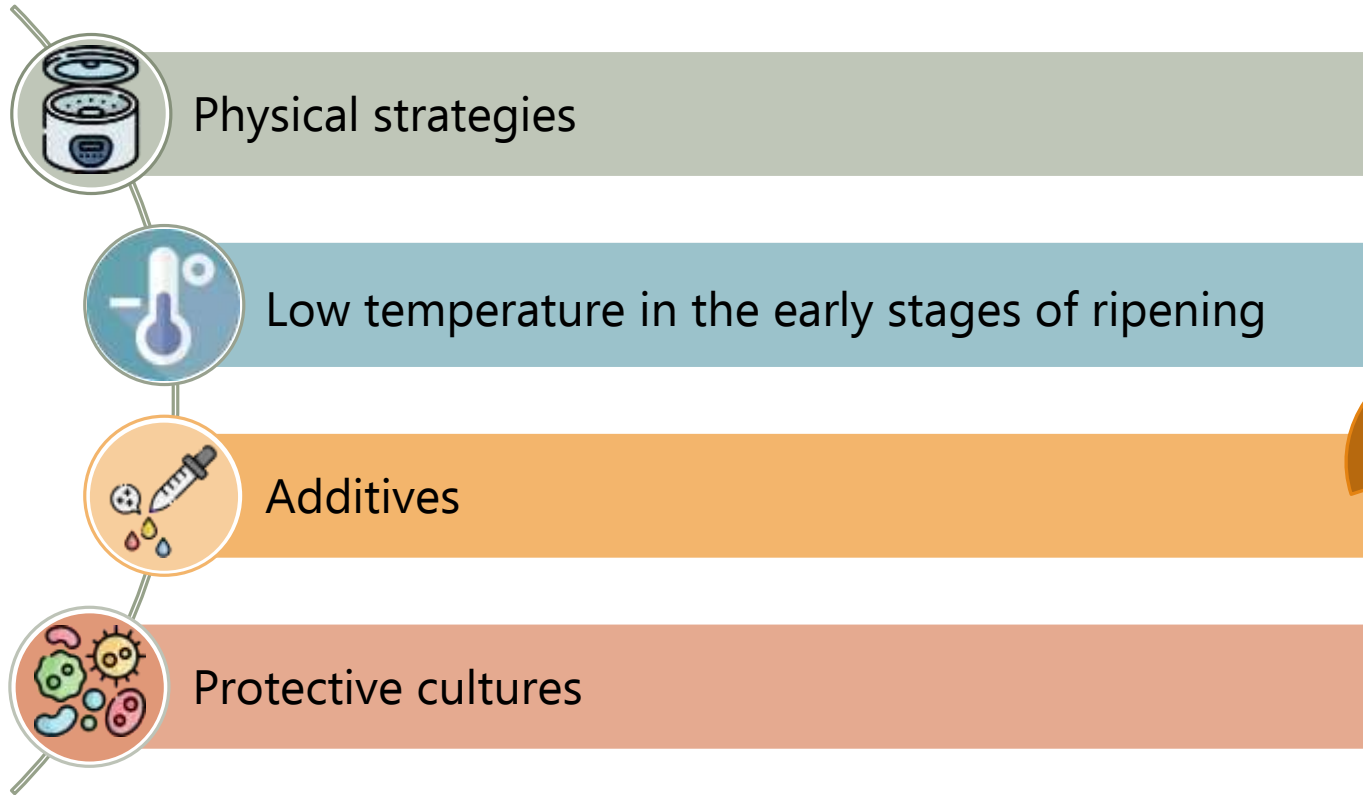
Food waste and economic losses



Suo et al., 2018



# LBD control



LYSOZYME



Food allergen  
Clean label

SCIENTIFIC OPINION

EFSA JOURNAL

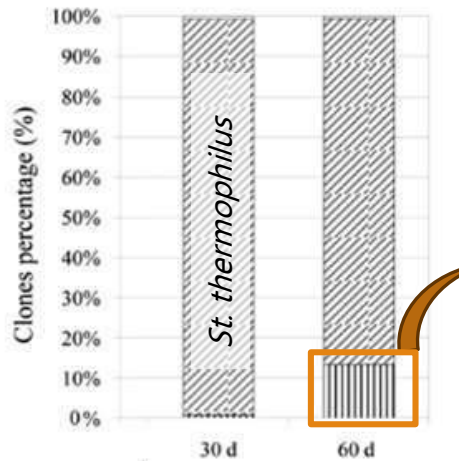
Safety evaluation of the food enzyme lysozyme from hens' eggs

«The Panel concluded that the residual amounts of **lysozyme** in treated beers, **cheese and cheese products**, as well as wine and wine vinegar, may trigger **adverse allergic reactions** in susceptible individuals»



## *Lacticaseibacillus casei* - group

Frequencies of 16S rRNA clones isolated from cDNA Montasio cheese samples. Plot of % of clones (y-axis) versus cheese sample (x-axis).



Carraro et al., 2011

*Lb. casei* group



The designation of PDO Montasio is reserved for semi-hard, cooked, medium, and long-ripened cheese produced with raw or thermised cow's milk.

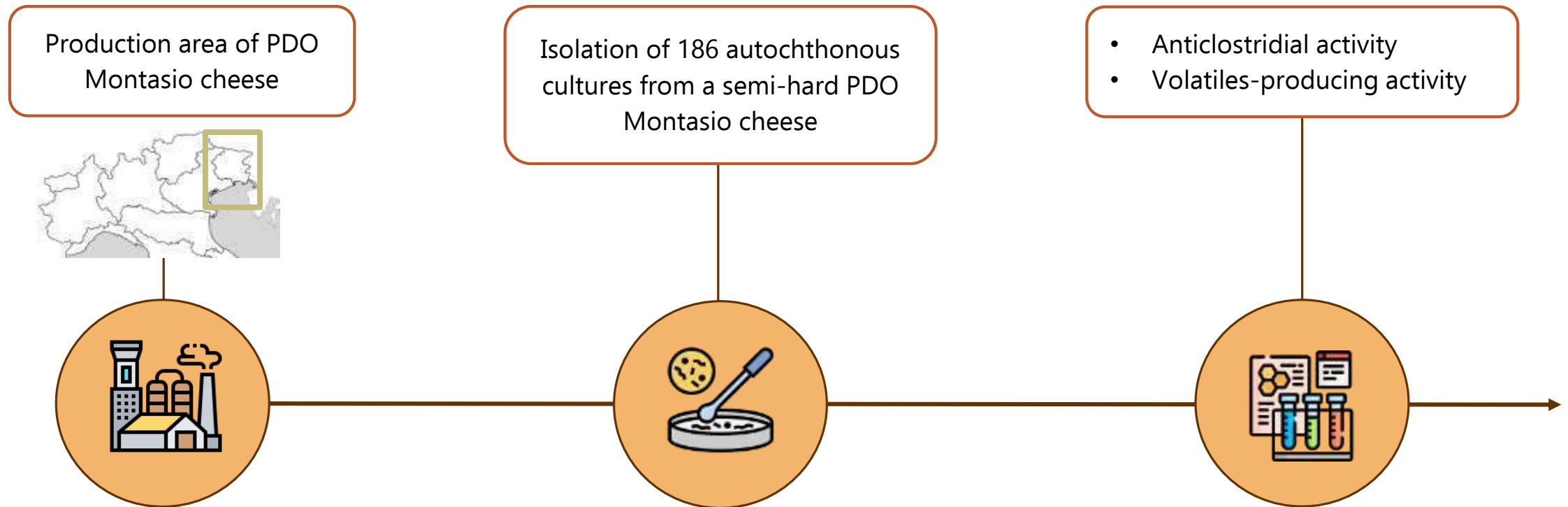
*Procedural guideline for the Protected Designation of Origin "Montasio"*



Possibility of using autochthonous *Lb. casei* strains as a protective culture in cheese



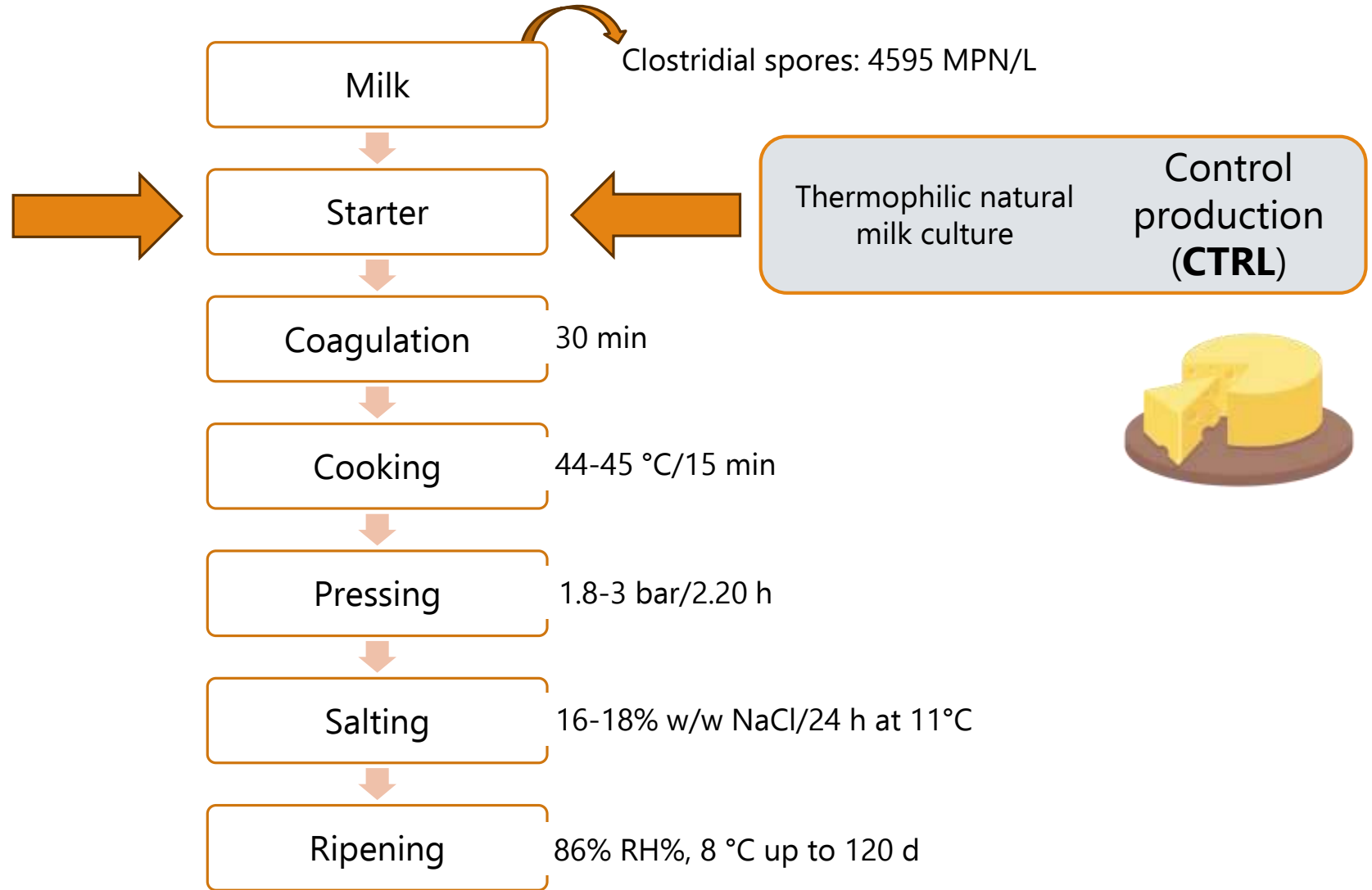
# Lb. Casei-group strains isolation and selection



Experimental production (EXP) Thermophilic natural milk culture + Pool *Lb. paracasei* (5 log CFU/mL)

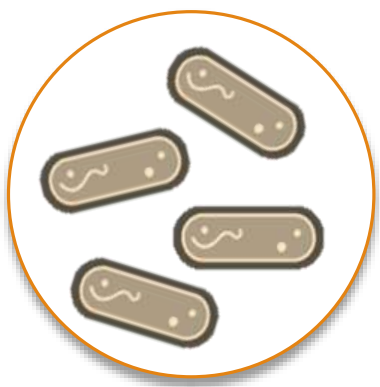


Strain	Main activity
C70	Anticlostridial
C308	Aromatic
C177	Anticlostridial
C121	Anticlostridial





# Requirements of protective cultures



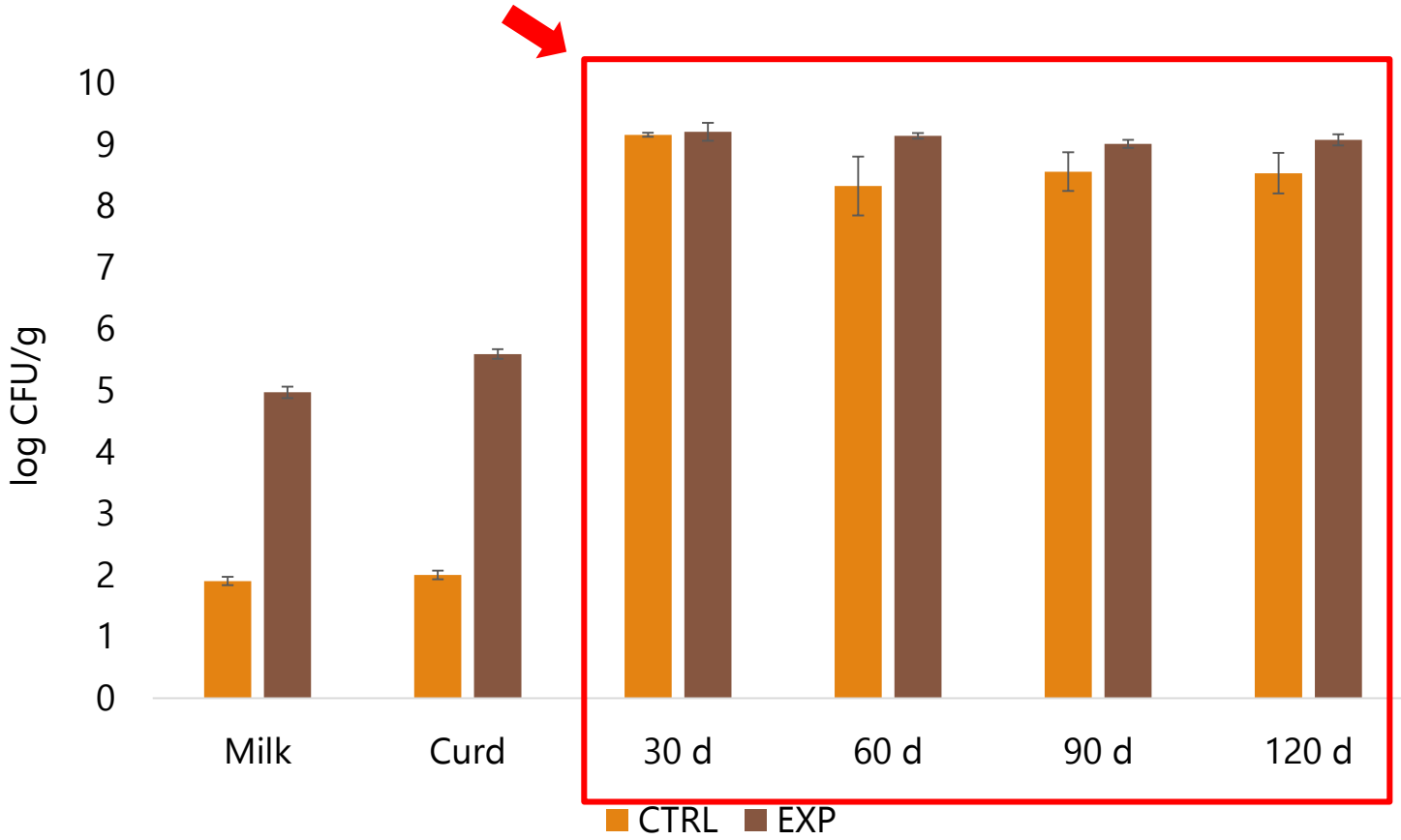
Maintain high cell density during ripening

Perform a protective activity

Not interfere with ripening

Positively contribute to the overall quality of cheese

# Cheese – Presence of *Lb. casei* group



**After 30 days** of ripening, counts of *Lb. casei* reached about **9 log CFU/g** in both productions



EXP

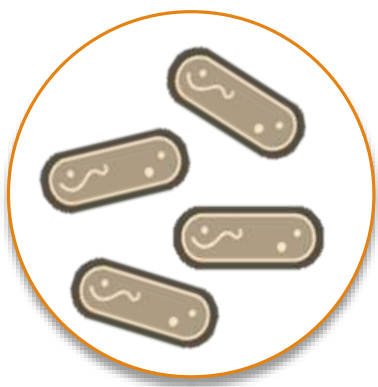
Selected strains

CTRL

Wild strains



# Requirements of protective cultures



Maintain high cell density during ripening



Perform a protective activity

Not interfere with ripening

Positively contribute to the overall quality of cheese

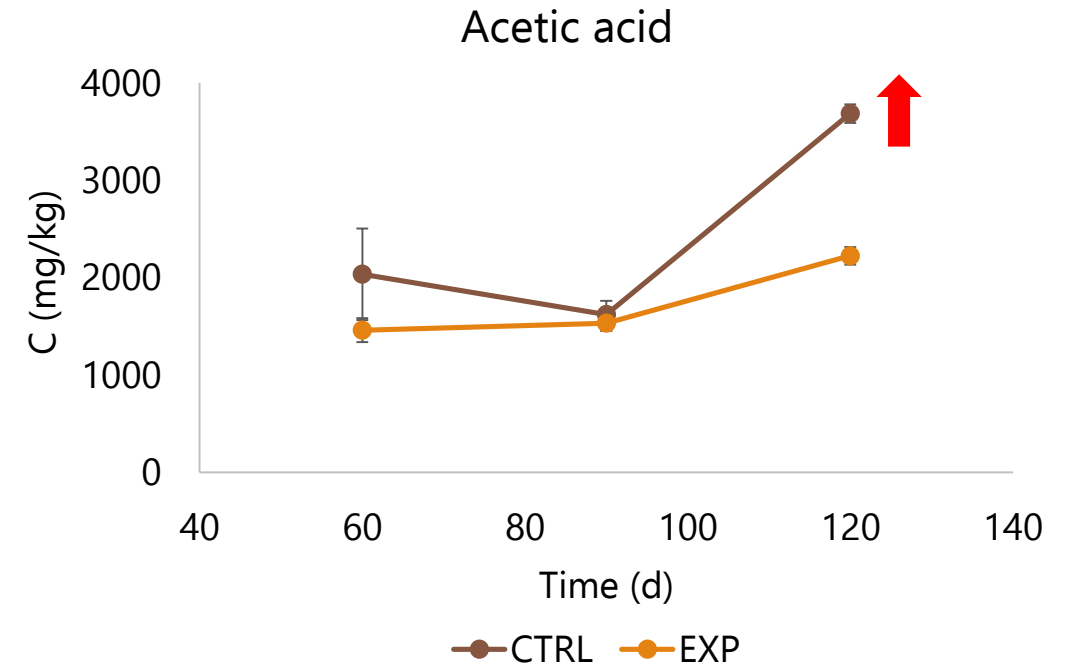
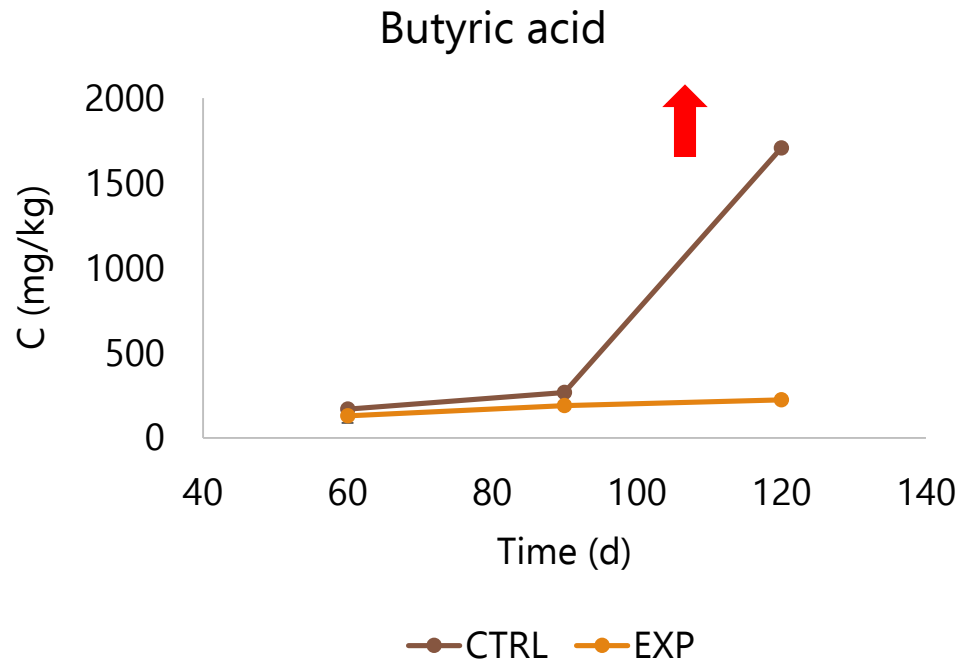
# Cheese – LBD-related acids

The concentration of **butyric** and **acetic** acid progressively **increased in CTRL** starting from 90 days of ripening. Their increasing content can be associated with **late blowing defect**.

CTRL

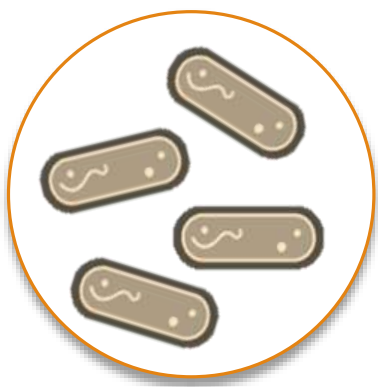


EXP





# Requirements of protective cultures



Maintain high cell density during ripening



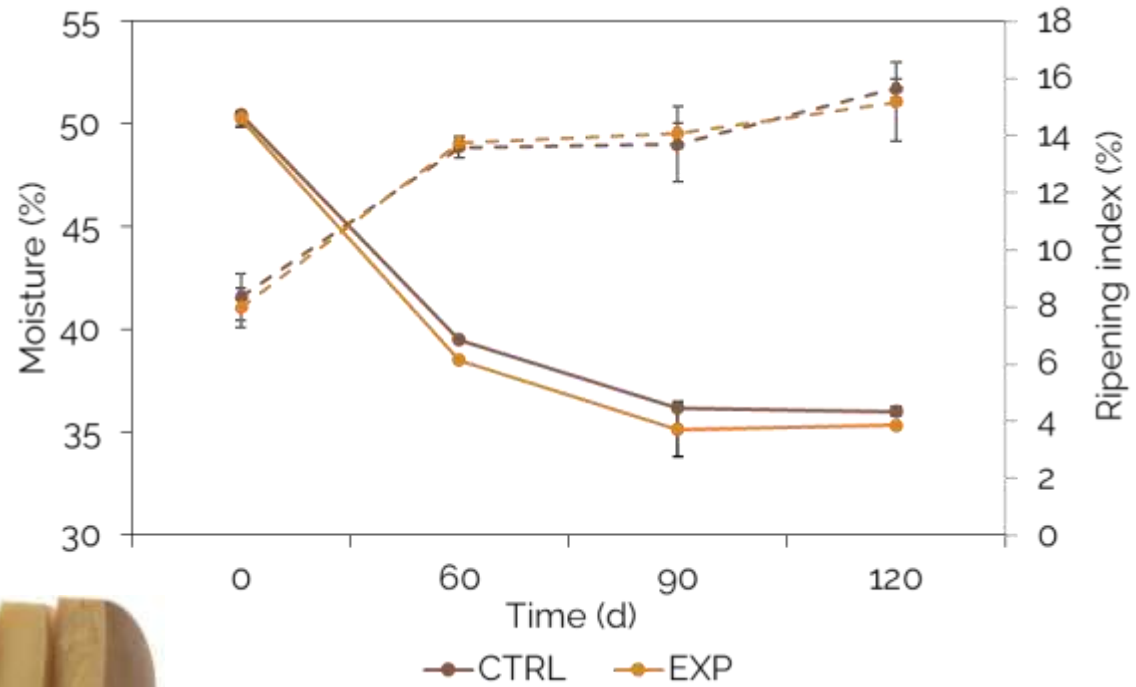
Perform a protective activity



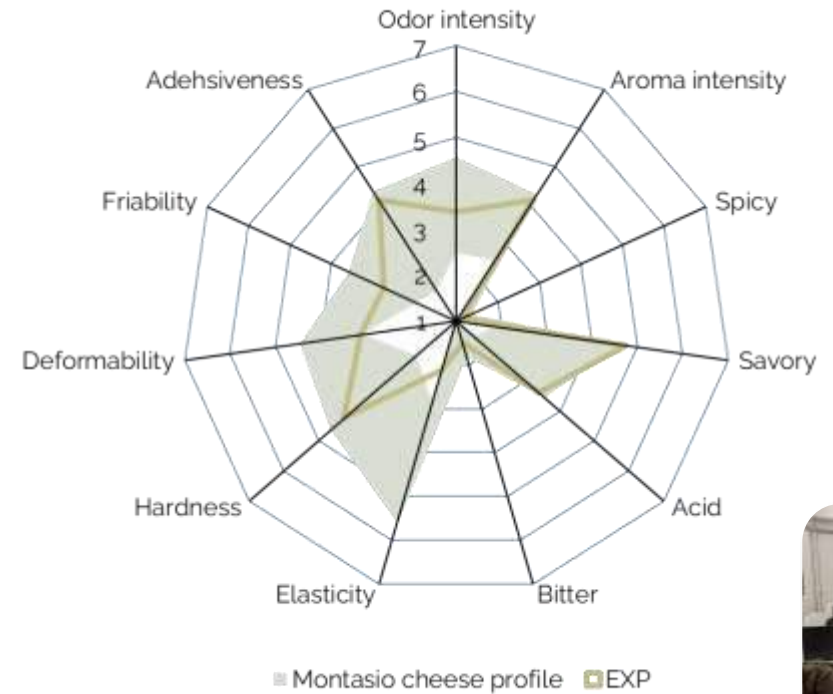
Not interfere with ripening

Positively contribute to the overall quality of cheese

# Cheese – Evolution of ripening and sensory analysis

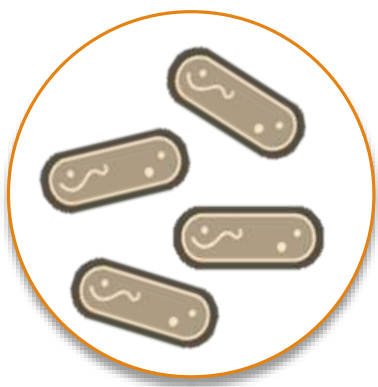


No differences were found in moisture and ripening index between CTRL and EXP



*Lb. casei* group strains do **not negatively affect the sensory profile** of EXP, therefore, the use in Montasio cheese as a protective culture can be hypothesized

# Requirements of protective cultures



Maintain high cell density during ripening



Perform a protective activity



Not interfere with ripening



Positively contribute to the overall quality of cheese



# Thanks for your attention!



## Dairy Science Group

Prof. Nadia Innocente

Prof. Marilena Marino

Dr. Niccolò Renoldi

Dr. Giulia Di Filippo

PhD student Anna Rossi



  
MONTASIO



CUP D89I21016570002



# UNLOCKING TERRITORIAL IDENTITY

A multidisciplinary geochemical-isotopic and chlorophyll fluorimetric approach to enhance the typicality and resilience of coastal sandy soil crops

**Lorenzo Ferroni and Elena Marrocchino**

Elisabetta Aliprandi

Marcello Bigoni

Sara Demaria

Angela Martina



**Dipartimento  
di Scienze dell'Ambiente  
e della Prevenzione**



## SANDY COAST

- marginal land
- salinization
- drought

## SPECIALIZED AGRICULTURE

- Asparago verde di Altedo PGI
- *Viti delle sabbie* (Fortana Bosco Eliceo DOC)
- Other not-yet labelled specialized crops (red chicory)

## Fondo Sociale Europeo Plus - FSE+ 2021-2027



## BORSE DI RICERCA EUROPASS



# Food Fraud

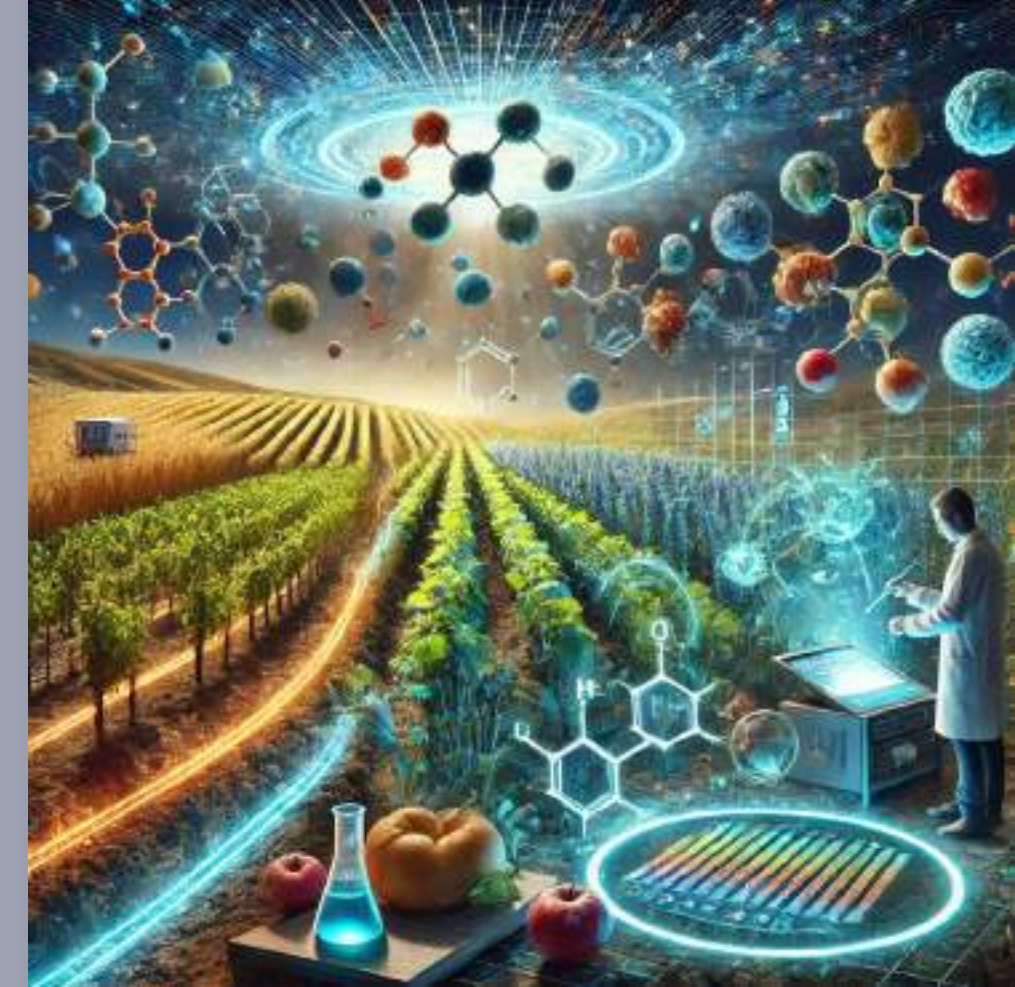
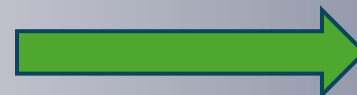
Problem in Food Industry  
Quality and Safety

Traceability of  
agri-food products

Geographical origin and environmental condition  
*Terroir* definition



- General environmental context
- Soil geochemistry
- Plant adaptation to environment



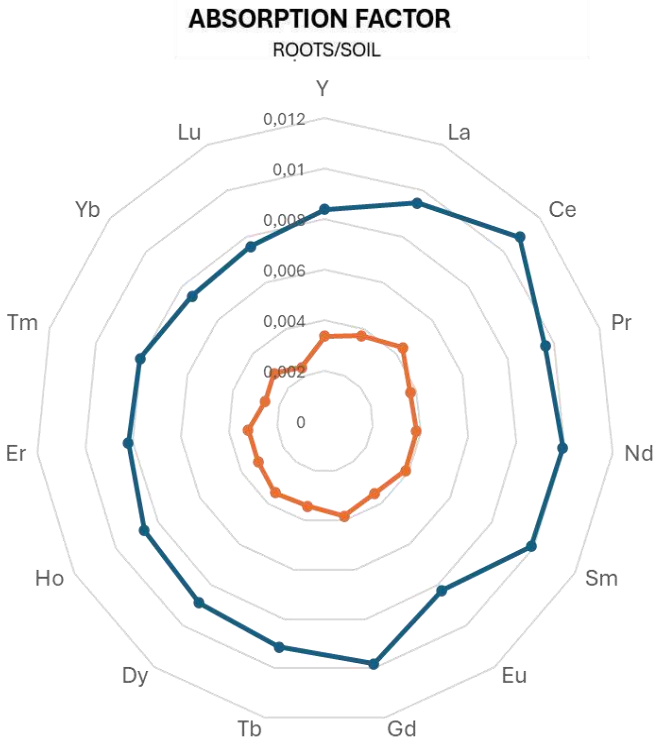
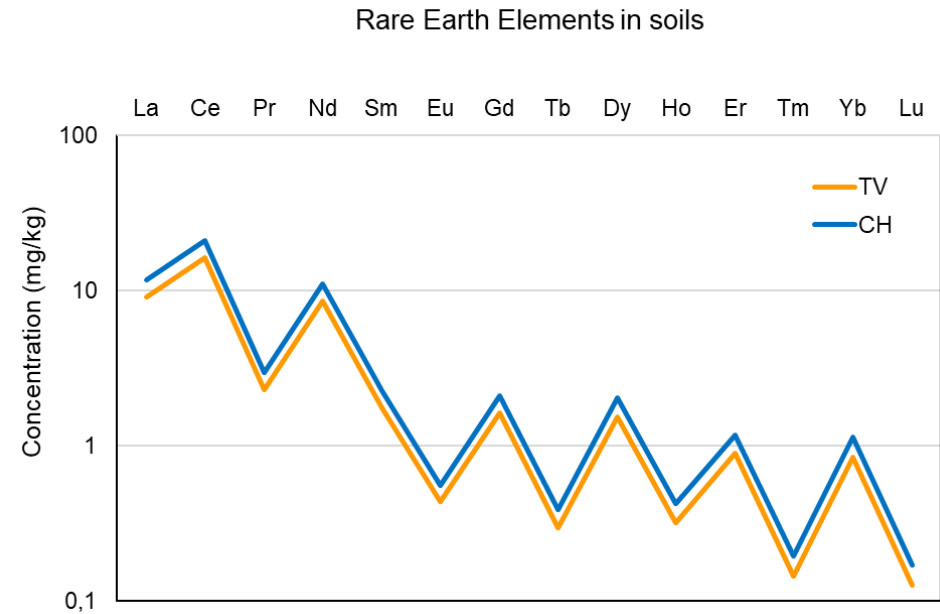
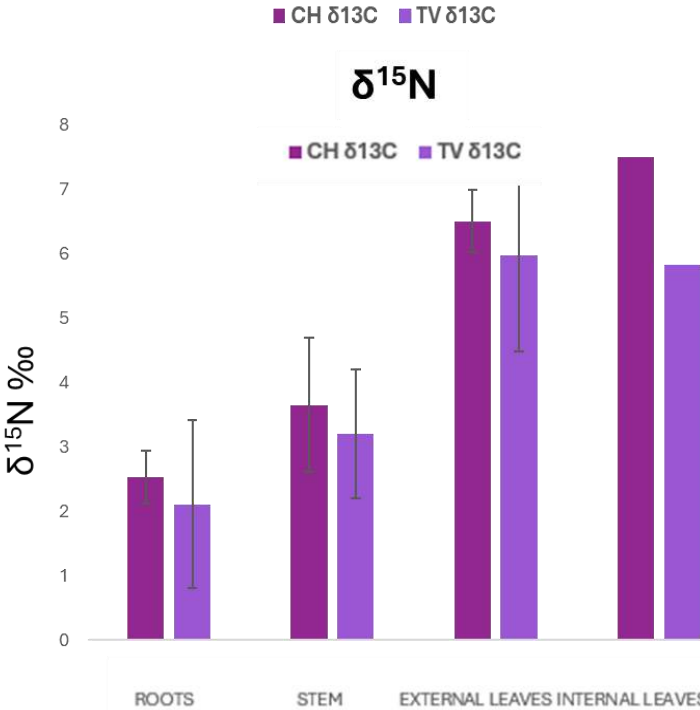
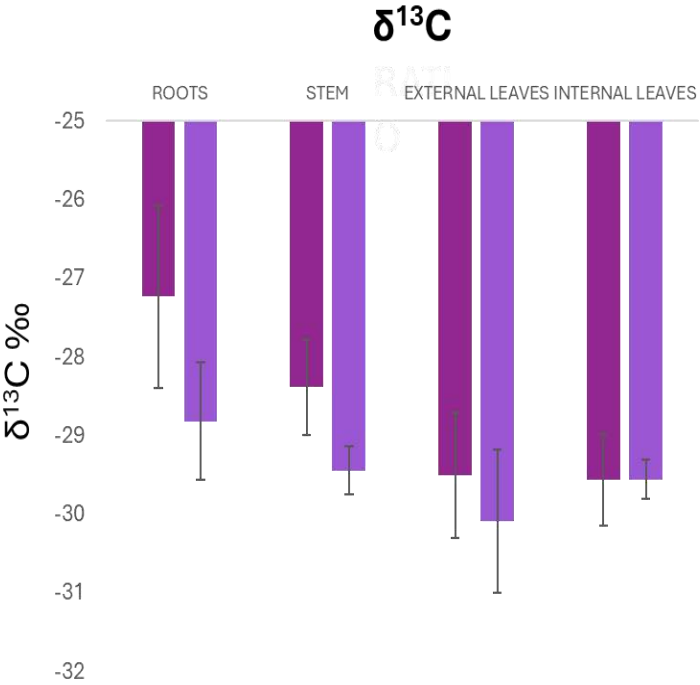
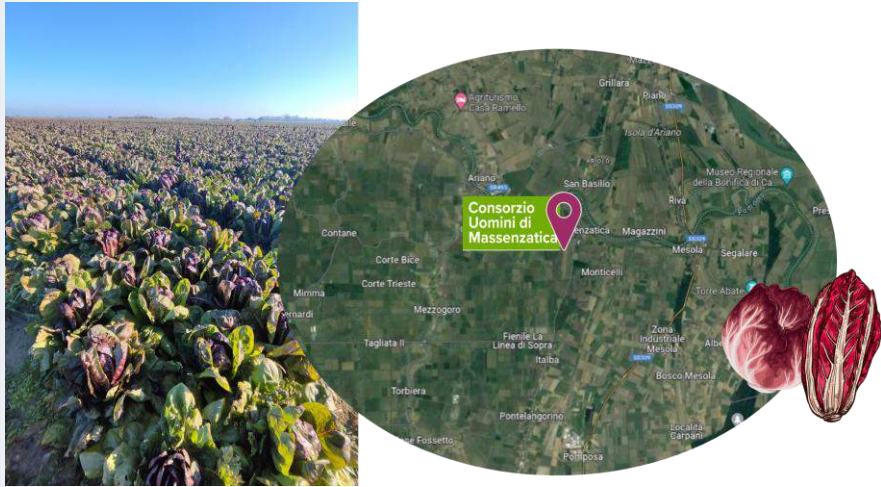
Elemental-isotopic  
fingerprinting of crops  
**An advanced tool for  
food traceability**







# Elementomic fingerprinting of Red Chicory on sandy coastal soils



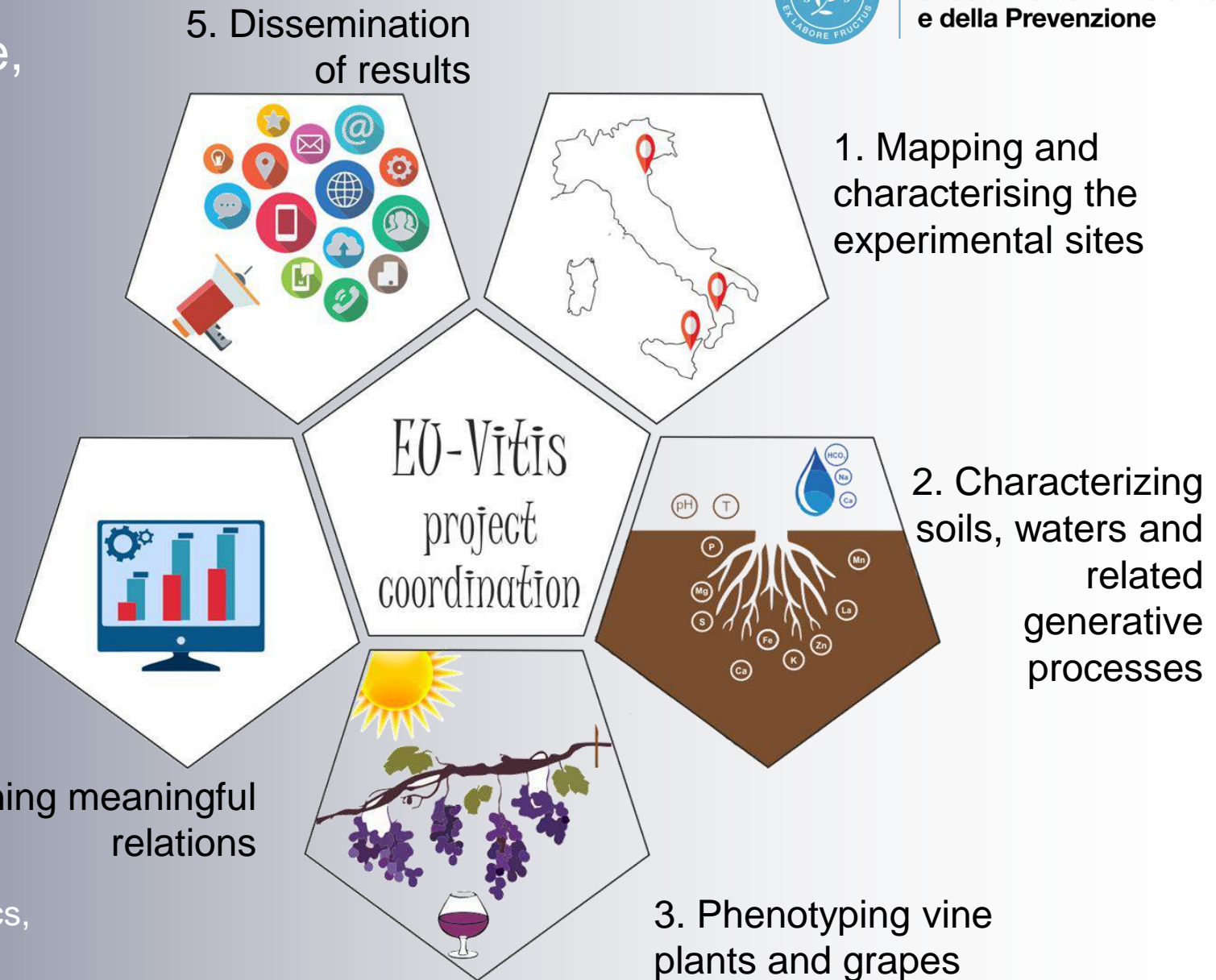
# Promotion of viticulture in Italian marginal areas exploiting trackable, resilient grapevines

## MUR project PRIN2022: Soil, water, sun: Exploring Ungrafted indigenous Italian *Vitis vinifera* L. varieties as a resilient resource against the effects of global climate change (*EU-Vitis*)

- University of Ferrara
- University of Calabria
- Council for Research in Agriculture and Economics, Research Center for Viticulture and Enology



Dipartimento di Scienze dell'Ambiente e della Prevenzione



# Thank you for your attention

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**Dipartimento  
di Scienze dell'Ambiente  
e della Prevenzione**



aceto BAlsamico tradizionale di Modena:  
DEterminazione Spettroscopica e Sensoriale  
dell'Avanzamento della maturazione in batteria  
**BADESSA**

Traditional Balsamic Vinegar of Modena: Spectroscopic and  
Sensory Determination of the Progress of Maturation in the  
battery of barrels

Marco Ardoino<sup>1</sup>, Vincenzo Montedoro<sup>1</sup>, Alessio Giberti<sup>1</sup> and Michele Montanari<sup>2</sup>

<sup>1</sup> Mister Smart Innovation SCRL

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## Partner: Consorzio Tutela Aceto Balsamico Tradizionale di Modena



Founded in the heart of land rich in culinary history and tradition and appointed in 2009 by the Italian Ministry of Agriculture (MIPAAF, now MASAF), Consorzio Tutela Aceto Balsamico Tradizionale di Modena D.O.P. (Traditional Balsamic Vinegar of Modena P.D.O. Protection Consortium) protects and promotes this quintessentially Italian product, known all over the world for its unrivalled quality and deep roots in the Modena area.

We are committed to promoting Traditional Balsamic Vinegar of Modena P.D.O., product of unique expertise, fruit of passion, a love for the land and infinite patience. Our mission is focused on increasing the knowledge and recognition of this quality product through the promotion of a culinary culture that goes beyond geographical boundaries to reach enthusiasts and connoisseurs in every corner of the planet.



## Partner: Mister Smart Innovation Scrl

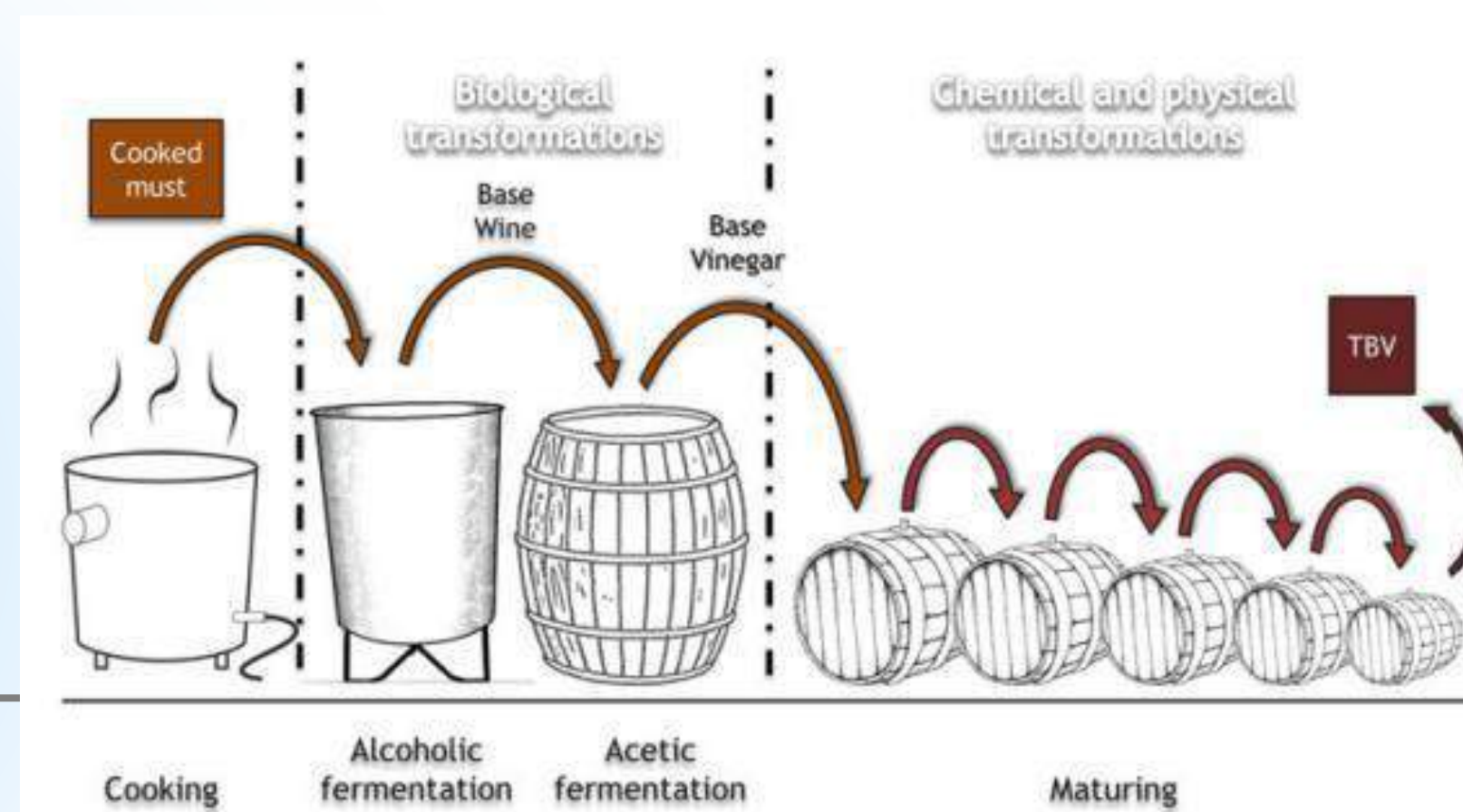


**MISTER Smart Innovation** since 2009 is a research laboratory and innovation center, accredited to the Emilia-Romagna High Technology Network. Established as a Public-Private Partnership, MISTER supports start-ups, associations, SMEs and large industries by providing custom solutions in the fields of sensors, machine learning, IOT, AI, immersive digital technologies, computer vision, additive manufacturing, 3D design. Since 2017 MISTER is the managing body of the Bologna CNR Tecnopolo.





## Traditional Balsamic Vinegar of Modena



Paolo Giudici, Federico Lemmetti, Stefano Mazza, «Balsamic Vinegars - Tradition, Technology, Trade», © Springer International Publishing Switzerland 2015

Traditional Balsamic Vinegar of Modena is a product that ages for a very long time and has a specific production method codified by the Consortium.

The aging process can be divided into 4 distinct phases:

- 1) preparation of the cooked must
- 2) alcoholic fermentation
- 3) Acetic fermentation
- 4) Maturing and aging in the battery



## ABTM: A Very Multifaceted Product

The maturation of balsamic vinegar along its path in the set of barrels (the battery!) is a number of complex chemical-physical processes, which lead to the formation of a high amounts of products (esters, polymers, sugar degradation compounds, etc...), whose nature and percentage between them also strongly depends on the boundary conditions (characteristics of the starting must, microclimate of the vinegar cellar (temperature, humidity), wood of the barrels, and so on...).

Each chemical and physical parameter can be singularly measured with specific analytical instrument: however, it's definitively challenging to univocally relate these measured parameters to the whole organoleptic characteristics of the single vinegar.





# The power of AI

**01** AI techniques involve very powerful methods to analyze together huge amount of data to identify patterns, common features and trends

**02** These methods allow for the extraction of useful information from complex data, improving understanding and prediction of phenomena.



## Why BADESSA

Exploit artificial intelligence algorithms to study and verify the existence of unique features, measurable experimentally, able to univocally characterize the maturation of Traditional Balsamic Vinegar of Modena, in the frame of the single production battery and the single “acetaia”.

The study will be conducted starting from the analysis and identification of the main spectroscopic features (specific forms of the spectrum of light absorbed by the product, from ultraviolet to near infrared) that can act as markers of the ABTM product during its evolution and maturation over time.

The spectroscopic features will be studied and related, in a data fusion perspective with artificial intelligence algorithms, with a set of measured chemical-physical parameters characterizing the product (viscosity, pH, electrical conductivity, ...).



## Why BADESSA

The study is will be performed on different “acetaie” and different batteries within the single “acetaia”, with the aim of identifying spectroscopic features common to the product as the maturation progresses, as well as any distinctiveness of the individual battery. These markers may be used for a precise characterization of the product, as well as a potential tool in the fight against counterfeiting.





## Why BADESSA

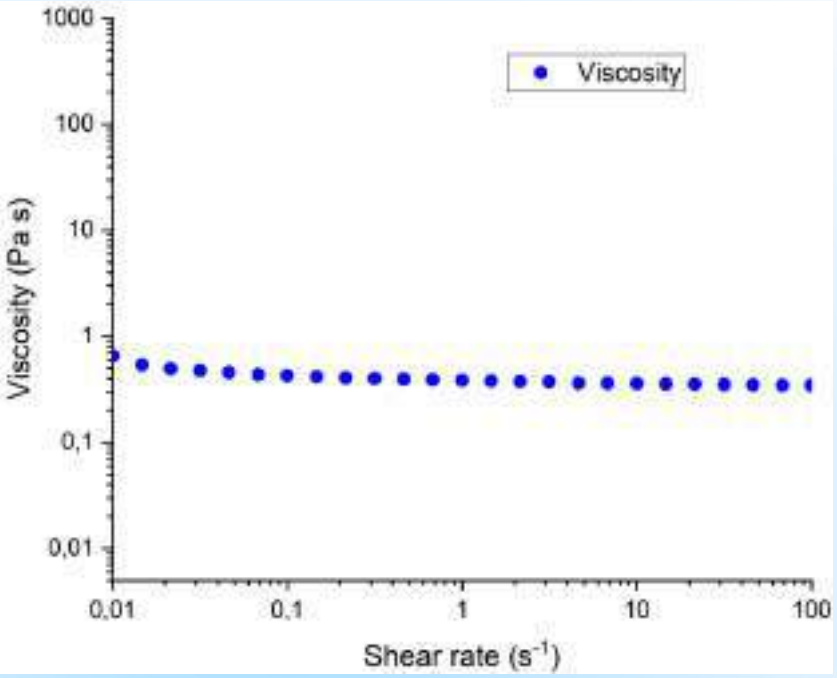
**BADESSA** aims also to experimentally verify the (expected) correspondence between the experimental features of the data analysis and the organoleptic quality evaluation performed by a panel of trained tasters.

The positive verification of this correspondence will allow the Consortium to include objective and experimentally measurable characteristics in the qualitative descriptors of the product, as well as being useful for the purposes of dissemination and marketing activities.



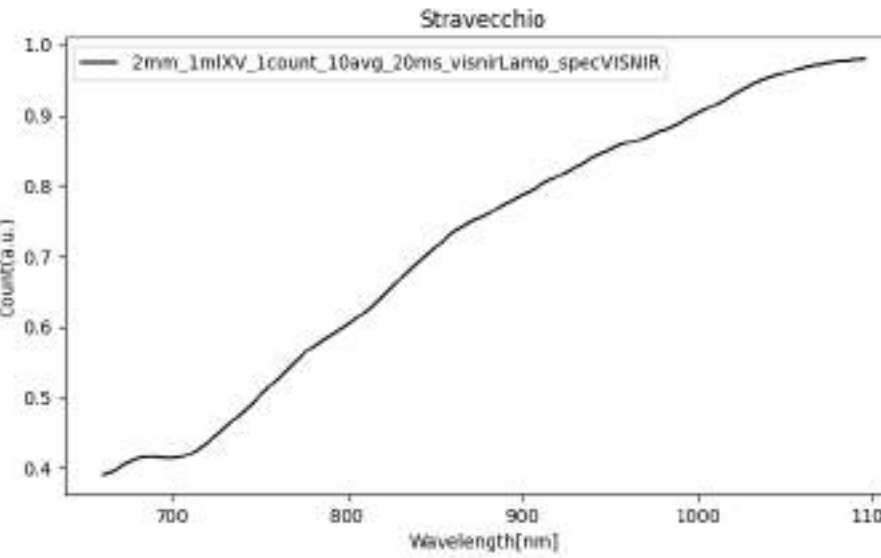
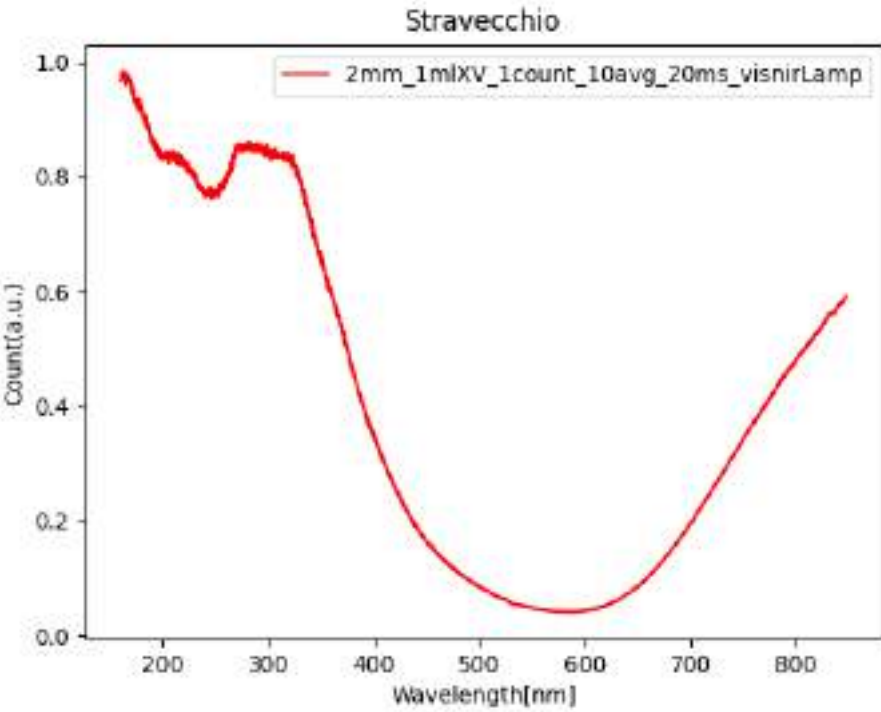


# The data: some examples



viscosity measurement of a vinegar sample over 25 years old

## UV-Vis-NIR spectra of a vinegar sample over 25 years old





**For further information**

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