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WORLDWIDE PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

INNOVATIONS AND TRADITIONS FOR SUSTAINABILITY

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Parallel Discussion Session 1 - Innovations in Governance

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

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We examine the role of Geographical Indication (GI) certification in coordinating small- and medium-sized food suppliers and large-scale retailers in agri-food supply chains, where retailers seek to procure high-quality goods. Our main contributions are twofold. First, using a principal-agent framework with asymmetric information about supplier efficiency in quality production, we develop a signalling model that illustrates how GI certification enhances the coordination effect of procurement contracts by improving the ability of the retailer to identify efficient suppliers and increasing the provision of high-quality goods. The model also yields predictions about the impact of a supplier's GI certification status and size on the retailer's expected profits. Second, using a novel dataset from a survey of 476 small- and medium-sized food craft suppliers in Germany, we provide evidence supporting the theoretical model's predictions regarding the effects of GI certification and supplier size on the retailer's expected profits. Specifically, we estimate a structural equation model (SEM) that matches the equilibrium equations describing retailer and supplier behaviour in the theoretical model and links the probability of a transaction to a supplier's GI certification and size. Our findings from instrumental variable (IV) approaches and propensity score matching (PSM) indicate that GI-certified suppliers are 19.9% to 42% more likely to transact with a retailer than non-certified suppliers, and medium-sized suppliers are 11.7% to 26.3% more likely to transact with a retailer than micro- or small-sized suppliers. These results suggest a potential role for GI certification in supplier-retailer coordination.

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

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The globalization of food production has weakened the connection between agricultural products and their geographical origins, leading to food homogenization and growing consumer distrust in food quality and safety. In Slovenia, where agriculture plays important role in cultural identity and food security, these trends have intensified challenges such as the decline of traditional practices, rising unemployment, and shifting rural landscapes. To address these issues, the EU introduced quality schemes like the "Protected Designation of Origin" (PDO) and "Protected Geographical Indication" (PGI), designed to safeguard product authenticity and promote socio-economic benefits, including fostering cooperation among producers.

This presentation discusses key findings from a study on the impact of PDO and PGI schemes on producer cooperation in Slovenia. Through semi-structured interviews with producers and qualitative data analysis, we explored how these schemes influence collaboration, organization, and interaction among food producers.

Our findings indicate that PDO and PGI schemes can positively impact cooperation in regions with strong traditions of collective action, such as wine production. In these areas, producers benefit from shared marketing strategies, resource pooling, and increased innovation. However, the schemes encounter obstacles in regions where historical distrust of cooperatives, rooted in the socialist era, hinders collective efforts. Where cooperation is limited, producers struggle to fully capitalize on the schemes, leading to weaker market performance and restricted knowledge exchange.

A key issue identified is the fragmentation of governance structures. While the EU provides a regulatory framework, Slovenia lacks a centralized support system to assist producers with PDO and PGI governance, resulting in inefficiencies and missed opportunities for collective organization. The research emphasizes the need for a national coordinating body to guide producers through these quality schemes and foster a stronger cooperative culture. Educational initiatives to promote collaboration and trust among producers are also recommended.

The study also focused on the economic sustainability promoted by PDO and PGI schemes. By encouraging traditional production methods, these schemes not only enhance market competitiveness but also contribute to local socio-economic development and sustainable agricultural practices. However, the adoption of sustainable practices by producers remains a challenge, particularly in regions where immediate economic pressures take precedence.

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The presentation will conclude with practical recommendations for improving the implementation of PDO and PGI schemes in Slovenia, particularly in fostering stronger cooperation among producers, strengthening governance structures, and promoting long-term sustainability. The research provides valuable insights into how these quality schemes can support rural development, enhance food security, and preserve cultural heritage. These findings are expected to inform ongoing revisions to EU and national policies on geographical indications, making them more responsive to producers' needs and more effective in supporting regional development. This study makes a significant contribution to understanding the impact of PDO and PGI schemes on producer cooperation, offering policy-relevant insights that can drive sustainable rural development in Slovenia and beyond.

Mots-Clés: Geographical Indications (GI), Protected Designation of Origin (PDO), Protected Geographical Indication (PGI), Producer Cooperation, Rural Development, Rural Geography, Slovenia, Governance

Gouvernance des IG : quels déterminants du succès des actions collectives au sein de l'organisation IG pour assurer un impact économique durable ?

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De multiples rôles ont été associés aux indications géographiques (IG) de par leur caractère multifonctionnel, et leur capacité à asseoir un développement économique durable est attendue dans les pays du Sud. Le retour d'expérience de l'enregistrement d'IG dans ces pays a cependant montré un résultat mitigé. À partir de l'analyse du processus d'enregistrement et de la trajectoire du développement du Poivre de Penja et du Poivre de Kampot, cette communication vise à apporter une meilleure compréhension des facteurs à l'origine du succès ou de l'échec des IG. Des collectes de données ont été conduites auprès des acteurs de ces deux filières IG et de ceux impliqués dans leur accompagnement, au Cameroun en 2023 et au Cambodge en 2024. Les données qualitatives et quantitatives ainsi obtenues ont fait l'objet d'une analyse thématique approfondie. Les éléments tirés de ces études de cas mettent en évidence que la réussite des actions collectives présentes au sein des organisations IG est une condition importante, bien qu'elle ne soit pas suffisante, pour que les IG aient les impacts économiques escomptés. Plusieurs facteurs sous-tendent la réussite des actions collectives dans la trajectoire des IG. La préexistence d'un capital social collectif ayant permis l'instauration préalable de confiance interpersonnelle entre les différents acteurs souhaitant utiliser l'IG, ainsi que la convergence des objectifs de ces acteurs avec ceux de l'initiative IG, contribuent à faciliter l'engagement des acteurs dans la démarche IG. Pour le développement des IG enregistrées, les caractéristiques des règles d'accès et d'usage de l'IG, la capacité des dispositifs de gouvernance à appliquer et à faire appliquer les règles ainsi que leur capacité à les faire évoluer au bénéfice de la protection et de l'amélioration de la ressource commune qu'est la réputation de l'IG, sont des conditions essentielles permettant de maintenir l'engagement des producteurs dans l'utilisation de l'IG et de bénéficier des avantages qu'elle offre.

Ces deux cas soulignent également qu'un soutien externe accru aux indications géographiques augmente la probabilité de succès de ces initiatives. Un accompagnement à la fois de proximité et adapté aux besoins des organisations IG visant à asseoir leur autonomisation technique et financière est nécessaire. En outre, l'appui de l'Etat dans la protection de la réputation des IG et

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dans la préservation des IG comme ressources communes accessibles à tous les acteurs éligibles contribue à faire de l'IG un outil de développement économique durable.

Mots-Clés: actions collectives, gouvernance, organisation IG, impact économique durable, pays du Sud

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

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Il Consorzio del formaggio Parmigiano Reggiano ha adottato dal 2014 il Piano di Regolazione Offerta (Reg. UE 1308/2013) per gestire l'equilibrio di mercato e assicurare condizioni di reddito soddisfacenti. Questo piano, che include le Quote latte Parmigiano Reggiano (QLPR) - unico in europa ad avere concesso titoli a produrre ai produttori agricoli -, ha anche rafforzato l'identità e l'orgoglio dei produttori nella filiera IG,.

Questa scelta ha rappresentato la base per un percorso che, oltre agli obiettivi di regolazione offerta e quindi di gestione dell'equilibrio di mercato al fine di assicurare condizioni di reddito soddisfacenti, ha premesso di legare la IG al territorio e rendere tutti i 2.300 allevatori parte attiva della filiera, promuovendo la sostenibilità e il ricambio generazionale.

Nella presentazione dell'esperienza verranno evidenziate ed approfondite:

le basi tecniche ed operative del sistema delle Quote latte Parmigiano Reggiano (QLPR) e mostrate le caratteristiche del Registro pubblico di gestione e consultazione delle quote;

i risultati economici delle quote per l'obiettivo di gestire l'offerta in linea con l'andamento della domanda;

i risultati indiretti delle Qlpr, come fattore di:

- identità e di orgoglio di appartenenza dei produttori alla filiera IG;
- politiche correlate: mantenimento e sviluppo della produzione in zone fragili di montagna, e promozione dell'inserimento dei giovani nella filiera (ricambio generazionale).

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La presentazione di questa esperienza può essere di grande aiuto per due obiettivi:

- promuovere l'uso dello strumento comunitario del Piano regolazione offerta in filiere e prodotti europei che ancora non lo hanno adottato,
- stimolare a livello generale dei sistemi mondiali a Indicazione Geografica l'importanza dello strumento "titolo a produrre" (quota di produzione) quale strumento di crescita economica e di promozione dello spirito imprenditoriale di appartenenza al sistema legato all'Indicazione Geografica.

Mots-Clés: Innovations in Governance, IG Management, Producer Organizations, Supply Regulation Plan, Parmigiano Reggiano Milk Quotas (QLPR), Sustainability, Identity of Geographical Indication Supply Chains, Economic Results, Generational Renewal

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

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Les indications géographiques (IG), notamment l'AOP (Appellation d'Origine Protégée) et l'IGP (Indication Géographique Protégée), sont des outils de propriété intellectuelle " multifonction " qui protègent et valorisent le nom d'un produit dont la réputation, les caractéristiques et la qualité sont essentiellement dues à son origine géographique. Le nom désigne donc un " produit d'origine " qui est le résultat de l'interaction continue des hommes avec l'écosystème naturel et culturel d'un lieu déterminé. Cette interaction acquiert au fil du temps une valeur identitaire et économique pour ces territoires.

La proximité conceptuelle entre IG et biens communs fait débat parmi les scientifiques de différents domaines. Malgré le rôle central du droit dans le système de fonctionnement des IG, la contribution des juristes s'intègre peu à ce débat car l'action collective et la gouvernance sont considérées hors du champ disciplinaire de l'analyse juridique. Dans cette communication, j'analyse les concepts clé de la théorie sur les biens communs élaborée par E. Ostrom (1), afin de requalifier la relation de proximité entre IG et communs au travers d'une approche intégrée juridico-institutionnelle. L'expression " biens communs " identifie un mode de gestion des ressources partagées tangibles et intangibles. La *réputation place-based* est la ressource qui, dans le contexte des IG et dans certaines conditions, peut être gérée en bien commun par le groupement de producteurs pour répondre à des problèmes d'épuisement, notamment l'inutilisation du nom ou l'appropriation de la réputation par des usagers non-légitimes. Analyser le système des IG au prisme des communs dans une perspective juridico-institutionnelle repose sur une approche par les règles, notamment celles créées spontanément par la communauté de producteurs-usagers (les cahiers des charges des produits labélisés), et celles qui constituent le cadre juridique aux niveaux européen et national. Dans ce contexte, je vise à mettre en lumière au niveau juridique, les conditions d'une gouvernance durable des IG, et plus généralement l'importance de l'action collective au niveau local pour une évolution " *bottom-up* " des politiques publiques. Cette analyse permet d'ouvrir de nouvelles perspectives sur la théorie des IG, notamment de clarifier le rôle du nom en tant qu'infrastructure d'information, et la nature non intégralement exclusive des droits de propriété attribués au groupement de producteurs.

L'approche par les communs d'E. Ostrom implique une analyse empirique de cas d'étude au travers d'une méthodologie guidée par des cadres de diagnostic. Dans ce travail, je donne un aperçu d'une adaptation de l'*Institutional Analysis and Development Framework* (IAD) au contexte des IG, et de son application au processus décisionnel de construction des cahiers des charges. Grâce à ce cadre d'analyse, il est possible de décrypter les déterminants sociaux,

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économiques et juridiques de l'action collective, ainsi que le rôle du groupement de producteurs et de l'État dans ce processus. Il permet également de généraliser les résultats de terrain afin de proposer des recommandations politiques ancrées dans la pratique (2).

(1) E. Ostrom, *Governing the Commons* (2015) Cambridge University Press.

(2) F. Guerrieri, *Governing Governance: Collective action and rulemaking in EU agricultural and non-agricultural geographical indications* (2023) UvA-DARE.

Mots-Clés: propriété intellectuelle, biens communs tangibles et intangibles, action collective, gouvernance des AOP et IGP, gestion durable des ressources territorialisées.

Medir para Mejorar Gobernanza en sistemas IG

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La literatura sobre Indicaciones Geográficas (IGs) considera una gobernanza fuerte y bien desarrollada como factor crucial de éxito para cualquier proyecto IG.

La gobernanza puede definirse como el sistema mediante el cual las organizaciones son dirigidas y controladas, rindiendo cuentas de su gestión frente a sus diferentes públicos de interés y la sociedad en su conjunto (Comforth, 2003). La literatura sobre gobernanza para IGs desafortunadamente no ha profundizado suficientemente sobre la necesidad de categorizar la gobernanza y medirla en función de atributos o características deseadas. Así, dentro de la concepción de ESG la "G" de Gobernanza busca verificar que las empresas u operaciones privadas, cumplan con parámetros aceptables de ética empresarial, comportamiento competitivo, gestión del entorno legal y regulatorio, gestión de riesgos de incidentes críticos y de riesgos sistémicos, y mecanismos de denuncia de irregularidades. La FAO hizo un esfuerzo similar enfocado en unidades de producción agrícola, que también incluye elementos como ética corporativa, responsabilidad empresarial, participación, estado de derecho y gestión holística.

En el caso de las organizaciones de IG, estas deben articular intereses que van más allá de la esfera puramente privada, por lo que la definición de gobernanza se torna más compleja, debido al mayor número de partes interesadas ante las cuales la organización debe rendir cuentas. En este sentido, la gobernanza de una organización de IG se ocupa de "sistemas complejos que abarcan mecanismos, procesos, relaciones e instituciones a través de los cuales los individuos y los grupos articulan sus intereses, ejercen sus derechos y obligaciones y median sus diferencias" (Vandecandelaere et al., 2009).

La reciente publicación de FAO-oriGIn tiene una aproximación colectiva de la gobernanza, haciendo énfasis en los siguientes temas y tópicos. El aporte innovador de esta aproximación es tanto conceptual (entender con mayor profundidad los componentes de la gobernanza, y que no basta con tener uno de ellos para asegurar una gobernanza efectiva) sino el desarrollo e indicadores de gobernanza que puedan ser compartidos con públicos clave y que, además de la medición y el mejoramiento continuo que un seguimiento con base en indicadores supone, permita documentar ante terceros la representatividad de las organizaciones IG y su relevancia como aliados para el desarrollo del territorio. Es, en suma, una aproximación que incluye tanto elementos de gestión como elementos que podrían derivar de la ciencia política dado su impacto en lo colectivo y comunitario. La presentación propuesta aborda este último tema y las formas de medición de la gobernanza y sus potenciales beneficios tanto de organizaciones de organizaciones IG como de cualquier otro esfuerzo de acción colectiva.

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Mots-Clés: "Gobernanza" "medicion" "Indicaciones geograficas"

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

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Droughts, floods, and diseases such as *xylella*, which severely damage olive trees in parts of Italy, are common problems in olive growing. Olive oil has become a luxury product due to the decrease in its production in recent years, despite being an essential food for the whole world. The study explores how business cooperation can add value and stimulate innovation in olive growing to address these problems.

Consortia and cooperatives have led to increasing label identification by connecting Geographical Indications (GIs) labels to the territory, as emerged from the literature. Thus, some locations have become synonymous with producing high-quality products by creating a reminder for consumers to remember the label and territory. Joining efforts can be a great producers' tool to beat difficulties and exploit the GIs' potential, given the limited dimension of firms producing typical products. Investments in environmental research and techniques that ensure sustainability could represent the innovation power of consortia.

In response to the urgent challenges posed by climate change, and recognizing the associated economic implications, this study aims to evaluate the benefits of strategic partnerships and the impact of spatial dependence. The focus is on companies involved in olive oil production and processing, analyzed through a geographical examination of cross-sectional data. The study exploits the Italian district phenomenon, which has promoted innovation and knowledge acquisition in various economic sectors. In the case of the agri-food sector, studying the spatial component can offer several suggestions. This is especially true when treated as a common sense of attachment, proximity, identity, strong social relations, and local differentiation.

The best collaborative practices require a greater focus on the underlying basis of the success of Italian consortia, therefore questioning the extent to which consortium membership can make a difference in a sector as fluctuating and shock-ridden as the olive oil sector. The topic may be more applicable to the olive oil market, considering the Italian utilization of approximately 1.1 million hectares of cultivated land for growing olives that are later turned into olive oil. This could make collaborations and joint problem-solving resources more manageable for the olive industry.

Data were collected over ten years (2013-2022) and 659 Italian companies from 2013 are included in the research. To assess the possible geographical effects of cooperation, the study also

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compares climate data collected during this period.

The choice of variables to include in the analysis was made via the components of intellectual capital. The choice was made to include the presence of the GIs certification and the membership of the *Consorti di Tutela* in the analysis of the ascertained variables, in order to understand how much these two factors can impact the verified relationships.

According to the results, geographically close companies have a significant impact on each other, highlighting the importance of spatial autocorrelation in this particular context. The results demonstrate the possible benefits of strategic partnerships between neighbouring companies, especially when it comes to increasing resilience against market and climate threats.

Mots-Clés: Consortia, Geographical Indications, Innovation, Olive oil sector, Partnerships.

Troubleshooting Geographical Indications in emerging countries

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Geographical Indications (GIs) serve as powerful tools for protecting products that have specific qualities, reputation, or characteristics due to their geographical origin. While GIs serve as an instrument for local development, economic growth, and cultural preservation, the success of GIs varies widely. This variability often stems from a range of challenges that impede the full potential of GIs. Identifying and addressing these issues is crucial for ensuring that GIs not only safeguard origin products but also deliver socio-economic benefits to local communities.

This paper presents some results of a study conducted in four countries (Algeria, Brazil, Pakistan, and Uganda) aimed at identifying and addressing challenges that emerge after a GI is registered.

By focusing on real-world case studies of registered GIs, the paper highlights key issues such as legal barriers, absence of well-organized producer groups capable of collective action, and inefficient certification systems that fail to ensure compliance with product specifications. Furthermore, it highlights the importance of engaging producers early in the GI process and ensuring they are fully aware of the benefits and responsibilities associated with GIs.

Results may help policymakers and practitioners to more effectively identify weaknesses in GI systems, and implement targeted interventions to maximize the impact and success of GIs.

Mots-Clés: developing countries, geographical indications, Algeria, Brazil, Pakistan, Uganda

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Parallel Discussion Session 2 - GI Sustainability Performances

AOP Comté : l'innovation réglementaire au service de la durabilité

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Depuis sa reconnaissance en AOC en 1958, puis en AOP, le Comté n'a cessé de modifier son cahier des charges. Initialement axé sur la protection de l'appellation (définition de la zone, descriptif du fromage et protection du nom), le cahier des charges a progressivement intégré des mesures influençant directement la qualité organoleptique du fromage en fixant des règles strictes sur les modalités de production. Aujourd'hui, en saisissant l'opportunité offerte par l'agenda de durabilité proposé dans la réforme du règlement européen sur les indications géographiques, le cahier des charges du Comté intègre des mesures de durabilité couvrant les trois dimensions : économique, sociale et environnementale. Ainsi, la limitation de la productivité individuelle de chaque exploitation, la limitation de la taille des fermes, du nombre de vaches laitières par unité de travail, l'obligation de formation, etc... sont autant de mesures qui, au-delà d'offrir une promesse globale aux consommateurs en répondant à leurs attentes, permettent de protéger l'identité même du Comté.

En préservant son identité grâce à son cahier des charges, la filière Comté sauvegarde son capital social. C'est ce capital qui permet à la filière de s'interroger sur son avenir et de proposer à nouveau de nouvelles mesures pour entretenir sa durabilité. Dès lors, un cercle vertueux se met en place entre le cahier des charges et le capital social, chacun nourrissant l'autre pour le plus grand bénéfice du territoire.

La communication proposée s'attachera à présenter l'évolution des différents cahiers des charges, à détailler les dernières mesures au service de la durabilité (et son processus décisionnel inédit par l'ampleur de la mobilisation des acteurs) et présentera les questions de recherche qu'elles soulèvent.

Mots-Clés: cahier des charges, durabilité, identité, AOP Comté, innovation réglementaire, capital social, performance économique, environnement

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Chemins de transition vers la durabilité des filières d'élevage sous Indication Géographique (IG), entre tâtonnements et engagements

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Les Indication Géographique (IG) sont garantes d'un modèle d'agriculture de qualité, par le respect de cahiers des charges et d'une aire de production. Le lien au terroir des produits leur confère des atouts en matière de durabilité. Pourtant, la question de leur pérennité, de leur survie, se pose aujourd'hui avec force pour certaines d'entre elles. Les crises du modèle agroalimentaire n'épargnent pas les IG, particulièrement en élevage : crises sanitaires, médiatiques, problématiques socio-économiques de partage de la valeur, érosion démographique. Prises entre des injonctions au changement et la nécessité de faire évoluer leurs pratiques, ces filières sont aujourd'hui déjà actives en matière de durabilité. Celle-ci est à la fois perçue comme un ensemble de changements nécessaires et comme un cadre normatif contraignant. Le modèle français des filières sous Signe d'Identification de la Qualité et de l'Origine (SIQO) est tiraillé entre des objectifs contradictoires de changement et de protection de ses fondamentaux.

Pour les étudier, nous avons recensé le foisonnement d'initiatives des différentes filières sous SIQO en élevage de la région Occitanie, dans le Sud-Ouest de la France. Les IG y représentent une part importante de la production. Cette enquête réalisée dans le cadre d'une thèse (Guibert, 2024), documente les transitions à l'œuvre dans toutes les productions d'élevage. Elle s'appuie sur l'étude de 36 filières sous AOP, IGP et label rouge, via des entretiens et des recherches bibliographiques.

Ce panorama exhaustif met en lumière l'hétérogénéité des actions, les tâtonnements, la multiplication des échelles d'action : référentiels environnementaux nationaux, Responsabilité Sociétale des Entreprise (RSE), création de fédérations internationales... Cinq catégories de filières se distinguent :

- Les filières viande AOP, caractérisées par leurs pratiques extensives, revalorisent leur lien au milieu naturel comme pour la filière taureau de Camargue (AOP).

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- Les filières agneaux, correspondant à plusieurs organisations localisées mais coordonnées à l'échelle régionale, comme l'agneau fermier du Quercy (IGP) ou l'agneau des Pays d'Oc (label rouge).
- Les productions avicoles et porcines (IGP-label rouge), correspondant à de grands bassins de production et à une amélioration du standard, comme pour le porc fermier du Sud-Ouest.
- Les filières laitières, pionnières de la durabilité par leurs pratiques et leur participation ancienne au développement territorial, comme pour la filière Laguiole (AOP) en Aubrac.
- Les productions en bovins allaitants et veaux sous la mère, valorisant des races locales et des savoirs faire traditionnels d'élevage, productions à distance du standard mais concernées par les mêmes enjeux socio-économiques. Il s'agit par exemple de la Gasconne des Pyrénées. Pourtant, l'hétérogénéité d'engagement est masquée par un discours générique sur la durabilité, révélant la prudence et les hésitations des filières. Elles empruntent des chemins de transition différentes mais partagent toutes la nécessité de la mobilisation collective. Elles portent ainsi une transition fruit de compromis, à l'inverse d'initiatives individuelles plus engagées et pouvant parfois rejeter le terroir (Pouzenc et Vincq, 2013). Enfin, en France on observe une tendance à la valorisation du local aux dépens du terroir, alors que son internationalisation s'est traduite par la reconnaissance mondiale des IG (Delfosse, 2012).

Mots-Clés: élevage, transition, SIQO, Occitanie, terroir

IGP Argan : Quelle pertinence du point de vue de la durabilité ?

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Partout dans le monde, la multiplication des labels laisse à penser qu'ils ont de réels impacts sur les dynamiques socio-territoriales et que leurs retombées sont assez notables sur les territoires. Les nouvelles stratégies " gagnant-gagnant " de lutte contre la pauvreté et contre l'érosion de la biodiversité s'appuient sur deux grands types d'objets patrimoniaux du monde rural à savoir les produits de terroir et les paysages. L'espace méditerranéen, écorégion très riche en termes de biodiversité occupe une place singulière dans les politiques de développement portant sur la valorisation des paysages et des produits de terroir. Sur la rive sud de la Méditerranée, le mouvement de création des IGP a émergé autour de quelques productions phares du monde rural maghrébin, comme l'huile d'argan (Romagny, 2010, p. 87).

Or, l'huile d'*argane* a une qualité et une réputation liées à son origine géographique. Pour ces raisons, l'huile d'*argane* doit être protégée à l'échelle internationale contre les usurpations qui ont déjà été constatées lorsque l'*argane* commençait à bien s'exporter ; 70 % des volumes exportés sont issus du secteur informel et l'IGP est vouée à éradiquer ce phénomène (Faouzi, 2014). C'est ainsi que le label IGP Argan a été créé. Ce processus vise à garantir une meilleure traçabilité et qualité du produit.

Pour les développeurs ainsi que les pouvoirs publics, l'IGP *Argane* est un pas vers la valorisation des ressources locales, la protection de la biodiversité,

le développement durable, et l'amélioration du bien-être des populations locales.

En s'appropriant cette logique d'économie de marché dont l'IGP Argan est issu, laisse entendre que derrière la promesse du côté acteurs

qui promeuvent ces labels, il y a la préservation de l'écosystème arganeraie et une amélioration du bien-être de la population locale. Cependant, la réalité sur

le terrain révèle des contradictions et des tensions entre les objectifs de conservation, les intérêts commerciaux et le bien-être des populations locales.

Aujourd'hui, après l'obtention de l'IGP *Argane*, et dans un contexte marqué par des politiques publiques qui, dans le cadre du pilier II du plan " Maroc Vert ", persistent à encourager les producteurs les plus importants, marginalisant les petits exploitants, plusieurs questions émergent : Le processus de certification (IGP *Argane*) a-t-il contribué à freiner l'érosion de la biodiversité et à réduire la pauvreté en milieu rural des arganeraies ? (Romagny, 2010). Les ménages ruraux, uniques ayants droit ont-ils saisi l'opportunité de l'IGP *Argane* pour mieux s'organiser et agir

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collectivement ? La mise en place de l'IGP *Argane* a-t-elle garanti une amélioration de la part des bénéfices revenant aux exploitants agricoles de l'arganeraie ? (Romagny, 2010, p. 90).

Pour répondre à ces questions nous nous sommes basés sur une étude qualitative à vocation exploratoire à travers des entretiens semi-directifs auprès d'un échantillon de personnes qui représentent les différentes parties prenantes dans l'arganeraie des Ait-baamrane (Anti-Atlas).

Notre papier, à travers le cas de l'IGP Argane, et en tentant de mesurer les retombées socio-économiques et d'attractivité, répond à la problématique suivante : Dans quelle mesure les indications géographiques constituent-elles, à travers la différenciation des produits de terroir, un outil de développement durable ?

Mots-Clés: IGP Argan, huile, arganier, arganeraie, Anti, Atlas, développement durable, Maroc

Implementing a Bottom-Up Sustainability Strategy: The Case of DO Café Villa Rica, Peru

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Developing a GI sustainability strategy for Café Villa Rica (DO), Peru - testing the implementation of the "roadmap towards increased sustainability in geographical indication systems" (FAO, ORIGIN 2024).

There is an increasing market demand for sustainably produced goods and thus an expectation that producers comply with minimum sustainability standards: such standards are requested by consumers themselves and /or by new regulations like the EU Deforestation Regulation. There will certainly be more such regulations in the future. Furthermore, the recently approved EU Regulation on GIs for wines, spirits, and agricultural products recognizes that sustainability has an economic, social, and environmental component.

However, GIs do not "per se" contain sustainability standards and are often not considered as a guarantee for sustainable production. While some commercial labels are widely understood as granting certain sustainability standards, the GI scheme is not, even though many GIs do "de facto" contain aspects of sustainable production, but which often are not properly communicated. One reason for this diversity is that a GI is one of the very few "bottom up" schemes, with the producers in the lead, and therefore differences between the content of the different Books of Specifications are understandable, but difficult to communicate to buyers and consumers.

For GI producers, it is therefore necessary to have a comprehensive sustainability strategy that is convincing for buyers and consumers, meet market requirements and also reflect their own reality and priorities. This requires both a top down (market driven) and bottom up (producer led) development of sustainability priorities and indicators where producing communities have to be involved. In addition, communication needs to be improved concerning the sustainability aspects that a specific GI already contains (Book of Specifications). GIs that were developed as bottom-up initiatives, controlled by producers, are as such more sustainable than top-down schemes.

To address this need for a more comprehensive sustainability strategy for GIs, FAO and ORIGIN elaborated the "roadmap towards increased sustainability in geographical indication systems" (2024). These are guidelines for producer organizations to identify priorities, assess performance and improve the sustainability of their GI systems. FAO and ORIGIN are actively working with partners to test this roadmap / strategy through pilot cases.

Under the Peruvian-Swiss IP Project (PESIPRO, financed by the Swiss cooperation SECO and

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implemented by IPI and INDECOPI), the GI Regulatory council of Café Villa Rica has been supported with improving their Book of Specifications to meet market demand, the establishment and use of an electronic traceability system, market access activities and sustainability measures. In this context, the above-mentioned FAO/oriGIn tools are tested in Villa Rica and a sustainability strategy elaborated. It is crucial that the GI management organisation is in the lead when defining the strategy and indicators, and enabled to implement and monitor the sustainability strategy later on. Experiences, findings, and recommendations with this pilot case will be shared during the conference. At the same time, Peruvian authorities will share their experience in working together with GI producers and ways how they can further support such sustainability initiatives.

Mots-Clés: innovation, sustainability, performance, peru

Indicazioni Geografiche e sostenibilità – nuovi modelli di sviluppo tra innovazione e tradizione.

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All'interno del primo tema della conferenza "*1.a Innovations to guarantee and monitor the sustainability performance of GIs in their economic, social and environmental dimensions*", sarà illustrata l'esperienza dei Consorzi di tutela nella valorizzazione delle Indicazioni Geografiche sotto il profilo della sostenibilità ambientale, sociale ed economica. L'aggregazione realizzata all'interno dei Consorzi di tutela consente un più facile accesso alla ricerca e all'innovazione ed offre allo stesso tempo l'opportunità di beneficiare delle innovazioni tecnologiche in agricoltura collettivamente riducendo gli oneri ed ottimizzando la produzione in modo sostenibile. I Consorzi di tutela attraverso la loro attività di valorizzazione favoriscono inoltre lo sviluppo economico - sociale delle comunità rurali di cui le IG sono espressione e promuovono il dialogo all'interno delle stesse. Saranno illustrati case studies relativi alle esperienze di Consorzi di tutela e all'approccio seguito per accompagnare il territorio alla transizione ecologica.

Mots-Clés: Consorzi di tutela, sostenibilità, innovazione.

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Microbiomes revealed as key contributors to the link with French PDO cheeses origin

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Our aim was to decipher the relationships between the microbiota in milk and associated cheeses, and the geography, farming and cheese processing practices. For that purpose, we have carried out the most exhaustive study to date of the microbial diversity of 44 French PDO cheeses, based on 1,145 cheeses and 390 milks. We characterised the bacterial and fungal communities in cheeses and milks using high-throughput gene sequencing. A total of 820 bacterial species and 333 fungal species were identified in cheeses. On average, almost 15% of the bacterial species and 41% of the fungal species identified in a cheese were also present in the vat milk. Species assemblages in both milk and cheeses differed depending on human drivers, dairy species, and geographical area, thus demonstrating the contribution of regional know-how to shaping the cheese microbiota. A comprehensive comparative genomic analysis of strains isolated from PDO cheeses or other environments and belonging to two genera, i.e., *Vreelandella* (formerly *Halomonas*) and *Monosporozyma* (formerly *Kazachstania*), revealed phylogenetic clades specific to the cheese environment.

Our results highlight the importance of considering the milk-cheese continuum in a microbial biogeographical analysis of cheeses. The microbial profiles obtained in this study will be used to initiate a unique repository of French PDO cheeses and associated practices. Our results will encourage and support stakeholders in the PDO cheese sector to maintain indigenous microbial diversity throughout the milk-cheese continuum, when revising PDO farming and processing specifications in response to the effects of climate change.

Mots-Clés: Microbiomes, PDO, cheese

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

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Despite the iconic images of Japanese beef, such as Kobe Beef, associated with the reputation of unique husbandry methods for cattle, drinking beer, listening to classical music, and massage, in the international market, the reality remains unclear. While 11 types of Japanese beef are registered under the sui generis Geographical Indication (GI) system and many more under the Regionally Based Collective Trademark system as of August 2024 in Japan, most of these cattle are fed imported grains and grass, including genetically modified (GM) crops, and are not pastured throughout their lives. Therefore, the sustainability of these Japanese beef, including specialty beef, such as those registered as sui generis GI and Collective Trademark products, is highly questionable.

As criticized by Sekine (2024, 2025), Japanese GI systems recognized by the TRIPS Agreement, sui generis GI and Collective Trademarks, do not guarantee the local sourcing of ingredients in accredited GI products. Consequently, livestock products certified as GI products in Japan can originate from livestock fed with imported feed without being pastured or respecting animal welfare codes. This has emerged from a shortfall in the Japanese sui generis GI system, which lacks the EU's Protected Designation of Origin (PDO) equivalent category and because of missing specifications of products registered as Collective Trademarks. Furthermore, the recent crises in the livestock industry due to the COVID-19 pandemic, the war between Ukraine and Russia, rising production costs under the depreciation of the Japanese currency, climate change, and the lack of labor have compelled producers to redesign their farming models to be more environmentally, socially, and economically sustainable. Producers of GI beef cattle and their organizations are no exception.

To create more sustainable Japanese GI beef production, is the local sourcing of feeds or pasturing possible? While these conditions are essential in many European GI beef or dairy cattle productions, their possibility has been denied for a long time by the government and livestock industry stakeholders in Japan because of its limited territory suitable for farmland and meadows and the higher production cost, which necessarily result in higher consumer prices and negative impacts on the industry. Therefore, this study aims to reveal the innovations made by producers who practice organic production, pasturing, local sourcing, and animal welfare-friendly methods in Japan and derive suggestions for revising the current Japanese GI systems. This study is based on a literature review, statistical analyses, and interviews conducted by the author between 2022 and 2024 in Japan. The findings suggest that (1) there is a growing demand both among producers and consumers for sustainable and equitable beef in Japan, even though the market remains shallow; (2) despite the long-lived assumption, cattle production based on lo-

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cal sourcing, pasturing, organic, and compatibility with animal welfare codes is possible in the country; and (3) small-sized alternative livestock farms showed higher economic performance and sustainability than large-sized industrial livestock farms. This demonstrates that the significant transformation of GI systems, the livestock industry, and associated public policies is not only possible but also indispensable.

Mots-Clés: Beef, geographical indication (GI), Japan, sustainability, innovation

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

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Geographical Indications (GIs) are a powerful tool for fostering sustainable development by linking products to their unique origins, encompassing cultural, environmental, and economic values. However, the complex systems underpinning GIs involve diverse stakeholders and objectives, creating inevitable trade-offs between economic, environmental, social, and governance dimensions. This contribution examines these trade-offs, identifies their root causes, and explores relevant practices that can enhance the sustainability of GIs while acknowledging the importance of transitions and pathways.

The methodology employs a participatory approach, using structured group discussions to identify the main trade-offs within Geographical Indication (GI) systems across six dimensions: social-economy, environment-economy, governance-economy, social-environment, social-governance, and governance-environment. Participants examined GI systems at different levels, analyzing trade-offs, their causes, impacts, and the potential for mitigation through context-sensitive practices.

The results reveal that prioritizing a single dimension often challenges the prospects for sustainability. For example, economic pressures can drive intensification, resulting in biodiversity loss and environmental degradation. Similarly, governance structures may marginalize minority voices, limiting the inclusivity necessary for equitable decision-making.

To address these trade-offs, this research highlights relevant practices that align with the principles of EU Regulation 2024/1143, which emphasizes sustainability approaches such as biodiversity conservation, circular economy models, and fair labor conditions. One notable example is the reuse of whey in cheese production. This practice reduces environmental impact by minimizing waste while creating additional income sources for producers. Another example is the promotion of generational renewal through training programs for young farmers, addressing economic viability and social inclusion.

The governance dimension plays a critical role in balancing the components of sustainability. Participatory and democratic governance models ensure balanced power dynamics and inclusive decision-making, enabling GI systems to adapt effectively to evolving challenges. For instance,

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reforms to PDO governance structures have fostered cooperation and trust among stakeholders while enhancing market resilience.

This research underscores the importance of adopting a systemic approach to GI sustainability, emphasizing transitions and pathways rather than fixed outcomes. Stakeholder collaboration is essential to harmonize conflicting objectives while allowing practices to adapt and evolve according to specific contexts. By scaling up relevant and situated practices, GIs can serve as models for sustainable development, contributing to global agendas such as biodiversity conservation, rural development, and climate change mitigation. The findings highlight the necessity of integrating local and global perspectives to ensure that sustainability practices are not only effective at the production level but also resonate with consumer values in international markets.

In conclusion, GI sustainability requires a delicate balance between diverse objectives. By addressing trade-offs through innovative and context-sensitive practices alongside inclusive governance, GIs can strengthen their resilience and long-term value. This contribution offers a roadmap for stakeholders to collaboratively advance sustainability, ensuring that GIs achieve their potential as instruments of cultural, economic, and environmental preservation.

Mots-Clés: Geographical Indications (GIs), Sustainability, Trade, offs, Relevant Practices, Transitions, Pathways, Participatory Governance, Biodiversity Conservation, Circular Economy, Stakeholder Collaboration

Parallel Discussion Session 3 - Role of Public Actors

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

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Although more easily overlooked in mature heritage agri-food markets like the European Union, where Geographical Indication (GI) has become routinized over numerous decades, the creation and governance of GI frameworks is principally an activity of the state (DiMaggio and Powell 1983). While technical bodies, such as INAO (Institut national de l'origine et de la qualité) in France, have helped professionalize the regulation of GI products, many GI certification bodies worldwide are in ministries or government departments, such as agriculture, taxation, commerce, intellectual property, or rural development (Insight Consulting 2007). In fact, the choice of government department is often an indication of the underlying policy "goal" behind the adoption of a legal framework for GI: protecting intellectual property, encouraging exports, spurring rural development, safeguarding food heritage, etc. (Bramley et al. 2009). While these goals are not mutually exclusive, and indeed GI is often explicitly promoted as a mechanism for achieving simultaneous social, economic, and environmental ends (Giovannucci et al. 2009), the potential for doing so is often circumscribed by institutional barriers or prerogatives (Bartley 2011). Likewise, it is unclear why the state would relinquish the power to utilize GI for policy objectives deemed suitable for national development (Huysmans 2022). Indeed, many countries that have recently adopted *sui generis* GI laws, particularly in the Global South, often view direct state support for (certain) GI producers as critical for development (Biénabe and Marie-Vivien 2017; Chabrol et al. 2017; Durand and Fournier 2017). This paper uses the region of Asia for evaluating the extent of state intervention in GI policy development and selection of GI products. Using qualitative data from interviews and observation in Japan, Cambodia, Malaysia, and Sri Lanka, and using secondary data for other Asian regions, a diversity of approaches and rationalities for state intervention in GI emerge, a finding which challenges the notion that institutional isomorphism would lead GI laws to converge on a hegemonic form (Beckert 2010). This aligns with recent findings that even core GI countries in Southern Europe reveal considerable variation and slippage (Penker et al. 2022). In Asia, state intervention often includes the prioritization of (a) products emblematic of national culture, (b) producers with existing (colonial) export value chains, (c) producer groups promising economic expansion, (d) heritage value, and (e) tourism value. Although not exclusively so, the personalities of each ministry or department are often expressed through their governmental approach, yielding wide institutional differences in the constitution of GI laws. Practically, this often shapes the intellectual property approach

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to GI (trademark vs *sui generis*) and also the precision of GI standards (PDO vs PGI). This has important consequences for the evaluation of applications, often causing the earlier GI products registered to align with the implementing agency, while subsequent registrations increasingly correspond to national policy priorities. Both these systemic and ad-hoc political mediations of GI frameworks diminishes the pressure of institutional isomorphism, leading to limited comparability of GI systems at the country level while increasing the opportunity for institutional innovation.

Mots-Clés: state intervention, Asia, governance, national development

Geographical Indications: It takes tens of years to become an overnight success

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Behind every overnight success lies decades of hard work, says a Brazilian proverb. This is precisely what is happening with the few national Geographical Indications (GIs) achieving success in the country. In this paper, we show how behind the "overnight" success of Cerrado Mineiro coffee GI rests decades of laborious systematic research carried out by innovative institutions and entrepreneurial producers' investments, "details" many narratives forget to tell. To understand how Cerrado became successful initially, we reviewed the literature about its trajectory between 1950 and 2000 and interviewed people who lived through this period. In this summary, we pinpoint some topics that will be described extensively in the final paper.

Until the 1960s, due to its dryness, the Cerrado Mineiro region was considered a marginal agricultural area. That conception began to change at the beginning of the 1970s when researchers from the São Paulo State University and others proposed that the issue with the area was primarily due to chemical factors with the soil. This and the technological innovation introduced by the Brazilian Agricultural Research Corporation (EMBRAPA) transformed the Cerrado from sterile to fertile. Through its **Center for Agricultural Research of the Cerrado** (CPAC), Embrapa adapted crops like coffee to the region's challenging soil and climate through correction and irrigation.

The Japan-Brazil Cooperation Project for the Development of the Cerrado (**Prodecer**) also played an important role in coffee development **in the Cerrado** since the **1980s**. Its infrastructure, financing, and technology transfer efforts-focused mainly on soil correction and irrigation systems-also contributed to the region's significant expansion of coffee cultivation.

Another factor behind the success story is investors' contribution from southern Brazil, especially from the 1980s onwards. These investors, many of whom were already established coffee producers in the southern part of the country, brought experience, capital, and advanced agricultural techniques that helped transform the Cerrado. Producers from the south came from a market-oriented agricultural culture focused on exports and increasing productivity.

In 1991, Cerrado Coffee won the "Ernesto Illy Award for Quality Coffee for Espresso" This award, given by Illycaffè, recognized the high quality of the coffee produced in the region on

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the international stage and played a significant role in the certification of the Cerrado Coffee Geographical Indication (GI) in 2005. This GI certification further strengthened the region's reputation and provided legal protection for the brand Café do Cerrado.

However, had it not been for all the effort that preceded it, the Cerrado Mineiro recognition as a GI would not have made it the coffee powerhouse it is today. Probably, it would not have been even possible. Today, the region represents 12% of Brazil's coffee production, with 4,500 certified coffee farms and exports to more than 50 countries, generating an estimated USD 1.5 billion annually. It is also recognized as a producer of specialty coffee, with 80+ points.

Mots-Clés: inovative institutions, entrepreneurial producers, land regeneration, cerrado mineiro, sustained investment

INNOVATIONS IN GEOGRAPHICAL INDICATION PRACTICES OF THE MINISTRY OF AGRICULTURE AND FORESTRY

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A geographical indication is a sign indicating a product identified with the region, area or country of origin in terms of a distinctive feature, reputation or other characteristics.

According to the Industrial Property Law No. 6769 in Türkiye, the institution responsible for the registration of geographical indications is the Turkish Patent and Trademark Office (TURK-PATENT).

Registered geographical indications in Türkiye consist of agricultural and food products, handicraft products and mining products. There are 1637 registered geographical indication products in Türkiye. Of these, 1437, or approximately 90%, are agricultural and food products.

The Ministry of Agriculture and Forestry focuses on the following issues in its geographical indication policies:

1) Revealing the potential for geographical indication

The Ministry of Agriculture and Forestry organized regional events for the provinces, made evaluations on the concept of geographical indication in these events, and provided the opportunity for the exhibition and promotion of registered and potential products.

2) Registration of products in Türkiye and the EU

Geographical indication protection began in Türkiye in 1995. The first registrations, which started in 1997, reached 24 by the end of the year. In 2007, in a 10-year period, it increased by 58 and reached 82. However, this increase has gained momentum in recent years. In 2020, 164 new products were registered as geographical indications, in 2021 352, in 2022 317 and in 2023 210. There are also 14 registrations from abroad in Türkiye.

The number of products registered in the EU, which was 8 at the end of 2022, has now reached 27.

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3) Awareness studies at the producer and consumer level

Training on "Geographical Indications" is provided by participating in the programs carried out by Ministry. It has been ensured that geographical indications are included as a discipline in the Turkish Agriculture and Forestry Journal since the beginning of 2021. Geographical indication studies are carried out in 2 specific sectors each year. Short films, posters and leaflets are prepared for the promotion of geographical indications. In addition, leaflets in English have been prepared for our products that have received EU Registration. The 9-volume book study, in which we include stories that arouse curiosity in the consumer and create a desire to purchase the product, is about to be completed. A survey study is being conducted in which we aim to measure producer and consumer attitudes in geographical indications.

4) Geographical indications provide added value and become subject to trade

Every year, 5 of the products registered by producer organizations are selected as pilots and studies are carried out to promote the products, make them subject to trade and provide added value.

5) Establishing an effective and efficient control system for geographical indications

The Ministry of Agriculture and Forestry is responsible for the official controls of registered geographical indications related to agricultural and food products according to the Veterinary Services, Plant Health, Food and Feed Law No. 5996. A new regulation study is being carried out to establish an effective control mechanism for geographical indications.

Mots-Clés: producer organizations, awareness studies, control system, Türkiye

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.

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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. Spécifiquement, dans une des lignes des appels d'offres, l'objectif était l'élaboration de documents pour la demande de reconnaissance, avec plusieurs projets agroalimentaires impliquant diverses régions du pays.

Parmi les documents les plus développés, mentionnés dans les projets, on trouve le Cahier des Charges Techniques – CCT, la délimitation de la zone géographique et le dossier de notoriété. Selon les documents requis par l'Institut National de la Propriété Industrielle – INPI, ces trois documents sont essentiels, car ils désignent, caractérisent, identifient et consolident le savoir-faire, le nom géographique, la délimitation territoriale, le processus de production, entre autres. Conformément à la législation brésilienne, les indications géographiques peuvent se présenter sous deux formes : la dénomination d'origine – DO et l'indication de provenance – IP. Parmi les projets mentionnés, seuls trois se sont concentrés exclusivement sur la recherche liée à la dénomination d'origine.

Les résultats démontrent l'importance de ce type d'intervention dans la recherche, qui aboutit à la participation et à l'interaction entre les Instituts Fédéraux, la communauté et les producteurs, dans une valorisation collective, renforçant le sentiment d'appartenance et la fierté, ainsi qu'une reconnaissance symbolique du produit ou du service, et de sa représentativité – sociale, économique, environnementale – pour un territoire donné.

À travers le parcours de formation, le thème offre un avantage pédagogique aux étudiants, par l'étude systémique liée au territoire. Pour l'enseignant/chercheur, il permet une formation et une

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réflexion continues, tout en renforçant le lien avec le territoire et l'institution elle-même, grâce à un fort enracinement, ouvrant d'autres perspectives de projets/études autour des potentialités d'indications géographiques.

Le rôle des IFs – Instituts Fédéraux, dans ce cas, l'IFSP et l'IFES, dans la gestion des appels d'offres et la réalisation des projets dans plusieurs régions du Brésil, souligne l'importance d'une politique de reconnaissance et de valorisation des territoires, des personnes et des produits. Au Brésil, en raison d'une méconnaissance importante des IGs par les producteurs eux-mêmes, les résultats nécessaires à la reconnaissance d'une IG restent encore largement imposés de manière verticale. Dans ses prochaines éditions, le projet cherchera à créer une dynamique encore plus participative des producteurs à travers d'éventuelles phases de pré-reconnaissance, visant une plus grande appropriation du patrimoine culturel et alimentaire des communautés, une formation adéquate, et une recherche de l'engagement et du bien commun.

Mots-Clés: Education professionnelle, Territoire, lien a l'origine

Les Comités Nationaux en charge des IG dans la zone OAPI : importance, état des lieux et perspectives

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L'OAPI est, pour ses 17 Etats membres, l'office commun d'enregistrement des titres de propriété industrielle dont font partie les indications géographiques. Cependant compte tenu des spécificités de ce titre, si les demandes d'enregistrement sont déposées directement auprès de l'Organisation, il existe un certain " partage de compétences " entre l'OAPI et l'administration nationale pour l'examen de la demande en amont.

Après l'enregistrement des premières indications géographiques africaines, l'OAPI a directement conduit des actions d'identification et d'accompagnement à l'enregistrement de produits de terroir et de l'artisanat pour accroître la dynamique des Indications géographiques dans ses Etats membres, permettant ainsi d'enregistrer 8 nouvelles IGP entre 2018 et 2023 et d'identifier une dizaine de nouveaux produits qui sont en cours de reconnaissance.

Cette dynamique a permis l'ancrage et l'amplification de la culture IG dans les Etats membres, ainsi que le renforcement des capacités techniques nationales à conduire et à encadrer la démarche IG.

Avec l'adoption du Plan stratégique de l'OAPI 2022-2027, une nouvelle approche sur les Indications géographiques a été validée consistant à recentrer les missions de l'OAPI sur l'enregistrement, et la consolidation et pérennisation des Indications géographiques existantes et à venir, et à inviter chacun des Etats membres à conduire le processus de reconnaissance des produits de son terroir et de son artisanat en Indications géographiques ou en Marques collectives. Cette approche repose notamment sur l'existence de Comités nationaux en charge des IG (CNIG) fonctionnels.

Dans ce contexte, un état des lieux du déploiement actuel des Comités nationaux IG a été réalisé, permettant d'identifier une pratique qui mérite d'être capitalisée et améliorée, et un guide de bonnes pratiques a été établi pour la mise en place et le fonctionnement.

On se propose ici de faire une présentation de cette expérience avec un exposé en 3 temps :

1- Présentation rapide du système d'enregistrement IG de l'OAPI et place des CNIG dans le système

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2- Etat des lieux du déploiement : diversité et convergences

3- Guide pour la mise en place et le fonctionnement du CNIG : points clefs et bonnes pratiques

Messages à faire passer :

- Importance de ce type de structure (structure nationale d'examen des demandes d'enregistrement en IG préalable au dépôt pour enregistrement) pour faciliter et légitimer l'enregistrement des IG en zone OAPI, et assurer l'efficacité de celles-ci comme outils de développement rural
- Bonnes pratiques identifiées pour la mise en place et le fonctionnement efficace

Mots-Clés: IGP, Comité national IG, enregistrement IG, OAPI

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

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Traditional specialities guaranteed (TSG) are crucial for preserving traditional production methods and recipes, ensuring authenticity, and protecting culinary heritage. Unlike geographical indications, TSG focuses on the traditional character of a product rather than its origin, safeguarding long-established techniques and maintaining consumer trust. By recognizing and certifying traditional products, TSG enhances market value, prevents misleading labeling, and supports local producers committed to maintaining high-quality, time-honored standards. Additionally, TSG contributes to **sustainability** by promoting production practices that have been refined over generations, often relying on natural ingredients, local resources, and environmentally friendly methods. This helps reduce industrialized farming impacts, supports biodiversity, and encourages responsible resource management. At the end of July 2023, five traditional specialities guaranteed ("Plăcinta miresei", "Ghițman", "Rasol de șuvai", "Plachie de pește" and "Borș cu burecheți") were registered in the Republic of Moldova. In this study an overview of the main legal provisions regarding the protection of TSG in the Republic of Moldova is provided. Further, the differences between the legal framework of the European Union and that of the Republic of Moldova, as well as the experiences of the European Union and of the Republic of Moldova in valorizing TSG are presented. traditional specialities guaranteed; quality schemes; intellectual property rights.

Mots-Clés: traditional specialities guaranteed, quality schemes, intellectual property rights

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Traditional foods, knowledge production, and Geographical Indications: intersections for innovation in public regulation in Brazil

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In Brazil, many foods eligible for Geographical Indication (GI) are hand-produced by small farmers, whose products are often invisible to the State and on the edge of formal economy. As science and technology institutions (STIs) cooperate in recognizing and describing these products and food systems in favor of GI, repercussions occur for public regulation. Thus, this study aimed 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. This is a comparative case study that addresses three GIs in different situations - one certified and two in progress. Data collection considered bibliographical research and the monitoring of projects conducted with involved groups and institutions. Furthermore, for each product, the regulatory and normative context that existed or was required at the time of mobilization for the GI was observed. In the Canastra cheese's case, the product was considered clandestine by the inspection agencies and came to be recognized after the social organization of producers, in partnership with international organizations and several STIs in Minas Gerais State, which attested to the safety of the aged artisanal cheese produced with raw milk. This recognition process lasted over 20 years until specific state legislation was established for the product. Studies on Copioba cassava flour reported singularities in its physical and chemical characteristics, and the product is largely sold in the informal economy. However, because of its plant origin and low water activity, there is less concern about health risks. In the country, the legislation for cassava flour is broad, not distinguishing regional specificities, which requires a review of this standard. In the case of sun-dried meat, a product consumed throughout the Northeast (nine states), there is no national legislation, and this production is considered irregular (clandestine). Research results in this field will require a position from the State, with official recognition and establishment of regulation to this product, considering distinctions among states, to value traditions and protect the population's health. In all cases, for certified GIs and those under mobilization and study, the results show contributions of scientific work of STIs for attesting the quality and registration of the differential of traditional products, which accompany repercussions and the requirement for decision-making by public regulatory sectors.

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Mots-Clés: traditional products, knowledge generation, technological innovation, public regulation

Parallel Discussion Session 4 - Governance: Learning from Case Studies

Analyse du processus de la mise en place d'une IG : Cas de l'IG Dattes Deglet Nour de Tolga en Algérie

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Les Indications Géographiques(IG) sont une voie de protection des produits de terroir, en valorisant leur authenticité liée à leur origine géographique(FAO,2009). Ce lien leur confère une typicité ancrée dans leurs territoires(Barjolle et al.,1998). Leur mise en place, basée sur l'action collective, rassemblant les producteurs locaux, permet de stimuler de nombreux avantages socioéconomique tout en préservant leurs spécificités locales. Néanmoins, leurs succès reposent sur des conditions de leur mise en œuvre et de gestion spécifiques(FAO,2018), traduisant une démarche complexe et nécessitant une coordination entre catégories d'acteurs divers et pouvoirs publics. Par ailleurs, les systèmes de protection adoptés (sui generis, systèmes de marques...) influencent les modes de gouvernance et de gestion des IG(Giovannucci et al.,2009). Ces systèmes varient selon les pays ou les contextes régionaux, reflétant des objectifs stratégiques diverses : maîtrise de l'offre sur les marchés, ciblage des marchés locaux ou à l'exportation, développement territorial, ou encore approche patrimoniale de conservation des ressources(Sylvander,2006). Dans l'analyse de la mise en place d'une IG à travers la grille d'analyse de la chaîne de valeur, il est important de prendre en considération le contexte global des contraintes et de spécificités des systèmes agroalimentaires en dehors du territoire (Filippi et Triboulet,2005), notamment lorsqu'il s'agit d'une IG axée sur des stratégies de commercialisation à l'export(Rangnekar,2004). Dans ce cas, ces systèmes sont traversés par des flux d'importations et d'exportations, et les moteurs de leur évolution sont également extra-territoriaux (Touzard et Fournier,2013). À travers des stratégies de différenciation, les IG peuvent répondre à la concurrence croissante d'acteurs puissants sur les marchés alimentaires mondiaux(Mancini, 2013). Dans ce cadre, la mobilisation du cadre d'analyse des chaînes de valeur globales, pour l'analyse des systèmes IG semble adaptée. Il constitue un outil pour caractériser les filières agroalimentaires et les formes de coordination des acteurs à différentes échelles territoriales. Il est enfin essentiel d'intégrer des dimensions spécifiques aux IG, telles que les spécificités organisationnelles de leur mise en place, ainsi que leur ancrage territorial (Cheriet,2015), et d'examiner l'intégration de ces filières territorialisées dans les dynamiques globales et les marchés internationaux. Notre recherche a pour objectif d'analyser le processus dynamique de la mise en place d'une IG et de son évolution, dans le but d'identifier

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les caractères intrinsèques et les spécificités de la démarche, avec une application IG Dattes DegletNour de Tolga, en Algérie. Cette IG a fait l'objet d'une reconnaissance nationale depuis 2016, mais fait face encore à des contraintes organisationnelles et institutionnelles. Sous l'angle de la chaîne de valeur (locale, territoriale et globale), la recherche vise à identifier les spécificités de la démarche (forces et faiblesses), modes de gouvernance, avec une approche longitudinale d'une mise en place institutionnelle, et une approche comparative avec d'autres IG en Algérie et en Méditerranée. La méthode pour cette recherche combine des démarches qualitatives mixtes inductives : données secondaires (rapports, documents de presse etc), données primaires (enquêtes auprès des acteurs engagés). Les résultats attendus sont d'identifier le mode de gouvernance et de pilotage de l'IG Deglet Nour de Tolga, en la comparant avec des modes de gouvernances d'autres IG, dans différents contextes.

Mots-Clés: Indication géographique, action collective, gouvernance, chaînes de valeur, Dattes Deglet Nour de Tolga, Algérie

Analyse in itinere des conditions de mise en place d'une IG : Le cas du Gassirè-Wagashi au Bénin

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Les Indications Géographiques (IG) peuvent constituer un levier important pour le développement des zones rurales, aussi bien dans les pays du Nord que du Sud (Union Africaine, 2016). En effet, une IG peut générer des retombées positives sur les plans économique, social et culturel autour d'un produit. Au Bénin, la riche diversité de l'environnement naturel et humain offre un potentiel considérable en termes de différenciation des produits par leur qualité spécifique liée à l'origine. Plusieurs de ces produits sont déjà reconnus comme des Indications Géographiques au sein des États membres de l'OAPI, tels que " l'ananas pain de sucre du Plateau d'Allada ", le " gari sohoui de Savalou, et " l'huile d'arachide d'Agonlin ". Par ailleurs, une démarche est en cours pour la reconnaissance en IG du Gassirè-Wagashi, un fromage frais produit principalement par les femmes peulh, détentrices d'un savoir-faire ancestral, à partir du lait de vache de races locales. Cette étude vise à analyser les conditions de mise en place de l'IG Gassirè-Wagashi, moyennant une étude documentaire et des enquêtes réalisées auprès de divers acteurs de la chaîne de valeur du Gassirè-Wagashi dans sept communes du Bénin : Cotonou et Calavi (dans le Sud) ; Bohicon et Dassa-Zoumè (dans le Centre) ; Parakou, N'dali et Bembèrèkè (dans le Nord). Un total de 305 acteurs de la zone d'étude a été interrogé, composé de 80 éleveurs, 97 transformateurs, 4 collecteurs, 12 groupements de transformateurs, 5 transporteurs, 46 commerçants, 47 consommateurs et 14 acteurs indirects de la chaîne de valeur " Gassirè-Wagashi ". Pour ce faire, un cadre analytique intégrant les modes d'approvisionnement en lait, la production de Gassirè-Wagashi, ainsi que son transport et sa commercialisation a été étudié. Ces enquêtes révèlent la diversité des modes de coordination, le plus souvent informels, adoptés par les acteurs au sein de la zone concernée par l'IG et mettent à jour les enjeux d'harmonisation des pratiques de fabrication (e.g., type de coagulant végétal utilisé) et de conservation du fromage. Par ailleurs, l'étude souligne les difficultés posées par l'étendue de la zone géographique de l'IG tant en termes de coordination entre les acteurs de l'amont et de l'aval de la chaîne, que de mise en place d'un système de contrôle et de traçabilité et réaffirme la nécessité d'innover dans la gouvernance du groupement de producteurs qui sera en charge de la gestion de l'IG Gassirè-Wagashi.

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Mots-Clés: Chaîne de valeur, Gassirè Wagashi, Indication Géographique, Gouvernance, Traçabilité, Bénin

Café y Cacao: Innovación y Tradición en las Indicaciones Geográficas de Venezuela

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En Venezuela durante el periodo 2021/2024, mediante la aplicación directa del ADPIC, se han aprobado 11 indicaciones geográficas, 5 de ellas de cacao, 3 de café y otras agrícolas (Aji, miel y aguacate). Las IGP de cacao y café, están implementando una serie de estrategias innovadoras, para mejorar la sostenibilidad económica, social y ambiental de sus productos, todo esto ante los retos del cambio climático y de las nuevas regulaciones del mercado internacional.

Las estrategias Innovadoras para el Cacao

Investigación a nivel privado para desarrollar subproductos de cacao para el área cosmética y farmacéutica (IGP del cacao de Carenero), lo cual es muy importante para la diversificación del mercado y darle un valor agregado a estos productos, e investigación a nivel del estado con la reciente creación del Centro Nacional de Investigación desarrollo e Innovación del Cacao, que busca mejorar la productividad, sostenibilidad y calidad del cacao, abarcando prácticas agrícolas sostenibles y transferencia del conocimiento científico.

Desarrollo de Nuevos Productos y servicios a través de la participación en Ferias nacionales con invitados internacionales, principalmente por parte de las IGP del cacao de Carenero, Barinas, Caripito y Patanemo, ha permitido: i) Diversificación de productos mediante el diseño de sub productos del cacao, diseño de nuevas presentaciones, entre otros; ii) diseño de rutas turísticas de cacao y iii) Acceso a mercados inexplorados, a través de la participación de chocolateros en eventos internacionales usando cacao con IGP, los cuales han sido premiados, lo cual les ha permitido incrementar su reputación a nivel internacional, y vender en otros países.

Alianzas Comerciales: Productores de las IGP de cacao de Patanemo y el cacao de Chuao han fomentado alianzas estratégicas que fortalecen la capacidad de estos productos para ingresar a mercados más amplios. Estas colaboraciones permiten compartir recursos, conocimientos y acceso a mercados internacionales, esenciales para el desarrollo sostenible.

Estrategias Innovadoras para el Café

Combinación de Innovación y Tradición: En las IGP del café de Mérida, café de Bo-

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conó y café de Miranda, se ha logrado una sinergia efectiva entre prácticas tradicionales, la transferencia de tecnología, principalmente de Europa, y la adquisición de nuevas tecnologías y practicas agricolas. Esta intersección preserva la identidad cultural del café venezolano y mejora su calidad mediante métodos sostenibles que respetan el medio ambiente.

Adopción de Tecnologías Modernas: La implementación de maquinarias modernas y procesos modernos específicos para cafés de especialidad ha permitido producir cafés con propiedades organolépticas únicas, reconocidos con diversos premios internacionales. Esto asegura no solo la calidad del producto, sino también su sostenibilidad económica.

Implementación de ferias nacionales de café de especialidad y participación en Ferias de café nacional e Internacional, que le ha permitido a los productores presentar sus cafés especiales, creando alianzas comerciales que amplían su mercado. Estas iniciativas son ejemplos claros de nuevas estrategias comerciales que buscan no solo vender, sino también educar al consumidor sobre la calidad y el origen del producto. **La presentación de los casos permitirá mostrar estas experiencias muy recientes, que son importantes de compartir y divulgar.**

Mots-Clés: "IGP" "café" "cacao" "estrategia" "innovacion" "gestion IGP"

Démarches pour IG ” Datte Deglet Nour Tolga” Algérie

Achour Ziane Mosbah * ¹

¹ mosbah – Algérie

Ayant bénéficié du jumelage,dans le cadre du programme **P3A** (programme d'appui à la mise en oeuvre de l'accord d'association) entre l'Algérie et l'Union Européenne,ayant pour objectifs,entre autres,"d'apporter un appui à l'élaboration et à la mise en oeuvre du dispositif de valorisation et de promotion de la qualité des produits agricoles par les deux signes distinctifs **IG** et **AO**,compatible avec la réglementation Européenne"

Nous avons bénéficié de l'aide des experts Eurpéens pour mettre en oeuvre et aboutir à la reconnaissance en **IG** de notre produit dénommé :”Datte Deglet Nour de Tolga” Une association a été créée pour la reconnaissance en **IG**.

Auparavant il y avait 2 associations distinctes(association des producteurs et association des conditionneurs et exportateurs de dattes).

Ce programme a fédéré des opérateurs des 2 associations et a incité à la création d'une troisième association (groupe demandeur)

Le projet a été présenté au comité national de labélisation,l'arrêté portant attribution du signe distinctif de reconnaissance en **IG** de la ”Datte Deglet Nour de Tolga”,a été promulgué le 22/09/2016 et publié le 13/12/2016 au journal officiel

Déscription du contenu de la présentation:

- concernant le sous-thème **(1.b)** (Innovation pour assurer l'adaptation des systèmes IG au changement climatique),nous soumettrons une contribution spécifique à notre région.
- sous-thème **(2.a)** (Innovation dans la gouvernance(y compris la certification et les alliances...), nous exposerons une problématique rencontrée lors de la certification.
- sous-thème **(3.b)** (Mise en réseau et la coopération internationale.....),partant de notre expérience de coopération avec l'UE,citée ci-dessus et concernant un produit, nous proposerons une coopération généralisée et à plus grande échelle (Afrique-Europe).
- sous-thème **(4.b)** (Meilleures pratiques dans la dimension sociale),notre contribution portera sur les deux volets social et environnemental.

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Mots-Clés: Jumelage, Algérie, Union Européenne, Experts, Association, Datte, Deglet Nour, Tolga, Changement climatique, gouvernance, coopération

EL CASO DEL PIMENTÓN DEL VALLE CALCHAQUÍ DE SALTA- ARGENTINA. TRANSITANDO EL CAMINO PARA OBTENER LA DENOMINACIÓN DE ORIGEN

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OBJETIVO:

El objetivo es analizar el proceso hacia la obtención de la Denominación de Origen del Pimentón del Valle Calchaquí, enfocándose en el impacto de la gobernanza y las políticas públicas en este proceso. Se busca evaluar cómo estas dinámicas pueden contribuir a la valorización del producto, la sostenibilidad de la producción local y la preservación de la identidad cultural de la región.

El pimentón es un producto emblemático del Valle Calchaquí, representa un legado ancestral de enorme valor inmaterial que se transmite de generación en generación, basado en técnicas de producción tradicional y en una agricultura respetuosa con el territorio y el ambiente. . El cultivo se realiza bajo riego sobre las terrazas vecinas a los ríos con un sistema propio de la cultura agrícola andina. La producción del pimiento agrupa a pequeños productores locales y es indispensable para el mantenimiento de las explotaciones familiares y para la creación de empleo del mundo campesino, favoreciendo también al sector turístico, a través de la organización de eventos culturales, gastronómicos y folklóricos, como lo es la fiesta del pimentón que se celebra desde hace más de 50 años. Todas o casi todas las labores involucradas en la producción del pimentón se realizan manualmente por las familias de los productores con gran participación de la mujer. Demuestran un gran sentido de pertenencia. Para los pobladores locales el pimiento para pimentón no solo es un modo de subsistencia y una fuente de ingresos, sino que determina su forma de vida, sus costumbres, sus valores y la forma de mirar el mundo que los rodea, visión que heredarán sus hijos también.

El clima seco y la gran altitud y la amplitud térmica del Valle Calchaquí favorecen el secado natural de los pimientos, otorgando características sensoriales únicas al pimentón por su sabor, aroma y color.

En la provincia de Salta no existe ningún producto con Denominación de Origen. El gobierno de la provincia de Salta implementó la Mesa Pimentonera provincial en el año 2010, de la que participan instituciones públicas, productores, molineros y comercializadores. En la Mesa se

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debatíó la posibilidad de obtener una DO y desde ese entonces se trabaja en ese sentido. Los productores pimentoneros conformaron el Consejo de la Denominación de Origen del Pimentón del Valle Calchaquí de Salta y presentaron la solicitud para obtener la DO, junto con la documentación requerida, incluyendo el pliego de condiciones, esperando obtenerla en el corto plazo.

Actualmente fuimos seleccionados como beneficiarios del programa AL-INVmentor Argentina que está próximo a iniciarse y esperamos avanzar con mayor detalle en los mecanismos de control de la DO y en trazar estrategias para lograr la sostenibilidad en sus tres dimensiones.

La Denominación de Origen del Pimentón del Valle Calchaquí impulsará la sostenibilidad al proteger prácticas agrícolas tradicionales, fomentar la economía local y contribuir a la conservación del medio ambiente, alineándose con los Objetivos de Desarrollo Sostenible.

Mots-Clés: latinoamerica, Argentina, gobernanza, sostenibilidad

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

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L'un des résultats majeurs enregistrés ces derniers mois, est incontestablement l'enregistrement officiel de l'IGP Madd de Casamance par l'OAPI et la cérémonie de remise officielle du certificat d'enregistrement en juin 2024.

Néanmoins, l'enregistrement d'une IG n'est pas une fin en soi. Il constitue pour toute IG, un point départ d'une phase cruciale de gouvernance pour assurer la durabilité sociale, économique et environnementale. En effet, la vie d'une IG est constituée de 4 grandes phases : le repérage de l'IG (Inventaire et Etudes de repérage, Identification des acteurs et principaux problèmes, Potentiel et mobilisations des acteurs et Intérêt manifeste des acteurs pour l'IG), la construction de l'IG (Création de l'association porteuse de l'IG, Délimitation de la zone géographique, Élaboration du Cahier des charges, Mise en place du plan de contrôle, Création d'un logo commun, etc.), l'enregistrement de l'IG (Examens et études complémentaires, paiement Taxe, Publication, Gestion des éventuelles oppositions auprès de l'OAPI) et la Gestion de l'IG (Gestion du marché, Promotion, Marketing du produit, Mise en œuvre et Gestion des droits de PI, Marketing territorial, Reproduction du système et Gestion des ressources).

Concernant l'IGP Madd de Casamance, nous nous focaliserons sur trois aspects fondamentaux de la gouvernance qui ont guidé son repérage, sa construction, et aujourd'hui sa gestion. Il s'agit de :

- La gouvernance de l'ODG qui doit assurer une démocratie interne et la représentativité des différentes catégories d'acteurs (cueilleurs, collecteurs, transformatrices):

- **La gouvernance de la qualité qui doit assurer sa crédibilité auprès des consommateurs et des institutions:** La gouvernance de la qualité spécifique d'un produit IGP est l'un des éléments fondamentaux qui garantissent sa durabilité. Elle est assurée au niveau interne par les acteurs eux même et au niveau externe par une entité indépendante et impartiale. Dans

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le cadre du Madd de Casamance, cette gouvernance de la qualité est assurée grâce à un dispositif de contrôle interne et externe appliqué au niveau des deux maillons principaux de la filière (cueillette et transformation).

- Et la gouvernance des ressources qui doit assurer sa pérennité et sa reproduction: Ainsi, pour un suivi efficace de cette ressource, un dispositif structuré en trois étapes a été proposé : la collecte de données par le biais de fiches destinées aux cueilleurs et aux collecteurs, le traitement de ces données pour évaluer les bassins de cueillette et enfin, l'action basée sur les résultats de la deuxième étape.

Des perspectives de cette étude sont la réplique adaptée de ce modèle ainsi que du dispositif, dans les bassins de cueillette ayant les mêmes réalités socio-culturelles et environnementales, mais aussi de poursuivre les études des dynamiques dans les autres bassins, particulièrement ceux sillonnés par les cueilleurs itinérants et ceux de Kolda et Sédhiou où d'autres dynamiques et pratiques ont été pré-identifiées.

Mots-Clés: Gouvernance, Madd de Casamance, ODG, Qualité, Ressources

Labellisation du Pagne Baoulé de Tiébissou : quels impacts sur la durabilité au sein du terroir de production ?

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Le Pagne Baoulé de Tiébissou est un assemblage de bandes tissées de manière artisanale. Il se distingue par sa notoriété, la finesse de son tissage, la variété de ses motifs, sa trame de fond, ses teintures, les fils de tissage et la dimension de ses bandes. Il est au centre des grands rendez-vous culturels en pays Akan, précisément chez le groupe ethnique Baoulé, et fait partie des trois produits ivoiriens enregistrés comme Indication Géographique Protégée (IGP) en juillet 2023. Sa valorisation se trouve ainsi renforcée à travers le mécanisme de protection et de promotion qu'offre l'outil IG. Plus d'une année après l'obtention du label, l'état des lieux de la filière n'est toutefois pas connu. Cette étude vise à combler ce vide en évaluant les effets de l'IG sur la durabilité au sein du terroir de production du Pagne Baoulé de Tiébissou. Elle s'appuie sur une série d'entretiens réalisés auprès de l'organisme de gestion et des acteurs locaux impliqués dans la production dudit pagne. Il faut noter que les retombées de l'IGP Pagne Baoulé ne sont pas encore directement ressenties par les producteurs, étant donné que la mise à marché sous le label n'est pas encore effective. Toutefois, cette reconnaissance a conduit à la formalisation d'un groupement de producteurs, désormais doté d'un siège social avec toutes les commodités, ce qui contribue à sa notoriété et à son rayonnement. La perception des producteurs vis-à-vis de l'activité de production du pagne connaît en outre un changement important, traduit par les nouvelles adhésions et la participation aux réunions. Au niveau de la production, le cahier de charge et la matrice d'action élaborés par les acteurs mettent un accent particulier sur la qualité originelle des pagnes à produire. Les bandes tissées ont été ainsi redimensionnées et standardisées. Des formations sur la fixation des teintures sont régulièrement organisées, ceci pour assurer l'éclat et empêcher la décoloration des pagnes. Du point de vue économique, il est noté une hausse de la valeur marchande du pagne, avant même sa mise à marché officielle sous label IGP. La coupure homme est passée de 35 000 à 75 000 FCFA, soit une hausse de plus de 100%. Quant à la coupure dame, elle se vend désormais à 25 000 FCFA, contre 10 000 FCFA avant l'annonce du label, soit une hausse de 150%. En plus donc de disposer d'une sécurité sociale voulue par la mutualisation, la filière enregistre une plateforme informatique qui facilite la traçabilité interne des acteurs. Un

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plan d'action est projeté dans le développement du tourisme rural et les activités culturelles connexes, en plus de renforcer la socialisation de nombreux adolescents, garant de la pérennité d'une activité considérée comme un savoir-faire ancestral à transmettre au fil des générations. N'empêche qu'un effort considérable de sensibilisation, de formation et d'information s'impose, tant par l'organe de gestion que par les autorités administratives et politiques ivoiriennes si l'on veut construire une IG solide et soutenue.

Mots-Clés: Pagne Baoulé de Tiébissou, Indication Géographique (IG), Terroir, Labellisation, Côte d'Ivoire

Le Café Ziama-Macenta : quelle approche économique pour la durabilité de l'IG ?

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Il est aisé lorsqu'on évoque la durabilité de mettre en avant le pilier social et le pilier environnemental pour justifier la mise en place d'un dispositif tel qu'une indication géographique, à grand renfort de moyens. La gouvernance et le juridique sont souvent les premiers éléments qui construisent la démarche ; gouvernance au niveau national (macro), de l'ODG (meso) et au niveau micro (coopératives, entreprises, producteurs)

Néanmoins, le pilier économique est rarement évoqué dans des termes de durabilité de manière pratico-pratique alors que ce facteur devrait être le 'driver' de la mise en place d'une IG puisque sans vente, point d'IG (ou une IG de papier)

Il est communément admis qu'une entreprise qui perdure au-delà de 3 ans a des chances de survie (ou en d'autres termes beaucoup d'entreprises disparaissent du paysage dans les 3 ans suivant leur création). En est-il de même pour les IG ?

L'IG Café Ziama-Macenta, 1ère IG ouest-africaine, a fêté récemment la décennie. Elle fut enregistrée en 2013 auprès d'OAPI. Avec un recul de plusieurs années, il est possible maintenant d'analyser le résultat de cette IG sous un angle structurel, en temporisant les effets purement conjoncturels (comme le fut la période de pandémie de la Covid)

Ce cas sera détaillé afin de passer en revue les forces et faiblesses d'une IG qui font ce qu'elle est actuellement, à l'aune de la durabilité. Cette dernière notion sera néanmoins contextualisée étant donné que nous avons à faire à une matière première cotée au niveau mondial, rarement consommée localement (autrement que par la réimportation de café soluble)

La logique optée sera celle de la fourche à la fourchette, en identifiant les facteurs de durabilité à divers niveaux de la chaîne de valeur : terroir, producteurs, coopératives, ODG, gouvernement. Les ponts seront faits avec le marché international, finalité du café pour lequel, l'IG est censée améliorer le niveau de vie des petits producteurs, en créant un contexte de confiance et de traçabilité. Car une IG ne peut être que consubstantielle du marché, même si ses effets vont bien au-delà de la simple marchandisation du produit d'un terroir donné, produit auquel on aura trouvé des qualités distinctives.

L'IG peut en effet intervenir à juste titre pour soutenir les aspects sociétaux, environnementaux et de gouvernance. Et c'est ce qui fut fait dans la structuration des cahiers des charges du café Ziama-Macenta et d'autres IG africaines mises en place plus récemment dans le cadre de la coopération internationale. Mais pour cela, il importe que l'activité des membres de l'ODG soit

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soutenable dans la durée avec un réel bénéfice qui permette à l'ODG de perdurer et de croître, en même temps que les producteurs. Et cela ramène indubitablement au marché. De la durabilité économique naît la durabilité environnementale et sociétale.

Alors, quel avenir pour l'IG café Ziama-Macenta ?

Avec l'aimable participation de Michel Gonomy, Chef du service en charge des Indications Géographiques de l'OAPI (Organisation Africaine de la Propriété Intellectuelle).

Mots-Clés: café, marché, économie, filière, chaîne de valeur, Afrique, marketing

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

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Il Marsala DOC, uno dei primi vini italiani a guadagnare notorietà internazionale, ha attraversato un lungo periodo di declino dovuto alla frammentazione produttiva, alla concorrenza globale e ai mutamenti nelle preferenze dei consumatori. Questo contributo analizza, tramite il modello delle cinque forze di Porter, le dinamiche competitive del settore e individua strategie innovative per rilanciarlo, mantenendo la sua rilevanza nel mercato globale dei vini fortificati, dove attualmente rappresenta il 3% delle vendite mondiali.

L'analisi dello scenario competitivo rileva che la concorrenza diretta sul mercato internazionale del Marsala DOC operata da altri vini fortificati come Porto, Sherry, Madeira, è elevata, a causa della bassa crescita del settore e della forte competizione sui prezzi. Tuttavia, la minaccia di nuovi entranti è limitata da alte barriere all'ingresso, come i rigidi regolamenti e gli elevati costi di produzione. I prodotti sostitutivi, come liquori dolci, rappresentano una sfida significativa, così come il potere contrattuale degli acquirenti, specialmente nei canali della grande distribuzione.

Per rivitalizzare il Marsala DOC, è fondamentale un approccio che coniughi innovazione e sostenibilità. In particolare, l'adozione di pratiche di viticoltura sostenibile, quali la coltivazione biologica e l'uso efficiente delle risorse idriche, contribuirà alla protezione ambientale e alla valorizzazione del terroir siciliano. Innovazioni tecnologiche e l'adozione di strumenti di agricoltura di precisione possono migliorare la resilienza del settore di fronte ai cambiamenti climatici, mantenendo al contempo la qualità del prodotto.

A livello economico, una maggiore collaborazione tra i produttori potrebbe rafforzare la competitività del Marsala DOC. Il rafforzamento del *Consorzio di Tutela* e la cooperazione tra le cantine consentirebbero di ottimizzare i costi di produzione e migliorare la capacità di penetrazione nei mercati internazionali. Inoltre, strategie di marketing più mirate, come l'uso di piattaforme digitali per raccontare la storia e il valore unico del Marsala DOC, possono accrescere l'appeal del prodotto tra i consumatori di fascia alta.

Dal punto di vista normativo, la protezione del Marsala DOC si avvale di un solido quadro europeo per le Indicazioni Geografiche (IG), che garantisce la tutela legale del marchio nei mercati internazionali, prevenendo imitazioni e contraffazioni. L'allineamento alle politiche europee,

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come la Politica Agricola Comune (PAC) e il Green Deal, può favorire l'accesso a finanziamenti destinati a innovazioni sostenibili nel settore vitivinicolo.

Infine, i mercati internazionali offrono nuove opportunità per il Marsala DOC, soprattutto grazie alla crescente domanda di prodotti autentici e sostenibili nei mercati emergenti, come quelli asiatici e latinoamericani. Un riposizionamento del Marsala DOC come prodotto di alta gamma, con varianti innovative e formati alternativi, potrebbe intercettare tali tendenze, rafforzando la presenza del vino sui mercati esteri.

In conclusione, la rivitalizzazione del Marsala DOC passa attraverso l'innovazione sostenibile, la cooperazione tra i produttori e un forte supporto normativo. Solo un approccio integrato che coinvolga produttori, regolatori e mercati internazionali potrà garantire al Marsala DOC una crescita sostenibile, rafforzandone la competitività e preservando il patrimonio culturale e ambientale legato alla sua produzione.

Mots-Clés: Competitività, Modello delle cinque forze di Porter, Concorrenza, Attrattività

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.

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Indonesia is four largest Coffee in the world. In the last decade Indonesia Government has registered not less then 30 coffee products in its region as Geographical Indication protected coffee. However the utilization of GI as to improve market and productivity of Indonesia coffee has not been fully achieved compare to its potential. One of the impediment faces by GI Coffee farmers community the lack of organizational capacity of GI Community organization to perform optimal standardization procedure on assessing GI Coffee quality characteristic and supports by Government. This study is aim to explore innovations conducted by GI Community Organization in four Indonesia regions producing coffee to tackle this challenges. The study hopefully will contribute to the enactment of policy by Government to improve and enhance the capacity of GI Community organization to perform better in facilitation GI Coffee farmers to achieve benefits of GI Protection.

Mots-Clés: GI Community Organization

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Parallel Discussion Session 5 - Climate change and biodiversity

Accompagner les Indications Géographiques fromagères françaises dans l'adaptation au changement climatique : Six études de cas pour identifier les leviers de mise en action des IG dans les transitions

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Le changement climatique met directement au défi les filières sous IG en modifiant notamment la disponibilité, la qualité et la quantité des ressources alimentaires dans les terroirs. De ce fait, l'accompagnement collectif des filières d'élevage est un enjeu majeur pour mettre en place des transitions durables (Lema et al., 2021 ; Scotti et al., 2023). Cependant, cela soulève des questions complexes sur la mise en œuvre pratique dans les secteurs sous IG (Dernas et al., 2022). Dans le projet ADAoPT, six filières sous IG pilotes ont pour objectif de concevoir et mettre en œuvre leurs propres stratégies collectives pour faire face aux transitions, notamment climatiques. L'originalité du projet repose sur l'échelle considérée : il cherche à mobiliser l'ensemble du collectif dans les filières fromagères françaises, y compris les transformateurs, les distributeurs et les acteurs du territoire (conseillers, utilisateurs...). En complément, un volet expérimental vise à déterminer l'impact d'un changement d'alimentation des animaux sur la qualité physico-chimique du lait et organoleptique du fromage. Le projet vise in fine à co-concevoir des recommandations à destination des organismes de défense et de gestion des AOP pour faciliter la mise en débat et la mise en œuvre collective des actions au sein d'une filière IG, répondant aux enjeux climatiques à moyen et long terme.

La méthodologie se veut adaptative aux spécificités et contraintes de chaque filière. Ainsi, les méthodes utilisées pour mobiliser les opérateurs varient selon deux critères : i) spatial/organisationnel

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: d'une approche à grande échelle couvrant l'ensemble du territoire de l'IG à un petit groupe de travail local dédié ; ii) thématique/systémique : d'un focus sur les questions technico-économiques à une compréhension globale.

A l'image de Slimi et al. (2021), nos résultats mettent en évidence la nécessité de développer de nouvelles méthodes et structures d'appui qui faciliteront la conception et l'action des collectifs sous IG. Ils soulignent également quelques leviers mobilisables pour passer à l'action (approche systémique, implication des structures commerciales et techniques des IG).

Plus globalement, ADAoPT démontre la difficulté de mobiliser les collectifs, malgré la diversité des méthodes participatives utilisées. Cela rejoint d'autres travaux réalisés sur d'autres filières (Berthet & Hickey, 2018). Nos résultats vont toutefois plus loin et montrent qu'en IG plusieurs paramètres limitent spécifiquement l'accompagnement à la transition : (i) L'étendue géographique de certaines IG et, par conséquent, l'hétérogénéité des systèmes de production et des conditions climatiques. Il en résulte une difficulté à mettre en œuvre des stratégies d'adaptation climatique à l'échelle du secteur ; (ii) Le manque de gouvernance claire avec une organisation traditionnelle descendante, qui délègue généralement l'étude d'un sujet à un groupe de travail non représentatif ; (iii) La plupart des leviers d'adaptation sont imaginés au niveau du maillon production, qui n'est pas en mesure de porter le débat sur des sujets qui englobent l'ensemble de la filière ; (iv) La dépendance vis-à-vis des transformateurs et/ou des distributeurs, qui peuvent restreindre les choix de la filière, et des agriculteurs en particulier ; (v) Le chevauchement et parfois le manque de coordination entre les différents acteurs de l'accompagnement sur les territoires.

Mots-Clés: transition, changement climatique, collectifs des IG

Are protected GIs a valid tool to enhance local genetic resources? Some reflections from Tuscan PDO-PGI products

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The identity of geographical indications (GI) products reflects the unique combination of local natural resources - such as climate, soil, local animal breeds and plant species - and cultural assets – such as traditions, know-how and skills, often handed down from generation to generation - of a given territory. The protection of GI products is hence advocated to contribute to cultural heritage protection, sociocultural development, rural poverty reduction and agrobiodiversity preservation, too.

Theoretical and empirical investigations point out that the link between local genetic resources and GI products is circular. Traditional, endemic or specific locally-adapted species, varieties and breeds can be activated by local actors as one of the elements that define the specific identity of the products, and at the same time the valorisation of the GI product, also by means of protection schemes - can enable the remuneration and reproduction of the local genetic resources themselves. This can allow to resist pressure towards increased specialization and standardization and to prevent the disappearance of genetic resources and habitats and typical landscapes related to them.

In reality, this virtuous relationship between protected GIs and local genetic resources is not always active and does not always produce the positive effects expected and used to justify the adoption of legal protection systems. As it is generally the case with all types of effects of GI protection, these depend on how the collective rules are defined and implemented, as well as on the concrete valorisation strategies pursued by the actors of the protected GI system, and in some cases outside the protected GI system. In fact, the ways in which local genetic resources are incorporated into the specifications of protected GIs are numerous and varied, just as the actual effects that protection can have, up to and including negative effects, are varied and potentially controversial.

The aim of this paper is to critically analyse the relationship between protected GIs and local breeds and varieties, highlighting the opportunities but also the contradictions and criticalities of this link. The objective is pursued by means of a comparative analysis on some cases of EU-registered Protected Designations of Origin (PDO) and Protected Geographical Indications (PGI) products of the Tuscan Region, whose product specifications envisage and regulate the use of local varieties or breeds. Among the products analysed are the Ciliegia di Lari PGI (Cherry of Lari), the Seggiano extra virgin olive oil, and the Carne di Cinta Senese PDO (Cinta Senese

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meat).

On the basis of these findings, a number of policy recommendations are proposed, addressed both to public authorities and to the actors of the PDO-PGI systems.

Mots-Clés: Geographical indications, Local genetic resources, Agrobiodiversity, Product specifications

Boundary Adjustment of Geographical Indications in Response to Climate Change: A Chinese Case Study on the Economic and Environmental Impact

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This paper investigates the legal adaptations of Geographical Indications (GIs) in response to climate change, focusing on the case of Guanxiang, a GI product in Dongguan, Guangdong, China. Recent boundary adjustments for Guanxiang, driven by changing environmental factors such as shifting temperature patterns and altered soil conditions, highlight the intersection of legal protections and environmental sustainability. Through legal analysis of the GI boundary modifications, this study explores climate-induced environmental changes are influencing local economic outcomes, including production costs, market access, and product quality. A comparative study with similar GIs, such as Champagne in France and Darjeeling Tea in India, provides a broader perspective on how global climate trends are forcing legal and economic adaptations in traditional industries. The research contributes to discussions on how GI frameworks can incorporate environmental sustainability while fostering local economic resilience in the face of climate change. Policy recommendations are provided to ensure the long-term sustainability of GI-protected regions in changing climates.

Mots-Clés: GI Boundary Adjustment, Value Chain Analysis, Sustainable Development

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Climate change e sostenibilità: l'impatto sulla produzione DOP e IGP

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I rischi climatici mettono in discussione le nostre conoscenze e richiedono cambiamenti di prospettiva, a causa delle loro caratteristiche perché sono rischi: globali, nel senso che non possono essere confinati in luoghi specifici e sono legati a sistemi di responsabilità complessi e spesso asimmetrici, in particolare dal punto di vista geografico e generazionale; le cui caratteristiche sono incerte, in funzione della reazione dei sistemi naturali e sociali al degrado; i cui effetti sono irreversibili; politicamente e ideologicamente difficili da gestire a causa della loro incompatibilità con l'ideologia del progresso; complessi da diffondere e da cogliere, dati gli ostacoli cognitivi legati alla loro percezione.

Il quadro giuridico unionale delle DOP e delle IGP costituisce un significativo laboratorio: a) per l'individuazione e la messa in atto di modelli di gestione dei rischi climatici nelle produzioni strettamente legate ai territori e al clima ; b) per l'implementazione di modelli giuridici che rispondano alle esigenze della sostenibilità, soprattutto alla luce dei nuovi diritti umani "sui generis" rappresentati dai diritti bioculturali e delle Risoluzioni dell'Assemblea della Nazioni Unite (Risoluzione 48/13 e 76/300) relative al Droit à un environnement sûr, propre, sain et durable.

Più in dettaglio, il tema della conciliazione tra produzione di qualità, cambiamenti climatici e sostenibilità non può essere, tuttavia, affrontato solo in termini di comportamento individuale della singola impresa, ma con l'adozione di modelli con i quali rendere collettivo un impegno adeguato alla emergenza climatica e agli obiettivi della sostenibilità.

In questa prospettiva, rilevante è il ruolo dei Consorzi, nodali nel ruolo, da un lato, di soggetti promotori di modifiche dei disciplinari, nell'ottica di una produzione climatico-resiliente, soprattutto alla luce del Regolamento 2024/1143, dove la sostenibilità è assunta come parte potenzialmente integrante dei disciplinari; dall'altro, nel ruolo di canali di condivisione di informazioni, conoscenze, modifiche di produzione in modo diffuso anche tra una pluralità di regimi di qualità diversi; d'altro lato ancora, nella funzione di fornitori di consulenza e promotori della ricerca, facilitando i processi di innovazione e supportando le imprese con l'implementazione di progetti di ricerca condivisi.

L'innovazione, tuttavia, richiede investimenti, umani e finanziari. La produzione di qualità climate smart e sostenibile, cioè, non può prescindere dalla attenta valutazione della validità del sistema attuale di accesso al credito, soprattutto bancario. La produzione DOP e IGP tecnologica e innovativa richiede, infatti, oggi prodotti finanziari in grado di aprirsi alle attività

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di servizio e finanza altamente specializzata, non necessariamente bancaria, che tenga conto del tessuto agricolo e delle esigenze delle singole imprese in un contesto di differenziazione dei servizi finanziari a seconda delle diversità delle imprese finanziate.

Il quadro normativo delle Dop e Igp potrebbe essere coinvolto in un cambiamento dei modelli regolatori tale da incidere profondamente non solo sulla natura di questi segni, ma anche sull'assetto complessivo dei modelli produttivi

Mots-Clés: Climate change, sostenibilità, produzione, qualità, consorzi

IG agritech e cambiamento climatico: una strategia per la protezione assicurativa agevolata del rischio

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Parole chiave: IG, sostenibilità, avversità catastrofali, protezione assicurativa agevolata

Le prospettive globali e italiane del lavoro nelle produzioni agroalimentari con indicazioni geografiche (IG) sono condizionate dall'incertezza derivante dai cambiamenti climatici, che richiedono capacità di adattamento e un supporto normativo con nuove strategie.

L'esperienza tragica dei recenti eventi registratisi in Emilia Romagna ha insegnato, tra l'altro, che occorre avviare un percorso tra chi produce e chi consuma i prodotti agroalimentari, in modo da avere un approccio condiviso per il governo dei rischi agricoli, basato sulla trasparenza verso i consumatori.

L'innovazione tecnica di prodotto e di processo è un aspetto fondamentale per difendere la capacità competitiva delle IG, rispettando la tradizione e il know-how.

Il governo del cambiamento suggerisce una strategia per un'agritech, inclusiva e sostenibile e politiche per la sicurezza nella produzione del cibo sano per tutti, la riduzione dello spreco alimentare, la promozione delle specificità alimentari territoriali, il rispetto dell'ambiente, la salute e il benessere dei consumatori e la sicurezza alimentare.

Nella gestione dei rischi dell'azienda agricola è fondamentale una crescita dell'offerta di protezione dalle vulnerabilità delle produzioni agricole che sono in campo aperto e che richiedono investimenti basati sugli strumenti del credito bancario e dell'assicurazione, congiuntamente.

La letteratura istituzionale e scientifica di riferimento sembra frammentata e non esaustiva sull'accesso all'assicurazione agevolata dei rischi agricoli e sul valore dell'informazione estratta dall'analisi della sinistrosità e degli indennizzi per le avversità catastrofali e di frequenza in agricoltura, nonché sul loro utilizzo nella stima del merito di credito. Il sistema agricolo IG non può prescindere dall'assicurazione agevolata per la copertura dei rischi agricoli, per la continuità delle produzioni e la sostenibilità, economica, sociale e ambientale dell'azienda agricola.

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L'articolo intende fornire dati e analisi per aumentare le conoscenze sugli strumenti di gestione assicurativa dei rischi agricoli alla luce dei cambiamenti climatici in atto.

Le prime regioni per valore economico delle IG (Veneto, Emilia-Romagna, Lombardia, Piemonte, ...) sono anche quelle con una buona protezione assicurativa agevolata, che afferisce soprattutto i prodotti di qualità. Pur in un quadro favorevole l'analisi dei risultati degli schemi assicurativi esistenti sul territorio italiano, non risponde ai livelli desiderati di copertura dei danni da eventi avversi.

Il progetto svilupperà, con un approccio induttivo/deduttivo, un coerente schema teorico di riferimento, basato sulle moderne tecniche di analisi per la valutazione delle dinamiche assicurative dei premi/sinistri/tariffe/frequenza/loss-ratio/ in atto nel settore dei rischi agricoli e l'individuazione di eventuali costi di transazione. L'approccio metodologico prevede la misurazione ex post dei risultati di prevenzione, di mitigazione e di trasferimento dei rischi agricoli. L'ipotesi di lavoro è di tipo quali-quantitativo e sarà fondata sull'analisi dei dati dall'intero territorio nazionale raccolti da ISMEA e ANIA.

I risultati attesi avranno natura originale e riguarderanno principalmente l'avanzamento delle conoscenze sulla gestione dei rischi agricoli in Italia, utili per i decisori politici e tutti gli stakeholders per superare il problema della sottoassicurazione dei rischi agricoli.

Vedi al link. <https://www.insurancereview.it/insurance/contenuti/trend/2700/rischi-e-danni-catastrofali-nel-settore-agricolo>

Mots-Clés: IG, sostenibilità, avversità catastrofali, protezione assicurativa agevolata

LAS VARIEDADES MINORITARIAS DE VID FUNDAMENTALES PARA LA ADAPTACIÓN CLIMÁTICA Y EXPANSIÓN COMERCIAL DE LAS IG

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Castilla y León es la Comunidad Autónoma o división administrativa más grande la Unión Europea, en la que se cultivan más de 84.000 ha de viñedo distribuidas en 17 IGP. En los últimos años muchas de estas IGP están incorporando a sus Pliegos de Condiciones la posibilidad de cultivar variedades que habían estado en grave peligro de extinción en sus zonas de origen. Muchas de estas variedades casi se habían llegado a extinguir, ya que hace décadas no cumplían los estándares de calidad de los viticultores, ya sea porque no eran muy productivas o porque en el contexto climático de hace décadas no conseguían completar su maduración.

Hoy en día, con las condiciones climáticas actuales, muchas de estas variedades están demostrando un gran potencial agronómico y enológico. Agronómico, ya que son variedades productivas, resistentes a enfermedades y que logran completar su maduración; y enológico porque los vinos obtenidos por ellas presentan gran frescura, grado alcohólico comedido, tipicidad y personalidad propia, diferente a las características de las variedades más cultivadas.

Los vinos obtenidos de variedades minoritarias recuperadas en Castilla y León están marcando una ventaja competitiva frente a otros vinos de variedades internacionales, pues se trata de castas únicas y exclusivas de sus zonas de procedencia, que en la mayor parte de los casos pueden conferir identidad propia a una zona y reforzarla, reiterando la idea de que la comunidad de Castilla y León goza de una enorme biodiversidad que hace de este territorio algo único en el mundo.

Todo este trabajo ha sido gracias al proyecto de recuperación de Variedades Minoritarias llevado a cabo por ITACyL desde hace más de 20 años, que ha logrado ya incorporar una larga lista de variedades a los pliegos de condiciones de diferentes IGPs de Castilla y León. Algunos ejemplos de ello son las variedades Puesta en Cruz, Bruñal, Tinto Jeromo, Gajo Arroba, Bastardillo Chico y Mandón incorporadas a la DO Arribes; las variedades Estaladiña y Merenzao incorporadas a la DO Bierzo; la variedad Rufete Serrano Blanco incorporada a la DOP Sierra

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de Salamanca; la variedad Negro Sauri incorporada a la DO León y, por último, las variedades Bruñal y Cenicienta incorporadas a la DO Rueda.

Estas variedades ancestrales se presentan como una oportunidad para las IGP, por su capacidad de aportar frescura y novedad al panorama vitivinícola, ofreciendo nuevas características a los consumidores. Son variedades rescatadas del pasado que son sinónimo de futuro.

Mots-Clés: IG, viñedo, variedades minoritarias, cambio climático

The emergence of New Genetic Techniques and their Perspectives for Geographical Indications Sustainability. Innovations in the Grapevine sector.

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Introduction: Nowadays, policy makers and legislators are reinforcing the importance of geographical indications (GIs) ‘sustainable practices’ ¹, or dedicated tools for evaluation in line with

SDGs values. ² Fragility of environmental resources, climate change, biodiversity loss, landscape degradation, can, among other causes, impair the future of GIs. New genetic techniques (NGTs) might be applied also to the GIs sector (e.g. grapevine) to provide a solution to some of these problems.

Methodology: Through a multidisciplinary methodology, the impact of NGTs vis-a-vis GIs is questioned with reference to the ongoing EU NGTs policy and legislative debate.

Context: GMO Directive 2001/18/EC has been originally applied indistinctively in the EU to all NGTs (1 and 2). During the long legislative process, the European Commission published on 5 July

2023 a draft regulation on plants obtained by NGTs ³, categorizing them into two groups: NGT1 (subject to less stringent requirements), and NGT2 (where GMO legislation applies). The proposal

obtained the approval of the EU Parliament on April 24, 2024.

GIs have in general a natural predisposition for sustainability due to their intrinsic and extrinsic characteristics. ⁴ Nevertheless, climate change affects territorial and biodiversity modifications that may endanger the context for GIs genetic resources. ⁵

Recent CRISPR/Cas studies on ‘Chardonnay’ ⁶78 ‘Nebbiolo’ ⁹ and Merlot ¹⁰ demonstrate an improved resistance/tolerance to major fungal pathogens, without compromising the genetic original

background while decreasing the use of pesticides.

Conclusion: Some recent studies show that NGTs may help to increase resilience and sustainability of grapevine-based GIs but laboratory and field experiments should be monitored and evaluated. A

lack of knowledge about NGTs among consumers and policy-makers alike, their disputable own-

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ership status, and their increased cost of production for farmers as well as breeders are a few of the many issues that require consideration.

Mots-Clés: GIs, NGTs, Grapevine, Sustainability

The potential role of Geographical indications for agroecological transitions in France: drivers and trade-offs towards biodiversity-based models of agriculture.

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This communication analyze the institutional innovations, both at the national level by the INAO, the French regulatory agency in charge of supervising geographical indications (GIs) in France, as well as by representatives and local GIs producers in France as a response to the 2018 EGALIM Law imposing to French geographical indications, especially in the wine sector to better integrate before 2030 environmental dimensions either in their code of specifications (including DAE – Agri-environmental Dispositions), or through environmental certifications at farm level (HVE or organic label), as well as by adopting others collective strategies are observed, from GIs groups themselves. Over the last decades, the introducing such environmental requirements has subject to major debates and controversies in the French context (Ansaloni and Fouilleux, 2008). In a first step, our analysis provides a general but detailed overview of the different recent initiatives developed by French GIs at national and local level to better integrate agroecological practices in GIs agroecosystems (DAE, environmental certification, etc). These recent regulatory evolutions are taking place at a moment where the adaptation to climate change effects has become a major issue in most French vineyards (Ollard and Touzard 2024),but also with the French strategy towards zero-pesticide and agroecological transitions (Jacquard et al. 2022; Ruggieri et al. 2023). We then discuss the positioning of different GIs systems as levers of action into the typology proposed by Duru et al (2017) to characterize different biodiversity-based models of agriculture in the context of agroecological transitions. The paradox is here that by promoting the specific link between traditional food products and their "terroir", GIs also contributed in France to maintain agrobiodiversity in the context of the agricultural modernization and intensification after WWII (Bérard and Marchenay 2006; Mazé 2023). More recently, a number of collective initiatives have been stimulated for agroecosystems supporting cheese and

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meat productions under GIs especially in mountains areas (Baritaux et al 2016; Nozières-Petit et al. 2023). Our results show that, there is no unique way of characterizing biodiversity-based and agroecological models for GIs, but understanding this diversity is a crucial step in relation to their territorial and ecological embeddedness at landscape level, as well as reassessing the specific links between GIs products and their terroir.

Mots-Clés: Agroecology, zero pesticide, GIs regulation, agrobiodiversity

Parallel Discussion Session 6 - Role of public actors at local level

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

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The paper provides insights into the importance of leveraging geographical indications (GIs) to enhance the value of local resources and promote sustainable development. Propose a guide to emphasize the significance of engaging local communities about GIs as tools for economic and cultural empowerment containing strategies such as engaging strategic partnerships, identifying local leaders, exchanging knowledge, using the Internet and fostering the culture of associations and collaboration, which play an essential role, what has been successfully observed empirically in the case study of GI uva niagara rosada de Jundiahy (Brazil) and are being proposed here as recommendations to amplify the impact of GIs and the value of products. The qualitative research approach, particularly the use of case studies, is highlighted as essential for understanding the intricate social dynamics related to GIs. By emphasizing the need and importance of the awareness phase "sensitization" of the stakeholders, cooperation, and effective strategies, this guide underscores the pivotal role of GIs in fostering sustainable economic growth and preserving cultural heritage in local communities.

Mots-Clés: Sustainable development, Community awareness of GIs, Local promotion strategies, Collaboration between regional players, Valuing geographical resources

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Les indications géographiques face aux attentes sociétales : une analyse des rencontres régionales organisées par l'INAO en France

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Les indications géographiques sont confrontées en France à une évolution des " attentes sociétales " qui a conduit à une multiplication de démarches et de labels environnementaux, venant complexifier la communication auprès des consommateurs. En France, l'Institut national de l'origine et de la qualité (INAO), organisme en charge de la mise en œuvre de la politique française relative aux signes officiels de qualité (SIQO), incluant les indications géographiques protégées (IGP) et appellations d'origine protégée (AOP), occupe une place centrale dans le système de gouvernance des SIQO du fait des missions qui lui sont confiés par l'Etat et la Commission Européenne.

En 2023, une série de rencontres régionales a été organisée par l'INAO, sur le thème : " les SIQO face aux attentes sociétales ". Ces 9 rencontres régionales constituent une innovation organisationnelle pour l'INAO, en rassemblant de façon transversale et dans une logique participative l'ensemble des Organismes de Défense et de Gestion (ODG) ou groupements, quelques soient leurs productions, et en couvrant l'ensemble du territoire national.

L'objectif de cette communication est de comprendre à travers une analyse thématique du contenu public de ces rencontres, complétée par des entretiens avec des acteurs clés, comment les choix thématiques et organisationnels qui ont prévalu pour leur tenue, participent à préciser les différentes dimensions cachées derrière le terme d' " attentes sociétales " et témoignent de la façon dont l'INAO pense l'accompagnement des ODG sur cette thématique.

En effet, l'institut, à travers ses comités nationaux, a un rôle dans les demandes de reconnaissance ou de modifications du cahier des charges, mais grâce à ses différentes commissions et ses délégations territoriales, il est également en charge d'accompagner les ODG pour leur permettre de s'adapter aux enjeux contemporains. Cette démarche de concertation inédite, qui a réuni plus de 700 participants, avait pour objectif de croiser les orientations réfléchies au sein de l'INAO avec les réflexions issues des fédérations et des ODG, et ainsi de créer une dynamique collective. Ces rencontres, à la fois dans leur format et les méthodes d'animation mobilisées, fondées sur

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l'intelligence collective, participent à l'évolution des modes d'actions de l'INAO, décrite dans le nouveau contrat d'objectif et de performance (COP) 2024-2028 de l'institut, et nécessaire pour accompagner les ODG dans leur contribution au développement durable, tout en préservant le lien des produits avec leur terroir.

Mots-Clés: INAO, gouvernance, attentes sociétales, durabilité

Prodotti DOP, IGP e biologici. Programmi di sensibilizzazione nelle scuole e attività di informazione al consumatore

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Nell'ambito della gestione dei programmi di distribuzione di prodotti ortofrutticoli e lattiero caseari nelle scuole, di cui agli artt. 23 e ss. del regolamento UE n. 1308/2013, , il MASAF ha introdotto, nei bandi per la selezione dei soggetti attuatori, meccanismi di incentivo della distribuzione di prodotti di qualità DOP, IGP e biologici, nonché prodotti di prossimità. Tali misure sono state introdotte sulla base degli esiti delle attività di monitoraggio che ogni anno l'Amministrazione svolge per valutare l'efficacia dei Programmi destinati alle scuole e il loro gradimento. Secondo tali indagini, infatti, insegnanti e famiglie ritengono che la qualità dei prodotti distribuiti sia un fattore decisivo per il successo delle attività di sensibilizzazione e informazione dedicate agli studenti delle scuole primarie.

Questi programmi si affiancano alle attività di informazione e promozione messe in atto dal MASAF, per sostenere le filiere produttive dei prodotti a indicazione geografica DOP e IGP.

In tale quadro generale, si segnala la realizzazione, tramite un accordo di cooperazione con ISMEA, 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.

Mots-Clés: DOP, IGP, BIO: SCUOLE, FRUTTA, VERDURA, LATTE

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Quale governance per le IG? Il caso delle filiere castanicole dei territori montani in Toscana

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Le indicazioni geografiche agroalimentari sono state riconosciute già a partire dal Reg. CEE 2081 del 1992. Ad oggi i prodotti che hanno ottenuto la registrazione sono 32, 16 DOP e 16 IGP. Le 32 IG sono riconosciute appartengono a ben 8 differenti classi: Ortofrutticoli e cereali, Prodotti a base di carne, Oli e grassi, Prodotti della panetteria e biscotteria, Formaggi, Carni fresche, Altri prodotti dell'allegato I e Altri prodotti di origine animale.

Il valore alla produzione generato dalle IG toscane nel 2022 è pari a 179 milioni di euro (fonte Osservatorio Ismea-Qualivita), non equamente distribuito tra le diverse filiere produttive.

Alcune produzioni, a causa di eventi non arginabili dagli operatori interessati, hanno subito forte riduzione di prodotto per annualità sfavorevoli e, in molti casi, hanno determinato un abbandono del sistema di certificazione. In particolare, è il caso della castagna da frutto e dalla farina di castagne, prodotti per le quali ha ben 5 riconoscimenti: Castagna del Monte Amiata IGP, Farina della Lungiana DOP, Farina di neccio della Garfagnana DOP, Marrone del Mugello IGP, Marrone di Caprese Michelangelo DOP.

La principale causa di tale situazione è stata l'arrivo dall'estremo oriente di un insetto molto dannoso, il cinipide del castagno (*Dryocosmus kuriphilus* Yasumatsu). La produzione dei frutti del castagno, che in rari casi rappresenta l'attività principale per gli agricoltori della montagna toscana, ha avuto una forte riduzione, provocando, in molti casi, anche l'abbandono dei castagneti.

Il contrasto al cinipide del castagno tramite l'introduzione del parassitoide *Torymus sinensis* ha permesso la ripresa dei castagni e una certa ripresa ma non l'uso delle DOP e IGP registrate.

L'invecchiamento della popolazione, la difficoltà di recuperare i mercati perduti hanno creato situazioni di difficile e l'incremento della sfiducia.

Come ufficio dell'assessorato all'agricoltura della Regione Toscana sono state organizzate nel corso del 2023 una serie di incontri in ciascuna realtà delle DOP e IGP castanicole, incontri in cui sono stati invitati sia gli operatori iscritti al circuito dell'IG che operatori non iscritti.

Gli incontri sono stati in quasi tutti i casi dei momenti partecipati dove sono emerse alcune situazioni su cui lavorare per migliorare la gestione dell'IG e, in taluni casi, elementi per migliorare i disciplinari di produzione per permetterne una più aderente attuazione da parte di tutti.

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Agli incontri è stata in parte associata una tesi di laurea magistrale su 3 delle 5 filiere IG.

Il Reg. UE 1143/2024 prevede nuove competenze riservate alla governance delle IG, ma come possono essere assunte e sviluppate senza adeguata conoscenza e in aree in cui i giovani vanno via anche se le DOP e IGP rappresentano strumento per il territorio e sostenibilità ambientale. Questa esperienza, svolta per il settore castanicolo, è replicabile anche ad altre realtà produttive, per nuove denominazioni o per IG in declino, dove è da costruire la cultura della governance e l'Ente pubblico è chiamato a supportare tali processi se si vuole ottenere uno sviluppo sostenibile.

Mots-Clés: uso delle IG, sviluppo della governance, governance delle IG, IG castanicole

Role of Region of Epirus at the certification of "Potato of Chrysovitsa" as PGI product

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Epirus Region is characterized by mountainous territories and lack of extensive arable plains. This constitutes a serious drawback for its agricultural sector development and the large-scale production of agricultural products. Aiming to strengthen the primary sector and increase the farmers' income, Region of Epirus has recently adopted a policy that promotes the production of high added value agricultural products and foodstuffs. Cornerstone of this policy is the strategic shift towards the production of small-scale products that display various peculiarities linking them with the production area and have been certified with a proper quality mark. In this respect, prominent role has the activity of the Directorate of Rural Economy and Veterinary Services of Ioannina of the certification of the Geographical Indication of these products with an appropriate EU Geographical Indication mark (PDO, PGI, TSG).

A typical example of this policy implementation constitutes the applied certification procedure for the "*Potato of Chrysovitsa*", a village located in prefecture of Ioannina at an altitude 900 to 1400 meters above sea level. The respective application file for its certification as a protected GI product is based on the following singularities:

Climate and Soil: both are ideal for potatoes cultivation. The climate is characterized as continental and is dominated by the presence of Aios lake. Cold conditions are prevailing in winter, while summers are hot with intense and frequent rainfall with an annual year- average of 1,417 millimeters. In the area there is no industrial activity and are available large quantities of clean water to feed the arable lands. Thus, the soft, loamy and well-drained soil of the area is exceptionally fertile and contains large amounts of iron ensuring the uniform and crack-free development of the tubers. Appearance: The "*Potatoes of Chrysovitsa*" are characterized by their uniformity, moderate size, bright yellow color clean appearance and absence of diseases or other defects. Additional characteristics are their durability, quality and deliciousness, due to the special environmental factors of the area. Finally, these potatoes grow and ripened with a slower rate as compared to potatoes planted throughout the country, providing their cultivation product in October. Fame: The exceptional taste, bright yellow color and durability of "*Potatoes of Chrysovitsa*" are famous through numerous publications in the form of books, dissertations and internet posts.

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The beneficiary stakeholders of this activity are numerous and mainly young farmers living in this mountainous area. This certification of their product is expected to improve their income and act as a catalyst supporting their choice to continue living in the area.

Finally, it must be noted that Region of Epirus finances the activity of the certification and the respective farmers actions and through its:

Department of Tourism constantly promotes all the local agricultural products in the terms of its participation into International, European and National Food Fairs and Exhibitions, **Regional Research and Innovation Council** which specifies the agrifood sector as one of the main sectors according to the National Innovation Strategy will launch specific calls dedicated to the financing of the production-promotion of local traditional products.

Mots-Clés: Region of Epirus, Potato of Chrysovitsa, PGI, certification

Sustainability analysis of Bavarian geographical indications

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With the Green Deal, the European Union has set ambitious goals for the future organisation of the agriculture and food sector. The European Commission has also sent a clear signal of sustainability in the field of GI with the new Regulation (EU) 2024/1143. The regulation has not only strengthened the legal framework for geographical indications (GI). It also takes into account the objectives of the Green Deal by including specific sustainability criteria. From now on, GIs will (also) be characterised using key sustainability parameters. They will have to compete with technologically advanced and highly processed products and have to deal with narrow focus of the public debate on single dimensions of sustainability (e.g. carbon footprint). There is a risk that GIs and their important contribution to the preservation of culinary and regional heritage will lose their importance. For a valid discussion, all dimensions of sustainability must be considered, in line with the United Nations (UN) agenda and its Sustainable Development Goals (SDG).

This is the aim of a project carried out by the Bavarian State Research Center for Agriculture on behalf of the Bavarian State Ministry for Food, Agriculture, Forestry and Tourism. The object is to identify (potential) sustainability benefits of Bavarian GIs and to make them available to stakeholders.

One object of the project (conclusion in December 2024) is a comprehensive analysis carried out for Bavarian GIs. This will identify the strengths of GIs referring environmental, economic and social sustainability. In addition key factors for how specialities can contribute to achieving sustainability goals will be identified.

The first step was to analyse relevant national, international and EU policies on sustainability: The UN SDGs, the European Green Deal including the Farm-to-Fork Strategy and the Biodiversity Strategy, the German and Bavarian Sustainability Strategies. The results were used to develop indicators to measure sustainability and to define a framework for the analysis. The

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results are the basis for an analysis of product specifications and expert interviews.

The interviews show that the strengths of GIs lie mainly in the economic and social field. 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 and preserving traditional production methods and local food craftsmanship.

The results will be used to develop options for optimizing sustainability activities and anchoring more sustainability in the entire value chain. This includes the creation of 'GI Cards plus' containing specific information for each GI. The options for action will enable producer groups to focus on their strengths and promote sustainable practices.

At a final conference in early 2025 the highlight will be on mutual support and collaboration, particularly on sustainability activities. By sharing experiences, participants can learn from each other and work on solutions. 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.

Mots-Clés: sustainability analysis, empowerment, producer groups, Bavaria

The Brazilian Federal Network of Professional and Technological Education's Role in Local Development: Promoting Innovation through Geographical Indications

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The Federal Network of Professional, Scientific and Technological Education (RFEPCT) is comprised of 41 institutions, with over 650 units spread across the country, which develop professional education with close articulation with the productive sectors and society, seeking to strengthen local productive arrangements in different sectors of the economy. The project for the development of Geographical Indication aimed to foster innovation and entrepreneurship based on the RFEPCT's experience with developing research and extension projects to meet the local demands where these units are located.

The initiative is based on the recognition of the importance of GIs as a tool for valuing local products and services, as well as their ability to drive the socioeconomic development of regions. In Brazil, GIs, legally protected by Law No. 9,279/96.

The RFEPCT, with its extensive reach and presence throughout Brazilian territory, has become a crucial agent in the dynamization of Local Productive Arrangements (APLs), acting as a catalyst for synergies and regional development. The innovation agencies of the Federal Institute of Espírito Santo (IFES-Agifes) and the Federal Institute of São Paulo (IFSP-Inova) played a fundamental role in this mission, connecting the three axes of the institution (research, extension and teaching) and promoting technology transfer, entrepreneurship and innovation.

The project was structured in two phases (Axis I and Axis II), and 30 projects were selected.

Axis I: Diagnosis and Feasibility of GI

With a duration of 6 months, Axis I analyzed the feasibility of creating a GI or Collective Mark. The projects selected for this phase, in partnership with associations and local agents, developed preliminary studies and drafted proposals for the application for GI registration. Activities included raising awareness among producers and local agents, analyzing the GI's potential, and

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structuring the project.

Axis II: Structuring the GI Proposal

With a duration of 12 months, assisted in structuring GI proposals for registration with the National Institute of Industrial Property (INPI). The 15 projects selected for this phase drafted the necessary documentation for registration and identified opportunities for economic exploitation of the GI. Partnership with APLs and institutions of the Federal Network was fundamental to the feasibility of the process.

The initiative, in addition to promoting the culture of intellectual property and fostering entrepreneurship and innovation, sought to strengthen synergy between academia and the community. The experience of IFES and IFSP, combined with the investment of SETEC/MEC, ensured the project's solidity and the expertise for its execution.

The first phase of the project was a success, exceeding initial expectations and demonstrating great interest in the GI theme within the Federal Network. The positive evaluation by local coordinators, the high demand for participation in the second edition of the notice and the implementation of training and dissemination actions reinforce the positive impact of the project. The project represents a landmark of positive and transformative impact, contributing to local development and the valorization of Brazilian potential. By connecting academia with the community, the project democratizes knowledge and promotes social inclusion, paving the way for a more promising and sustainable future.

Mots-Clés: Brazil, Vocational Education, DOP, IGP, development of regions

The role of public extension and technical assistance and support organizations for the effectiveness of Geographical Indications for coffee in Brazil.

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Brazil is the world's leading producer and exporter of coffee, one of the country's most important agricultural products. In the national coffee industry, Geographical Indications (GI) for coffee have seen an increase in the number of registrations recognized by the National Institute of Industrial Property (INPI). The GI is a strategy that seeks to organize, protect and valorize specific characteristics of each region, with a tendency to promote development. Although there is scientific evidence of the territorial development promoted as a result of GI registrations, there are still gaps in research on the subject. The problem of this research is anchored in the following question: What is the role of public rural extension and technical assistance services and support organizations in the effectiveness of coffee GIs? The objective is to understand the role of public technical assistance and rural extension services and support organizations in the effectiveness of coffee GIs. To this end, a field study was conducted, supported by a literature review. The awareness-raising and educational process regarding the potential, the process of collective construction, implementation and maintenance of the GI were verified using specific interview scripts for rural producers and support organizations, in three Brazilian states and five already consolidated coffee GI territories. This confirms the importance of public technical assistance and rural extension (ATER, its acronym in Portuguese), not only for the consolidation of a GI, but for sustainable development as a whole. The public ATER is not sufficient to meet the needs of territories that are applying for GI registration or that already have one. It is important to emphasize that extension professionals are valuable as well as their organizations and that human capital is fundamental to this process. It is essential to look for the support network, which proved to be efficient and cooperative in the territories studied. It was noted that the GI does not exclude small farmers due to its rules, but rather the inefficient communication process that leaves doubts that distance small coffee growers from accessing the GI. It is necessary to adopt a dynamic communication that reduces the noise and strengthens the participatory process in the drafting of requirements and decision-making. GI registration in itself does not guarantee development, but it has a great potential and the role of public ATER and support organizations in each territory is fundamental to support the effectiveness of the registry.

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Mots-Clés: Public servives, coffee, communication.

Parallel Discussion Session 7 - Marketing and Sustainability

Contribution des indications géographiques à l'augmentation de la valeur de l'économie nationale et l'obtention du développement durable Cas : Figues Sèches de Beni Maouche

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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 , 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 de Figiculteurs de la Commune de Béni 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 les 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 a 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

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distinctif **I.G** séminaire 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 vu 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: Mots clés :, Indications géographiques., Figs sèches de Beni Maouche, Qualité, Développement durable.

EL IMPACTO DE LA SOSTENIBILIDAD EN EL USO COMERCIAL DE LAS INDICACIONES GEOGRÁFICAS

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Los consumidores se encuentran cada vez más preocupados por los productos que adquieren, otorgando cada vez más importancia a las características de los productos y servicios. Es frecuente por ello que las decisiones de compra se orienten por cuestiones relacionadas con el carácter sostenible de los productos, o por el respeto de ciertos procedimientos de elaboración, por el uso de determinados materiales o materias primas concretas, o por el hecho de respetar determinadas exigencias vinculadas con la tradición y la cultura.

Es por ello que las indicaciones geográficas constituyen un elemento especialmente útil para comunicar a los consumidores una historia, una tradición y el carácter único de los productos adquiridos.

A su vez, otra demanda creciente de los consumidores se vincula a las características sostenibles de los productos. Adicionalmente, la Unión Europea ha situado a la sostenibilidad como un pilar esencial de su política legislativa. Y esta circunstancia no ha sido ajena al sistema de las indicaciones geográficas.

Los productos protegidos por el derecho de indicación geográfica son productos naturalmente orientados a objetivos de sostenibilidad, especialmente si tenemos en cuenta las tres perspectivas de la sostenibilidad: medioambiental, social y económica.

No obstante, es preciso evaluar las posibilidades de mejora del carácter sostenible de las indicaciones geográficas, unido a las necesidades de comunicación al público de estas características. Para ello en este trabajo se analizarán las novedades existentes a nivel de la Unión Europea respecto de los requisitos de sostenibilidad de las indicaciones geográficas, en lo que se refiere a productos agrícolas como artesanales e industriales.

Del mismo modo, se valorará la conveniencia de utilizar otros signos distintivos que ayuden a conseguir una efectiva comunicación del carácter sostenible de los productos. Se muestra especialmente importante en este ámbito el estudio de las interferencias entre indicaciones geográficas y las marcas en el mercado, de manera que se potencie el valor de las primeras, así como el carácter complementario de las segundas, potenciando en todo caso el carácter sostenible de los productos designados.

Todo ello redundará en el beneficio de las regiones, así como de las tradiciones y la herencia cul-

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tural de los países, potenciando el mantenimiento de los productos que configuran la identidad de los pueblos.

Mots-Clés: SOSTENIBILIDAD INDICACIONES GEOGRÁFICAS MARCAS

Geographical Indications and their evolving role in sustainable diets: A comparative analysis with Fairtrade and Slow Food Presidia

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This presentation examines the transformative role of Geographical Indications (GIs) in promoting healthy and sustainable diets, particularly in light of shifting societal expectations. Traditionally focused on the protection of consumers' and producers' interests against fraud and unfair competition practices while safeguarding local and traditional production methods, GIs are increasingly recognized as catalysts for innovation and sustainability within food systems (Mancini et al. 2005, Belletti et al. 2016).

GIs serve as instruments for signaling origin, quality, authenticity, and cultural heritage in food products, thereby empowering consumers to make informed choices. By fostering a sense of a place and a community, GIs help redefine the relationship between producers and consumers while addressing the growing demand for transparency and sustainability in food sourcing. This presentation argues that GIs should not be viewed merely as protective labels and legal mechanisms, but as dynamic social innovations that respond to contemporary challenges within food systems in a unique way. To do so, it explores how GIs, along with two other food labels, i.e. Fairtrade and Slow Food Presidia, contribute to collective progress toward healthy and sustainable eating. By relying on differentiation based on newly integrated health and sustainability criteria, all three labels enable the formulation of standards tailored to the specific challenges faced in their respective production areas. Each label defines its own ambitions, rules, and adjustments in a pragmatic manner, representing their "promise of difference" (Le Velly, 2017). This evolution reflects the capacity of stakeholders to envision and implement new forms of collective organization, although the outcomes are sometimes controversial.

The first part of the presentation analyzes how GIs, Fairtrade and Slow Food Presidia have evolved to incorporate health and sustainability standards and criteria, illustrating their potential to respond to and influence broader dietary patterns. The second part examines the opportunities and challenges encountered by these labels in advancing a sustainable food system while ensuring that local stakeholders reap economic and social benefits arising out of their use.

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By highlighting the distinct contributions, strengths and limitations of GIs alongside Fairtrade and Presidia, this presentation emphasizes the necessity for food labels to adapt to the demands of a changing world. It posits that GIs, through their deep-rooted connections to local contexts and collaborative governance, can effectively contribute to a more sustainable and equitable food system that meets the diverse needs of both consumers and producers.

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Mots-Clés: sustainability, healthy diets, labels, fairtrade, slow food

Las indicaciones geográficas y la importancia de las redes de valor: discusión a partir de la yerba mate de São Matheus (Paraná-Brasil)

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La indicación geográfica es un signo utilizado para identificar productos que tienen un origen geográfico específico y poseen cualidades, o una reputación, derivadas específicamente de ese origen. Propicia valorización de los productos regionales y protección de su origen. La importancia sociocultural y económica de la yerba mate es innegable en el estado de Paraná, situado en la región sur de Brasil. En este sentido, la identidad del territorio y el reconocimiento de la población en 2017 llevaron al reconocimiento de la IG de la yerba mate como indicación de procedencia (IP). Por lo tanto, nuestro objetivo fue identificar las principales acciones que están llevando a cabo las instituciones públicas y privadas que trabajan para gestionar y promover la IG São Matheus. Se ha realizado una investigación bibliográfica y monitorización de la presentación y difusión del producto por parte de los agentes territoriales. Entre los principales resultados figuran las estrategias de expansión hacia nuevos mercados de consumo. Entre ellas figuran la participación en ferias internacionales y nacionales, la creación de asociaciones y la adaptación de los productos a las distintas culturas alimentarias. En 2023, el Sebrae/PR y la Asociación de Amigos de la Yerba Mate (IG-Mathe) organizaron Mathelab, un encuentro para fortalecer la cadena productiva de la yerba mate. En 2022, la yerba mate fue presentada en la feria internacional de alimentos y bebidas "Sial Inspire Food Business" en Canadá, en el marco del Programa de Vocaciones Regionales Sustentables (VRS) del Gobierno del Estado. También en el ámbito de este programa, las propiedades de yerba mate de São Matheus participan en proyectos de innovación y desarrollo, y son la mayor cadena de producción para abrir mercados para los productos típicos de Paraná. Otra línea de trabajo está relacionada con la diversificación de productos y la promoción del turismo rural, garantizando la ampliación de la cartera mediante la valorización de la cultura local, la generación de ingresos para los productores y la promoción del signo distintivo. La yerba mate se ha convertido en materia prima de dulces, jugos, bebidas energéticas y cosméticos, lo que favorece la promoción y el mayor reconocimiento del producto. Por último, hubo un proyecto piloto de cooperación privada para promover el producto y la IG en las escuelas. El territorio se considera un espacio fundamental para una nueva forma de gobernanza, que permita a los actores regionales trabajar juntos de forma más eficaz para atraer políticas públicas más adaptadas a su realidad. Existe un rico escenario en el que hay acciones a favor tanto de la IG como de otros productos y servicios relacionados. El gobierno municipal ha apoyado y fomentado la IG y parece haber una creciente cooperación entre los actores. Los

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resultados muestran que la movilización de las partes interesadas impulsa el desarrollo de un vínculo social más fuerte y puede, a largo plazo, generar un compromiso con los productos y servicios, proporcionando oportunidades para el desarrollo territorial.

Mots-Clés: Indicación geográfica, Yerba mate, São Matheus, Redes de valor, Desarrollo territorial.

Promouvoir les produits de terroir : intégrer les nouvelles technologies. Cas de la race ovine Rembi de la région de Tiaret (Algérie)

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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, de la datte deglet nour, de la figue de beni maaouche, 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 et de la race Rembi, basées essentiellement dans les hautes plaines steppiques du Centre du pays. 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 ?

En effet, le cheptel ovin produit dans la région steppique de Tiaret, était transporté par bateau vers la France en transitant par le port de Marseille.

Le sujet que nous abordons à travers cette étude, traite la question de l'innovation dans les nouveaux modes d'organisation et de gouvernance des éleveurs des ovins dans la région de Tiaret afin de promouvoir la commercialisation de leurs produits 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.

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.

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 maintenues et

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leurs frais de déplacement et de transaction réduits.

En effet, le produit des hauts plateaux de l'ouest du pays se voit vendu sur les grands marchés du centre du pays, notamment sur les villes de Tizi Ouzou et Alger. L'ovin d'indication géographique des hautes plaines de Tiaret, se trouve vendu et consommé dans d'autres zones géographiques. En conclusion, nous diront le développement technologique et l'intégration des réseaux sociaux pourrait aider à promouvoir la race Rembi et la mettre sur l'axe des produits destinés à l'exportation.

Mots-Clés: Innovation, Indication géographique, Ovin Tiaret, Rembi, Algérie

The expansion of Geographical Indications on coffees: opportunities and challenges

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Rationale:

Almost 30 years after the broad internationalization of the concept of geographical indications (GIs) that designate products having a given quality, characteristics or reputation from their place of origin (WTO Agreement on Intellectual Property Rights in 1995), it is striking that GIs have moved from concerning mostly wines and cheeses to coffees. Indeed, as for August 2023, more than 130 GIs on coffee have been registered worldwide, as listed by OriGIn (1). Even if the use in practice of GIs for coffee and their benefits are contrasted and still need to be much better documented, GIs are recognized for their role in contributing to the de-commodification of coffee, next to Fair Trade and other environmental labels. Moreover GIs can be seen as an interesting tool to ensure traceability in front of the growing needs of proving the origin of agricultural products as not detrimental to forests, as recently decided by the EU Regulation (EU) 2023/1115 on the making available on the Union market and the export from the Union of certain commodities and products associated with deforestation and forest degradation.

Methods:

From the above list of GIs on coffee, a desk analysis of the specifications is being conducted to draw a typology in terms of: a) which kind of coffee products (steps localized in the geographical area), which size of the geographical area and which countries and b) which governance and right holders involved. This data is combined with a multidisciplinary literature review on GIs on coffee and field data from particular GIs on coffee surveyed by the authors.

Results:

1. GIs are mainly for intermediate products (green beans), with a critical step towards the final product (notably in terms of quality implications) occurring outside the geographical area of coffee growing. This reflects the global value chains with not all stakeholders localized in the same area, and the high power asymmetry between upstream players localized in the production countries and downstream ones, contrary to wine or cheese which have largely influenced GI institutional development.

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2. Coffee value chains, at the level of the producing countries are still State driven, which, in combination with GIs considered as a public policy tool in many countries, conducts to GIs on coffee often decided and managed by State authorities.

Conclusions & Perspectives:

For GIs to play a more significant role in decommodifying coffee and improving producing countries capacity to benefit from these, it is critical to better address the following questions:

1. What sense does a GI make for an intermediate product where part of the quality is built elsewhere and where the added value is captured outside the geographical area of origin?
2. How to better address the role of private stakeholders in GI establishment and management?

Mots-Clés: GI, coffee

The impact of the GI milk quotas on the evolution of the GI systems: the case of Parmigiano Reggiano PDO

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After removing European milk quotas in 2015, the EU allowed the GI Producers Group to control the supply through a specific quota system. The removal of milk quotas was a gradual process to avoid setbacks in the market. A significant milestone was the publication of Regulation (EU) 261/2012 regarding contractual relations in the milk and milk products sector. This Regulation lays down stricter rules for the conclusion of contracts between producers and processors, strengthens the role of Inter-branch Organisations (IOs) and Producer Organisations (POs), and allows the regulation of the supply of cheeses benefitting from a designation of origin or a geographical indication (Reg. 261/2012, Art. 126d). As a consequence, the EU no longer imposes production quotas for milk and dairy products if IOs correspond to Geographical Indication Groups.

This Regulation is placed in the context of Reg. (EU) No 1151/2012 (repealed by the Reg. (EU) No 1143/2024), which, in the same year, established the system of Geographical Indications (PDO, PGI, and TSG) to guarantee a fair remuneration to producers, uniform protection of names in the EU, and clear information to consumers on the properties that add value to these products (European Union (2012a), Art. 4). Producer Organisations (POs) and inter-branch groups (IOs), which are groups of producers and processors, are defined as groups entitled to ensure the quality, reputation, and legal protection of their products, promote the value-adding attributes, and improve the performance of the scheme.

The production quota system for GI products has been applied in Italy and France in the cheese sector, with rules in quota management decided directly by each GI Group that generate specific impacts on the GI system. The case of Parmigiano Reggiano is very significant because, during the application of the quota system, both cheese production and milk prices increased. Above all, a fundamental transformation of the Parmigiano Reggiano PDO System occurred with a productive concentration of milk production in an increasingly larger dairy barn and cheese factory, leading to a shift in the traditional production methods.

The paper aims to describe the rules and the impact of the supply control system in the Parmigiano Reggiano PDO and to analyse the effect on the economic, environmental, and social sustainability of the quota system considering the new constraints of the CAP 2013-2030. This last analysis is carried out using an ex-ante agent-based simulation model based on the data of the farms included in the FADN sample of Emilia Romagna. The study involves the comparison of

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3 scenarios: (i) scenario with only the CAP 2023-2030 rules, (ii) scenario with payment of fines for exceeding quotas, and (iii) scenario with the exchange of milk quotas between farmers. The results highlight the different impacts on the Parmigiano Reggiano PDO system and consider production size, land use, herd efficiency, farm structures, and environmental impact with the apparent repercussions on the rural development of the territories included in the production regulations.

Mots-Clés: GI Groups, Milk Quota, CAP reform, economic and enviromental impact

The value of GIs for Rwandan Coffee: A market perspective

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In the specialty coffee market, geographical origin serves as a strong selling point, particularly within the single-origin segment, provided that the origin is reputed and sought after. However, for Rwandan coffee, a primary challenge for exporters lies in the relatively underdeveloped brand image compared to that of neighboring countries such as Ethiopia and Kenya. This situation results in a general lack of awareness among buyers and end consumers regarding Rwandan coffee, and the specificities of its "terroirs".

From a market perspective, interviews conducted with eight buyers of Rwandan coffee indicate that the primary advantage anticipated from implementing a GI scheme lies in the certification process and the associated traceability system. The importance of traceability has grown in light of the recent EU regulation on imported deforestation. In this context, GIs are viewed as a crucial mechanism for reducing information asymmetry between producers, buyers, and ultimately, consumers. This aligns with Ponte and Gibbon's (2005) argument that trust has become institutionalized within the GI label, as quality information is codified in the GI product specifications.

However, some buyers, particularly in Asian markets, prioritize establishing long-term, privileged relationships with producers and building interpersonal trust over time, rather than relying solely on certifications. This perspective resonates with the traditional definition of domestic convention. Such buyers may still find value in the enhanced focus that GIs place on the local communities involved in the production process.

Mots-Clés: Rwandan coffee, quality conventions, market perspective

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Parallel Discussion Session 8 - Sustainability Assessment

AGROFORESTAZIONE: DIVERSIFICAZIONE PRODUTTIVA, SOSTENIBILITÀ E CONTROLLO DELLA COPERTURA DEL SUOLO NEI CORILETI

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L'agroforestry, o agroforestazione, rappresenta un insieme di sistemi agricoli complessi che integrano la coltivazione di specie arboree e/o arbustive con colture erbacee (seminativi) e/o pascoli, oppure in sistemi promiscui che combinano colture agrarie con attività zootecniche, all'interno della stessa unità territoriale. In contesti caratterizzati da un'agricoltura intensiva, come quelli dell'Unione Europea, a partire dagli anni '50-'60, la crescente meccanizzazione agricola e la diffusione della monocoltura hanno portato a una drastica riduzione dei sistemi agroforestali, ampiamente presenti in passato. Tuttavia, sistemi agroforestali tradizionali persistono in ampie aree dei paesi del bacino Mediterraneo, inclusa l'Italia, soprattutto nelle zone marginali o meno idonee all'agricoltura intensiva. Negli ultimi anni, i sistemi promiscui agroforestali stanno guadagnando rinnovato interesse sia in Europa sia nei paesi extraeuropei, in particolare in aree sensibili ai cambiamenti di uso del suolo. Il sistema proposto prevede la coltivazione simultanea di specie arboree da frutto con l'allevamento delle ovaiole sulla stessa superficie agricola, con l'utilizzo di risorse foraggere spontanee, ottimizzando così la sinergia tra le componenti agricole e zootecniche e promuovendo un uso sostenibile e multifunzionale del suolo. Gli studi condotti hanno valutato gli effetti del pascolo delle ovaiole sulla biodiversità vegetale di copertura, il grado di contenimento delle infestanti, il miglioramento della sostenibilità della produzione primaria (nocciole) e secondaria (uova) e la qualità delle uova ottenute. Le prime prove sono state condotte nell'ambito del progetto "Corilus" in neo corileti e nel progetto "Modelli circolari" in corileti adulti e in vitigno. I risultati ottenuti hanno mostrato che il pascolo delle ovaiole ha contenuto e influenzato la composizione dello strato erbaceo. Per quanto riguarda la qualità delle uova, la maggior parte dei parametri chimici differiva significativamente nel confronto tra le uova prodotte nei siti in agroforestazione con quelle del gruppo di controllo, evidenziando l'influenza positiva delle risorse alimentari spontanee disponibili in ciascun sito. Nel complesso, i risultati confermano che il sistema proposto può svolgere un ruolo positivo aumentando al contempo la sostenibilità dei processi produttivi. Si è infatti, valutato il potenziale surriscaldamento globale

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(GWP 100a, espresso in Kg di CO₂ eq) mediante la metodologia *Life Cycle Assessment* in due corileti: uno gestito meccanicamente e uno con l'allevamento di ovaiole. Dai risultati è emerso che il sistema di agroforestazione proposto è meno impattante (1185 Kg CO₂ eq ha⁻¹) rispetto al corileto meccanizzato (1198,97 Kg CO₂ eq ha⁻¹). Sulla base delle precedenti esperienze è attualmente in corso di realizzazione il progetto AGROSTART, finanziato dalla sottomisura 16.1 del PSR Sicilia 2014-2022. Il progetto ha l'obiettivo di realizzare un intervento integrato, innovativo e coerente con le esigenze specifiche del territorio ed è finalizzato alla validazione del sistema di agroforestazione e dei processi produttivi con tecnologie avanzate e metodi gestionali innovativi. In collaborazione con il CNR-ISPC, si svolgerà un'analisi storico-antropologica del nocciolo, finalizzata per un futuro riconoscimento I.G.P. O D.O.P. della "Nocciola dei Nebrodi". Particolare attenzione è posta all'adattamento di queste innovazioni ai contesti ambientali e geografici promuovendo la resilienza del settore corilicolo siciliano.

Mots-Clés: agroforestry, noccioleti, ovaiole, sostenibilità

Are geographical indications strengthening their territorial anchorage? An analysis of cheese product specification amendments

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The protection of Geographical Indications (GIs) allows producers to define common quality standards while highlighting the geographical origin and the specific quality of the product. Following the European Union (EU) regulatory scheme, GIs are based on a collective choice, i.e. producers themselves define the rules for the production process, the characteristics of the final product and the boundaries of the production area (territory/geographical area), all contained in the product specification (PS) that must be submitted for the registration (Vandecandelaere et al., 2010; Belletti and Marescotti, 2011) by national and European authorities.

Across time, PSs are subject to evolution and adaptation (Quiñones-Ruiz et al., 2018; Marescotti et al., 2020) due to the many pressures for change (Bérard & Marchenay, 2006; Bérard et al., 2016; Clark & Kerr, 2017; Mancini & Consiglieri, 2016), originating from factors both external (consumers' needs and preferences, technology and innovations, policies, climate change) and internal to their systems (changes in the structure of the firms, new and/or differentiated markets, collective choices). These evolutions may themselves be the expression of a more or less conscious strategy of local actors, and may significantly affect the very identity of the designation product (Quetier, et al., 2005),

The aim of the study is to capture the direction and contents of the evolution of protected GI in the EU, understanding what are the main trend and the reasons behind that in the cheese sector, one of the most important food industries in the EU, and in the PDO-PGI world.

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More in particular, the study focuses on whether the trajectory of the PDO-PGI cheeses through the amendments to PSs is leading towards higher anchorage of the products to their territories, thus resulting in stronger links between the quality of the products and their territorial origin, at the basis of the very identity of PDO-PGI products.

The analysis is based on a review and analysis of the 116 non-minor approved amendments to the PSs of PDO-PGI cheeses (product class 1.3) in the EU until 2021, based on content analysis. We developed a database to manage all the information contained in the amendments, each of which may contain several modifications to the Ps. All these modifications have been classified, and the directionality and justification of each single modifications assessed in terms of territorial anchorage.

First results of the analysis will show what has been modified in the PDO-PGI cheese PSs, whether the modifications are leading to looser or stricter rules to comply with, the justifications brought by producers to introduce the modifications to PSs, whether the modifications imply a higher or lower anchorage of the product to the territory.

Mots-Clés: cheese, amendments, product specification, anchorage

Assessment of the economic, social, and environmental sustainability level of European GIs: a methodological approach

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The development of more sustainable geographical indication (GI) food systems in Europe faces new and growing challenges. This is due to increasing consumer and citizen demand for more sustainable and healthier diets and nutrition in the context of climate change. In March 2022, the EU Commission adopted a legislative proposal to strengthen geographical indications, preserve high-quality products, and reinforce their protection through several measures. These measures include i) shortened and simplified registration procedures, ii) increased online protection, iii) a more focused approach to sustainability - as a direct follow-up of the F2F strategy - integrating the three classical dimensions (social, environmental and economic sustainability), with the dimension of "governance"; iv) more excellent protection of natural resources and rural economies, securing local plant varieties and animal breeds, conserving the landscape of the production area and improving animal welfare; v) empowering producer's groups in managing, enforcing their rights and developing their GIs, primarily by facilitating access to anti-counterfeiting authorities and customs in all Member States. Considering these objectives, Reg. (EU) No 1143/2024 allows the GI Groups to prove their level of sustainability. Considering this scenario, a holistic approach to assessing the sustainable level of the GI system helps compare the GI system against other systems and analyse the evolution of the GI system over time. This paper proposes a quantitative and synthetic sustainability assessment structure for European GI agrifood systems. The approach combines secondary data (such as FADN) and primary datasets with robust statistical analysis for a dynamic sustainability assessment by policymakers and regulatory authorities considering the links between SGI-KPIs, CAP-KPIs and the SDGs. Assessing GIs sustainability will include i) the Definition of Sustainable GI-Key Performance Indicators (qualitative and quantitative); ii) surveying and identifying workable and comprehensive methodologies of sustainability assessment, including self-assessment methods; iii) the definition of a questionnaire for rapid appraisal assessment of sustainability for all the EU GIs agrifood systems and data collection; iv) the identification of existing database related to assessing the sustainability of GI food systems and suitable methodologies for the generation of query-able database; v) analysing the global

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impact of GIs sustainability performance for European territories. These outputs will be used by GI producers' groups as self-assessment tools to improve their production practices and better highlight the GI's sustainable outcomes, as well as by public authorities and other stakeholders in charge of supervising and supporting GI development in EU countries. The methodological procedure is part of the H-Europe GI SMART project. It aims to generate a prototype of a GI database to support collecting and monitoring specific GI data and information over time that can be used to estimate, measure, and assess GI's sustainability in agriculture, fisheries, food, and aquaculture.

Mots-Clés: Sustainability, GI system, Agricultural Policy

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

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This study addresses the ongoing challenge of maintaining traditional geographical indications (GIs) while innovating to adapt to external pressures such as climate change, evolving social conditions, and shifting market demands. Traditionally, GI products have been associated with specific production methods and cultural practices. However, there is an increasing call for innovation in these products to ensure sustainability without compromising their traditional nature. Our study is developed based on the literature which suggests that a balanced synergy between the two can significantly impact the sustainability of GIs across economic, social, and environmental dimensions. Using the Cao Phong orange in Vietnam as a case study, this research offers important empirical evidence supporting the idea that the incorporation of tradition and innovation can enhance the overall sustainability of GIs. The Cao Phong orange, a renowned GI product in Vietnam, is celebrated for its unique flavor, quality, and cultural significance. However, in recent years, this GI has faced significant challenges, including a decrease in productivity due to the overuse of chemicals, declining soil quality, and the emergence of diseases. These issues have threatened the sustainability of the Cao Phong orange, highlighting the urgent need for innovative practices alongside traditional methods.

Methodologically, the research employs a qualitative approach, gathering data through in-depth interviews with 23 participants, including 9 government officials and 14 orange growers in the Cao Phong district, Hoa Binh province. This method allows for a comprehensive understanding of the stakeholders' perspectives on the challenges and opportunities in GI production. The empirical findings reveal that in recent years, orange growers have made significant progress in implementing innovations aimed at achieving sustainable production. These innovations include minimizing chemical use, improving land soil quality, enhancing logistic and supply chain management to boost product quality in the market, investing in a soybean soaking tank for fertilizing plants, and adopting an automatic sprinkler irrigation system. These achievements are attributed to the heightened awareness of farmers, as well as the local government's proactive role in organizing regular technical training programs focused on clean agricultural production models for citrus growers. Additionally, supportive policies have further facilitated these advancements. However, our findings also highlight the critical need to maintain traditional practices, such as organic farming techniques and local knowledge systems, to prevent adverse outcomes like soil depletion and loss of biodiversity.

The important contributions of this research include its implications for policymakers and farmers. It underscores the government's role in supporting the integration of innovative practices

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within traditional GI systems to promote sustainability in all its dimensions. Furthermore, the study provides valuable insights into how GI stakeholders can avoid adverse outcomes by recognizing the interplay between tradition and innovation. This research offers a model for enhancing the sustainability of GI production, potentially guiding future policy development and agricultural practices in other regions. By illustrating the successful blend of innovation and tradition, this study contributes to the broader discourse on sustainable agriculture and the preservation of cultural heritage in GI systems.

Mots-Clés: Geographical indications, innovation, sustainability, Cao Phong orange, Vietnam

Excavating innovation strategies to boost strong multifunctional GI systems

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Objectives

This paper deals with the GIs' strategies oriented towards innovation adoption for building up multifunctional agricultural systems. The recent trend in the GI markets calls for renewing the GI business models on account of the growing competition not only between GI and non-GI products but also within the GI systems. To be innovative, farmers not only develop new technologies, but *their novelties emerge as the outcome of different ways of thinking and different ways of doing things and in recombining different pieces of knowledge in an innovative way* (SCAR, 2012). This paper is set against this background to analyze innovative strategies of the Italian Gis farms aimed to trigger the GI transition towards strong multifunctionality paths (Wilson, 2008). More precisely, the paper seeks to analyze the adoption of innovation related to diversification in other gainful activities carried out by the Italian Gi farms. Both on and off-farm diversification into farm-related and farm-diverse activities depict entrepreneurial strategies targeted towards more (economic, social, and environmental) sustainable GI systems (Guareschi et al., 2023), providing both commodity and non-commodity output (Belletti et al., 2002).

Methodology

Data analysis is drawn on the FADN data set and the last Census of Italian Agriculture (2020), to excavate the adoption of innovation strategies aimed at diversifying farming activity. Accordingly, we will consider the innovation adopted in the Italian farms, with special reference to innovation for other gainful activities adopted by the farm adhering to a GI system. The analysis will be done by articulating the farm territorial localization according to the rural areas delimited by the Strategic National Plan (urban, specialized agriculture, rural intermediate, and rural marginal areas). Data will be processed through a multivariate analysis, with the purpose of classifying the innovative GI farms based on their contribution to building up a multifunctional farming sector.

Originality

The contribution is set against the background of new business models adopted by the GI farms along the path of a multifunctional farming system, which represents a policy objective in a rural context. As pointed out in the Long Term Vision for Rural Areas 2040, resilient, prosperous, di-

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versified, and innovative farms are key dimensions for supporting sustainable rural development models. The paper tries to evidence emerging strategies for GI farms oriented towards farm diversification, targeted toward empowering sustainable business models.

Mots-Clés: innovation, multifunctionality, Italy, GI, rural contexts

L'évaluation de transition agroécologique (TAPE), dans plusieurs systèmes de production de fromage au lait cru avec approches de différenciation au Brésil.

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Le Brésil possède une richesse culturelle extrêmement variée, notamment dans le domaine alimentaire. Cette diversité est le résultat de la présence des communautés indigènes, du trafic d'esclaves à partir du XVI^e siècle et des vagues migratoires successives d'origine européenne dès le XIX^e siècle, en particulier d'Italie, du Portugal, d'Allemagne et d'autres régions. Ce mélange de cultures a créé une immense diversité, notamment dans le secteur alimentaire. Chaque communauté a tenté de préserver ses racines, tout en s'adaptant aux conditions locales, souvent en modifiant ses pratiques. Les fromages au lait cru illustrent bien cette adaptation historique et culturelle.

Dans le cadre de la transition agroécologique, l'outil TAPE a été utilisé dans cinq zones de production de fromage au lait cru. L'objectif principal de cette étude était de vérifier l'hypothèse selon laquelle les communautés perpétuant des méthodes traditionnelles seraient en bonne position pour opérer cette transition, tout en prenant en compte le rôle des signes de différenciation comme les indications géographiques et les marques collectives. Plus de 150 producteurs ont participé à ce projet dans ces cinq régions.

Plusieurs éléments essentiels ressortent de cette étude. Tout d'abord, le score moyen de CAET (outil d'évaluation de la transition agroécologique) dans l'ensemble des propriétés était relativement satisfaisant, avoisinant 57. Toutefois, une analyse plus détaillée révèle des différences importantes entre les régions. Par exemple, deux zones très traditionnelles, au relief accidenté, présentent des scores de CAET élevés. En revanche, une autre région, où les producteurs sont situés dans des zones insulaires au cœur de régions agricoles intensives, affiche des résultats très faibles.

Le point le plus préoccupant concerne les pratiques agricoles. Quel que soit la région, elles obtiennent les scores les plus bas, montrant ainsi l'impact profond du système agricole conventionnel, même sur de petites exploitations traditionnelles. Un autre aspect marquant de cette étude est que 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. Les concepts de culture, tradition, conditions sociales et gouvernance sont davantage liés à l'existence préalable de ces spécificités qu'à l'introduction de

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stratégies de différenciation.

L'étude révèle également l'ampleur de l'informalité des petites exploitations, ce qui complique l'évaluation de leur potentiel de transition. Il est difficile de mesurer l'évolution des pratiques agricoles et d'élevage dans un secteur majoritairement informel. En conclusion, il apparaît que lorsque les exploitations s'organisent, se régularisent, accèdent à des formations, des financements, et diversifient leurs canaux de distribution, elles peuvent créer des conditions favorables à une transition agroécologique. Cette dynamique repose sur la valorisation du patrimoine culturel et alimentaire existant.

Il convient de souligner que les systèmes, comme les indications géographiques ou le " selo arte " (label pour les produits alimentaires artisanaux), prennent de l'importance au Brésil. De plus, le discours productiviste et capitaliste qui accompagne ces démarches laisse progressivement place à un discours axé sur la durabilité et la préservation des traditions. Cela pourrait renforcer le rôle des signes de différenciation dans la transition agroécologique

Mots-Clés: Transition agroécologique: Fromage lait cru, différenciation

Spirit of innovation or historical tradition? The complex dilemma of EU policy for renowned products

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The preservation of origin through the Geographical Indications (GIs) scheme has evolved from an EU policy tool for high-quality agrifood products to an instrument of international governance, green transition, and property rights competition. The new 2024 EU Law of GIs aims to strengthen the historical value of such scheme and support its role in indirectly generating socio-economic spillovers at the territorial level. This article analyses the effects of GIs EU policy on innovation in the agrifood technological fields at the municipality level over the 1991-2020 period in Italy. While the EU scheme is preserving the essence of tradition, it may impede the adoption of innovative practices, which, according to the EU Green Deal, are considered crucial for bolstering competitiveness, sustainability, and resilience. However, the linkage between products and the region of origin triggers a virtuous circle of informal inter-organizational collaborations and shared values that may spur innovations. Using Propensity Score Matching and Difference-in-Differences models from 1991 to 2020, we analyse how the acknowledgement of GIs impacts the agrifood innovation performance of Italian municipalities. Results show that GIs overall do not limit the innovation performance of territories, but there is not a significative increasing effect on it, suggesting that more straight policy actions are needed.

Mots-Clés: Innovation, Patents, staggered Difference, in, Differences, Geographical Indications

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Sustainability evaluation of raw sheep milk production: an LCA and animal welfare perspective from Tuscany

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The environmental impact and animal welfare were evaluated in a sample of sheep farms in the Tuscan region, focusing on the sustainability of raw sheep milk production. The study applied a Life Cycle Assessment (LCA) method, using 1 kg of Fat and Protein Corrected Milk (FPCM) as the functional unit, with the upstream phase of milk production as the main focus. The analysis followed ISO 14040-44 standards, covering key areas such as energy consumption, water use, feed management, and methane emissions from enteric fermentation, which accounted for over 52% of total milk production emissions.

A sample of 14 farms for LCA was selected to represent different farm sizes and management practices typical of the region. Additionally, animal welfare was assessed on 116 farms using the CLASSYFARM system, which categorized farms based on the level of risk for animal welfare issues, evaluating conditions related to housing, nutrition, and overall management.

The results showed that larger farms were more productive and had lower environmental impacts per liter of milk produced. Conversely, smaller farms, although producing less milk overall, had a higher environmental impact per unit of milk. On average, the Global Warming Potential (GWP) of sheep milk in southern Tuscany was 3.96 kg CO₂-equivalent per kg of FPCM. Additionally, farms with milk production exceeding 1.5 liters per head per day consistently achieved CLASSYFARM animal welfare scores above 65, suggesting a link between higher milk yields and improved animal welfare conditions. The multivariate statistical analysis highlighted key factors influencing environmental performance, emphasizing the need to improve feed quality and reduce reliance on external concentrate feeds to lower greenhouse gas emissions.

In summary, the LCA results suggest that sheep milk production in this region aligns with average environmental impacts reported in other studies and the assessment of animal welfare also provided valuable insights, showing how management practices and productivity levels can directly influence both environmental sustainability and the well-being of livestock. The study highlights the importance of continued improvements to achieve environmental certification and ensure sustainable farming practices.

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Mots-Clés: LCA, animal welfare, sustainability, sheep, dairy

Sustainability of Geographical Indications (GIs) in the context of the diversification of agricultural activities in French local areas.

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In a context of agro-ecological transition toward greater sustainability in productive systems, farming activities should tend towards a process of diversification. Indeed, specialisation produces negative externalities that limit the sustainability of farming activities and their territories (Kremen and Miles, 2012; Lurette et al., 2016; Puech and Stark, 2023). Nevertheless, the specialisation of areas in specific agricultural activities is an almost natural process (Chatellier and Gaigné, 2012; Gaigné, 2024), due to the differences in the endowments of areas and gains in efficiency through economies of scale and economies of agglomeration. Thus, despite agricultural policies that encourage the diversification of farming activities, in 2020, 29% of French farms are specialised in field crops, 12% in beef cattle and 10% in winegrowing (Barry, 2022).

GI are widely considered as tools to promote sustainable development (Vandecastelaere et al., 2018 ; Touzard et Ollagnon, 2007 ; Casabianca et Touzard, 2009; Regolo et al., 2023) and are increasingly important in France. Between 2010 and 2020, the proportion of French farms declaring a GI in the Agricultural Census increased by 5 percentage points, with 18% of french farms having a PDO and 8% have a PGI in 2020 (Barry, 2022). However, the geographic anchorage and the success of some GIs may reinforce the specialisation of regions.

In this paper, we investigate the question of the impact of geographical indications (GIs) on sustainability through the prism of the diversification of agricultural activities at regional level.

This was the aim of the Carrefour de l’Innovation Agronomique (CIAg) workshop which took place in Toulouse, France, on November 2023. We begin by defining the issue of the sustainability of GI areas and the agricultural anchoring processes at work. Secondly, we show the results of five case studies on the GIs impact on the diversification or specialisation of French regions (NUTS-2). Lastly, we outline some recommendations for innovation in GIs and discuss lessons and prospects for the development of GIs and their territories.

We show that GIs have a fairly positive impact on the sustainable development of France’s regions, and that their diversification in the same area reinforces these effects, both economically and environmentally. PDOs can be a factor of diversification at several levels, at farm level by diversifying sources of income, but also at regional level by maintaining a diversity of activities

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and opening market opportunities (case studies in NUTS-2 regions of Corsica and Languedoc-Roussillon). However, there is a 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).

Revising the requirement of specifications is not the only way to increase the sustainability of GIs. The analysis of territorial dynamics and discussions during the workshop show that GI governance, organised at a regional level, is a powerful driving force of collective action for agricultural transformation.

Mots-Clés: Protected designation of origin (PDO), specialization, transition, diversification, sustainable development

The LIFE GREEN SHEEP project: demonstration and dissemination actions to reduce Carbon footprint in sheep farming. The case study of the sustainable PGI lamb.

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Sheep farming for dairy and meat production is responsible for 7.4% of greenhouse gas (GHG) emissions (FAO, 2017). Measuring these emissions directly is complex and expensive; therefore, the LIFE GREEN SHEEP project aims to estimate the carbon footprint (CF) of sheep production (milk and meat) in the five countries involved in the project (France, Ireland, Italy, Romania, and Spain) using life cycle analysis (LCA). The project's second aim is to achieve a 12% reduction in GHG emissions within ten years by proposing mitigation strategies for 282 innovative farms in Europe (16 in Sardinia), while ensuring the environmental, economic, and social sustainability of the involved farms. The 16 dairy sheep farms were selected uniformly across the regional territory, and each one was part of the "Agnello di Sardegna PGI Consortium". A survey was conducted on these farms using a questionnaire administered to the owners; the questionnaire collected general information such as geographical location and farm size, flock composition, stabling and grazing management, management of farm surfaces (crops), feeding management, purchase of raw materials (feed, forage, fertilizers, and pesticides), and energy consumption. By inputting all the collected data into the CAP'2ER software (France/Institut de l'Elevage), an estimate of the environmental impact generated by these farms and their potential for carbon sequestration was obtained. Subsequently, based on the estimated impact of each farm, while also considering its capacity for atmospheric CO₂ sequestration, one or more mitigation strategies were proposed and simulated to evaluate which solutions could be recommended to farmers for enhancing their environmental sustainability. Following the proposed mitigation strategies, impact simulations were conducted using Cap2ER to assess the potential for reducing climate-altering emissions. The average gross CF estimated for the 16 INNOVATIVE Sardinian farms was equal to 2.26 ± 0.38 kg CO₂eq/kg of normalized milk; the average amount of CO₂ stored per farm was 1.21 ± 1.01 , resulting in a net CF of 1.05 ± 1.08 kg CO₂eq/kg of normalized milk. The percentage of emissions allocated to milk, meat, and wool was 61.1%, 37.9%, and 1.1%, respectively. Various mitigation strategies were proposed and simulated using the CAP2ER software, categorized by the farm sector involved: flock, crops, food and energy. Following the simulations conducted with Cap2ER, the average gross CF estimated was 2.14 ± 0.39 kg CO₂eq/kg of normalized milk; the average amount of CO₂ sequestered per farm was 1.18 ± 0.89 , and the net CF decreased to 0.96 ± 0.98 kg CO₂eq/kg of normalized milk. The different mitigation strategies generally allowed for a reduction in the CF of sheep farms (- 9.26%), and those to enhance farm productivity led to an

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increase in the amount of milk and meat (including PGI lamb) produced while simultaneously decreasing GHG emissions.

Mots-Clés: carbon footprint, dairy sheep, mitigation strategy, PGI lamb.

Parallel Discussion Session 9 - GI for Craft and Industrial Products

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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While the European Union had previously established a GI *sui generis* protection scheme for wines, spirits, agricultural products and foodstuffs, a harmonised protection system for craft and industrial products (such as jewellery, textiles, porcelain, etc.) at the EU level was lacking. This changed with the adoption of Regulation (EU) 2023/2411 on the protection of craft and industrial GIs which entered into force on November 16, 2023, and will be fully applicable from December 1, 2025.

The Regulation stipulates that the examination and registration of CI GIs will occur in two phases, the first one at national level, and the second one at Union level. Each Member State has to appoint a national competent authority to oversee the national phase of the registration process (Article 12). However, the European Commission may exempt MSs from this obligation if they lack a national *sui generis* system for craft and industrial GIs and can demonstrate "low local interest" (Article 19). **The Member State invoking the derogation bears the burden of proof to demonstrate both conditions.** If the European Commission grants the derogation, producers from such country may submit CI GI applications directly to the EUIPO.

In order to assess the potential for protecting CI GIs within the EU, the EUIPO commissioned a study led by a Consortium composed of DE TULLIO & PARTNERS, oriGIn, and KPMG. The objective of the "**Study on EU Member States' Potential for Protecting Craft and Industrial Geographical Indications**" was to provide an updated overview of the existing national legal frameworks governing the protection of geographically-rooted craft and industrial products and to evaluate if, and to what extent, there is a local interest in obtaining GI protection for such products.

Between February and June 2024, a comprehensive survey was conducted as part of this study, involving semi-structured questionnaires sent to **public authorities** and **private sector representatives** in all EU MSs. The survey gathered data, among others, on the level of interest in GI protection, the readiness of producers to apply under the new system, and public institutions' plans for managing the national registration phase.

The survey revealed several significant insights. On the private sector side, responses showed

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that most producers are micro-enterprises, which reflects the craft and industrial sector's typical characteristics of small-scale, traditional production. While there is a high level of interest among these producers to apply for GI protection, many are not organized in associations and have yet to establish the formal production standards (such as production specifications) required for GI applications. From the public sector perspective, some MSs authorities indicated their country is likely to invoke the opt-out mechanism provided for in the Regulation.

The findings of this study will be published by the EUIPO in December 2024. As the Lead Legal Expert on the project, I would welcome the opportunity to present and discuss the key results, particularly the perspectives of the private and public sectors' stakeholders regarding the implementation of the new GI system for craft and industrial products.

Mots-Clés: Regulatory framework, local interest, Regulation (EU) 2023/2411, craft and industrial products, micro enterprises, national competent authority, EUIPO.

EUIPO Contribution

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Union law protects geographical indications ('GIs') for agricultural products and foodstuffs, wines and spirit drinks but there was no EU-wide mechanism to protect the names of crafts and industrial products (CI products). Over half of the Member States had established national specific *sui generis* protection systems for CI with different characteristics, the others used only trade marks and/or rules on unfair competition to protect their intangible assets. At Union level, producers could register individual trade marks, collective trade marks and certification trade marks. However, using trade mark protection did not enable producers of CI products to certify at Union level the link between quality and geographical origin that signals qualities attributed to specific local skills and traditions.

The CIGI Regulation (which was published on 27 October 2023 and entered into force on 16 November 2023) aims therefore at establishing a directly applicable GI protection for CI products at Union level, improving the position of producers to protect their CI products throughout the Union against counterfeiting and giving them incentives to invest into these products, as well as their visibility.

The EUIPO will be the EU authority responsible for managing the registration of these GIs at EU level.

With the introduction of the EU Regulation, by 2 December 2026 existing national rights will cease to exist. Member States will have to inform the European Commission and the EUIPO of any existing national names they wish to have recognised and registered, under the new EU scheme, before this date.

Mots-Clés: EU Regulation on Crafts and Industrial Designs Geographical Indications, EUIPO

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From Europe to the World: EU Craft and Industrial Geographical Indications as an Indirect Tool for Expansion of Sustainability in Agricultural and non-Agricultural Geographical Indications

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With the adoption by the European Union of the Craft and Industrial Geographical Indications (CIGI) Regulation (EU) 2023/2411 that establishes 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 (GIs)(1). This marks a major innovation in policy, regulatory framework and GI protection, that followed 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 geographical indications, actually acknowledged in the Recital of the CIGI Regulation.

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 measures in the Economic Partnership agreements (EPAs) that the EU signed or negotiated with Developing Countries.

This contribution explores whether and how, further to the CIGI Regulation, (1) the Sections dedicated to Geographical Indications in the International Trade Agreements already into force between the EU and numerous trade partners need to be updated in terms of subject matter and scope, to meet the CIGI Regulation and permit to serve at the same time the sustainable development objectives supported by the EU; and (2) how the Sections dedicated to Geographical Indications in the International Trade Agreements currently under negotiation between the EU and numerous trade partners can be shaped in this broader twofold context.

Indeed, there is strong interest, from Developing Countries, in protecting both agricultural and craft and industrial GIs with a sustainable development approach. This might be 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 boosting interest on tradition and creating bridges for larger acceptance of tradition, quality and origin as key concepts for protection that should contribute to influence positively the development of geographical indication systems; and similarly on recent efforts,

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in WIPO fora, for protection of traditional knowledge. To this end, this contribution argues that, 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 shall work as a convergence factor that may lead to further dynamic and positive consideration of both agricultural and non-agricultural GIs in revised and future Trade Agreements, and may facilitate their worldwide expansion and their understanding as a sustainable tool for sustainable development.

(1) The term GIs is used here to refer to a number of different means of protection of names and symbols, ranging from indications of source to appellations of origin, and similar distinctive signs thereof.

Mots-Clés: GI, Trade, EPA, Sustainable Development

LA PROTECCIÓN DE LAS INDICACIONES GEOGRÁFICAS DE PRODUCTOS ARTESANALES E INDUSTRIALES EN LA UNIÓN EUROPEA

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A poco de cumplir un año de la entrada en vigor del Reglamento (UE) 2023/2411 del Parlamento Europeo y del Consejo de 18 de octubre de 2023 relativo a la protección de las indicaciones geográficas de productos artesanales e industriales, sólo algunos de sus preceptos son de aplicación hoy en día y hasta el 1 de diciembre de 2025. Momento este último de aplicación definitiva del Reglamento.

Su publicación es resultado de una andadura iniciada con la Comunicación de la Comisión: "Un mercado único de los derechos de propiedad intelectual. Estimular la creatividad y la innovación para generar crecimiento económico, empleos de calidad y productos y servicios de excelencia en Europa" de 24 de mayo de 2011.

Desde entonces en la Unión Europea ha perdurado la idea de reconocer un sistema unitario de protección específica para las indicaciones geográficas de productos no agrícolas. Su conveniencia se justifica en los efectos beneficiosos que se esperan tanto para los consumidores, como para los productores, las microempresas y pymes, para el empleo con carácter general, así como para el turismo en zonas rurales o regiones con un menor desarrollo. Todo ello, teniendo presente la utilidad de las indicaciones geográficas para la protección del patrimonio cultural y gastronómico, así como para las tradiciones locales en el marco de la política agrícola común.

Con anterioridad a la publicación del Reglamento (UE) 2023/2411 y el régimen unitario que entra en vigor con él, España no contaba con un sistema que certificase la calidad de un origen geográfico concreto para productos artesanales o industriales. Por ello, como alternativa se planteaba hasta ahora la protección a través de las marcas de garantía.

En la actualidad, cabe analizar las novedades más destacadas del régimen unitario europeo para los productos no agrícolas y los cambios más relevantes que implica para los titulares de estos derechos de exclusividad en España. Especialmente para aquellos titulares de derechos anteriores a su entrada en vigor. En definitiva, es momento de continuar con la reflexión existente en el debate europeo acerca de la protección de los productos no agrícolas a través de las indicaciones geográficas y, en su caso, los beneficios que reporta la opción escogida por el legislador europeo, habida cuenta de la experiencia previa de otros sistemas nacionales como el francés.

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Mots-Clés: indicaciones geográficas, artesanal, industrial, Reglamento

La stratégie de l'Etat Tunisien en matière de valorisation et de protection des produits artisanaux par le biais de la Propriété Intellectuelle

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présentation de l'importance du secteur de l'artisanat en Tunisie , la richesse des activités artisanales dans différentes régions et les difficultés que rencontrent les artisans , entreprises ou groupements pour se protéger au niveau national que International et comment faire face aux changements climatiques, environnementaux et sociaux: stabilité et durabilité des matières premières: dimensions collectives pour la gestion à long terme et quel rôle de l'Etat pour les aider à protéger leurs IG?

Mots-Clés: innovation durabilité environnement adaptation gestion

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Protection of Fundamental Rights in the Era of Developing a Sui Generis Model for Geographical Indications Protection of Craft and Industrial Products

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In the context of the growing importance of intellectual property protection, the issue of safeguarding geographical indications (GIs) and acquired rights related to craft and industrial products plays a crucial role. Geographical indications are a significant component of the intellectual property system, protecting the reputation of products and the interests of producers and consumers. One of the most important challenges in this field is the phenomenon of evocation, which occurs when the use of a designation or term suggests a product's origin, even if it is not explicitly stated. Such practices may mislead consumers about the actual origin of the product while simultaneously infringing upon protected acquired rights.

This article examines the phenomenon of evocation and other forms of misleading commercial practices, with a particular focus on the case law of the European Union and other legal systems. It will specifically discuss the judgments of the Court of Justice of the European Union (CJEU) that have addressed the boundaries between lawful use of geographical names and unlawful evocation, including cases involving food products and alcoholic beverages. The analysis also covers instances where courts have delineated the boundary between infringement and legal use of GIs, considering the indications' phonetic, visual, and semantic similarity.

The paper will also explore potential challenges arising from the introduction of new regulations on the geographical indications for craft and industrial products, in the context of protecting acquired rights based on the specification of example products, such as lace. The subsequent sections will be dedicated to discussing effective strategies for safeguarding acquired rights and geographical indications, including practical solutions adopted by businesses to minimize the risk of infringement. Selected examples of actions taken by consumer protection authorities and enforcement strategies will also be presented, considering the implications of market globalization and trade digitalization.

Mots-Clés: Fundamental rights, GIs of craft and industrial products, specification

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The new Regulation (EU) 2023/2411 on the protection of geographical indications for craft and industrial products: an additional mean to support sustainability.

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The new Regulation (EU) 2023/2411 on the protection of geographical indications for craft and industrial products: an additional mean to support sustainability.

FAO Conference "Innovations and traditions for sustainability", Roma 18-21 February 2025

With Regulation (EU) 2023/2411, adopted on 18 October 2023, the European Commission has established an EU-wide system to protect geographical indications (GI) for craft and industrial (CI) products that could be a practical tool for sustainability.

As from December 2025, artisans and producers, particularly small businesses, will start filing applications to protect and promote names of their geographically linked craft and industrial products. This will help them combat counterfeiting and misuse of these names and increase authenticity for consumers. Overall, the new scheme will promote traditional know-how and the preservation of cultural heritage. It will also support economic diversification in remote and less-developed regions that are usually highly dependent on tourism. This legal tool is usually considered as particularly suitable to promote sustainable development in regions. In addition, it appears well suited to today's consumers who value responsible and ethical purchasing habits and show increasing interest to embrace sustainable tourism practices.

The speaker will show how sustainability aspects are intrinsically part of the new EU scheme. He/She will particularly highlight that GIs usually, enhance the economic value of local products, preserve specific skills and cultural heritage, and guarantee higher quality and authenticity. In addition, GIs can be used as an effective tool to motivate producers to adopt environmentally sustainable practices to maintain the quality and reputation of their products. The risks of a GI having a negative impact on sustainability must not be overlooked and will also be discussed. On the whole, however, we can be confident that the hypothetical negative effects will be far outweighed by the benefits.

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Mots-Clés: Geographical indication, European Union, Craft and industrial products, sustainability

Parallel Discussion Session 10 - Certification and Controls

COMPOSITION OF BRAZILIAN GEOGRAPHICAL INDICATION CONTROL BODY

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In Brazil, the recognition of Geographical Indication (GI) is granted by the National Institute of Industrial Property (INPI) for regions that have a unique product or service. When the group of producers receives approval of the Geographical Indication, there must be a process of implementation and maintenance of actions, led by the regulatory board. The procedural substitute is the entity representing the legitimate and legally compliant community that requests the registration of GI. The following are considered procedural substitutes: associations, unions, federations, confederations and any other entity representing the community that can act as such, due to specific law.(INPI, 2024).

The objective of this study is to show the differences in the composition of control body for Brazilian GIs, in a survey conducted in March 2024.

This is a documentary research in which information was collected from the Technical File of GIs, made available by INPI (2024). All GIs in Brazil, classified into groups, were analyzed.

Table 1 – GIs Groups

Group Number of GIs

Agriculture 53

Crafts 13

Manufactured Goods 34

Stones 5

Fish 3

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Restaurants 1

Services 1

Total 110

Font: INPI (2024)

Three subgroups were also considered within the Manufactured Goods group, presented in Table 2.

Table 2 – Sub groups of GIs

Subgroup Number of GIs

Cachaça 4

Wine 11

Cheese 6

Font: INPI (2024)

Table 3 presents a summary of the analysis of national GIs for groups and subgroups.

Table 3 – Characteristics of the Control Body of some groups and subgroups of Brazilian GIs.

On average members: All GIs 7; Agriculture 7,32 ; Crafts 4,4; Manufactured 7,6; Cachaça 4,25; Wine 8,18; Cheese 11,16.

Define number of Members: All GIs 87,20%; Agriculture 84,90% ; Crafts 76,90%; Manufactured 97%; Cachaça 100%; Wine 100%; Cheese 100%.

Specify types of participants: All GIs 69%; Agriculture 60%; Crafts 69,20%; Manufactured 88%; Cachaça 75%; Wine 100%; Cheese 83,3%

State Government: All GIs 11,80%; Agriculture 5%; Crafts 1,5%; Manufactured 20%; Cachaça zero; Wine zero; Cheese 66,67%.

Associations: All GIs 17,20%; Agriculture 18,80%; Crafts zero; Manufactured 17,6%; Cachaça ; Wine ; Cheese

Institution Technical Scientific: All GIs 60%; Agriculture 50%; Crafts 61,50%; Manufactured 73,5%; Cachaça 75%; Wine 90%; Cheese 50%.

Federal Government: All GIs 9%; Agriculture 7,5%; Crafts zero; Manufactured 17,6%; Cachaça zero; Wine zero; Cheese 66,67%

Font: Technical File of GIs (INPI, 2024)

The analysis of the information contained in Table 1 provides some insights, and some are

presented below.

Of the 110 existing IGs, 96 (87.2%) define the number of members of the control board, each regulatory board has an average of 7 (6.96) members.

Of the 110 existing IGs, 76 specify participants from other institutions to be part of the board. The type of participant with the greatest presence are technical-scientific institutions. Just like the state and federal government, they are public entities and have a important presence in the composition of the control board.

Reference:

Instituto Nacional de Propriedade Intelectual (INPI). (2023). Fichas Técnicas de Indicações Geográficas. <https://www.gov.br/inpi/pt-br/servicos/indicacoes-geograficas/fichas-tecnicas-de-indicacoes-geograficas> Accessed on 14/3/2024.

Mots-Clés: GI, Control body, Brazil

Certificazione ambientale del Pecorino Romano DOP. Le regole di categoria di prodotto per il marchio Made Green in Italy dei formaggi ovini a pasta dura.

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Il marchio Made Green in Italy (MGI) è un’iniziativa basata sullo schema ambientale europeo Product Environmental Footprint (PEF), finalizzata a rendere riconoscibili e a promuovere la competitività dei prodotti Made in Italy nei mercati verdi. Le Regole di Categoria di Prodotto (RCP) riassumono i requisiti e le linee guida necessarie alla conduzione di uno studio PEF funzionale all’ottenimento del marchio MGI. Nell’ambito del progetto europeo LIFE MAGIS, il Consorzio per la Tutela del Formaggio Pecorino Romano con il supporto scientifico dell’Istituto per la BioEconomia del Consiglio Nazionale delle Ricerche e di Ecoinnovazione srl, ha elaborato le RCP MGI per i formaggi ovini a pasta dura: partendo dalle PEFCR (*Product Environmental Footprint Category Rules*) sviluppate a livello europeo per i prodotti lattiero-caseari bovini e considerando il Pecorino Romano DOP come prodotto rappresentativo, attraverso uno studio di Life Cycle Assessment (LCA) preliminare effettuato su varie tipologie di Pecorino Romano DOP prodotto in 4 differenti caseifici della Sardegna (che, complessivamente, realizzano circa il 23% della produzione totale di Pecorino Romano DOP), sono stati definiti gli standard metodologici e le prestazioni ambientali di riferimento per la realizzazione di uno studio PEF, coerentemente ai requisiti previsti dallo schema MGI.

Lo studio LCA preliminare ha permesso di identificare (a seguito della caratterizzazione, normalizzazione e pesatura dei risultati) come categorie di impatto più rilevanti i Cambiamenti Climatici, l’Uso d’acqua e l’Uso del suolo. La produzione del latte crudo rappresenta, di gran lunga, la fase che contribuisce maggiormente agli impatti ambientali del ciclo di vita del formaggio, per tutte le categorie di impatto considerate (contributo percentuale sopra il 94%). In particolare, l’impatto sul Cambiamento Climatico è generato, prevalentemente, dalle emissioni dirette di metano biogenico derivanti dalla fermentazione enterica delle pecore, seguite dalla produzione di alimenti extra-aziendali, dalle emissioni di protossido di azoto delle deiezioni animali e dai foraggi prodotti in azienda. I consumi di energia elettrica e termica del caseificio presentano un contributo di poco oltre il 2%, in totale. I sistemi di produzione degli alimenti, siano essi autoprodotti o prodotti al di fuori delle aziende ovine, rappresentano i processi più rilevanti

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per entrambe le categorie Uso d'acqua e Uso del suolo. Tuttavia, considerando il ruolo chiave svolto dai caseifici nell'intera filiera, le RCP suggeriscono di considerare anche le operazioni di trasformazione del latte (caseificio), come ulteriore fase del ciclo di vita rilevante.

Nelle RCP proposte sono altresì riportati specifici riferimenti alle cosiddette informazioni ambientali aggiuntive, con particolare riferimento al ruolo socio-economico nei contesti marginali e ai servizi eco-sistemici forniti dai sistemi ovinici italiani.

In data 16 settembre 2024 è stata pubblicata dal Ministero dell'Ambiente e della Sicurezza Energetica la RCP "Formaggi ovinici a pasta dura" (Prodotto rappresentativo: "Pecorino Romano DOP" - valida fino al 16 settembre 2028).

Mots-Clés: Sustainable food systems, Ecolabelling, Hard sheep milk cheese, Life Cycle Assessment, Environmental performance, Made Green in Italy

Controls of Geographical Indications in law and in practice: coexistence of contrasted systems

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Dans un contexte d'évolution considérable de la législation européenne portant sur les IG artisanales et industrielles, ainsi que sur les IG agricoles, vitivinicoles et les boissons spiritueuses en 2023 et 2024, nous proposons une analyse des changements relatifs aux systèmes de contrôle et de traçabilité. Cette analyse comparera les obligations de contrôle et de traçabilité désormais en vigueur au niveau de l'Union Européenne selon les types de produits désignés par une IG (artisanales et industrielles, agricoles, vitivinicoles et des boissons spiritueuses) et selon l'origine des IG, venant soit d'Etats Membres de l'UE ou de pays tiers.

Contexte :

La législation européenne relative aux indications géographiques a évolué en 2023 et 2024. D'une part, un Règlement UE 2023/2411 portant sur les IG artisanales et industrielles a été adopté, proposant enfin un cadre législatif pour ces IG parfois déjà reconnues à l'échelle nationale par certains pays membres. Un enjeu majeur a été de définir les IG des produits artisanaux et industriels qui comprennent des produits très variés faits " entièrement à la main " ou par " des moyens mécaniques " ou même des " outils manuels ou numériques " (Art. 4). La question de la détermination d'une qualité ou réputation attribuable au lien à l'origine (Art. 6) - indispensable pour toute IG - est garantie notamment par le système de contrôle et de traçabilité. A cet égard, nous analyserons les dispositions relatives au contrôle et à la traçabilité des IG artisanales et industrielles qui sont innovantes et peuvent poser des questions quant à leur crédibilité, avec la possibilité d'un simple auto-contrôle déclaratif.

D'autre part, le Règlement UE 2024/1143 portant sur les IG agricoles, vitivinicoles et les boissons spiritueuses a émergé de la volonté de proposer un cadre législatif unifié pour des produits jusqu'à présent réglementés par le Règlement UE 1151/2012 pour les produits agroalimentaires – désormais abrogé – et les Règlements 1308/2013 pour les vins et Règlement UE 2019/787 pour les boissons spiritueuses, amendés. Le système de contrôle et de traçabilité de ces produits repose sur le Règlement UE 2017/625 concernant les contrôles officiels et les autres activités officielles servant à assurer le respect de la législation alimentaire. Ce Règlement reste en vigueur mais propose néanmoins des évolutions.

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Notre analyse des systèmes de contrôle et de traçabilité des IG dans la nouvelle législation européenne permettra d'apporter un éclairage sur le pilier fondamental que sont les contrôles avant la mise sur le marché puisque la valeur ajoutée des IG provient de la garantie que leur qualité, leur lien à l'origine et leur réputation est assurée par un contrôle et une traçabilité fiables et crédibles. L'analyse distinguera en particulier les dispositions s'appliquant aux IG européennes et celles s'appliquant aux pays tiers, qui représentent la moitié des IG protégées en Europe.

Mots-Clés: contrôle, traçabilité, législation européenne, Règlement de l'Union Européenne, Etats membres, Pays tiers

Innovative Strategies to Strengthen the GI Governance Mechanism: Lessons from Sri Lanka

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Sri Lanka passed an amendment in 2022 to the existing Intellectual Property Rights Act No. 36 of 2003, introducing a Geographical Indication (GI) registry system. The necessary regulations to implement the Act have been prepared but are yet to be passed by the legislature. In the same year, Ceylon Cinnamon was registered as a GI product in the European Union. Currently, three GI products are in the process of registration: ‘Ceylon Tea’ is prepared for registration with the European Union, whereas ‘Ceylon Golden Pineapple’ and ‘Kolonna Pepper’ are set to be registered domestically once the relevant regulations are enacted.

This paper intends to compare the governance mechanisms of tea, pepper, and pineapple GIs, with a focus on the role of producer groups and the quality control systems associated with the selected GIs. Both primary and secondary data were used for analysis, collected through desk research, key informal interviews, and focus group discussions with key stakeholders of the three products. The data were analyzed using content analysis, value chain analysis, and spreadsheet analysis.

The findings reveal that the producer group association of pineapple and pepper serves as the principal governing body for these two GIs. The associations are comprised of growers/producers, collectors, processors, and exporters. The associations are established under the Companies Act No. 7 of 2007, and operate as non-political, non-governmental, and non-profit limited liability companies. Furthermore, the association’s board is appointed by its members during the Annual General Meeting. In contrast, the Ceylon Tea GI is governed by the Geographical Indication Management Committee (GIMC), an ad-hoc group under the Sri Lanka Tea Board. The GIMC includes representatives from associations of producers, collectors, manufacturers, and exporters. Members of the GIMC are appointed by their respective associations, with representation of all value chain segments, as stipulated in the GIMC constitution, ensuring each segment has a voice.

Governance and quality control mechanisms differ among the three GIs due to the number of value chain actors and institutions involved. Nonetheless, all three GIs implement a three-tier control system: self-control, internal control, and external control. The self-control mechanism is similar across all three GIs. However, the internal control mechanisms for pineapple and pepper GIs require controllers to meet specific competency requirements, as outlined in the quality control plan. Internal controllers are required to have field experience, relevant educational qualifications, and employment as extension officers at the Department of Export Agriculture. They

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must also submit a ‘conflict of interest’ certificate before qualifying as internal controllers. These internal controllers are supervised by internal control managers, who act as the primary contact with the association board, while the external controller is appointed by the board. For the Ceylon Tea GI, internal control is managed by tea inspectors from the Sri Lanka Tea Board and the Tea Smallholdings Development Authority, with external control overseen by the Ministry of Plantation.

Several innovative measures have been introduced in the selected three GIs to strengthen the governance mechanisms, which can serve as a model for future GI products in Sri Lanka.

Mots-Clés: GI governance, Producer association, Quality control mechanism, Sri Lanka

Istituto Poligrafico Anticounterfeiting and Traceability Solution

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Based on the experience gained over the years in wines sector through the State Seals for Protected Designation of Origin (PDO) wines (more than 2 billions of seals produced per year), Istituto Poligrafico, a state company 100% owned by the Ministry of Economy and Finance, has developed a solution for the protection and enhancement of certified quality products into the agrifood world, with the aim of ensuring their immediate recognition, safeguarding their authenticity and counteracting potential counterfeiting attempts. Poligrafico's solution includes:

1. the application on every product of a secure seal, made by the Poligrafico with the most advanced security design, printing technologies and security features, which ensure its non-reproducibility and uniqueness
2. A unique numbering on each seal, which allows the product to be tracked throughout its entire lifecycle. The serial number is also represented through a QR code, which makes the seal the gateway to the set of information, data and characteristics that distinguish the product, from its birth to the moment of consumption, through the entire production and distribution chain. In facts, by framing the QR code on the label, it is possible to access the Poligrafico's digital platform and then to discover the Digital Product's Passport, connecting then the end customer to the actors in the supply chain - producers, consortia, certification bodies. By consulting Poligrafico's platform, consumers can verify the authenticity of products, obtain traceability and sustainability information, and also discover curiosities, usage tips, and interact, for example, by voting for favorite pairings. The data collected by Poligrafico's platform while scanning the QR code and browsing the website may soon be made available to companies to enrich their knowledge of product life cycle and consumer habits, thus becoming an important marketing tool for companies and producers.

Mots-Clés: protection, Anticounterfeiting

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L'intelligenza artificiale a tutela delle indicazioni geografiche: la ricerca-intervento VERIFOOD

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Le Indicazioni Geografiche italiane sono un patrimonio che rappresenta oltre 20 miliardi di euro annui nell'economia nazionale, coinvolgendo circa 900 mila lavoratori. Con ben 890 Indicazioni Geografiche, l'Italia è il leader mondiale in questo settore.

Tuttavia, oggi questa ricchezza è minacciata dalle frodi, soprattutto su web, dove fenomeni come usurpazione, evocazione e imitazione stanno crescendo in maniera preoccupante. Per affrontare questa sfida, l'Ispettorato Centrale della tutela della Qualità e Repressione Frodi dei prodotti agroalimentari (ICQRF) del Ministero dell'Agricoltura, della Sovranità Alimentare e delle Foreste (MASAF) e il CSSC, Centro di Scienze della Sicurezza e della Criminalità delle Università di Trento e di Verona, hanno lanciato VERIFOOD, un accordo per proteggere le indicazioni geografiche italiane online.

Nell'ambito di questo accordo il filone di ricerca applicata principale consiste nello studio e prototipazione di un prototipo di sistema innovativo di intelligenza artificiale che possa assistere gli ispettori del Ministero nell'identificare e investigare frodi online contro le Indicazioni Geografiche, raccogliendone prove. Progettato su misura a partire dalle esigenze operative di ICQRF, la piattaforma permetterà di rendere l'attività di monitoraggio online dell'ispettorato, già eccellenza a livello globale, ancora più efficace ed efficiente.

L'obiettivo di questa relazione è condividere i contenuti e i risultati della ricerca scientifica applicata, multi e interdisciplinare, realizzata durante l'accordo VERIFOOD e al contempo quella di illustrare una importante esperienza istituzionale di uso dell'intelligenza artificiale nel settore della protezione delle indicazioni geografiche online.

Più in dettaglio la relazione si concentrerà sulle le ricerche di scienze dell'informazione, di criminologia, di scienze cognitive e di scienze giuridiche condotte per realizzare il sistema informativo, così come sulle peculiarità di quest'ultimo. Sarà anche portato il punto di vista degli operatori

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del settore (funzionari ministeriali che si occupano della tutela delle indicazioni geografiche online) che hanno contribuito a definire i bisogni di ricerca, così come hanno partecipato a tutte le attività progettuali. In questo caso l'obiettivo è quello di mostrare come e perché uno strumento di questo tipo, che non si sostituisce ma si affianca all'essere umano, può rendere l'attività di controllo più performante.

Siamo convinti che un caso come VERIFOOD (di ricerca-intervento e di cooperazione tra un Ministero e due università) possa illustrare il valore della ricerca applicata e della collaborazione tra istituzioni, ma soprattutto l'utilità dell'innovazione e dell'intelligenza artificiale nella tutela della qualità agroalimentare online.

Mots-Clés: intelligenza artificiale, monitoraggio online, usurpazione, evocazione, imitazione, collaborazione istituzionale, multidisciplinarietà, ricerca applicata

La Difesa della Qualità e dell'Origine dell'Olio Extravergine di Oliva "Marche" IGP Attraverso la Tecnologia Blockchain

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A seguito delle recenti problematiche verificatesi in ambito agroalimentare, dovute in particolare a fenomeni come l'*Italian Sounding* in cui ci si appropria in modo fraudolento dell'identità di prodotti italiani, si è creata la necessità di trovare modi alternativi per valorizzare le produzioni *Made in Italy*. Per limitare questo fenomeno, l'11 gennaio 2024 è entrata in vigore la Legge 206 del 2023 recante disposizioni organiche per la valorizzazione, la promozione e la tutela del *Made in Italy*. Infatti, l'attenzione che oggi il consumatore rivolge a ciò che sta acquistando è in continua crescita, e mostrare l'origine e le peculiarità dei prodotti rappresenta un valore aggiunto per le nostre aziende agroalimentari. Nella nuova legge vengono identificate alcune filiere nazionali strategiche, inclusa quella dell'olio extravergine di oliva. Al fine di valorizzare tale filiera, promuovendone la qualità e garantendone l'origine, il Ministero delle Imprese e del Made in Italy sostiene la ricerca applicata, lo sviluppo e l'utilizzo di sistemi di tracciabilità digitali basati su blockchain.

La blockchain è una tecnologia digitale che implementa un registro distribuito le cui proprietà, come immutabilità e non ripudio, possono essere sfruttate dalle aziende per registrare la storia di uno o più dei propri prodotti dal campo alla tavola, lungo tutta la filiera. Il sistema permette inoltre al consumatore di "visualizzare" le fasi produttive a cui l'olio extravergine di oliva è stato sottoposto, garantendo la veridicità dell'origine.

L'obiettivo del presente contributo è proporre l'implementazione di un sistema prototipale di tracciabilità digitale basato su blockchain a garanzia della qualità e dell'origine dell'olio extravergine di oliva italiano in un'azienda della regione Marche. Verrà considerato come caso di studio l'olio extravergine di oliva "Marche" IGP. A tal proposito, l'analisi prevede la raccolta dei dati di filiera, la loro elaborazione e il successivo inserimento nel sistema digitale.

Nel dettaglio, l'analisi partirà con uno studio di filiera con raccolta dati, sia per la fase di campo che per la fase di trasformazione in frantoio, propedeutico all'implementazione vera e propria del sistema basato su blockchain. Queste informazioni verranno poi inserite nel sistema digitale e certificate tramite la blockchain. Tale tecnologia digitale verrà sviluppata e adattata tenendo conto delle esigenze aziendali e delle informazioni raccolte nelle prime fasi dello studio. Il sistema prototipale proposto potrà mostrare al consumatore, mediante un codice QR

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riportato sull'etichetta della bottiglia, l'intera filiera di produzione dall'oliveto alla bottiglia con informazioni quali la data in cui sono state effettuate le irrigazioni, la potatura, luogo di raccolta delle olive, la resa in frantoio, quali trattamenti fitosanitari sono stati effettuati, ecc. Il tutto potrà anche essere accompagnato da documenti (es: disciplinari di produzione) e fotografie. L'applicazione di questa innovazione mira a garantire l'origine italiana della materia prima, la qualità e la provenienza di un prodotto IGP, garantendo la trasparenza della filiera. L'idea proposta aspira ad accrescere le potenzialità dell'olio extravergine di oliva "Marche" IGP come prodotto tipico della regione, mettendo al servizio della filiera una tecnologia avanzata e strategica capace di raccontare l'unicità dei prodotti tipici locali sfruttando un vantaggio proattivo nel mercato.

Mots-Clés: IGP Marche, blockchain, tracciabilità, origine, innovazione

Oltre la tracciabilità

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Nel contesto di una crescente domanda dei consumatori per trasparenza, qualità e sostenibilità nella produzione alimentare, le soluzioni tecnologiche innovative sono essenziali per garantire una tracciabilità affidabile dal produttore al consumatore. Il progetto ‘oltre la tracciabilità’ del Pecorino Toscano DOP è stato sviluppato per realizzare un sistema oggettivo di tracciabilità del prodotto, del processo e della filiera, con l’applicazione della tecnologia **BluDev®** di Farzati S.p.A., organismo di ricerca iscritto all’Anagrafe Nazionale delle Ricerche al num. . e il **Consorzio del Pecorino Toscano DOP**. Questa soluzione è stata resa possibile grazie a quattro anni di intense attività di **ricerca e sviluppo scientifico**, svolte con il supporto di **Farzati S.p.A.**, un organismo di ricerca riconosciuto e iscritto nell’Archivio Nazionale delle Ricerche, al numero 001347_IMPR. Questo approccio consente la creazione di una **Digital Bio Finger Print (DBFP)** per ogni lotto di prodotto, garantendo un’identificazione precisa e una tracciabilità completa lungo tutto il ciclo produttivo. Questo sistema innovativo integra tecniche avanzate di scansione molecolare (spettroscopia NIR), algoritmi di intelligenza artificiale e tecnologia blockchain per assicurare trasparenza e sicurezza nella tracciabilità delle materie prime e dei prodotti finali. Tramite il monitoraggio e la validazione di parametri critici come il contenuto di grassi, proteine, carica batterica e a breve i livelli di cortisolo, **BluDev®** supporta la qualità del prodotto e il benessere animale, contribuendo agli obiettivi **SDG**(Sustainable Development Goals), in particolare gli SDG 2, 12 e 13. Un aspetto chiave di questo progetto è la capacità di modellare e analizzare con algoritmi di supporto alla decisione, come l’alimentazione animale, l’ambiente e il territorio influiscano sul **benessere animale** e, di conseguenza, sul prodotto finale e sulla sostenibilità ambientale. Grazie a questo approccio si traccia dalla razione alimentare, al latte fino deiezioni animali, riuscendo a creare modelli analitici dettagliati per valutare l’impatto di questi fattori sul prodotto e sull’ecosistema. Questo approccio supporta l’**SDG 15 (Vita sulla Terra)**, promuovendo pratiche agricole sostenibili e riducendo l’impatto ambientale dell’allevamento. L’integrazione del sistema **foodpassport** permette ai consumatori di accedere a informazioni dettagliate sul Pecorino Toscano DOP che acquistano, dall’origine geografica del latte alle pratiche sostenibili adottate durante la produzione. Ciò rafforza la fiducia e la trasparenza, promuovendo l’autenticità del prodotto e allineandosi ai valori **ESG**. Il progetto, contribuisce all’iniziativa **OneHealth**, in linea con l’**SDG 3 (Salute e Benessere)**, ed è stato costantemente monitorato dal **D.Q.A (Dipartimento di Qualità Agroalimentare)**, organismo di controllo della filiera del Pecorino DOP, promuovendo pratiche di allevamento sostenibili che migliorano il benessere animale e la salute umana. Il progetto, grazie all’inserimento nei processi di filiera della tecnologia **BluDev®** e del foodpassport, fornisce una soluzione tecnologica oggettiva per la tracciabilità, la sostenibilità e il benessere animale. Il sistema supporta non solo la qualità del prodotto, ma anche gli obiettivi **ESG** e contribuisce a diversi **SDG**, rappresentando un modello per una produzione alimentare trasparente e sostenibile. Le attività di

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ricerca e sviluppo che hanno fornito il know-how tecnologico per comprendere e ottimizzare l'impatto della produzione sul benessere animale e sull'ambiente.

Mots-Clés: dairy supply chain, traceability, certain origin and quality, blockchain, spectrometry, AI

Social-friendly GIs, Cases of Double Certification GIs-Fair Trade, Red Cocoa from Cameroon

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Les mutations de la filière Cacao du Cameroun, ces quatre dernières années offrent des perspectives d'analyse intéressantes de l'impact positif que peut avoir un modèle de développement d'une filière basé sur le commerce équitable.

En effet bien que la flambée des prix du cacao sur le plan international ces dernières années ait permis aux Cacaoculteurs du Cameroun d'accroître leurs revenus, la mise en place de la démarche de commerce équitable au travers de la certification " cacao-trace ", a permis aux producteurs concernés d'avoir un différentiel de prix supérieur d'au moins 1,2 €/kg par rapport aux producteurs non certifiés. La démarche engagée pour la labélisation en indication géographique du Cacao rouge du Cameroun depuis 2022, contribue à la commercialisation d'un produit différencié dont la spécificité et la qualité donneront une valeur ajoutée plus importante au Cacao rouge à travers l'accès à un marché de niche dont la demande en cacao spécifique de qualité supérieure est forte.

A terme la filière du Cacao rouge du Cameroun grâce à l'implémentation du processus de certification de commerce équitable et celui de la protection des fèves en indication géographique, met au cœur de son processus de développement l'aspect social et écologique pour assurer aux planteurs de bonnes conditions de vie et de rémunération sur le long terme.

Mots-Clés: cocoa, traceability, GI, Fair trade

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Strengthening the EU Control System for Geographical Indications: Implications of the new EU regulatory framework for Geographical Indications

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Objective: The aim of the presentation is to explore the recent changes in the EU regulatory framework for Geographical Indications (Regulation (EU) 2024/1143) and their implications for controls of GIs. The presentation will provide key insights into the importance of effective controls of GIs to ensure the integrity and sustainability of the EU GI system.

Description of the content of the presentation:

- Overview of the new EU regulatory framework for GIs (Regulation (EU) 2024/1143)
- The enhanced role of controls under the new regulation: Innovations introduced by the regulation in the area of GI controls, focusing on aspects such as compliance, monitoring, and enforcement.
- Challenges and opportunities: A discussion on how the regulation addresses new challenges (such as digital markets), and explores opportunities for more effective controls
- Future Directions: Insights into the future of GI controls in the EU, highlighting the importance of ongoing innovations, the Commission's supporting role and cooperative actions among stakeholders.

Mots-Clés: Geographical Indications, Controls, Control Systems, Compliance, Authenticity

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Sustainable Management in Geographical Indications: Adoption of ESG Practices and ISO and FSSC Certifications by Wineries with Designation of Origin Vale dos Vinhedos, Brazil

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Sustainability is defined as a state of the global system, including environmental, social, and economic aspects, in which the current needs are met without compromising the ability of future generations to meet their own needs. Given the global importance of sustainability in social and economic development, one of the increasingly prominent theories for addressing this issue in organizations is the Environmental, Social, and Governance (ESG) approach, as well as international certifications such as ISO (International Organization for Standardization) and FSSC (Food Safety System Certification). This study investigates the level of adoption of ESG practices and international certifications by wineries with Denomination of Origin (DO) status in the Vale dos Vinhedos (RS), Brazil. The general objective is to analyze the adoption of these practices and certifications, seeking to understand how the wineries align with the Sustainable Development Goals (SDGs) and international standards of quality and sustainability. The research is qualitative, descriptive, and documentary, with the object of analysis being the wineries with Denomination of Origin (DO) status in the Vale dos Vinhedos, as listed on the official website of the Vale dos Vinhedos Fine Wines Producers Association (APROVALE) and other validation sources. Data collection was carried out through the analysis of the 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. The data were analyzed using content analysis techniques to categorize the ESG practices and certifications mentioned, comparing them with the criteria identified during the research. In addition to mapping the sustainable practices implemented, the study evaluated the barriers and challenges faced by the wineries in implementing these practices and obtaining certifications, as well as exploring opportunities for cooperation among the wineries in the region to strengthen sustainability more broadly. One of the main findings is the low adherence of wineries in the Vale dos Vinhedos (and Brazil as a

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whole) to obtaining international certifications for quality, food safety, and sustainability. Some barriers and challenges faced by the respondents indicate that the main reasons for abandoning the implementation of a management system for certification and ESG practices are: (i) the standards require top management to establish strategic direction, and there is often a lack of knowledge among managers about the benefits of practices and certifications; (ii) it requires time and financial investment; (iii) it demands the involvement and participation of all employees; (iv) it is bureaucratic, and the company may not be prepared in terms of the necessary infrastructure for carrying out the processes, which sometimes requires specialized consulting to assist in the implementation of actions. In the end, guidelines will be presented for improving sustainable management and converging with international standards, highlighting the role of Denominations of Origin in meeting the SDGs and consolidating the Vale dos Vinhedos as a sustainable wine tourism destination.

Mots-Clés: SDG's, Sustainability, ESG, Geographical Indications, Wine Sector.

Parallel Discussion Session 11 - Social and Environmental Best Practices

A Review of Specifications for Geographical Indications: Translating Quality into Product Characteristics

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Geographical Indications (GIs) are used to identify products whose quality, reputation, or other characteristics are directly linked to their place of origin. Globally, GIs provide legal protection for products with distinctive features that are inherently tied to specific geographical areas. Defining these product characteristics in official GI specifications is crucial for obtaining GI status, but translating the intrinsic qualities of a product into clear, technical specifications remains a significant challenge.

Producers play a central role in identifying and defining product characteristics, ensuring that specifications accurately capture the product's unique connection to its region. Despite ongoing progress, there is a continued need for deeper exploration into how product characteristics and their link with geographical origin should be defined across different product categories.

Through the analysis of more than one hundred GI specifications from various regions around the world, the presentation will provide insights into global practices for defining product characteristics in food and agricultural products and how they are detailed in official registration documents. Additionally, it will explore how historical and reputational factors are incorporated into GI specifications to strengthen the link between a product and its geographical area. The findings offer valuable recommendations for producers, policymakers, and researchers engaged in GI protection, with a focus on enhancing coherence in future GI registrations.

Mots-Clés: geographical indications, product characteristics

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Animal-friendly Traditions? Animal Welfare Considerations in Product Specifications of EU Geographical Indications

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Animal welfare features prominently in the EU’s ‘Farm to Fork’ (F2F) strategy, the agricultural arm of the Green Deal. In addition, increased consumer awareness about animal welfare (Clark et al., 2016; Heerwagen et al., 2015) and social sustainability imply that producers of Geographical Indications (GIs) have an interest in animal welfare.

Although GIs tend to be perceived and advertised as more artisanal and animal-friendly, no previous research has broadly investigated the binding specifications for animal welfare across different GIs. While the GI regulation emphasises that GIs must meet their product specifications, including possible animal welfare requirements (Schober et al., 2023), there are no across the board requirements for GIs in terms of animal welfare. In addition, there are known issues and sometimes scandals related to animal welfare, also in the GI sector (Di Concetto, 2022).

In spite of the absence of general animal welfare requirements for GIs, some GIs stipulate animal welfare rules in their product specifications. For example, French PGI Gruyère cheese obliges farmers to let cows graze for a minimum of 150 days per year. However, it is not clear how common such rules are. Therefore, this paper investigates to what degree product specifications of GIs guarantee higher animal welfare standards. Individual producers may of course adopt better practices, but product specifications represent the minimum requirements a GI imposes and hence, a potential regulatory tool to improve and guarantee quality.

This study systematically analyses product specifications of 86 GI cow cheeses from France, Italy, Germany and the Netherlands to construct a new practice-based animal welfare index. It reveals that 41% of the considered GIs commit to mandatory grazing days and 24% define a minimum space of grassland per cow. However, overall, the results indicate that the current contribution of GI product specifications to animal welfare is limited. When compared to established animal welfare labels such as the Dutch Beter Leven ("Better Life"), none of the GI product specifications would guarantee meeting its one-star rating (out of three). Hence, producers and consumers interested in animal welfare should seek such established certification labels rather than relying on GI labels. For animal-based GIs to become genuinely animal-friendly, harmonisation and higher standards regarding indoor husbandry, painful procedures and calf treatment could be considered. National authorities could stimulate GI producer groups to improve their product specifications and performance with respect to animal welfare, as the IAO has already

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been doing in France. This would ensure high GI quality also in terms of animal welfare. Barring such efforts, a potential EU-wide animal welfare label might expose the fact that not all GIs perform well in terms of animal welfare, leading to a reduced overall perception of GI quality and sustainability.

All in all, this research unveils an ambiguous relationship between GI cow cheeses in the EU and animal welfare. The collected data shows that GIs currently do not guarantee high levels of animal welfare, and that work remains to be done.

Mots-Clés: Animal Welfare, Standards, Labels, Dairy, Food Quality, Sustainability

Balance between tradition and Innovation in Production Methods for Handicraft GIs: Gambiered Guangdong Gauze as an Example

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Gambiered Guangdong Gauze is a traditional Chinese handicraft GI famous for its unique production process and distinctive appearance. It uses pure natural silk as its grey fabrics, and wild growing herbs as its dyestuff, which is very friendly to the environment, and continues to be valued for its cultural significance with Innovation. But there is the tension between tradition and innovation, considering preservation of the old-fashioned history and consumer's preference for more colourful and fashionable style. Realizing the significance of a sustainable production methods with innovation, from the perspective of economic, social, environmental and governance, the handicraft producers are enhancing the ability to adapt to multiple changes while preserving their framework of tradition and know-how.

Mots-Clés: Gambiered Guangdong Gauze, Tradition and Innovation, Sustainable production methods

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Bitto e Valtellina Casera DOP, la tradizione che si innova

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I formaggi Valtellina Casera DOP e Bitto DOP, hanno origine dallo stesso territorio montano e dalla stessa tradizione casearia. Si differenziano per ambiente di produzione, tecnologia, dimensioni produttive e mercato. Due filiere con connotazioni diverse ma intrecciate tra loro e fortemente legate al territorio di produzione.

Dal 1995 il Consorzio di tutela dei formaggi Valtellina Casera e Bitto si è focalizzato sull'innovazione, la tradizione, la qualità e la sostenibilità ambientale, economica e sociale.

Entrambe le DOP sono state coinvolte in progetti finanziati nell'ambito del programma di Sviluppo Rurale 2014-2020 della Regione Lombardia.

Una profonda conoscenza dei complessi ecosistemi alpini è preziosa per la loro stessa tutela e per la valorizzazione dei prodotti che ne derivano.

Il formaggio Bitto DOP viene prodotto nella stagione estiva, durante la permanenza in alpeggio delle bovine che pascolano attorno alle malghe dei territori alpini della Valtellina e Valchiavenna. Il Bitto DOP e la sua filiera produttiva sono state oggetto di studio del progetto PASCOLI-AMO. Tre aree di alpeggio in Alta Valchiavenna (Sondrio) sono state studiate sotto il profilo pedologico, botanico e del valore foraggero. Il latte, prodotto da vacche monitorate circa l'utilizzo del pascolo e le condizioni di benessere, e il formaggio sono stati analizzati sotto il profilo acidico e di costituenti indici di pascolamento. I risultati ottenuti, promettenti ai fini della tracciabilità del formaggio, individuano in latte e formaggio potenziali marker di composizione floristica del pascolo e della sua evoluzione durante il periodo d'alpeggio. Il pascolamento, che permette agli allevatori di nutrire gli animali direttamente al pascolo per una parte dell'anno, riducendo i costi per l'alimentazione in stalla, svolge un ruolo fondamentale ai fini del mantenimento di territori marginali.

La filiera del formaggio Valtellina Casera DOP, principale denominazione di origine valtellinese, trasforma circa il 30% del latte prodotto annualmente dalle numerose aziende zootecniche del territorio della provincia di Sondrio.

La DOP stata oggetto di studio del progetto SIMCA, in cui la ricerca ha fornito evidenze scientifiche per una possibile revisione del disciplinare di produzione innovando il processo di

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trasformazione, aspetto particolarmente delicato per la necessità di mantenere le caratteristiche distintive del formaggio, grazie alle quali è stata riconosciuta la denominazione con marchio DOP. È stata esaminata l'intera filiera e verificata l'influenza di alcune scelte produttive sulle caratteristiche del prodotto finito, in termini qualitativi e sensoriali. Nello specifico, è stata valutata l'influenza dell'impiego di latte crudo/pastorizzato, di fermenti autoctoni e protettivi, della durata della pressatura meccanica della cagliata, della temperatura di stagionatura e la possibilità di produrre forme più adatte alle richieste commerciali e più redditizie. I risultati ottenuti possono portare vantaggi sia economici che ambientali grazie all'ottimizzazione del processo e invogliare nuovi produttori ad entrare in una a filiera DOP sempre più remunerativa. Il territorio intero potrà beneficiare della valorizzazione delle DOP e diventare attrattivo per giovani allevatori, futuri investitori e turisti gastronomici.

Mots-Clés: territorio montano, tracciabilità, ottimizzazione di processo

From Guidelines to Obligations: Sustainable Practices in the Production of PDO and PGI Products

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Regulation (EU) No. 2024/1143, concerning geographical indications for wines, spirits, and agricultural products, has granted a central role to producer groups in the protection of PDO (Protected Designation of Origin) and PGI (Protected Geographical Indication) products. These groups are not only responsible for the traditional tasks of promoting and enhancing protected products but are now also entrusted with advancing environmental, social, and economic sustainability in production. Specifically, Article 7 of the regulation allows producer groups to agree on sustainable practices to be followed in the production of PDO or PGI goods, or in carrying out other activities that are subject to specific obligations under the product specification. These practices may focus on various aspects such as mitigating climate change, sustainable land use, transitioning to a circular economy, and ensuring fair income for producers. Should the group decide that such sustainability measures are mandatory for all producers, they must be incorporated into the product specification.

This provision raises important questions regarding its practical implementation, particularly with respect to the binding nature of these new sustainability requirements.

Traditionally, producer groups have developed sustainability guidelines on a voluntary basis (for instance, the "Vademecum viticolo" by the Prosecco DOC Consortium), while Member States have allowed groups to adopt voluntary sustainability obligations into product specifications (such as agro-environmental provisions in France). Now, it is essential to determine how these rules will be integrated into the specifications, assuming the status of technical standards, and whether the amendments will require approval at the Union level or if a standard modification process will suffice. Additionally, it is necessary to understand how these new sustainability criteria will interact with the natural, human, or reputational elements associated with PDOs and PGIs.

Further challenges may arise in communicating these sustainable practices to consumers, as the regulation does not provide for new labeling requirements or changes to existing symbols. In this case, it is likely that reliance will be placed on private certification schemes (e.g., Equalitas for sustainable wine production in Italy), certifications under national legislation (e.g., the French certification environnementale), or certifications developed by producer groups for specific products (such as Viticulture Durable en Champagne, VDC).

This evolving framework provides valuable insights into the regulation's broader objectives, sug-

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gesting that the system is no longer solely focused on protecting territorial distinctiveness but also on making PDO and PGI products attractive in the global marketplace.

Mots-Clés: regulation (EU) No 1143/2024, sustainability standards, sustainable practices, product specification, producer groups

Indicación Geográfica en la Cadena del Açaí y sus Innovaciones para el Desempeño Sostenible en la Amazonia

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A Indicação Geográfica (IG) é um importante instrumento de proteção da origem dos produtos cujas qualidades ou características estão diretamente ligadas à sua região de produção, fortalecendo assim a proteção do território. O açaí, de nome científico *Euterpe oleracea*, é uma fruta emblemática da Amazônia e tem importância fundamental na cultura alimentar e econômica da região, especialmente no estado do Pará, faz parte da dieta tradicional das comunidades locais e é . Cada vez mais valorizado no mercado mundial pelas suas propriedades antioxidantes e energéticas. A produção do açaí não só gera renda para inúmeras famílias da região amazônica, mas também fortalece o patrimônio cultural da região, sendo o açaí um símbolo da identidade paraense. Segundo o Instituto Brasileiro de Geografia e Estatística, o estado do Pará concentra 93,87% da produção brasileira, ocupando também a liderança mundial. Estão em andamento estudos e organização documental para reconhecimento da indicação geográfica paraense do produto açaí. O objetivo da IG na cadeia do açaí é garantir que o produto, amplamente conhecido por suas propriedades nutricionais e valor cultural, seja identificado pela sua origem autêntica e produzido em condições sustentáveis ao longo de toda a cadeia produtiva. A IG visa, além de proteger o nome, garantir práticas de manejo ambientalmente corretas, contribuindo para o desenvolvimento sustentável da Amazônia. No contexto da cadeia produtiva do açaí, as inovações tecnológicas têm desempenhado papel essencial no aumento da eficiência e sustentabilidade da produção. Exemplo disso é o aplicativo Mapeia Açaí, uma ferramenta completa e intuitiva voltada para produtores rurais que desejam otimizar a gestão de suas propriedades, principalmente na produção de açaí e outras culturas perenes. Com suporte a tecnologias de ponta como drones, satélites e Internet das Coisas, o Mapeia Açaí oferece funcionalidades avançadas para monitorar áreas de plantio, controlar atividades e insumos agrícolas e tomar decisões com base em dados reais. Isso permite que os produtores monitorem a saúde das plantas, identifiquem áreas de risco e ajustem a utilização de recursos, tudo em tempo real. Ao reduzir custos e aumentar a produtividade, esta tecnologia promove o equilíbrio entre rentabilidade econômica e sustentabilidade ambiental, reforçando a importância da IG e da gestão responsável dos recursos naturais na Amazônia. A utilização de ferramentas como o Mapeia Açaí destaca o compromisso da cadeia produtiva com práticas sustentáveis e inovadoras, ao mesmo tempo que protege o legado cultural e ambiental da região amazônica, demonstrando que a integração entre tradição e tecnologia pode ser um caminho eficaz para o desenvolvimento sustentável. produção de açaí.no estado do Pará Iniciativas que mesclam competências tradicionais e novas tecnologias convergem para que a Amazônia combine sua urgente proteção ambiental e o bem-estar de seu povo. Este resumo é baseado em pesquisa bibliográfica, utilizando livros, periódicos, artigos, sites, legislação, entre outras fontes.

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Mots-Clés: Indicación Geográfica, Sostenibilidad, Amazonia

Indications géographiques sensible au genre : Un levier pour l'inclusion des femmes rizicultrices du Tonkpi

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Dans la région du Tonkpi, en Côte d'Ivoire, les femmes rizicultrices sont confrontées à des inégalités structurelles liées à des normes patriarcales profondément ancrées. La question foncière est fortement genrée : la terre est généralement transmise aux hommes, tandis que les femmes, souvent marginalisées, n'ont accès qu'à de petits lopins de terre pour cultiver le riz, une activité considérée comme secondaire face aux cultures de rente telles que le cacao et le café.

Cependant, l'introduction d'une Indication Géographique (IG) pour le riz produit par ces femmes a été un levier transformateur, à la fois sur le plan économique et social. Une IG est un signe de qualité qui certifie l'origine d'un produit et sa méthode de production, souvent liée à un savoir-faire traditionnel. Dans le cas des femmes rizicultrices du Tonkpi, cela signifie une reconnaissance formelle de leurs compétences spécifiques en matière de culture du riz, qui pourrait radicalement changer leur statut socio-économique.

L'un des avantages les plus significatifs de l'IG est la **valorisation économique du riz local**. La certification de l'origine du riz permettrait d'accéder à des marchés nationaux et internationaux à des prix plus compétitifs, offrant aux femmes rizicultrices une opportunité d'augmenter leurs revenus. En générant plus de revenus, elles gagneraient en autonomie financière, un élément clé pour leur inclusion économique dans une région où elles sont traditionnellement exclues des circuits agricoles de rente.

En outre, l'IG peut **renforcer la visibilité des femmes dans les chaînes de valeur agricoles**. Traditionnellement, les femmes sont sous-représentées dans les instances de décision et les coopératives agricoles. Structurer la filière rizicole autour d'une IG pourrait faciliter leur accès à des rôles de leadership au sein des associations de producteurs, ainsi qu'à des ressources techniques et financières jusqu'ici inaccessibles. En plus de cela, cette reconnaissance formelle pourrait les rendre éligibles à des formations techniques, augmentant ainsi leur productivité et leur savoir-faire.

Un autre aspect crucial de l'IG est son potentiel à **promouvoir une gestion foncière plus équitable**. La valorisation économique du riz inciterait les décideurs locaux à revoir les droits fonciers des femmes. En attribuant plus de valeur à une culture traditionnellement dévolue aux femmes, cela pourrait faciliter leur accès à la terre et entraîner une redistribution plus juste des ressources agricoles dans la région.

Les IG, au-delà de leur rôle économique, peuvent aussi avoir un impact **social significatif**.

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Elles permettent de modifier la perception sociale du travail des femmes en reconnaissant sa contribution essentielle à l'économie locale. Une telle reconnaissance pourrait encourager la mise en place de politiques favorisant l'inclusion des femmes dans les processus de décision agricole, contribuant ainsi à réduire les inégalités sexospécifiques et à promouvoir une véritable égalité dans les régions rurales.

Mots-Clés: Indications géographiques (IG), Inclusion sociale, Femmes rizicultrices

LA SOSTENIBILITA' NEI DISCIPLINARI dei prodotti con indicazione geografica: il caso dell'Aceto Balsamico di Modena IGP.

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Lo studio ha l'obiettivo di esplorare gli elementi di sostenibilità della sfera economica, sociale, ambientale e della governance, contenuti nei disciplinari dei prodotti con indicazione geografica, IG, alla luce della definizione di sostenibilità contenuta nell'art. 7 del nuovo Regolamento Europeo 2024/1143. Verrà analizzato, come case history, il disciplinare dell'Aceto Balsamico di Modena IGP, ABM.

L'Unione Europea, UE, ha definito i prodotti agroalimentari con certificazione IG – DOP, IGP e STG in Italia - come portatori di good practices e promotori della strategia Farm to Fork all'interno della politica European Green Deal. I disciplinari dei prodotti IG regolano e vincolano le aziende produttrici di uno stesso prodotto a specifiche caratteristiche che, da un lato, proteggono la proprietà intellettuale del prodotto, dall'altro, ne valorizzano la sua identità, il cultural Heritage, gli attori e l'organizzazione del territorio. Sono il fattore comune a tutte le aziende del cluster e sono la base per i controlli sulla supply chain, sui metodi di produzione, per la qualità e il gusto. Se il sistema agroalimentare legato alle IG è considerato come promotore di sostenibilità, è rilevante esplorare quali elementi caratteristici della sostenibilità, definiti in ambito europeo, siano già presenti nei disciplinari e, così, nei territori e nelle economie locali. Sarà fondamentale definire quali elementi previsti dalla normativa non siano, invece, ancora stati presi in considerazione e debbano essere oggetto di riflessione per tali sistemi produttivi e per i relativi stakeholder. Questo processo contribuisce a valorizzare ulteriormente le certificazioni e i disciplinari e può essere un primo spunto di confronto per individuare e avanzare proposte di modifica alla struttura dei disciplinari. Includere tutti gli elementi previsti nel recente art. 7 permetterebbe di ottenere coerenza tra la normativa e la pratica e avrebbe una ricaduta su quanto garantito ai consumatori sempre più attenti agli impatti sull'ambiente e sulla salute delle aziende di produzione alimentari.

Per sviluppare lo studio verrà adottato un approccio di analisi del testo dell'attuale disciplinare dell'ABM e su quelli precedenti, implementato un metodo di analisi dei dati qualitativo attraverso una content analysis. Verranno definite parole, frasi e contenuti chiave estrapolandole dall'art. 7 del Regolamento Europeo 2024/1143, e confrontate con tali testi. Si prenderanno, inoltre, in considerazione le modifiche principali apportate al disciplinare dell'ABM nel tempo e si confronteranno con i cambiamenti più rilevanti nel settore. Lo studio, secondariamente, formulerà una proposta di key performance indicator, KPI, per misurare la sostenibilità degli attuali disciplinari. Questa analisi potrà essere estesa ad altri disciplinari per avanzare confronti all'interno della stessa categoria di prodotti e, ulteriormente, a tutti i disciplinari in Italia e a livello Europeo

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per avanzare proposte di modifica puntuali per promuovere la transizione sostenibile all'interno dei sistemi agroalimentari IG.

Mots-Clés: Innovazione, Disciplinari, Sistemi agroalimentari locali, sostenibilità, Regolamentazione europea

La place du bien-être animal au sein des Indications Géographiques : Étude de cas des AOP porcines françaises, italiennes et espagnoles

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L'agriculture européenne se distingue par la qualité et la diversité de son patrimoine culturel et gastronomique. Cette identité forte fut en grande partie préservée du phénomène de standardisation et d'industrialisation des productions agricoles grâce aux politiques de protection et de promotion des Indications Géographiques (IG) de l'Union Européenne (UE). Ainsi, la spécificité des IG réside notamment dans le maintien de méthodes de production traditionnelles, respectueuses de l'environnement et du bien-être animal. Le Règlement 2024/1143 du 11 avril 2024 contenant réforme du droit de l'Union en matière d'Indication Géographiques relatives aux produits agricoles a permis de réaffirmer ce lien en introduisant au sein de la politique des systèmes IG de nouveaux objectifs de durabilité et de respect du bien-être animal. Cette réforme semble redéfinir le rôle des systèmes IG au sein des politiques agricoles de l'Union Européenne. Historiquement dédiés à la valorisation des produits issus des systèmes traditionnels, le Législateur Européen fait désormais des systèmes IG un outil de la transition agroécologique. Ainsi, la révision de la réglementation relative aux IG fut guidée par l'ambition de mieux répondre aux attentes sociétales. Parmi celles-ci, le bien-être animal occupe une place croissante si bien qu'environ 84 % des citoyens européens estiment que les animaux d'élevages devraient être mieux protégés.

Une première partie de cet article est dédiée à l'analyse de la place du bien-être animal au sein de la législation de l'Union Européenne relative aux IG. Le Règlement 2024/1143 contient des évolutions substantielles en matière de prise en compte du bien-être animal par rapport au précédent Règlement 1151/2012. Les organisations de producteurs sont ainsi incitées à répondre aux attentes des consommateurs en faisant évoluer les méthodes de production. De même, la simplification des procédures de modification des cahiers des charges devrait faciliter l'adaptation des normes de production aux attentes des consommateurs. Toutefois, ces mesures demeurent simplement incitatives, ce qui risque d'accentuer les disparités dans les conditions d'élevages entre les différentes IG, soulevant les questions du bon fonctionnement du marché intérieur et de la protection des intérêts des consommateurs.

Une seconde partie de l'article présente une analyse comparative des normes de bien-être contenues dans les cahiers des charges des Appellations d'Origines Protégées des filières porcines françaises, italiennes et espagnoles. Ce travail d'analyse permet tout d'abord de dresser un bilan des pratiques d'élevage dans ces systèmes IG et de les mesurer aux ambitions du législateur. Il

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permet par ailleurs d'identifier les bonnes pratiques à tous les stades de la chaîne agroalimentaire. Au niveau de l'amont des filières : origine des porcelets, rusticité des races, qualité des aliments etc. Au sein des élevages : accès au plein air, densité de production, âge de sevrage etc. Dans les filières aval : normes encadrant le transport, l'abattage, la transformation etc. Les normes de production des systèmes IG ont la particularité d'être élaborées et éprouvées par les éleveurs et les professionnels de la filière et sont donc opérationnelles. Cette compilation des bonnes pratiques constitue donc un outil pertinent pour les organisations professionnelles souhaitant moderniser leurs cahiers des charges.

Mots-Clés: bien, être, animal, AOP, porc, droit, droit européen, règlement 2024/1143, agroécologie, cahier des charges

Parallel Discussion Session 12 - Nature of Geographical Indications

Concept of Collective Ownership under the Indian Geographical Indications Act

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The recent Basmati Rice controversy has brought the subject matter of Geographical Indications to the limelight once again in India. It puts forth the pertinent question of; who are the real owners of GI and whether India has any legal clarity about the ownership notion. It has led to my research paper attempting to unearth the legal notion of collective ownership in GI and whether it is adequately conceptualised in the Indian scenario. The research has led to the understanding that the concept of collective ownership in GI in the Indian scenario is not adequately conceptualised. The history of the legal protection of GI traces back to the Pre-TRIPS period, wherein it was narrow in scope. In the Post-TRIPS scenario, the sui-generis legislation was adopted under the TRIPS mandate. There is a lack of legislative clarity on the concept, and the judicial contribution remains minimal. The case studies conducted reveal the lacunas when the concept is implemented on the ground, necessitating a proper legal articulation of collective ownership in the Indian scenario so that the real owners of GI are identified and protected.

Mots-Clés: Geographical Indications, Geographical Indications Act, Collective Ownership, TRIPS Agreement.

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Creating an International Common Names Register

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It is important for those considering registering a Geographical GI that they avoid using names in the Public Domain. Efforts, led principally by the EU, to create a Register of GIs have not fared well, but taking the alternative approach – creating a Register of Common Names could have more success.

There are many sources to investigate whether specific names are common, or can be reserved for authorised parties. Post 2006 EU trade treaties provide an excellent source of data on generic names for EU foods. This paper uses these data from other official government sources to develop an initial listing of Common Names for food products from Europe.

Beyond EU food names, there have also been disagreements about names which are, arguably, plant variety names, such as Basmati and Prosecco. The later part of the paper turns attention to GIs and plant variety and animal breed names, with these specific cases being used to draw out lessons for both GI policy and for producers aiming to use registered names as an important part of their marketing strategy.

The paper discusses alternative approaches to specifying food names which can reduce dispute and increase clarity for consumers. By exploring the kinds of names that can effectively describe regional specialties, especially in ways that are most meaningful for consumers while avoiding contentious names (where at least some parties claim genericness) this paper aims to contribute both practically (for producers) and in terms of effective policy development.

Mots-Clés: GI names, generic names, food names, registers

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Geographical Indications and Sustainable Practices: From Self Regulation to Soft Law to Industry Standards?

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Recent discussions on Geographical Indications (GIs) refer to their role in promoting sustainability in the agriculture, food, and handicraft industries. The theme of this Conference is proof of the growing role of GIs in sustainable and ethical development. In particular, while GIs do not inherently mandate sustainable practices, the increasing emphasis on sustainability within GI associations and among supporters suggests a growing recognition of their potential to contribute to sustainable development. Empirical evidence, though limited, confirms that GI products tend to exhibit more eco-friendly characteristics compared to non-GI counterparts. However, it is relevant to remain prudent regarding the impact of GIs on sustainability, considering the lack of rigorous statistical analysis to date. Moreover, the evolving nature of sustainability definitions complicates the establishment of clear and precise standards.

Still, it is again unquestionable that GI producers are increasingly incorporating sustainability requirements into their product specifications, even without legal requirements mandating the same standards for generic products. In turn, this self-regulatory approach, driven by association-based initiatives and focused on increasing the quality and eco-friendliness of GI products, contributes to developing sustainability standards. This paper analyses this growing trend and how, by fostering a dialogue between private and public actors, GIs play a pivotal role in advancing sustainability discourse and promoting sustainable practices. To this end, the paper analyzes several examples of GIs that introduce specific ecofriendly practices in their specifications and the impact of these practices on the GI products and the producers' associations, including the entities in charge of the products' quality control.

Ultimately, while the current focus on self-regulation for sustainable practices related to GI products and associations may have limitations, this paper highlights that it represents a significant step towards integrating sustainability into the fabric of the agriculture, food, and handicraft industries and possibly beyond. In other words, by fostering a dialogue on ethical and sustainable practices, GIs contribute to shaping a more sustainable future by creating voluntary but increasingly more relevant standards not only for a specific GI but often for similar products. As the concept of sustainability continues to evolve, GIs are likely to play an increasingly important role in promoting ethical and environmentally responsible production practices and set industry standards, especially in a time where local, regional, and national governments seem to still lag behind in implementing mandatory standards in this respect. .

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Mots-Clés: Geographical Indications, governance, sustainability, standards, self, regulation

Indications géographiques et marques: entre conflits et complémentarités

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Les marques et les indications géographiques ont pour fonction de distinguer certains produits d'autres produits. Alors que les marques opèrent cette distinction selon la provenance commerciale des produits, les indications géographiques le font selon leur origine géographique. Cette divergence fondamentale de fonction mais aussi de nature entre ces deux types de signes distinctifs commande une interprétation différenciée des notions de domaine public, de caractère descriptif (de la provenance ou du produit lui-même), de besoin de libre disponibilité, d'intérêt à conférer un droit exclusif, de légitimité de la notion de renouvellement et de propriétaire/bénéficiaire que la contribution propose d'examiner.

Cette analyse conduit à mettre en question la prétention de certaines juridictions d'assimiler simplement les IG aux marques (États-Unis). La situation est toutefois plus nuancée et quelque peu " brouillée " par des juridictions qui enregistrent les IG en tant que marques, mais en les dotant de règles spéciales qui en font, finalement, des titres sui generis et non des marques " comme les autres ", à l'instar de la Suisse qui a introduit une *marque géographique*. Si conceptuellement le droit des marques et celui des indications géographiques présentent des distinctions évidentes, en pratique la frontière n'est pas toujours clairement démarquée.

Au-delà d'éclairages contemporains apportés à cette dispute " philosophique " vieille de plusieurs décennies, notre communication explore divers aspects des relations entre IG et marques (en droit national, dans les accords bilatéraux et dans l'Acte de Genève de l'Arrangement de Lisbonne), pour en montrer la complexité, entre conflits et complémentarités, et, in fine, sensibiliser les bénéficiaires d'IG à l'intérêt d'une gestion dynamique de leurs portefeuilles de propriété intellectuelle, qui souvent consiste en une protection à différents titres afin de couvrir différents besoins et objectifs.

Appuyée sur de nombreux cas concrets, l'analyse présente les possibilités et les contraintes liées à l'enregistrement et à l'utilisation par les bénéficiaires de marques qui comportent une IG. Certains droits nationaux excluent l'enregistrement de telles marques, alors que d'autres l'autorisent (en tant que marques individuelles, collectives de certification, marques des interprofessions, symboles officiels ou collectifs...), en général moyennant l'inscription d'une limitation géographique dans la liste des produits couverts. Ces limitations soulèvent des questions complexes en examen des marques, notamment quant à leur étendue aux produits comparables et aux produits qui contiennent, en tant qu'ingrédient, le produit bénéficiant d'une IG. Les imitations d'IG contenues dans des marques sont également problématiques : si elles sont reconnues en tant qu'imitations

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dans l'examen, quelle est la portée d'une limitation des produits ?

L'intérêt à l'enregistrement de ces marques combinées est réel: ces marques peuvent être déposées par des producteurs individuels qui souhaitent profiter de la réputation de l'IG et y associer leur marque individuelle, ou par des groupements représentatifs des bénéficiaires, ce qui tend à indiquer que la marque, en particulier figurative, est un élément important du point de vue marketing.

En conclusion, nous esquissons des perspectives permettant de diminuer les situations de conflits et favoriser les complémentarités, notamment grâce à une meilleure connexion entre les bases de données des IG et des marques aux niveaux national et international.

Mots-Clés: indications géographiques, marques, enregistrement, protection

Modificación de Registro de Indicaciones Geográficas en Brasil

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En Brasil, las Indicaciones Geográficas son un bien colectivo de Propiedad Industrial susceptible de registro en el INPI. Es a través del registro que se busca garantizar la protección del origen geográfico de productos y servicios, contribuyendo a su valorización, el desarrollo económico y regional, la sostenibilidad ambiental, la preservación cultural y la satisfacción de las expectativas de los consumidores. Para que estas potencialidades sean alcanzadas, es primordial que el registro esté bien consolidado. Por su parte, es por el carácter dinámico inherente a las Indicaciones Geográficas que el registro, tal como formalizado en el INPI, es susceptible de modificaciones. Fue solo con la Instrucción Normativa INPI n.º 95, de 28 de diciembre de 2018, que la posibilidad de modificación de registro pasó a ser prevista en Brasil, en el ámbito del INPI. Posteriormente, la Ordenanza/INPI/PR n.º 04, de 12 de enero de 2022, consolidó el texto normativo anterior y trajo previsiones relacionadas con la petición electrónica y el Manual de Indicaciones Geográficas. Actualmente vigente, esta Ordenanza dispone en su art. 23 que son susceptibles de modificación en el registro: el nombre geográfico y su representación, la delimitación de la zona geográfica, el cuaderno de especificaciones técnicas y la especie requerida. Para ello, la modificación debe ser solicitada por el sustituto procesal o por quien le suceda de hecho o de derecho, a partir de 24 (veinticuatro) meses contados desde la fecha de concesión del registro o de la decisión de otra solicitud de modificación anterior, sin que eso descaracterice el registro. Hasta septiembre de 2024 se habían formalizado en el INPI solicitudes de modificación para 13 (trece) registros nacionales. Para 8 de estos registros ya se había emitido una decisión final, a saber, "Mantiqueira de Minas", "Canastra", "Alta Mogiana", "Paraty", "Região do Cerrado Mineiro", "Maués", "Norte Pioneiro do Paraná" y "Carlópolis". Las otras cinco solicitudes de modificación pendientes se encontraban en diferentes etapas de examen. Son ellos: "Linhares", "Cruzeiro do Sul", "Vales da Uva Goethe", "Campanha Gaúcha" y "Venda Nova do Imigrante". Mediante el análisis de la actual normativa que establece las condiciones de registro de las Indicaciones Geográficas en Brasil y del estudio de todos los casos ya solicitados en el INPI, se discutió cada uno de los elementos susceptibles de modificación en un registro, así como diferencias y particularidades de los procesos seleccionados, y el desenlace de cada uno de ellos. Aunque sea previsto recientemente, se ha observado una creciente demanda en la solicitud de modificación de registros en Brasil, justificada sobre todo por el modo como los registros de Indicación Geográfica fueron estructurados y concedidos inicialmente por el INPI. De esta forma, se concluye por la necesidad de cambios en la Ordenanza/INPI/PR n.º 04/22, en lo que se refiere a la parte de modificación de registro, entre otras contribuciones,

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de modo que tanto las demandas de los usuarios del sistema como las necesidades del propio Instituto Brasileño sean atendidas.

Mots-Clés: Propiedad Industrial, Indicación Geográfica, INPI/BR, Modificación de registro, Ordenanza/INPI/PR n.º 04/22

SOSTENIBILITA': GLI IMPATTI DELLE NUOVE NORMATIVE SULLE INDICAZIONI GEOGRAFICHE. CASI PRATICI DI INIZIATIVE DI SOSTENIBILITA' DI ALCUNI CONSORZI DI TUTELA

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In un mondo in cui tutti parlano di sostenibilità e di normative ESG (*Environmental, Social, Governance*) e in cui è sempre più forte l'attenzione anche da parte dei consumatori verso soluzioni a ridotto impatto ambientale, il presente intervento intende affrontare le principali implicazioni che hanno (e potranno avere) tali normative anche nel mondo delle Indicazioni Geografiche (IG). Il tema della sostenibilità è infatti ampiamente trattato anche nel recentissimo Reg. (UE) 2024/1143 di riforma del sistema delle IG agroalimentari. Dopo una panoramica sulle direttive vigenti (e di futura approvazione) in materia di *green claims* e *greenwashing* nonché sulle previsioni in tema di sostenibilità che sono state da ultimo introdotte anche con la riforma della normativa europea in materia di IG, seguirà la presentazione di alcuni esempi pratici di iniziative svolte da alcuni Consorzi di tutela, che vanno nella direzione di migliorare la qualità e sostenibilità dei prodotti DOP/IGP, accompagnata da una disamina degli aspetti da tenere in considerazione e delle criticità che possono emergere quando si pongono in essere pratiche finalizzate a contribuire al raggiungimento di uno o più obiettivi sociali, ambientali e/o economici.

Mots-Clés: sostenibilità, ESG, indicazioni geografiche, green claims, greenwashing, consorzi

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The Potential of Geographical Indications for advancing the Realisation of Farmers' Rights: Implication for their Institutional Design

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This contribution examines the potential of geographical indications (GIs) to provide a pathway towards the realisation of Farmers' Rights (FRs) as recognized by the International Treaty on Plant Genetic Resources for Food and Agriculture (PGRFA) which was adopted in 2001 under the auspices of the FAO. It further shows how this potential can, in turn, influence the design of GI initiatives in the future.

On the one hand, the concept of FRs is rooted in the recognition of the enormous contribution that local and indigenous communities and farmers have made, and will continue to make, to the conservation, development and use of PGRFA as the basis of sustainable agriculture and food security. As such, FRs are considered as a claim to specific rights for farmers and local and indigenous communities and a means to reward them for their contribution to food security. According to the Plant Treaty, measures that governments may take to protect and promote FRs include, among others: (i) the protection of farmers' traditional knowledge (TK) relevant to PGRFA; (ii) the right to equitably participate in sharing benefits arising from the utilisation of PGRFA; and (iii) the right to participate in making decisions, at the national level, on matters related to the conservation and sustainable use of PGRFA. On the other hand, departing from their initial objective to protect producers' interests against fraud and unfair competition practices, GIs have been increasingly associated with objectives of preservation of cultural heritage, biodiversity conservation, and empowerment of local actors through collective action dynamics, which opens up promising prospects for fostering the realisation of FRs.

To take up this line of enquiry, this contribution maps out the linkages between GIs and FRs in relation to the protection of TK, and farmers' participation in benefit-sharing and in decision-making processes. It argues that GIs' ability to contribute to FRs could influence the design and implementation of future policies and practices around GIs, particularly regarding the role of the law in shaping the product specifications by requiring the inclusion of traditional practices and sustainable standards therein; as well as in supporting farmer participation in decision-making processes through the mandatory establishment of collective organisations with transparent and democratic institutional mechanisms and governance systems. Finally, as the ability of GIs to advance the implementation of FRs is still largely unknown, there is a need to raise awareness of state and non-state actors about their interactions and to integrate GIs into broader agricultural and development strategies. The recognition of the contribution of GIs to the realisation of FRs is particularly timely and meaningful as a historic step toward promoting fairer distribution of benefits and strengthening the rights of indigenous and traditional communities has been taken with the adoption in May 2024 of WIPO's landmark Treaty on Intellectual Property, Genetic

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Resources and Associated Traditional Knowledge.

Mots-Clés: Geographical indications, Farmers' Rights, Plant genetic resources, traditional knowledge, benefit sharing, participation in decision making, collective action

The legal nature of Geographical Indications: an intellectual right to use a chose commune

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a) A dismemberment of the *chose commune*

Inappropriate in France, geographical indications is inalienable in many countries, even if the term "property" is used. French authors have therefore qualified GI as a *chose commune*, defined in article 714 of the French Civil Code, as "...things that belong to no one and whose use is common to all. Police laws regulate the manner of their enjoyment".

However, we argue that AO/GI is not the chose commune. Firstly, its use is reserved for a limited and individualized number of users. Secondly, the rules governing the use of the AO/GI, the specifications, are drawn up by the users of the GI, the collective of producers behind the intellectual creation of the reputation, rules which are then validated by the public authority and are therefore not comparable to police laws. Finally, users benefit from an exclusive right of use via an infringement action, which is not the case for users of a chose commune. It seems that the GI is a dismemberment of a chose commune. The chose commune is the name of the place, whose use is common to all, far beyond the inhabitants of the place. The chose commune is then reserved to a particular use for the benefit of a certain collective, to designate not a place, but a product attached to that place.

The right of exclusive collective use of the chose commune is conferred on the producers because the name is a different thing when it becomes a GI from what it is for the inhabitants. The creation in a place justifies the assignment of an utility of this chose commune to a particular group. This intellectual right is solely for the benefit of the producers/operators involved in the production, and thus at the origin of the product's reputation. For example the name Roquefort can be used by anyone, but the same name can only be used to designate sheep's milk cheese by producers, operators, packers and marketers. And action against usurpations and counterfeits of Roquefort can only be taken by producers, who are at the origin of Roquefort cheese's reputation. The people of Roquefort, on the other hand, have no exclusive right to use the name Roquefort. Economists, call on the concept of common resource developed by E. Ostrom, to characterize the collective governance of GIs by their users.

b) Consequences

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This qualification of exclusive right of use of a *chose commune* reaffirms the GI's function of conferring a monopoly on the name while qualifying AO/GI as a chose commune can be interpreted as common use for all, and therefore genericity of the name, with the risk of only protecting the GI product or national logo.

Right of use of a chose commune enables to reinforce the principle of specifications GIs drafted by the producers and not by the state as for police laws, and finely articulates the public-private governance of GIs.

Mots-Clés: legal nature, chose commune

What does it mean to protect a GI?

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Geographical indications are specifically designated as 'protected' in a large number of national systems. We have become accustomed to using the 'P' for 'protected' in the acronyms PDO and PGI, especially in the EU. In French (the same as in Italian), for example, the accent has changed from 'contrôlée' to 'protégée'.

This development is not insignificant: the notion of legitimate use of a registered denomination has evolved considerably since the first regulations were introduced at the beginning of the 20th century. In addition, the concept of collective intangible property has developed for GIs in parallel with the globalisation of trade (including the matter of languages, particularly relevant when it comes to... denominations!) and the increasing complexity of products and markets. We have moved on from the relatively simple situation of delimiting geographical areas outside which producers cannot use the GI, to a very wide range of situations (including in the virtual world) where the concepts of branding, reputation, evocation, etc. come into play. The considerable integration of GIs in the global market has made them more vulnerable to various acts of infringement. Direct infringements are less and less of a problem. Instead, unhealthy competitive practices such as freeriding, which is a failure of the free market system, are more likely to harm GI producers.

Observing these complications, some legal systems at national and international level have tried to handle these problems by offering higher levels of protection to GIs. Not all have, however, taken the same approach and this is the reason why, in comparison to other IP rights, the level of protection of GIs is different in various systems causing a bewilderment. The scope of GI protection is hence a little-known issue, even among GI beneficiaries, and is at the centre of controversies, as evidenced by both the proliferation of different standards (lack of harmonisation at national and international levels) and case law. There is no doubt that, with the steady increase in the number of GIs protected under various instruments and the internationalisation of the market for many of them, the courts will be deciding an increasing volume of disputes over the next few years. Since knowing the scope of protection is essential for having legal predictability and clarity in enforcement, we endeavour to outline the contours of a golden standard for GI protection, based on a combination of existing standards.

We review the standards developed over the past decades (national legislation, international and bilateral agreements), up to the most recent ones, in order to outline a general trend and analyse its pros and cons. Case law is used to illustrate the meaning of the various terms used: what does it mean exactly to "protect" a GI? This is indeed of outmost importance since an effective protection of GIs at the global level primarily necessitates a harmonized understanding of the scope of protection.

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Mots-Clés: Scope of protection, bilateral agreements, Lisbon system

Parallel Discussion Session 13 - International Cooperation

Enhancing the Market Power of GI Producer Organizations: Lessons from Serbia

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In Serbia, we have undertaken extensive work with Geographical Indication (GI) producer organizations for three key products (Raspberry, sour cherry, ajvar), focusing on strengthening their governance and market positioning. We present the case of GI Arilje Raspberry of the leading GI association in Serbia since 2014 and one notable success story, where efforts were made to differentiate the product's labeling and increase its visibility, enabling it to stand out in both local and international markets.

The project aimed at expanding the reach of Serbian GI products-particularly GI Arilje-through targeted market demand analysis and understanding of market requirements. To ensure sustainable progress, we facilitated linkages between GI producer organizations, government institutions, and key private sector players. This tripartite dialogue was essential in aligning objectives, securing government support, and fostering private sector involvement. By integrating this cooperative approach, GI producers improve their governance structures, start developing innovative solutions and a clearer strategy for sustainability.

As a result of these initiatives, GI producer organizations adopted GI as an advanced market strategy. This has proven to be one of the most promising avenues for market differentiation, tapping into consumer demand for high-quality, authentic products.

The ongoing dialogue and collaborative efforts among producers, the government, and the private sector have empowered GI organizations to unlock new market opportunities both domestically and abroad.

This model of fostering collaboration, enhancing governance, and understanding market dynamics can serve as a blueprint for other countries seeking to strengthen their own GI producer organizations, so that their GI products can achieve greater market penetration and consumer recognition.

Mots-Clés: marketing, governance, empowerment

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Geographical Indications and other Quality Schemes in Albania

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Albania has a significant potential for producing a range of origin-based products. Although it is a small country, Albania has a varied range of geological, hydrological and climatic conditions, enjoying several climatic zones despite its limited area.

This paper presents how registration and protection of GIs and other quality schemes has developed in Albania and explores the practical implementation of related provisions of the Albanian legislation. An analysis of the current modalities of registration and protection is made and the potential challenges in the future are discussed.

The importance of quality schemes is increasingly recognized in Albania as a tool for fostering local sustainable development, stimulating the rural economy, and promoting cultural and social visibility.

The national legislative framework for registration and protection of geographical indications (GI) is established for agricultural products, foodstuffs and wine. It includes the Law No. 9947, date 07.07.2008 "On Industrial Property", amended, the Law No. 8/2019, date 16.2.2019 "On quality schemes for agricultural products and foodstuff" and number of other acts that are partially aligned with the EU acquis in the field of quality policy.

The institutional framework in Albania is based on the implementation of the national laws. All institutions, as below, have defined tasks, play a crucial role in the implementation of the GIs in Albania and are well coordinated. These are:

- General Directorate of Industrial Property (GDIP);
- Ministry of Agriculture and Rural Development (MARD);
- National Food Authority (NFA);
- Private certified bodies.

In recent years, traditional local products in Albania have started to be recognized among con-

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sumers. On one hand, 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.

Currently, 18 agricultural and food products are registered in the national register, protected at the national level as GI. An additional 5 food products are registered as Traditional Specialties Guaranteed. Furthermore, the Republic of Albania has applied to the International Bureau of WIPO for the registration of two GI agricultural products and foodstuffs at the international level, under Rule 5 of the Common Regulations under the Lisbon Agreement and the Geneva Act of the Lisbon Agreement.

The legislation related GIs and other quality schemes presents a mixed impact for the different actors involved. While it offers significant benefits, such as improved market access, stronger protection against fraud, and enhanced consumer trust, it also introduces new responsibilities and costs for producers, authorities, and enforcement bodies. Striking a balance between these impacts is crucial to ensuring the regulation achieves its objectives without unduly burdening any particular group. Providing adequate resources, support, and clear guidelines will be essential to minimizing negative consequences and maximizing benefits for all parties involved.

Mots-Clés: Albania, Geographical indications, Legislative framework, quality schemes

Importance of regional cooperation; example of the guide for GI examiners

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The project "Calidad de los alimentos vinculada al origen y las tradiciones en América Latina" promoted by FAO and with the support of the Inter-American Institute for Cooperation on Agriculture (IICA), was implemented between 2009 and 2011 and brought together professionals from five countries from Latin America: Argentina, Brazil, Chile, Costa Rica, Ecuador, Peru.

In almost all Latin American countries, the formal implementation of Qualified Geographical Indications (CGI) is a relatively recent process and under construction. In this context, a large part of the state officials of these countries are faced with a new issue and new tasks for which they often have few tools and limited professional skills.

The project was then oriented towards providing training and facilitating 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 balance of the project allows us to assess the lessons learned about the nature of GIs and their particularities, the awareness of their use as tools to promote territorial development and the generation of relationships between professionals from different countries that were projected over time. The lessons learned from the national cases were capitalized on, 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-), from which a publication based on four cases was prepared (<https://openknowledge.fao.org/items/fe877b4e-f702-4db9-a2b5-9e3bed7aae6e>)

In turn, some doubts, divergences of criteria and deficiencies were detected regarding the eligibility of the products to be registered through GI. For example, when assessing the presence of a certain specific quality and its link to the territory, doubts arose about whether the presence of a certain reputation of the product is sufficient, what is the minimum time of presence of the activity in the territory and how to consider the historical aspects, what type of specificities should the product present and what local factors can determine the link to the territory, how to consider the territorial identity aspects, how to evaluate the criteria for delimiting the territory, etc.

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By identifying this demand, experts from Latin America and FAO, who participated in the project, wrote a Guide in Spanish, dedicated to professionals of national GI registries. It was edited by the FAO, and it is called "Orientaciones para la evaluación de solicitudes de registro, Indicación Geográfica, Denominación de Origen" (www.fao.org/fileadmin/templates/olq/files/generaldoc/IGC_F). In a second stage, the guide was reorganized for the international context and translated into English with the title "Promoting sustainability through the registration of geographical indications. Guidelines for public authorities to examine applications" <https://openknowledge.fao.org/handle/20.500.14283/>. In this guide, the central elements addressed are, the aspects of the general processes and specific procedures for the examination of requests, which results in recommendations for the establishment or review of legal and institutional frameworks.

Mots-Clés: technical bases, evaluation of applications, Geographical Indications

Inputs and lessons learnt on GIs from the EU-funded project AfrIPI

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The EU-funded project AfrIPI commenced at a critical time for geographical indications in Africa. While only few geographical indications were protected, a lot had already been achieved and called for partner's ability to make a contribution that would be relevant to the African context. This presentation focuses on the strategies of the AfrIPI project to adapt and to make a valuable contribution to this momentum in Africa. It highlights the inputs made but also shares the lessons learnt that would be beneficial to future projects on GIs in Africa.

Mots-Clés: AfrIPI, Africa, African Union, Comoros, Chad, Gabon, Mauritania, Mauritius, Nigeria, Mozambique, Egypt, Ethiopia, Continental strategy on geographical indications, Consultative Committee of the AU strategy, prospective studies, synergies

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La coopération internationale Une ressource pour le développement durable des IG en Tunisie

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En tant que pays méditerranéen, la Tunisie a une longue tradition agricole. La succession de civilisations et une situation géographique stratégique ont fait du pays un grand réservoir de produits de qualité à spécificités liés au terroir : l'huile d'olive, les dattes deglet Nour, plusieurs vins et spiritueux...

L'émergence des Indications Géographiques (IG) en Tunisie a commencé par la reconnaissance d'appellations d'origine contrôlées dans le secteur vitivinicole (depuis 1943). L'évolution du marché des produits agroalimentaires ces dernières décennies a nécessité la mise en place d'un cadre juridique qui vise la protection des particularités et des spécificités de ces produits agroalimentaires en leur octroyant des IG (loi sui-generis n°99-57 du 28 Juin 1999 relative aux appellations d'origine contrôlées et aux indications de provenance des produits agricoles, et plusieurs textes d'applications qui la régissent).

La dynamique d'enregistrement en cours témoigne d'une prise de conscience croissante de l'importance de la valorisation des produits du terroir tunisien en tant que moteur de développement territorial durable. Sur le continent africain, la Tunisie est le troisième pays en nombre d'IG enregistrées, avec 17 IG (dont 13 AOC et 4 IP) mettant en avant ses huiles d'olive, ses dattes et ses fruits,

La Tunisie déploie actuellement des efforts pour que ces IG soient reconnues à l'échelle internationale. Deux d'entre elles ont notamment été enregistrées dans le système de Lisbonne : l'AOC figue de Djebba et l'AOC huile d'olive de Teboursouk.

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 Suisse, la France et l'Italie, pour développer ses produits IG, renforcer les capacités des opérateurs ainsi que des institutions publiques et améliorer du cadre juridique. Pour atteindre ces objectifs, plusieurs projets de coopérations ont été réalisés ou sont en cours de réalisation : PAIG, PAMPAT, HilFtradHilâl, TUSIP.

Cette coopération a permis la mise en place d'un certain nombre d'AOC (huile d'olive de Teboursouk, deglet nour de Nefzawa, grenades de Gabes), la création de structures organisationnelles et institutionnelles autour de ces AOC et un encadrement et un appui à 10 organisations de producteurs (SMSA), un GIE et deux associations. Ainsi, une dynamique de développement économique local par des activités génératrices de revenu ainsi que des activités touristiques mettant en valeur

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les aspects culturels des régions a été initiée. Actuellement, un projet de coopération tuniso-suisse (TUSIP) en matière de propriété intellectuelle est en cours de réalisation, avec une part importante consacrée aux IG.

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, ainsi que l'appui au système de contrôle et de certification.

Mots-Clés: AOC, coopération internationale, organisation professionnelle, législation

Networking Geographical Indication to preserve and support High Nature Value agriculture in the Western Balkans Countries

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To date 357 registered GIs from non-EU countries with one from WBC: Livno Cheese, a PGI from BiH, member of our network.

Our network approach is fostering regional cooperation as crucial for food sovereignty in the WBC, giving greater visibility to GI experiences at local, national and regional level and to encourage synergies of public policies schemes and strategies of the WB countries. Peer learning and sharing between regional network experts, producer groups and producers will bring highly valuable support to a regional focus.

The High Nature Value " Terroirs " project aims to promote and support the development of GIs in the WBC by leveraging the region's rich natural and cultural heritage, and by preserving traditional knowledge, supporting rural economies, and aligning the region's agricultural sector with EU standards. The situations in WBC are different in terms of dynamic and progress in building of the GI systems, knowledge and involvement of different types of stakeholders and knowledge brokers. The project aims to foster the GI building process and to create a dynamic at the regional level to give a collective voice to this agro-environmental European tool.

The project's key objectives:

Local perspective. Protection of traditional production systems, sustainability of the HNV areas, the survival of local communities and protection of their socio-economic status. Support to GI Producer Groups at different stage of GI development: Livno cheese, BiH; Cheese from the area of Berovo, North Macedonia, Hasi Goat - Albania, Sjenica lamb and Sjenica cheese from Serbia and Shari cheese from Kosovo. The purpose is twofold:

- o Fostering Sustainable Agricultural Practices, through promotion of GIs highlighting HNV farming systems, biodiversity conservation and sustainable rural development.

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o Strengthening Collective Action: encouraging collaboration among GI shareholders and stakeholders building a strong "soft infrastructure" for GIs work on the governance of producers' groups.

National perspective. Supporting Legal and Institutional Alignment, specifically on Environmental perspective and national policy schemes on rural development.

Regional (Balkans) perspective. Building a GI "critical mass" - a regional network of reference to enter European and worldwide discussions on GIs and to create a common diagnosis of HNV terroirs, defining the needed steps to support each territory and product involved.

Lessons learned so far.

1. The importance of local authorities' involvement and relationship with the national and other institutions in charge of the Gi scheme and intellectual property rights, including agricultural, environmental and rural development actors.
2. Exchanging on different situations and topics to build confidence and knowledge in the Network. The key is to stimulate a dynamic of creating interrelations between members and achieve acknowledgment of the differences.
3. Territorial, institutional and/or knowledge brokers are needed in all situations with different functions, methods and agendas of interventions. Advisory activities must be constant, keeping relation with the producers and their needs, intentions, interests and constraints.
4. The brokering activities should sustain a collective discussion within the local and national stakeholders, dealing with all the aspects of the GI scheme: production, commercialization and market, regulatory constraints and opportunities, inclusiveness, etc.

Mots-Clés: agriculture, balkans, geographical indications

The challenges of international cooperation from the point of view of the funder and the implementing agency

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International cooperation on the topic of geographical indications (GIs) is still a new field. During the last two decades more and more cooperation projects have addressed the issue of GIs. Various methodologies and tools have been developed to support, facilitate and promote the protection of GIs in project countries, mostly developing countries.

These interventions are to be tailored according to specific needs of each context. However, there are certain challenges present in almost all contexts, which make it pertinent to draw some common principles to address them in order to achieve the expected results.

These challenges are not specific to developing countries; some of them are still an issue even in developed countries or at least in specific sectors therein. In the context of international cooperation, various implementing organizations might face similar challenges. In this presentation we will not address the general challenges faced by GIs but will focus only on a few ones not only for the implementers of the interventions but also for their beneficiaries.

Structures represent one of the key issues when trying to build a robust GI system. Nowadays, the legal frameworks for GI registration and protection are present in most legal systems. A main issue remains, however, the distribution of roles and responsibilities for implementation of the regulations. It is often observed that the structures do not empower the producers enough to undertake the key roles necessary for a functioning GI system namely preparation of the specifications and code of practice as the main documents for protection of GIs. Lack of (strong) producers' organizations in charge of managing the GI scheme after the registration is a consequence of the aforementioned problem.

On the other hand, there are usually missing links between the public institutions each of which (should) play a role in the GI management system.

Another common challenge in many systems is the control mechanisms without which the main purpose of the GI scheme cannot effectively be achieved. It is also indispensable that projects invest in analysis and identification of the incentive to participating in GI scheme. GIs are not an ideal tool made for products which only have local markets. It is, therefore, imperative to first understand if and why a GI scheme could bring any benefits for a product. Application of GI scheme to cases where necessary conditions are not met only poses challenges both to

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implementers and beneficiaries.

That being said, it should be mentioned that project countries might also face challenges while benefiting from international cooperation. The issue of sustainability of interventions after project phase out, methodologies for designing the strategies by foreign experts and finally coordination between different donors and projects all could pose certain pressure on beneficiaries. These challenges teach us to better plan the interventions and consider from the very beginning the specificities of each context. They could be seen as a learning opportunity not only for peer implementing organizations but also for the beneficiaries themselves to adapt the system to a more functional manner.

Mots-Clés: international cooperation, geographical indications, GI scheme, producer organizations, control system, donor coordination, inter, institutional coordination

Parallel Discussion Session 14 - Research and Development

Copioba cassava flour, heritage, and production processes: comparative study between ovens with clay bowls and with stainless steel basins

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Copioba cassava flour, in the 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, it began to present variations in its know-how with the advent of rural electrification and 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. Thus, this study sought 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. The study involved a literature review and a comparative multiple case study, with monitoring of four traditional productions from the territory, chosen by rational selection, and interviews with farmers. According to the producers, the results showed that it is possible to produce traditional Copioba flour of differentiated quality, both in manual and semi-mechanized processes. In these 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. Production in a semi-mechanized oven, in turn, allowed operating with larger volumes and producing flour whose characteristics are similar to those obtained manually. The study

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shows that, 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.

Mots-Clés: cassava, traditional foods, technological processes, sensorial attributes

INNOVAZIONI PER LA GESTIONE SOSTENIBILE DEI VIGNETI NELLA REALTA' UNESCO DI LANGHE ROERO e MONFERRATO

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Le innovazioni nella gestione sostenibile dei vigneti in aree di alto pregio paesaggistico, come il sito UNESCO di Langhe, Roero e Monferrato, affrontano sfide cruciali: il cambiamento climatico, l'emergere di nuovi patogeni e la necessità di ridurre l'impatto ambientale senza compromettere la redditività, specialmente in aree con bassa marginalità lorda per ettaro. L'adozione di tecniche genetiche avanzate come TEA, la viticoltura di precisione, la gestione della biodiversità del suolo e l'uso di sensori remoti migliorano la sostenibilità complessiva. L'integrazione di droni e trattrici a guida autonoma, insieme a fitofarmaci a basso impatto ambientale e per la salute, rappresentano un approccio innovativo che riduce i rischi operativi nei vigneti più impervi, ottimizzando la gestione e garantendo al contempo sicurezza e produttività.

Mots-Clés: Sostenibilità

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Ribeirão Preto's Beer: Craft Brewing Innovation and Geographical Indication as Catalysts for Economic and Cultural Development

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Ribeirão Preto, historically recognized as Brazil's "capital of draft beer," has played a central role in the country's brewing tradition since the late 19th century. Initially, the region was propelled by small-scale Italian immigrant breweries and later by large industrial players, but it experienced a decline in the mid-20th century. However, the craft beer movement, which emerged in the mid-1990s, has revitalized the local beer industry. Efforts to secure a Geographical Indication (GI) for the region's beer catalyzed crucial cooperation with academic institutions, particularly the Federal Institute of Education, Science and Technology of São Paulo - campus Sertãozinho (IFSP). This collaboration led to the establishment of a beer research center (the Multidisciplinary Center for Brewing Technology), a Technical Brewing Program, and joint research projects between breweries and the university, enhancing the local industry through technological support and innovation.

These initiatives have significantly contributed to the region's economic development, fostering job creation, local tourism, and the expansion of small and medium-sized breweries. A key project within this framework is the Manipueira Project, an initiative led by the Brazilian Association of Craft Breweries (ABRACERVA) in collaboration with IFSP and breweries across Brazil. The project explores the use of *manipueira* (cassava wastewater) in beer fermentation, focusing on terroir as the locally sourced *manipueira* imparts distinctive regional characteristics to each brew. This research blends indigenous Brazilian brewing traditions with modern techniques, positioning Brazil as a global innovator in terroir-driven brewing, while also promoting the use of native ingredients.

Moreover, the Multidisciplinary Center for Brewing Technology at IFSP has been pioneering Industry 4.0 innovations, with a strong emphasis on sustainability. The application of advanced technologies, such as automation, data analytics, and process control systems, has optimized resource use, reducing energy and water consumption during brewing. These practices align with broader sustainability goals, making the brewing process more efficient and environmentally responsible. By integrating these cutting-edge technologies with traditional brewing methods, Ribeirão Preto exemplifies how cultural heritage and technological advancements can harmoniously drive sustainable industry growth.

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This paper shows a scenario in which GI can function as a strategic tool for promoting both economic development and the preservation of cultural identity. The collaboration between academia, local industry, and government initiatives underscores the potential of innovation to foster a dynamic, sustainable craft brewing sector that respects historical traditions while advancing toward modern practices. These insights offer valuable perspectives on the roles of territorial branding, sustainability, and local collaboration in shaping the future of craft brewing.

Mots-Clés: Craft brewing, Geographical indication, Sustainability, Industry 4.0, Manipueira fermentation

Technological innovations to foster foodstuffs GIs in India: An empirical study

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Food is not only a part of gastronomic practices but also holds a remarkable connection with the ecological and traditional practices of the inhabitants. Foods work as identity markers. The essential attributes, qualities and reputation of the geo-climatic features of the place of origin and the skills of the community can be very well-appreciated through foodstuffs. The protection of agri-food products is based on the concept of *terroir*, which regulates the intention of majority of the evolved Geographical Indications (GI) laws. The main reason behind the connection is that foodstuffs contains our culture, history and holds a place of socio-economic interest. The protection of foodstuffs as GI is not only for the product; rather it extends to protect the relationship as well.

GI protection ensures premium quality of the product for the consumers that build the goodwill of the product, place and people. Quality is not a universal statutory standard that needs to be followed. The standardization of the quality is done on the basis of the common parameters set to justify various practices and their effects. The European Commission (EC) has framed various quality schemes regulations that deal with the labelling of the food and agricultural products. Various reports and articles have highlighted that the consumers in EU are more interested for the labelled products as they guarantees quality. However, in India GI protection revolves around the socio-economic development of the community and to protect their rights. Hence, it became a matter of urgent interest to protect the uniqueness of each foodstuff and the communities' interest including the traditional knowledge attached with each foodstuffs. GI registration provides legal recognition to the product and the community. Conservation of GI requires both preservation as well as fostering of GIs. Fostering of the registered GIs are dependent on other issues like quality maintenance, promotion and awareness of the product, market consumption of the product, an effective supply value chain and many other factors. Thus, one important step towards conservation of GI is to utilise technological innovations in the traditional production process. Innovations can be introduced in various parts of production as well as post production processes. An internal mechanism for quality control is needed in India, and technological innovations can assist for achieving quality. The proposition to include technical solutions should not lead to ousting the traditional methods but rather help in sustaining conventional practices.

With this background, the present study attempts to analyse the need for use of technological innovations to foster foodstuff GIs in India. To this end, eight registered foodstuff GIs (registered till 2022), from different states in India was studied and analysed. In view of various threats

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to GI due to various kinds of resource limitation, the objective of this work is to analyse the need of technological support to foster these selected foodstuff GIs that leads to the sustainable development. Through an extensive field study and questionnaire analysis this study highlights the need for incorporation of technological innovations for GI sustenance and factors associated with it.

Mots-Clés: KEY WORDS: Foodstuff GIs, Fostering GI, Technological innovations, GI sustenance, Quality maintenance

Transizione ecologica, sostenibilità ambientale e innovazione delle produzioni di qualità a denominazione di origine e ad indicazione geografica protetta. Opportunità e prospettive.

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La transizione verso sistemi alimentari sostenibili rappresenta una grande sfida ma al tempo stesso anche una grande opportunità per il settore agroalimentare. In tale contesto, un ruolo particolarmente importante è assunto dalle produzioni di qualità a denominazione di origine e ad indicazione geografica protetta. Tali produzioni assicurano elevati standard di qualità e sono caratterizzati da una rigorosa tracciabilità, che ne garantisce la sicurezza alimentare e la provenienza delle materie prime. Il sistema delle indicazioni geografiche contribuisce a promuovere l'economia locale e può contribuire anche alla salvaguardia dell'ambiente, visto il profondo legame che i prodotti hanno con il territorio di origine. Le produzioni di qualità a denominazione di origine e ad indicazione geografica protetta offrono notevoli opportunità per coniugare tradizione, qualità e innovazione in un'ottica di sostenibilità ambientale. La sostenibilità ambientale e l'innovazione delle produzioni di qualità rappresentano elementi fondamentali per garantire la continuità del settore e la sua crescita economica. Il sistema delle indicazioni geografiche, attraverso l'integrazione di tecnologie innovative e l'adozione di pratiche agricole sostenibili, può diventare un modello di eccellenza per un settore agroalimentare più resiliente ai cambiamenti climatici e rispettoso dell'ambiente. Il rafforzamento della sostenibilità ambientale delle produzioni di qualità a denominazione di origine e ad indicazione geografica si può conseguire promuovendo l'innovazione tecnologica e la digitalizzazione dei processi di produzione, rafforzando l'efficienza dei processi produttivi e migliorando l'efficienza energetica e l'utilizzo di fonti di energia rinnovabili. Inoltre, promuovendo la bioeconomia e l'economia circolare all'interno delle filiere agroalimentari, si può contribuire alla diminuzione della quantità di rifiuti prodotti e all'utilizzo di materiali riciclati e scarti di lavorazione. Per rafforzare la sostenibilità ambientale delle produzioni di qualità a denominazione di origine e ad indicazione geografica protetta, è necessario, inoltre, promuovere l'utilizzo di tecniche agronomiche sostenibili, come l'agricoltura biologica, limitare l'uso dei prodotti fitosanitari e di fertilizzanti di sintesi, incentivare la gestione sostenibile delle risorse idriche, incentivare la conservazione e la valorizzazione delle razze animali e delle varietà vegetali locali e il benessere animale. La transizione ecologica e il miglioramento della sostenibilità ambientale rappresentano oggi una priorità per il settore delle produzioni a denominazione di origine e ad indicazione geografica protetta, anche alla luce del regolamento (UE) n. 2024/1143 dell'11 aprile 2024. In particolare, il regolamento, tra le misure definite per rafforzare il ruolo delle indicazioni geografiche e dei Consorzi di tutela, prevede anche la possibilità di includere, all'interno dei disciplinari di produzione, specifici "impegni di sostenibilità",

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che consistono nel rispetto di norme e standard ambientali più rigorosi di quelli prescritti dalla legislazione comunitaria e nazionale. Tali impegni devono tenere conto delle pratiche sostenibili che vengono utilizzate per la produzione dei prodotti ad indicazione geografica e possono fare riferimento ai sistemi di sostenibilità esistenti. In conclusione, le produzioni a denominazione di origine e ad indicazione geografica protetta hanno la possibilità di intraprendere un percorso verso un modello di produzione sostenibile, che supporti l'agricoltura e le comunità rurali, garantisca la qualità dei prodotti e la competitività e l'innovazione delle imprese e che promuova la salvaguardia dell'ambiente e delle risorse naturali

Mots-Clés: sostenibilità, innovazione, ambiente, agroalimentare, territorio, qualità

USE OF GEOGRAPHICAL INFORMATION SYSTEMS in DELIMITATION of the AREA in GEOGRAPHICAL INDICATIONS

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The same product may have different quality characteristics in different regions due to factors such as geographical conditions, climate and traditional knowledge. It is very difficult to determine the characteristics that make products special and specific to the region. Especially in herbal products, soil and climate characteristics should be carefully examined. For example, Bursa Siyah İnciri (black fig) is larger, sweeter and darker in color than black figs grown in other regions. The factors that give Bursa Black Fig these characteristics are the soil structure of the region and the gentle wind blowing during the fig growing season.

Research conducted in many countries has shown that consumers are interested in local products and are willing to pay more. This situation often leads to unfair competition between products famous for their regions, as well as "area" wars between provinces, districts or regions in geographical indication applications. Applicants try to keep the added value to be created from the Geographical Indicated product within their own borders. For this reason, in many Geographical Indication registrations, the geographical area is usually shown with the borders drawn on the official map of a certain province or district. However, it is not possible to divide the soil characteristics and climate with map borders. Therefore, in this case, the problem of excluding some producers or including producers who do not produce the same product quality in the area will arise.

The aim of the study is to explain how to determine the area in the most objective way possible when preparing geographical indication specifications. For this purpose, Bursa Siyah İnciri (black fig), Bursa Şeftalisi (peach) and Hasanağa Enginari (artichoke) which produced in Turkey and having geographical indications will be considered as case studies. In all three examples, physical, chemical and sensory analyses are integrated with data obtained from geographical information systems using ArcGIS software program. In this method, the relevant area can be determined not according to the borders on the map but according to soil and climate characteristics. By determining the area objectively and accurately, the quality of the product within the geographical indication borders will be protected and the exclusion of any producer will be prevented.

Mots-Clés: delimitation of area, geographical information systems, ArcGIS

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” IG Fromage Bouhezza : Opportunités économiques et innovations dans le cadre du projet national de recherche " PNR, Association IMESSENDA et INATAA-UFM Constantine, Algérie

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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 UFM), 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.

Mots-Clés: Indication Géographique (IG), fromage Bouhezza, INATAA, association IMESSENDA, innovation, durabilité.

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Parallel Discussion Session 15 - Geographical Indications in a Globalized World

Free trade for a green future : promoting sustainability through the export of European geographical indications

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The European Union (hereinafter, the EU) has adopted labels, geographical indications, which aim to identify foodstuffs whose quality or reputation is essentially linked to their geographical origin. The concept of geographical indication (hereinafter, GI) thus makes it possible to protect a terroir and traditional savoir-faire, which are specific to a locality. The EU wishes to protect its geographical indications abroad to prevent the appearance of ersatz products in the face of the risks of usurpation. Its normative export takes place mainly in regional trade agreements. Is the export of the GI concept in trade agreements a tool for preserving biodiversity? The normativity of the EU would benefit from being internationalized since geographical indications could protect savoir-faire that has environmental virtues, in relation to biodiversity. The protection of the terroir is possible thanks to the need to respect precise specifications. It leads producers to preserve their soils and biodiversity because it is what gives added value to their protected products, compared to traditional products. Although this issue is not advertised by the EU to its trading partner, it would be relevant to prove that GIs can be an effective tool in contributing to a sustainable world.

Mots-Clés: Regional trade agreements, international economic law, foreign countries

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From Vineyards to Fields: The Evolution of Origin-linked Protection in South Africa

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The definition, legal means of protection and nature of policy on geographical indications (GI) in South Africa has evolved over the last four decades. South Africa's path to GI protection has followed what can be considered a product-based approach to protect origin-linked products. Consisting of a variety of legal regimes – trademark laws, consumer protection laws and sui generis legislation for specific products – what has emerged is a unique hybrid system. The Agricultural Products Standards Act 119 of 1990 and the Liquor Products Act 60 of 1989, are examples of product specific legislation for origin-linked products, while the Merchandise Marks Act 17 of 1941 is a consumer protection law and the Trade Marks Act 194 of 1993 is the governing trademark law. These pieces of legislation prohibit the use of false or misleading descriptions of products, including misleading as to the origin of the product and prohibit the use of any misleading marks or words in the course of trade. South Africa's oldest origin-linked product scheme is for wines and spirits, where the country has been an active and major player. The Wines of Origin System established in terms of the Liquor Products Act essentially provides GI-specific protection similar to that of the European Union. The Wine of Origin System is a certification scheme designed to regulate and protect the geographical origin, variety, vintage, and quality of South African wines. Established in 1973 and administered by the South African Wine and Spirit Board, the system ensures that wines labelled under specific names meet strict criteria, guaranteeing authenticity and adherence to regional characteristics. Prior to 2019, there was no GI-specific legislation for non-alcoholic products in South Africa, that is legislation that mirrors the wording in art. 22(1) of the TRIPS Agreement. Recently, the 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), were enacted in terms of the Agricultural Products Standards Act. The GI Regulations of 2019 introduced legal provisions for the registration and protection of foreign GI and local GI for all agricultural products. This paper examines the trajectory of GI legislation in South Africa – the definition of GI, the legal means of protection and the nature of policy on GI in South Africa. It explores the development of GI-specific legislation in South Africa, focusing on the progression from the Wine of Origin System to the GI Regulations of 2019, which have ushered in a new legal measure for origin-linked products in South Africa. The paper also highlights the impact of these developments on the protection of unique South African agricultural products and compares the new GI-specific legislation with existing consumer protection laws and the trademark regime.

Mots-Clés: GI Regulations, GI Policy, Agricultural Products, Legal definition, Origin scheme

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Geographical Indications in Africa: Challenges, Opportunities, and Strategies in Tailoring the Legal Framework

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The topic of geographical indications (GIs) in Africa holds significant importance as it has the potential to shape the future of intellectual property law on the continent. The GI system, successfully applied in Europe for the past century, has proven effective in protecting and enhancing the value of local products, know-how, and biological diversity-qualities that Africa is abundantly endowed with. Africa's unique origin-linked products could benefit from a system that emphasizes their distinct characters and quality linked to local production factors, particularly in a global market where consumers increasingly value sustainability and pristine production conditions. However, as GIs are deeply entrenched in European historical, cultural, and legal traditions, their design and implementation in the African context require careful adaptation to fit the circumstances of the countries on the continent. This presentation critically assesses the imperatives for introducing a GI system in Africa, evaluating the rationales and highlighting the unique features of such a system in the African context. It draws on academic literature, national and regional legislation, policy documents, in Africa and at the international level to provide a comprehensive understanding of the current legal state of GIs in Africa, with some reference to efforts to introduce GIs in Ethiopia.

Mots-Clés: GIs, sui generis, Africa, legal, Ethiopia, origin, linked products.

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Geographical Indications in international trade agreements

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Proposed Contribution to FAO's Global Perspectives on Geographical Indications Conference in February 2025

I would be interested in making a presentation on one or both of the following subjects:

- **1. Title: How the War on Terroir was won and lost**

Subject: a presentation describing how EU's trade policy from 2010 prioritised securing protection worldwide for its geographical indications. The net effect of this was to transform the status of GIs from a neglected and parochial form of IPR to one now globally recognised as a genuine and development friendly concept.

The presentation will describe how the EU's trade negotiations resulted not only in protection for EU GIs but also stimulated third countries, both developed and developing, to build up their own stock of GIs, prioritise rural development, and introduce sui generis protection regimes comparable to that in Europe. This international spread of a "pro-GI culture" led in turn to the possibility of negotiating and successfully concluding the multilateral Geneva Act of the WIPO Lisbon Agreement. The presentation fits well with one of the themes of the Conference which is sustainability, notably from the social and economic and developing country perspective.

The presentation will set out the main features of GI protection in the EU's Free Trade Agreements, and analyse how and why opposition to GIs from the USA in particular failed so signally.

The presentation can be supported by power point slides if desired, and the speaking points can be circulated subsequently in the form of an article or paper.

- **2. Crossing The River By Feeling The Stones: The China-EU GI Agreement. Lessons for the Future**

*Intervenant

Subject: a presentation describing the negotiating history of the China-EU GI Agreement, to date the sole trade agreement between the two blocs. It will describe how what seemed unbridgeable differences in substance were successfully bridged, the obstacles and difficulties that interfered with negotiations, and the lessons learned by both sides during the process. The presentation will then look forward and make recommendations on how the Agreement can be strengthened and expanded in the next decade.

The purpose of this is not simply to provide a historical record of the negotiations (though this will be done), nor just recommendations for the future. There are two other objectives to this presentation. One, to demonstrate that in the course of negotiating GIs many intellectual/policy issues associated with the GI world presents itself. So the negotiations are a microcosm of this fascinating form of IPR. And secondly the presentation will demonstrate that it is possible and indeed beneficial for emerging economies or developing countries to pursue GI trade agreements for the purposes of consumer protection, economic growth, protection of the national patrimony, and rural development. GIs and GI agreements are a welcome buffer against the more negative aspects of globalisation. Again the presentation fits well with the Conference themes.

The presentation can be supported by PPT slides if desired, and the speaking points can be circulated subsequently in the form of an article or paper.

Mots-Clés: GIs, international trade, FTAs, global protection, WTO, Lisbon, EU, China

Protection of EU Geographical Indications in Trade Agreements: Is it worth it?

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The difficulty of reaching an agreement on the protection of GIs within the multilateral framework leads the European Union to promote GIs in its bilateral negotiations since 2010. This has led to the inclusion of lists of protected GIs in all trade agreements recently signed by the EU, such as EU-Korea (2012), EU-South Africa (2017), EU-Canada (2018) or EU-Japan (2019). Geographical indications defined in these lists are protected against misuse in partner markets. However, there are certain exceptions, such as trademarks registered prior to the signing of the agreement. Given the sensitivity of the GI issue in trade negotiations, the inclusion of GIs in trade agreements represents a non-negligible negotiating cost for the EU, which has to make concessions in return. In this context, the real benefits of including these GI lists in bilateral agreements should be questioned. Does it really allow European GI food exporters to improve their position in partner markets? Does it have an impact on the volume or price of exported products or on the number of exporting firms? In this work, we estimate the impact of the inclusion of GIs in bilateral agreements on French exports of foodstuffs. We rely on a unique dataset of firms and products concerned by Geographical Indications (GIs) in the French agri-food industry (excluding wine) for 2012-2019, merged with firm-product-destination level data from French Customs and the French National Institute of Statistics. Controlling for market and firm characteristics, we compare the exports of GI firms with those of non-GI firms before and after the signing of the 13 agreements (25 destination countries) that include a list of GIs to be protected. We show that the protection of GIs in EU RTA helps French firms to reach new markets and to sell their products at higher price, but it depends on the level of protection provided by the agreement. To be effective, the recognition of GIs in trade agreements must be accompanied by monitoring and control by partner authorities in their markets.

Mots-Clés: Regional Trade Agreements, Trade Margins

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Parallel Discussion Session 16 - Marketing and Consumers

BOXNARRANTE: un innovativo sistema di vendita per gli oli certificati

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Nonostante l'elevato numero di oli a Denominazione di Origine Protetta (DOP) riconosciuti in Italia, il mercato di questi prodotti stenta a decollare. Infatti, la scarsa conoscenza da parte del consumatore italiano delle caratteristiche sensoriali e salutistiche dell'olio extra vergine di oliva, il posizionamento di prezzo più alto dei prodotti DOP, l'elevato consumo *pro capite* di olio e la tendenza a sottovalutare il ruolo dell'olio nelle preparazioni alimentari rende difficile l'aumento delle quote di mercato degli oli DOP.

In particolare, persiste la difficoltà di comunicare al consumatore finale le specificità di oli ottenuti in aree geografiche delimitate dove l'incontro tra le varietà di olivo locali e le condizioni pedoclimatiche del territorio, unitamente alle tecniche produttive imposte dal rispetto dello specifico Disciplinare di Produzione, danno origine a prodotti con caratteristiche uniche. Rispetto ad altri prodotti (vino, formaggi) nel caso dell'olio è più difficile spiegare che non esiste un unico tipo di prodotto, ma si può spaziare dagli oli più fruttati, con intense sensazioni aromatiche e gustative, a quelli più dolci e delicati, con risultati totalmente differenti nella preparazione dei pasti.

Con l'obiettivo di migliorare la competitività degli oli extra vergini di oliva ad indicazione geografica certificata è stato sviluppato, nell'ambito del PSR Campania 2014-2020, il progetto BOXNARRANTE finalizzato ad individuare innovative strategie di marketing. Infatti, il recente riconoscimento della IGP Olio Campania ha risvegliato l'interesse verso la certificazione dell'origine geografica, grazie anche alla possibilità di aggregare maggiori quantità di prodotto rispetto alle DOP. Tra gli obiettivi del progetto vi è stato quello di aumentare la consapevolezza dei consumatori, invitandoli a scegliere diversi oli per diversi utilizzi sulla base delle loro caratteristiche sensoriali e nutrizionali.

Il progetto ha previsto la realizzazione a livello sperimentale di una confezione multiprodotto contenente 3 bottiglie di oli diversi, sia per l'aspetto sensoriale che per il costo (100% italiano, DOP Colline Salernitane e IGP Olio Campania). Grazie all'assortimento offerto, il posizionamento di prezzo del BOXNARRANTE, corrispondente alla media dei prezzi delle singole unità, tende così a ridurre la distanza da quello del leader di mercato.

La confezione fornisce una descrizione grafica delle caratteristiche sensoriali e del contenuto in polifenoli totali mediante barrette colorate che offrono una immediata percezione dei differenti livelli di intensità che caratterizzano i singoli oli. Si suggeriscono poi i possibili utilizzi in cucina tenendo conto principalmente del diverso contenuto di polifenoli totali e, conseguentemente, della

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diversa intensità di percezione di amaro e di piccante nei tre oli presenti nella confezione.

Attraverso uno *home-user test* condotto su 150 famiglie è stato valutato il gradimento dei diversi oli nelle preparazioni alimentari casalinghe nonché l'efficacia informativa del BOXNARRANTE. Lo studio ha evidenziato come le informazioni riportate sul BOXNARRANTE abbiano guidato i consumatori a focalizzare alcuni elementi del profilo sensoriale degli oli aiutandoli a distinguere i tre prodotti e a collegare aspetti sensoriali e aspetti salutistici.

L'interesse mostrato dal mondo produttivo nei confronti del BOXNARRANTE sembra indicare una sostanziale aderenza del progetto ai reali fabbisogni del settore e rappresenta uno stimolo per proseguire la ricerca su scala reale.

Mots-Clés: olio extra vergine di oliva, DOP, IGP

Consumers insights on GIs and sustainability: A systematic literature review

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Consumers are becoming more attentive to the origin, quality and health attributes of the foods they choose (Efsa, 2022). At the same time, awareness of the environmental and social consequences of food purchasing decisions is growing, with some consumers strongly driven by their ethical values and sustainability concerns (Piracci et al., 2023). Geographical Indications (GIs) are one mechanism to ensure that food production follows pre-set rules regarding quality and resource use (FAO and oriGIn, 2024; García-Moral et al., 2023). However, less is known about the long-term sustainability contributions of GIs including their environmental, social, and governance outcomes alongside the economic benefits (FAO and origin, 2024), and how these factors influence consumer demand for GI products.

Against this backdrop, the aim of the study is to conduct a Systematic Literature Review (SLR) of consumer and GI sustainability research to better understand *consumer perceptions of GIs, identifying sustainability attributes and strategies related to the demand for GI products*. We conducted our review using the Scopus database, chosen for its extensive journal coverage (c.f., Falasco et al., 2024). The initial search strategy using keywords related to GIs, sustainability, and consumer behaviour yielded an initial sample of 320 articles, which was refined to 170 using established step-by-step SLR approaches. The paper documents the current state of the art, identifies knowledge gaps, and outlines an agenda for future research.

Key drivers and barriers related to the demand for GIs and associated outcomes were identified. These include consumer preferences for authenticity, traceability (Leufkens, 2018) and the importance of brand name and reputation (Užar and Filipović, 2023). GIs also provide product differentiation, where added value is related to sustainability credentials or the promotion of health benefits (Iotti et al., 2023). Barriers were also identified, including low consumer awareness of GIs (Kos Skubic et al., 2019), limited or fragmented communication about their benefits (Maró et al., 2023), and low safety perception of artisan products (Bytyçi et al., 2024). Additional concerns relate to GI pricing premiums (Papoutsis, 2023), which limit their reach, especially among younger and less affluent consumers (Alpeza et al., 2023).

The literature documents how GIs may drive stronger consumer-producer relationships (Zhe et al., 2023), and command higher producer prices (Staffolani et al., 2023). However, GIs are not

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fully realising potential benefits due to widespread consumer confusion regarding multiple labels (Papoutsis, 2023) and difficulties in understanding the added benefits of GI-certified products (García-Moral et al., 2023). Few consumer studies on GIs explicitly engage with sustainability aspects or address practical questions as to how increase consumer demand for GIs as part of more sustainable diets.

The study contributes to the stream of GI and sustainability research with a conceptual framework (Appendix 1) offering a structured overview of antecedents and outcomes, which can inform future research and policymaking. Examples of successful and innovative GI marketing in the academic literature are identified. An online workshop with experts from the GI SMART project, helped refine and validate the conceptual framework as well as identifying evidence gaps and future research needs.

Mots-Clés: Geographical Indications, Consumer Insights, Sustainability, Consumer Perception, Consumer Attitude

Festivals for Apple-Based PGI Products in Norway

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Food festivals may serve as a stage for promoting products by linking them to regional identity, tradition, and sustainability. However, few studies have been conducted on the combination of GIs and festivals. The marginal international literature concerns how PGI in festivals communicate immaterial heritage (Castelló, Lövgren and Svensson, 2023), promotes consumption (Arfini et. al 2019), contributes to economic and social sustainability (FAO; UNIFI (2021) is established to be a meeting place for professionals (Tregear, Török and Gorton, 2016), and develop a seasonal culture of food festivals to prolong the tourist season (Borg and Gratzner, 2013). Against this background, based on fieldwork from four festivals in 2023, this paper describes and analyses the role of festivals for apple-based PGI products in Norway.

Apple-based PGI products, such as Hardanger cider and Telemark apples, are rooted in Norway's food cultural history. However, the festivals create a contemporary narrative around these products, emphasizing tradition and quality. This narrative address local consumers but also reach out to a wider audience. By providing opportunities for direct interaction between producers and consumers, the festivals enhance product visibility, potentially contributing to increased sales. The marketing innovation further lies in the use of place-based branding. The festivals enable for people to experience and engage with the geographical uniqueness of the PGI regions. Further, the festivals create buzz around the apple products, reinforcing their distinctiveness and adding cultural value that goes beyond their functional use. Additionally, the festivals serve as educational platforms, where consumers can learn about the production process and the historical significance of apple-growing in the regions. Through these activities, festivals potentially strengthen the bond between producers and consumers. From a marketing perspective, the festivals may also facilitate market alliances. Producers collaborate with local tourism industries, government bodies, and international participants, creating synergies that may benefit local economies.

In conclusion, festivals for apple-based PGI products in Norway is an example of place-based marketing innovations. Through a combination of education, direct consumer interaction, and strategic alliances, these events potentially improve market presence of PGI products, making them a driver of both economic and cultural sustainability.

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Mots-Clés: PGI Apples Festivals Norway

Investigating the role of front-of-pack labels on consumers' WTP for a PDO product

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International and governmental organizations are looking for practical ways to encourage consumers to adopt healthier and more sustainable eating habits. Among the potential tools to support individuals in their dietary choices, the World Health Organization (WHO) emphasizes the importance of visible information on food's nutritional and sustainable impact through front-of-pack (FOP) labels. In this context, many FOP labeling systems have been proposed both for nutritional and sustainable aspects.

Given the increasing interest in these topics and the growing debates about the most suitable FOP label to adopt, the present study aims at investigating the impact of different FOP labels on consumers' perception and food choices. Specifically, a lab experiment (N = 120 Italian consumers) was implemented using nutrition labels (i.e., the NutriScore and NutriInform), a sustainable label (i.e., EcoScore), and price as attributes in an online discrete choice experiment (DCE). Specifically, as little is known about how such schemes impact the price premium when displayed along with Geographical Indications, the food under investigation in this study is the Parmigiano Reggiano DOP.

To further explore consumers' behavior, participants' visual attention was assessed using eye-tracking. Finally, participants also responded to attitudinal and sociodemographic questions.

Data were collected in Spring 2024, and the analysis is currently ongoing.

In light of the European Union's proposal to adopt a mandatory nutrition FOP labeling system, findings and implications from this study could support policymakers in developing strategies to promote healthier and more sustainable dietary behaviors; while also considering the economic impact that such an implementation could have on specific food categories, such as foods with Geographical Indications.

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Mots-Clés: PDO, consumer perception, marketing implications

La sostenibilità per le attività turistiche delle aziende agricole: promuovere la sostenibilità nel turismo enogastronomico

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Negli ultimi decenni, la sostenibilità ha acquisito un ruolo di primo piano nel settore agroalimentare, stimolando lo sviluppo di strumenti e certificazioni finalizzati al miglioramento della sostenibilità ambientale, sociale ed economica degli operatori e del pubblico. Tuttavia, nonostante l'adozione di pratiche sostenibili da parte delle aziende agricole e delle realtà legate al comparto agroalimentare, l'attenzione alla sostenibilità nel contesto turistico risulta ancora limitata. In particolare, il turismo enogastronomico, un segmento in costante crescita, rappresenta un'opportunità strategica per le aziende agricole, ma richiede lo sviluppo e l'implementazione di strumenti specifici per garantire la sostenibilità di questo comparto.

Diversi studi confermano che la sostenibilità costituisce un fattore determinante nelle scelte dei turisti, soprattutto in relazione alle destinazioni e alle esperienze enogastronomiche. Un turista su due esprime il desiderio di partecipare a esperienze caratterizzate da una bassa impronta ambientale e da un impatto positivo per la comunità locale, sfatando la concezione limitante secondo cui la sostenibilità riguarderebbe esclusivamente l'ambiente. Tuttavia, emerge una discrepanza tra le intenzioni dichiarate dai turisti e i comportamenti effettivi durante i viaggi, spesso dovuta alla mancanza di informazioni chiare e facilmente accessibili. Risulta pertanto cruciale monitorare tali dinamiche al fine di incentivare comportamenti più sostenibili, che negli ultimi anni sembrano registrare una riduzione.

Il presente contributo si focalizza sui risultati di un'indagine condotta nel 2023 con il metodo CAWI (Computer Assisted Web Interview), su un campione di oltre 1.500 turisti italiani. L'obiettivo dell'indagine è stato quello di identificare le leve motivazionali e comportamentali che possono incentivare i turisti a vivere esperienze enogastronomiche rispettose dell'ambiente, della cultura e delle comunità locali. I risultati evidenziano che, sebbene i turisti italiani dimostrino una certa sensibilità verso la sostenibilità, questa è diminuita rispetto al passato. Il 65% degli intervistati dichiara di evitare sprechi di cibo, il 54% afferma di adottare comportamenti rispettosi dell'ambiente, mentre solo il 27% utilizza mezzi pubblici o biciclette per gli spostamenti, evidenziando un netto calo rispetto agli anni precedenti. Inoltre, solo il 17% del campione ha scelto consapevolmente strutture ricettive con una gestione sostenibile.

Questi dati confermano che la sostenibilità rimane un elemento cruciale nella scelta delle esperienze enogastronomiche, al pari di altri fattori come prezzo, qualità e servizi offerti. Tuttavia,

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emerge chiaramente la necessità di intensificare gli sforzi volti a promuovere comportamenti sostenibili che siano effettivamente in linea con le intenzioni dichiarate dai turisti. Si pone dunque l'esigenza di ideare sistemi di supporto che facilitino l'adozione di comportamenti sostenibili da parte dei turisti, ma anche degli operatori.

A tal proposito, il contributo esamina una strategia di intervento attraverso l'analisi di un caso studio specifico: il progetto CarTES - Carta del Turista Enogastronomico Sostenibile, che rappresenta un esempio concreto di approccio sistematico alla sostenibilità nel turismo enogastronomico. L'analisi del progetto intende offrire spunti per future traiettorie di ricerca e intervento in ambito turistico, con l'obiettivo di migliorare la sostenibilità del settore enogastronomico.

Mots-Clés: Turismo enogastronomico, Innovazione nel turismo, Sostenibilità, CarTES

PDO cheese labels: the relationship between price and the degrees of traditionality, quality, sustainability, naturalness, and sensory attributes

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Aim: Labeling is a crucial means of communication that provides information affecting consumers' purchasing decisions. In addition to product specifications, it could provide further information on traditionality, sustainability, naturalness, sensory, and other quality dimensions. There is scarce information in the literature about the elements suppliers (producers, manufacturers, and retailers) utilize on the packaging to set protected designation of origin (PDO) cheese products apart from those of their rivals (non-PDO cheeses). This study aimed to explore the elements they used and to assess the impact of the labeling on product prices and its effectiveness in product differentiation in the Italian market, considering three types of cheese: hard cheese (Parmigiano Reggiano PDO and Grana Padano PDO), fresh soft cheese (Robiola di Roccaverano PDO and robiola type), and string cheese (Caciocavallo Silano PDO and caciocavallo type).

Method: A content analysis tool was developed in order to analyze and score the labels of cheese products. The tool comprised the dimensions and subdimensions of traditionality, quality, sustainability, naturalness, sensory, and nutrition. Data was obtained through market surveys conducted from September to November 2022 at various distribution channels (supermarkets, discounts, open-air markets, and cheese specialty stores) in Emilia-Romagna Region (hard cheese category), Piemonte Region (fresh soft cheese category), and Apulia Region (string cheese category), Italy. In total, 420 labels of cheese products were used in the analysis.

Results: The results presented insights on the key label attributes across dimensions and their subdimensions. Traditionality and quality are principal dimensions in cheese labeling, suggesting a focus on these dimensions for marketing cheese products in the Italian market. Because Parmigiano Reggiano PDO is well-known both domestically and internationally, there are a high variety of products and highly developed labels on the market. The PDO label has high value in the hard and soft cheese categories. Storytelling using animal pictures is crucial for fresh

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soft cheese but not a differentiation strategy. String cheese has only a few dimensions listed on the labels, but specific cow breed information could increase their value. Quality attributes like cheese maturation period, cow breed specification, premium/reserve, and mountain product can enhance the value of hard cheese products. The sensory dimension, particularly texture indications, could enhance hard cheese value, while offering degustation suggestions could be a plus for fresh soft cheese. The sustainability dimension in the cheese products was less evident, but organic and animal welfare certifications could add value to the products. There were only a few, but the packaging was gradually becoming more recyclable and biodegradable. Naturalness of cheese products, such as naturally lactose-free, free of preservatives, and claimed natural products, is also important.

Conclusion: The proposed content analysis tool could help managers and practitioners benchmark products and compare them to competitors. Tradition and quality are crucial for staying competitive, with PDO certification adding value. Nevertheless, only PDO certification is not enough, as Caciocavallo Silano PDO requires additional elements like cow breed specification, highlighting the complexity of consumer requirements regarding multiple issues beyond just PDO certification.

Mots-Clés: PDO cheese, food labels, tradition, Italy, content analysis

Regional Identity: The role of Facebook in promoting PDO and PGI agricultural products across Europe

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This study aims to assess how PDO and PGI agricultural products are promoted on Facebook Page across five European countries: Spain, France, Italy, Portugal, and Greece; together these countries hold for 75% of all the agricultural products that belong to some GI scheme in Europe. The products that will be part of the investigation are registered as PDO or PGI under the EU basis of protection, belong to the Product Type Food - Category - Class 1.6 (Fruits, vegetables and cereals fresh or processed). The study was carried out for those products for which the producer group was available in GI View Portal (n=314) and had a digital presence through a Facebook Page (n=217); some groups of producers handle more than one product, and they will be evaluated as a unique Facebook Page. The final sample of the study considered only unique Facebook Pages with any type of publication from January 2023 and May 2024 (n=170). Utilizing data from Facebook posts a quantitative analysis was conducted aiming to evaluate the completeness of basic information on Facebook pages, media type usage (photo, video, links) and post frequency. Moreover, a qualitative analysis was conducted using Voyant Tools to analyse the content of each publication using word frequency and relative frequency, to understand the most common words used employed by producer groups on the Facebook posts. The results revealed significant variability in the accuracy and completeness of basic information on Facebook pages across the countries, showing an average of only 50% of usage of the About Us Section. Engagement rates and posting frequencies also varied, with France achieving the highest engagement rate at 2.4%, while Greece and Portugal had the lowest at 1.1%. Photos were the most commonly used media type across all countries, making up 63.3% of the total media types used. The analysis of the corpus generated on the Voyant tools, revealed that Spain and France frequently highlight PDO and PGI certifications on Facebook publications, emphasizing quality and regional identity through geographic branding. Italy emphasizes regional products, with a strong presence of Calabria as a term of the corpus. Portugal focuses on local markets and community involvement, promoting the cooperatives rather than products, while Greece promotes the wine industry and agritourism. This comparative analysis provides insights into how different promotional strategies are employed across these countries. The findings suggest that while common themes exist, such as the emphasis on quality, strong connection with localization and regional identity, each country exhibits unique approaches reflecting their market conditions. Additionally, none of the countries use Facebook to reinforce the sustainable approach of the GI

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products. The relative frequency indicates higher values for the term Quality all over the corpus of the Voyant when compared to Sustainability. Spain presents the highest relative frequency for Sustainability (1.660), however, still very low when compared to Quality (3.221). Future research could expand the scope to include more countries and social media platforms to provide a more comprehensive understanding of the impact of different promotional strategies.

Mots-Clés: agrifood marketing, digital marketing, Facebook, Sustainability, Food Marketing, Social media

To Buy or Not to Buy: Socio-Psychological Narrative on Consumers' Intention to Pay for Geographical Indication (GIs) Certified Agri-Food Products

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The Geographical Indication scheme (GIs) is a quality standard for agri-food products that recognizes the distinctiveness, history and connection of a product with its territorial roots, supports valuation, market competitiveness and builds consumer trust and a favourable image for the product. Though the GIs approach has been embedded into European agricultural policies for attaining sustainability in the EU agri-food system, consumers' purchase decision-making process as well as their willingness to pay for GIs-certified agri-food products needs extensive review considering their socio-psychological perspectives, which is still lacking in existing literature. To address this knowledge gap, this study investigated Spanish consumers' knowledge and perception of GIs quality certifications: Protected Designation of Origin (PDO) and Protected Geographical Indication (PGI), and their acceptance of agri-food products carrying PDO/PGI labels in the Catalonia region of Spain. To get insights into their knowledge, perceptions, preferences, and purchasing behaviour of agri-food products with PDO/PGI labels, a total of 2000 Catalan consumers responsible for household food purchases are taking part in an online survey in 2024. The data collection process is ongoing and the results will be later presented in the "Global Perspectives on Geographical Indications (GIs)" conference. The theoretical context of this study is based on a comprehensive framework linking the Theory of Planned Behaviour model with the Social Identity Theory to quantify consumer intention to buy PDO/PGI-certified products. We proposed a reformed view of consumers' intention to buy agri-food products with PDO/PGI certification. This proposed notion of consumers' purchase behaviour is oriented towards a socio-psychological narrative and provides a theoretical tool to comprehend the perception of consumers on the relative importance and sustainability impacts of GIs-certified agri-food products and for understanding consumers' acceptance of and purchase behaviour of such products.

Mots-Clés: Consumer behaviour, Intention to buy, Consumer preferences, GIs label, Sustainability

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Use and conceptions of GI- and organic labels among citizens in seven European countries

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In recent years, there has been a global push to transform food systems for sustainability, aligning with initiatives and strategies like the European Green Deal. Central to these discussions is the evolving role of Geographical Indications (GIs) in the agrifood sector, which traditionally emphasize place-based specificity but are now under pressure to incorporate sustainability measures.

In the marketing of GI products, the food labels on the packaging have been central. They are the visible symbol that distinguishes the product from similar products in the store, guaranteeing a specific geographical and/or artisanal origin. By including sustainability indicators in GIs, this will add an additional, environmental dimension to the product. On the one hand, this product innovation can help to strengthen consumers' interest – and trust in – GI products, but on the other hand, it can help create uncertainty related to the differences between GI products and other quality food schemes, such as organic labels.

Based on a nationally representative survey in 7 European countries (France, Italy, Norway, Poland, Spain, Germany and the UK), we will discuss to what extent European citizens look for PDO labelled products when shopping and whether they confuse these with other labels, specifically organic labelling schemes.

This discussion first relates to recent research showing that consumers do not use food labels to orient themselves when shopping (Amilien et al., 2022). Secondly, different labelling schemes are often confused. In the long term, this may have an impact on the credibility of various food quality labelling schemes. Since these certifications often overlap, it may lead to "label cannibalization," where the success of one scheme may undermine another (Hegnes, 2023). This dynamic has raised questions about how GIs, can adapt to growing demands for sustainability in both local and global contexts.

At the local level, there are many small-scale producers who to a greater extent market their products directly to consumers at farmers' markets, festivals, etc., and to a lesser extent make use of the GI label itself. There is therefore a need to further develop and strengthen the marketing of GI products and look more closely at how to exploit synergies between the label as a marketing tool and other forms of marketing of GIs, such as direct sales. Different strategies and ways of marketing GI products can help meet consumers' need for more knowledge about GI products.

Finally, the paper points to a need for authorities and labelling organisations to discuss the

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role of sustainability in the various labelling schemes so that unfortunate cannibalisation can be avoided.

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Mots-Clés: GI products, European survey, sustainability, citizens conceptions, organic

Parallel Discussion Session 18 - Producer Organizations and Research

Harnessing NMR metabolomic fingerprinting for enhanced geographical identification and quality of milk and coffee

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Geographical identification of food products, such as milk and coffee, is crucial for ensuring quality and authenticity, as well as promoting local traditions. In recent years, various technical innovations have emerged that employ metabolomic and fingerprinting approaches to distinguish products based on their geographical origin. These methods not only enhance traceability but can also contribute to the valorization of local productions, making them more competitive in the global market.

One of the most promising approaches is the use of nuclear magnetic resonance (NMR) spectroscopy for metabolomic fingerprinting. In one of our studies (Tenori et al., 2018), this non-destructive and rapid method, allows us to distinguish milk from different farms (97% accuracy), revealing significant differences in metabolic profiles. This technique is based on the analysis of metabolites present in milk, which can vary depending on factors such as animal diet and farming practices. Moreover, in a subsequent study (Meoni et al., 2020), we demonstrated that NMR can be used to compare human breast milk with infant formula and that different formula milk producers can be accurately recognized using the metabolomic fingerprint of milk samples, further highlighting the importance of this approach in ensuring the quality and traceability of dairy products.

Subsequently, we also explored how grazing affects the metabolic profile of cow's milk, demonstrating that farming practices can have a direct impact on milk quality (Niero et al., 2022). These findings can be used to develop marketing strategies highlighting geographical origin and sustainable practices, contributing to a greater valorization of local dairy products.

In the context of coffee, we applied the same approach to analyze *Coffea Arabica* beans from different varieties and post-harvest treatments in Nicaragua (Meoni et al., 2021). The results showed that metabolomic fingerprinting is effective for the classification and recognition of varieties, suggesting that such techniques can be used to guarantee the authenticity of coffee and to promote local varieties. This is particularly relevant in a global market where quality and origin are increasingly important for consumers.

Indeed, chemical analysis using NMR offers numerous advantages for the geographic recognition of food products. Firstly, NMR allows for highly detailed metabolomic fingerprinting, which can reveal significant differences in the chemical profiles of food products. Moreover, it is a non-destructive technique that requires little to no sample preparation, making it particularly

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suitable for analyzing these products. Another significant advantage of NMR is its ability to provide quantitative information about the metabolites present.

In conclusion, integrating advanced techniques such as NMR metabolomic fingerprinting into the food supply chain represents a unique opportunity to improve the geographical identification of products like milk and coffee. These innovations not only guarantee authenticity and quality but can also contribute to the greater competitiveness of local products in the global market while supporting rural economies and promoting faster and more sustainable agricultural practices and analytical techniques.

Mots-Clés: Geographical identification, Authenticity, NMR, Fingerprinting, Metabolomics, Milk, Coffee

LA DISTRIBUZIONE DEI MEZZI DI DIFESA CON APR (DRONI): UN SUPPORTO IMPORTANTE IN SCENARI OLIVICOLI COMPLESSI PER GLI OLI A I.G.

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La protezione delle piante è un elemento chiave per la riduzione delle perdite produttive e per la salvaguardia del reddito delle aziende agricole.

Sebbene da tempo si assista alla progressiva diffusione delle tecnologie dell'agricoltura 4.0, anche promosse dal Parlamento Europeo, l'impiego dei droni (Aeromobili a Pilotaggio Remoto - APR) per la distribuzione dei prodotti fitosanitari è attualmente ancora interdetto. Solo un'adeguata conoscenza dell'efficacia e dell'impatto ambientale di questi strumenti potrà consentire di valutarne le effettive potenzialità. Per tali ragioni, nel biennio 2022-2023 è stata condotta in Lombardia e in Liguria una sperimentazione, autorizzata dal Ministero della Salute, Direzione Generale per l'Igiene e la Sicurezza degli Alimenti, volta a studiare l'utilizzo dei droni nella protezione dell'olivo contro *Bactrocera oleae*, per la distribuzione localizzata di prodotti "attract and kill".

Obiettivi del lavoro sono stati: i) valutare l'applicabilità dei droni in contesti caratterizzati da scarsa accessibilità a persone e mezzi, ii) valutare la precisione della distribuzione dei prodotti fitosanitari, iii) valutare l'efficacia dell'intervento, iv) stimare l'impatto ambientale, v) quantificare l'ammontare dei residui dei prodotti distribuiti. Le prove condotte con i droni sono state confrontate con le tecniche convenzionali di distribuzione degli stessi prodotti.

Dal punto di vista dell'efficacia, i trattamenti eseguiti con i droni hanno sensibilmente ridotto l'incidenza delle infestazioni di *B. oleae*. L'effetto deriva dei prodotti fitosanitari è stato sempre trascurabile, al pari della deposizione a terra inferiore del 52,50% rispetto a quella massima

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attesa. I residui nelle olive e nell'olio sono risultati sempre conformi alle norme e inferiori a quelli derivanti con l'applicazione delle tecniche convenzionali di distribuzione. Infine, i costi dei trattamenti con i droni sono risultati confrontabili con quelli dei medesimi trattamenti eseguiti con le tecniche convenzionali.

La sperimentazione ha suscitato particolare interesse per la sua applicabilità in contesti orograficamente difficili (es. oliveti terrazzati della Liguria e dei laghi lombardi), dove le produzioni di olio a Denominazione di Origine Protetta incontrano crescenti difficoltà. Lo "scivolamento a valle" delle produzioni agricole, oltre ad avere importanti ripercussioni sull'economia olivicola di vasti territori, innesca fenomeni di dissesto idrogeologico, provocati dalla cessazione di ogni forma di manutenzione dei versanti e dei terrazzamenti. Poter contare su una semplificazione e riduzione dei tempi e dei costi di esecuzione degli interventi di difesa fitosanitaria, a fronte della conservazione dell'efficacia e del rispetto delle ricadute ambientali, assume pertanto un'importanza strategica alla quale i Consorzi di Tutela degli oli DOP guardano con particolare interesse.

Mots-Clés: Difesa Olivo | Droni | Attact and kill.

LIFE – The Tough Get Going

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Il primo progetto per migliorare la sostenibilità delle produzioni DOP e IGP

Il progetto LIFE TTGG è nato nel 2017 da una sinergia tra Consorzio Tutela Formaggio Grana Padano, Politecnico di Milano, Università Cattolica del Sacro Cuore di Piacenza, Enersem, Origin, Fondazione Qualivita, CNIEL.

Il progetto aiuta le aziende del settore lattiero-caseario a:

- ridurre l'impatto ambientale in tutte le fasi della produzione (allevamento, trasformazione, confezionamento)
- migliorare l'efficienza della filiera dei formaggi europei DOP a pasta dura e semidura;
- comunicare il proprio impegno secondo le indicazioni della nuova Direttiva sui Green Claims;
- perseguire concretamente politiche internazionali quali Farm to Fork e Biodiversità 2030, linee guida fondamentali dei Paesi dell'Unione Europea per un mondo agroalimentare che garantisca produzioni più sostenibili, cibo sufficiente e prezzi accessibili.

La ricerca applicata ha permesso di inquadrare a fondo i diversi momenti della produzione dei formaggi e mettere a punto un software *user friendly* per valutarne l'impronta ambientale, incentivandone la riduzione nei successivi processi.

Lo Strumento di Supporto alle Decisioni Ambientali (SSDA) dà indicazioni dettagliate e permette di creare scenari di miglioramento dell'impatto ambientale attraverso diverse azioni a vari livelli della filiera, ad esempio:

- ai produttori latte, con un'efficiente gestione degli effluenti, produzione di energie rinnovabili,

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ottimizzazione della mandria e provenienza geografica degli alimenti;

- nei caseifici con l'efficientamento energetico;

- nel confezionamento con indicazioni sulla conservazione per evitare spreco alimentare.

Il progetto LIFE TTGG e i suoi output sono scientificamente rivoluzionari nella qualità dei dati che compongono il database di riferimento per il benchmark di produzione. Grazie ai vincoli del Disciplinare di produzione, l'applicazione alla DOP rende possibile il compromesso ideale tra dato specifico e generale: l'analisi di impronta ambientale di prodotto è modellizzabile con precisione perché i dati di partenza sono dettagliati e rende possibile un benchmark significativo secondo la metodologia Product Environmental Footprint (PEF). Ogni attore della filiera può visionare il proprio posizionamento rispetto al benchmark continuamente aggiornato, costruito mediando le prestazioni di aziende comparabili, che possono ottenere in modo rapido e a costi contenuti le certificazioni ambientali di prodotto, tra cui quella relativa allo schema Made Green In Italy.

L'approccio, partito dall'ambito italiano, è ripetibile e scalabile a tutte le DOP e IGP su scala globale. I risultati sono stati talmente convincenti che Consorzio Tutela, Politecnico di Milano, Università Cattolica del Sacro Cuore di Piacenza ed Enersem hanno sottoscritto un nuovo accordo per aggiornare il database e favorire l'utilizzo di SSDA tra i propri consorziati e da parte delle altre DOP nazionali.

L'SSDA pone il Consorzio di Tutela Grana Padano all'avanguardia nella ricerca della neutralità climatica, dal momento che la produzione di Grana Padano assorbe ogni anno circa il 24% del volume di latte nazionale. Nel 2023 la produzione ha superato i 5 milioni di forme trasformando circa 2,773 milioni di tonnellate di latte da 3974 stalle.

Mots-Clés: sustainability

Lenticchie verdi di Altamura IGP nel settore dei prodotti da forno

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Attualmente l’impiego di sfarinati vegetali ad alto contenuto proteico, come i legumi, è di forte interesse per le aziende del settore agro alimentare, il mondo della ricerca e dei produttori. In particolare, l’uso della farina di lenticchie (*Lens culinaris Medik.*) è di crescente interesse per lo sviluppo di nuovi prodotti da forno grazie alla sua composizione e alle promettenti proprietà (Romano et al., 2023). Le lenticchie verdi di Altamura IGP sono ricche di componenti essenziali per la salute umana come carboidrati (50 g/100 g), proteine (21–26 g/100 g), fibre alimentari (8,4 g/100 g), minerali, vitamine (principalmente vitamina B3/niacina) e composti fenolici, nonché naturalmente prive di glutine. Le lenticchie sono solitamente utilizzate per il consumo sotto forma di semi interi o spezzati sottoposti a cottura o trasformate in vari ingredienti (ad esempio farina). Le tecnologie di processo degli sfarinati possono diversificare l’uso delle farine di legumi come ingrediente nei prodotti alimentari trasformati, alterandone le proprietà funzionali (Lin e Fernández-Fraguas, 2020). Obiettivo delle nostre attività di ricerca è stato valutare l’effetto di diversi processi, come la germinazione e l’estrusione cottura (EC) sulla microstruttura, le proprietà chimico-fisiche, aromatiche, funzionali e tecnologiche di sfarinati ricavati dalle lenticchie verdi di Altamura IGP per il loro potenziale impiego nel settore dei prodotti da forno. A questo scopo sono stati considerati la farina integrale (controllo, LF), la farina termo-trattata (EC-LF) e la farina germinata per 24 ore (GF) ottenute dalle lenticchie verdi di Altamura IGP. Le proprietà degli sfarinati in esame indagate sono state: la microstruttura tramite l’utilizzo del microscopio elettronico a scansione, le proprietà chimico-fisiche (contenuto di umidità, proteine, pH, parametri colorimetrici), le proprietà funzionali quali la capacità di assorbimento di acqua (WHC), di assorbimento d’olio (OHC) e di rigonfiamento dei granuli di amido (SI), aromatiche ovvero la determinazione dei principali composti organici volatili e le proprietà tecnologiche mediante la valutazione degli indici farinografici. Il contenuto di umidità, di proteine, di pH ed i risultati colorimetrici degli sfarinati discriminavano significativamente ($p < 0.05$) i campioni. La WHC e l’OHC aumentavano in modo significativo ($p \leq 0,05$) nei campioni EC-LF e GF, con LF che aveva i valori minori ($p \leq 0,05$). Con l’aumento della temperatura, lo SI di tutti i

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campioni è aumentato a causa dell'assorbimento di acqua da parte principalmente dell'amido e delle fibre. Tra i campioni, EC-LF ha mostrato i valori di SI maggiori ($p \leq 0,05$) rispetto a quelli di LF e GF a tutte le temperature in esame. I composti organici volatili erano significativamente influenzati dalla tipologia di sfarinato. I principali parametri farinografici (tempo di sviluppo e di stabilità, elasticità e grado di rammollimento) degli impasti mostravano differenze significative ($p < 0.05$). In particolare, la farina GF mostrava i valori minori ($p < 0.05$). In conclusione, i dati ottenuti forniscono nuove ed interessanti informazioni per l'impiego di sfarinati da lenticchie verdi processate nel settore dei prodotti da forno.

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Mots-Clés: lenticchie, sostenibilità, nuovi alimenti

Modalità innovative di confezionamento e distribuzione di Pane Toscano DOP per incrementarne il valore nutraceutico, prolungarne la shelf-life e ridurre lo scarto alimentare.

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Il pane è un alimento quotidiano essenziale ma è noto per la sua breve durata a causa del processo di raffermamento, un fenomeno complesso che richiede ulteriori approfondimenti scientifici. Un obiettivo cruciale per l'industria del pane e dei prodotti da forno è estendere la conservazione dei loro prodotti, riducendo gli sprechi dovuti alla perdita di freschezza e ai costi di smaltimento. In questo contesto, da alcuni anni, è in corso un'attività di ricerca multidisciplinare che si propone di studiare metodi innovativi per la preparazione, il confezionamento e la distribuzione del pane toscano DOP. L'indagine riguarda tutte le fasi del processo di produzione, compresa la fermentazione, la cottura, il raffreddamento e lo stoccaggio, con particolare riferimento ai profili termici e al comportamento dell'acqua, un elemento cruciale che influenza le proprietà conservanti e sensoriali del prodotto. Per analizzare i risultati nel lungo periodo, vengono condotti test di conservazione utilizzando atmosfere modificate e nuovi metodi di confezionamento che non prevedono l'impiego di additivi chimici come l'etanolo. Questo approccio non solo mira a prolungare la freschezza del pane, ma offre anche vantaggi logistici per l'industria alimentare, contribuendo così a ridurre gli sprechi e promuovendo una produzione alimentare più sostenibile e attenta alla salute in linea con la strategia "Farm to Fork" per un sistema alimentare equo, sano e rispettoso dell'ambiente e con le priorità del Green Deal Europeo. Grazie all'incremento della conservabilità, i prodotti da forno potranno essere consumati per tempi prolungati e in aree geografiche più ampie. I risultati del progetto contribuiranno all'obiettivo specifico della CBE JU (Circular Bio-based Europe Joint Undertaking) di rafforzare l'integrazione della ricerca e dell'innovazione nell'ambito dei sistemi bio-industriali. Questa attività di ricerca si propone di "sviluppare soluzioni tecnologiche per il manifatturiero avanzato", nell'ambito della priorità tecnologica Fabbrica Intelligente, apportando innovazioni interessanti alla linea produttiva dei prodotti da forno. L'operatore prenderà delle decisioni di processo (DSS = decision supporting system), automatizzando i vari stadi del processo trasformativo e conservativo dei prodotti da forno e fornendo risposte analitiche immediate relative al monitoraggio, anche durante la fase

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di stoccaggio dei prodotti, di parametri quali temperatura, pressione, umidità relativa e assoluta tramite sensori presenti all'interno del packaging innovativo. Questa attività sperimentale prevede una necessaria integrazione tra il mondo accademico e quello produttivo, rappresentato dalle aziende che fanno parte del consorzio del Pane Toscano DOP. Questa sinergia da un lato, consentirà alle imprese di sfruttare al meglio le competenze scientifiche per progettare in modo efficiente le proprie strategie di mercato e dall'altro, porrà sfide interessanti al mondo della ricerca, spingendolo a ottimizzare e trasferire le competenze specifiche nel contesto produttivo. Questo processo virtuoso, se adeguatamente sostenuto dall'indispensabile supporto delle istituzioni, porterà a un notevole avanzamento del settore dei prodotti da forno nel prossimo futuro e potrà rappresentare un modello da adottare in tutto il sistema agroalimentare.

Mots-Clés: Pane Toscano Dop, Farm to Fork, Green Deal, Sostenibilità, Economia circolare, Fabbrica alimentare, Agroalimentare 4.0

Phytoplankton functional traits as monitoring tool in the production area of Cozza di Scardovari PDO

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Global climate changes have, in the last decades, reached center stage in the attention of both the scientific community and the society at large, impacting biodiversity at all levels of organization. This is particularly true for coastal zones, especially deltas, that are extremely sensitive to changing forcing conditions related to climate variability, such as flooding and droughts, storm surges, and sea-level changes. The Po Delta is among the most important shellfish cultivation area in Europe - with about 1600 operators and more than 80 companies involved - thanks to the high load of suspended organic matter and inorganic nutrients carried by the Po River that sustain the productivity. In last years, the shellfish production in the area has experienced a strong decline as consequence of multiple effects related to climate change. It must be stressed that the major part of lagoon food webs interested by shellfish farming in the area are driven by phytoplankton dynamics, as benthic floristic assemblages are regularly extirpated to provide additional physical and functional space for the cultivated biomasses. However, despite its role, the scientific information regarding the phytoplankton ecology in the Po Delta lagoons is still scarce, especially in relation to filtration activities of cultivated biomasses. Phytoplankton is considered to be the first biological compartment to rapidly respond to environmental changes in aquatic systems, as well as the most digestible trophic source for filter feeders organisms. Thus, the use of phytoplankton functional traits can represents an important tool for both ecological studies and shellfish production policies, opening new perspectives in management and planning of productions. The present communication focuses on the evaluation of phytoplankton functional traits in a coastal lagoon of the Po Delta, Sacca degli Scardovari (place of origin of **Cozza di Scardovari PDO**) where the recent explosion of the invasive blue crab (*Callinectes sapidus*) led to the collapse of the entire economically productive system. Our results highlight the role played by freshwater inputs in driving the productivity of the lagoon as well as the control by filter feeders organisms on primary producers. The overall picture underlines the extreme vulnerability of this system to ongoing climate change, as well as the need to deal with extreme urgency with the emergency relating to the explosion of the blue crab population.

Mots-Clés: Biodiversity, Marine Ecology, Photosynthetic pigments, Drought, Po River, Deltas

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Rafforzamento della tipicità e miglioramento della sostenibilità della filiera produttiva del formaggio Montasio DOP

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Il formaggio Montasio, in quanto prodotto a Denominazione di Origine Protetta rappresenta un importante patrimonio culturale ed economico per la regione Friuli Venezia Giulia.

Al fine di mantenere tale prodotto competitivo sul mercato, i produttori, oltre a garantire il rispetto delle caratteristiche peculiari del formaggio nel tempo, devono essere in grado di introdurre tecnologie innovative per raggiungere obiettivi di alta qualità e migliorare la sostenibilità della filiera. Alla luce di questa considerazione, scopo del presente progetto di ricerca è stato quello di rafforzare la tipicità, ridurre l'incidenza dei difetti, estendere la shelf-life e diminuire l'impatto ambientale dell'intera filiera produttiva del formaggio Montasio. In particolare, per migliorare la sostenibilità della filiera del formaggio Montasio, l'attenzione è stata posta sulla possibilità di mettere in atto i seguenti interventi:

- messa a punto di strategie biologiche basate sull'impiego di microflora autoctona in grado di competere con i microrganismi responsabili di fermentazioni indesiderate al fine di ridurre i difetti e quindi anche gli scarti di prodotto;
- riduzione del difetto causato dalle muffe sotto-crosta;
- sviluppo di soluzioni di confezionamento a basso impatto ambientale per soddisfare la sempre più pressante domanda del mercato di prodotti pronti porzionati e con shelf-life estesa.

L'unicità del formaggio Montasio è sicuramente appresentata da specifiche caratteristiche sensoriali che ne definiscono lo stretto legame con il territorio d'origine e lo rendono irripetibile in altri contesti produttivi. Già da diversi anni, i Consorzi di Tutela dei più importanti formaggi DOP italiani si sono dotati di un proprio panel sensoriale, hanno inserito questo tipo di valutazione tra i parametri importanti di qualità e hanno definito per il loro prodotto dei profili sensoriali tipici. Si è ritenuto che questo strumento potesse rappresentare, anche nel caso del formaggio Montasio un'ottima opportunità nell'ottica del rafforzamento della tipicità del prodotto. Per questo motivo, nell'ambito del presente progetto è stato reclutato ed addestrato un panel di assaggiatori che ha definito i profili sensoriali tipici del formaggio Montasio a diversi tempi di stagionatura. Infine, sempre nell'ottica di un rafforzamento della tipicità del prodotto, è stata impostata una sperimentazione finalizzata all'identificazione mediante metagenomica del profilo microbico dei

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lattoinnesti prodotti nella zona d'origine del formaggio Montasio allo scopo di isolare e caratterizzare dei ceppi autoctoni da utilizzare nella preparazione di un fermento selezionato per la produzione di Montasio DOP.

Le attività sopradescritte sono state condotte in collaborazione con il Dipartimento di Scienze Agro Alimentari Ambientali ed Animali e viene di seguito riportato il dettaglio di tutti i risultati ottenuti.

Mots-Clés: formaggio Montasio DOP, sostenibilità, fermenti selezionati, lisozima, panel sensoriale, autoctonia, confezionamento

Unlocking Territorial Identity: A Multidisciplinary Geochemical-Isotopic and Chlorophyll Fluorimetric Approach to Enhance the Typicity and Resilience of Coastal Sandy Soil Crops

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The characterization of territorial markers is essential for understanding the typicity and resilience of crops cultivated on coastal sandy soils. Coastal agriculture has relevance in Northern Italy, where the coast of the Po Valley-Veneto basin is intensively cultivated and includes some PGI crops. However, such environments represent marginal land for agriculture, often subject to unique climatic and pedological conditions, making them prone to drought and salinization. The plant's ability to cope with potentially harsh conditions depends on the plant's physiology and results in recognizable markers in the plant biomass. To establish the coastal crop's distinct qualities and adaptability, the integration of geochemical-isotopic and chlorophyll fluorimetric techniques is proposed as a robust method for the definition of markers of territoriality. The geochemical-isotopic approach enables a comprehensive analysis of elemental and isotopic signatures in plants that reflect soil composition and plant uptake processes. This allows for tracing the origins and environmental conditions associated with specific crops. The fluorimetric analysis provides insights into the plant's photosynthetic efficiency on which the plant growth depends, therefore providing a context for the interpretation of geochemical-isotopic results.

The present contribution exemplifies the potential of the methods for the characterization of some coastal crops in the Emilia-Romagna Region. Thanks to regional founding (EUROPASS(1), EUROPEAN SOCIAL FUND P L U S - The ESF+ 2021-2027(2)) a multidisciplinary approach combining soil analysis with red chicory and green asparagus characterization in the Eastern area of the Emilia-Romagna region is in progress. The aim is to establish a framework for assessing crop typicity and resilience, focusing on the interaction between soil properties and plant responses. Using analytical methods, such as X-ray fluorescence (XRF), inductively coupled mass spectrometry (ICP-MS-QQQ), and mass spectrometry of isotopes (EA-IRMS), we are identifying geochemical and isotopic markers, such as $\delta^{13}\text{C}$ and $\delta^{15}\text{N}$, that link soil composition and plant metabolism. Additionally, chlorophyll fluorescence induction underscores the influence of soil diversity on plant physiology.

The integration of these analytical techniques allows for more precise identification of territorial markers, offering a potential tool for the certification and enhancement of crop quality in coastal

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sandy regions. The results will contribute to the broader understanding of how soil-plant interactions influence agricultural sustainability and resilience, ultimately supporting the development of targeted agronomic practices for coastal sandy soil ecosystems. The method has potential in a variety of other contexts, where, e.g., territorial authenticity cannot be ascertained by molecular tools. An example is a collaborative project between the University of Ferrara and the University of Calabria, in collaboration with CREA, recently approved for grant by the Ministry of University(3). The project will explore ungrafted indigenous Italian grapevines, some of which are uniquely cultivated in the Emilia-Romagna coast (Vini delle sabbie).

Reference:

(1) <https://www.regione.emilia-romagna.it/europass>

(2) <https://formazionelavoro.regione.emilia-romagna.it/sito-fse>

(3) 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)

Mots-Clés: Territorial markers, Coastal agriculture, Geochemical, isotopic, Chlorophyll fluorescence, Crop resilience

Uso dell'Ozono Gassoso nella Stagionatura del Formaggio Toma Piemontese DOP: Innovazione Sostenibile per il Controllo della Microflora e la Qualità del Prodotto

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La tecnologia dell'ozono offre un approccio innovativo e sostenibile per la sanitizzazione e il miglioramento della qualità del prodotto nella filiera lattiero-casearia. Questo studio, parte di un progetto di dottorato industriale finanziato dal programma PON "Ricerca e Innovazione" 2014-2020, ha esplorato l'uso dell'ozono gassoso per controllare il deterioramento dovuto al proliferarsi di muffe alteranti durante la stagionatura del formaggio Toma Piemontese DOP (Denominazione di Origine Protetta). I test di laboratorio hanno dimostrato che l'ozono gassoso riesce a ridurre in modo efficace muffe, lieviti e batteri sul formaggio, migliorando la sicurezza alimentare e prolungando la durata di conservazione del prodotto, senza compromettere le sue caratteristiche qualitative. Le basse concentrazioni ottimali di ozono gassoso (300 ppb - 400 ppb; 0,642 mg m³ - 0,856 mg m³), sono state individuate grazie a test preliminari. Analisi avanzate, tra cui la Gas Cromatografia-Spettrometria di Massa con Rivelazione a Ionizzazione di Fiamma (GC-MS-FID), il naso elettronico (e-nose) e la Risonanza Magnetica Nucleare del Protone (¹H NMR), hanno confermato che l'ozono gassoso permette di preservare il profilo aromatico caratteristico della Toma Piemontese, monitorando metaboliti chiave come il butanone e il glutammato, possibili marcatori dell'invecchiamento. Variazioni nell'attività proteolitica durante la maturazione del formaggio suggeriscono una possibile influenza del trattamento con ozono gassoso sui processi biochimici con minor produzione di specifici acidi correlati ad aromi sgradevoli. I risultati attuali indicano che l'ozono ha il potenziale per essere integrato come tecnologia amica dell'ambiente nella produzione di formaggi stagionati. Studi su scala industriale, condotti nell'ambito del progetto NODES (S-O3-SDairy, I TESORI DELLA TERRA s.c.a.s. ONLUS, Cervasca, Italia), stanno attualmente valutando la scalabilità e l'efficacia del trattamento con ozono gassoso tramite un impianto prototipale automatizzato. I primi risultati indicano che questa tecnologia non solo è efficace dal punto di vista della qualità del prodotto e del controllo della microflora, ma potrebbe anche portare vantaggi economici e ambientali per la produzione di formaggi DOP più sostenibili, come la Toma Piemontese.

Mots-Clés: microflora, ozono gassoso, tecnologia non termica, sostenibilità, tipicità, qualità, caseario.

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When Innovation meets Tradition: Apple Derived Extracts from Italian Golden Delicious PDO (Val di Non, Trentino) for Human Well-being in a Context of Circular Bioeconomy

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In the picturesque area of Val di Non, the PDO apple is more than just a fruit-it is a symbol of heritage, quality, and sustainability. Consorzio Melinda (Consorzio) safeguards the authenticity and premium quality of the PDO apples and spearheads innovation to ensure its sustainable production and broader health benefits. In this context, the primary goal of this contribution is to illustrate how innovation for sustainability can enhance the overall performance of GI systems, ensuring their long-term viability while promoting economic, social, and environmental well-being. The Golden Delicious PDO apple is a case study to examine how bioactive compounds, extracted through innovative green processes, contribute to health and well-being. In the project (Progetto MeByC - CUP C77B24000000008), the Consorzio provides raw materials and extracts. At the same time, the University of Ferrara (UNIFE) and Maria Cecilia Hospital-Gruppo Villa Maria (MCH) evaluates the biological properties, and the University of Naples Federico II (UNINA) analyzes their chemical composition.

In more detail, as far as the Consorzio is concerned, it plays a crucial role in maintaining the quality and authenticity of these apples, ensuring that they meet the stringent criteria of the Protected Designation of Origin (PDO) certification. In this project, Consorzio provides raw apple materials, selects fruits that do not meet the quality standards for fresh market commercialization, and prepares the extracts with a proprietary green technology used in the research.

Then, the apple extracts, prepared by the Consorzio, are delivered to UNIFE and MCH for detailed biological analysis. UNIFE's research team is responsible for evaluating the biological properties of these extracts, particularly how these bioactive compounds influence cellular activity, including anti-inflammatory, antioxidant, and immunomodulatory effects. MCH is responsible for conducting tests related to *in vitro* behavior with modern analytical methodologies like mitochondrial calcium signaling and confocal microscopy. One of the main findings from

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the *in vitro* and *in vivo* tests was that the apple-derived extracts can be efficiently absorbed by human cells, such as fibroblasts and macrophages, without causing toxicity. These extracts have demonstrated a potential role in modulating immune responses by reducing pro-inflammatory cytokines, which could be crucial in managing inflammation-related diseases such as inflammatory bowel disease (IBD) and other conditions linked to immune system dysregulation.

While UNIFE-MCH focuses on the biological implications of the apple extracts, UNINA analyzes their metabolic profile, identifying and quantifying the various nutritional and bioactive molecules present in the apple extracts, such as primary and secondary metabolites. The research team at UNINA has employed untargeted (NMR) and targeted (RP-HPLC-PDA-ESI-MSn) analytical methodologies to determine the bioactive components providing valuable insights into how these compounds contribute to the biological effects observed in the tests at UNIFE.

In conclusion, by focusing on the bioactive properties of the Golden Delicious DOP apple and the collaborative efforts between Consorzio Melinda, UNIFE, MCH, and UNINA, this project offers valuable insight into how scientific innovation can preserve tradition while fostering long-term sustainability and enhancing the performance of GI systems across economic, social, environmental, and governance dimensions.

Mots-Clés: Golden Delicious PDO apple, innovative green extraction processes, health and well-being, biological properties, metabolomic profiling

aceto Balsamico tradizionale di Modena: DEterminazione Spettroscopica e Sensoriale dell'Avanzamento della maturazione in batteria - BADESSA

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Studiare e verificare l'esistenza di caratteristiche sperimentali oggettive, misurabili sperimentalmente, in grado di caratterizzare univocamente il grado di maturazione dell'Aceto Balsamico Tradizionale di Modena, nel contesto della singola batteria di produzione. Lo studio verrà condotto a partire dall'analisi e identificazione delle principali caratteristiche spettroscopiche (specifiche forme dello spettro della luce assorbita dal prodotto, nella zona compresa tra ultravioletto e vicino infrarosso) che possano fungere da marker univoci del prodotto ABTM e della sua evoluzione e maturazione nel tempo, caratteristiche spettroscopiche che verranno studiate e messe in relazione, in un'ottica di data fusione con algoritmi di intelligenza artificiale, con i principali parametri chimico-fisici in grado di caratterizzare il prodotto stesso (viscosità, pH, etc...). L'analisi verrà condotta su batterie diverse acetaie, con l'obiettivo di individuare features spettroscopiche comuni al prodotto al procedere della maturazione, così come eventuali specificità riconducibili alla singola batteria. I marker potranno essere utilizzati dal consorzio per una maggiore caratterizzazione del prodotto, nell'ottica di favorire la sua valorizzazione sul mercato, oltre a costituire un potenziale strumento da utilizzare nell'ambito dell'autenticazione e quindi della lotta alla contraffazione del prodotto stesso.

Mots-Clés: Aceto balsamico tradizionale, batteria, spettroscopia, machine learning, data fusion

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Accepted Abstracts with Author Not
Present at the Conference

Aguamiel, oficios y región magueyera: una propuesta de valor

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El presente propuesta, intenta visibilizar la evidencia teórica/empírica que permitió construir la línea discursiva del llamado Estudio Técnico para la Indicación Geográfica del aguamiel. Ésta, es una de las bebidas de mayor relevancia en la historia de México, es el único sustrato que brindan los magueyes aguamieleros (*Agave salmiana*), históricamente representativos de la zona central mexicana, con particular prevalencia sobre la llamada Región Magueyera de Hidalgo (RMH). Tal región, se localizada al sudeste y sudoeste Hidalgo, se ha construido de forma gradual en los últimos 100 años por la propia lógica de expansión territorial vía propagación de la planta del maguey aguamielero: asexual operada hasta 2016 (hijuelos,) y sexual vigente (in vitro). Es así que, en los últimos 20 años, de cada 100 hectáreas de magueyes aguamieleros existentes en el país, la RMH contribuye con cerca de 67 hectáreas cultivadas; que equivale a 76 litros promedio de aguamiel.

La construcción metodológica de tal esfuerzo, se centró en geografías donde se extrae/produce el aguamiel; el origen y cobertura del maguey aguamielero; los procesos de extracción del aguamiel (oficios, utensilios, saberes y ciencia); los factores naturales (fisiografía accidentada que explica la riqueza/ diversidad de magueyes aguamieleros); y, por último, los llamados factores culturales (el papel del tlachiquero/tlachiquera, resiliencia que alimentan la cosmovisión del maguey aguamielero. Todo ello, además de proteger la calidad específica permitirá lograr un desarrollo rural sostenible en un mundo que se calienta y se seca. Tal ejercicio fue secundado por esfuerzos participativos y de diálogo abierto, entre productores, productoras, tlachiqueros, tlachiqueras, tomadores de decisiones, artistas, académicos y científicos, todos y todas, solidarias a la causa al transmitir sus saberes y experiencia.

En suma, es factible afirmar que: el aguamiel extraída sobre la RMH, a diferencia de otras latitudes, cumple fehacientemente los requisitos para que se proteja a través de la referida Indicación Geográfica. No queda más que agradecer la deferencia de todos/todas actores involucrados, sin la presencia constante de ellos/ellas por cerca de dos años, no sería posible pensar en la alta posibilidad de obtener la Primera Declaración de Protección de una Indicación Geográfica en el Estado de Hidalgo.

Mots-Clés: aguamiel, región magueyera y oficios.

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Apport de la recherche pour la mise en application des signes de qualité : cas de " Figues de Djebba " et " Grenades de Gabès " en Tunisie

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Les signes de qualité liés à l'origine géographique permettent une meilleure valorisation économique et une conservation durable de la biodiversité et du savoir faire local. Les ressources génétiques fruitières en Tunisie sont assez diversifiées et leur sauvegarde pose des problèmes sérieux. Le figuier (*Ficus carica* L.) et le grenadier (*Punica granatum* L.) sont deux espèces de culture traditionnelle dans différentes régions du pays. Nos recherches, menées depuis plusieurs années, ont permis d'identifier les niches spécifiques de culture, les conditions agro-techniques de production et les caractéristiques qualitatives distinctives de ces fruits. Grâce à la collaboration des institutions de recherche, des collectivités locales, des organismes de développement et des autorités compétentes, deux labels ont été créés " AOC Figues de Djebba " et " AOC Grenades de Gabès ". D'autres sont en cours de préparation. La mise en application de ces indications géographiques a été basée sur des recherches appliquées qui ont permis la détermination des limites de leur application en fonction des variations spatio-temporelles de la qualité des fruits en tenant compte des systèmes et modes de production. Les principales contraintes pour l'application de ces indications géographiques sont discutées.

Mots-Clés: Agrosystèmes, figues, grenades, IG, AOC, Tunisie

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Building a "Roadmap to Sustainability in Texas wine": Praxis for sustainability in a dynamic socio-environmental region

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A small but dedicated group of Texas wine growers and winemakers have been asking themselves some important questions: *What is sustainability? What is sustainability in wine? What is sustainability in Texas wine?* Although each has their own perspectives and needs as producers, they all share some common goals, namely: promoting and pursuing sustainability in Texas wine. However, to promote or pursue a thing, you need to understand it. So, my team and I have been working closely with these sustainability stakeholders over the past year and a half to discover what sustainability *does* look like, *could* look like, and *will* look like for Texas wine.

Within the "Roadmap to Sustainability in Texas Wine" project, we envision sustainability as tripart, encompassing environmental as well as economic and equity components, and we in the Fermented Landscapes Lab have been working alongside Texas winegrowers and winemakers to conceptualize and, crucially, *operationalize* sustainability in their practices and process. Specifically, through a series of extensive qualitative and quantitative data collection and analysis activities, we have been working to identify shared goals for sustainability; fostering effective collaboration across the group; and producing shared guidelines for sustainability best practices within-and beyond-those organizations. This work has occurred alongside outreach and education for other producers who have expressed interest in getting involved in the future.

Texas has a handful of well-established geographic indicators (GIs) as well as some notable (sub-)appellations in development, but there are no applicable sustainability regimes for the region (despite there being about a dozen wine sustainability certification option in the United States). Although the project participants agreed that not all producers in Texas would necessarily want to participate in a formal wine sustainability certification, we also knew that some might appreciate the opportunity to certify, were that an option. Thus, some of our collective efforts have been targeted toward preparing a proposal of necessary adjustments to an existing sustainability certification paradigm in use elsewhere to ensure the eligibility of Texas participants. That proposal is currently under consideration by the selected certifying body.

Regardless of the outcome of our bid for an official certification option, though, through our efforts we have been working diligently to develop guiding principles for wine sustainability in the state of Texas and foster a durable partnership for those seeking to improve their sustainability practices. Such a partnership is critical for sharing strategies and tools, maintaining a commitment to this challenging work, making progress clear to consumers, and celebrating successes.

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This paper offers a report on our community-based, action research project, which serves as a praxis for sustainability in Texas wine. This work has demonstrated that, as a place with a dynamic (and difficult) environmental context, embedded in a unique cultural and regulatory landscape, Texas wine producers are necessarily innovative and creative when it comes to addressing sustainability issues. In sum, there has been much progress made in the Texas wine industry, and we look forward to using our shared "roadmap" to push Texas father along the path toward sustainability.

Mots-Clés: sustainability, wine, fermented landscapes, praxis, action research

COOPERACIÓN ACTIVA Y PRODUCTOS DEL ORIGEN PROTEGIDOS. DE LA ILUSIÓN AL PLAN. EXPERIENCIAS PRÁCTICAS

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De acuerdo a la última encuesta de caracterización socioeconómica CASEN, 2022 del Ministerio de Desarrollo Social y Familia de Chile, el 16,9% de la población chilena vive en condiciones de pobreza multidimensional (considera educación, salud, trabajo y seguridad social, vivienda y medioambiente, redes sociales y cohesión). Por su parte, la incidencia de la pobreza por zonas en 2022 mostró que el 28% de las personas se encuentran en áreas rurales y el 15,5% en áreas urbanas.

De las 28 indicaciones geográficas y denominaciones de origen actualmente protegidas en Chile, de conformidad a la Ley 19.039 de propiedad Industrial, un número importante se ubican en zonas rurales y aisladas. Estas mismas comunidades de productores/as y artesanos/as se ven expuestos a las externalidades provocadas por el cambio climático, incendios forestales, escasez de materias primas, entre otros.

En este contexto y considerando, además, que las políticas públicas actuales consideran de forma marginal a los productos de origen protegidos a través de indicaciones geográficas y denominaciones de origen, la cooperación internacional activa puede ser la diferencia entre simples ilusiones con planes de trabajo y posicionamiento de largo plazo.

El objetivo principal de este trabajo es relevar el valor de una cooperación activa para productores y artesanos para crear capacidades en las comunidades de productores y artesanos, transferir conocimientos, fortalecer el mapa de actores o actantes, identificar nichos de mercado de modo de provocar un impacto real, efectivo y a largo plazo en acciones de fomento productivo que se traduzcan en desarrollo económico local de las comunidades asociadas.

Igualmente, si se considera que un elemento fundamental para la protección de productos de origen a través de indicaciones geográficas y denominaciones de origen, es la tradición y el desarrollo de planes exitosos, el compartir vía cooperación esas prácticas entre pares, puede significar el poder aprender haciendo generando entre otros resultados, la dignificación de la práctica generando el interés para futuras generaciones.

En esta línea, esta contribución busca compartir algunos ejemplos de experiencias de cooperación efectivas, como el trabajo desarrollado en Chile con la indicación geográfica Orégano de la precordillera de Putre, producto beneficiario del "Paquete de recuperación Económica COVID-19" de la Organización Mundial de la Propiedad Intelectual, OMPI.

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Mots-Clés: "fomento productivo" "desarrollo económico local" "creación de capacidades" "transferencia de conocimiento" "cooperación activa" "orégano de la precordillera de Putre"

Cultivation, Certification and Consumer Welfare: Exploring the Legal Enforcement Mechanisms for the Protection of Indian GI Mangoes

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Mangifera indica, commonly known as Mango and hailed as the "king of fruits," is indigenous to the Indian subcontinent. As per the National Horticulture Board, India is home to about 1500 varieties of mangoes, including 1000 commercial varieties. Despite this rich diversity, only a handful of mango varieties have been designated with Geographical Indication (GI) protection under the Geographical Indication (Registration and Protection) of Goods in 1999. As of September 2024, 200 agricultural goods are registered as GIs, which account for 31 percent of the overall GI registrations in India. Among the agricultural goods registrations in India, fifteen varieties of mangoes are registered as GIs owing to the quality, reputation, or other characteristics attributed to their respective geographical origin. Furthermore, nine different varieties of mangoes are either under pre-examination or examination stages of scrutiny for the grant of GI. However, these renowned products encounter myriad obstacles from the inception of cultivating GI mangoes until the final delivery to end consumers. For the purposes of this paper, the issues are segmented into two phases, namely, cultivation and post-cultivation. In the former phase, adverse climatic conditions such as extreme heat waves and monsoon failures contribute to delays in flowering and early fruit dropping before ripening, ultimately disrupting the production of these distinguished GI mangoes and prompting cases of unethical cultivation practices hampering the sustainability of GI mangoes. The paper accentuates the post-cultivation issues throughout the supply chain, such as logo perplexities, information asymmetry, traceability issues, adulteration during transit, low-quality control standards, and the absence of testing protocols and facilities. These hurdles jeopardize the authenticity and quality of GI mangoes, impeding potential economic and cultural benefits for producers and their regions. The methodology used for the present paper is a mixture of doctrinal and non-doctrinal, where primary data will be collected by conducting an empirical study in the GI mango regions of Kerala, Maharashtra, and Tamil Nadu. The paper finally suggests measures for innovation in the governance and marketing of GI mangoes, advocating accountability of local chain actors and stringent legal enforcement mecha-

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nisms to curb counterfeiting, adulteration of GI mangoes, and provide additional protection for mango products such as pulp, juice, pickles, etc. derived from the GI mangoes.

Mots-Clés: Geographical Indications, adulteration, counterfeiting, quality control, legal enforcement mechanisms, consumer welfare, etc.

Empowering Sustainability: The Role of Authorized Users in Preserving Kutch Embroidery craft of Gujarat, India

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The charm and heritage of traditional handicrafts from rural India have consistently enchanted art and craft enthusiasts. **Kutch Embroidery**, deeply rooted in the cultural heritage of the pastoral community, inherently embodies sustainable practices that have sustained the craft for generations. The women embody a source of creative inspiration and are renowned globally for their centuries-old embroidery skills.

Kutch embroidery, a renowned traditional craft, originates from the region of Gujarat, India. It is a form of handicraft which is a cultural expression of the communities of the Kutch, Gujarat. Every bold stitch, motif and glass-piece ornamentation added to the craft reflects the rituals and folklore of the specific community and also serves as evidence to recognize the creator's or wearer's identity. With Kutch Embroidery, the stories of empowerment, the beauty of hand-embroidered creations, and the vibrant essence of rural communities unfold. Recognized as a Geographical Indication (GI) tagged product since 2007, Kutch embroidery holds a special place in the handicrafts of India, with its GI registration serving as a testament to its authenticity, cultural value, and unique craftsmanship.

With reference to this craft, a survey was conducted by DPIIT IPR Chair, Gujarat National Law University (GNLU) among the authorized users of Kutch embroidery in order to assess its alignment with various SDGs. The survey with authorized users of Kutch Embroidery reveals the strengths as well as areas of improvement of Kutch Embroidery achieving sustainable development goals. Based on the survey, it is noted that Kutch embroidery aligns strongly with the three pillars of the Sustainable Development Goals (SDGs) - economic, social and environmental sustainability. The financial independence promotes gender equality, another SDG, by empowering women socially and economically. Kutch embroidery also contributes to building sustainable communities, as it fosters local traditions and craftsmanship that can be passed down through generations, ensuring cultural preservation while providing livelihoods. In terms of environmental impact, the craft promotes responsible consumption and production, as the products are handcrafted, often using locally sourced materials and sustainable methods. Actively using upcycling methods in the crafting process reduces waste and gives new life to materials, supporting a zero-waste approach. These products are crafted through a highly sustainable production process and are purchased with a focus on 'slow fashion' values.

*Intervenant

As Kutch embroidery progresses into the future, prioritizing sustainability is essential for preserving this cultural art form. Adopting eco-friendly practices and promoting community welfare are key to ensuring its continued existence. The authorized users have actively contributed to these goals through their involvement in the craft, which not only sustains their livelihoods but also enhances the overall well-being of their communities.

Kutch embroidery is more than just an artistic expression; it is a tool for social and economic development. Through its connection to SDGs, it demonstrates the power of traditional crafts in contributing to global goals of sustainability, economic empowerment, and cultural preservation. The ongoing engagement of authorized users ensures that Kutch embroidery remains a dynamic part of Gujarat's heritage while evolving to meet contemporary sustainability standards.

Mots-Clés: Sustainability, Kutch Embroidery, Geographical Indications, India

GI schemes in Japan and Canada: Analysis with trade-negotiations to the US

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The relationships of Geographical Indications to sustainability and embeddedness in individual national contexts are contested. Geographical Indication systems *per se* do not guarantee sustainability standards but they register the tradition of the products and their socio-ecological origins. Potentially, their embeddedness to their production areas, may contribute to rural development and its sustainability by adding values.

This paper introduces GI schemes in Japan and Canada are analyzed in their relationships to trade-negotiations, primarily to the EU but also with the US.

Japan has speedily implemented its GI system for agricultural and food products in time for the mutual protection of GIs in the Economic Partnership Agreement (EPA) with the EU. The first GI registration was in December 2015. Since then, 148 products have been registered as of August 27, 2024. However, few products are conducive to protection of designation of origin (PDO) due to free trade agreements forcing Japan to import surplus U.S. crops, such as wheat, corn, soybeans, dairy products, beef, and other agricultural products as raw materials resulting in significant implications for GIs and the Japanese diet.

The Canada-European Union Comprehensive Economic and Trade Agreement (CETA) was established in 2017 but awaits ratification by all EU member states. CETA compels Canada to establish a national GI system. In contrast to Japan, Canadian progress in developing its GI system has been slow. Government policies and subsidies have targeted commodity production and export markets since the founding of the country. Modern free trade agreements and tight integration with the US economy has only served to sharpen the focus on export-driven commodities, frustrating the development of GIs and embedded products.

This paper examines how embeddedness as a core attribute of GIs challenges Japan and Canada in establishing GI systems that maintain and develop their own sustainable agricultural and food products under an environment of free trade pressure from the United States. The research methodology is historical analysis and case studies. From these analyses, we conclude that 1)

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unlike EU GIs, Japanese and Canadian GIs are more difficult to link to rural development and rural sustainability through multi-sectoral collaborative activities, 2) more practical effects such as elimination of counterfeit products and premium prices are expected by governments, and 3) for GIs to successfully contribute to rural sustainability aligning government agriculture policies and consumer awareness must be priorities.

Mots-Clés: embeddedness, FTA, CETA, EPA, Japa, Canada

GLOBAL PERSPECTIVES ON GEOGRAPHICAL INDICATIONS

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INTRODUCTION

Ancient trade routes, and the rich cultural heritage of Sri Lanka, formerly known as Ceylon spices.

A geographical indication (GI), it can be used as a tool to contribute to the increasing of the sustainability of their production system by promoting a high-quality product linked to origin. Furthermore, local traditions will be preserved, natural resources protected, and the conditions to ensure fair income for producers will be provided. Territorial approaches combined with value-chain processes were identified as powerful drivers of necessary rural transformations.

Sri Lankan spices are not just condiments; they are a symbol of culture, heritage, and exploration. Let us embrace the diversity of spices, celebrate their influence, and allow their magical touch to continue enriching our lives. Traditional knowledge accumulated in the spice sector of Sri Lanka, for centuries opens up new pathways. GI products are the result of an interaction between the local environment and local wisdom

Three specific products, i.e., Ceylon Tea, Ceylon Cinnamon and Ceylon Black Pepper. Ceylon Pineapple has been identified as Trade Marks under the Intellectual Property Act No. 23 of 2003.

- PRODUCTION AREA – Indigenous varieties/species, influence of the environment/climate on the product's development and characteristics
- PRODUCERS' KNOW-HOW: Selection techniques, traditional production methods, a connection to the local wisdom and heritage).
- An origin-linked product with a name and reputation associated to its origin.

Innovations to ensure the adaptation of GI systems to climate change we have been observed that food security of the nation can be adversely affected due to impacts of climate change.

Sri Lanka has traditionally been generalized into three climatic zones, namely,

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- 'Wet zone'. (The Wet Zone receives a relatively high mean annual rainfall over 2,500 mm without pronounced dry periods.)
- 'Dry zone' (The Dry Zone receives a mean annual rainfall of less than 1,750 mm with a distinct dry season from May to September.)
- 'Intermediate Zone' (The Intermediate Zone receives a mean annual rainfall between 1,750 and 2,500 mm with a short and less prominent dry season.)

Sri Lanka has been further divided into 46 agroecological regions (Punyawardena, 2007) that take into account the monthly rainfall amount (at 75 % probability) and distribution in addition to the parameters considered for identifying climate zones.

OBJECTIVES

- Create a strategy to add value for Ceylon spices through GI.

Food security is one of the most critical areas that need special attention in climate adaptation in Sri Lanka. Agriculture still occupies around 30 per cent of the workforce and a significant share of farmers live under poverty of all the economic sectors, agriculture is the most climate sensitive sector and climate related hazards have significantly affected the agricultural production and farm assets during the recent past.

Hence, high climate sensitivity and livelihood dependency of a large section of population makes food security a highly vulnerable sector to climate change impact that needs special attention in national adaptation plan.

- GI process in Sri Lanka initiated more than a decade back. 2 February 2022 entering a name in the register of protected designations of PGI

Mots-Clés: G.I geographical indications (Ceylon cinnamon

Geographical Indication "Ceylon Tea": A Collective Response to the Crises Faced by Sri Lanka's Tea Sector?

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In April 2022, the Central Bank of Sri Lanka announced a suspension of external debt repayments, marking the country's first-ever default and exposing an economic crisis that had been brewing for months. Following this event, Sri Lanka plunged into a severe economic crisis characterized by currency depreciation, heightened inflation, and dwindling foreign reserves, leading to shortages of essential goods like fuel, medicine, gas, chemical inputs, and foodstuffs. This economic downturn heavily impacted the agricultural sector and the Ceylon tea industry was not spared. Contributing 11% of merchandise export earnings in 2023-equivalent to \$1.3 billion annually - tea is a critical component of Sri Lanka's economy. The sector faced additional strain as it is a major source of foreign exchange in a context of rupee instability. Despite measures introduced by public authorities, every segment of the industry was affected, highlighting structural linked to a dual dependency: on imported chemical fertilizers for production on the one hand, and on the configuration of international markets for exports on the other hand.

In this context, the project to establish a geographical indication (GI) for Ceylon tea, spearheaded by the Sri Lanka Tea Board and involving all stakeholders in the sector, emerged as a potential tool for collective solutions. Defining the specific quality of Ceylon tea based on its origin presented two practical challenges: reconnecting production with its territory (in its environmental, social, and economic dimensions) and protecting the product's name in export markets, particularly regarding long-standing debates over bulk exports versus value addition. This presentation aims to clarify the GI's difficulties in aligning these two dimensions as organizing principles for a collective response to the structural challenges of the Ceylon tea sector.

First, we will outline the challenges faced by the Ceylon tea sector, which the negotiations surrounding the GI specifications sought to address. In terms of production, tea cultivation is heavily reliant on external inputs to combat declining soil fertility, directly affecting annual production levels and intensifying competition among processing factories for adequate supplies.

Next, we will present the participatory process of GI development: the actors involved, the methods employed, the various phases of the project, and the outcomes from a territorial and value-creation perspective. In a context of significant supply shocks, the negotiations over the GI specifications served, if not as an industry-wide planning opportunity, then at least as a framework for addressing structural challenges. We will focus on export and packaging issues as well

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as production practices, which have resulted in rules with varying levels of ambition. Finally, we will critically examine this process through three theoretical concepts. First, **territorialization/deterritorialization**, particularly concerning domestic packaging and soil fertility. Second, **commodification/de-commodification**, in terms of differentiation strategies, premiumization, and market segmentation promoted by export actors. Third, **embedding/disembedding** to better understand the disconnect between productive activities, the territory, and the distribution of added value.

Mots-Clés: Ceylon tea, collective action, specifications

Geographical Indications as Catalysts for Economic Growth: A Comparative Analysis of Global Case Studies

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Geographical Indications (GIs) have the potential to act as catalysts for economic development, cultural preservation, and market differentiation. This abstract proposes a study aimed at examining the transformative role of GIs by analyzing global case studies, with a focus on their socio-economic benefits and the challenges associated with their protection.

The research will focus on case studies such as Darjeeling Tea (India), Champagne (France), and Colombian Coffee (Colombia), evaluating their impact on rural development, producer incomes, and international trade. The study will seek to identify key success factors, including robust regulatory frameworks, effective marketing strategies, and strong producer organizations, while addressing critical challenges like weak enforcement mechanisms, limited consumer awareness, and misappropriation of GI labels.

Comparative insights will be drawn between the European Union's well-established GI ecosystem and emerging frameworks in Asia and Latin America. Additionally, the proposed study will examine the role of international agreements, such as the TRIPS Agreement under the WTO, in shaping global GI protection and fostering cross-border recognition.

The aim is to offer actionable recommendations for policymakers and stakeholders, focusing on capacity-building initiatives, the use of digital tools for GI authentication, and enhancing international cooperation to prevent infringement.

This research seeks to contribute to the ongoing dialogue on the importance of GIs as instruments for sustainable economic growth and cultural preservation. By synthesizing lessons from global examples, it aims to highlight how GIs can bridge the gap between tradition and modernity in a globally connected economy.

Mots-Clés: Geographical Indications, Global Case Studies, Economic Development, Cultural Preservation, TRIPS Agreement, Policy Recommendations

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Geographical Indications of products used as ingredients

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To be completed

Mots-Clés: GI, ingredients

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Gobernanza pública y el desarrollo territorial a través de la propiedad intelectual acumulativa en Brasil

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La investigación 'Gobernanza pública y el desarrollo territorial a través de la propiedad intelectual acumulativa en Brasil' busca examinar la intersección entre Indicaciones Geográficas (IGs) y la protección sui generis de bienes culturales, con foco en la gobernanza territorial y gestión pública. Hasta 2023, aproximadamente el 33% de los registros de IGs en Brasil combinan la propiedad industrial colectiva con la protección sui generis de bienes culturales, reflejando una integración significativa entre identidades culturales y desarrollo económico local. El estudio se propone mapear y analizar estos casos, considerando el contexto histórico desde la adhesión de Brasil al Acuerdo sobre Aspectos de los Derechos de Propiedad Intelectual Relacionados con el Comercio (TRIPS, en inglés Trade-Related Aspects of Intellectual Property Rights). La metodología adoptada es cualitativa exploratoria, involucrando el análisis de documentos legales del Instituto Nacional de la Propiedad Industrial (INPI) y del Instituto del Patrimonio Histórico y Artístico Nacional (IPHAN). El estudio también examina las dinámicas de gobernanza en red y la gestión de recursos comunes, destacando la importancia de estos factores para la promoción del desarrollo sostenible. La investigación subraya el papel de las IGs en la valorización de los conocimientos tradicionales (CTs) y las expresiones culturales tradicionales (ECTs), así como en la inclusión de agrupamientos sociales vulnerables en los procesos de desarrollo territorial, aportando datos del primer Censo de Comunidades y Pueblos Tradicionales del país, realizado por el Instituto Brasileño de Geografía y Estadística (IBGE) en 2022. El análisis crítico incluye la discusión sobre los desafíos enfrentados en la implementación de políticas públicas que buscan fortalecer la diversidad cultural e impulsar la innovación social. El estudio presenta un mapeo inédito y contribuye al entendimiento de cómo la gobernanza pública puede ser mejorada para apoyar el desarrollo de territorios que detienen IGs con base en CTs y ECTs, promoviendo la sostenibilidad y la equidad social.

Mots-Clés: Gobernanza pública, Conocimientos tradicionales, Bienes culturales

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Heritage Hybridity and AOP Wines in a Changing Climate

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The following describes a new research line of the EU-funded Horizon project CONVIVIAM (2024-2027), which takes a multi-faceted approach to sustainability of foodways and cultural heritage. The sub-project "Reframing (Viti)Cultural Landscapes" develops and mobilizes a cohesive approach to sustainable vineyards and wineries through knowledge-sharing workshops, drawing from traditional irrigation knowledge, usages of the earth and gravity to reduce energy expenditures and environmental demands for cooling and production, and the development of bioclimatic architectural design implementations to reduce energy and water consumption and to provide protective shade to both vines and harvest workers. Workshops will revitalize heritage and tradition by proposing ecological solutions for the longevity of vineyards with demonstrations such as intercropping, decaying plant carpets, or modifiable design implementation. By engaging wine-makers, community members, architects, landscape designers, heritage and tourism experts, and policy-makers, this solution builds cross-border dialogues, mobilize economically and environmentally viable methods for wine production and tourism, and encourage collaborations to tackle the challenges facing the wine industry posed by rapid climate change and extractive economic pressures to standardize. The research I propose to present at this conference will highlight preliminary considerations for hybridizing heritage approaches to GI labels for AOP wines, building upon an in-depth study I conducted (2018-2019) on the French AOC system, and the challenges presented by climate change on maintaining "typicité" under strict regulations for regional wine products. This research will also explore trends of winemakers to shift away from seeking AOP labelling, and will highlight the possible benefits of undertaking adaptive changes, working with winemakers and communities to valorize their products, and decrease international tensions related to competition resulting from current AOP labelling regulations. This is a work-in progress, and I aim to present initial findings from a case study in the French and Spanish Basque regions, which not only share language, but also winemaking and cheese-making practices. One of these cheeses results in a trans-national AOP product, exemplifying a possible hybrid model to explore which shares heritage narratives. We will explore ways in which winemaking might follow a similar path.

Mots-Clés: viticulture, heritage, terroir, cultural heritage, tradition, AOC

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Implementing Comprehensive Protection of Geographical Indications and Communal Intellectual Property for Local Products: Case Studies in Muna Island, Bali Island and Sumba Island of Indonesia

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Geographical Indication (GI) protection system in Indonesia is established in accordance with the reputation, quality, and characteristic requirements of the TRIPS system in combination with the environmental factor/s' requirements of the Lisbon system. As a result, GI in Indonesia is regarded as one of the most demanding IP subject matters because of its complex requirements. Although GI system has been very valuable to protect and enhance a number of premium products of Indonesia, the requirements have also led to the inability of many local products to gain community-based Intellectual Property protection.

In this regard, Indonesia has endorsed a sui generis protection system of Communal Intellectual Property. Government Regulation Number 56 Year 2022 about Communal Intellectual Property constitutes 5 (five) regimes, those are: Geographical Indication Potentials (GIP), Indication of Sources (IS), Traditional Cultural Expressions (TCEs), Traditional Knowledge (TK), and Genetic Resources (GR). Requirements to obtain the protection of Communal Intellectual Property are easier and more flexible than the registered GI. For Communal Intellectual Property regimes, registration is not mandatory.

In order to investigate and evaluate the development of community based Intellectual Property protections in Indonesia, field studies have been conducted in different provinces of Indonesia, including Muna Island of South East Sulawesi Province, Bali Island of Bali Province, and Sumba Island of East Nusa Tenggara Province, from March until September 2024. Methods used in the field studies were focused group discussion and interview.

Results of the field studies show that local products in those islands, especially traditional clothes, would be best enhanced if the protection used for their community-based products is not solely based on the protection of registered GI system, but in combination or in complementary with one or several subject matters of the Communal Intellectual Property protection system.

In this regard, overlapping is not an issue. Communal Intellectual Property in Indonesia has

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been established based on an Intellectual Property concept of inclusive right to support the protection of GI system. So, the system of registered GI can be strengthened by or co-exist with the protection of the Communal Intellectual Property, according to the best interests of the local communities in the geographical origins.

Mots-Clés: Geographical Indication, Communal Intellectual Property, Local Products

Introduction to Geographical indications in Nigeria

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This paper exposed and agitate for the introduction to geographical indications (GIs) with a focus in Nigeria. To establish and preserve a GI system that is economically, socially, and environmentally sustainable, farmers, food processors, retailers, and decision-makers must work together. And suggestion's to consider national regulatory frameworks (definitions, protection, groups, and controls), sector potential (including sustainability), development barriers, and market conditions (consumer perception, promotional activities, commercialization, and distribution. And the needs for extension services and for the advocates for the creation of the GI systems and the responsibility each of the organization it is going to play in achieving this. It also sets out to find out whether the Nigeria populace will value this and we also conduct, focus group discussions, analyzed, and interview, whether Nigeria populace will be able to attract interest and from the findings will observe that Nigeria abounds with a multitude of products with potential for GI designation and the livelihood of accepting this. An additional crucial area that requires enhancement is increasing customer consciousness and comprehension of the geographical cues. Customers frequently lack knowledge about geographical indicators programs and their advantages, and the abundance of labels can cause confusion that makes them doubtful of or unconfident in the distinctive features of GI goods

Mots-Clés: Keywords: Geographical, indications, Nigeria

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LAS INDICACIONES GEOGRÁFICAS COMO MOTOR DEL TURISMO

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El turismo es un elemento esencial para el desarrollo de las regiones, y se fundamenta en gran parte en la puesta en valor del patrimonio cultural de los países, tanto en aspectos que son tangibles como también activos inmateriales.

Las indicaciones geográficas constituyen unos derechos de propiedad intelectual especialmente orientados a proteger las expresiones del patrimonio cultural y de las tradiciones de los países. Por este motivo, también es particularmente idóneo para el desarrollo del turismo. Esto es así porque se trata de derechos vinculados necesariamente a los territorios y cuya esencia radica en proteger un patrimonio cultural. A pesar de que las indicaciones geográficas puedan tener definiciones diferentes en los diversos países, una característica esencial es que se trata de derechos en los cuales se protege un nombre relativo a un producto que tiene un vínculo, es decir, un nexo de unión con una zona geográfica. Este vínculo se crea fruto del tiempo, dado que durante años se ha generado un saber hacer tradicional, que incluye normalmente características tanto naturales como humanas. De este modo puede afirmarse que las indicaciones geográficas proporcionan una garantía de autenticidad, respetando una tradición única transmitida de generación en generación en una zona geográfica determinada. Esta imposibilidad de deslocalizar los productos protegidos es lo que convierte a este derecho de propiedad intelectual en un instrumento especialmente valioso para el fomento del turismo.

La formación para la protección de estos productos únicos se convierte en un motor especialmente valioso para zonas menos desarrolladas. Esta protección permitirá mantener, conservar y mejorar tradiciones, profesiones que, de otro modo, podrían desaparecer, evitando la despoblación y fomentando la creación y el mantenimiento de pequeñas empresas (PYMES y micropymes).

El uso y el desarrollo de las indicaciones geográficas constituye así un motor del desarrollo socioeconómico de las zonas rurales permitiendo que exista una mayor rentabilidad económica. Se puede apreciar como este derecho proporciona un incentivo para mantener las tradiciones, preservando la esencia que identifica y hace único cada país o región.

La aplicación de estos derechos a productos agroalimenticios y vínicos supone un instrumento especialmente relevante para el turismo, teniendo en cuenta la importancia que está adquiriendo actualmente el turismo gastronómico. Los turistas ya no buscan únicamente viajar, buscan experiencias. Y las indicaciones geográficas les van a proporcionar una garantía de autenticidad que permite justificar la inversión en un viaje que incluya experiencias gastronómicas. Pues el

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carácter único del mismo encuentra una garantía en la existencia de una indicación geográfica.

Uno de los principales problemas a los que se enfrentan los turistas a la hora de elegir adquirir comprar productos típicos de las zonas que visitan es precisamente la identificación de los productos auténticos. Las indicaciones geográficas están llamadas a responder a estas necesidades, dado que la presencia de un nombre protegido, con el logo correspondiente, permite al turista tener una garantía de que está adquiriendo un producto que respeta unos determinados requisitos y que está apoyando al mantenimiento y protección de esas tradiciones.

Mots-Clés: indicación geográfica, turismo, turismo gastronómico, patrimonio cultural

La gouvernance des indications géographiques : le rôle de l'état et acteurs porteurs de projet

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Résumé :

La diversité géographique de l'Algérie et de son patrimoine lui confèrent une importante source de richesse de biodiversité, conscient de ce potentiel, le Ministère de l'Agriculture et du Développement Rural Algérien a réservé aux produits de qualité liée à l'origine une place de choix dans sa nouvelle stratégie de développement agricole par la valorisation des produits agricoles ou d'origine agricole par le recours à des signes distinctifs liés à l'origine : les Indications Géographiques (IG) et les Appellations d'Origine (AO).

La valorisation de ces produits typiques peut représenter une stratégie intéressante pour préserver certains modes de production et produits non compétitifs sur les marchés internationaux. C'est une alternative prometteuse pour le développement local, le renforcement de l'organisation, et l'amélioration des conditions socio-économiques des petits producteurs des zones rurales, c'est une autre manière de sauvegarder le patrimoine génétique du pays ainsi qu'un savoir-faire accumulé tout au long des siècles.

L'analyse de l'expérience de cas concrets des trois indications attribuées en Algérie, à savoir la figue sèche de beni maouche (Bejaia), la datte deglet nour de tolga(Biskra) et le fromage Bouhezza (oum el bouaghi) et l'oignon d' oulhaca (Ain temouchent), en cours de labellisation a démontré des spécificités dans la structuration de la filière et spécialisation des acteurs, La gouvernance dans la mise en place et la gestion de signe da qualité.

Ce travail vise à montrer le rôle de l'Etat et acteurs locaux ainsi que les porteurs de projet en vue de contribuer à la mise en place des conditions devant permettre la réussite de la mise en œuvre puis de la gestion de la démarches de labellisation dans la vision de développement durable.

Mots clés : Gouvernance, signe distinctif, indication géographique, demmarche de labellisation

Mots-Clés: Gouvernance, signe distinctif

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La rose de Kalaat M’Gouna : un produit de terroir marocain en quête de valorisation durable

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La rose de Kalaat M’Gouna, emblème du sud-est marocain, est un produit de terroir unique, apprécié pour la qualité de son eau et de son huile essentielle ainsi que pour ses nombreux dérivés. Deux Appellations d’Origine Protégée (AOP) ont été établies : Rose de Kelâa M’Gouna-Dadès et Eau de rose de Kelâa M’Gouna-Dadès. Cependant, malgré sa reconnaissance internationale, la rose ne bénéficie pas encore de l’Indication Géographique Protégée (IGP), essentielle pour consolider son processus de patrimonialisation entamé depuis 2006.

Cette étude analyse les dynamiques et les obstacles qui entravent ce processus. Les résultats préliminaires mettent en évidence un système d’acteurs fragmenté, caractérisé par des conflits, un manque de collaboration, une concurrence exacerbée et des pratiques frauduleuses. De plus, une gouvernance locale insuffisante complique la mise en œuvre d’une stratégie cohérente pour valoriser la rose et en faire un levier de développement territorial, notamment en faveur des femmes et des jeunes, comme prévu initialement par le Plan Maroc Vert.

La présentation explorera les blocages liés à la labellisation de la rose comme produit patrimonial et proposera des pistes pour renforcer la coordination entre les parties prenantes. L’objectif est d’assurer une valorisation durable et inclusive, capable de transformer ce produit emblématique en un moteur de développement socio-économique pour la région.

Mots-Clés: Rose de Kalaat M’Gouna, produit de terroir, appellation d’origine protégée, indication géographique protégée, gouvernance locale, valorisation durable, développement territorial, Plan Maroc Vert

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Les IG au Québec, entre récit de leur trajectoire et concurrence avec les produits de terroir

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Depuis le milieu des années 2000, le Québec porte un intérêt croissant aux produits de terroir ainsi qu'à leur commercialisation au sein de halles ou circuits agrotouristiques. Leur promotion d'abord assurée par Solidarité Rurale du Québec(1), l'est depuis la disparition de l'ONG par les tables bioalimentaires régionales(2) qui jouent un rôle croissant dans la mise en place d'une économie régionale favorisant l'activation de ressources alimentaires locales. Si aucune comptabilité officielle ne permet de dénombrer les produits dit du terroir, il est évident néanmoins que leur nombre et leur diversité témoigne de l'intérêt réel de différences régions et opérateurs économiques pour leur patrimoine alimentaire. Une des justifications des IG est bien cette préservation du patrimoine et le développement local. Pourtant, malgré la possibilité (active depuis 2006) de certifier des indications géographiques, seuls quelques produits ont reçu une certification : l'agneau de Charlevoix, le maïs sucré du Neuville, le Cidre de Glace... Comme on le voit, parmi les produits certifiés, les échelles territoriales s'avèrent très différentes et de ce fait questionnent la construction des liens aux lieux. De la même façon, la procédure de certification interroge et nombre de producteurs s'interrogent sur leur légitimité à l'obtenir ; le processus de patrimonialisation de leur produit ne leur semblant pas assez engagé. Ainsi, depuis quelques années peu de produits ont demandé une certification alors que le nombre de produits mettant en avant une dénomination " terroir " se développe. Ces produits qui sont commercialisés dans différents types de circuit et souvent en lien avec le développement de routes agrotouristiques semble plus facilement acceptés et compris par les consommateurs. Dans ce contexte, l'objectif de cette communication sera d'abord de retracer la trajectoire de plusieurs IG, de montrer les freins tout en discutant des leviers à leur développement. Il sera également de questionner les récits favorisant le développement des produits de terroir au détriment des IG. En fin de compte ces deux objectifs permettront de discuter d'un agenda de recherche face au développement et à la résilience des Indications géographiques au Québec. Pour favoriser leur développement, cet agenda aura comme objectif de comprendre en quoi les IG sont innovantes et peuvent au-delà des produits également favoriser la durabilité des systèmes alimentaires locaux.

(1) ONG sans but lucratif qui se définit comme ayant pour mission auprès du gouvernement de promouvoir la revitalisation et le développement du monde rural, de ses villages, de ses communautés afin de renverser le mouvement de déclin et de déstructuration des campagnes

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québécoise

(2) Les tables bioalimentaires régionales sont des structures de concertation et de développement regroupant divers acteurs du secteur bioalimentaire (agriculteurs, transformateurs, distributeurs, restaurateurs, etc.) autour d'objectifs communs liés à l'agriculture, à l'agroalimentaire, et à la mise en marché locale. Elles visent la valorisation des produits de terroir, le développement de circuits courts et de proximité, le développement d'une identité régionale, le soutien aux exploitations et leur diversification, l'agrotourisme...

Mots-Clés: IG Québec, Reconnaissance, légitimité, cadre législatif, gouvernance et groupement de producteurs

Les Indications Géographiques en Occitanie et les enjeux du développement durable

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L'Occitanie est la première région en termes de diversité de produits labellisés, soit plus de 260 produits sous Signes d'identification de la qualité et de l'Origine (SIQO) dont 162 IG (Indications Géographiques).

Ces filières, enracinées dans leurs territoires, incarnent les principes du développement durable. Elles contribuent à la vitalité de la région Occitanie où des femmes et des hommes créent des entreprises, transmettent leurs exploitations aux jeunes générations. Leurs activités permettent de modeler des paysages, de développer du tourisme, de porter des projets économiques, sociaux et environnementaux.

Les porteurs de ces démarches IG sont en ordre de marche pour intégrer des critères renouvelés et renforcés de " l'agriculture durable " dans leurs pratiques et leurs cahiers des charges.

Depuis 1992, l'IRQUALIM, l'Institut Régional de la Qualité Agroalimentaire en Occitanie, a pour objectif d'aider les acteurs de l'agriculture, de la pêche et des entreprises agroalimentaires à mobiliser de la valeur ajoutée. Il contribue à une politique régionale en faveur d'une valorisation et d'une structuration des filières agroalimentaires et représente ses membres auprès des instances nationales et européennes. L'IRQUALIM est un lieu d'échanges, de convergence des compétences sur différents sujets innovants.

L'IRQUALIM a lancé, en 2024, un projet visant à évaluer l'intégration des critères de durabilité au sein des filières sous IG, grâce à l'appui d'un étudiant stagiaire en Mastère Spécialisé Innovations et politiques pour une alimentation durable. Ce projet a pour particularité d'être mené à l'échelle de l'ensemble de la région Occitanie. Il a pour vocation :

- D'identifier et de définir les notions qui concourent au développement durable en lien avec l'agriculture et l'occupation des territoires,
- De dresser un état des lieux des pratiques mises en place et des initiatives engagées par les porteurs de démarches IG d'Occitanie, en faveur du développement durable,
- De proposer des axes d'amélioration et le cas échéant des moyens de valorisation des pratiques vertueuses.

Dans le cadre de la conférence " Perspectives globales sur les indications géographiques " qui aura lieu à Rome du 18 au 21 février 2025, l'IRQUALIM se propose de contribuer à ce moment d'échange en présentant ce travail, sa méthode et ses résultats.

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Mots-Clés: Indication géographiques, Durabilité, Région, Occitanie, Agriculture : Agroalimentaire, Filière, Environnement, Social, Economique

Public-Private Initiative for the Registration/Notification of Geographical Indications: A new proposal to settle an old debt to Intellectual Property

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Since the establishment of the World Trade Organization, and as part of its regulatory framework, we find a very particular mandate directed to its Members.

Article 23 of the Agreement on Trade-Related Aspects of Intellectual Property (TRIPS), in its 4th section, determines that negotiations should be initiated in the TRIPS Council on the establishment of a multilateral system of notification and registration of geographical indications (GI), particularly those related to wines that are susceptible to protection, with the aim of facilitating the protection of GIs for this type of product.

We know that currently, there was no consensus that would allow the implementation of the desired registration and notification system (Source: WTO - TRIPS: Geographical Indications - Background).

Therefore, based on a public-private collaboration, we found an alternative to fill this gap.

The proposed system would be based on private financing by the GI holders themselves throughout the world.

In order to move forward, all GI holders would qualify for entry into the system, as long as they agreed with a single definition of the institute/right, under the definition provided by the TRIPS Agreement (art. 22.1), that is, there would be no differentiation between levels or degrees of intensity in the geographical link of the product (as various local and regional regulations do) in order to make up for terminological deficiencies, and to adopt a uniform definition for all distinct signs based on geography.

The participation of the States (WTO Members) in this proposal, within the framework of article 23 of the TRIPS Agreement, would enable the link between them and, in turn, each State would be the unifying force of its local GI holders in front of the new entity that would manage the registration and notification system. The aforementioned entity should take the form of a private legal entity with no profit motive but with public utility. A successful example of this type of legal structure is the Internet Corporation for Assigned Names and Numbers (ICANN).

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In our proposal, financing would come from private contributions from GI holders (who would pay for said membership).

The States should commit, through their national Trademark Offices, to carry out a consultation of the global database that will be managed by our new entity, prior to the registration of any trademark (the same should be done by local authorities that grant GIs).

This method, through a complex set of agreements, aimed at financing and effective consultation, is understood to be an appropriate way to avoid the emergence of unfair competition in the terms of article 10 BIS of the Paris Convention for the Protection of Intellectual Property, looking forward for good practices in trade, in addition to help to comply with the mandate of the TRIPS Agreement.

Mots-Clés: GI Registration/Notification, Public/private management, Legal definition

Queso Castellano (IGP) afinado en bodega: FUSIÓN DE TRADICIÓN E INNOVACIÓN

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El Queso Castellano es uno de los productos lácteos más representativos de Castilla y León y cuenta con el sello de Indicación Geográfica Protegida (IGP). Esta figura de calidad no solo protege el nombre del producto, sino que asegura una elaboración mediante métodos tradicionales. Este queso se caracteriza por ser un queso graso o extra-graso de coagulación enzimática y de prensado intenso con una larga vida útil. Elaborado con leche cruda o pasteurizada de oveja procedente de explotaciones ubicadas en Castilla y León.

Con el fin de aportar valor a este producto, una de las líneas de investigación de la quesería Campoveja, consiste en llevar a cabo el afinado del Queso Castellano en bodegas subterráneas ubicadas en Castilla y León. En este sentido, desde la Estación Tecnológica de la Leche (Palencia), perteneciente al Instituto Tecnológico Agrario de Castilla y León (ITACyL), que se encuentra dentro de la Consejería de Agricultura, Ganadería y Desarrollo Rural de la Junta de Castilla y León, se está trabajando, dentro del proyecto LACTOCAV, proyecto cofinanciado por fondos FEADER europeos, en la caracterización y seguimiento de todo el proceso de maduración de dichos quesos, a fin de identificar y profundizar en las características que aportan un valor añadido al queso durante el proceso de afinado de este producto lácteo elaborado artesanalmente.

Las bodegas subterráneas se caracterizan por mantener de manera natural unas condiciones constantes de temperatura y humedad a lo largo del año. Aunque tradicionalmente, las bodegas de Castilla y León se han dedicado a la producción de vino, actualmente algunas bodegas están diversificando su actividad iniciándose en el afinado de quesos, debido tanto a la demanda de productos artesanos de alta calidad como a su sinergia con el vino como producto local de la zona.

Este ambiente especial de maduración otorga a estos quesos características físico-químicas, microbiológicas y sensoriales imposibles de replicar en cámaras de maduración convencionales. Por ello, dentro del proyecto LACTOCAV se están realizando análisis periódicamente en distintos puntos del proceso de maduración a fin de analizar la evolución de los parámetros mencionados anteriormente y evaluar de manera científica el desarrollo del Queso Castellano durante su maduración en bodega en comparación a su maduración en una cámara industrial.

Durante el proceso de afinado en bodega, los quesos experimentan cambios bioquímicos complejos. Los microorganismos autóctonos, presentes en la bodega, actúan sobre la superficie de los quesos, propiciando el desarrollo de una microbiota única que genera un perfil de sabores exclusivo, confiriendo al queso un valor añadido. La combinación de humedad y temperatura

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favorece una adecuada deshidratación, que enriquece la textura y concentración de sabor, en contraposición con lo que ocurre en una cámara industrial en la que el queso se seca más rápidamente ganando firmeza, pero perdiendo cremosidad.

Este trabajo aporta una caracterización científica a un proceso de maduración que, además de poner en valor el uso de las bodegas de Castilla y León, permite obtener un producto innovador sin renunciar a la tradición que conlleva la elaboración del Queso Castellano.

Mots-Clés: Queso castellano

Role of Geographical Indications in Development of Mountainous Regions - Practical example from Georgia - Tushetian GUDA, Protected Appellation of Origin

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Georgia is one of the richest countries in terms of traditional agri-food products with quality features and reputation that can be clearly linked to their geographical origin. Local communities in mountainous regions keep traditional knowledge of production of typical products of the region that have a potential to contribute to growth of economy. The presentation is based on the recent experience of the Georgian non-governmental organization – the Biological Farming Association Elkana, in strengthening Geographical Indications (GIs) in Georgia's dairy sector, from 2017 to 2021, within the project supported by FAO and the EBRD. One of the outcomes of the project is an updated specifications document of Tushetian Guda, which became the first cheese product registered as Protected Appellation of Origin (PAO).

The Tushetian Guda is produced from sheep or cow whole raw milk, which ripens in a bag made from the skin of a sheep or calf. It is produced only in the May-August period in remounted areas of Tusheti mountains by shepherds, who lead a nomad way of life and over centuries have been fine-tuning cheese making process, preserved and transmitted the know-how from generation to generation.

Overall, it has been demonstrated that promoting local and origin-linked agrifood products can offer significant opportunities for inclusive economic growth and ultimately achieve the objectives of sustainable economic, social, and environmental development. However, in order to use these opportunities still there are lots of challenges to be addressed.

Mots-Clés: Geographical Indications, Traditional and Sustainable Production, Mountainous Regions and development

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The Journey of Mauritian Sugar Producers Towards Geographical Indication Recognition

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• Introduction

Mauritius has a long tradition in sugar cane farming & sugar manufacturing. In more recent times, faced with global market & price uncertainties, as well as threats to product authenticity, the Mauritian cane sugar industry embarked on a journey to achieve Geographical Indication recognition. This endeavour was not merely about obtaining a label; it was about bringing together diverse stakeholders and leveraging their collective expertise to drive sustainable innovation. In 2024, Mauritius established a comprehensive legal framework to recognise & register GI for its products. This enabled the application for recognition of "Mauritius Unrefined Sugar."

• A United Effort

There is in Mauritius a long history of collaboration and partnership between sugar producers. Realising the potential benefits of GI recognition, stakeholders pooled their resources & knowledge with the support of experts, and, in 2024, assembled a comprehensive dossier for the application..

• Pooling Expertise

Marketing and sustainability experts, producers and research specialists came together to craft compelling narratives highlighting the distinctiveness of Mauritius Unrefined Sugar and its unique qualities and providing critical insights into the cultivation practices adapted to the singularities of the geographical zone.

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- **The Role of the Mauritius Sugar Syndicate**

The Mauritius Sugar Syndicate founded on a model of transparent governance & equitable sharing of proceeds, played a pivotal role in the GI application process. As the central body representing all the island's sugar cane farmers and millers,

- **Building the Dossier**

The process of compiling the dossier was a testament to the power of leadership and teamwork, with stakeholders bringing their unique perspectives to the table, thus ensuring that the application was thorough and well-rounded.

- **Valorising the Work of Farmers and Millers**

Achieving GI recognition is a profound acknowledgment of the hard work and dedication of farmers and millers. This recognition valorises their efforts by:

- **Preserving Cultural Heritage:**
- **Boosting Morale and Pride:**
- **Enhancing Market Value:**
- **Empowering Local Communities:**

- **The Human Dimension**

At the heart of this journey were the people who made it possible. The planters and millers who shared their generations-old knowledge, the researchers who provided scientific evidence and validation, the extension officers who bridged the gap between theory and practice, and the marketing experts who told the story to the world. Their collaboration exemplified how human ingenuity, and cooperation can lead to innovative solutions in the face of challenges.

- **Collaboration with Public Institutions**

The journey was further supported by close collaboration with public institutions and foreign experts who played a crucial role, providing guidance and support throughout the process.

- **Conclusion**

This project is a testament to the power of collaboration and innovation. It highlights how a united effort, driven by a shared vision and the pooling of diverse expertise, can help achieve remarkable outcomes and pave the way for sustainable development.

Mots-Clés: Mauritius, Mauritius Unrefined Sugar, Sugar cane, farmers, millers, specialty sugars

The Journey of Mauritian Sugar Producers Towards Geographical Indication Recognition

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• Introduction

Sugarcane was introduced in Mauritius from Java in 1639. Since then, the island has developed a long tradition in sugarcane farming and sugar manufacturing. In more recent times, faced with global market and price uncertainties, as well as threats to product authenticity, the Mauritian cane sugar industry embarked on a journey to achieve GI recognition.

• A United Effort

There is in Mauritius a long history of collaboration & partnership between sugar producers, including planters & millers grouped under the umbrella of the Mauritius Sugar Syndicate (MSS) set up in 1919, the Mauritius Chamber of Agriculture, the Mauritius Sugar cane Industry Research Institute (MSIRI) & extension services. Realising the potential benefits of GI recognition, these stakeholders pooled their resources and knowledge with the support of experts, and, in 2024, assembled a comprehensive dossier.

• Pooling Expertise

While marketing and sustainability experts, producers and research specialists came together to craft compelling narratives highlighting the distinctiveness of Mauritius Unrefined Sugar and its unique qualities and providing critical insights into the cultivation practices adapted to the singularities of the geographical zone, extension services helped reaching out to thousands of farmers.

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- **The Role of the Mauritius Sugar Syndicate**

The Mauritius Sugar Syndicate (MSS) played a pivotal role in the GI application process. As the central body representing all the island's sugar cane farmers & millers, MSS was instrumental in coordinating efforts and ensuring that the application met all necessary criteria.

- **Building the Dossier**

The process of compiling the dossier was a testament to the power of leadership & teamwork, with stakeholders bringing their unique perspectives to the table, thus ensuring that the application was thorough and well-rounded. The code of practice & control system developed during this phase became a cornerstone of the application, demonstrating the specificity of " Mauritius Unrefined Sugar ".

- **Reaching Out to Farmers**

Once the dossier was ready, the next challenge was to onboard thousands of cane farmers. This was no small feat, but the united team approached it with determination & creativity.

- **Valorising the Work of Farmers and Millers**

Achieving GI recognition is not just a technical accomplishment; it is a profound acknowledgment of the hard work & dedication of farmers & millers. This recognition valorises their efforts.

- **The Human Dimension**

At the heart of this journey were the people who made it possible. The planters & millers who shared their generations-old knowledge, the researchers who provided scientific evidence and validation, the extension officers who bridged the gap between theory and practice & the marketing experts who told the story to the world.

- **Collaboration with Public Institutions**

The journey was further supported by close collaboration with public institutions and foreign experts who played a crucial role, providing guidance and support throughout the process.

- **Conclusion**

This project is a testament to the power of collaboration and innovation. It highlights how a united effort, driven by a shared vision and the pooling of diverse expertise, can help achieve remarkable outcomes and pave the way for sustainable development.

Mots-Clés: bringing together diverse stakeholders and leveraging their collective expertise to drive sustainable innovation

Traditional Rice Varieties in India: Do GI Tagging in help protect agro-biodiversity?

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This paper examines the role of GI tagging for rice varieties in protecting agrobiodiversity in India. Asia is home to more than three-fourths (85%) of rice production in the world. India stands second to China producing 205 million tonnes spread across an area of 47 million hectares in 2023-24. It is noted by various studies that prior to the Green Revolution, India was home to more than a lakh varieties of rice most of which are now extinct. The genetic and abiotic factors of such varieties are rich – low glyceimic value, disease/pest resistant, saline and alkaline tolerant, flood and drought resistant and could grow in deep water or inland areas. Convention on Biodiversity recognises socio-economic and cultural factors along with genetic and abiotic factors as cornerstone of agrobiodiversity. In this sense, the loss of such varieties due to the demands of a growing population (that led to adoption of high yielding varieties), urbanisation and industrialisation is alarming along with the ‘cultural erosion’ that occurs due to loss of traditional knowledge associated with cultivation of such varieties. In this context, we locate the GI tagging of these varieties in India. There are 643 GI registered products in India, of which 201 are classified as agricultural products. Of these, 27 are rice varieties spread across more than 12 states from different parts of India. The state of Kerala (6) located in the South of India leads in the number of registrations followed by Assam (3), West Bengal (3), Bihar (2)

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and Chhattisgarh (2) in the East; Maharashtra (3) in the West and Uttar Pradesh (2) in the North. One variety each is registered in the states of Madhya Pradesh (Central), Arunachal Pradesh (North-East), Odisha (East) Jammu & Kashmir, and Uttarakhand (North) while one rice variety is registered by multiple states (Basmati rice). Through a review of literature on the four factors of agrobiodiversity, we delve into the importance of these rice varieties in India. This would cover the genetic resources that help ecosystems of these varieties, and the abiotic factors such as climatic, geographical and other functional services that promote the cultivation. In addition, the socio-economic and cultural dimensions of the cultivation are covered. These include the networking and cohesion among communities that support the ecosystem services, the traditional and local knowledge involved with regard to management of practices and human activities that foster agrobiodiversity, creation of sustainable livelihoods and income generation along the value chain as well as the cultural dimensions – the use of these varieties by the community at large beyond the stakeholders and its cultural significance. The paper specifically focuses on innovations that foster sustainable ecosystems of production in agricultural sector. The actual and potential use of block chain technology in mapping and managing the supply chain of GI products and its benefits in ensuring traceability and thereby authenticity are explored through a case study of a registered agricultural GI product, a pulse variety – Tandur Red Gram Dal, registered from Telangana state in the Southern part of India.

Mots-Clés: Rice Varieties, Geographical Indications tagging, Agro, Biodiversity, Innovations

Uncorking Potential: The Future of Brazilian Wine through Geographical Indications

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The paper explores the economic effects of the increasing number of Geographical Indications (GIs) in the Brazilian wine sector, focusing on how digital platforms and online retail contribute to market expansion, particularly in the context of global demand for high-quality, certified products. Taking an economic sociology approach, the study examines how GIs are shaping the competitive dynamics of the wine market in Brazil. The work engages with theoretical insights from scholars such as Beckert, Bourdieu, and Fligstein to analyze the socio-economic structures underpinning GI markets and how they are constructed through networks, institutions, and cultural capital.

GIs in the Brazilian wine sector represent a nascent but growing aspect of the country's agri-food markets. Despite the global proliferation of GIs as a tool to enhance market value through the protection of local and traditional knowledge, Brazilian GI wines face challenges in both domestic and foreign markets. The study highlights the fact that, while GIs are intended to offer protection and add value to local products, Brazilian GI wines are underrepresented in major online supermarkets and retail platforms abroad. In contrast, wines from countries like Argentina and Chile, which have more established GI systems, dominate these platforms in the Brazilian market. This underscores the early-stage development of Brazil's GI wines and their relative lack of market presence internationally.

The role of digital platforms and e-commerce is emphasized as a key factor in the global market for GI products. These platforms not only facilitate the distribution of wines but also play a crucial role in shaping consumer perceptions of authenticity and quality, which are central to the appeal of GI products. However, Brazilian GI wines have not yet fully capitalized on the potential of these digital tools for international market penetration. The incumbents in the South American wine market, particularly Argentina and Chile, are able to leverage their more mature GI systems to dominate foreign trade, leaving Brazilian wines with limited visibility in the global marketplace.

The study also addresses the broader question of sustainability, acknowledging innovations aimed at guaranteeing and monitoring the performance of GIs in economic, social, and environmental dimensions. As climate change poses increasing challenges to agriculture and wine production, innovations in the adaptation of GI systems are becoming essential. However, these innovations must be supported by stronger institutional frameworks and market strategies if Brazilian GI wines are to compete internationally.

Ultimately, the paper argues that the construction of markets for GI wines in Brazil is shaped by a combination of social, economic, and technological factors. The findings suggest that while the

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GI system holds potential for enhancing the competitiveness of Brazilian wines, significant institutional and market-based obstacles remain. Brazilian wine producers must not only strengthen their GI systems but also better integrate into global digital marketplaces to achieve sustainable growth. By situating GIs within the context of foreign trade and market construction, the study contributes to understanding how intellectual property mechanisms, when combined with digital innovations, can potentially reshape the economic landscape of the Brazilian wine sector.

Mots-Clés: Geographical Indication, Wine, Brazil, Competition, Market construction, Online retail

Vers une reconnaissance internationale : Les enjeux de l'IG Datte Deglet Nour de Tolga en Algérie

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L'Algérie se classe au 3ème rang mondial en matière de production de dattes, avec une récolte atteignant 1,2 million de tonnes. Son patrimoine phoenicicole, riche de près d'un millier de cultivars, s'épanouit sur 19 millions de palmiers dattiers, témoignant d'un savoir-faire ancestral oasien qui, bien que précieux, demeure sous-valorisé.

Cette recherche s'appuie sur des données primaires issues d'enquêtes de terrain et des données secondaires recueillies auprès d'institutions officielles, afin de retracer l'expérience algérienne en matière d'indications géographiques (IG), illustrée à travers le cas emblématique de la datte Deglet Nour de Tolga. En Algérie, cette IG représente une véritable innovation dans la chaîne de valeur de la Deglet Nour.

Ce travail répond à la question : pourquoi l'enregistrement international de l'IG de la datte Deglet Nour a-t-il pris autant de temps, alors que le projet a débuté en 2004 ? Quelles stratégies pourraient permettre de transcender l'état actuel et d'instaurer un fonctionnement normal et durable ?

L'analyse du cadre juridique relatif aux indications géographiques en Algérie révèle une structure globalement complète, mais dont l'opérationnalité reste encore limitée. Plusieurs obstacles compromettent l'efficacité du processus de labellisation, notamment une coordination insuffisante, la non-solvabilité des organismes de certification et un engagement faible de la part du groupe demandeur. Toutefois, l'enquête indique que le processus peut être finalisé en respectant certaines conditions pratiques adaptées au contexte algérien.

Mots-Clés: Acteurs, cadre juridique, datte Deglet, Nour, indication géographique (IG), innovation, signe distinctif

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l'élargissement des IG aux produits industriels et artisanaux

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Depuis 2014, à la demande des producteurs, la France s'est dotée d'un système sui generis de protection des IG artisanales.

Elle a également mené une action de lobbying auprès de l'UE pour l'élargissement de la protection des IG aux produits de l'artisanat, notamment durant la phase de présidence française de l'UE.

Elle milite aussi très activement en faveur de l'élargissement de l'Acte de Genève lors de toutes ses coopérations internationales en matière de propriété industrielle.

La présentation envisagée visera à résumer l'état actuel de la situation des IG artisanales avec la très prochaine entrée en vigueur du règlement européen et la nouvelle compétence de EUIPO pour la reconnaissance des IG valables sur tout le territoire de l'Union.

Mots-Clés: IG, artisanat, règlement européen, acte de Genève

*Intervenant

‘Denomination of Origin for Matas de Rondônia Coffee: Unique Pioneering’

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The recognition in 2021 in Brazil of the designation of origin “Matas de Rondônia” for coffee of the robustas amazônicos variety represents a global milestone. This is because, traditionally, only coffee of the *Coffea arabica* species had received such a distinction. However, Matas de Rondônia is a coffee that deserves to be highlighted for being the first denomination of origin of the species *Coffea canephora*. And not just because it is intended for a different species, but also because it is located in the Western Amazon. Historically, coffee production in this biome has had a negative connotation. However, over the years, local producers have empirically selected plants with superior genetic materials, the basis of research developed by the Brazilian Agricultural Research Corporation (Embrapa) that is changing this scenario. Currently, the cultivation is adapted to conditions of medium and low slope, hot climate and with precipitation and humidity divided into two well-defined seasons. Practices such as harvesting and storing the fruit for a maximum of 6hrs and only during the dry season, from June to August, have been adopted to prevent the higher local humidity from stimulating unwanted fermentation, among others. At the same time, although 95% of production is in small family farms, which includes indigenous, family, organic and business producers with a focus on sustainable production, productivity per acre has increased almost 500% reducing approximately 80% of the area under cultivation compared to the 1980s as a result of the application of Embrapa’s technologies. A Embrapa study has shown that a large part of the coffee-growing zone is in compliance with the European Union’s new anti-deforestation legislation. Between 2020 and 2023 deforestation rates were reduced by 0% and 1% in the total area occupied by coffee growing. This successful adaptation of the crop could even serve to occupy current pasture areas in a more sustainable way. Respectful management of natural environmental cycles in a non-predatory way generates the sensory profile with the presence of the descriptors sweet, chocolate, woody, fruity and spicy. The new sensory perception is generating a specific and characteristic palette of canephora coffees, with its own identity, distinct from other producing regions. As the designation of origin can value the coffee from the region, there is an incentive for producers to maintain sustainable practices, since cultivation becomes an economically rewarding and respected activity. Aware that agricultural products from the Amazon face greater pressure to prove the sustainability of the process, Matas de Rondônia joined the “Traceability Platform for Coffees with Geographical Indications of Brazil”. On the Platform, each registered coffee will receive a traceability code that will allow it to be identified from plantation to retail point. With this tool, exports tend to grow. Thus, the pioneering spirit of Matas de Rondônia is based on the union of productive innovations based on respect for local conditions, configuring itself as a case to be further studied in Brazilian agriculture.

*Intervenant

Mots-Clés: Brazilian Coffee, Amazon, coffee adaptation

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