

Eighth Annual WIPO Forum on Intellectual Property and Small and Medium-Sized Enterprises for Intellectual Property Offices and other Relevant Institutions in the Organization for Economic Cooperation and Development (OECD) Countries

WIPO and UIBM - Roma, October 5, 2010



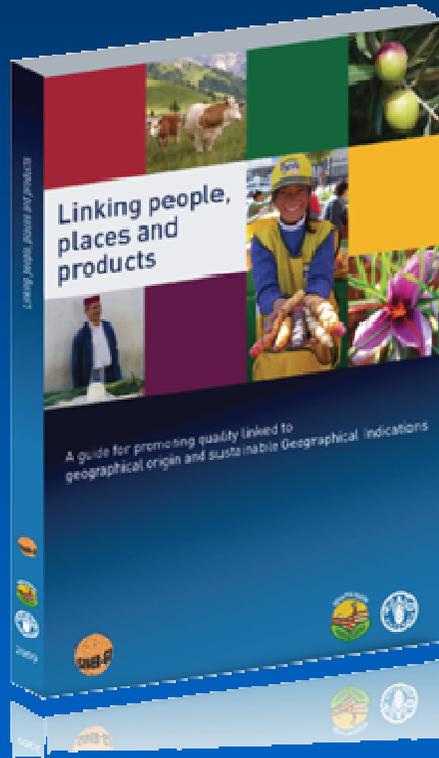
Linking People, Places and Products

The FAO-SINERGI Guide and its use for creating awareness and building capacity on GIs of agribusiness SMEs

Emilie Vandecandelaere - Nutrition and Consumer Protection Division, FAO
Giovanni Belletti and Andrea Marescotti – University of Firenze
Filippo Arfini – University of Parma



Presentation content



- Origin-linked products and GIs
- Importance of “linking people, places and products” for SMEs
- A Guide for promoting Origin products and sustainable GI



Linking people, places and products

Example: Chivito Criollo del Norte Neuquino, Argentina



Product

“Specific quality, characteristics or reputation linked to a geographical origin”

Local resources
Delimitation

Place



Collective action
on the territory

People

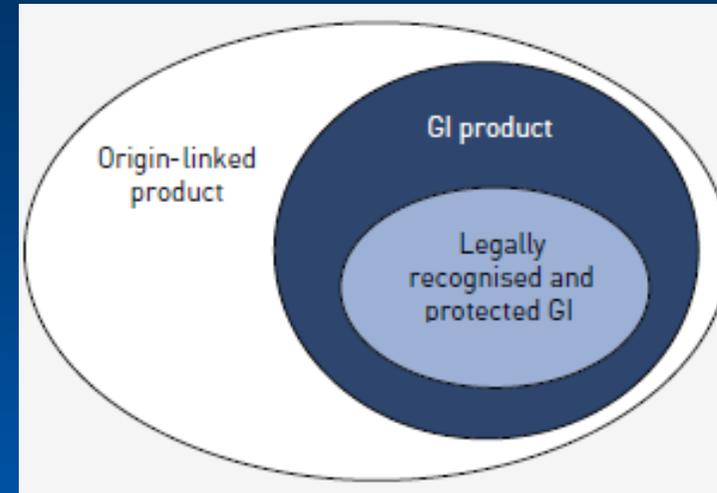


Geographical Indication (GI) →
Potential to be registered as
IPR and protected



Origin-linked products and GIs

GI products are origin-linked products with a shared identifier (GI name).
Not all GIs are legally recognized and protected.



The value attached to a GI product comes from an **Inheritance** (*terroir*) AND it represents a potential to **add value** for each local SME.

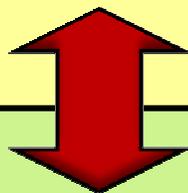
To exploit this potential a **joint private-public** action is needed.



Joint public-private and 2 levels actions

Legal and institutional framework

Public recognition and protection



- Legal framework: Assessment, Registration, Protection – at national and international level
- Enabling environment at local level: support to local implementation, consumer information, ...

Collective action at local level

Voluntary approach, private sector driven

In a GI the IP is related to a territory, to a community of firms, which have to:

- demonstrate the specific link between the product and the territory so to justify the related IPR attached to the GI to be registered and protected
- share a definition of the specific quality (delimitation, production and processing methods) = **Code of practice**
- manage the GI system after the registration and support marketing initiatives



GI products and SMEs

- Very often GI products are the **result of local agrifood** systems composed by many SMEs, which managed along time and share the GI as a common asset.
- These local agrifood systems are often **weak and under pressure** of many globalization trends.
- Collective **action** to develop a GI process allows:
 - **protection** of the name against abuses, counterfeiting and usurpations
 - **better promotion** on the market, taking advantage of scale economies and coordination benefits
 - **prevention** from delocalization and activating territorial process for sustainable development



Tuscan extra-virgin olive oil (PGI)

- 10500 olive small growers; 290 olive mills; 482 bottling firms (some farmers' cooperatives) – all SMEs
- Tuscan olive oil was menaced by many imitations, in Italy and abroad
- PGI recognized by EU in 1998
- Strict rules in the Code of practices, all the process inside Tuscany
- Quality standard well recognized, traceability, inspection and certification
- Collective marketing initiatives financed by a fee paid on each bottle
- High reputation on the national and international market, one of the highest prices in olive oil market



Why a guide?

GI is a tool for development:
no automatic effects!

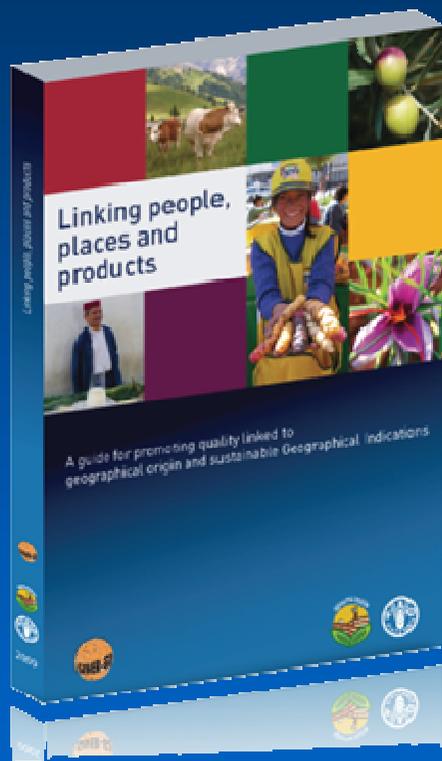
Relative new area (i.e. TRIPS 1994) and complexity (multi level, multi disciplinarity)

Number of GI registered in many countries with no local reality (no use), and thus no impacts...

How to ensure an effective process?



The FAO-Sinergi Guide



The Guide describes the road map for activating a local sustainable process in which Geographical Indications can play their role for economic development and social/environmental preservation



The content

- **Sharing concrete experiences & models** More than 40 case studies from all over the world analyzed and used as concrete examples, to show the large varieties of process and experiences, and avoid “one to fit all: prescriptions
- **Explaining concepts within a step by step approach** the virtuous origin-linked quality circle with 4 phases and the PPs related
- **Practical exercises/ self evaluation**



20 experts from FAO and SinerGI:
Agronomist, economist, market
specialist, lawyer...



More than 40 Case studies analyzed

FAO

1. Queso Turrialba, Costa Rica.
2. Café de Colombia
3. Cacao Chuao, Venezuela
4. Limón de Pica. Chile.
5. Chivito criollo del Norte Neuquino, Argentina
6. Queso Cotija, México.
7. Cacao Arriba. Ecuador.
8. Maíz Blanco Gigante de Cuzco, Peru.
9. Kampong Speu Palm sugar, Cambodia.
10. Tea Darjeeling, India
11. Kintamani Bali coffee, Indonesia
12. Nakornchaisri Pummelo, Thailand
13. Uvs sea buckthorn Mongolia
14. Jinhua Ham, China
15. Saffron Taliouine, Morocco
16. Argan oil, Morocco
17. Pomgranate of Gabes, Tunisia
18. Black lamb of Thibar, Tunisia
19. Ham of Uzice -Užička Goveća Pršuta, Serbia.
20. The Livno Cheese - Bosnia and Herzegovina.
21. The Bean of Tetovo - Tetovski Krav, FYROM

Sinergi

1. Queso Chontaleño, Nicaragua
2. Parmigiano Reggiano, Italy
3. Pico Duarte Coffee, Dominican Republic,
4. Rooibos, South Africa
5. Tequila, Mexico
6. Piment de Mamou, Cameroun
7. Gaucho Pampa de Campanha Meridional Meat, Brasil
8. Pampean Argentina Beef, Argentina
9. Gari Missè of Savalou Benin
10. Jambon de Parme. Italy
11. Basmati rice in Pakistan,
12. Kraljevacki Kajmak, Serbia
13. Olive oil of Nyons, France
14. Bleuberry Lake St Jean, Québec
15. cherry of Lari, Italy
16. Lardo di Colonnata. Italy
17. Salt of Amed, Indonesia
18. Gruere, Switzerland
19. Comté France



For a sustainable virtuous quality circle

1. **Identification:** local awareness and assessment of potentials
2. Product **qualification:** setting up of the rules: the code of practice
3. Product **remuneration:** managing the system marketing the products
4. Local resources **reproduction:** assessment for ensuring system sustainability
5. **Public policies:** legal framework and support along the circle



Conclusion

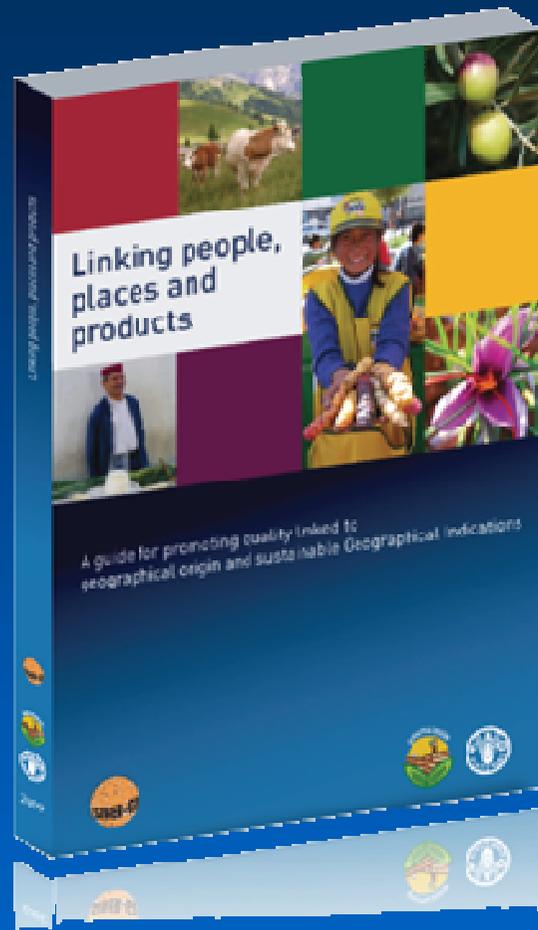
GI is an IPR :

- related to a specific value linked to a territory
 - importance of the collective and participative approach for setting up and management
 - justification and shared definition : the code of practice
- allowing for protection against misleading, counterfeiting,
- representing a tool for sustainable development.

In order to be an effective tool:

- important **role of public actors** and facilitators to support and orientate the local process (GI setting-up and management)
- importance of **coordination** between sectors involved





Thank you

Available at www.qualityorigin.org
(English, French and Spanish):

and in hard copies :
FAO Headquarter (Roma) or countries
offices
emilie.vandecandelaere@fao.org



International definitions

TRIPS Agreement (1994)

Geographical Indications

identify a **good** as originated in the territory of a Member, where a given **quality, reputation or other characteristic** of the good is **essentially attributable** to its geographical origin

→ GI are considered to be property rights, and members countries have to provide legal tools to protect these rights.

Lisbon Agreement (1958)

Appellation of Origin

is the **geographical name** of a country, region, or locality, which serves to designate a product originating therein, the **quality and characteristics** of which are **due exclusively or essentially** to the geographical environment, **including natural and human factors.**

→ “AO” defined by Lisbon can be considered as a category of “GI” defined by TRIPS

