FAO’s vision on GIs: the role of the GI interprofessional body in branding strategies

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Agenda

• FAO’s vision: GI as a tool for food security and sustainable food systems

• GI interprofessional bodies at the heart of the branding strategy

• FAO’s experience: the Quality and Origin programme
GI: Interaction between the product, the producers and the production area

PRODUCTION AREA
(Influence of natural conditions → the product is different from the ones produced in other regions)

Product with a specific name and reputation

→ Consumers make a direct connection between the origin of the product and its specific characteristics/quality

PRODUCERS' KNOW-HOW
(GI products are generally traditional products, with a connection to the local knowledge and heritage).
Lessons learnt from GIs in the world: success factors for GIs as a tool for food security and sustainable food systems

- The product typicality. The basis for the CoP and the right to be protected.
- The GI governance: collective action, inclusiveness, all stakeholders representation, leadership of a GI organisation.
  - **Local producers as main actors** – redistribution of benefits locally and more balanced power distribution along the VC
  - **Collective and participatory approach** to build a common vision for the future of a territory, small holders can join their forces to become more powerful
Lessons learnt from GIs in the world: success factors for GIs as a tool for food security and sustainable food systems

- The market linkages: identify the appropriate markets, their requirements and actors.
- The institutional framework: a sound legal frame for the protection. Control, certification, repression of frauds.
Lessons learnt from GIs in the world: key challenges for GIs as a tool for food security and sustainable food systems

- GI are often developed with an external top down approach: need for empowerment of local small scale producers
- Combination of economic approach and preservation/promotion of public goods. A right balance to find
- Code of practice is a powerful tool but there is a need for technical support and comprehensive guidelines (eco, socio, environ.) as well as regular monitoring and adaptation
- GI process relies on a comprehensive approach to address many issues - Quality and food safety, value chain coordination, standard development, territorial approach, public-private coordination: need for comprehensive development projects with time and resources
- Public authorities have a key role (assessment, support and protection/control): need for adequate policies and sufficient resources
Branding strategies: the key role of GI interprofessional bodies

- Promotion must start by communicating the intrinsic value of the product.
- It will be IPB’s task to design an attractive logo and relate the history behind it. The IPB will need to:
  - define a strong brand (logo, colours, possible accompanying slogan, label);
  - relate the product’s history and how to present it (information materials);
  - identify to whom, where and how to promote the GI (i.e. develop a more or less detailed marketing plan).
- The collective common logo has the advantages of identifying small-scale producers that cannot afford an individual brand but also of giving a common identity to all members of the IPB.
Branding strategies: a need to identify the targeted markets and their expectations

- International markets:
  - International promotion is complex, expensive and “unforgiving” (i.e. a mistake in quality or packaging can cost a lot in terms of lost reputation).
  - A third party certification is compulsory and expensive.
  - Nevertheless, it can be extremely rewarding.
  - There might be an interest in combining different labels, for example GI and Fair Trade, or Organic.
Branding strategies: a need to identify the targeted markets and their expectations

- When GI products are for local or regional markets:
  - Traditional products (linked to local varieties and races, traditional production methods, traditional recipes, with ethnic know-how...) with very localized markets (low volume of production) should be accessible to the majority of consumers.
  - The cost of third certification on local markets, where local communities or public authorities lack resources, is too heavy: could a participative guarantee system be defined and officially recognized?
FAO’s experience: the Quality and Origin programme

- Objectives
  - To assist member countries in implementing quality linked to origin systems
  - To support policies for the promotion of products of origin-linked quality and associated bio-cultural resources

- launched in 2007
- financed by France and FAO

- activities:
  - methodological tools
  - knowledge development and dissemination
  - capacity building
FAO’s experience: the Quality and Origin programme

Methodological tools

- Training material for participatory processes (together with REDD)
- Training manual on Interprofessional Bodies (together with REDD, co-financed by AFD): now available, with a specific module on GI promotion and market information
- Identification methodology and tool: link to origin, collective action, sustainability (economic, environmental, socio-cultural dimensions).
FAO’s experience: the Quality and Origin programme

Knowledge development and dissemination

- Case studies: Jinhua Ham, China; Uvs Sea Buckthorn Fruit, Mongolia; Kampong Speu Palm Sugar, Cambodia; Kintamani Bali coffee, Indonesia; Nakornchaisri Pummelo, Thailand; Darjeeling Tea, India

Capacity building

- AsiaGI training in Lao PDR in May 2017: funding of 2 participants
- Regional project in South-East Asia: Thailand, Vietnam, Lao PDR, Cambodia
- National project in Lao PDR
Thank you!

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