



Cooperation for Geographical Indications

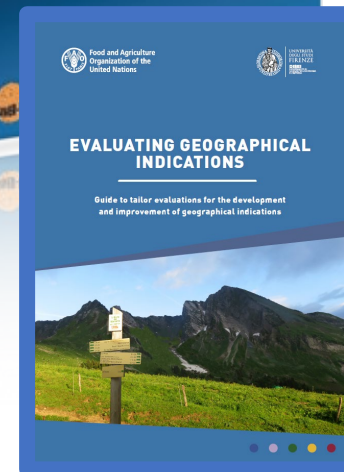
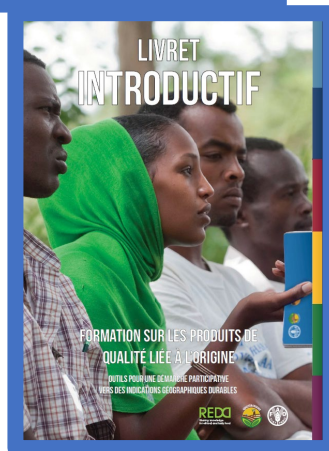
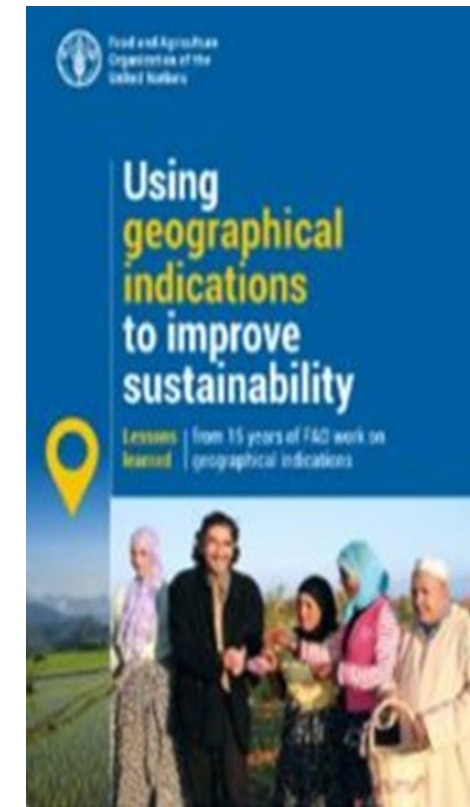
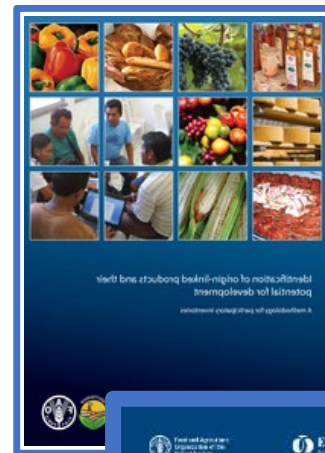


Valerie PIEPRZOWNIK, GI expert, *Food and Nutrition Division, FAO*

WIPO/ Worldwide Symposium on Geographical Indications , June 2023 14-16

FAO and GIs

Since 2007, FAO has been working with several partners to leverage geographical indications as a tool fostering sustainable development through normative work, Knowledge development, guidance tools and technical assistance .



Example– Madd de Casamance, Senegal



IG MADD CASAMANCE



CAMPAGNE 2022

PREMIÈRE CAMPAGNE DE COMMERCIALISATION DE L'IG MADD DE CASAMANCE.

Soutenez les cueilleurs et l'Association pour la promotion et la protection de l'IG madd de Casamance (APPIGMAC) en faisant vos commandes de frais en gros auprès du GIE Aroka de Thiobon.

Plus d'informations Appelez nous : **+221770796572**

THIOBON

Visitez-nous pour plus d'infos



- GI project started in 2017 with support from FAO, WIPO and now CIRAD/AFD and OAPI
- GI registration in the process of being finalized

➔ Biodiversity preserved
➔ Positive economic impacts for producers, in particular for women and youth



Example– Tushuri Guda, Georgia



Specifications developed by producers, especially the young shepherds :

- Tushetian landraces, sheep and cow species
- Pasture peculiar species
- Maturation on lamb skin (microbiota)
- Reduction of salt level



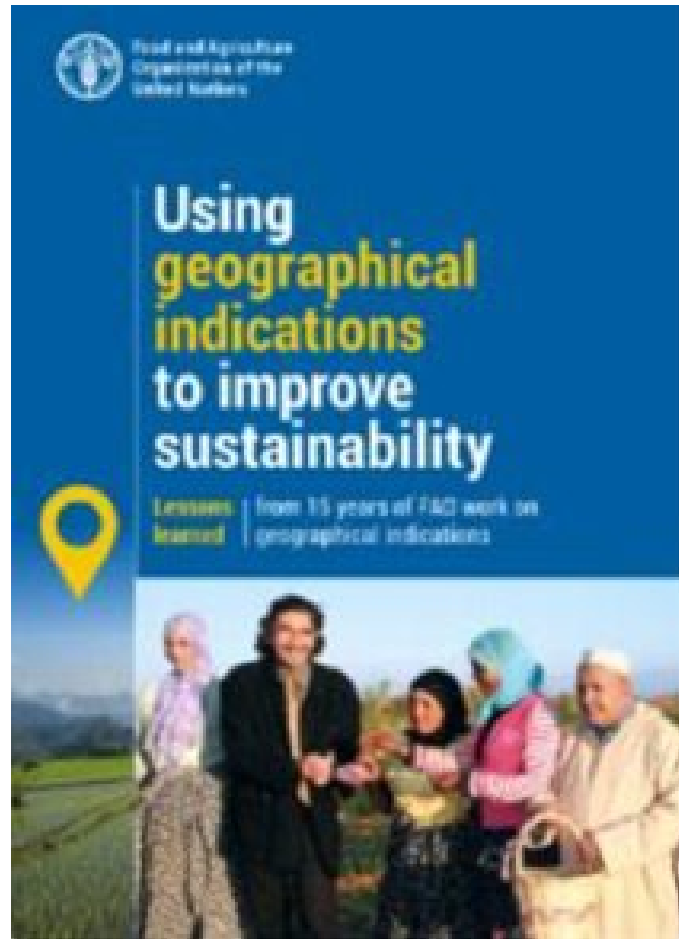
- ➔ Biodiversity preserved
- ➔ Taste, nutrition and health (salt, fermentation processes)
- ➔ Enable Healthy diets

GI project started in
2017, Protected GI in
2019



good cooperation in GI : key messages

- GI better development with a bottom up approach: **absolute need for empowerment of local producers and of all players in the value chain , importance of cooperation through win-win strategies among players** (e.g smallholders and large-scale producers, from different parts of the territory, upstream and downstream segments of VC, etc.)
- GI process relies on a comprehensive approach to address many development issues with **many technical dimensions** to consider (good agricultural practices, food safety and technology, value-chain structuration, governance and marketing): **need for comprehensive technical assistance projects with time and resources,**
- Importance of training grassroot NGO in the country to keep supporting local actors and become a local expert for future initiatives
- Specifications are a powerful tool but with no minimum requirements to ensure sustainability : **need for technical support and comprehensive guidelines as well as regular monitoring and adaptation,**
- Public authorities have a key role (assessment, support and protection/control): **need for adequate policies and sufficient resources.**



Web site

www.fao.org/geographical-indications

More information

Florence Tartanac

florence.tartanac@fao.org

Emilie Vandecandelaere

emilie.vandecandelaere@fao.org

Valérie Pieprzownik

Valerie.pieprzownik@fao.org