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SUMMARY OF THE EXPLORATORY STUDY FOR THE PROJECT ON “INTELLECTUAL PROPERTY AND GASTRONOMIC TOURISM IN PERU AND OTHER DEVELOPING COUNTRIES”

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1. The Annex to this document contains a summary of the Exploratory Study undertaken in the context of the project on Intellectual Property and Gastronomic Tourism in Peru and Other Developing Countries: Promoting the Development of Gastronomic Tourism through Intellectual Property (CDIP/22/14 Rev.). The Study has been prepared by Mr. Carmen Julia García Torres, Consultant.

2. *The CDIP is invited to take note of the information contained in the Annex to this document.*

[Annex follows]

EXECUTIVE SUMMARY OF THE EXPLORATORY STUDY FOR THE “INTELLECTUAL PROPERTY AND GASTRONOMIC TOURISM IN PERU AND OTHER DEVELOPING COUNTRIES” PROJECT¹

At the request of the World Intellectual Property Organization and the National Institute for the Defense of Competition and Protection of Intellectual Property (INDECOPI), with the support of the Commission for the Promotion of Peru for Export and Tourism (PROMPERU), an exploratory study was conducted to provide a broad overview of Peruvian culinary traditions. This falls within the framework of the Project on Intellectual Property and Gastronomic Tourism that is being implemented in Peru and in other countries (Malaysia, Morocco and Cameroon) to promote the development of gastronomic tourism through intellectual property (IP). The objectives of the study are as follows:

- (i) demonstrate an approach to the link between gastronomy and IP by identifying and cataloguing culinary traditions such as dishes, products, recipes, cooking techniques and utensils;
- (ii) lay the foundations and establish general working guidelines for the project; and
- (iii) provide relevant information for the development of the project, including an analysis of the value chain underpinning the culinary traditions examined in the exploratory study, given that such information would be relevant for identifying IP tools that can be useful to the different stakeholders of the gastronomic ecosystem that form these value chains.

The justification for the exploratory study is the importance of tourism and gastronomy in Peru. This importance has gradually grown in recent decades, such that it is now recognized nationally and internationally. These two economic development tools, tourism and gastronomy, are mutually reinforcing and so it can be said that in recent years Peruvian gastronomy has given rise to travel both within the country and as part of receptive tourism. The study began in late 2019 with a comprehensive list of culinary traditions by department or region, based on existing literature such as interviews, newspapers and popular knowledge. Thereafter, preliminary interviews were conducted to collect information that helped to determine where to focus the study. Deciding factors included validation of the chosen regions (Lambayeque, Lima, Arequipa, Tacna, Cusco and Loreto), shortening the list of culinary traditions and other aspects.

Subsequently, the collection and analysis of both secondary and primary information continued. Regional fact sheets were prepared (with information on recipes, products, utensils and techniques) that would serve to validate information in the field interviews. The regions that would be part of the exploratory study were visited and members of the Peruvian gastronomy ecosystem were interviewed. These regional stakeholders made it possible to validate the importance of the products as well as the techniques, dishes and recipes. They also made it possible to identify existing variations in culinary traditions, inputs that are added or subtracted from kitchen to kitchen, according to the taste of the author of the dish, and that have a direct impact on the formation of local identity and culture.

To gain an overview of Peruvian gastronomy, the study includes an analysis of this gastronomy and some related aspects that have defined the development of culinary traditions in each of the regions, such as the environment and the products, the economics of this sector, the reputation and influence at the national and international level and some current challenges that the sector faces.

¹ The full Study will be made available at: https://www.wipo.int/ip-development/en/agenda/work_undertaken.html

Peru is a country with a privileged geographical composition, which makes its environment and resources very diverse and at the same time unique, not only for their specificity, but also for their taste and nutritional value. The history of the country, as well as the conservation of indigenous products and the introduction and adaptation of other products into our ecosystem, have had a direct influence on the development of our regional cuisines. Thus, as pointed out by the Ministry of Culture, Peru's culinary practices are part of a complex and dynamic symbolic, expressive and sensory system, a reference of regional and national identity. Given the country's rich and diverse geographical and historical composition, it was necessary to limit the exploratory study to a specific geographical area so that its scope would be manageable.

Thus, the choice of the six regions selected was based on criteria that include location, importance in gastronomic development and importance in the development of tourism in the regions.

The territory of Peru is traditionally divided into coast, highlands and forest, which are regions with particular geographical and environmental characteristics that cause culinary traditions to vary in their characteristics and components from one area to another. That is why, as a first criterion for the selection of the geographical scope of this study, it was considered convenient to identify one area in each of the traditional regions.

Thus, as a first filter, the study includes an area from each of the traditional regions (coast, highlands and forest). This selection was made with the following classification:

- Coast: Tumbes, Piura, Lambayeque, La Libertad, Lima, Ica and Tacna.
- Highlands: Cajamarca, Ancash, Huánuco, Pasco, Junín, Huancavelica, Ayacucho, Apurímac, Cusco, Arequipa, Moquegua and Puno.
- Forest: Amazonas, Loreto, San Martín, Ucayali and Madre de Dios.

The second criterion was importance in gastronomic development, which includes the identification and analysis of traditions by region, their original products and those identified as part of the culture, representative recipes, the number of appellations of origin obtained, the recognized cultural heritage and the preservation and sustainability of traditions, as evidenced by the commonly recognized traditions in each region. Likewise, it was considered relevant to have associations linked to the gastronomic sector, which could serve as project partners that would provide information and the coordination that might be required in the subsequent stages of the project.

Finally, the importance in the development of both domestic and receptive tourism was taken into consideration; that is, the percentages of foreign tourist arrivals in the different regions of Peru plus the domestic tourism figures generated in 2018 and their impact on the regions.

Considering the combination of the criteria and sub-criteria described above, three regions were chosen in the first place: Lambayeque, Arequipa and Loreto. In addition, Lima, the capital of Peru, was included because of its importance in the gastronomic development of the country and because it plays host to cultural and gastronomic traditions from the rest of the country. Finally, two more regions were chosen because of their touristic importance. Thus, the Cusco region was chosen for being the main region in receptive tourism, since it is both a Wonder of the Modern World and a World Heritage Site. Tacna was also chosen for being the city with the most developed gastronomic tourism, since it is on the border. The study also analyzes the value chains of two traditions per region,² considering that the value chain includes different activities such as agriculture, fishing, processed products, trade through supply markets, fishing terminals and supermarkets. It also considers everything behind consumption, whether in homes or in catering establishments, plus academic activity that includes not only educational establishments for chefs, but also for

² It should be noted that, although culinary traditions are linked to this region, they can be found in other regions of Peru.

waiters, and the activity of manufacturing and trading utensils. Culinary traditions are also composed of recipes, techniques, utensils and other knowledge.

The most important aspects of these chains were analyzed in order to identify their history, the production levels behind the main inputs used for their preparation according to the recipes (both at the national and regional level) and the identification of the groups of people behind their production and/or commercialization. Likewise, the manner in which these culinary traditions are marketed and disseminated was also studied.

The traditions analyzed in the study are:

- for Lambayeque, *arroz con pato*, *cabrito*;
- for Lima, *cebiche*, *aji de gallina*;
- for Arequipa: *ocopa*, *rocoto relleno*;
- for Tacna, *patasca*, *asado de cordero Candarave*;
- for Cusco, *pachamanca*, *cuy asado*; and
- for Loreto, *patarashca*, *tacacho con Cecina*.

Finally, it is important to point out that the study was presented at a roundtable of representatives of the gastronomic ecosystem such as chefs, academics and researchers, among others. Also presented during the roundtable was a series of findings that were identified during the execution of the study and that directly influenced its development. They include the lack of systematization of information on the sector, as well as on related sectors such as agriculture and aquaculture, which prevented the reconstruction and/or traceability of the path followed by the inputs until they reached the table. Another of the findings relates to the lack of general knowledge of the nutritional value of the inputs and/or products of the country, which could be detrimental to good health.

It is also noteworthy that academic research on Peruvian gastronomy is necessary, to allow the most fluid and iterative innovation, in a sector that in the last few years has gained great economic importance. Thanks to the study, it was also possible to observe that a public policy on Peruvian cuisine could contribute to turn these findings into opportunities and strengthen Peruvian gastronomy.

It is worth mentioning that, at the roundtable, the six traditions per region were chosen to be part of the next phase of the Project. They include *cabrito*, *ají de gallina*, *ocopa*, *picante a la tacneña*, *cuy* and *juane*.³

[End of Annex and of document]

³ The traditions related to the spicy *tacneña* and *juane* will be included in the exploratory study.