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**FAO experience and activities related to quality
food products linked to geographical origin:
food security and rural development**

Hajnalka Petrics
Richard Eberlin

FAO Regional Office for Europe and Central Asia

Emilie Vandecandelaere
FAO

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Background

- Increasing consumer demand
- Innovative rural development approaches
- FAO regional priority



Background

FAO program on specific quality (2007)

Main objective: to assist Member Countries and stakeholders in developing specific quality schemes adapted to their economic, social and cultural situation, contributing to rural development. A **focus on quality linked to geographical origin and traditions.**

Means:

- Collect information on Member countries and stakeholders experiences:
 - Regional seminars, expert meeting, networking
 - Case studies 
- Develop supportive tools, sensitize and inform stakeholders: *guide on GI about to come*
- Technical cooperation projects



Quality linked to geographical origin

- ✓ Specific quality, characteristics, reputation linked to a geographical origin
- ✓ Heritage (terroir), a potential to add value (differentiation)
- ✓ Collective asset linked to the territory → **collective action**
- ✓ Definition shared among local producers → **code of practice**



One mean of identification = **Geographical Indication (GI)**
→ Potential to be registered as IP Right and protected

GI and territorial identity

- Terroir

Encompasses the interaction between physical (natural) and human factors that has built up over time. It refers to local resources, e.g. physical (soil, climate, landscape etc.), genetic (especially indigenous plant varieties and livestock breeds) and/or cultural (know-how, traditions, etc.). The specific nature of these resources leads to the uniqueness, identity and value of products

- Codification of the specific quality through code of practice
- GI-Alternative business model – tradition as source of innovation

GI and food security

- Food security (FAO)

Food security does not relate only to quantity and volume but also to quality and consumers preferences, economic (price and income) and physical access (proximity) of food products.

- Food culture

- Abandonment of traditional food culture
- Social connection between town and villages
- Dual approach to food
- Origin-linked food products as assets for economic development

GI protection

- Importance of protection
- Domestic and international protection
- The role of state in the promotion and protection of GIs – bottom up process



GI as rural development tool

- GI effective rural development tool
- Regulatory frameworks are not sufficient, integration with rural development work is needed
 - organization of producers
 - development of the code of practice
 - equal distribution of power
- Attention for small and underprivileged producers

Potentials for rural development

- **Potential to turn constraints into assets**
 - characteristics linked to geographical origin and food traditions which can add value on the market
- **Motivations**
 - Adding value to the produce, access to niche markets, protection against fraud (legal protection)
 - Benefiting from collective actions, incentive for producers organization
 - Preserving local resources (race, variety, landscape...), biodiversity and local traditions and culture (know how and way of life)
 - Maintaining activity in isolated areas

Rural development and the 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** : marketing the products and generate income
4. Local resources **reproduction:** assessment for ensuring system sustainability



From Guide FAO-SinerGI soon available : **LINKING PEOPLE, PLACES AND PRODUCTS: A guide for promoting quality linked to geographical origin and sustainable geographical indications**

Costs and benefits of GI

- Cost of protection for small farmers
- Size of the market
- Difficulty to make CB analysis in general
- Not all products have the potential to become GI
- Main costs: food safety, registration, certification, legal protection, marketing
- Tradition as source of innovation
- Time

Concluding remarks

- Excellent opportunity but not solution in itself
- Success depends on local conditions and management
- Learning process



Concluding remarks: success factors

- a specific quality product, which has characteristics or reputation linked to the territory, able to find a market,
- functioning regulatory framework including legislation for labelling and protection,
- producers' organization that represents all type of producers including integration of processors and some level of other actors of the product value chain into the producers' group,
- code of practice elaborated by (or at least with) the producers themselves in a participatory way and recognising the roles of local resources (natural and human),
- adequate time dedicated to the establishment of a geographical indication (including defining the area, organization of producers, the labelling practice, the code of practice), and
- coordination between private and public actors and between institutions at local and state level.

Concluding remarks: FAO assistance

- Raising awareness among value chain actors and administration about the advantages of GIs, supporting national and local institutions to integrate GI as a tool/measure into their agriculture and rural development policies,
- supporting national institutions to develop efficient GI regulatory framework,
- support producers association to develop GI code of practices, with a sustainable approach, and value chains including product upgrading and marketing.

A two levels approach

Local and collective initiative Voluntary approach for marketing, private sector driven	– Setting up of the code of practice – Management of the GI system
Legal and institutional framework Public recognition	– Assessment, Registration, Protection – Supportive policies: <i>support to local implementation, consumer information,...</i>

Thank you

Contacts :

FAO Europe and Central Asia

Richard Eberlin

Richard.Eberlin@fao.org

Hajnalka Petrics

Hajnalka.Petrics@fao.org

FAOHQ, Rome

Emilie Vandecandelaere

Consumer Protection and Nutrition Division

emilie.vandecandelaere@fao.org



Success factors of implementation

Local: “People, Product and Place”:

- A specific quality for an identified demand and market
- A code of practice written thanks to a participatory process
- Producers organization and involvement of all value chain actors
- Sustainable approach: recognition of human-cultural and natural resources in the code of practice

National / Institutional:

- Coordination between sectors and levels
- Supportive policies, empowerment, guidelines
- Information to producers and consumers