

# FAO Program and Case Studies on Specific Quality Linked to Geographical Origin



Emilie Vandecandelaere  
*"qualité spécifique liée à l'origine"*  
AGNS



# Outline



## 1. Background

- Specific Quality Linked to Geographical Origin
- The program framework
- Objectives of the study
- Partnership

## 2. Methodology of the case studies

## 3. Overview of the case studies



# Background



# Quality linked to Geographical Origin



- **“Specific quality...”:**

- as opposed to “**generic quality**” (guarantees of the mass market, generally mandatory, to protect consumers health and allow market to function well)
- **characteristics** of the products (due to special conditions of production and trade...) that **differentiate** it through a **label** in general
- **voluntary** participation of operators

- **“...Linked to geographical origin”:**

- specificities due to the production/process area through local resources: natural (“terroir”, landscape etc...), and human (culture, traditions, know how,...)
- increasing demands but recent development for developing countries

## ➔ **Needs for information and support:**

- Project GCP/INT/022/FRA to initiate a programme to address Member countries needs
- To develop the thematic in connection with the other specific quality schemes within FAO



# The program framework



**Main objective:** to assist Member Countries and stakeholders in developing develop specific quality linked to geographical origin schemes that are adapted to their economic, social and cultural situation, contributing to rural development through the valorisation and preservation of local products and resources.

## **Means:**

- Collect information on Member countries experiences:
  - Regional seminars, expert meeting, networking
  - case studies with concrete examples on assets and constraints, success or failure factors
- Based on this information and analysis, develop supportive tools
- Sensitize and inform stakeholders



# Information collection



## 2 Regional Seminars:

**The Mediterranean** Casablanca, 8-9 November 07:  
[www.mp-discussion.org/casablanca](http://www.mp-discussion.org/casablanca)

**Latin America** Santiago de Chile, 12-13 December 07  
<http://208.62.62.50/santiago/>

## Case studies:

- **To collect information** on local experiences for different types of products in various context and geographical areas
- **To analyse** advantages and constraints, success factors of quality process linked to geographical origin
- **To know the problems and needs** at local and institutional levels
- **To consider first recommendations**



# Partners



## Develop a network of partnerships is both an aim and a means

- Gouvernement representatives: France, the Mediterranean countries, Latin American countries, European Commission...
- International and Intergovernmental Organisations: WIPO, ICTSD, IICA, ORIGIN, FIPA...
- Research and expert networks: CIHEAM, SinerGI, AGRIDEA, INRA, CIRAD, SIAL, SEEDEV...
- National and local institutions and agencies ...





## Methodology of the case studies





# Studies Framework



## ■ Partnerships

- Latin America: IICA
- Balkans : Agridea, SEEDDEV
- The Mediterranean: INRA, NGO Migration and Development

## ■ Consultants knowing the local context and product

## ■ Methods:

- Revue of the available information
- Stakeholders interviews (producers, processors, public bodies ...) and focus groups
- Analysis and synthesis

# Grid of analysis



- Institutional context
- Geographic zone and specific resources
  - General context of the geographic area
  - Delimitation of production zone / Processing zone
  - Local resources, material, immaterial, challenges
- Product and market
  - Product qualification process (up grading)
  - Specificity and product differentiation, code of practice (= specifications)
  - Type of recognition of the specificity / level of reputation
  - Markets, current / aimed at (price, volume)
- Stakeholders and collective organisation
  - Type of actors involved, their roles and objectives
  - Importance of external support (public actors, development/research actors)
  - Structure and coordination
  - Certification and control devices
  - Collective actions
- Analysis of the impacts and synthesis
  - Perception by stakeholders
  - Economic impacts
  - Impact on rural development: - economic and social aspects; - Culture, traditions; - Impact on the environment
  - Costs : Certification, Training, research, Change of practices
  - Internal strengths and weaknesses / Opportunities and threats linked to the context
  - Success factors, failure factors
  - Needs and competences necessary for the actors





## Overview of the cases



# Latin America



Cases	Country	State	Territory	Markets
Queso de Turrialba	Costa Rica	Application in process	Cantón de Turrialba, (Santa Cruz). Faldas del volcán Turrialba	Small area (127Km2, 200 producers, 290tons) National reputation
Cacao de Arriba	Ecuador	In process (applied in Dec 2006)	Zonas cacaoteras del país. Varias Provincias	Nacional (220 000has, 95 000tons, 90000 producers, 7% PIB agro) Export, international reputation





# Latin America



Cases	Country	State	Territory	Markets
Queso Cotija	México	Collective trademark 2005 and process for DO	Sierra de Jalmich entre los Estados de Jalisco y Michoacán	Medium size area (2400Km <sup>2</sup> ; 200 producers, 400 to 1500kg/year National reputation
Cacao de Chuao	Venezuela	DO 2000	Valle Chuao, Edo. Aragua. Enmarcado en Parque Nal. Acceso por mar	Very small area (300 families, 24ton, 13has) Export, international reputation
Café de Colombia	Colombia	DO 2005	Zonas cafeteras del país. Varios departamentos.	National area (600 000 producers, 550000 tons) Export, international reputation





# Latin America



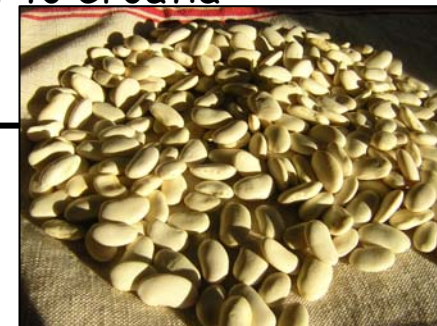
Cases	Country	State	Territory	Markets
Maíz gigante de Cuzco	Perú	DO 2005	Valle de Urubamba. Dpto del Cusco. Valle interandino	Medium size (1200km <sup>2</sup> 600producers, 56000tons) National reputation
Chivito de Neuquén (young goat)	Argentina	In process applied in 2007	Cordillera Norte de las Provincias de Neuquén y la Patagonia	Large area (1500families, 25000Km <sup>2</sup> , 20000animals-10%DO) Regional reputation
Limón de Pica	Chile	In process applied in 2007	Oasis de Pica (Iquique)	Small area (116 producers, 2000tons, 58Km <sup>2</sup> ) National reputation



# Balkans



Cases	Country	State	Territory	Markets
Uzice ham (Zlatibor) (smoked beef meat)	Serbia	PDO in 1995, renewal under new law (2006)	Municipality of Catejina (district Zlatibor)	Medium size area (current: 647 km <sup>2</sup> , expected: 9157 km <sup>2</sup> Neighboring export (Croatia)
Tetovo bean	Macedonia	PDO in 2006	Sar Planina and Bistra mountains and plain, Polog region, Albania and Kosovo borders	Medium size area(920 Km <sup>2</sup> , 500MT, 5 municipalities) National Reputation
Livno cheese (sheep and now with cow milk cheese)	Bosnia Herzegovina	CoP formulated and approved by key stakeholder in January 2008	Cincar Mountain, 2 Polje, Livno and Glamoc	Medium size area(estimation 1000Km <sup>2</sup> , 41000 sheeps and 13000 cows) /National reputation, export to Croatia



# North Africa



Cases	Country	State	Territory	Markets
Safran of Taliouine	Morocco	Organic, fair trade, beginning of the process	Siroua Mountains, Taliouine and Tazenakht	Medium size area (500+100has, 1370families+?, approx:600kg) National reputation export?
Sheep cheese of Beja (Rigouta and Sicilian type)	Tunisia	Diagnostic	Montagne, 2 gouvernorats de Bizerte et de Béja, Nord Tunisie.	small (100 tonnes) Local reputation





# Stage of Reputation recognition



PRODUCT	Stage of the qualification-recognition process			
	Up-grading / Application in process	GI DO registered	GI DO being managed	GI DO internationally recognised
Queso Cotija				
Queso Turrialba				
Cacao de Chuao				
Café de Colombia				
Cacao de Arriba				
Maíz Blanco Cusco				
Chivito de Neuquén				
Limón de Pica				
Safran Taliouine				
Beja cheese				
Uzice Ham				
Tetovo beans				
Livno cheese				

# Conclusion



- Early stages of development:
  - what about the managing process?
  - very first results on impacts
- Diversity of products:
  - lots of non processed one: role of race and variety in the differentiation
  - for export, links to consumers?
- Regional particularities but lots of common points...

Note: first analysis (operational view, not research as such)...  
and for discussion!





THANK YOU