

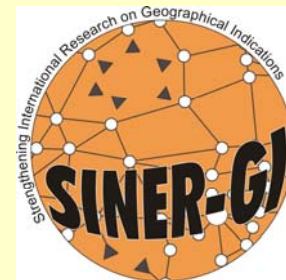


FOOD AND AGRICULTURE ORGANIZATION
OF THE UNITED NATIONS

Meeting in collaboration with SINER-GI

Sharing views on Quality Products Linked to Geographical Origin: How they can contribute to rural development?

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Protecting and valorising GI systems in the light of rural development: Institutional settings and Policies

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Which is our approach? Some premises

- Working hypothesis: “non neutral” vision. Questions are:
 - To what conditions GIs protection schemes can be considered as a tool for valorizing GI products in the perspective of rural sustainable development?
 - What are the roles public institutions can play?
 - . Institutional settings
 - . Policies
- Not a “normative” approach: no “prescriptions” on what is needed for enhancing GI roles in rural development ... but individuation of some “critical areas” of GI products valorization processes → and, as a consequence, *potential* areas for public intervention/support
- Role of empirical evidences (SINERGI project and other)

The GI product

GI Products are goods as originating from a delimited territory where a noted quality, reputation or other characteristic of the good is essentially attributable to its geographical origin and the human or natural factors there

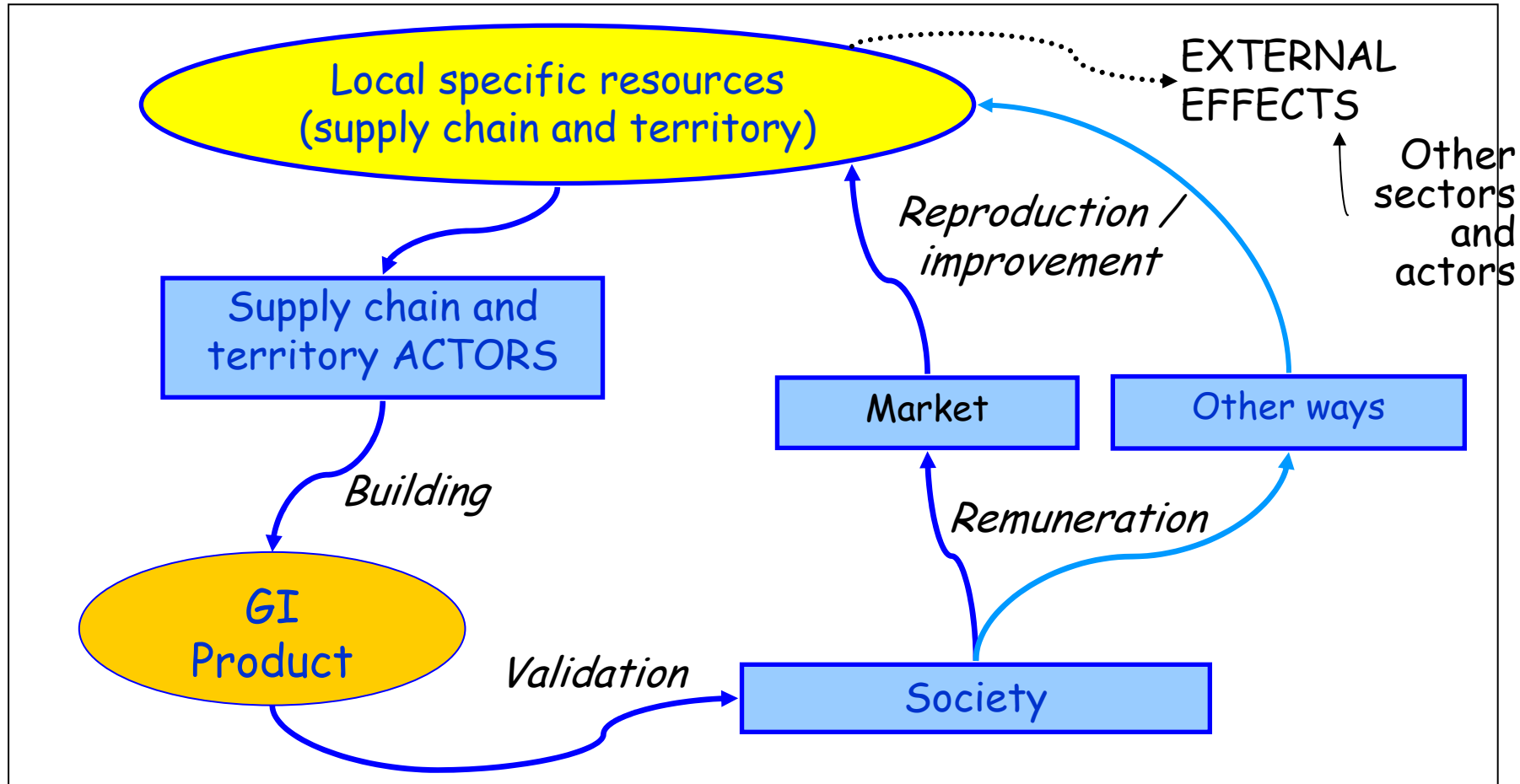
- The link between GI product and the territory is multidimensional and characterized (with different intensity)
 - by the specificity of local resources used
 - by the history and tradition linked to local population
 - by the collective dimension: a common culture and a shared knowledge at production and consumption level.
- The valorisation of the GI product (also by means of a «protection scheme») can have many effects on the territory (positive but also negative)
- **PUBLIC ISSUES:** the support to GIs is not only a «private» issue regarding the firms involved in the supply chain

Rural development

- Different concepts of rural development around the world but with an important evolution of the concept
 - Definitions may stress:
 - Income and employment
 - Diversification of agriculture in rural areas
 - Acknowledgement of the role of local resources and endogeneity
 - Links with the environment
 - Social values: inclusion, equity ...
- Sustainability as emerging central issue (also in SINERGI perspective): Economic, Social and Environmental sustainability
- The «new rurality» is first of all the outcome of social dynamics: role of actors in the building of new networks (inside the rural areas but also in linking the rural area with the "external world")

The virtuous circle GI - Rural Dev.t

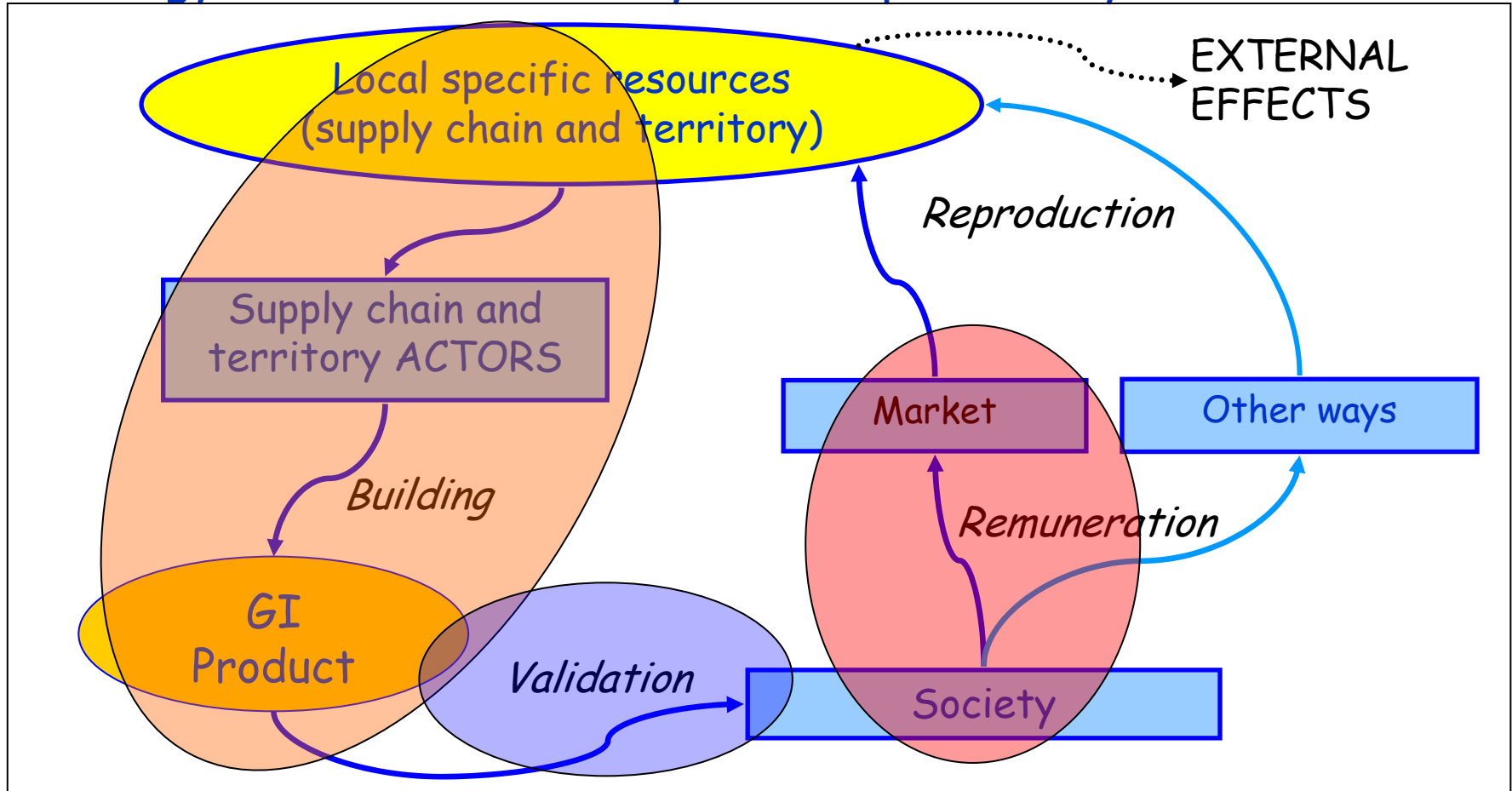
The valorisation of the idealtypical GI product has many effects on the territory (inside and outside the local supply chain)



The effects of GI valorisation are not automatic: they depend on actors strategies (firms, organisations, institutions) that define the links between GI product, local resources and rural development

The role of GI protection schemes

GI protection schemes are ONE of the many tools in the strategy. GI schemes modify the GI product system



GI product valorisation initiatives and GI protection schemes can be conceived as policy tools for rural development

GI schemes: opportunities and problems

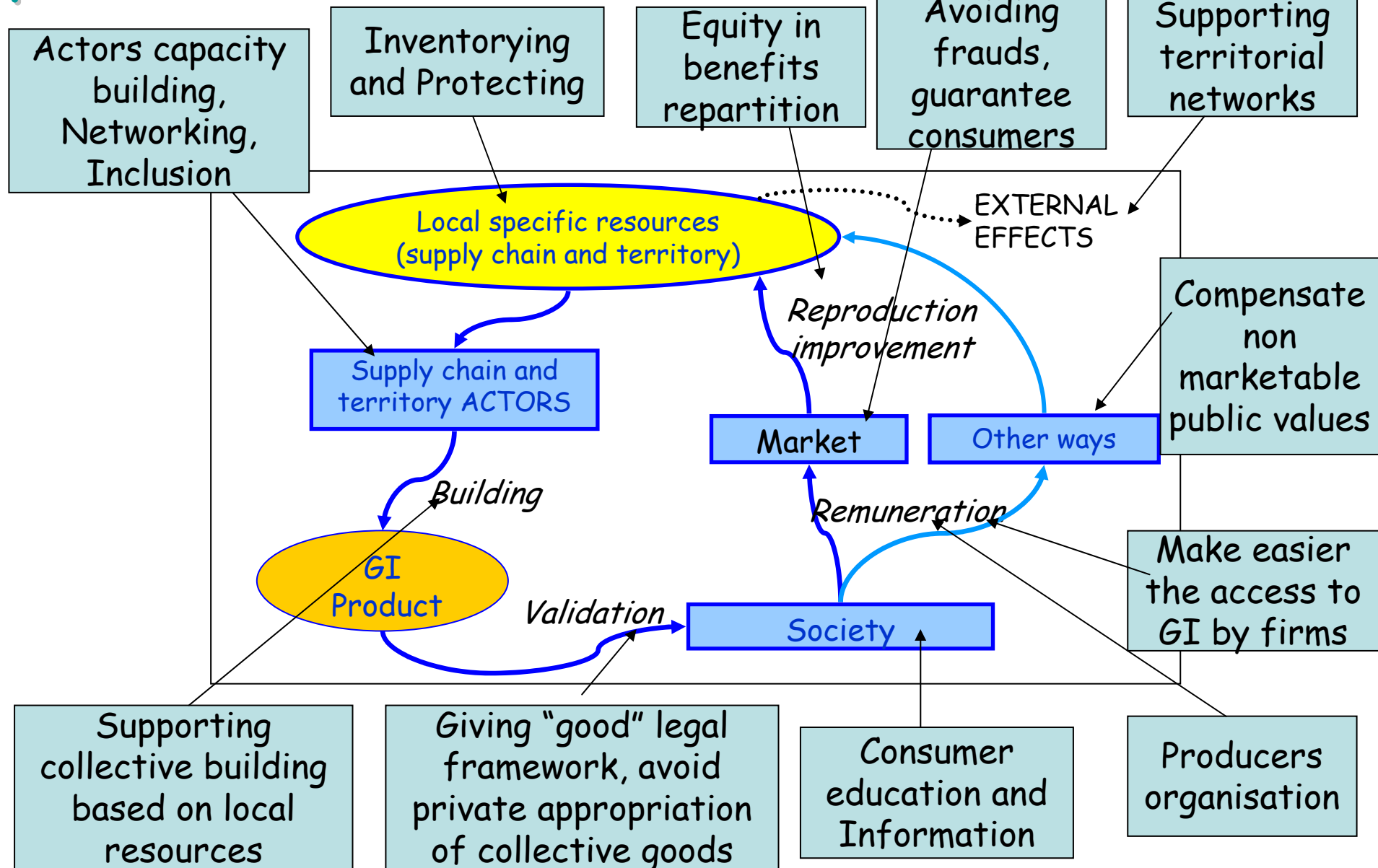
<i>GI product characteristics</i>		<i>Potential Function</i>	<i>Potential pitfall</i>
<ul style="list-style-type: none"> • Involvement of local actors 		<i>Activation of Networking - Consciousness - information sharing</i>	<i>Possible Conflicts</i>
<ul style="list-style-type: none"> • Localised in less favoured areas • More labour-intensive • Small Medium Enterprises • Keeping people in agriculture and rural areas 	→	<i>Economic and social development</i>	<i>Exclusions Difficult access Inequality in benefits distribution</i>
<ul style="list-style-type: none"> • Traditional farming and processing systems • Local breeds and vegetal varieties 	→	<i>Amenities (eg landscape), Low pollution, Biodiversity ...</i>	<i>Overexploitation of local resources</i>
<ul style="list-style-type: none"> • Keeping local culture (gastronomy, traditions, lifestyles, etc.) 	→	<i>Cultural heritage Food diversity</i>	<i>Commodisation</i>
<ul style="list-style-type: none"> • ... 	→	...	

→ CAN PUBLIC INTERVENTION BE JUSTIFIED IN THIS PERSPECTIVE?

Can public intervention be justified in the light of rural development?

- "Neutral GI policy": Protecting names from abuses and usurpations in an effective way, so actors and market have to act itself → neutrality as a "chimera"? E.g., how to evaluate oppositions in the registration process?
- "Proactive GI policy": accompanying the whole process
 - Is it legitimate? Different national cultures ...
 - Efficiency and Effectiveness? No direct link between tools and aims: final effects depend on actors strategies and power distribution inside the local production system and along the supply chain
- Which **values** should orient the public action?
Sustainability ... Equity ... Social inclusion ... Income maximization or redistribution... Export markets access ... → Need for making them explicit.

Supporting GI virtuous circle: possible areas of intervention



Recommendations for Sustainable GIs

FACTORS of Success in the light of GI systems sustainability:

- **GI POLICY AND LEGAL FRAMEWORK:** existence of a GI (public) comprehensive policy and clear and accessible legal protection regulation and control system,
- **RULES-SETTING PROCESS:** actors' active participation, product *proudness*, information, capacities, empowerment. Inclusion of the different stakeholders' categories involved. Conflicts regulation procedures
- **ROLE OF LOCAL RESOURCES:** taking into account the need of protecting local (human and material) resources in the Code of Practices
- **ORGANIZATION AND GOVERNANCE:** network building, collective organisation with democratic participation rules, allowing regulating the evolution of the GI system (innovation and technology, market changes, new firms in the system)
- **HORIZONTAL-VERTICAL DISTRIBUTION OF THE GI BENEFITS:** access to GI by firms, bargaining power inside the GI system
- **MARKET:** product's reputation, « real » link to territory, relevant markets
- **CONSUMERS AND CITIZENS:** information and solidarity between producers and consumers (local consumers, distant consumers)
- **COMPREHENSIVE STRATEGY:** GI legal (« formal ») protection to be seen as one of a set of tools to valorise Origin Products. Integration of different tools to attain the objective

Which kind of public intervention?

- Legal framework concerning GI registration and protection is only a small part of the story
- All the « GI product valorisation process » should be supported by public intervention in order to:
 - ✓ maximise positive effects
 - ✓ avoid pitfalls
- To what extent should public intervention be "prescriptive"?
- Wider policies (non GI specific) relevance: e.g. infrastructural and investment policies, trade policy, hygienic-sanitary rules...

Which kind of public intervention?

Setting up a good framework for GI products development is a complex and multidimensional matter:

- Different levels of intervention:
 - ✓ National level (interested country)
 - ✓ Regional level
 - ✓ Local level
- But also
 - ✓ External levels (e.g. technical cooperation: States or International organisations)
 - ✓ EU level
 - ✓ International negotiations level
- Different ways of intervention
 - ✓ Direct intervention (by public administration)
 - ✓ Indirect intervention (supporting intermediate institutions, as collective private organisations)

AN EXAMPLE: Collective organisation in the management of the GI protected product

- ✚ The GI protection is often supported by a collective organisation (not asked by the EU regulation): Consorzi di tutela, Consejos reguladores ...
- ✚ Many functions of GI Producer organisations:
 - a) Supporting firms in complying with Products specifications, allowing wider access to GI use (training, services ...)
 - b) Supporting (or managing directly?) the control system
 - c) Making collective promotional initiatives, collective trademark, foreign registration of the GI name
 - d) Supporting interprofessional agreements allowing for a more equitable repartition of costs and benefits, and even managing production
- ✚ Which characteristics of GI Producer organisations?
Representativity of different stages of supply chain and of different types of firms
- ✚ Role of public institutions: public criteria for recognition, financial, technical and empowering aids

Towards a « GI integrated policy »

Critical areas in the light of GI systems sustainability	Policy recommendations	ACTIONS				
		International GI negotiations	EU 510 implementation	EU and Member States / cooperation accompanying policies	National	Regional / Local
RULES-SETTING PROCESS	Allow participation of all categories of local actors in definition of common rules (Code of practice)		<p>Asking for democracy in definition of rules.</p> <p>Verification of the effective participation in legal process of registration.</p>	Support local government in the setting-up of the legal framework and/or implementation procedures	<p>Publicity of registrations demands.</p> <p>Obligation for Public meeting for the discussion of Code of P.</p> <p>Regulating rights of opposition.</p> <p>Room for local authorities.</p> <p>Promote role of Interprofessional bodies as mediators in disputes.</p>	<p>Empowering of local actors.</p> <p>Giving accessible information</p> <p>Creating local forums for discussion about GI</p> <p>Encourage active participation of all kinds of producers</p>
Xxxxxx	xxxx					

Some final remarks

- The role of public institutions (at different level) is much wider than making a (good) law: thinking local actors (not GI schemes) and Valorisation process (not only GI official recognition) as focus of public intervention
- Not always the protection by means of a GI scheme is the best way of reaching some kinds of "public" aims (GI protection as weapon in the hands of the more powerful actors?)
- Need for comprehensive policy, but:
 - how to integrate different policy actors around the GI product policy?
 - how to get the right mix of public and private initiative?
- Giving room to "low levels" of the public authorities: devolution within common and shared principles
- Assessment of GI public policies: how to evaluate effects?

Thank you