



**FOOD AND AGRICULTURE ORGANIZATION
OF THE UNITED NATIONS - SINER-GI**
**Sharing views on Quality Products Linked
to Geographical Origin;
How they can contribute to rural
development?**
31 January -1 February 2008

***Siner-GI case studies: Objectives and
methodology of comparative analysis***

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SINER GI

Strengthening International Research on Geographical Indications

www.origin-food.org

- UE funded project (2006-2008)
- Continuation of the Dolphins Project on European GI
- Siner-GI project addresses GI in the global market as a global issue

SINER-GI PROJECT OBJECTIVES

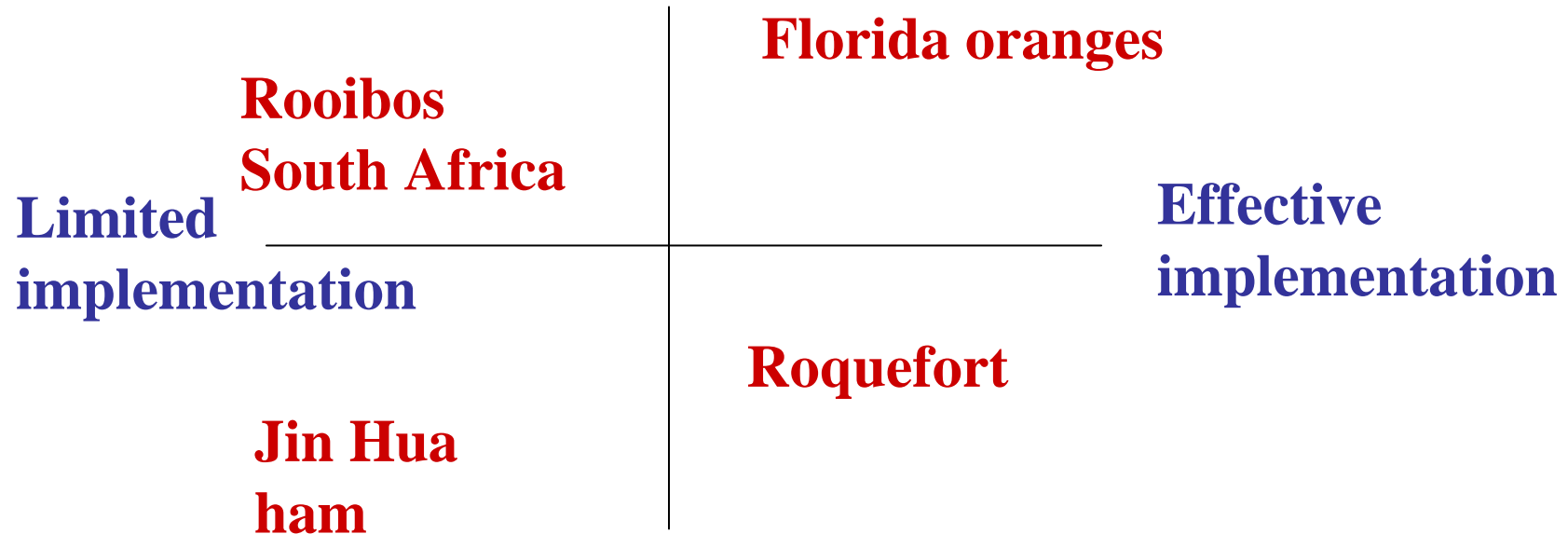
- To understand what are the conditions for successful GI qualification ?
 - Not only stable and profitable position on the market
 - But positive impacts on local/national economic, social, health, environmental public issues
- To understand what are supporting policies and collective initiatives to this purpose ?
 - Criteria for transferability of GIs good practices
- To address these issues considering several scenarios regarding the international trade regime

STEP 1: Case Studies

- Building up methodology (WP1-WP4)
 - **The *GI system*** is “*the set of actors who are effectively engaged in creating value and improving the strategic marketing position of the GI product by spontaneous individual or organized collective action,*
and those who are engaged in the activation and reproduction of those local resources (natural resources, knowledge, social capital) which make the GI product specific”
 - Several **dimensions of GI systems**: the market structure, the supply chain organisation, the stakeholders and policies supports, the system management and governance, the technology and product qualification procedure...
- **Inventory of GIs** in a large set of countries
 - *database on our website (60 cases)*
- Implementation of **12 case studies** (June-October 2007)

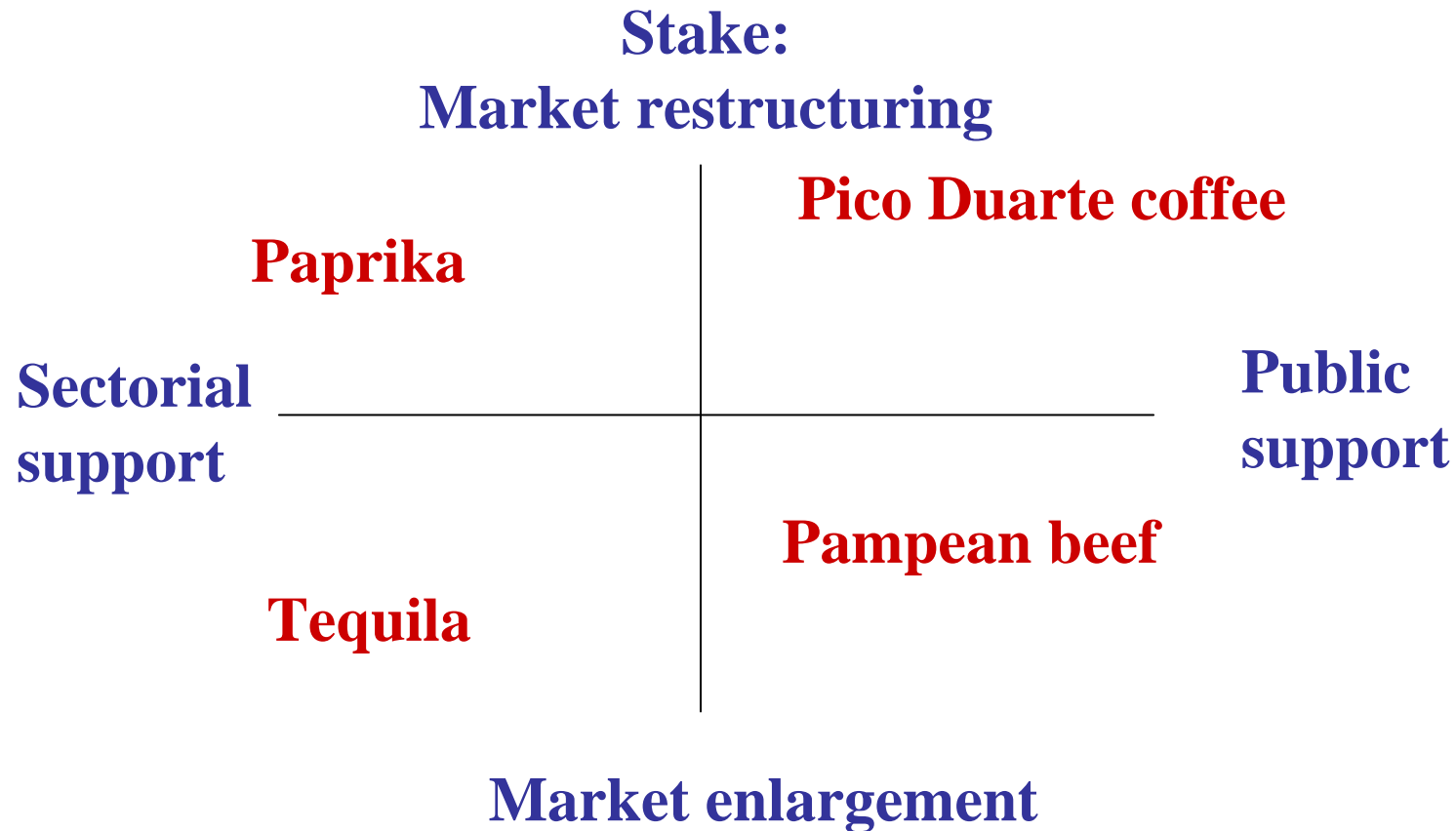
Sampling strategy: *legal and institutional framework*

**Limited protection
(repression of abuses)**



**High level of protection
(atribution of rights)**

Sampling strategy: ***Market stakes and support policy***

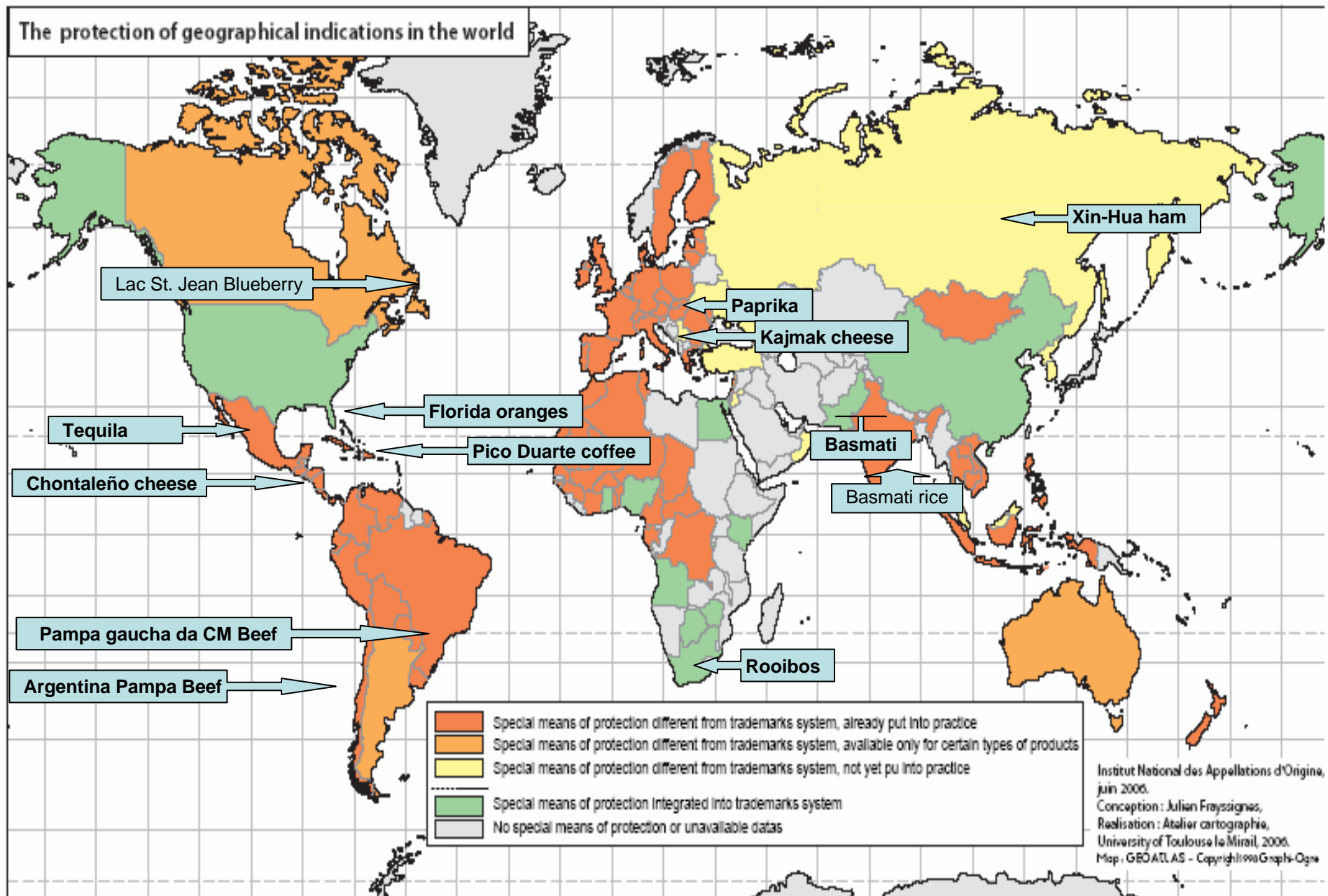


STEP 1: Case Studies (result)

Typology of GI systems

Recognition Policy	Rural development policy	Market strategic stake	
		Restructuring	Enlargement
P1 : High and effective protection	public or NGO support for Rural Dev.	Melton Mowbray pork Pie	Roquefort
	sectorial support (firms)		Tequila
P2: High protection, limited or no implementation	public or NGO support for rural dev.	Pico Duarte coffee Kajmak cheese	
	sectorial support	Paprika	Jinhua Ham Pampean Beef Blueberry Lac St Jean
P3: Protection through trademarks / effective	public or NGO support for rural dev.		
	Sectorial support		Florida oranges
P4: Protection through trademark system: limited	public or NGO support for rural dev.		Rooibos
	sectorial support	Chontaleño cheese	Basmati rice (Pak.)

Siner-GI Case studies and Legal situation of GIs in the world (2006)



STEP2: Forecast Methodology : GI future

- To contrast different aspects and trends according to the **new international trade regime**, we consider **three scenarios**.
- These scenarios concern **the position of origin (GI) as a marketing tool in a complex global market universe** in which private and public standards play an important role in the dynamics of markets:
 - **CONVERGENCE** on GI visions and “origin” as integrator for different quality attributes (organic, fair trade...)
 - **DIVERGENCE** on GI visions and “origin” weakening as market sign
 - **PLURALITY** of GI visions and of quality schemes and forums

STEP3: Comparative Analysis Methodology

- Types of geopolitical contexts
 - Diversity of the protection schemes and support policies
- Types of GI systems/markets
 - Diversity of economic trajectories of the GI systems (success/failure)
- Variability of the impacts according to
 - the scenarios
 - the contexts
 - the GI systems