



Case Study Observations

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Guide to GIs for Developing Countries

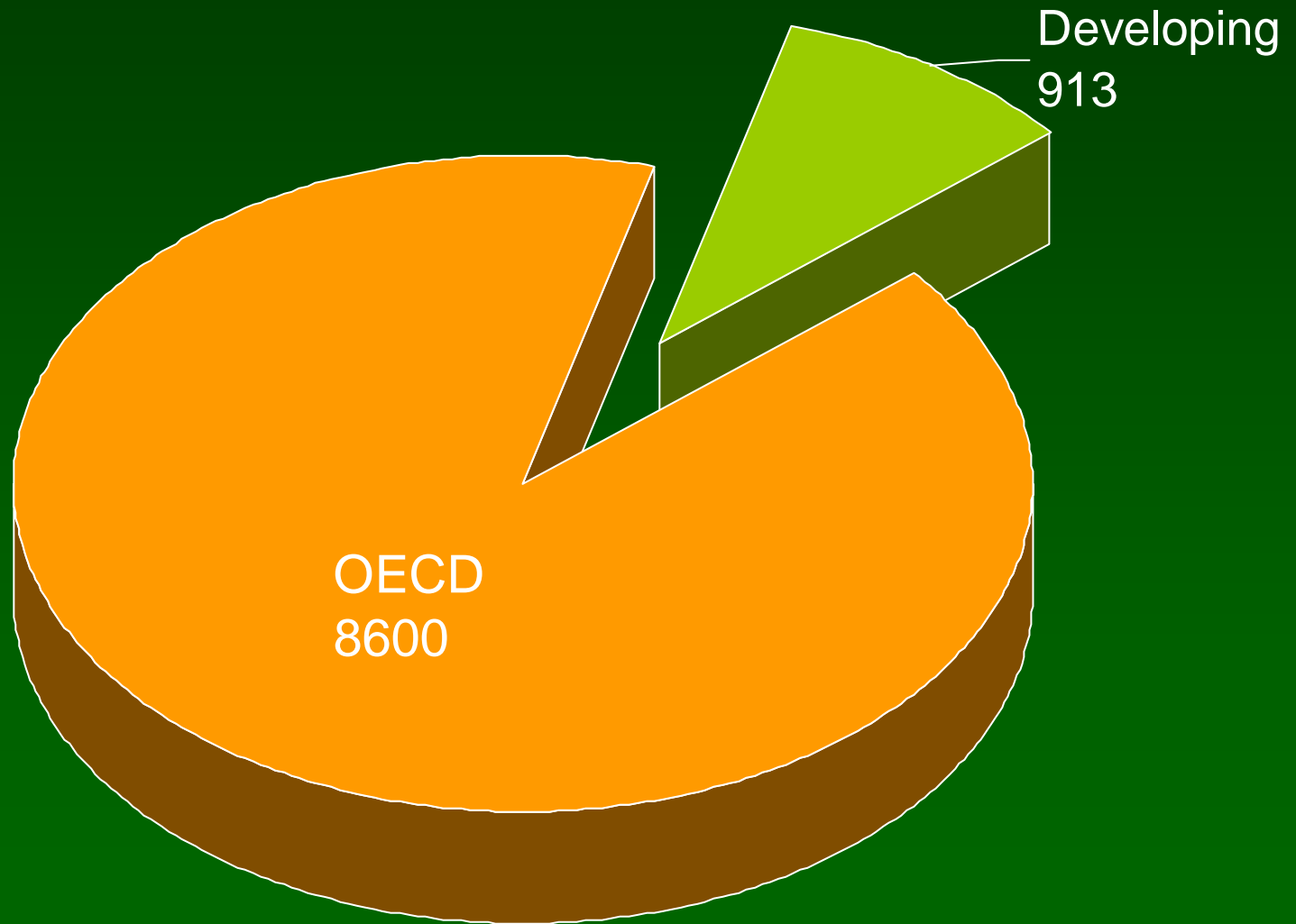
Objective:

- distills relevant lessons for developing regions - review of nearly 200 pubs. and 10 original case studies.
- Explains instruments and approaches i.e. public benefits, protection level, costs, pros-cons...

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Tim Josling (Stanford U. Professor Emeritus),
William Kerr (Editor, Journal of International Law & and Trade Policy),
Catarina Ilesley (Head, GEA)
Bernard O'Connor (EU Attorney - author of 'The Law of GIs')
Justin Hughes (Director, IP Dept. Cardozo School of Law)
Dwijen Rangnekar (Sr. Fellow Centre Warwick U.)

Distribution of Geographical Indications



Determinants of + GI outcome

- Brunori: Must evolve along a more **innovative paradigm** of linking producers and consumers along new organizing principles.
- To do that requires a **new level of communication and understanding** of what GIs are.

Determinants of + GI outcome

- Crafting **Measurement tools** to demonstrate why a GI does (or does not) make sense?
- Chappuis: Reconcile
 1. the fast reactions that market demands
 2. adaptation of GI across multi-years.
- Will GIs hold together over time ?

GI Role in Int'l Trade Regime

- Possibility of **differentiated markets**
(DR, Rooibos, Beef, domestic Basmati, etc.)
- Typically, though not always:
 - Apply **quality** and food **safety standards**
 - Use **certification** systems
 - Tend to be **traceable**

GIs & market development characteristics

Governance aspects vital beyond just 1 GI product:

- Involves supply chains
- Effects on other products
- Fosters rural integration

Unique messages for consumer

1. Environment

- **not clear what impact GI can have**
 - Concern in Rooibos (biodiv. strategy in GI discussion) and Pampa Beef conserves native grassland but...
- Increased monocrop cultivation
- Habitat and natural biodiversity destruction

2. Value the intrinsic **cultural** aspects and **traditional** methods - emphasize the **local**.

Who controls?

1. Impact on Equity

- structures favor existing main players difficult for smaller or new entrants (DR, Fla, Rooibos)

2. Policy disconnects

- **Delocalization** i.e. Basmati, Chontaleno
- Chinese MoA shooting self in the foot

3. Role of external players

- (NGOs, development agencies, researchers, even foreign threat (Basmati fraud UK & US TM of Rooibos)

4. Impact on GI as “brand”

- if marketing uses brand but not GI
- Impact of Blends – dilution, traceability, lost value, < mkts

GIs & emerging market demands

- Overlay of process standards – what synergy?
- * Importance of public vs. private standards

Link of GI with Quality & Standards perhaps critical to avoid “Divergence”

Targeting GI Opportunities



GIs do not always make sense

- Successful GIs will not simply emerge –
 - organizational and institutional structures
- There is **no one-size-fits-all** approach
- Success is often measured in decades - requires patience and **sustained commitment** of resources
- **Equitable participation** among those in a GI region are critical to consider, and not easy to accomplish

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Committee **O**n **S**ustainability **A**ssessment

A project of

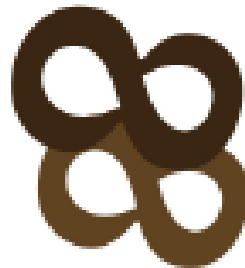
The SCI

a global consortium of 20 institutions
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C O S A ommittee n sustainability ssessment



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CATIE

What COSA does...

1. Assess compliance **costs & benefits** at 3 levels
 - both the **direct** (i.e. record-keeping, certification) and **indirect** (i.e. the costs of learning).
2. Measure both **tangible & “intangible”** values associated with sustainable practices. (i.e. yield changes & co-op development)
3. **Allows for differences** experienced in distinct regions & eco-systems, production types, and plantations/small farmers.
4. **Farm focus** and secondary focus on the supply chain, producer organizations, community, and market.