



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

*Rome , 31 Jan - 1 Feb 2008*



# *Pampa Gaúcho da Campanha Meridional Meat*








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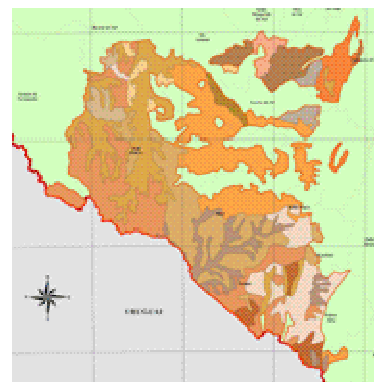
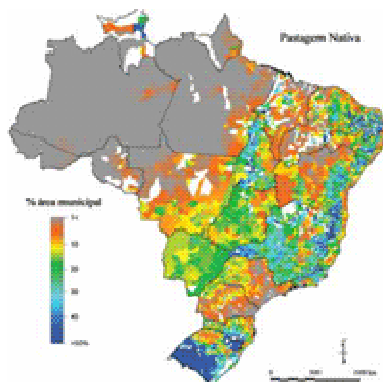
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# Carne do Pampa Gaúcho da Campanha Meridional



-  IP “Carne do Pampa Gaúcho da Campanha Meridional” (since 2006)
-  Brazil, Rio Grande do Sul State, Campanha Meridional sub-region
-  Brazil = 1st beef exporter (increase of zebu cattle in CW and AM regions )
-  Wish of South Brazil (RS) producers to differentiate their production
-  4 high quality pieces of fresh meat (barbecue) from British breeds fed on “Pampean Gaucho” native pasture
-  One association : 47 producers (10/2007) + one slaughterhouse
-  Very small quantities (<50 animals/week)



# Protection schemes



Brazil approved Industrial property law in 1996 (n°9279/96) :

- 2 kind of GI : DO and IP – indication of source
- products and services



GI Registrations on producers' initiative through a public and *opposable* process. Set of requirements on area of production and processing.



INPI is in charge of product registration, Ministry of Agriculture is in charge of GI promotion (2005 decree)



Control is compulsory but mostly left to the GI associations

Protection schemes still in construction



(2002)



(2006)



(2005)






(2007)

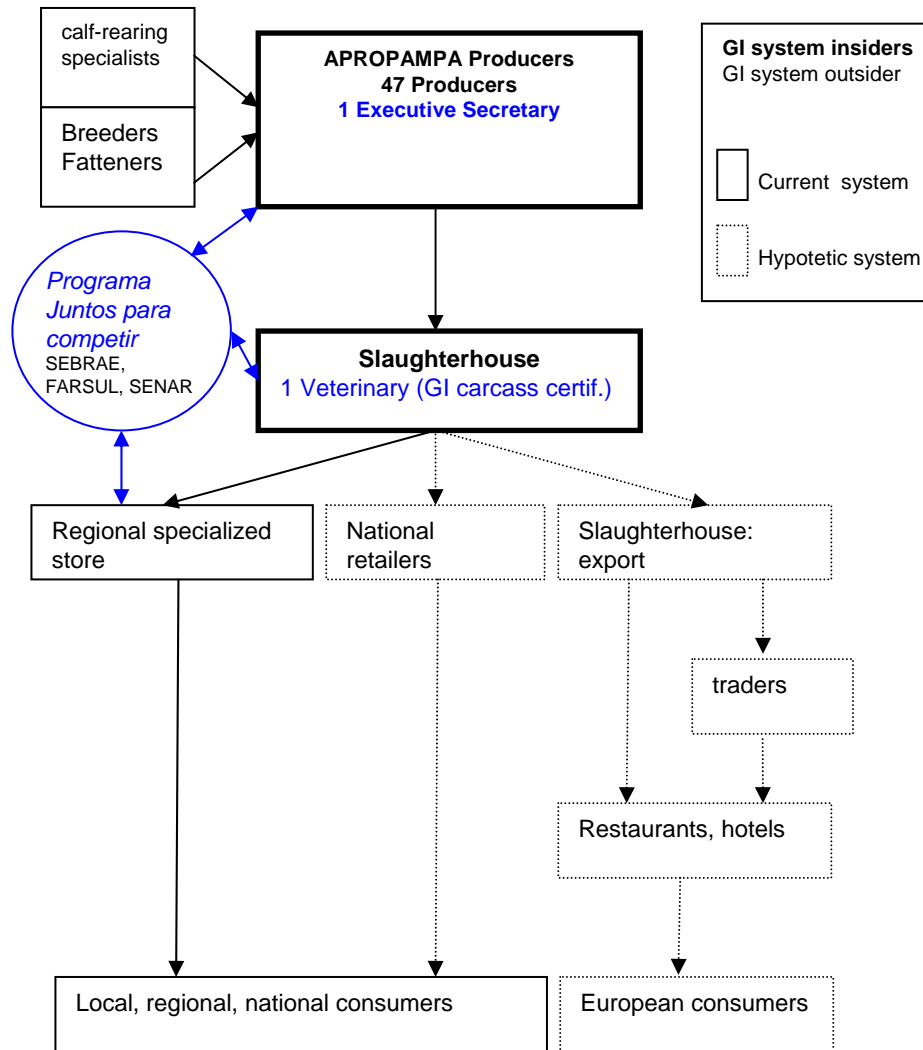
FAO SINERGI Rome Meeting  
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# Specific hypothesis

-  H1: Brazilian Pampa beef is a collective initiative based on European market anticipation and national market segmentation (differentiation process based on pasture feeding and British breeds = marginal production in Brazil)
-  H2: The way the GI rules have been constructed and defined imply strong effects on producers selection/exclusion, which could make the label less attractive.
-  H3: Yet, the GI label could have some positive potential impacts (environment preservation, supply-chain organization, increased credibility of GI).

# Motivations and stakeholders



## Main motivations for the GI project

To differentiate the southern beef production and to improve its quality in order to compete on national and international markets

## Producers and their representation (FARSUL)

To improve the production of high quality meat (British breed)  
 To increase the volume of quality products  
 GI project one strategy among others

## Slaughterhouse

Pilot experience  
 To train its staff,  
 To learn how to do a GI request in Brazil

## Sebrae

To draw with local communities, new answers against the degradation of native pastures in Pampean region .

## University





# Impacts of the GI system on sustainability : economic effects



New project ... benefits are not yet appearing, are difficult to assess... potential impacts



Few producers, but regular increase of the number of associated members (15 → 47 in three years). The small quantity does not help producers to consolidate their market position



According to the GI producers, this experience led to a better recognition of the cattle breeders



Innovations offer good perspectives : traceability, genetic investments



New territorial dynamics (tourism)

# GI : a marketing tool



Brazilian beef case is a collective initiative based on European market anticipation and national market segmentation



Confirm the quality turn in the southernmost region



The small quantity does not help producers to consolidate their market position

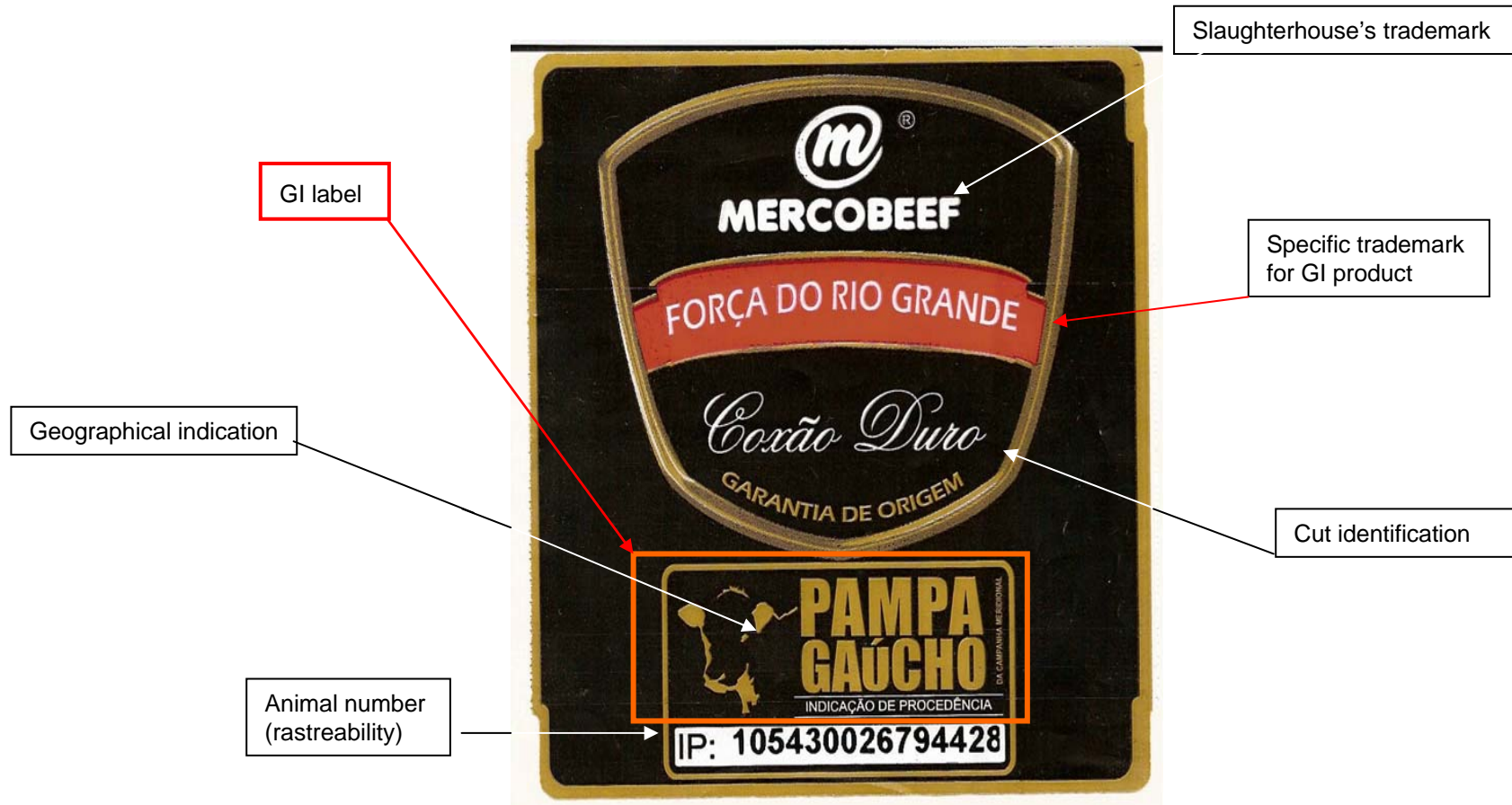


GI process does not facilitate market access for small scale family farmers





	GI project	ANGUS Program	Reiter Premium trademark	Generic product (zebu breed)
Project leader	Slaughterhouse x cattle breeders of the <i>campanha meridional</i> region	Slaughterhouse x British breeders association	Slaughterhouse	
Premium prices to farmers	2 %	2%	2 %	0 %
Prices to consumers (Picanha)	27,95 RS/Kg	26,90 RS/Kg	28,04 RS/Kg	14,93 RS/ Kg



# Geographical indication / trademark



# GI : a rural development tool

-  The GI project is facing difficulties related to the **exclusion** of the breeders due to exigent requirements in the code of practices (within the GI association – APROPAMPA and within the region small scale family farmers)
  
-  According to the producers, the GI drives to safeguarding of **Gaúcha culture**
  -  Increase human and cultural value
  -  auto-satisfaction and pride of the stakeholders

# GI : a rural development tool



**Environmental actions** to protect ecosystem



Biodiversity



Native pasture preservation



Recognition of the Brazilian ecosystem "Pampa gaucha"



News activities with tourism.

- New role in the **debate of sustainability and territorial development** in the region (Public/Private)
  - Awakening of the environmental value in the marketing strategy
  - International recognition of the ecosystem quality (BirdLife NGO)



The GI project seems to be an opportunity to contribute to rural development and sharing benefits along the food chain but it still presents some limitations



Few RGI products in Brazil (5 products) - different justifications and stakeholders motivations

- Food safety and the search for competitive advantages in foreign markets
- Search for alternate markets and the promotion of family farming
- Protection of local customs and skills and the preservation of biodiversity



Heavy dependence on the institutional support (national body, international cooperation..)



Difficulties (supply chain interest conflicts, incompatible sanitary legislation....)



Alternative quality schemes : organics, fair trade, Slow Food, IPHAN...Plurality scenario