



SINER-GI

Strengthening International Research on Geographical Indications: from research foundation to consistent policy

Task1 – WP2
Theoretical frame

GI social and economic issues

Months 1-12

D2 - WP2 REPORT

Final Version 10.06.2006

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1. Introduction

1.1. Objectives and methodology

The objectives of the WP2 were two-folded (see Technical Annex):

- Identification of a typology of GIs with respect to economic growth and income distribution, rural development dynamics, environment impact (biodiversity, pollution, landscape), culture and traditions; the typology will consider the different market structures and different quality and typical products
- Identification of methods of analysis aimed at assessing and measuring the impact of GIs and their conditions of success

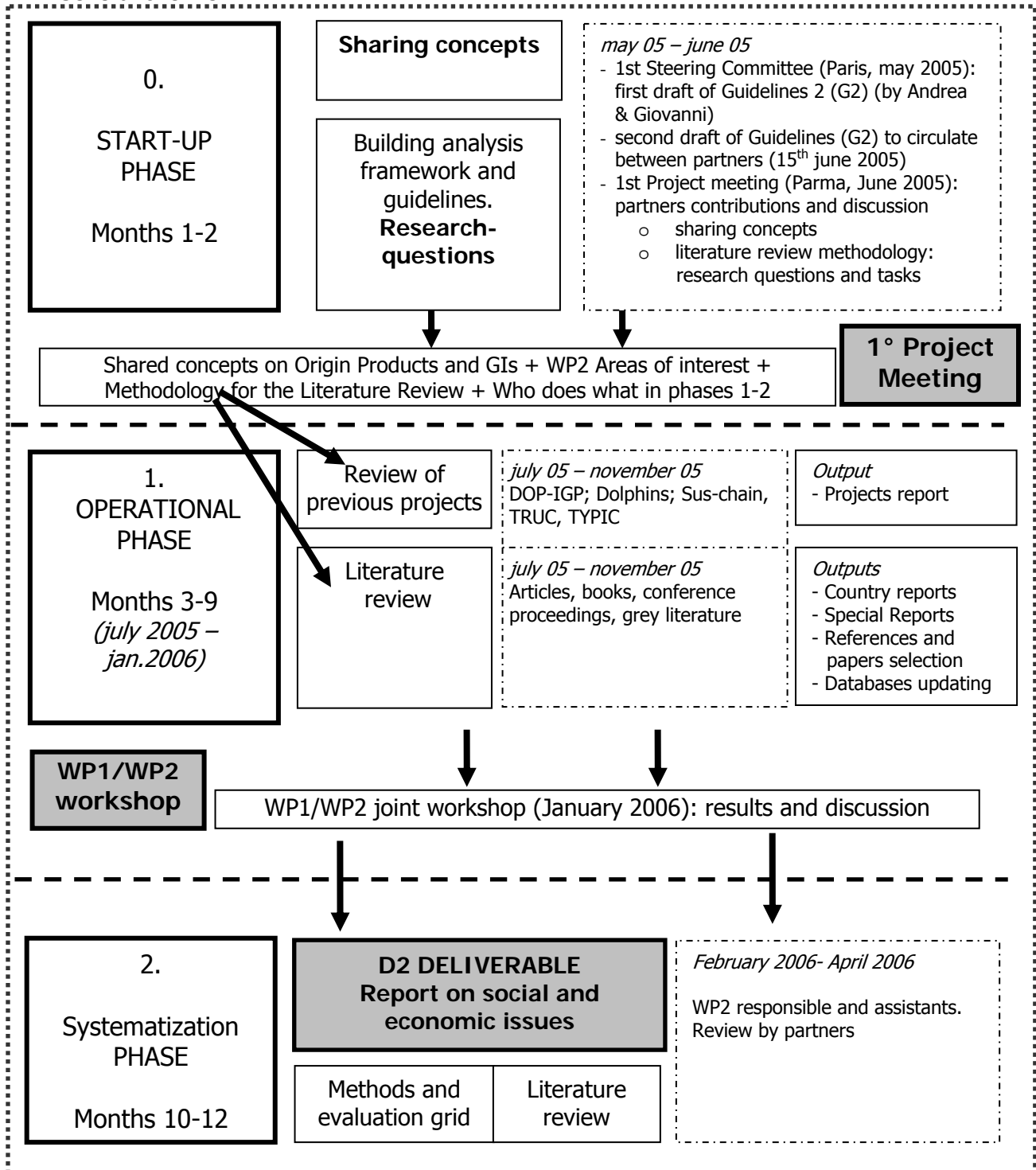
The aims of the WP2 Report are to synthesize and present the work done by SINER-GI partners on the basis of the bibliographic analysis conducted on GI products in different EU and non-EU countries, and to propose an evaluation grid on the social and economic aspects of GIs. In particular, WP2 intended:

- to explore the many contributions Origin Products and GI products give to supply chain, rural development, society and consumers, environment;
- to analyse what up to now we know about the effects/impact of GIs, and GIs special protection schemes have on these dimensions, and their conditions of success.
- to systematise the methodologies of analysis.

In order to reach WP2 objectives, the activity has been organized as follows:

- Discussion and agreement on basic concepts and definitions: Origin Products, Geographical Indications (GI), GI product, Recognised GI product (see paragraph 2)
- Consolidation of common definitions, objectives sharing, area of interests approval
- and agreement on methodology and work to be done during the WP2 (Parma Meeting, June 2004)
- Partners' Reports production and delivering (see annexes)
- WP2 Report

WP2 General overview



1.2. Concepts and definitions (1)

1.2.1. SINER-GI common definitions and identification of the focus of the analysis

SINER-GI, as a EU-Swiss funded project aiming at having a worldwide echo, should deal as much as possible with the most commonly shared concepts, at the general and international levels. The reference concept is **Geographical Indication (GI)** as defined in the TRIPS Agreement (Art. 22.1):

“Geographical indications are, for the purposes of this Agreement, indications which identify a good as originating in the territory of a Member, or a region or locality in that territory, where a given quality, reputation or other characteristic of the good is essentially attributable to its geographical origin.”

GIs are not necessarily

- geographical names
- protected by any special mean of legal protection (that means legal provisions out of the usual laws on business practices, trademarks, protection against misleading, unfair competition, or even legal provisions implementing the minimum requirements of the section on GIs of the TRIPS Agreement)
- recognised by any special institutional frame

GI does not implies any particular legal protection out of the one provided by the TRIPS Agreement and the implemented national legislations. That minimum level is not specific to GIs, but covers all the kinds of intellectual property rights, usually through legal provisions on unfair competition and misleading of the consumers. As a consequence, we must be careful in using the notion of GI, which is only a very broad category of rights. Even in most of non-Members of the WTO, **all GIs complying with the TRIPS definition are generally protected by the legislation**. It is another matter to determine by which means GIs are protected, if the protection is effective or not, etc.

The concept of GI is a legal one, without preliminary consideration for the realities it may include. When considering the products themselves, we should talk about **GI products**.

In the SINER-GI research project, WP1 has a legal focus; as a consequence, it sticks first to the TRIPS definition of GI, and secondly to the definitions, tools and processes that institutions apply to GIs. WP2 aims at studying socio-economic aspects of production systems of goods originating from territories and having specific features due to their link with the territory. Therefore WP2 is also interested in potential GI products, and in the consequences from using or not a GI, and of benefiting or not from a GI special protection scheme.

1.2.2. Origin Products

In the SINER-GI project, we will refer to the products fitting the TRIPS definition for GIs as **Origin products (OP)** when it is necessary to include all of them without considering the fact that they are labelled / designated by a GI or not. It is important to note that there are many Origin products that are not exchanged on markets with a geographical indication, and for which sometimes the very consciousness of having an Origin Product is lacking. The use of a geographical indication to indicate an Origin product is a step in the process of valorisation of the product and it is a result of the behaviour of the actors (local and non local).

As a consequence of their link with a specific territory, Origin Products are characterised by one or

¹ That part has been developed together with SINER-GI WP1 responsible (Erik Thévenot-Mottet) and the Project Co-ordinator (Bertil SYLVANDER).

more of these key elements (even though with different intensity):

- material characteristics making them "special" (that is to say: one can not find other products being similar in characteristics)
- specificity of the resources used in the production process;
- history and tradition of the product, and links with history and tradition of the people of the territory;
- collective dimension (many actors involved) and local shared (production and consumption) knowledge.

Origin Products are usually named differently across countries (typical products, regional food, traditional food, produits du terroir), although with some differences in their meanings, and different cultures across countries give a different weight to the above mentioned elements in the definition of the link with the territory.

1.2.3. GI Products.

GI products (GIP) are all the Origin Products which are named or labelled with a GI (being or not a geographical name). The fact that a GI is used or not for the products concerned is the main difference between GIP and OP. GIP are also characterised by one or more of the key elements that characterize OP.

The TRIPS definition is as large as possible, being a matter of interpretation when someone has to determine if a product is a GI product or not. That interpretation consists in evaluating to what extent a product has a given quality, or a reputation, or another characteristic which is essentially attributable to its geographical origin. No matter in which frame and by who the evaluation is made: authority registering PDOs, court on requirement of producers, scientists, etc.

Using the TRIPS definition for GI does not prevent us to propose, in a second step of WP1 analysis, grids of analysis and typologies which would go into further details to determine what products can be considered as GI products. We may also demonstrate that GI must not be limited to geographical names (that is in line with the TRIPS definition).

A GI can also be an addition of many sub-GIs, like it is the case for Berner Alpkäse (cheese from Berner Oberland), the cheeses being designated with the names of the hundreds of alp pastures units.

1.2.4. Recognised GI Products

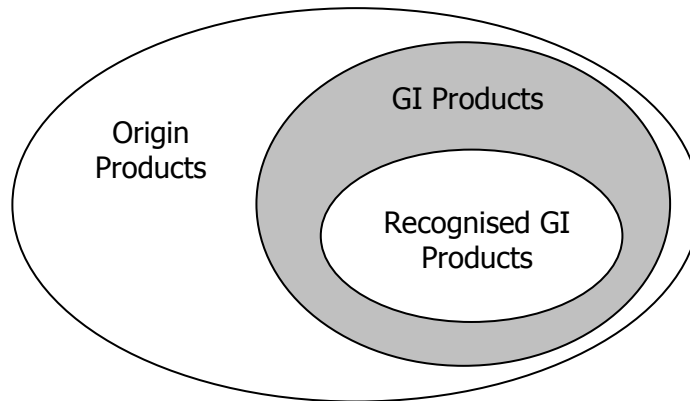
For GIs which are protected by special legal means of protection, we propose to use the expression **Recognised GI² (RGI)**, or **Recognised GI products (RGIP)** when talking about the products themselves and the related supply chain. Hence, the protection of a GI by a special legal mean of protection requires what we can call a "recognition", that one being granted through a formal registration process (e. g. PDOs and PGIs), or through juridical decisions made by courts.

In the RGI category, we must be careful to not use such terms like PDO in a general meaning, but only when one deals with the specific legal categories as they reflect the various ways of implementing the protection of GIs by special legal means.

WP1 and WP2 should analyse the benefits and the costs (at social, supply chain and firm level) of the use – and of the lack – of these specific protection schemes.

² RGI or RGIP will be used in order to avoid any confusion with PGI, which is a legally defined category in many sui generis legal frames, whereas the special means of protection can consist in other legal frames such as case by case legal definitions or court decisions.

SCHEME 1. A TAXONOMY OF DIFFERENT TYPES OF PRODUCTS LINKED TO THE TERRITORY



1.3. Areas of interest

The areas of interest of WP2 concern different levels: a general level concerning the roles assigned to Origin products in the development of agro-food system and in the rural development processes by firms and public institutions, and a specific level concerning the characteristics of Origin products production systems and the functioning and the effects of GI recognition.

These aspects are considered in very different ways across the countries. In the first phase of WP2 activity SINER-GI partners identified the WP2 main areas of interest, and some examples of research questions in order to orient the research and systematisation of literature review and analysis to be done in the Operational Phase (months 3-9).

- a) Origin products in a wider context
 - b) Contribution of Origin Products to the different dimensions: theoretical approaches and methods
 - c) Impact of GIs Special Protection Schemes: theoretical approaches and methods
 - d) Collective action and actors

- a) Origin products in a wider context::
 - *global agro-food markets*. What is the position of Origin products with respect to the issues of market globalisation? How Origin products may help North-South and South-South relationships? Which are the pros and the cons of fostering Origin products spreading? What are the main issues of the debate?
 - *new agro-food trends*. How Origin products are seen in the context of the agro-food system? Which are the positions of the various actors involved in the agribusiness? Which are the connections with new agro-food trends such as organic production, short supply-chains, local foods, integrated production, ethical trade, social agriculture, etc.? Which alliances? Which controversies?
 - *quality*. How are Origin products positioned in the wide quality debate? Which are the links, the controversial points, and the issues with respect to quality norms and standards?
 - *sectors*. How are Origin products located within the development of the various agro-food sectors? Which are the different positions and logics? Do they differ, and why?
 - *policies*. How are OPs inserted in the wider context of agriculture and rural development policies? Are there specific policies for supporting OPs?

- b) Contribution of Origin Products to the different dimensions: theoretical approaches and evidences (supply chain, rural development, environment, consumers/citizens)

- what are the main characteristics of the contributions?
- which evidences on the different contributions?
- which theoretical approaches used to analyse the contributions?
- which methods of analysis used to assess the contributions?

The different dimensions: examples of research-questions

1. supply chain structures and organization, markets

- *General economic effects*: effects on quantities sold, effects on prices, incomes, etc.
- *quality*: effects on standardization of product quality and/or production methods, effects on product quality level and variability, etc.
- *firms structures*: big vs small enterprises, effects on production concentration,
- *governance and inter-firms relationships*: supply chain governance, innovation, market power, changes in the organization of the firms, collective vs individual action, vertical co-ordination mechanisms, etc.
- *market and competition*: changes in marketing channels, effects on international market access, promotion activities, monopoly, etc.
- *value distribution*: territorial added value distribution, exclusion/ inclusion effects, added value distribution within the supply-chain, etc.

2. rural development dynamics and socio-cultural aspects

- *poverty*;
- *participation*: gender, young and elder people, local actors participation, etc.;
- *induced effects* on other local economic and social activities: rural tourism, facilitation of multiple resource use at farm and local level, etc.
- *culture and traditions*: synergy with other local cultural activities, strengthening of regional identities, etc.

3. environment

- *biodiversity*: do GIs protection schemes help keeping biodiversity? Are there evidences on it?
- *territorial management and landscape*:
- *pollution*: effects on air, water, soil pollution, etc.
- *traditional farming systems*
- *sustainable development*

4. consumers / citizens

- *information*: effects on consumer information level
- *consumers behaviour*: Effects on changes in consumers purchase motivation, effects on consumer involvement in decision-making, etc.
- *food knowledge*: role of local consumer, effects on preservation of food knowledge, education and role of schools, etc.
- *consumer trust*: effects on consumers' trust
- *consumer participation*: involvement in product quality decision and evolution,

- c) Impact of GIs Special protection schemes: theoretical approaches and evidences. Reviewing the analysis conducted on the effects of GIs special protection schemes in different EU and non-EU countries, containing evidences from case-studies / sector / country analysis. The analysis should be done with reference to the four dimensions above mentioned (supply chain, rural development, environment, consumers/citizens).

Particular importance should be accorded to how these effects are affected by both actors' decisions and legal frameworks and protection schemes implementations

- what are the main characteristics of the GI special protection schemes?
- which evidences on the effects on the different dimensions?
- which theoretical approaches used to analyse the effects?
- which methods of analysis used to assess the effects?

- How much of GI special protection schemes effects depend on how firms' and institutional actors are organised and managed?
- How much do collective actions explain the intensity and typology of effects?
- How much the national legal framework, and the way the legal framework is organised and implemented, explain the GI special protection schemes effects?

d) Collective action and actors characteristics and motivation around the valorisation of Origin Products, with special emphasis on collective action about the use, regulation and protection of GIs. The *success* of valorisation initiatives and GIs special protection schemes has to be analysed in accordance with the diverse actors' motivations.

- Which are the actors and the motivations that bring them to take the initiatives of protecting and promoting the Origin Product?
- What is the role of public institutions in valorising Origin Products and fostering the use of GIs special protection schemes? What their motivations?
- What conflicts and alliances can we observe in the initiatives concerning Origin Products and GIs special protection schemes?
- What are the main controversial point for reaching an agreement?
- How the initiatives are managed, and by what stakeholders

1.4. Reports

In the OPERATIONAL PHASE (months 3-9) a review of the evidences on Origin Products contributions to supply-chains, rural development, environment and consumers/citizens has been done, with a focus also on the effects of GIs special protection schemes and theoretical approaches used in these analysis.

The operational phase aimed at collecting and systematizing relevant information on Origin products and GI special protection schemes, and it was based on:

- The Review of previous projects (PDO-PGI, DOLPHINS, SUS-CHAIN, TRUC, etc.)
- The literature review (Special Reports, Country Reports, References and Papers Selections)

1.4.1. The review of previous projects

Analysis of the outputs from previous research projects (for example PDO-PGI products, markets, supply chains and institutions (1996-1999), DOLPHINS (2001-2003), SUS-CHAIN (2002-2004), TRUC (2002-2004)). According the Technical annex, this is the main source of information.

1.4.2. The literature review

During the Operational phase a systematic literature review on Origin Products, GIs and GIs special protection schemes effects was produced.

Literature review aimed at collecting relevant information on Origin Products world, and on the impact GIs special protection schemes have on production systems and supply-chains, rural development, environment, consumers/citizens, and the theoretical and methodological approaches used in these analysis.

The literature review is based on the analysis of the outputs from literature: articles, books, conferences proceedings, etc.

Publications and other documents concerned:

- case-study papers;
- other works: theoretical contributions, reviews papers, position papers of public and private

institutions involved in GIs protection and promotion, documents published by producers' associations, Consortia, Local public Institutions, National Institutions regulating GIs.

On the basis of the literature review the partners were to produce:

1. "References and papers selection";
2. Country (or Special) Report.

The References and papers selection

The "References and papers selection" contains:

- a list of Bibliographic References, which have to be inserted in the Improved Dolphins Database on the basis of a specific template;
- Impact of GI special legal means of protection on socio-economic aspects: a selection of papers of particular importance and relevance for analysing the impact of GI recognition schemes on the various dimensions considered.
- Relationship between Origin Product and socio-economic aspects: a selection of papers on *Origin products in a wider context* and on *Links between of Origin Products production systems* and the different dimensions (supply chain, rural development, environment, consumers).

For each paper an abstract was produced, and a comment by the reviewer in which an analysis of the relevance of the paper for the purpose of SINER-GI WP2 was provided

The Country Reports and the Special Reports

The Country Report contains a synthesis of the main results of the literature review, organised according to the above mentioned areas of interest, and related to Origin Products and GIs protection schemes in a given country.

In the preparation of the Country report each partner has consider expert knowledge and institutional system by way of the documents produced, and when needed by way of specific surveys and/or interviewees.

Some of the SINER-GI partners prepared Special Reports on topics of particular relevance for the project.

The reference general structure of the Country Report was the following:

- 0) General country framework: economic and social issues, agriculture
- 1) Origin Products. Importance, main issues, controversies
- 2) The normative framework (ref.WP1)
 - General introduction to the legal framework for regulating and protecting GIs
 - State of the art concerning the implementation of legal frameworks for GIs
- 3) Literature Review on Origin Products issues
 - Bibliographic references
 - Main issues and stakes
 - global agro-food markets
 - new agro-food trends
 - quality
 - sector
 - Origin Products contributions to:
 - supply chain
 - rural development
 - environment
 - consumers/citizens
 - First identification of a typology of Origin Products with respect to economic growth and income distribution, rural development dynamics, environment impact, culture and traditions (see WP2 objectives in Technical Annex);

4) Main issues and stakes on GI special protection schemes

- ❑ Bibliographic references
- ❑ GIs protection as a project: actors and motivations, co-operation and conflicts
- ❑ GIs protection: effects on:
 - supply chain
 - rural development
 - environment
 - consumers/citizens
- ❑ Theoretical and methodological approaches used in the analysis
- ❑ First evaluation of success of GIs special protection schemes

2. Synthesis

2.1. Introduction

In the following pages a general overview and synthesis of the main contributions Origin Products and GI recognition schemes may have on the various dimensions under analysis (supply-chain, rural development, environment, consumers/citizens) will be provided on the basis of the work done by SINER-GI partners during WP2 activity.

Due to the diversity of the situations found all over the world, it would be impossible to take into account all the materials, ideas, shortcomings, comments and cases quoted in the Reports annexed. That is the reason why the synthesis will focus on the main issues and questions raised in the Reports, with the aim of giving an input to the elaboration of the Evaluation Grid (see paragraph 3 of this Report) to be used in the next WPs of the project.

Besides, one important issue raised by the Reports concerns the very definition of Origin Product and GI product. As a matter of fact, only in EU countries, and especially in the Mediterranean area, there seems to be a consolidated and precise definition of Origin products, quite close to the one given by TRIPS agreement (see par.1 of this report). This definition is seldom found in other countries or regions of the world, and literature review rather evidenced a differentiated set of "conventions" on the word "origin", sometimes converging towards the EU one, sometimes closer to local and regional food (origin as "source"), sometimes to craft or family-farm made, or to traditional, or to cultural/ethnic product (see WP1 report).

CR Brazil - Several difficulties are stressed in some works regarding the notion of geographic indication, especially around the definition of connection to the place. Brazil's cultural and food heritage present two particular characteristics. On one hand, it was developed over many years combining the influence of many cultures: the native population, African slaves, immigrants from North and South Europe, and Asians. These immigrants arrived through the migratory waves between the 17th and the middle of the 19th century bringing plants, products and skills. This diversity makes it difficult to specify these skills. On the other hand, the history of colonization rests upon the conquering of space from East to West, with the relocation of the population and their animals. The realities of the first pioneers are still present in the Amazon and in the West central areas (zone for the production of grains). Such a geographical and institutional mobility makes it difficult for people to develop and value a connection to the place, a connection to the land. Though the notion of customs is well known, the notion of land is more difficult to comprehend in certain places. These difficulties are found in the arguments for the definition of geographical indications. The "terroir effect" is, in fact, explained or illustrated by the physical and climatic characteristics of the place; the historical and human factors are notably less taken into consideration during the first experiences.

CR Latvia - Names of places and certain territories are widely used in product names and designations. It refers both to the origin of the product and traditional making of it. In many cases these names are used as trademarks. On the other hand, inclusion of territorial or geographic designations in product names and labels does not necessarily mean that these products are place-specific foods that are produced according to locally grounded knowledge, using old technologies, traditions and recipes. Quite contrary, the production technologies often are highly standardised and similar across the country, although in the end product specific place names are used. In a comparatively small market such as Latvia geographic names are used both in processing companies names (for instance, *Rankas Piens, Iļģuciema maiznīca, Liepājas cukurfabrika*) and product names, but they do not emphasise and convey the same geographical indications meaning as in Southern European countries where PDO, PGI products are more common. We can observe also a reverse impact from product to place.

CR Argentina - In a part of this publication the author expresses: "In already made products it is found a whole variety of products... Some of them are "artesanales" (handicraft") (for the traditional processing, its regional specialties and the reduced scales of production) in some cases we are trying to differentiate from the origin. A clear contradiction is seen between the naming of non-traditional products to the late traditional name product and regional specialty. We see the word "artesanal" (handicraft) It includes a number of heterogeneous products. Otherwise, the work shows the difficulty to make a difference to call a typical from another recently produced or others far away from them.

Many authors emphasise the point that "origin" is a constructed phenomenon. All origin products are subject to external influences, population movements, socio-economic and institutional influences which shape their character and nature. Different countries have different conventions towards the meaning of "origin" and its links to food quality, and there is a need to judge the merits of conceptualisations of quality on their own terms rather than to an 'idealised' standard linked to one set of conventions. Many origin products are innovations or 'reinventions' of traditional products, sometimes made by incomers to a rural area desiring to start a new lifestyle, rather than foods produced over many years by successive generations in the same communities or families. This impacts on the nature and extent to which origin products are linked to the cultural heritage of particular geographic areas (CR UK).

Generally speaking, the overall situation regarding the contributions Origin Products and GIs recognition and protection schemes may exert on supply-chain dynamics, rural development, environment and consumers/citizens expectations is characterised by a lack of scientific researches and publications, especially in some countries and regions of the world, where the issue of origin food is not among the priority topics in scientific debate and political arena. That explains why in many Reports, besides looking at scientific publications and research projects, a certain amount of expert interviews was needed to collect more information.

The Reports did not signal any comprehensive study conducted on the many contributions of Origin Products and GI recognition schemes on the whole set of dimensions under scrutiny. There are many studies conducted on single case-studies and/or single aspects, most of them focussing on the supply-chain dimension and the consumers perceptions and attitudes. Very few attempts have been made on the contribution of Origin Products on environment, tourism, landscape, quality of life, rural development and multifunctionality, often treated in a qualitative way.

Some countries or regions, due to cultural or social or historical reasons, even seem not to pay particular attention to the issue of Origin Product. For example, in countries where it seems to prevail a rather individualistic and trade-minded attitude in economic behaviour (SR New World, CR The Netherlands, CR UK, SP New Member States), the successful modernization and commercialization of the agrifood sector created institutional and cultural barriers to the development of origin products (CR The Netherlands, CR UK, CR Mexico, CR South Africa), or in countries where a long history of collective economy (EU new member states) did not allow the attention to GI and local products to emerge.

CR UK - In the UK, origin products are typically produced by single firms. Most often, these are family firms operating individually to market speciality products under their own brand names. Origin products in the UK are generally not collectively or cooperatively organised. This impacts on the nature and scale of socio-economic and environmental impacts that origin products have in rural areas: the activities of a single small-sized firm have less likelihood of impacting on the local area, even if developed well, than 30 small firms all engaging in the same activity. In the UK, the pattern of collective activity is more typically groups of single firms producing different products in an area or region, who are members of a Regional Food Group or similar association, participating in semi- publicly supported initiatives to improve marketing, develop channels, skills, training, etc.

CR The Netherlands - Origin products – named *streekproducten* in Dutch - are today mainly perceived (and offered) as newly invented products which originate from certain individual farms, for which the area of origin is just a result of their location. This trend has started around 1990. There are also a few examples of collective initiatives. Their success differs, due to differences in product qualities and organizational qualities.

CR Mexico - Au Mexique, la problématique des produits d'origine est ainsi fortement marquée par les logiques de déterritorialisation mise en œuvre durant la seconde moitié du XX^e siècle. Celles-ci tiennent à plusieurs éléments. 1) L'absence de débat sur les choix techniques. Les recettes techniques de la Révolution verte ont globalement permis d'assurer la continuité des approvisionnements urbains, elles sont de fait largement perçues comme les meilleures garantes de la sécurité alimentaire. Ces recettes, marquées par un large recours à des intrants et à des équipements d'origine industrielle en substitution de ressources locales tendent à entretenir un processus de banalisation de l'agriculture. 2) L'organisation des approvisionnements tend à être entièrement structuré autour de filières longues et fortement centralisées. C'est le cas en particulier pour ce qui concerne les activités les plus porteuses. 3) D'une

certaines façon, le modèle centralisateur caractérise aussi le secteur traditionnel. Ici, la continuité des approvisionnements repose sur une logique d'extensification (« décapitalisation » des unités de production, diminution des jachères, intensification du travail...) qui exige un encadrement de plus en plus serré de l'agriculture. Mais cette logique de spécialisation dans la monoculture du maïs largement induite par la fermeture des débouchés des productions d'appoint est aussi synonyme de rétrécissement des bases de reproduction de l'agriculture paysanne (...). Le cas le plus significatif est sans doute celui des fromages traditionnels qui ont massivement disparu à la suite d'une réorganisation totale de la filière lait autour de bassins spécialisés et de choix techniques entièrement fondés sur la diffusion de races à haut rendement (Holstein fondamentalement).

In other cases the lack of special recognition schemes (see WP1 report), apart from the general one provided on the basis of TRIPS agreement, vanishes all attempt to analyse and compare how different normative framework may alter the way GI products give their contributions.

Nevertheless, in recent times something is changing, and Origin Products seem to benefit from a growing interest also in countries and regions up to now quite "far" to pay attention to this issue.

The synthesis is organised as follows. In the next paragraph an overview on general issues on Origin Product and GI recognition schemes is given. Paragraph 2.3 will be devoted specifically to each of the four contributions subject to analysis.

2.2. General issues

2.2.1. Globalization and standard

A screening of worldwide economic trends shows many contradictory and competing signals over the future of Origin Products, whose complexity is strengthened by the diverse situations in each region, country, area, and their trajectories, depending on social, economic, political, cultural and historical diversity.

From the one side, the globalization of the world economy, and mainly the rise and spreading of mass production, paved the way to the neglect of local specificities and diversity, favouring a big push towards concentration in processing food industry and final distribution, and a homologation and standardization of production techniques, products characteristics, and control methods.

On the other side, also due to a strong and growing concern and commitment by consumers, Origin Products are inserted in the wider Renaissance of "alternative agro-food networks" and "quality discourse", within the attention paid to multifunctionality and diversification of agricultural and rural activities, even in countries and regions apparently well inserted in the mass production and globalization schemes (CR South Africa, CR The Netherlands, CR Latvia, CR Mexico, CR UK and SR New World).

The two models tend somewhere and somehow to be mixed, often through the actions of hegemonic firms which try to capture and adapt values and symbols of the new movements to their own schemes.

Many Reports showed how agribusiness globalization favours the rise of hegemonic firms and institutions, especially in the processing, distribution and food services (home delivery, eating chains, restaurants), and also conglomerate integrated multi-supply-chains firms operating on farm-inputs markets. Besides, the interlocking markets require an increased attention on food safety regulations, which are considered rather a menace than an opportunity for Origin Products (CR Brazil, CR Indonesia, CR Italy); even the new EC reg. 510/2006 on PDO and PGI in Europe seems now to pay attention on this problem.

The differentiation of consumption patterns and the growing demand of information lead agribusiness firms to search for a competitiveness based on quality issues (in its wide meaning); this,

coupled to the need of acquiring and managing control over a more globalized production process and supply-chain, is pushing for regulating supply-chains through severe and often private-own, public and international minimum quality standards (ISO 9001, EurepGAP, IFS, BRC, etc.).

The regulation of competition and co-ordination amongst actors is more and more driven by severe international norms and rules. At the same time, there is a strong tendency towards regulating trade exchanges on the basis of private codes and standards, very often more severe than public ones, and covering various typologies of quality issues (such as fair trade and organic and integrated agriculture) (see CR France for theoretical and analytical details on agro-food general trends and the raise of quality issues and public/private standards all over the world).

The opening of international markets and trade leads to both a growing demand of information from consumers, and to the use of "halo country effects" (reputed geographical names) by sellers, as a "neutral" indication of source (see WP1 report). Own brands (private labels) are moving into high quality products and retail adopts personalised "source of origin" marketing (see Wilkinson, Siner-GI Parma Meeting 2005).

The rise of quality standards risks to cut off Origin Products, producers, countries which are not sufficiently equipped (structures, know-how, support services, etc.). It is argued that as large retailers take interest in local and regional food (acting on evidence of increasing consumer interest), they invoke certification schemes and standards that allow them to retain control. Consequently, globalization tends to act as a promoter of GI regulation and recognition schemes.

2.2.2. The "no global" rise

Often in opposition to globalization and mass production, a strong cultural movement towards alternative economics is rising, often thanks to the alliances between producers and consumers/citizens, sometimes supported by local organisations and public institutions.

A re-evaluation of multifunctional agriculture and diversification in rural areas activities can be observed all over the world, and it is prompting the development of "alternatives" both in production and marketing channels, and in consumers way to connect to food. The emergence of the so-called Alternative Food Networks (AFNs) and Short Food Supply-Chains (SFSC), and "quality" re-evaluation, should be seen as a result of fundamental changes in the consumption and production sides of the agro-food system.

Due to the recent changes in the agro-food systems brought by the crisis of the productivist models, the segmentation of markets and the production of quality products were some of the resources family farmers used to develop new strategies. The countryside, in developed countries, is becoming as an object of consumption, with GI products as one component (from product to service) amongst others.

On the *consumption side*, important transitions in consumer perceptions of food and farming have occurred (increasing public concern over resources management, health, and animal welfare; introduction of genetically modified organisms (GMOs); outbreak of food crises), establishing negative images of modern food production to consumers, while at the same time, food consumption is increasingly intertwined with different lifestyles. As a result, different, sometimes strongly diverging, images and expectations are projected on food products (CR Greece).

On the *production side* of the agro-food chain, the emergence of AFNs and SFSC should also be seen in the light of the continuous and increasing pressure on farm incomes, namely the 'technological and regulatory treadmills' where production costs increase, and farms are confronted with several obligatory investments posed by environmental regulations, animal-welfare standards etc. Thus, producers are forced to invent new financial revenues, either by undertaking new activities (nature and landscape management, agritourism, etc), or by increasing the added value on farm products (quality production, on-farm processing, direct selling, etc. (CR Greece).

It seems that most origin food producers choose to 'opt out' of mainstream food supply chains and engage in short channels, direct marketing and farmers markets. This allows them to bypass intermediaries and capture a higher margin. The new rurality, both seen as a means to escape cost competitiveness (*defensive* approach) and a new way of life (*offensive* approach), favours the growing attention towards local food, handicraft food, cultural food, and the environment, and a certain attention to "social" entrepreneurship with new values incorporated in firms' activities. But the big agro-food firms and the retailers are aware of these trends and may have strategies to capture that demand or answer to it by using related images and concepts.

These relatively new phenomena are rapidly growing in developed countries (CR Italy, CR France, CR UK, CR Greece, CR Spain), both in academic and political discourses: the rhetoric is evident in political talks and declarations from political parties, farmers' organizations and consumers' unions. All seem to claim that the 'time is ripe' for a swift of production towards quality and local products, in the general context of a new 'model of agriculture' (CR Italy, CR Greece).

CR Italy - In the new phase food is associated to an increasing bundle of concepts: health, culture, environment, quality of life, pleasure. To these changes, food companies respond with product innovation and more targeted communication strategies, and retailers, whose role grows in this stage, respond by activating targeted quality policies. Also new rurals, small firms, food supply chains, and associations, like for example slow food or the whole regions respond to those public demands and changes in "food attitudes" by inventing / reinventing origin products.

Leaders of the new trend are not the same actors and the same regions who have led the preceding phase. Consumption trends in quality food open and consolidate new opportunities for those areas that have missed modernisation but that now may offer added value due to the locality values and origin products. From this point of view the belated and incomplete modernisation of the Italian agriculture, which was for a long time considered as a weakness in comparison with other European countries (France, The Netherlands), can be interpreted as the first step for an anticipated diversification. Today it is turned into an opportunity as it provides the resources to supply the emerging markets for specialty food and leisure.

But the Reports showed how even in Developing Countries and ex-communist countries there are clear signs on these trends (CR Brazil, CR OAPI, CR Mexico, CR South Africa, CR Latvia), sometimes with different *rationale* and manifestations.

OAPI Report - Without sticking to "secular traditions", these products and know-how have evolved to meet the new quantitative and qualitative demands of urban consumers. Contrary to the alarmist forecasts of the 1960s and 1970s that African towns will inevitably adopt a food model copied from the Western model, the local products continue to occupy a comfortable position in the meals and food-related activities of West and Central African States. However, the growing distancing of families from their villages or regions of origin, developed within one or two generations, creates increasing uncertainty on the origin of products offered on urban markets and an increasing difficulty to obtain stocks from traditional channels. This has led to a new phenomenon in capital cities, namely: increasing search for guarantees on the origin and hence the quest for distinctive networks, markets or signs that would make it possible to guarantee the origin of products.

CR Latvia: the analysis shows a double trend in agri-business sector: one towards concentration and productivism complying with quality standards, the other oriented towards new rurality, direct sales, multifunctionality and diversification of agriculture. The latter seems to favour the development of Origin products and GI diffusion. Some firms, especially for beers, are using geographical names as trademarks, with not necessarily link to territory.

Research on relation between territory, place, origin, typicality, and quality of food in Latvia suggests that recently there is a growing attention by food industry in local and regional branding of products. Processing industries see in this marketing opportunity. Consumers have also become more aware about certain food qualities and trust associated with regional origin. Ministry of Agriculture recently has introduced policy measures regarding marking and protecting products with local and regional identity.

Names of places and certain territories are widely used in product names and designations. It refers both to the origin of the product and traditional making of it. In many cases these names are used as trademarks. On the other hand, inclusion of territorial or geographic designations in product names and labels does not necessarily mean that these products are place-specific foods that are produced according to locally grounded knowledge, using old technologies, traditions and recipes. Quite contrary, the production technologies often are highly standardised and similar across the country, although in the end product specific place names are used.

CR Mexico - Le second enseignement qui peut être tiré du revirement néo-libéral tient aux aspects positifs du désengagement de l'Etat. La disparition des structures d'encadrement a ouvert une brèche bénéfique au développement d'actions collectives locales. Désormais largement libéré de leur tutelle publique, un renouvellement des logiques organisationnelles se dessine, davantage attachées à la conquête de débouchés, à la défense d'un patrimoine commun voire à une quête identitaire. (...) Un phénomène nouveau apparaît aussi : l'émergence de filières plus autonomes et de circuits de commercialisation courts qui visent les consommateurs aisés (classes moyennes urbaines) et font valoir les qualités sensorielles de leur café, voire leur origine. l'exemple le plus marquant est offert par l'expérience Café La Selva : il s'agit d'un réseau de taille internationale constitué par une organisation paysanne chiapanèque et fondé sur un système souple et original de franchises.

2.2.3. Are public policies (regional, national, local) supporting Origin Products?

Together with a certain renaissance of Origin product interest, there is a growing concern and involvement of public policies with the aim of protecting, regulating, enhancing these products within the general tendency to favour initiatives to prompt quality products and processes (see WP1 final report for the analysis of the differentiated set of public policy tools to enhance GI products protection and regulation).

If in EU countries this tendency is now consolidated, it can be observed a growing attention also in developing countries (CR Argentina, CR Mexico, CR Brazil, CR Indonesia, CR China) and non EU developed countries (SR New World).

In many EU members (CR Italy, CR France, CR Spain, and to a lesser extent CR UK) and in Switzerland (CR Switzerland), a wide "social pact" between actors (consumers, citizens, the State, the Local Administrations, Farmers' Unions, Chambers of Commerce, environmental associations, etc.) has been set up to enhance Origin Products, and promotion and protection initiatives built to favour the specificity of national and local produce, within the general attention paid to quality issues (organic and integrated productions, local food, fair trade, ethical food, high quality – whatever defined – products). The initiatives set up by public authorities, both at national and local levels, relate to the GIs regulation and protection dimension, as well as the promotion and support initiatives, sometimes in collaboration with private institutions and producers associations. Generally speaking, in the European Union, the functioning and governance of GIs mobilize significant regulatory, human and financial resources – consistent with the production of public goods expected therefrom within the context of national and community agricultural food policies.

In new EU Member States and some other Eastern countries (SR EU New Member States), some evidences seem to signal a growth of attention – at least in some countries (Latvia, Poland, The Czech Republic) – towards Origin Product, and more generally towards quality issues. Anyway, so far the attention is rather directed on the promotion of Country "provenance" rather than origin, supported by quality assurance schemes with no or little link with the territory.

In developing countries (SR Developing Countries), GIs are often insufficiently or hardly presented in public policies. Many countries have not set up a specific legal system, and GIs are treated through laws on trademarks or consumer protection. But it should be noted that developing countries have proven to be very sensitive and responsive to cases of bio-piracy and patents requests on traditional products or names, which have led to many actions towards the official recognition of GIs (India, but also Jamaica, Indonesia, Ethiopia, Brazil. etc.). However, developing countries have outstandingly variable means to sensitize, accompany or control the establishment of GIs. Between large emerging countries and less developed nations, the capacity to invest in the training of executive or professional staff, research or support services can not be compared. GIs have the advantage of enjoying permanent validity in most legal systems; but the fact remains that they require considerable investments for popularization, organization and support. The availability of credible and affordable support services for farmers and their organizations (loan, technical, management) is an essential element.

In the New World (SR EU New Member States) the strong cultural resistance against collective organisation and the orientation towards a liberal economic approach seem to oppose any public

involvement in the protection and promotion of Origin Products. Barham (2005) says that "Americans prize independence and self-reliance, and these attributes fit well with an overall economic perspective that emphasizes competition and stresses individual effort". However, some States in the US seem to be very interested by a relocalization of their food products and could be the relevant political level to building-up a new regulation regarding protection of Geographical Indications.

2.3. The contribution of Origin Products and GI schemes

The review of the literature on the contribution of Origin Products and GI recognition schemes on supply-chain, rural development, environment and consumers/citizens evidenced a general lack of comprehensive studies, especially where the economic and cultural importance of Origin Product is not visible.

Most of the scientific works done focus on supply-chain and consumers dimension, while studies on environmental and rural development dimensions are almost absent, except for a few "historical" countries.

Authors also emphasise the tendency of studies to make assumptions about the wider socio-economic benefits of origin products, but there is still a need for critical analysis and much more empirical study of the impacts of origin products, especially on a large, quantitative scale.

2.4. The contribution of OP and GI schemes to Supply chain

The links between Origin Products and supply chains dynamics collect much attention in academic literature on Origin Products, even though the bulk of the analysis deals with GI legal recognition and regulation schemes, rather than on Origin Products. That focus on Recognised GIs may also be explained by the fact that an element of reference as strong as a legal and institutional recognition facilitates the methodological basis for evaluation studies.

Literature produced a number of case-study analysis, especially focussing on describing the characteristics of the firms and the problems faced to market these products. Very often these analysis are the results of commissioned studies by International Institutions and National or Local Administrations, with the aim of helping firms and intermediate institutions in finding the better marketing solution to support national or local Origin Products Production systems (CR Italy).

The different dimensions more or less deeply analysed are:

- General economic effects: effects on quantities sold, effects on prices, incomes, etc.
- firms structures: big vs small enterprises, effects on production concentration,
- governance and inter-firms relationships: supply chain governance, innovation, market power, changes in the organization of the firms, collective vs individual action, vertical co-ordination mechanisms, etc.
- market and competition: changes in marketing channels, effects on international market access, promotion activities, monopoly, etc.
- value distribution: territorial added value distribution, exclusion/ inclusion effects, added value distribution within the supply-chain, etc.
- quality: effects on standardization of product quality and/or production methods, effects on product quality level and variability, etc.

2.4.1. Origin products and Supply Chain

The economic significance of Origin Products

Some works on contribution of Origin Products to supply-chain structures and dynamics focus on macro-economic impacts, aiming at quantifying the economic significance of some or all the Origin Products for political pressure purpose (both at local, national and international level) (CR Italy, CR Switzerland, CR France, CR UK, SR Impact Methods) in terms of number of firms involved, added value generated by the Origin products supply-chain, employment, price premiums compared to conventional or other Origin products.

CR Switzerland - Some alliances, especially when they have scaled up, provide direct economic development within a "rural" (non-urban) territory. Farming and processing of agricultural products create employment, income and wealth. In many cases, farmers may develop part-time activities, such as diversification or agri-tourism, which create a second source of economic development.

CR UK - Evidence from Elliot et al (2005) shows that majority of origin food producers are well embedded in local supply chains, both upstream and downstream. On average, regional food producer source 61% of their product ingredients locally. Other services also tend to be bought locally, from plant maintenance (90% said local), distribution (82%) and marketing services (78%). Packaging was least likely to be local (52%). However, although producers have strong local linkages, this tends not to be horizontally with other firms making similar products. The embeddedness is via short, vertical supply chains.

This last issue is sometimes stressed: prices may have significant increase as compared to conventional products (10-20%), but many doubts are expressed on how much the premium price – when achieved – benefits producers instead of being captured by big processing and distribution firms and more generally by external actors (CR Greece, CR Italy, CR Indonesia, CR Mexico, SR Developing Countries). Besides, this price increase may not be sufficient to cover the higher production costs. In addition, the price difference which is generally favourable to OPs may not differ significantly from the price difference favourable to other quality or marketing initiatives than the one based on origin of the product.

Generally speaking, there's still a lack of comprehensive analysis, especially in non-EU countries.

CR OAPI - The problems of distribution, markets, are still too often sidelined by analysts. Precise economic data is hard to come by. Although African market information for certain major export products (cotton for instance) is today well known, it is still sketchy for local products.

On a more general level, it is underlined as Origin products contributed significantly to the resistance of traditional food systems in EU countries (see contributions to rural development) and in Developing Countries, even during the last decades of intense urbanisation.

CR OAPI - Local foods and origin products were deemed technologically and culturally unfit to respond the new urban demands. In fact, food imports have risen, but not as radically as once predicted. Numerous local initiatives of small-scale artisan processors (such as cereal mills or cassava chips), rural and urban traders and market and street-food vendors have actually contributed to maintain local foods on the urban markets. The cultural proximity with neo-urban consumers from different geographical and ethnic backgrounds has proved to be a factor of economic competitiveness in relation to imported foods. Local foods have proved resilient on urban markets, due to a number of adapted endogenous innovations, which combine technical change with the respect of social practices.

Several important research works at CIRAD have demonstrated this consistent presence, plasticity and capacity of innovation of local foods on West and Central Africa's urban markets. Origin foods are thus initially ethnic foods. But this situation may evolve with time. Food preferences towards origin foods actually coexist with a desire for diversification. Street food and downtown districts offer opportunities for experiencing new foods. In some cases, some origin foods initially identified with one specific ethnic group acquire a wider reputation and become selected by a larger public.

It is stressed that origin products contribution to supply-chain is normally higher in more developed areas, where the endowment of infrastructure and human resources support the production system, and markets proximity facilitates communication. On the contrary, in other cases Origin Products seem to be more widespread in marginal and disadvantaged regions, where the possibility to adopt mass production techniques is not present (CR France). A lack of critical

mass of producers and lack of infrastructure and intermediaries to create synergies across different types of actor may pose hindrances to the development of Origin Products (CR UK, CR Italy).

Structure and dynamics of local production systems

A part of academic literature devoted to Origin Products supply-chains deals with the analysis of the "functioning" of GI products supply-chains compared to conventional products (CR Italy, CR France), basing on the hypothesis that localized supply-chains rely on specific structures of local production systems (local production systems, agro-food districts), stressing the peculiarity of the firms and especially their relationships at a local level which characterise many of the Origin Product production systems. The hypothesis is that the proximity of economic and social activity help lowering transaction costs between firms thanks to the trust, norms, conventions and tacit and explicit rules in action between local actors.

This peculiarity is underlined also with reference to Developing Countries (SR Developing Countries), where long-lasting relationships between producers, and between producers and local (sometime urban) consumers help establishing reputation and consolidating local production system and local food culture.

CR OAPI - Within the context of specific networks, the trade relationships between artisans and customers/consumers are generally developed into loyalty through norms that would hardly explain the habit or regularity of a transaction. Transactions all along a sector depend on implied contracts, arrangements and sometimes on implicit trust linked to the sharing of a common identity.

Some studies underlined how the very creation of notoriety in some Origin Products was the result of the peculiarities assumed by the local production systems and the organisation of the firms at a local level, which allow to flexible reply to the evolution of intermediate and final markets. This flexibility derives from the endowment of contextual knowledge and the rapid flow of information within the system, in addition to the peculiar organisation of relations between firms (CR Italy).

Other studies describe how the peculiar organisation of the Origin Products production systems, made by small-medium firms localised in the same territory and sharing common knowledge and benefiting from local positive externalities, coupled to the existence of local public institutions and private organisations, is a key factor to explain the competitiveness of Origin Product ability to react on markets.

Anyway, there are many Origin Products whose production system is not based on small-medium firms and territorial proximity and local inter-exchange. Territorial proximity and firms dimensions, although important in explaining peculiar patterns of production organization and the absence of "formal" coordination mechanisms between firms, are not directly linked to the very construction process of the norms and strategies that led to the birth of the Origin product.

Collective organisation

Many reports underlined the importance of a strong collective organization (SR Developing Countries, SR New World, CR OAPI, CR Indonesia, SR Greece, CR Switzerland, CR Italy, SR PDO-PGI, SR Dolphins), and the presence of "cultural resistances" to join the efforts and activate collective structures in some countries (CR UK, SR New World). No specific role of the existence of Origin products on collective action may be induced, except for some EU countries (CR France, CR Italy) and Switzerland (CR Switzerland) : much of collective initiatives seems to be linked rather to contextual influences and the peculiarities of local cultures (individualistic vs collectivist cultures). The geographical and cultural proximity of actors belonging to the production system favours the development along time the setting-up of some forms of co-operation mechanisms, but this does not seem to be an Origin products specificity.

In Developing countries, it is reminded the importance of non-formal institutions in the management of Origin Products

CR OAPI - At this stage, the dissemination of local agro-food products in sub-Saharan Africa is controlled mostly by institutions than can be referred to as identity institutions (ethnic groups, clans, family networks, socio-professional networks, etc.).

Such institutions are the major source of the African food variety and contribute to the management and reproduction of this variety. We therefore formulate the hypothesis that the dissemination of know-how through this type of institution is one of the essential clues to the valorisation of these products."

Such research works lay emphasis on the various marketing actors and networks. The research works state the importance of small-scale enterprises but also their problems and their fragility, to promote local food items on unstable and poorly regulated markets. Most of the works thus underscore the support needs of small enterprises to develop new markets, make their products better known and recognized, but also to increase their influence and their institutional recognition among State actors and those of projects and programmes responsible for promoting or revamping the agro-food sector of the country. It was therefore logical that from the year 2000 onwards, there was an increase of local development projects with international funding, especially from Europe, responsible for making local high-typicality products known, and supporting local dynamics for signalling and improving the quality on different markets.

Marketing ...

Another important field of analysis concerns the specificity of marketing strategies and the problems faced by Origin Products to meet market requirements, especially in front of processing and distribution firms expectations and quality standards, included food safety requirements.

The use of suitable marketing strategies for origin products is an issue which has recently been faced by EU academic literature. The fact that firms producing origin products are mainly SME often does not allow the implementation of traditional marketing strategies both in terms of costs and of a sufficient supply of the product to orientate the consumer's demand. That is why collective marketing is often suggested, and in particular the potential and effective role of collective organisation and private/public technical and organisational support. Collective producers organizations may also be a way for SME to benefit from marketing policies (both in scale and quality) that they could not reach individually.

Some authors have created the word "radical marketing" to symbolize a new kind of marketing strategy which aims at changing society and economy by reversing the traditional submission of marketing strategies to consumers' desires. Conventional and post-modern marketing refer to consumers' inspired actions and strategies set up by the production sphere in order to catch consumers' need without showing the interest or potentiality to front the mainstream production and consumption model. On the contrary, radical marketing bases its specificity on actors' will to oppose to the dominant or conventional model, and to enrol other actors into their project. Radical marketing schemes are therefore open to a plurality of diversified actors other than producers, and offer more space to the spreading of non-negotiable values and identities far from the dominant commercial ones on the market (CR Italy).

... and Marketing channels

As far as marketing channels are concerned, it is often pointed out that Origin Products, although presenting a differentiated situation across countries and products, use to market through non-formal channels, basing the market exchange on trust within short marketing channels (SR Developing Countries, SR New World, CR Italy, CR Greece, CR Switzerland).

On the contrary, a few number of high reputed GI products (such as Parmigiano-Reggiano and Roquefort cheeses) are internationally marketed, presenting formalized structures to support the exchanges and the promotion.

The problem is to understand if the "scaling-up" (SR Sus-Chain) of some production system may induce negative effects, such as the need to adapt product and process characters to international quality standards (passing from a domestic to an industrial quality convention), or the increase of the misuse of the denomination due to the higher reputation acquired, as some Reports stated (CR Mexico, CR Indonesia).

Here the power of big firms risks to expropriate / extract most of the added value generated by the reputation of the product. Origin food producers, as small-scale, rurally situated firms, tend to be at a disadvantage in the concentrated food supply chains, particularly where the unbalance of negotiating power is more evident. The institutionalisation and globalisation of Origin Products seem to not provide much support to farmers, most of them being small family farms in developing countries (CR Indonesia, CR Brazil), but also in Developed Countries (CR Italy, CR UK).

CR Brazil - The apples from São Joaquim are recognized by several attributes (crispness, color and flavor) that are due to specific conditions in production (climate, altitude and sun). The production comes mostly from small farms. The predicaments for GI are in regards to the issues of setting altitude limits or production methods. The interests from the people in this area are quite conflicting. Family farmers and social organizations are looking for more autonomy and distinction of their products through organoleptic qualities. However, others see this denomination as a way to distinguish their products in the foreign markets. They propose the adoption of the norms required by Eurepgap in the GI regulation books as an instrument of product distinction. This could exclude several small producers.

CR Argentina - In order to comply with new requirements of foreign markets (Europe and United States), Brazilian producers organized GIs (Meat from the Pampa Gaucha, Coffee from the Cerrado). In these regards, geographic indications are concerned with issues of food safety, traceability and the opening to foreign markets. The network of people involved in these issues is mostly the producers who export their products. Their regulations are concerned with the use of tools and methods to control the quality in the agro-industrial sector, as well as traceability of products from the producers to the consumers, or the integrated fruit production.

Other reports underlined how origin products front many difficulties in matching the requirements of big distribution firms.

CR Switzerland - However, these products of the "terroir" are having difficulty entering the shelves of the large distributors. Indeed, Migros and Coop have little interest in these products that do not enter into their image strategy, to such an extent that they are often sold without the PDO label. There may be a cultural effect here, as PDO/PGI are mainly a south European concept and most PDOs are registered in the west of Switzerland, whilst the management of both large retailers is in the German speaking part of Switzerland. Even though PDOs are encouraged and protected by the state, there is no obligation to use the logo at the final point of sale. The arrival of the French group Carrefour on the Swiss market may be an opportunity for PDOs and PGIs to profile themselves more, (though there is the risk of the development of the distributors own label similar to "Reflets de France").

CR Latvia - Retailing related problems: Retailers in the recent years have become the dominant economic actors in food chains. Currently the food trade is being concentrated in the hands of 3 big retailers, and this process of concentration is continuing. Producers of sustainable products have little capacity and skills to negotiate with supermarkets and to meet their demands. Supermarkets do not have distinctive approach to marketing of sustainable products, although they demonstrate interest in such supplies due to potential customer demand. Supermarkets were believed chosen a passive position towards sensitive agricultural goods, such as organic produce, origin products which need special promotion measures and marketing efforts.

On the other side, it is often verified that some important Origin Products are strongly developed by big firms, with positive impacts on supply-chain and rural development (CR France), while small-medium enterprises sometimes fail to exert the expected positive effects due to lack of necessary production and marketing competencies, and insufficiently developed collective action.

[2.4.2. GIs recognition and regulation schemes and Supply chain](#)

What is then the role of GI recognition and protection schemes in favouring the spreading and "success" of Origin Products?

Some studies were devoted to highlight (positive and negative) effects of GIs protection (mainly PDO and PGI protection in European Union. SR Impact Methods) on the supply chain. The attention is mainly focused on the structural, organization and financial problems coming from managing the PDO/PGI, and the effects on marketing channels and markets.

Studies concluded that the decision of applying for protecting a GI needs firms to draw a "costs/benefits balance" which should consider the whole certification costs, including

administrative and bureaucratic costs, and "transformation" costs, i.e. costs firms have to bear to adapt their structures and production process to the contents of the Code of Practices (CR Greece, CR Italy). This analysis sometimes explains why, even where there is an opportunity to obtain a PDO or a PGI (the product presents all the characteristics to be officially protected according to EEC reg.2081/92, now EC reg.510/06), often local actors are not interested in applying for any legal protection (PR PDO-PGI): this is mainly the case of those products which have short marketing channels and rely on local consumers and tourists, or more generally where estimated premium price is not sufficient to cover estimated certification costs.

Among recalled positive effects of a PDO or PGI certification there are spillover effects, induced production of higher quality raw materials, "cleaning" of market from bad origin products, reassurance of consumers, creation of markets; among negative effects at a general level exclusion effects and standardisation effects on product quality are the more frequently recalled.

Tradition and innovation

Are GI regulation systems a way to consolidate traditional methods and local specific resources, or a way to innovate and adapt to modern standards?

The Reports highlighted the existence of controversies on this issue, also owing to the presence of a great diversity of Origin Products production systems, in some cases composed by small-medium craft firms, in other based on industrial firms, where no evidence of a connection between the "nature" of the firm (industrial, craft) and the degree of innovativeness in Origin product production techniques seems to be verifiable (CR France).

It is argued that "Official" GI recognition schemes as based on some form of codification, institutionalisation of production processes and firms systems, seem to act more as an "industrial-kind" standard in the hands of hegemonic industrial actors than a useful tools to favour producers (CR Italy, CR Indonesia). The acquired reputation stimulates the usurpation of the names by big and well equipped firms. This risks to worsen the distributional effects of GI promotion; collective action and public controls and protection from the usurpation may contribute to lessen the distortion in the sharing of added value.

CR Indonesia - Avec un peu plus de 25 % des parts du marché mondial, l'Indonésie est le 1er producteur de poivre. Le poivre indonésien est reconnu de très bonne qualité, il bénéficie d'une sur-côte sur les marchés mondiaux d'environ 16% en moyenne sur la décennie 90. Parmi les poivres indonésiens, le poivre blanc de Muntok, produit sur l'île de Bangka, est le plus recherché. Malgré cela, les prix payés aux producteurs restent bas et instables. Ils passent parfois sous la barre des 2 \$/kg, alors qu'il est reconnu qu'en dessous de 2,5 \$/kg les producteurs ne peuvent réaliser aucun bénéfice.

Bien que certains produits indonésiens aient acquis sur les marchés internationaux une forte réputation de qualité et un prix rémunérateur, les impacts de ces « produits d'origine » sont restés minimes sur les plans du développement rural, de la protection de l'environnement et pour les consommateurs nationaux. Certaines filières ont cependant pu être dynamisées par cette réputation sur les marchés internationaux.

SR Developing Countries - The Tequila Regulatory Board hinges on distillers that operate through consolidation and buyouts. Four firms, three of which are subsidiaries of the largest multinationals of the spirits sector, control 67% of the tequila market. Decision-making and political marketing leverage are thus gradually transferred from the region to export markets. The influence of these firms on governance of the system could justify the recent failure to adopt a law in Mexico to make tequila bottling compulsory in the region of origin.

SR Developing Countries - The case of coffee in Costa Rica, a country with a strong tradition of quality coffee cultivation, is a good example of how economic globalization, especially the application of free trade regulations, fail to protect local reputations that prevailed until then in limited markets or those managed by States. These reputed products are facing the risk of imitation or smuggling if they are not given some form of protection and legitimization. The opening of the Central American Free Trade Area renders the Costa Rican law that forbade the importation and sale of coffees from neighbouring countries null and void. This law also instituted a set of shared culture and control rules in the country, which made it possible to supply global markets with coffee known under the trade-name "Costa Rican coffee", which was differentiated from that of its neighbours. For instance, it instituted and controlled the practice of cultivating only Arabica coffee that is unique in Central America. After the authorization to import coffee from other sources and the growing presence of multinationals, government and national actors of the

sector are searching for a new distinctive sign to preserve the original reputation of the country and the premium it enjoyed from importers.

Besides, the standardization of production techniques may cause a loss of Origin Product biodiversity, if a certain level of internal flexibility is not allowed.

In many cases the very existence of an Origin Product (and a GI product) is not as much linked to an official recognition, but is based on contextual production-consumption codes and competencies, on trust between local actors, on a "domestic convention" (SR Developing Countries, CR OAPI, but also SR New World). "The novelty is therefore not the existence of original goods whose characteristics reflect the physical and human environment of a region, but the description of such originality through a more or less enhanced process of codification, and the recognition thereof by an intellectual property right" (SR Developing Countries).

As many authors in academic literature evidenced, the passage from a domestic to an industrial convention may seriously alter the very nature of the product and cause exclusion pushes within the production systems.

CR OAPI - In such a context, the legalization of an origin product for purposes of geographical indication represents a two-fold innovation or even a double discontinuity.

First is the transition from domestic (personalized) conventions to an industrial convention (with impersonal guarantee, private or public). This transition to the industrial convention raises the issue of consumer confidence in this type of guarantee, within a context of weak States where the checks and balances system is not necessarily credible.

Secondly, the product selection process: This may lead to giving preference to certain variants from among a set. Such a choice presupposes prior mastery of the current pre-existing usages and perceptions of consumers so as not to create artificial hierarchy or suspicion between the products and producers. The names given to products should equally be chosen discretely in order to pre-empt and avoid problems.

From the other side, the "institutionalisation" of the GI system, if well supported, may update firms' activities as to adapt to hygienic and quality requirements now needed to stay on the market (CR OAPI, CR France, CR Italy).

CR France - L'examen des différentes régions viticoles françaises (Bordeaux, Bourgogne, Champagne) permet de mettre en évidence des situations simultanées de concurrence forte et de coopération entre entreprises, viticulteurs, coopératives et négociants. Plus précisément, ce phénomène est constitutif de formes d'organisations originales dans le secteur agroalimentaire qui permettent :

- de ralentir les concentrations à l'œuvre dans la plupart des productions agricoles et de converser de la valeur en amont de la filière ;
- la mise en marché de produits différenciés conformes aux évolutions des préférences des consommateurs et particulièrement bien adaptée à une fraction de la demande mondiale.

The contribution of GI recognition schemes on the economic significance of Origin Products

The analysis of the effects GI recognition schemes have on supply-chain economic significance seems to be more developed in literature. The presence of a GI recognition and regulation system, such as that provided by EU normative framework, may help in re-localizing economic activity and keep more added value in the hands of local producers, thus guaranteeing a positive effect on employment and income, and also a greater self-reliance, autonomy, and control in the hands of producers (SR Impact Methods, CR Switzerland, CR France, CR UK, CR Greece).

CR France - Les producteurs de vin AOC ont plutôt bien résisté par rapport au déclin global de l'agriculture, en termes de : valeurs de exportations, emploi total et salarié, création de valeur ajoutée le long de la chaîne de production. La viticulture tend à se spécialiser (réduction du poids des ateliers autres que la vigne) et à se concentrer individuellement et collectivement, la production se regroupe autour de pôles très spécialisés. Ce phénomène ancien s'accélère au cours de la dernière décennie et contribue à la formation de systèmes viticoles AOC (et non AOC) où de puissantes forces d'agglomération conduisent au regroupement des producteurs.

In other cases, it would be rather a matter of avoiding de-localization of economic activities.

CR South Africa - Following this dispute, interest in developing a GI for the Rooibos tea arose both at the sectorial and governmental level. A South African Rooibos Council grouping producers, processors and

marketers has been settled recently to deal with this type of issues. The increase in the international demand for Rooibos reinforces the interest in setting a GI. If it continues to increase significantly, as expected by the foodstuff sector, other countries could start to produce Rooibos in order to satisfy this demand and benefit from it. This tendency combined with the adaptability features of the plant, which could seemingly thrive outside its natural habitat (in Australia and United States especially), constitute a real risk in terms of production delocalisation and market competition. The establishment of a GI could help the South African producers to protect their markets through recognition of the link of the Rooibos product to its specific origin.

To add complexity on this issue, a report (CR Greece) stressed the fact that GI recognition schemes, when based upon a precise definition of geographical boundaries, may even put some limits to the economic activities based on GI product "scale-up", and make that initiative collapse.

Some studies are specifically aimed at measuring the differences of economic significance between with and without GI protection (SR Impact Methods), showing how Protected GI products supply-chain normally induce presence of employment and income in the local area. Anyway, not many studies have been conducted so far, and it is not possible to draw definitive conclusions on this issue.

Certification costs

One of the main critical points emerging from literature related to EU recognition scheme (PDO and PGI) is the problem of the costs firms have to front to apply for, and especially for using the Protected GI. This is mainly due to the size of firms producing origin products, which are in most cases too small to bear the whole cost of asking for a PDO or a PGI and of managing it. Consequently, attention has also been paid to the importance of certification costs firms have to face to use the Protected GI, as potential hindrance to both the diffusion of PDO-PGI labels, and the increase of the utilisation level of the Protected GI once registered/obtained (CR Italy, CR Greece).

The application phase

Some authors underline the importance that the very path leading to the application for the recognition schemes may have on socio-economic dynamics. Actually, in the case of European Union regulation, the initiative which leads some actors /stakeholders to apply for the PDO-PGI may be interpreted as the first step of a process altering the equilibria at the local system level, and in the relationships between the local system and the outside. At the same time, this process is a privileged observatory to analyse which are the stakeholders involved in the (future) protection schemes, their positions and motivations, and the possible co-operation networks and conflicts points that may emerge from this often long process.

Not many academic works analyse this process in depth, the bulk of the literature being focussed rather on the ex-post effects, such as supply-chain structural and organisation changes, and effects on consumers (premium-prices, information, labelling).

Some authors highlights more in general the possible effects that the registration of the Protected GI may have on the local production system, and the problems usually arising during the Product specifications "discussion period". In particular problems and conflicts are frequent in identifying the production area borders, the characteristics of production techniques (artisanal vs industrial techniques), the final quality of the product to be labelled.

These points are more inserted in the more general issue of inclusion/exclusion effects, both within the local production system and between the inside and the outside producers: in many cases the presence of a PDO or a PGI in an area exerts exclusion effects and conflicts inside the area itself. In most cases these conflicts have to be mediated by local institutions, even in order to strengthen the image of the production area (for example for tourist promotion). Sometimes a group of actors applies for a PDO/PGI with the explicit aim of excluding other competitors; in other cases exclusion effects are not anticipated, but only a consequence of the functioning of the PDO/PGI.

One aspect sometimes reminded in some studies is that the very activation of the procedure that may lead to the application for the PDO-PGI protection is useful to create the basis of a producers association, and solicitate collective action. In other terms, the discussions needed to fix the points into the Product Specifications have the merit of making producers meet and discuss, which in practice is not a frequent happening in rural contexts.

Besides, given the fact that very often the initiative to activate such a procedure (as well as other collective initiatives) is prompted by the outside of the local production system (it may be a local public administration, or a consumers association such as in the case of Slow Food), this sort of interest /reconnaissance coming from the outside may convince producers of having something special in their hands, thus changing their attitudes and consciousness towards the consumers and even local citizens, in term of social acceptance.

Supply-chain structures and organisation

Some studies analyse the changing coordination mechanisms within the supply chain induced by the registration of the GI, and the potential role that the registration may have in strengthening vertical relationships and alliance within the local production system, "localising" the supply chain.

More evidences are brought on the role of GI recognition schemes in fostering collective organisation, more or less compulsory according to national and regional regulations. For example in EU PDO and PGI registration requires the application to be presented by associations representative of the Origin product production system, and many PDO and PGI products are somehow regulated by producers' associations, inter-professional bodies, collective agreements (CR Italy, CR Switzerland, CR France). Of course, the presence of some form of collective organisation, especially when requested by the regulation, is not a sufficient condition to guarantee the sustainable growth of the Origin Products systems.

CR Switzerland - All case-studies of origin labelled food alliances show regularities in the organisational patterns. A key factor of success is the "centre of operations", which cannot operate without a paid staff independent of all partners. Hiring a good management staff is essential to the success of the alliance. Various qualities and qualifications are required in order to implement several co-ordination functions in order to reach common objectives and to help the OLP partners balance domestic trust and industrial/commercial efficiency.

The organisation must be able to innovate on technical, commercial and management issues. But this ability is not sufficient, it is only a first step. The farmers' information and negotiation power should be the main criteria for assessing the organisation's performance. This aspect includes the issue of sharing the added value within the supply chains. Access to reliable information on market evolution (which lowers future uncertainty) puts big retailers and large processing firms in a powerful position and they therefore try to keep this advantage. Origin labelled food alliances help their members minimise this information asymmetry. The social ability of the organisation to improve communication among members, to build mutual trust and to transmit ideas of sustainability is also a very interesting dimension of its performance.

Legal protection and supply chain structures (coordination, governance) of EU PDO and PGIs tend to favour the maintenance of small and artisan production units and farm based processing. They do this by minimising transaction costs as well as control and certification costs and by reinforcing the development of the collective reputation, essential to meet consumer demands. In addition, the GIs codes of practices may include some requirements which have direct effects on concentration trends, like the limitation of the supplying area for raw milk per cheese factory (Comté PDO, Gruyère PDO). Market access is also facilitated by collective communication measures (CR Switzerland). Anyway, this is not the rule. There are cases in which the EU PDO/PGI have been rather captured by modern processing and distribution firms (CR Italy) to "sell" the geographical name abroad and/or on modern and long marketing channels, other in which the situation may be more contrasted.

CR Switzerland - The establishment of the PDO for the Abondance cheese was powerless to maintain the production of traditional cheese dairies in neither the area of nascency nor the Chablais. The PDO did not slow down industrial concentration of cheese production. On the other hand, the PDO played an undeniable role in the development of farm production.

The approval of a GI special protection scheme may here have a signalling effect towards consumers, and increase the reputation of the product name. At the same time, depending on the way product specifications are written and the historical reputation level of the Origin Product, it may cause some difficulties in aligning individual and collective production and marketing strategies.

Markets

Does the GIs recognition schemes help the marketing of GI products? This question is seldom fronted specifically by studies on Origin Products.

Some studies underline the fact that GIs recognition schemes may act as a "key" to open modern market and/or long distance channels (for example exports). Here the effect of registration is that of dividing the production system in at least two distinct sub-systems, one devoted to sell the product on modern market, the other still producing the Origin Product, but without using the official registered and protected denomination, both because of higher costs of compliance to Product Specifications and the lack of a premium-price selling within short channels to local consumers.

Some studies deals also with price effects of GI recognition schemes presence (SR Impact Methods). Expected price premiums are often achieved, but more controversial is the question of distribution of the extra price: as mentioned above, the "territorial rent" may benefit more big companies than small producers. Besides, in the absence or bad functioning of control systems, the acquired reputation of the denomination may be captured and usurped by external (or even internal) actors. Besides, even though an increase of the GI product price may encourage producers to increase their productions and certificated quantities, may lower prices of non-labelled but still true GI products, thus discouraging producers not able to comply with the official specifications. Therefore, there seems to be serious risks of expropriation of producers rents when GIs official recognition systems are set up, especially when these systems introduce "modern" logics of quality assurance.

A question is raised if the presence of a strict code of practices, especially when resulting from a long-lasting social and economic convergence process at a local level, may pose severe restriction to the ability of the local production system to adapt rapidly to changes in market conditions.

CR France - L'examen des processus de construction d'une réputation collective pour l'obtention des AOC dans les vins de Bourgogne permet de mettre en évidence certaines régularité: l'importance des investissements et efforts préalablement consentis pour bénéficier de la rente AOC; la collusion entre producteurs et élites locales lors de la production de références identitaires régionales; les formes d'interactions locales entre viticulteurs semblent primordiales dans la manière d'appréhender les conséquences des injonctions de la société en matière d'évolution des pratiques viticoles. Ces constats tendent à une certaine remise en question de l'efficacité des modes actuels de gouvernance AOC (où le consensus autour de règles communes est la base de l'action) face aux changements rapides de réglementation.

CR France - Les dispositifs AOC sont donc des outils de gestion de systèmes de production localisés et des barrières de protection de réputations voire de quasi-rentes. Cependant, dans un environnement changeant les institutions AOC doivent faire preuve d'un nécessaire faculté d'adaptation dans le temps, pour pallier les difficultés réelles de coordination entre les différents organismes impliqués dans la production, la régulation et la valorisation des AOC.

Etherogeneity and "dynamics" of GIs

Some reports (CR France) stressed how the diversity of Origin Products systems does not allow to induce general conclusions on the effects of GIs recognition schemes on supply-chains structures, organization and dynamics (SR PDO-PGI). Besides, effects change along time, depending on global markets evolution, agriculture and rural transformation, and on the matching between individual-collective and institutional-public action.

CR France - La diversité de qualité et de signes officiels de qualité officiels et privés a assuré la défense et le développement des secteurs agricoles face à des consommateurs sensibles à la spécificité des produits.

Cependant, aujourd'hui ce dispositif est contesté à la fois sur ses fondements économiques et sur ses effets réels pour les producteurs et consommateurs. Dans le secteur viticole, sa complexité et sa rigidité sont notamment désignées comme l'une des causes de la crise actuelle (...). Par ailleurs, les travaux engagés sur l'examen des modalités de gestion des dispositifs AOC font état d'une forte hétérogénéité qui laisse entrevoir des marges d'évolution du système vers un renforcement de son adaptabilité pour une plus grande efficacité dans un environnement concurrentiel nouveau.

CR France - L'analyse des transactions en vins de Pays et AOC du Languedoc permet de repérer plusieurs types de marchés et de facteurs discriminants liés aux produits, aux relations entre acheteurs et vendeurs ou aux institutions de marché. Cependant, les liens sociaux qui participent à l'attachement des acheteurs et vendeurs sur chaque marché de qualité en construction sont mis à l'épreuve par la crise globale de la viticulture française. Ceci conduit à une remise en cause des stratégies de différenciation et de leurs investissements, avec perte de spécificité et concurrence accrue (substitution) entre ces marchés.

CR France - Par ailleurs, l'analyse des usages des dénominations d'indications géographiques et des règles qui régissent les relations entre entreprises et entre celles-ci et leur environnement permet de conclure à une profonde hétérogénéité des situations locales : « les systèmes de classification et de hiérarchisation de la qualité ou de référence à l'origine sont totalement différentes à Bordeaux, en Bourgogne et en Champagne faisant de l'AOC un concept protéiforme extrêmement flexible et peut être de ce fait d'une grande fragilité. Les différences d'usage du concept d'AOC entre régions sont telles qu'il est même possible de les segmenter empiriquement en différentes catégories sur la base de critères simples tels que la complexité des dispositifs institutionnels, la part de l'AOC dans la production viticoles locales ou la valeur des vins produits. » (Traversac et al., 2005)

2.5. The contribution of OP and GI schemes to Rural development

2.5.1. Origin Products and Rural development

The "boundaries" of rural development issues

Due to their links with local specific resources both of material and immaterial nature, Origin Products are expected to have effects also outside the supply chain, and in addition to the activation effects that an economic activity can exert forward (via the incomes generated by selling the product on the markets) and backward (via the purchase of inputs at different stages of the supply chain).

Actually there are empirical evidences that OPs exert more activation effects on the local economy than standard products, both upstream and downstream (SR Impact Methods, CR UK; see also par.2.4). These effects can be very important in the revitalisation of rural areas, in particular in the marginal and poor ones.

In Africa agrofood OPs can play an important role in rural development (CR OAPI), in fact small artisanal firms where the agrofood production is based on local agricultural products and local savoir-faire are very important in the economic "informal sector" of the rural economy.

The maintenance and the development of OP in OAPI countries is supported by a number of arguments (CR OAPI): to combat poverty, malnutrition, or natural resources degradation; promote the consumption of local products so as to make up for purchasing power losses and reduce imports; promote food hygiene; support handicrafts, underprivileged populations and support their economic integration, ...

Despite the strong attention paid on these issues at political and societal (rural) level, no much literature focuses on the potential role of Origin Products in fostering rural development dynamics: more attention has been paid in "southern" and more "rural" countries/regions, and in particular in the EU Mediterranean ones. In Central Africa and South America there is a general lack of scientific literature, but the interest in rural development issues seems to be growing.

The debate on the contributions of OPs to rural development is hampered by the fact that the definition of rural areas is quite vague and variable both in economic literature and in statistical sources, having many definitions of rurality, often depending on the objectives of the researchers or policymakers analysis.

Especially in recent times, as happened in the rural policy of the European Union, rural development is no more agricultural growth or agriculture and agribusiness development only, but it considers multifunctionality of agricultural activities and more generally the integration of all the economic and social activities at a local level (tourism, craft or industrial manufacturing, services, social activities).

As a matter of fact, Rural Development policies in many countries (and in the EU in particular) are more and more oriented towards a support of diversification of economic and social activities in rural areas, in order to increase quality of life and rural resources for local and external citizens.

Besides, recent approaches consider Rural Development in an endogenous (and neo- endogenous) and sustainable dimension: this means that the empowerment of local actors and community participation in the definition of objectives (bottom-up), the role of local resources (goods, skills, contextual knowledge) and the respect of natural and social environment, take a central role in rural development process.

The issues of the maintenance and development of the different types of capitals (natural, physical, human, social, natural) are very important. The growing role of immaterial components in rural development theory and practice made the analysis of OP contributions more difficult.

OP in Rural development dynamics

Origin products can support rural development dynamics and also socio-cultural aspects. In particular, they can contribute in many ways to the creation of social and cultural capital and to the re-spatialisation and re-socialisation of food in regions or even countries (CR UK; CR Greece; CR Italy).

OP production systems are in some works (both theoretical and empirical) linked with the concepts of "social capital" and "proximity" (geographical, institutional, organisational), that concern not only the supply chain but all the rural system. On these basis (CR France) some works conceptualise the "basket of goods" and the "rente de qualité territoriale", and other works underline the "patrimonial dimension" of the rural development strategies based on Origin products. OP can be used as a tool for promoting territorial strategies of endogenous rural development.

The rural development potential of Origin Products comes from the very characteristics of this products. As recalled in many SINER-GI Reports, OPs are often produced in traditional, small-scale farms, in traditional ways, in fragile and/or marginal rural areas. Therefore an increasing demand for these products can be used for keeping alive these 'traditional ways of living' of rural populations and traditional landscapes in marginal rural areas.

In other socio-economic contexts OPs are conceived as a part of a general development model more centred on the needs of the weak part of the rural sector.

CR Brasil - For example in Brasil the contribution of typical products for rural development has been evaluated mostly in regards to family farming, by way of three convergent themes:

- recognition of the economic and social roles played by family farming, and importance of concerns regarding the introduction of family farming products into the market.
- importance of non-agricultural activities on the revenue of agricultural activities and the development of new economic activities in rural areas (agro-industry, leisure activities, cultural activities and urbanization of rural areas). These new activities are concerned with new ways to insert family farming products into the market.
- rupture of the model of integration for family farming products into the market by the large industrial complexes. Studies of the strategies of family farmers identify the intrinsic role played by regional markets, the importance of artisanal agro-industries, and the potential for the value of certain typical or regional products such as "colonial products", "sertanejos" and products from the Amazon. This debate is not over and the public policies to support this sector are still not in place.

Someone analyses OPs as possible key-elements of a more general cultural movement aiming at revitalising rural culture, as in the case of African Renaissance.

CR South Africa - The development of a system on products of origin is argued by Troskie (2000) to contribute to the objectives of the African renaissance, named after the European renaissance, which consist in the reawakening of African thought and awareness. It is expected that this system will contribute to the economic recovery of rural areas where products of origin are grown. "Food is an important part of our cultural heritage. Therefore, by building cognisance of our traditional agricultural products an awakening and awareness of our cultural heritage will be created. In so doing the vision of an African renaissance is supported." (Troskie, 2000)

In general, the contribution of an OP to rural development dynamics depends on the number and the intensity of the links OP owns with local system (production, social, natural), and on the strategy local actors elaborate and implement.

The effects OPs by themselves have on rural development can concern the sustainable exploitation and remuneration of local (natural and non natural) resources, the localisation of economic activities and the know-how transmission process, the support to the reproduction of the local social system. These positive effects of OPs depend strongly on the strategies that the local and non-local actors undertake around the OP.

In some cases OPs, especially meat products, may have impacts which can not be directly related to agricultural and rural activities in a delimited area, but extended to urban economies.

OP, actors' participation and social capital

The role of local actors, and hence the importance of their empowerment and of the social capital, is therefore crucial.

Some researches (CR Switzerland) have shown that the impacts are more significant when the initiatives are market driven and based on strong alliances with effective strategies, when the initiatives are based on territorial resources. The impact that OP food alliances may have on rural development greatly changes from one situation to another. As a consequence, a non-targeted support to OP alliances to enhance value may not always be the best solution to activate positive rural development dynamics. As CR Switzerland say, alone OPs cannot determine the development of an area. However, certain questions have yet to be answered: what would be the consequences for a given area if one or more OP products were to disappear? What alternatives would this area have? Empirically, due to a lack of precise research on the subject, it appears that heavily-constrained marginal areas would struggle to maintain their activities and population without dynamic agricultural activities, if only to preserve an open landscape. And only high added-value products retaining a large part of this value in the area in question make it possible to keep a dynamic agriculture and rural activity.

Also TRUC research Project (PR TRUC), ascertaining the effects on rural people of transformations in contemporary countryside, underline the unbalanced power distribution and weak position of rural actors, particularly farmers. On the basis of repertoires of collective rural communication initiatives and case studies aiming at analyse strategies of local actors to overcome inequalities and reach more autonomy and independence from more powerful actors, TRUC project sheds light how "progressive communication" can improve collective action and contribute to effective use of local resources, including development and marketing of OP products. Many case studies of TRUC seem to be relevant for SINER-GI aims (PR TRUC):

PR TRUC - Chianti rural district is an institutional re-organisation within a rural area in Centre Italy aimed at defining and implementing a common strategy of development, by becoming a "rural district". Actors involved are diverse actors of a territory, Mayors, Municipalities, Chianti Classico Consortium. This case is relevant to SINER-GI project. In fact the concept of district / territory is used as a symbolic value and marketing strategy. It presumes a consensus among the involved parties and common strategy. The case study deals with the communicative dynamics related to the construction of common meanings, identity, perspectives and objectives by local stakeholders. The particular event of the candidacy to be recognised as rural district represents a very significant arena in which the local community's communicative capability is put at the test. In that arena, a conflict situation involving different values, interests and goals, has progressively developed into a broader debate on the local development pattern, including new issues and new actors, potentially leading to new perspectives and objectives. Local products including

PDO/PGIs are components of the districts image and marketing strategy.

PR TRUC – Cetica, a mountain community in province of Arezzo, is a case of successful endogenous development of a small mountain community in Tuscany, which involve a group of volunteers, local population, extra-local supporters, visitors, and public institutions. This case is relevant to SINER-GI, because it's a story of rebuilding a community around the promotion of several initiatives: revitalisation of local cultural heritage, recovery of gastronomic tradition, typical food (e.g the red potato), cooking and eating habits, revival of old crafts (e.g. those of charcoal men), village festivals, oral history tradition (e.g. stories of elderly people). Activities mainly addressed to citizens and having cultural, educational and recreational purposes.

Rural development and Origin Products valorisation strategies

Following the principles of endogenous development theory, Origin Products represent potentially fruitful resources for development as they can incorporate, and enhance, many local assets with special or immobile characteristics linked to the area. In this context origin products are growingly seen in many countries and by many actors as an expression and a possible leverage to foster rural development, provided that appropriate strategies are set up by the actors.

In particular, some Italian studies identify two ideal typical approaches which actors may adopt with regard to the role given to OP: supply chain strategy and extended focus strategy. In particular (CR Italy) this second approach involves a different conceptualisation of origin products as rural development assets. Here, actors perceive such products as offering a breadth of interlinked resources including environmental (e.g. distinctive landscapes, local animal breeds and plant varieties), and cultural resources (e.g. techniques, know-how, myths, stories), as well as economic ones (e.g. skilled employment). Thus origin products are seen to contribute, potentially, to a wide range of initiatives that encourage diverse activities and novel interactions between multiple types of actors (e.g. tourist trails, markets, festivals, educational initiatives, community events). This approach to the use of origin products by local actors has been described as a territorial quality or extended territorial strategy. Under this strategy, it is the territorial identity and associations of the product that are the basis of value generation, rather than the physical outputs of a single production network and supply chain. The identities and associations are seen to be utilisable by a broad range of actors who may apply them to a 'basket' of goods and services, resulting in a wide distribution of economic rent.

From a methodological point of view very fruitful is the network analysis (PR TRUC, PR SUS-CHAIN), with particular attention to the role of the relations among the various actors involved and their changing over time, in a view of their importance in influencing the organisation and the development potential of the local system.

The small number of empirical studies in this field is partly explained with the need to observe along time the evolution of the local system, besides the difficulty of identifying and measuring all the aspects involved.

Integration of economic activities, tourism promotion and network building capacity

Another research stream pays attention to the effects of origin products on the integration of the diverse economic activities in rural areas, and more specifically on the role of local actors and interests in the promotion of origin products. Actually, many promotional initiatives connected to origin products are taken by groups of actors outside the origin product supply chain, underlining the importance of origin product for the development of economic activities outside the supply chain, such as handicraft, services (especially connected to tourism activities), within a strategy of comprehensive territorial quality.

Much attention has been paid (CR Italy) on how Origin Products can catalyse rural resources and activate networks to promote integrated rural development strategies. In particular, many studies deal with the economic opportunities that the wine routes, and other Routes linked to Origin Products, may give to rural actors (CR Chile).

In particular, the wine route can be seen as a network established around the theme of wine, and

as a result of the collective action that produces synergies and coherence. Synergies can be defined as linkages between two or more entities, whose joint effort produces quantitatively and qualitatively higher effects than those produced by the efforts of the same entities alone. Coherence is a quality belonging to the elements that constitute the context of action in successful rural development practices: natural and man-made environment, social networks, and symbolic systems. The process of creating coherence is not without conflict, and the article contends that the establishment of coherence needs a hegemonic strategy that involves all sources of empowerment and particularly cultural codes.

Some studies dealt specifically with the ability Origin Product have to attract tourism flows (CR Italy). In France the concept of "paniers de biens" (basket of goods) is developed and applied in some case studies (CR France).

The literature often makes reference to the territorial strategy of endogenous rural development, whereby an origin product can be used as a cultural resource for stimulating wider actions in the local area, linked to tourism, services, community events, etc.

CR UK - Although initiatives of this sort exist in the UK, the particular structure of the origin product sector means the character of such initiatives is different to those found in southern European countries, where an emblematic regional product, in which large numbers of individual actors are materially involved in the same production system. In the UK, initiatives tend to be based on creating groups of diverse single producers (a sausage-maker, cheese-maker, local artist, woodcarver, etc) whose output is marketed collectively by a third party association, such as a Regional Food Group or development agency. The combined impact of the individual producers on rural development, when coordinated in this way, may be significant but there are issues over the basis of commonality between diverse producers, the sources of funding support, and the development of coherent strategies for such initiatives.

The consequences on policies : need for integration of economic and social aspects

Theoretical and operational approaches to characterise Origin products, especially in some countries, are based not only on technical disciplines but also on social sciences. This allows for taking in consideration the social aspects linked to rural development processes also in the policy accompanying measures.

CR Argentina - For example in Argentina, on the basis of the agreements INTA - INRA SAD for the support to the Program to the minifundistas producers (small properties), the work methodology adopted in those institutional spaces consists on the accompaniment of the rescue of knowledge (to know how to make and to know how to consume) relative to productions and nutritive products with a strong historical and cultural, located load. This approach leaves of the analysis of the local processes development and of the territorial dimension of the innovation processes. These processes have as objective the appraisalment of the local resources (products, knowledge, institutions...) and the formation of human competitions in the course of these processes. According to this approach the economic appraisalment of the local products and their place in the agricultural chains should be articulated with the territorial dynamics and the organization of the producers in the processes of local development. Inside this theoretical mark, the construction of signs of quality for the origin, they constitute one of the possible strategies.

The situation in the new EU countries is very different from the Mediterranean and the Northern one. In the Mediterranean countries in fact there is a long tradition in valorisation of OP (also by the use of GI special protection schemes) and a long tradition of cooperation in the rural world, and a big interest of local public institutions; in northern countries there is a lower interest in OP (and in GI schemes) due also to historical features and cultural ones.

In the Eastern countries like Latvia (CR Latvia) there is a lot of local food traditions and interest by the consumers, but there is not a tradition of local (horizontal) cooperation and the role of local institutions is very weak.

CR Latvia - The possible impact of Gis on local, and rural development in Latvia can be described in terms of stimulating employment, reversing rural outmigration, combating poverty, contributing to multifunctionality of agriculture, fostering economic diversification and community. A lot of food traditions are alive or could be revived by entrepreneurial producers and their associations, and there is potential for development of regional foods. Small productions already have established good image among consumers and are able to compete with larger producers. There is a potential of GI products to

contribute to all aspects of rural development if they are recognised, promoted and incorporated in the strategies of entrepreneurs and other local and rural development agents. In case of Latvia, GI recognition could be easier achieved by cooperation of producers. There are potential links between local, regional products and agri tourism.

In some developing countries OPs are widespread and very reputed also on the international market, but there are usurpation cases (see paragraph 2.4). For these reasons the positive effects of OPs on rural world, inside and outside the supply chain, can be lower than expected (CR Indonesia).

A basic question is: In which areas do OPs exert stronger effects on rural development? That is: are OPs a potential starter of rural development processes and initiatives, or are they only a possible tool?

CR UK - Origin products contribution to rural development in the most marginal rural regions in UK is constrained by a lack of critical mass of producers and lack of infrastructure and intermediaries to create synergies across different types of actor. Areas where synergies exist are generally rural areas which are already prosperous and/or have close proximity to urban areas with a concentration of higher income consumers.

There are some evidences underlying the fact that Origin Products are a more powerful tool than other possible ones, because of their strong (potential, and variable from case to case) links with different dimensions of the rural areas they come from. But they are not a "starter": the starters are always the local actors, and policies can support empowerment and coordination of local actors.

This is true also regarding GI special protection schemes.

Multifunctional character of OPs and possible conflicts in rural areas

Due to their multiple links with their production area, OP can accomplish multiple functions with regard to different actors involved (stakeholders in OP). These functions can be not coherent and compatible, and they can be also conflicting.

The process of valorisation of OP can create conflicts because it modify the relative positions of different actors with regard to Origin Product.

This issue is even more strong for the creation of a GI protection scheme on the OP; see next points.

2.5.2. GI Special Protection Schemes and Rural development

GI Special protection schemes are usually (in political discourse, in producers organisations and very often also in academic literature) considered to exert positive effects on supply chains (SR Impact Methods). Also the expected effects of GI recognition schemes on rural development are very often analysed only in terms of economic performance on the supply chain, while the positive effects on rural development dynamics are less mentioned, being also more difficult to evaluate.

Despite this, the "rural development justification" for GI regulations is growing in many official documents. Also the EU Reg.2081/92 and the new EU Reg.510/06 mention rural development as one of the main motivations of the PDO-PGI EU system.

In some developing countries (CR Brazil) the issue of Local products and Origin products valorisation, and therefore the issue of GI recognition and protection, is strictly tied to the issue of dualistic structure of local agricultural sector. OP, and hence GIs, are seen as a tool to preserve and to characterise family farming sector.

CR Brasil - The emergence of the issue of GI in Brazil is marked by a double particularity: a strong affinity of the theme regarding typical products and geographical indications with the notion of family farming, and a movement for the distinction of agro business products, which some authors calls "Specialty

Agribusiness". During the recent developments, and taking into account the importance of family farming for the economic and social development of the country, people started to pay more attention to issues regarding origin products, OP. Several works illustrate their particularities, explain their variety and stress some characteristics. However, few of them describe in a more general way the effects and contributions that these products have for the rural development, environment and networks.

The issue of the effectiveness of GI recognition schemes in the defence of the weak part of the rural sector is very questioned. In fact there are many initiatives aiming at building the concept of "special agro-business products" on the basis of typicality and GI, made by modern and big agro-food firms that can use the GI schemes very easier than small firms (see paragraph 2.4).

In new EU member states too there is a risk of crisis for the small and traditional farms, and GIs schemes are seen as a potential support for the re-vitalisation of these farms (CR Latvia).

CR Latvia - We might expect that land concentration, specialisation and intensification of production in the segment of commercial farms will go hand in hand with consolidation and expansion of conventional chains. On the other hand, diversification in niche production is a reasonable alternative for smallholdings that exhibit considerable liveability and share in total agricultural production. A number of small farms, particularly those managed by young farmers have potential to diversify through combined involvement in existing conventional and traditional chains and by trying out new products and new forms of marketing. Successful implementation of this strategy will considerably depend on state support to those farms, which diversify or reorient their activities, and on political regulation and support to conventional, traditional and new chains.

The fact that GIs are the best tool to promote some specific aspects of rural development, or if other specific tool can be more effective, is questioned.

CR South Africa - As say the CR South Africa about the case of Rooibos Tea industry, small-scale farmers' communities have specific interests in GI development for this product even if market access and differentiation for their production is already well developed. With the support of NGOs, these communities valorise their production through well-targeted marketing channels based on fair trade. However, their access to market is very dependent on fair trade trends, and communities have potential for strengthening their position in the market by benefiting from the recognition of their specific quality through GIs. It is known that the areas of production of these communities are those that offer the best conditions for producing high quality of Rooibos. They are settled in the best 'terroir' for Rooibos production.

So far there is not no much scientific evidence on the effects GI recognition schemes can exert on rural development. In particular there is a lack of empirical studies aiming at quantifying the impacts of GIs (and OPs) on rural development. In Eastern countries (SR New member states) currently it is difficult to assess the impact of PDO/PGI products on rural development because there are only few registrations.

In other situations empirical evidences are not positive in general, but more positive in the marginal areas (SR Impact Methods):

CR The Netherlands - The impact on rural development of the existing PDO/PGIs and of (newly invented) OPs with a regional or national label is not very substantial yet. Some of the early projects have not yielded the economic results farmers had hoped for, and therefore had limited impact. However, these initiatives ... show that in some less favoured areas adding value to a basic product (meat, cheese) can mean the difference between the persistence of agricultural activity or none at all, with consequences for impacts the local tourist industry, nature management and quality of life of the inhabitants (Roep 2002). Today, the option of local quality food production and subsequent labelling is taken serious, and the initiatives in the 1990s have triggered regional GI labelling and promotion for a wider range of (new) products.

While some methodologies and empirical works analysed effects on rural development in the economic sphere (SR Impact Methods), this lack is very strong in particular for the effects of dynamisation and of immaterial kind.

CR Brasil - Some authors stress that the researches conducted involved partnerships with local people, and the organization of actors around the same issue can only benefit local rural development. In his publications, the authors stress the strong implications of institutions, the implementation of collective efforts, the feeling of pride by producers, and the repercussions in terms of investments in the zone; all factors that favor development and local initiatives. Work on the effects of GIs remains less quantitative.

Researches are currently under way on this issue.

In addition, the few studies available point out that GI recognition schemes (as PDO-PGI in the EU) in supporting rural development dynamics and/or strategies show opportunities but also limits and, more in general, that it is not the institutionalisation of the resource "origin" (the collective elaboration and the public recognition of a platform which specifies the conditions of exploitation of the resource "name of the place") in itself which sets the conditions of development, but how this process is constructed and the effectiveness of the valorisation strategies built upon it.

Effects of GI schemes depend strongly also on legal and operational characteristics of the protection schemes (see WP1 report). Different recognition schemes can imply:

- different procedures for the recognition that can defend or not the position of small farms and firms from the risk of expropriation by big firms;
- different operational logics, less or more formalised, and consequently different bureaucratic burdens of work for firms;
- different contents and levels of guarantee to the consumers, and consequently different certification costs;
-

Studies available are mainly on the EU PDO-PGI special protection scheme. It has already been mentioned how the very procedure that leads to the application for a PDO-PGI may help producers and other stakeholders to meet together (often for the first time) and give the opportunity to know each other and set up collective strategies, even not leading to the application for the PDO-PGI (see paragraph 2.4).

The PDO-PGI can be interpreted as an "alliance" actors involved set-up (CR Switzerland). The issue of the impact of origin products food alliances has not yet been analysed deeply. However, looking at the large set of case studies that has been observed in Europe (also in some EU funded projects: see SR PDO-PGI project and SR DOLPHINS), there are good indications that origin products food alliances provide low "negative externalities" and high "positive externalities" on the rural production territory. Some alliances, especially when they have scaled up, provide direct economic development within a "rural" (non-urban) territory. Farming and processing of agricultural products create employment, income and wealth. In many cases, farmers may develop part-time activities, such as diversification or agri-tourism, which create a second source of economic development.

Some studies (CR Italy, CR Greece) analyze possible negative effects of GIs recognition schemes, showing that the "formal logics" brought on by PDO-PGI certification often "select" firms, and may exclude small-artisanal firms, non professional firms and more marginal areas from benefiting of the PDO-PGI. Producing food for the quality market may require businesses throughout the agro-food chain to change traditional production and management systems, which may be a source of resistance to predominant notions of 'quality' (CR Greece). Actually, PDO-PGI recognition are seen as powerful ways to force firms to "update" to the modern logic of quality assurance, certification, traceability, professional up-dating, but at the same time this process may lead to exclude a big part of local and traditional firms and/or increase their production and marketing costs, or, alternatively, exclude them from the use of a traditional product name. As a matter of fact some evidences underline the difficulties faced by small-medium and/or artisanal firms in implementing PDO-PGI regulations as stated by Council Regulation 2081/92 (today 510/2006), in particular in marginal areas and when the quantities produced are small, and this in opposition to the expressed goals in EU quality policy. Small producers in peripheral regions often lack local markets, are short of the resources and skills required to enter more distant markets, and have little flexibility in production.

Besides, some studies shows that the more developed is the production area from an economic and social point of view, the higher is the presence of PDO-PGI, and the higher is the utilisation ratio of the denomination; but on this point there is no uniformity, and some important PDO are

located in mountain areas especially in Alpine regions (see SR Dolphins).

Anyway, Geographical Indications cannot support rural development processes if not integrated with other local valorisation initiatives and other public interventions: structural problems (at agricultural, processing and distribution level), co-ordination problems, lack of research and training activities, may impede a full success of PDO-PGIs. That is why some authors try to conceptualise the different rural development strategies based on PDO-PGI, identifying two ideal-typical opposite strategies.

A special institutional protection as a PDO or PGI is not fundamental in the strategy of territorial quality (using origin products as an opportunity to enforce identity and to point out it): this strategy can exert direct effect on rural development (CR Italy). Of course, most of the effects (positive or negative depending on the different points of view) on rural development dynamics vary according to the contents of the Code of Rules (Product specifications), that depends on the strategy of actors promoted GI recognition scheme. But, in any case, the legal protection of a GI is a means to prevent any delocalisation or unfair competition from other areas which would usurp the reputation collectively built on the OP.

Sometimes the institutionalisation of OPs by means of a recognition scheme can help 'external' powerful actors to subtract local resources and added value from the area of production and therefore to undermine its development.

Therefore the procedural structure of the process of recognition and even more the real empowerment of local actors involved in the OP system (that is, giving them capabilities of elaboration of a strategy and access to opportunities) is a key element for maximising socio-economic effects of GI on rural development.

GIs and Rural development public policies

In conclusion, a recognition of a GI alone cannot give an effective contribution to rural development processes in their different aspects. GI recognition schemes policies should be a part of a more comprehensive policy that, at the relevant territorial level (municipality, region, small area ...), encompasses all the aspects relevant for maximising the desirable effects of the OP on the rural system.

As stated in WP3 Report of DOLPHINS EU Projet, considering the diversity of OPs, supporting OPs valorisation strategies is not always the best solution to activate positive rural development dynamics.

In particular the role of PDO-PGI in supporting OPs based Rural development strategies shows opportunities but also limits: this ask for more flexible and accessible tools, especially for marginal and disadvantaged rural areas and small and artisanal firms.

GIs recognition schemes cannot substitute other policies and government interventions to support OPs development-based strategies, in particular structural problems (at agricultural, processing and distribution level), co-ordination problems, credit access, human capital and professional competencies, should be considered in an integrated way at a local level. This imply also the search for levels of institutions and policies co-ordination at a local scale .

Capacity of State and local institutions in supporting positive effects of OP and GI schemes on rural development is an essential element.

2.6. The contribution of OP and GI schemes to the Environment

The issue of the environment is a part of the more general issue of sustainability. The concept of sustainability is very complex and there is a long-standing scientific debate on its different meanings.

Also in the agro-food system there is a great diversity (in time and place) of current definitions of sustainability that are associated with food supply chains, the main dimensions considered are Ecological, Ethical, Health, Quality, Culture, Local People. Sustainability claims are intertwined with other quality attributes, such as health, food safety, regional identity and ethics (e.g. fairness of trade and labour standards) (PR SUS-CHAIN).

In general, we can define as "environment" not only "nature", but also "social construction". The boundaries between natural and social aspects are fuzzy; this is evident for example in the case of landscape.

The question of relationships between Origin Products, GIs Protection Schemes and the environment is a very important issue in the frame of the "multifunctionality" of OPs, because it can be an important element in the differentiation for the consumer and a justification for OP valorisation policy supports and GI protection schemes.

2.6.1. Origin products and the Environment

The dimensions of the relationships between OP and the Environment

The relationships between OP and the environment have multiple dimensions.

Some authors (see for example CR UK) present as arguments for how OPs can offer environmental benefits:

- by being sold locally which reduced food miles (lowering emissions),
- by being produced in a more environmentally friendly way because of the motivations and strategies of the producers
- because firms are generally small scale and less intensive.

Actually we can find these characteristics in many OPs, but they are not peculiar for OP products. A more specific point coming from the definition of OP (*OPs are characterised by ... specificity of the resources used in the production process ... and ... history and tradition of the product, and links with history and tradition of the people of the territory*: see par.1.2) is if, by their nature, OPs are more linked than other products with local (natural and man-made) resources and/or they are expression of Traditional farming and processing systems. These traditional and processing farming systems overall are menaced by the disappearance of OPs, due to their scarce competitiveness with respect to standard products and production methods, and they are interested by intensification and/or extensification phenomena (SR Impact Methods).

The environment enter as an important part of the "OP virtuous circle", based on these key elements (CR Italy):

- the OP farming systems can generate positive external effects on the different aspects of the environment, for example:
 - a. biodiversity (direct and indirect links), that is use of traditional races or vegetal varieties, and contribution to natural agrosystems that are an habitat for other species
 - b. land use : soil , water, landscape ...
 - c. low intensity farming systems: lower use of chemical inputs, machineries, etc.
- the Origin Product is the main expression of the farming and processing system, and hence it can "incorporate" some positive environmental values;
- the valorisation of the OP on the market can remunerate (compensate) some of this environmental external effects, and allow the reproduction of traditional systems and of natural (specific) resources.

In this frame, the valorisation of OP also by means of GI protection schemes becomes a tool to help the functioning of the virtuous circle, by an improvement of the global remuneration of the OP production system allowing the remuneration of specific resources employed in their production process.

Positive effects of OP production systems on the different environmental aspects

The evaluation of the effects of OP production systems on the environment is a very complex matter due to interdisciplinarity: agronomic sciences, biological sciences, soil sciences, and so on. The SINER-GI literature review was not on technological and agronomic scientific production; in economic literature there is very few recalls about empirical studies on environmental effects of OPs.

Many SINER-GI Reports point out that often Origin products special quality is based on peculiar native plant varieties or breed, frequently menaced from extinction. It is also frequent that traditional production techniques help in keeping traditional landscape features, as well as avoiding land and soil degradation. Notwithstanding the great interest of the subject, academic literature seems not to have fronted directly the link between Origin Products (and GIs special protection schemes) and environmental dimensions, even though there are quite a high number of works that generically recall the above mentioned aspects.

Some Authors (CR Italy) pointed out the links between the preservation and exploitation of plant genetic resources and local development: the protection of biodiversity may help in supporting rural development strategies, and viceversa. Also the simple maintenance of farming in LFAs (Less Favoured Areas), characterized by unfavourable natural conditions and increased production costs, can be an environmental benefit. Human know-how in traditional farming systems contributes partly to the environmental, but also cultural, biodiversity and to landscape quality.

CR Latvia - Organic farmers that produce in an environmentally friendly way grow mostly typical and traditional Latvian products – grain, vegetables, milk products etc. Still the quality of their products is more GI related as they use more the local ingredients in production process. Organic farmers develop alternative market strategies – one of them is to develop processing at home that potentially is based on local traditional methods. Latvia has good preconditions to develop quality food production including organic and origin products and export them to European markets.

On the other side, environmentalists could claim that abandoning some remote areas or agricultural lands (such as wet lands or isolated pastures) could enhance wild life, re-creating natural habitats for great predators, as an example.

In addition, some authors (CR Greece, CR The Netherlands, CR UK) say that environmental benefits generated by the OPs are less clear and less direct than they come from products which are characterised by environmentally friendly methods of production (e.g. organic products).

There are very few studies which provide a hard prove for the positive impacts of OPs on the natural environment. Many Reports mention this point.

CR The Netherlands - There are no studies on the Dutch situation which provide a hard prove for the allegedly positive impacts of OPs on the natural environment. The positive effects are only self-evident in specific cases, f.i. where the an OP development project led participants to convert to organic farming, and where the preservation of an entire landscape depends on a specific OP (Waterland beef, farmhouse cheese in the Green Hart region, lamb on the island of Texel). But it is questionable whether the inefficient logistics, related to low volumes, weighed against environmental gains in primary production can justify a general claim of environment friendliness of OPs.

CR OAPI - Environmental issues are very rarely considered in the different studies mentioned in this document. Presently, it seems as if all studies give priority to highlighting and understanding specific products, sectors and markets linked to (or designated by...) a cultural and food source or tradition. The complex relation between the promotion of productions and the sustainable management of the resource being exploited is scarcely subject to in-depth analysis.

The contributions of OPs to the environment depend also on the nature of the OP and on the sectors involved in his production process at territorial level.

CR UK - Overall, the literature on UK origin products contribution to the environment tends to hint at strong links in theory, but weaker links in reality. Furthermore, some evidences shows a relatively weak relationship between origin product producer practices and environmental benefits: only 26% of producers said their product had an environmental accreditation. It should also be remembered that in the UK, many producers are not farm-based, so have no direct impact on the environment, landscape,

etc. For example only 56% of producers are farm-based, whilst Ilbery and Kneafsey (2000) finds only 25% farm based.

The level of development of the country the OP come from is relevant for the role of environmental issues in OP support (and GI special protection schemes) justification: very often in developing countries the justification of economic development overcome the justification of the environment.

CR OAPI - Contrary to what is taking place in Europe, it is not the threat of extinction of the resource that is at the root of the development of qualification or promotion of origin, but rather mainly commercial logics. It is not biodiversity development, but rather economic development, that presently justifies the promotion and indication of origin in most of West and Central African countries.

The possible negative effects of the OP valorisation should also be taken in account. This is the case of overexploitation of natural and local specific resources due to the market success of OP product, if no common rules are established.

CR OAPI - The recent opening of new market niches for shea butter, the reactivation of its food and sanitary reputation in West African countries and beyond, the coveted capital gain from its massive exploitation for export, the huge demand of European agro-food and cosmetic companies, in short, the indication of the quality of shea butter today, are some of the many factors that induce us to develop the hypothesis of an environmental risk. Pressure and desire for a plant resource of international reputation can threaten the shea tree orchard. Researchers are even beginning to take an interest in the creation of new shea varieties that are more productive. In this particular case (see Kewe, 2005), the indication and qualification may endanger this plant resource. In fact, contrary to what is taking place in Europe, the promotion of the origin of a product in OAPI member-countries is not done according to a scarcity management objective, the specificity or hardness of the living resource concerned.

CR OAPI - A recent study in Senegal, centered on the qualification of the cymbium, underline the environmental risk coming from an excessive exploitation of this rare resource, but at the same time highlight the positive impacts of the valorisation of artisans and of their products.

The role of the market in the valorisation of OPs environmental effects

The key questions concerning the role of the market, by way of the consumer-pays principle, in the valorisation of OPs environmental effects are (CR Italy):

- if the value created in the OP market compensate for the difference between private benefit and social benefit. The answer depends on many supply and demand conditions. OP can incorporate different types of "environmental values": in general, compensation between private and social benefits is more difficult for the multifunctional goods characterised by high existence and option values. The integration at a territorial level between market and non-market logics of valorisation of the OP external effects is very often needed.

CR France - L'intégration de normes environnementales volontaires dans le cahier des charges pourrait marquer une volonté collective, mais une voie sans doute meilleure est l'intégration dans le cadre d'un projet de territoire de programme environnementaux d'une part et d'une construction de qualité spécifique d'autre part. Il y a des opportunités données par les politiques agro-environnementales pour développer des programmes territoriaux qui peuvent s'articuler avec des qualités d'origine.

- if the value created in the market remunerate those agents which effectively produce multifunctional goods. Often environmental effects are created by farmers, while downstream firms have the stronger position in the supply chain. Inequalities in vertical market power which cannot ensuring the remuneration of agents who, effectively, realise externalities.
- If the agents who benefit from the rent of origin have an incentive to reproduce the conditions for the realisation of external effects. In general there is no guarantee of the continuity of "traditional character" and "environmental friendliness" of methods of production and of the use of specific factors, bearing in mind that the techniques are "flexible" and that the systems of production of OPs are subject to tensions with regard to homologation processes.

The analysis made in WP2 highlights that there are very few empirical evidences and scientific debate about these points, which are strongly linked to Consumer, Marketing and Supply chain

analysis.

2.6.2. GI Special Protection Schemes and the Environment

Very few studies deal with the effects GIs special protection schemes have on environment, although also in EU many PDO-PGI registrations are based on local native plant varieties or breeds, and communicate their respect for the environment, landscape, traditions.

Very few publications currently analyze the positive and negative impacts of Geographic Indication on the environment. However, there are studies regarding biodiversity conservation that involve geographic indications.

CR Brasil - In Brasil some studies were developed by several teams of researchers, aiming at identify and assess the constraints and opportunities attached to the use of different certification schemes, which build upon the geographical origin (geographical indication, park trade mark) or conditions of production (organic, fair), to be successful both in promoting local development and protecting cultural and biological diversity by strengthening social uses respectful of biodiversity. It is to examine the connection and consistency between the devices and norms that shape those instruments and the biodiversity management practices and local perceptions, and to determine the conditions of use and adaptation of those tools for ensuring the valorization and conservation of biological and cultural diversity. A specific project will identify the relevant elements for managing biodiversity that need to be accounted for to implement those schemes properly, and propose indicators for decision making processes at the local and national levels, which will support tools adaptation to local objectives and contexts, and enable their monitoring.

In addition, it is difficult to separate the effects of the artisan production system (mainly in mountainous regions) from the effects of the protection scheme. However, in some cases, the code of practices requires for higher standards. Some evidences seem positive:

CR Switzerland - Surveys of opinion leaders and public authorities for Rye bread of Valais PDO have shown that the perception of the environmental qualities of the initiative is good, not far from the organic and other ecological labels. When the issue of transport is introduced, the initiative, which sales products only in the production region according to a "local food" approach, gets impressive good grades.

Some Authors stress that the environment is not a justification for the development of the OPs and of the GI protection model. The GI protection scheme model *per se* is not enough relevant for environmental issues.

CR UK - In any case, PDO-PGI doesn't offer any explicit guarantees over animal welfare, environment, health, safety, or enhanced rural development, even if many of these are present in many designated goods.

CR The Netherlands - The 6 Dutch products with a PDO/PGI status do not have a more positive impact on the natural environment than the regular versions (yet). The Opperdoezer Ronde potato is even produced in a rather intensive way. But other label (private label, slow food presidia) requires sustainable production methods or environment friendly methods in primary production.

Therefore, environmental schemes and quality signs can be more effective than GI recognition schemes in remunerating positive effects generated by traditional farming systems or environmental friendly farming systems (CR France).

From a methodological point of view the central question is if the positive environmental effects of OP products can be supported by non-context specific schemes. Environmental schemes (as organic production) are based on the codification of production rules based on technical knowledge and not on producer and contextual knowledge. Therefore environmental schemes can exert positive effects mainly on "non-contextual" environmental goods, but not on contextual goods as the preservation of a territory-specific plant varieties or breed. In addition, the use of these schemes can lower the specific values of the OP and increase its exposition to the concurrence of other "bio" or "ethical" standardised products.

GIs protection schemes can also act as a tool for the control of un-sustainable practices in the production and valorisation process of the OP, by means of the codification of the practices more

consistent with traditional farming systems and local ecological equilibria.

The risk of over-exploitation of environmental goods linked to OP is stronger where socio-economic conditions of local actors are difficult, or where non-local actors are the leading actors of the valorisation of the OP.

CR South Africa – In the case of Rooibos Tea, the evolution of the production methods also constitutes a strong stake from an environmental point of view. Issues are raised in particular due to the current intensification in the cultivation practices, mainly the increase in the use of pesticides during the last years. In addition, it is uncertain whether the level of current wild gathering practised can be maintained on a sustainable basis. Even if NGOs are supporting the communities on these aspects, it would be necessary to tackle these questions of sustainable cultivation practices at the level of the whole supply chain and to define collectively production rules. The development of a GI could be a relevant framework to discuss, negotiate and set up a codification of practices.

CR South Africa – In the case of the Honeybush tea, a potential concern for establishing a geographical indication for Honeybush would be the rise in unsustainable practices to satisfy increasing demand. Indeed, due to difficulty in cultivation, the potential for production growth is limited. However, regulation through the code of practice could limit unsustainable practices. As researcher said, a geographical indication for Honeybush may actually impact positively on the environment as it could contribute to the preservation of biodiversity and sustainable use of the wild resource but also on the communities dependant on Honeybush for their livelihoods by adding value to the region as a whole.

In Developing Countries, there is a potential for GIs to protect the traditional indigenous know-how associated with agro-food productions and to regulate the production practices through specifications, with positive effects to protection and promotion of the biodiversity and related indigenous and traditional knowledge (CR Developing countries).

CR developing Countries - In developing countries, where the harvest and commercialization of biological resources remains largely non-differentiated by brand names or other consumer-oriented indications, GIs are not only a matter of market access or regional protectionism. They also serve as a tool for legally regulating harvesting practices and promoting rational land use strategies that relate directly to in situ conservation of biological diversity.

The question is if the burden of the preservation of local ecological system can be charged on the Code of practice of the GI protection scheme. The risk is that the hardening of the GI environmental rules is not accompanied by an effective communication to consumers aiming at incorporating the environmental benefits into the value perceived by the consumer, the benefits of GI use are exceeded by enforcement costs of the new Code of practice.

The GIs can also have a negative effect on local knowledge and local varieties (CR Brazil). Its set up depends on the creation of rules responsible for the entire procedures, from the varieties used to the final product. This standardization implies choices, even though a certain degree of freedom can be allowed, that will restrict individual practices and choices. One also has to question the impact of this standardization on the development of traditional knowledge and the way in which it is handed down, both important in the high diversity of different varieties.

In some situations environmental resources of the production area of the OP can act as tool of promotion for OPs, as in the case of biodiversity in a South Africa case.

CR South Africa - The Biodiversity and Wine Initiative that has been implementing and promoting viticultural practices aimed at protecting the threatened Cape Floral Kingdom illustrates another kind of link drawn between the product and its origin. According to project coordinator: "The wine industry benefits by using the region's biodiversity as a unique selling point for local wines and through sustainable resource management in complying with the agricultural and environmental laws. The conservation sector benefits by pioneering biodiversity best practices with industry, resulting in the conservation of our natural unique heritage."

2.7. The contribution of OP and GI schemes to Consumers³

Much of the market and consumer research on OPs and GI schemes has been undertaken within, rather than beyond, Europe. Although the number of published studies on the link between GI products and consumers is increasing, much is still unknown about the extent to which OPs make a contribution to consumers' lives and interests. Within the published research that does exist, the following broad themes have been studied:

- the importance of OPs in the marketplace
- profiles of OP consumers
- what OPs mean to consumers
- Role of GI labels in consumer choice-making process
- How consumers perceive and interpret GI labels

2.7.1. Origin Products and Consumers

The importance of origin products to consumers

GI is a very important sector in Europe, not only in terms of number of products, but also in terms of number of firms and turnover (19 billions in FR), and hence in consumption expense.

Wherever studies attempt to estimate the proportion of consumers who are interested in GI products, the results are very often specific to the particular profile of consumers researched, to the category of products analysed and/or to the geographic zone under study. Moreover, each study tends to invoke its own definition of a GI product, which makes comparison or aggregation of results very difficult. It is not surprising to find diverse, and sometimes even contradictory results. Overall however, evidence suggests that general interest in OPs is growing amongst consumers, albeit from different base levels and with variations according to country (higher in Mediterranean countries) and to product category (higher in wine, dairy and olive oil sectors - CR France). Furthermore, an important point is that consumer studies tend to gather attitudinal information rather than purchase data, and this tends towards positive bias amongst respondents. This highlights the need to treat with caution estimates of OP market shares based on attitudinal data.

CR UK - In a quantitative survey of over 900 consumers, Groves (2005) found that 70% of consumers are interested in buying local and 49% want to buy more than currently. However, actual purchasing levels are a lot lower: local and regional foods represent only 6% of food and drink sales (DEFRA, 2003).

CR Latvia - Researches testify to the increased consumer awareness about issues of food safety and quality in the last years. Consumers have become more concerned about health issues, pay attention to ecological qualities, prefer food with identifiable origin. Several quality labels have been introduced on the market and recognised by customers. The new middle class consumers pay more attention to product origin and quality. On the other hand low purchasing power among certain groups of population is characterised as an obstacle to scale up production of quality and speciality foods and finance innovations.

The overall role of OPs in the culinary habits and diet of a region's population is also linked to complex, historical, wide ranging factors in the region's socio-economic development.

CR Netherlands - There is a relative lack of attention and attachment to regional food products throughout Dutch society, although the attitude is now changes towards a more hedonist (people can afford), chauvinist (people want to identify) and class-conscious (income differences increase) one. Returning to the geographic 'determinism' of historic overview above, the particular delta geography of The Netherlands may, besides trade orientatedness and protestant life style, explain the weak attachment to local/regional artefacts and symbols.

³ This part is a synthesis of Angela Tregear and George Giraud "Special Report Consumers, Citizens, and Geographical Indications". SINER-GI WP2 Social and Economic Issues, april 4th 2006, and it has been written by Angela Tregear.

CR Switzerland - The French speaking and German speaking parts of Switzerland seem to have different food consumption styles. In the German speaking part consumers are more inclined to buy environmentally labelled products, whereas in the French speaking part, consumers are more knowledgeable about and consume more origin labelled products or products linked to a territory or region. This division is not unique to Switzerland and seems to correspond to a division within Europe.

CR OAPI - An urban food culture is emerging, where families become "consumers" that is, feed while remaining far from production centres and loose knowledge or mastery of processing techniques. Increasing search for products with a high typicality, to make up for the fear of uncertainty regarding food, in view of the distance now existing between production/processing and consumption... is emerging with this category of urban consumers.

Moreover, growth in interest in OPs can be linked to other socio-political movements that touch upon related concerns, e.g. food safety movements in France or the Slow Food movement in Italy.

Profiles of origin product consumers

Regarding the socio-demographic profile of IG product consumers, studies indicate that in some countries, consumption is somewhat linked to consumers' age, education levels and income (CR UK, CR Netherlands). Other studies find different results however, particularly in relation to consumer income, where it has been found that consumers interested in origin labels are those in the highest and lowest income groups (CR France, CR Italy), whilst in others the picture is very uncertain (CR Switzerland).

Overall, it may be more meaningful to segment OP consumers on the basis of attitudes, psychographics or values rather than on socio-demographic criteria. For example, amongst Irish speciality cheese consumers, a psychological disposition of the consumer towards innovativeness and involvement most meaningfully distinguishes buyers from non-buyers. Amongst wine buyers in Greece and the USA, consumers' expenditure on regional wines is linked to the extent to which they value features of cultural tradition and heritage when buying regional products. In practice, there may be some links between demographic and psychographic factors. Also, the extent to which consumers have knowledge and understanding about OPs can be a meaningful way of distinguishing between them, in terms of the quality and authenticity attributes that are perceived (PR Typic).

What origin products mean to consumers

Research indicates that OPs are loaded with multiple meanings, and consumers perceive and interpret them in different ways. Indeed, consumers can be active co-creators of symbolic meanings for OPs (CR France, CR Italy, CR OAPI). Although some OP usage can be unreflexive - a habitual activity - in other cases, OPs have considerable potential to evoke feelings of belonging, culture, family, childhood or holidays, because of their special links to places and traditions (CR Netherlands, CR France, CR OAPI). For other consumers, OPs are a means of supporting types of agriculture that they agree with and value - in other words, consumption of OPs can be an expression of citizenship (CR UK, CR South Africa). Alternatively, OP usage can be linked to expression of good aesthetic taste (CR France, SR Typic). The result is that OPs can be perceived in different ways by consumers:

CR Latvia - Geographic origin of food is important for consumers although it is not distinguished by specific registration. Features like "green" and "qualitative" are often associated with "healthy". Also "local" and "domestic" are associated with "healthy". Consumers believe that local products ("Made in Latvia") are healthier and in all ways better for consumption than the foreign products. Though as in the majority of cases in Eastern Europe, consumers feel more affected by the price of the product that is the strongest agent in their purchasing behaviour.

The context of consumption appears to also play a crucial role in the buying process for GI products: dinner which includes the reception of guests, involves a high level of self-commitment and leads most often to the purchase of several OPs than a daily meal, in the domestic area.

2.7.2. GI Special Protection Schemes and Consumers

Role of GI labels in consumer decision-making process

Uncertainty is high in the food domain because food products typically cannot be experienced before purchase and retail distribution offers a huge number of commodities. Official or private labels on origin of products play a key role by leading consumer choice in a positive feeling of reassurance. They also offer quality guarantees. Thus, in the consumer research literature, GI labels are most often conceptualised as a decision-making aid for consumers, decreasing their transaction costs. They reduce both the number of stops in front of shelves and the time devoted to grip the commodities, during the decision-making process. Moreover, appearance of an official designation has been found to coincide with willingness to pay a premium, perception of enhanced quality, as well as overall preference. This has been found particularly where the geographic area is more precisely defined (CR Italy).

However, for the mechanism to operate, consumers need to possess knowledge and awareness of the label offering the guarantee. In practice, empirical studies indicate that although consumer awareness and knowledge of GI product names is growing, GI protection scheme labels seem to suffer from relatively weak spontaneous consumer recognition, even in southern European countries where they are more established and widespread, e.g. Italy. Maturity of the GI scheme is an influential factor however, as most of these studies relate to the relatively recent PDO/PGI scheme in Europe, whereas AOC designations, for example, register high consumer awareness in France, Switzerland and the Netherlands (for Mediterranean wines) as do producer consortia marks in Italy. In general though, consumers' recognition of official GI labels is weaker than their recall of large private brands and even retailer brands, and there are often difficulties persuading traders to use and promote the labels, which limits their impact (CR Switzerland).

Also, studies have shown that existence of an official GI label on a product is not in itself enough to guarantee consumer preference. Consumers do not have preferences for origin labelled products when accompanying quality attributes do not match up to expectations.

CR Netherlands – A study measured the premium Dutch consumers are willing to pay for the PDO label, in which both perceived quality of the product, the attitude towards the region of origin and the general attitude towards PDO labels have a positive effect on the evaluation of the PDO product as such.

How consumers perceive and interpret GI labels

Consumers interpret GI labels according to different modes of behaviour. Three modes, in particular, can be drawn out from the literature: ethnocentric, cognitive and affective. Consumers in ethnocentric mode exhibit preference for products from their own country/region. For such consumers, GI labels are simple origin information tools to guide choice. Consumers in cognitive mode logically seek particular product benefits to match their needs. In this case, GI labels are used as quality cues, in the ways described in the section above. Many consumer studies are oriented towards cognitive mode consumer behaviour. However in relation to food choice, consumers are often operating in a non-rational, affective, or emotional way. This type of behaviour may be particularly relevant to GI products because of their special character, their embodiment of symbolic capital and their potential to evoke deep feelings in consumers such as identity, heritage, pride, belonging, dreams or fantasies (CR Italy). In circumstances of affective behaviour, official GI labels are problematic as they impose an 'industrialised' identity on GI products, associating them with the globalised food system, where brands and labels have to substitute for strong, direct relations between buyers and sellers. Consumers/citizens in affective mode may prefer GI products with a local or unbranded identity, using their own feelings to judge authenticity, within the context of a whole community, holiday or consumption experience.

Overall, official GI labels face two important consumer-related challenges. First, the weight of evidence indicates that many consumers make choices on GI products using attributes other than official designations: e.g. consortia marks, firm brands, packaging information and imagery,

retailer recommendation, own knowledge, etc. Therefore, official labels are often not acting as a strong market signal. The second challenge relates to a 'credibility gap' in what official GI labels certify for consumers (Dolphins WP4 report). From a cognitive behavioural perspective, official labels are intended as guarantees of products' authenticity. However, there is a question mark over what is being authenticated. In particular, the designations do not offer explicit guarantees on the kinds of attributes that are of increasing importance to consumers, such as health and safety (which are highlighted as the key food concerns for consumers in a number of reports (CR Latvia, CR France), animal welfare, or environmental protection. Studies point to the need for GI schemes to be consumer oriented, otherwise they risk failing in the marketplace. These points contrast with arguments about the possibilities for 'radical marketing', discussed in Section 2.4.1.

CR UK - Consumers associate origin products with certain attributes – small-scale, made with care, environmentally, animal welfare friendly, etc. However, there is no regulation to guarantee these attributes for consumers (other than organic). Therefore, there is a danger of consumer expectations being disappointed, and consumers being unable to distinguish between different qualities and levels of integrity in origin products.

CR Netherlands - It must be noted that in project for GI development consumer and civil interests are often confused. Ideological motivations – expecting consumers to pay for environment friendly or landscape saving production methods – has been one of the reasons for the failure of some of the early collective GI projects of farmers in The Netherlands.

3. The Evaluation of contributions of OP and GI schemes: main issues from literature review

3.1. General framework and methodological issues ⁴

To prove contributions of Origin Products (OPs) and Geographical Indications (GIs) is a major political stake. It would reinforce sympathy towards the protection of GIs and help to explain and justify regional, national and international public support. It would change the political vision about the relative efficiency of competing food systems, if reliable methods could compare the global performance (economic, social, and environmental) of conventional supply chains and various alternative food systems.

Various research projects have been done in Europe to assess the positive effects of GI initiatives, mainly PDO initiatives. The exercise is tricky because a reference point is needed to compare with the GI initiative performance. It is necessary to identify relevant and reliable indicators (variables and possible values). However, despite these methodological difficulties, various studies in Europe conclude that in most cases the existence of positive effects can be proved. They identify key factors in the initiative organisation and operation that may reinforce this ability to provide economic, social and environmental positive externalities.

Before reaching an evaluation grid and a typology of GI systems to be analysed, it is important to answer some questions.

The object of the analysis

A first issue regards the object of the analysis to be conducted in SINER-GI project. This is an expected result of WP3 and WP4, but since now some questions can be raised on the basis of the literature review.

As a matter of fact, some studies focus more on Origin Product Systems contributions to some relevant dimensions (supply-chain, rural development, environment, consumers/citizens), other are much more oriented on the analysis of specific initiatives, especially on the effects of GI special protection schemes. The choice between these alternatives influences the problems to be analysed and the methods to be used.

CONTRIBUTIONS OF	<ul style="list-style-type: none"> - ORIGIN PRODUCTS - INITIATIVES - GI SPECIAL PROTECTION SCHEMES 	ON	<ul style="list-style-type: none"> SUPPLY-CHAINS RURAL DEVELOPMENT ENVIRONMENT CONSUMERS/CITIZENS
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Positive/negative contributions, and the matter of the visual angle

A second issue deals with the following question: **what is a “positive” effect? How to judge and measure “success”?** For example, is collective action vs no collective action a positive contribution? What about if a Special protection schemes rise the income of firms adopting the

⁴ This part contains a part of Sophie Révion and Marguerite Paus “Special Report Impact analysis methods”. SINER-GI WP2 Social and Economic Issues, february 2006.

scheme to the detriment of other firms “excluded” by the scheme?

The answer depends on many factors, first of all the “visual angle” adopted. **Who is in charge to evaluate positive/negative effects?** Which actors? Local actors? Global citizen? The choice of a peculiar visual angle affects, consequently, the evaluation methods (SR Impact Methods), inducing to adopt a more or less “participative” approach in evaluation.

Connected to these issues are the following questions:

- How to set priorities?
- How to take into account cross-effects? (for example: increase of incomes and pollution)

Evaluation methods

When evaluating potential contributions of OP/initiatives/GI-SPS on the dimensions under scrutiny, it is important to **set the reference-cases** to which comparing OP (or initiatives, among which GI special protection schemes) performances.

- Between Ops typologies?
- OP vs conventional? Organic? Etc.

The SR on Impact Methods pointed out that research studies conducted may be classified in two parts:

- The diachronic methods, which are designed to assess the effects of a PDO product registration (according to a *before / after* historical approach).
- The synchronic methods, which compare two supply chains in the same region at the same time, one with a PDO, the other without (according to a *with /without* approach) or which compare various PDO initiatives in the same sector (according to a *benchmarking* approach).

The main methodological difficulties are linked to:

- The choice of the reference point
- Getting reliable data.
- Choosing between objective quantitative data methods / subjective quantitative data methods with their specific limits.
- Separating causes (many factors are working together).

Performance is assessed by various criteria. Most researchers follow the classical distinction between economic, social and environmental effects. Some criteria are assessed by measures to get objective quantitative data. Some others cannot be measured directly (such as landscape aesthetic) and researchers have developed recently new methods to measure stakeholders' acknowledgment of the effects of a PDO initiative on rural development, compared with their main competitors. These surveys provide subjective quantitative data.

3.2. The Evaluation Grid

This Evaluation grid synthetize the dimensions we have to take in consideration when evaluating contributions of Origin Products and GI special protection schemes to our four areas of interest (Supply chain, Rural development, Environment, Consumers and citizens), on the basis of evidences collected during WP2 activity.

For each dimension some indicators are proposed.

From a methodological point of view, this is only a first "menu" the evaluator should adapt in consideration of the aim of the analysis and of the object of the evaluation.

Supply chain

General socio-economic effects:

- quantities sold
- premium prices
- incomes
- employment
- Investment
- innovation
- poverty

Local production system and firms structures

- distribution of added value along the supply chain and within each production phase;
- big vs small enterprises
- exclusion/ inclusion effects,
- production concentration, monopoly, channel captain
- firms organization and strategies (on quality, assortment, marketing channels, portfolio)
- analysis of dominant positions and presence of channel captain strategies;

Market and competition:

- changes in marketing channels
- access to markets (modern, international, local)
- producers participation in the commercialization of the products
- product distribution
- promotion activities
- misuse and usurpation of the name

Governance and inter-firms relationships

- supply chain governance (product and market management)
- collective vs individual action
- market power
- vertical co-ordination mechanisms

Quality issues

- effects on standardization of product quality and/or production methods,
- effects on product quality level and variability
- process and product innovation
- "cleaning" of market from bad origin products

Sustainability

- fairly or cooperatively traded
- non-exploiting of employees

Rural development

Economy

These effects are partly overlapped with Supply chain effects; in the perspective of rural development, qualitative features are more interesting)

- income
- employment (with particular reference for women, young, elder people)
- induced effects over linked economic sectors (upstream and downstream), especially by GI schemes
- social vitality in marginal areas
- slow down of rural exodus
- induced effects on other local economic and social activities: rural tourism, facilitation of multiple resource use at farm and local level, etc.
- support to diversification of the agricultural firms (introduction of new on farm activities like agritourism, deepening of existing activities like firm processing or on-farm selling)
- support to diversification of the agricultural sector (escape from mass production products and from international competition)
- support to diversification of the rural sector as a whole (birth of new economic activities linked

to the OP: tourism, services, restaurants)

Participation (accessible, access to resources and schemes)

- family farms, small-medium enterprises
- social inclusion (women, young, elder people)
- co-operation between firms
- co-operation at local level between stakeholders
- community belonging
- ability to communicate (PR TRUC)

Culture and tradition

- strengthening of regional identities
- self-reliance
- synergy with other local cultural activities
- keeping local gastronomy

Environment

Pollution

- chemical inputs
- invasive cultivations methods (machinery)

Biodiversity

- conservation of territory-specific varieties and breed
- support for wildlife species

Land management

- control of the erosion
- soil quality
- water management

Landscape and rural amenities

- natural elements
- man-made elements (traditional buildings, terraces, dry-stone walls ...)

Animal welfare standards

Consumers/citizens

Type of market context

- consumer interest/knowledge in food
- type of food culture
- quality conventions
- nature of supply chains
- urban/rural consumer base

Type of benefit sought

- unreflexive
- socio-cultural belonging
- supporting local producers
- aesthetic taste

Type of usage behaviour

- ethnocentric
- cognitive
- affective

Type of usage occasion

- everyday, domestic
- special occasion

Proximity between producers and consumers

- geographic
- cultural
- active/passive relations

3.3. OPs and GIs Typologies

The proposition of a typologisation is an issue that strongly depends on the specific aims of the analysis and on the answers to the general questions raised above (see par. 3.1), and in particular if the focus should be on Origin Products, on valorisation initiatives around the OPs or on GI special protection schemes effects. Therefore, the typology of Origin Products will be definitively chosen in WP3, when the answers to these general questions will be given.

Here beneath, on the basis of the literature analysis conducted during WP2 activity, a first list of possible criteria to be used in building a typology of OPs is proposed.

The criteria are identified on the basis of the effects they are expected to have on the different relevant dimensions of OP / GI (supply chain, rural development, environment, consumer-citizens). The criteria are in many cases non-independent, and in some cases partly overlapped; some of them are a synthesis of different basic criteria (for example Novel-Established).

By crossing these criteria, many different typologies of OPs / GIs / Valorisation initiatives can be identified.

<i>Criteria</i>	<i>Expected differences</i>	<i>Relevant Dimensions</i>
Development stage of OP system: Novel vs Established	The development stage of the product and of its production system (and/or of the initiative) is expected to exert important effects on: the level of organisation of the production system; the reputation of the product; the systems of quality management. In general, the main issue in the case of Novel OP is to create and develop, as in the Established is to manage the system, improve it and protect from threats. (used in DOLPHINS project)	Supply-chain, consumer/citizen
Governance: territorial vs sectoral vs corporate	Differences in the functioning logic of the OP system ("how the decisions are taken?") and in the aims pursued by firms at a collective level affect the distribution of the benefits within the system, exclusion/inclusion effects, spillover effects on rural development (used in DOLPHINS project)	Supply-chain, rural development
Type of strategy: Territorial vs Supply chain	Main aims pursued by actors involved: supply-chain strategy is mainly devoted to reach effects on product market and on supply-chain firms activity, while Territorial strategies are aimed to develop links between OP and other local economic activities, and to encompass external effects generated by OP and its production system	Supply-chain, Rural development
Market: Local vs global	Differences in co-ordination mechanisms, added-value distribution, participation, degree of formalisation/codification of product quality, consumers knowledge and information, different public policies involvement	Supply-chain, consumer/citizen. Rural development
Link with local population and cultural traditions: Strong vs Weak	Differences in local actors involvement, participation, identity, knowledge, and in ability to activate synergies with other local social and economic activities	Rural development
Link with Traditional farming system: Strong vs Weak	Differences in impact on landscape, soil management, wild and domestic biodiversity, local traditions and knowledge, identity	Environment, rural development
Link with local breed, vegetal varieties, etc.: Strong vs Weak	Differences in impact on biodiversity, local traditions and knowledge, identity	Environment, rural development
Sectoral dominant logic: Agriculture-based vs Processing-based	Differences in environmental impacts, visibility, participation, added-value distribution and co-ordination mechanisms, collective action	Supply-chain, rural development, environment
Prevalent dimension of firm of the production system: Small-Medium firms vs Big firms	Differences in participation, added-value distribution, collective action and co-ordination structures	Supply-chain, rural development
Imitation and/or name usurpation: Presence vs Absence	Difference in added-value production and distribution, differences in legal protection schemes, differences in consumers knowledge and information	Supply-chain, consumer/citizen
Typology of consumers: niche vs daily consumption	Differences in marketing channels and strategies, consumers knowledge and involvement	Supply-chain, consumer/citizen
Presence of a (and type of) GI special protection scheme: Yes / No	Differences in collective action, co-ordination mechanism, valorisation strategies, marketing channels	Supply-chain, consumers

WP2 in Technical Annex

Workpackage Number	WP 2							Start or starting event			Month 1	
Activity type	RTD / Innovation activity											
Participant id	1	2	3	4	5	6	7	8	9	10		
Person-months per participants	4	2	5	4	1	1	3	1	0.5	0.5		

Objectives

Identification of a typology of GIs with respect to economic growth and income distribution, rural development dynamics, environment impact (biodiversity, pollution, landscape), culture and traditions; the typology will consider the different market structures and different quality and typical products.

Identification of methods of analysis aimed at assessing and measuring the impact of GIs and their conditions of success.

Description of work

Start up meeting during the first steering committee to enhance interdisciplinary exchanges and allow for final methodological validation jointly with WP1 researchers.

The outcomes from previous projects (PDO-PGI, DOLPHINS, SUS-CHAIN, etc.) will be analysed and the data bases updated.

Literature review on theoretical approaches applying to the production systems of agro-food typical products and to potential effects of GIs. In particular, embeddedness perspectives and conventions theory will be explored so as to shed light on the impact of GIs products on rural development.

Literature review on GIs experiences in non-EU countries, with special reference to developing countries.

Literature review on the role and the effects of GIs in the valorisation process of typical products (EU and non-EU countries)

Critical review of available evidence on GIs products in EU-countries, deducing explicative variables for diversity.

Survey processing regarding economic and social aspects and SWOT analysis of country, product and stakeholders' situations

Desk analysis and systematisation of results according to the following main areas:

1. supply chain aspects and international markets access (added value distribution, territorial distribution, exclusion/ inclusion effects, supply chain governance, innovation, market power)
2. rural development dynamics and socio-cultural aspects (poverty alleviation, women participation, local actors participation, induced effects on other local economic and social activities, rural tourism, facilitation of multiple resource use at farm level, culture and traditions, synergy with other local cultural activities, strengthening of regional identities)
3. environment (biodiversity, landscape, pollution, traditional farming systems, sustainable development)
4. consumers / citizens aspects (information, consumers behaviour, preservation of food knowledge, reinforcing of consumer trust, promotion)

Elaboration of evaluation grid on the impact of GIs on socio-economic, environmental and cultural aspects

Work package Workshop at Month 9 (parallel with a WP2 Meeting)

Responsible partners : 3 (University of Florence), assistants : 4 (ASCA-SRVA), 7 (University of Latvia) and 8 (University of Parma)

All partners will gather information and analysis in this WP, on the basis of guidelines provided by the responsible partners. However, as most of the literature on the GIs' field is produced in French and/or in French language countries, the partners 1, 2 and 4 have a working time suited to this. Partner 3 will devote time to comparisons and synthesis.

Partner 7 must gather new information from Supply chains in new member countries, which requires time.

1. The association "ORIGIN" (partner 10) will

provide the project with data concerning the GIs products, supply chains, markets , in relation to misuse and frauds on those products

assess the economical situation of the jeopardized products and the losses incurred

take part in the conclusions on the GIs' socio-economical issues

2. The ENITAC (partner 9) will :

assess the present literature touching consumer's attitudes and behaviour on the GIs' markets the GIs markets,

identify questions to be investigated in the WP5 , concerning consumer's attitudes and behaviour on the GI's markets

design and carry on limited education programmes for having local teams to take part in additional research in this field

Inputs: WP1 inputs on short-case survey

Outputs: Evaluation grid on social and economic dimensions

Contribution to summary table 7 (see beneath) (Short description of approximately 20 country and products cases)

Deliverables

D2 WP2 Report containing the theoretical frames applicable to GIs products and the state of the art on the analysis of the effects of GIs in different EU and non-EU countries. It will contemplate the evaluation grid. The Report gives also a basic support to EU for WTO negotiations process.

Milestones and expected result

M3 – Start up meeting (month 2).

M6 – WP2 Meeting on GIs social and economic aspects (month 9).

M8 – Delivery of Report about the state of the art including bibliography and selected relevant issues (month 12)

Annexes

→ aggiornare con quelli effettivamente presenti

SECTION I – COUNTRY REPORTS	
1) OP and GIs in the European Union	
1.1) CR France	INRA
1.2) CR Italy	DSE-Florence
1.3) CR The Netherlands	Wageningen
1.4) CR Spain	Parma
1.5) CR Great Britain	Edimburgh
1.6) CR Greece	Greece
1.7) SR Geographical Indications in the New Member States of the EU	Latvia
1.8) CR Latvia	Latvia
2) OP and GIs in the New World (Usa, Canada, Australia)	ASCA-SRVA
3) OP and GIs in developing countries	
3.1) SR Developing countries	CIRAD
3.2) CR Mexico	INRA
3.3) CR Nicaragua	Parma
3.4) CR Argentina	INRA
3.5) CR Chile	Edimburgh
3.6) CR South Africa	CIRAD
3.7) CR Indonesia	CIRAD
3.8) CR China	INRA
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