

**SINER-GI**

**TASK 2 – WP5  
GI Case Studies**

Start: month 14 (November 2006)

End: month 30 (October 2007)

**Common Template  
for Case Study reports**

**V3** – May, 2007

This document builds from TASK 1- WP1 WP2 WP3 and especially WP4 – Research methodology V13 (March 2007) Reports. Its objective is to elaborate an operational common template for the redaction of the different Case studies.

Responsible:

partner n.2: CIRAD (F)

Assistants:

All partners

## Section 1- Preliminary remarks

This common template for Case Study adjusts WP3 and WP4 methodological suggestions with respect to 2 points:

- A greater emphasis on the analysis of the national context vis-à-vis the selected case study ;
- A more precise and comprehensive definition of the “GI system”.

### 1.1 Understanding the linkages with the national context

This explicitation of the relation between the case and its national context is particularly relevant in countries where recognition of GIs is incipient, or does not have a long historical record. Because they are only starting to incorporate GIs into their economic or agricultural policy, often in relation to the WTO / TRIPS framework, these countries’ early choices in terms of GI selection or recognition may reflect the influence of some sensible issues, policy objectives or of influential actors / drivers.

Situating the case within its country context requires a short review of:

- i/ the trade and consumer policy;
- ii/ the general policy regarding IPR; and
- iii/ the place of agriculture in the national economy and the objectives set for rural development.

We suggest that these topics linking the case study with its macro context be presented in the introduction, and later discussed in the conclusions.

This is consistent with the Case Study selection criteria (WP4) that the case study chosen be relevant for the understanding of the country-wide situation regarding GIs. This relevance must be explained and argued from the beginning, before focusing on the specific product and geographical area.

### 1.2 Fine-tuning the definition of the “GI system”

The definition of the GI system is key to the whole Case Study approach and analysis.

Two aspects are debatable:

- **What is a GI system ?** We argue that a GI system cannot be assimilated to a supply chain / value chain system because it also incorporates other horizontal, land-based coordination mechanisms. A modified definition of GI system is proposed.
- **Which actors are inside the GI system ?** We argue that the position of value –chain and territorial actors vis-à-vis the GI system (inside or outside it) is not predefined, but that it depends from case to case. For example, a large enterprise might be an outsider in one case, and a GI system insider in another case. Therefore each case study could include a section in which the research team proposes and justifies a definition of the relevant set of actors for the GI system for the specific case under consideration.

### 1.21 What is a GI system ? - Definition

- SINER-GI D3 Report (Version 7, march 2007) uses a value-chain focused definition:

**“the product itself with its technical/legal/normative conception and the actor-network thgetting on; this level of analyze extends to all the value chain and its organisation (named here after *GI system*);”**

- WP4 Guidelines (D4, V13, January 2007) also proposes to define a GI-system as:

**“the value-creating processes carried out by the actors in the supply chain of the GI product”**

[ with the supply chain actors being defined as the

**“actors who make, modify and/or hold title to the physical GI product or its raw material in any stage of the supply chain (Van der Meulen 1999, p.15)” ]**

• Both these definitions focused are probably too restrictive. Indeed, supply chains mostly involve vertical co-ordination, but GIs' very core notion is related to the existence of an horizontal, land-based coordination. GIs do fit into a value chain perspective, but additionally they express the fact that local environment, place and know-how exert an influence on the characteristics and reputation of the product.

Some horizontal co-ordination takes place within the supply chain. But other relevant GI horizontal co-ordination mechanisms are determined and reproduced outside the supply chain: they relate for example with the cultural heritage of the region or with its people's social capital. The value chain approach does not take on board the networks related to traditional knowledge and apprenticeship, nor the collective learning procedures linked to non supply-chain institutions: extended family, social networks.. However, the production and reproduction of these specific place-based assets (know-how, biodiversity, social organizations and skills, etc.) are what make GI different from a generic product. Reducing GI studies to supply chain studies would therefore be missing a central point. By definition, a GI product relies not only on technological processes, but on local human and natural factors and on the capacity to reproduce these factors. Local institutions, local governments, NGOs and others may play an essential role in the emergence, operation and recognition of GIs.

- An earlier version of WP3 (Version 4, september 2006 ) used a broader definition inspired by the ORMIARD project (see Sylvander and Kristenssen 2004) :

**“We define a *GI system* (GIS) as the locus of this collective action which creates value.**

**A GIS is a network involving several types of stakeholders, including producers and consumers, which aims to improve the strategic marketing position of the GIs products by adding value to a specific raw product through processing or marketing. “**

- For the case study, GI system definition should take on board the need for the “activation, recognition, remuneration and reproduction”<sup>1</sup> of the main specific assets that are incorporated into the GI product: natural ressources, social capital and knowledge.

Hence, we propose to define the GI system as follows :

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<sup>1</sup> G. Allaire

***“The GI system is the set of actors who are effectively engaged in creating value and improving the strategic marketing position of the GI product by spontaneous individual or organized collective action, and those who are engaged in the activation and reproduction of those local resources (natural resources, knowledge, social capital) which make the GI product specific”.***

### **1.22 Which actors are inside the GI system ? - Delimitation**

WP4 (v.13) proposes to categorize the actors, between:

“ GI system **insiders** (farmers, wholesalers, processors, packers, distributors, retailers, consumers) who **“live” the system**” on one side, and

“ GI system **outsiders who “give” to the system**” on the other side (categorized as :

- suppliers, who provide the main supply chain actors with the specific or generic means and services needed in the production process<sup>2</sup>
- actors who support the GI system in one way or the other, from local to international level.
- regulating actors, usually public administrators, who are in the position to impose restrictions or demand specific actions, and who may make arrangements in the socio-economic context to stimulate (or inhibit) the GI system in some way.

This proposal allows for a useful distinction between a “sphere of action” on one hand, and a “sphere of support” on the other. However, the application of this definition to every GI system seems debatable for several reasons:

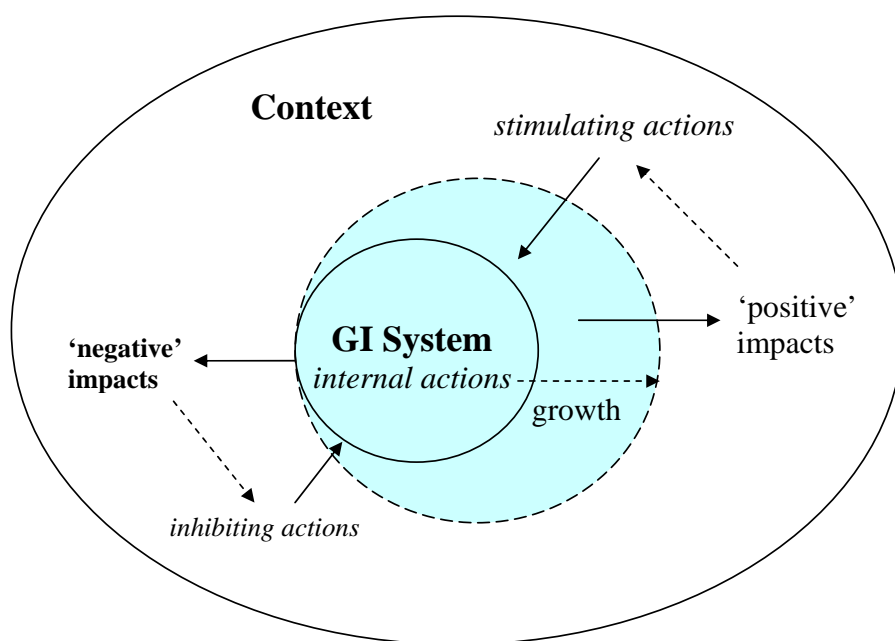
- WP4 report states “.. non-system stakeholders of course may have a considerable effect on the performance and even structure of a GI system”. Then it is not clear why it deduces that their actions are considered “in terms of effecting the GI system, not as being part of it”.
- A definition that would leave out of the GI system actors such as multinational companies or local governments, NGOs, would not be in line with several discussions held in Sinergi meetings and evidence raised in previous reports. Extensive empirical evidence exists to show that so-called outsiders have sometimes been absolutely central in setting up the idea, defining its rules and conditions of applications, regulating the conflicts, mediating the relations with markets, sanitary officials, political levels...
- The relevance of this larger set of actors is acknowledged by the methodological guidelines .The fact that WP4 proposes to conduct interviews with all these actors is a recognition of their role and of the fact that without their vision and action, a description of the GI system would be impossible.

Therefore, we suggest to adopt a **case-by case approach to the definition of the GI system insiders, rather than a general one.**

Based on the above definition of the GI system, each case study would have to define in its report what is the configuration of actors in the Gi system

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<sup>2</sup> A distinction being made here between the suppliers of the means of productions, and those who supply the production objects, i.e. the raw material or semi-finished product. The latter would be defined as GI systems actors.



Concretely this means that may be considered part of the GI system:

- restaurateurs
- tourism operators
- local governments
- NGOS development projects
- Enterprises that take part in the supply chain although not being specialized on the GI product
- Others;

as long as they **participate in the activation, recognition, remuneration and reproduction of the place-based specific resources** (environment, social capital, knowledge).

*Example : Unilever and the Phu Coq fish sauce GI in Vietnam*

*Nhoc mam bottling activity is obviously a very small part of Unilever's global activity. Nevertheless, Unilever is an essential actor of the Phu Coq GI system. Indeed, Unilever has signed a 10 year contract with Quoc Dong, a local consortium of 17 fish sauce producers,. Unilever has pledged an advance payment of USD 833,000 to Quoc Dong for investment in a bottling plant on the island run according to international hygiene standards.)*

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Both adjustments, concerning GI system definition and delimitation, are incorporated in the following proposed structure for the Case Study Template.

## Section 2 - Common template for the Case Study Reports

The following structure could be adopted:

1. **Executive summary**
2. **National context analysis: GIs and the dynamic of country agrifood interests**
3. **Product Data Card**
4. **Specific working hypotheses, relevancy for the project, methodology**
5. **The GI system today: definition and delimitation** (*anatomy*)
6. **GI system trajectory** (*history*)
7. **GI system: Joint Action, governance, rules, regulations** (*physiology*)
8. **GI assessment:**
  - **self assessment**
  - **GI system/ context assessment**
  - **Dynamic assessment of GI assessment**
    - \* **diachronic comparison**
    - \* **synchronic comparison**
9. **Conclusions and recommendations**

**Bibliographic references**

### 1. **Executive summary**

## 2. National context analysis: GIs and the dynamics of national agrifood interests

To evaluate the significance of GIs as a strategy in different countries, it is necessary to examine the broader dynamic of their agriculture and rural development and the peculiarities of their institutional structure.

21. Brief overview of Trade and consumer policies

22. Brief overview of general policy regarding Intellectual Property Rights

Summary of most relevant WP1 (legal and institutional dimensions) country report results. This should include:

*Is the country member of Paris convention for the protection of intellectual property (1883 revised), Madrid Agreement on false or deceptive indications of source on goods (1891 revised), the Lisbon Agreement for the protection of appellations of origin (1958 amended), of the WTO / TRIPS (1994)?*

*Is there a sui generis system of protection of GI in place in the country, else what are the legal means to protect a GI in the country?*

23. Brief overview of the main characteristics of agrifood system.

Place of agriculture in national economy (labour, employment, exports) and main goals of rural development policies, if explicated.

24. What is the country position and its actions or agreements regarding GI within the international negotiations (external stakes) ?

- Why is the country interested in GI (and has implemented a GI protection frame): misuse of national GI by third countries? Obligation of implementation of TRIPs agreement? Need for protection of national products? Protection of foreign GIs (through collaboration with third countries having GI products and who want to enter new markets where the products can be protected).
- Position of the country at WTO for the ongoing negotiations on GI: extension of additional protection to all goods, multilateral register: official statements of the country in WTO GI-related negotiations (Trips Council, Agricultural Negotiations, Commercial Committee Negotiations)
- Was the country third party in the WTO dispute between UE/USA/Australia? If yes, what was its position?
- Is there any regional agreement on GI in which the country is part? Will there be any? (Ex.: Asean, OAPI).

25. What are the position and the actions within the country itself regarding GI, regarding the internal debate on national agriculture, rural development (internal stakes) ?

- What is the place of agriculture in the GI debate (vs. other goods) ?
- Objectives of the protection of GI in the country? What are the GI justifications used in the country ? (protection of consumers, of producers, of rural areas, of biodiversity and cultural diversity, of traditional knowledge ? see (Sylvander et al., 2005)

## 26. Institutional structure to promote GI

- Which are the institutions at the origin of the protection of GI in the country: ministry of agriculture, ministry of commerce, other ? History
- Place of the law in the country: Is the law easily enforceable in the country? What are the conditions of success of enforcement of laws? Or other means to get the “rules” respected (moral code of conduct?...). Are there many cases in front of court? Who are the plaintiffs (producers, exporters, government body)? Or are there different ways to settle conflicts (traditional justice, mediation, negotiation...).
- Place of the state and government bodies in the country. Level of trust in public regulation and institutions

## 27. GIs current situation, emerging profile, main trends

### 27.1 Current situation and profile

- Were geographical names commonly used in the country to designate goods?
- What kinds of product are already registered? Are promoted under GI ?
- How many GIs are currently protected in the country, or with registration under way ?

*Short overview of the GIs in the country (apart for the product chosen for the case study), with special mention of the peculiarities of the protection of the GI name*

Product	GI Status (identified, in process, registered..)	Product type	Peculiarities

- What are the GI justifications used in the country? (protection of consumers, of producers, of rural areas, of biodiversity and cultural diversity ? (see Sylvander et al., 2005).

*Refer to GIs that already registered, or under way*

- How does the country protect foreign GI? Is there any example?
- Difficulties: what kind of difficulties have been identified during the registration procedure ?
- **Discussion:** Comments on the heterogeneity/homogeneity of the GI products within the country

### 27.2 Trends and perspectives of GI protection in the country:

- What are the general requirements for GIs:  
*geographical area only ?*  
*reputation ?*  
*methods of production .*



*product quality specifications ?*

- What about the origin of the raw materials ? Are GI related to a combination of natural and human factors or only one of those? Is the geographical area generally very big or small? Is it an administrative delimitation ?
- For Recognised GI, if any: How was the examination conducted (substantive examination, formal examination) ? Was any related GI or trademark registered in foreign countries for a national product? Did any conflict arise (in-country law cases, or abroad ?)
- **Discussion:** Are GI geared toward national or international markets? Do they develop from producers, governments or NGOs? Are they a rural development tool or a tool for capturing a commercial benefit? Do they generate added value, and how is the latter shared out? What impact do they have on resource management? Is their set-up adapted to local human, financial and cultural conditions, and do the values they have generate local response?

(Extract from WP2 DC report, when available)

### 3. Product Data Card

#### Product Data card

<b>Name of the product</b>		
<b>Other names of the product</b> Original language: Translation:		
<b>Type of product</b>		
<b>Description of the product</b>		
<b>Country</b>		
<b>Federal state (if federal country)</b>		
<b>Name of the region of origin</b>		
<b>Size of delimited area (km2)</b>		
<b>Processing</b>	<input type="checkbox"/> NO <input type="checkbox"/> Yes: Please describe	
<b>Aging or maturation ?</b>	<input type="checkbox"/> NO <input type="checkbox"/> Yes: Please describe	
<b>A - GI Production characteristics</b>		
<b>Area of production (overall description, attach a map)</b>		
<b>Estimated number of current producers</b>		
<b>Production volumes (product ready for trade)</b> (Unit :            )	2005	
	2000	
	1995	
<b>Final turnover (in US \$) in 2005 (at wholesale prices)</b>		
<b>Short description of the methods of production (enlightning the crucial points, distinguishing the products from its competitors)</b>		
<b>Use of specific biological resources (Yes / No ; Which ones ?) ?</b>		
<b>Which are the raw materials, and which proportion is sourced from the region ?</b>		
<b>Links with the geographical area (tradition, know-how, reputation, soil, climate, ..)</b>		
<b>History of the product</b>		
<b>Competitive substitutes</b>		
<b>Typicity (low / high), overall difference with the generic / substitute product (national or international?)</b>		
<b>Is the product subject to usurpations ? in which country ?</b>		
<b>B - GI Supply Chain, market characteristics, success /extrinsic product variables ("expressions")</b>		
<b>Types, number of actors in the Supply Chain, volumes</b>	<b>Number</b>	<b>Volume</b>
• <b>Producers</b>		
• <b>Processors 1 (name of this step)</b>		
• <b>Processor 2 (name of this</b>		

step)		
• Wholesalers (if relevant)		
Organisation of the stakeholders : description (producer association ? interprofessionnal bodies, membership rules)		
Role of the collective organisation : general description		
• Definition and promotion of the code of practices		
• Quality monitoring		
• Promotion		
• Marketing and sales		
• Interests defence		
<b>Market (local ? national ? export ?, combination ? ...</b>		
Types of customers (big cities high incomes, connoisseurs, local traditional , others, ..)		
Market share (referred to the reference market)		
<b>Marketing structure (long . short supply chains, ..)</b>		
<b>Prices premium (compared with standard / substitutes)</b>		
<b>C - Overall context (incl. institutional and legal)</b>		
Degree of welfare of:		
• Whole country (high/medium/low)		
• State (high/medium/low)		
• GIs Region (high/medium/low)		
Political context (support to initiatives : high/medium/low) ; which bodies ?		
Cultural context (importance of gastronomy / quality, etc. )		
Is GI a Rural development tool ?		
<b>Kind of protection available for the GI (prescriptive/permissive, which kind ?)</b>		
Which institution in charge of GIs ?		
<b>D - General synthesis / comments</b>		

**In bold : items already mentioned in the datacard step 1**

**In green : core product information (mandatory)**

**In white : additional information (optional)**

#### 4. Specific working hypothesis for the case study, and relevancy with regards to the Siner-Gi project

**This chapter could present in a few words the originality of the study case study, and the level of maturity of the experience. Is it a mature strategy, or a new one ?**

- If the product is already protected by a recognized GI : since when, why, by whom
- If not : why is it this strategy considered now ? Is there an internal or external driving force (“GI project”, etc.) ? Does the local production, or do some producers, already have another certification (organic, fair trade...) ?

**What are the main stakes for this case study ?** And what is the respective importance for this specific GI product of the stakes related to :

- ecological dimension (endangered, overexploited natural resources, landscape....)
- social dimension (marginalized population, cultural heritage...)
- economic dimension (significant export product...)

**What is the expected relevance of this case study for the siner-GI project?**

**Are there any specific working hypotheses for this case study?** (Those hypotheses should be consistent and coherent with the project assumptions - see WP3 and WP4)

**Methodology : Are there any Case-related specificities** (type of secondary data available, specific methods used, problems encountered..) ?

#### 5. The GI system today : definition and delimitation

51. Definition of the GI Product: (additional data, besides those in Data Card)

Volumes:

Further comments on how the product is defined (or to what extent it is defined)

What makes the GI product different from others products of the same kind ? (“terroir” effect, specific raw materials, specific know-how, reputation, image, etc...)

Comments on the nature of the “links to the area of origin”

52. Description of the geographical territory

Description of the area / main characteristics of the production zone

Is there only one recognized delimitation, or are there several options ? Controversies?

What is the area of production:

What is the area for processing:

Comments:

What are the criteria for delimitating the area?

Size of area (according to different scenarios, if relevant)

### 53. Description of the GI system : the actors and their involvement

- **Present situation (2005 or 2006 or 2007 data):** exhaustively, structured from inside to outside (product, production, collective actions and organizations, markets, supporters, public administrators, other institutions, wider context factors); special attention to internal diversity and (lack of) internal coherences, horizontal as well as vertical
- **GI System delimitation:** For this specific case study, who are the actors who:
  - **are effectively engaged in creating value and improving the strategic marketing position of the GI product by spontaneous individual or organized collective action,**
  - **or are engaged in the activation and reproduction of those local resources (natural resources, knowledge, social capital) which make the GI product specific.**

List these actors:

Type of actor	Function (s)	Which place-based resource (s) they manage ?	RO activation	LE recognition	PLAYED remuneration	IN: reproduction
1.						
2.						
.....						
x.....						

*(A Figure is also very welcome ! )*

### ACTION SYSTEM

Who participates and who invests in the GI production in a broad sense ("Action system")?

#### **A Production and processing systems**

- *Labour intensive/ Capital intensive...*

- *Monoculture / Multi-cropping*

- *Part time agriculture...*

- *Central question: What alternatives do farmers have for their land and their labour and what alternatives do processors have for the labour and their capital? (This question serves to tests the viability and actual sustainability of the GI system from the point of view of its main stakeholders.)*

- *What is the internal differentiation among farmers and processors (categories with respect to size, degree of specialization, and degree of supply chain integration – processing and/or retailing), if relevant?*

- *How many units do farmers and processors produce per year (per category)?*
- *Production costs of farmers and processors?*
- *How do the incomes of farmers and processors compare to alternative income options?*

## **B Markets**

### *B1. Description of the Consumption and product's fame*

- 3.1 For how long has the product been well-known within the country ? and at international level ?*
- 3.2 Does the product fame exist at local (specify), national or international level ?*
- 3.3 History of the product, its uses and social significance*
- 3.4 Who are the consumers of this product ? (national / foreign countries consumers, rural / urban consumers (if national), poor / middle class / rich consumers...) ?*
- 3.5 What are the characteristics associated with the consumption of the product (common, festive, identity...)*
- 3.6 What are the consumers' motivation when they buy the product ? (do they buy it just for the quality, or for other motivations) What drives consumers to buy the product?*
- 3.7 Where do the consumers buy the product, do they check its origin, and if so how do they check that it is an origin product or GI (personal judgement based on aspect, taste, color..., personal trust in seller, in selling place, trust in label or in certification (if any)..)*

### *B2. Description of the Marketing channels*

- 3.8 What are the marketing channels and their relative importance (volumes + corresponding profit margins)? If possible: what are the profit margins of farmers and processors? (= price minus factor cost)?*
- 4 What prices do farmers and processors get for the (raw material or finished) GI product?*
  - 4.1 Which markets are at risk, and which markets remain to be conquered?*
  - 4.2 Which two products are the main competitors, and why?*
  - 4.3 Is there a price differential (compared with other national product of the same kind) ? How much is it, and what is the evolution trend of this differential ? Since when does this differential exist ? Can a supply deficit explain this differential, or does the product have a weak price elasticity ? Also to be related to differences in production costs.*
  - 4.4 How are contacts with buyers organized?*
  - 4.5 How are trust relationships maintained?*
  - 4.6 What drives the wholesalers and retailers to trade the GI product?*

### *Product qualification and labelling*

- *What is the internal differentiation in qualities and prices of the GI product, if relevant?*
- *Which attributes (produced on the farm, ecological, fair trade...) enter into this differentiation and which type of labeling and certification mechanisms are at work? Which actors?*

*What is the internal differentiation (organizational structure; quality; market channels) within the GI system related to sub-areas, if relevant?*

*Clear differentiation of specific segments within the GI supply chain and/ or system?*

### ***C. Territorial and supply chain organization***

*Territorial embeddedness of the actors ('inscription territoriale'): location of production / processing means / marketing networks*

*Organization of the flows*

*Supply chain (with each step location, actors or actors organization identification, markets, added value sharing...)*

## **54. Product specifications**

Specification	Which resource is mobilized (local or generic)	Whose know-how is mobilized ? (producers, processors, ripeners, traders...)
1.		
2.		
X....		

## 6. The GI system trajectory

- History/ Trajectory of the qualification of the product with or without formal recognition through a GI labelling/ registration
- Historical records , when available
- Anthropological dimension of the product and the product use
- Characterization of the system before the GI initiative
- How and in what conditions the GI initiative appeared? Why did it appear (opportunity, usurpation, crisis, ...) ? Try to make a chronological reconstruction of the GI System.
- Draw insights from confronting the timing of the two trajectories: Established or Emerging systems
- Describe the role played in the process by the key actors - What are their motivations?
- Evolution of the product

**Table N°x**

<b>Criteria</b>	<b>Period #1</b> (before GI approach)	<b>Period #2</b> (now)
Product definition		
Qualification of the product		
Production area (raw material)		
Production area (processing)		
Number of producers		
Type of producers		
Prices <ul style="list-style-type: none"> <li>- farm gate</li> <li>- wholesale</li> <li>- consumer / retail</li> </ul>		

### Observations:

- Add additional time periods and additional Criteria in the Table, if possible and relevant
- Part of the hard data (also from the Datacard) may be left out of this part, and be presented in the comparison part instead
- Evolution of the context:
  - Did the evolution of the institutional context influence the GI system ?
  - Did the GI system influence the institutional context ?



## 7. GI system : Joint Action, Governance, Rules, regulation (physiology)

### Organization & networks

- 7.1 Which organizational structures are present within the GI system?
- 7.2 Are there initiatives that cover only part of the GI system?
- 7.3 Who are the formal or informal leaders and which actions do they take in favour of the GI system?
- 7.4 What is the governance type: territorial, sectoral, or corporate (Sylvander & Barjolle ...)?
- 7.5 What collaboration and joint investments take place in production, processing, and /or marketing?
- 7.6 What drives the (informal) leaders?
- 7.7 What are the internal mechanisms for quality control and volume control?
- 7.8 Which external contacts / networks have the leading persons 'invested'?
- 7.9 What actions do GI system actors take to protect their GI ?

Mise en forme : Puces et numéros

### Hypothetical question, to simulate critical incidents in the present situation:

- 7.10 What happens if total production volume increases with 50% in the next 3 years?
- 7.11 What happens if the price of the generic version goes down by 30% next year?

### Support System :

#### Who supports the system ?

(including contributions to external effects and public good dimensions ?)

Central question: Is there substantial outside support and if so: how is outside support exactly organized, and by whom?

#### Societal support

- 7.20 through which (invisible) social relationships, channels and mechanisms is outside support organized?
- 7.21 Does or did the GI system actively seek support?
- 7.22 How has support changed over time?
- 7.23 How is the GI system socially embedded in the production area?
- 7.24 Which (private) persons in the area give special support to the GI system (school teachers, notables etc...), and how?
- 7.25 Which local organizations (charity, professional, religious, companies...) support the GI system and how?
- 7.26 Which regional and/or national organizations (NGOs, universities, unions ...) support the GI system and how?

- 7.27 Which international organizations (NGOs) support the GI system and how?
- 7.28 Do non-governmental outsiders help to get support from public administrations?
- 7.29 How critical is the help of non-governmental outsiders to the GI system (growth; continuity)?
- 7.30 Which non-governmental outsiders hinder GI system development?
- 7.31 What drives the various outside non-governmental supports to help develop the system?

### **State Support**

- 7.32 Which public administrations do something extra for the GI system?
- 7.33 Which barriers do public administrations pose specifically to the GI system (implementation hygiene laws; special taxes; special permissions...)?
- 7.34 How critical is the help of public administrations to the GI system's growth or continuity?
- 7.35 What drives the various governmental supporter to help develop the GI system?

### **Legal Protection**

Central questions: How has legislation on GI name protection and against GI adulteration exactly been implemented; which procedures, means, persons, attitudes, back-stage politics etc.; how have the GI system and the institutionalisation of protection co-evolved?

- 7.36 To what extent is the GI used on labels (in words and logos)?
- 7.37 What are the actual mechanisms to protect the GI product on the market (both legal and informal)?
- 7.38 Which imitations, adulterations and usurpations take place, or have taken place over the past year?
- 7.39 What are the relevant national and/or regional juridical aspects (check WP1 country report)?
- 7.40 Do GI system representatives (if not present: main producers) know all legal protection options?
- 7.41 Do public administrators involved in legal GI protection and implementation know all the relevant aspects of the GI system in question to apply to the law in the best way?
- 7.42 Where do they get their information from?
- 7.43 To what extent is GI law and implementation the result of political lobby by (all or some) producers?
- 7.44 To what extent do political decision makers and public administrators do 'favours' to some GI producers at the detriment of others (or some categories of producers, or some sub-areas, at the detriment of others), either in the design of the legislation or in its implementation?
- 7.45 What drives politicians and public administrators to protect the GI system?

### **Hypothetical question, to simulate critical incidents:**

- 7.46 What happens if producers of the generic version of the GI product start to copy the production process and use self-invented geographical indications on the product labels?
- 7.46 What happens if some trader mixes the GI product with a cheaper generic version and offer it on the market?

7.47 What happens if a large company usurps the name of the GI and enters the local market?

## 8. GI Performance assessment

based on hard data as well as subjective opinions:

- a. Present versus past situations, and versus perspectives for the future; including changes in degree of “originality” (see O-matrix in §4....) and levels of craftsmanship, leadership, and salesmanship
- b. GI product versus its generic competing version(s) – comparative (dis)advantages (actual situation; but if possible, also for past and future), including an assessment of the different degrees of “originality”

### 8.1 SELF PERFORMANCE (SELF ASSESSMENT ?)

Economic measurement of GI system performance is almost impossible, as explained in the introduction and chapter 4. Therefore, next to hard data, the opinions and views of the interviewees must be gathered in a systematic way.

- Assessment of the present situation, with both hard data (turnover + turnover stability) and subjective data (opinions about future continuity).

Each key informant must be asked how he/she judges the performance of the GI farmers / processors (or of specific producer initiatives, if present, or of major producers - producers including both farmers and processors) and of other GI system actors.

#### 81.1 Central question: Is the GI product less or more profitable than other products, and why so?

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This question and the next one must remain as open as possible, in order to get honest answers (only making general suggestions if no answer comes out; see guidelines).

#### 81.2 Central question: Does the GI product bring also other advantages than just money to GI systems actors (farmers, processors, traders, retailers)?

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- Assessment of the development of GI system self-performance over time (see also diachronic comparison below)

Each interviewed producer and key informant must be asked how he/she judges the development of the GI system in the past till now (see table 1; if not knowledgeable, start less years ago)

#### 81.3 Has profitability of the GI product / system improved or worsened, and why so?

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#### 81.4 Are the future perspectives (next 3 years) for the GI producers good or not so good, and why?

#### 81.5 What kind of innovation process have been and are being introduced , in which part in the process ? (resource management / production / processing / marketing / linking with other cultural social or economic activities ?)

#### 81.6 Central question: What are the main opportunities, barriers, and threats, and why?

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#### 81.7 Are there problems in terms of management potential: salesmanship, leadership and/or craftsmanship, if so: which, and can they be solved? (see §4.2 ...)

## 8.2 GI system context-performance (system / context assessment ?)

Central question: Does the GI production bring benefits to those people in the area (if large country: region) who are not commercially involved (not producers, traders, or consumers), i.e. citizens? If so which economic synergies, or social aspects, or ecological aspects are not mentioned, these themes can be mentioned explicitly, but not specified!). And does it have certain negative impacts on the area as well?

Each interviewed producer and other key informant must be asked how he/she judges the positive and negative impacts of the GI production (system) on the area, and on the wider context.

Economic effect	Social impact	Ecological aspects
Supply-chain economic effects  Prices (farm gate, wholesale, retail) Overall Added value Distribution of added value Employment generated  Non supply-chain economic effects Impact on tourism “Basket of goods”  Contribution to resolve local population poverty (if any ?)  Contribution to improve equity	Evolution of social capital  Cultural and human values  Self-esteem  Gender, young people  Evolution of institutional capital  Co-ordination mechanisms  New role of the GI in the territorial coordination  Participation of the actors in territorial development debate  Collective action  Public-private partnerships  Training Institutions Recognition of the GI label and its governing institutions	What kind of Ecological problems exist in this region ?  GI system helped to resolve it ?  GI system induces new ecological problems ?  If there is any ecological diagnostic available ?  Do the local population and GI system actors perceive ecological problems / stakes?  Are some local resources in a critical situation ?

## 8.3. Dynamic assessment of GI Performance (GI assessment ?)

- Assessment of the development of context-performance over the past 10 years (or less, if not possible) till now, and the future

Each interviewed producer and other key informant must be asked:

“Have the benefits that the GI system brings to the people in the area and the region increased in time, or decreased? And were the benefits only for producers and traders or also other people (check-question, in order to ensure focus on external impacts, not GI system self-performance)?”

## Comparison

Roughly two comparative approaches can be followed.

- a. Diachronic: a comparison between the GI product and its competing generic, non-GI version; the difficulty can be that such a product is not available in the same area (causing a change in the effects of context factors), or hard to identify, if there are several versions.
- b. Synchronic: a comparison between the “before” and “after” situation, for instance the present situation compared to 5 years ago; a difficulty is that change process can be slow and gradual, making it hard to identify and disentangle the precise causes of the change, the more so because the GI system context changes at the same time.

Note that the procedure for the various comparisons is left rather open, as compared to the GI system profile and GI system performance.

### 83.1 Diachronic: present GI system versus past situation(s)

Most information to be gathered in this research will relate to what has happened with the GI system over the past X years up, and in particular in the last year (also for the answers on questions A through E). The remaining information relates to plans and preparations for future actions and opinions about future perspectives.

The first questions to be addressed relate to the very start of the initiative to sell the product under the GI (if relevant). Preferably also the actions undertaken before the actual start are documented.

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831.1 Were there initiators of some collective action in the production or marketing or promotion, and if so: what drove them?

7.48 Did the initiators have other examples in mind (if so: which) or did they start from scratch?

7.49 What were the main problems encountered?

7.50 What have been the solutions?

7.51 What have been failures (which could have been avoided with more experience)?

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The most important function of data collection on the past situation(s) is to compare the GI system before and after certain critical events, such as:

- strong price fluctuation
- introduction of a new technology
- sudden opening of a new market
- arrival of strong support from an NGO
- armed conflicts
- introduction of a GI label
- ...etc.

Thus, the effect of single outside or inside factors can be assessed, with some precaution.

Therefore, each key informant must be asked about the effect of such critical events. The existence of such events can be gathered in part at forehand, and in part must be retrieved during the very interviews).

7.52 What has been the effect of [critical event x] on the GI system, and how did farmers, processors, and traders react to it?

Mise en forme : Puces et numéros

**7.53** Was the effect just due to **[critical event x]**, or also to other factors?

**7.54** What has been the effect of **[critical event y]** on the GI system, and how did producers react to it?

**7.55** Was the effect just due to **[critical event y]**, or also to other factors?

**7.56**..... etc.

Table 1 can be used to systemize and monitor the collection of data on the past and the future.

**Table 1 Research output matrix**

Stage Topic	Start (moment 1)	Situation moment 2	Situation moment 3	2006/2007 (moment 4)	2010 (moment 5)
<b>Product &amp; production</b>					
<b>Organization &amp; networks</b>					
<b>Markets</b>					
<b>Outside support</b>					
<b>Protection</b>					
<b>General context factors</b>					

The identification of situation 2 and 3 will hardly be relevant for very young GI systems. For the older systems the moments should be chosen so that situations differ as much as possible from one moment to the next (possibly linked to critical events).

For cases with less historic record, relatively more research efforts will have to go into the description of the present state of the GI system, for instance additional details on the roles played by specific persons within and outside the GI system.

### Check-list of typical trends in GI system development

The trends below are meant to support the diachronic analysis.

These trends are held to be typical of the development of GI system that have been studied mainly in the European context, but are expected to occur also in GI systems in other countries. However, the way in which these trends express themselves and how context factors influence them exactly will differ per GI system. The focus of the research therefore must not only be on the phenomena as such, but on details of the process that leads to them.

This list of questions is tentative. Some effects may be missing, and some may not be so typical of GI systems but common for emerging agri-food production systems in general, but still important to note.

Production

- [7.57](#) Uniformation of techniques and plant varieties/breeds used?
- [7.58](#) More detailed production regulations (code of practices)?
- [7.59](#) Moderate modernization of production techniques?
- [7.60](#) Increased economies of scale (lower costs per unit; excl. distribution costs)?
- [7.61](#) Enlargement of production area?
- [7.62](#) Internal differentiation of production area?
- [7.63](#) Refinement of packaging and labels?

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Management

- [7.64](#) Change of leading persons (engaged leaders > consolidators)?
- [7.65](#) Increase in horizontal organization between producers?
- [7.66](#) Increase in vertical integration (insourcing or closer contracts)?
- [7.67](#) Formalization of organizational structure
- [7.68](#) Change in governance structure (territorial > sectoral > corporate)?
- [7.69](#) Introduction of internal quota and basic prices?
- [7.70](#) Increase in external contacts at local and regional level (for support)?
- [7.71](#) Joint promotion (paid with producer fees, or subsidies)?
- [7.72](#) Appearance of “sub-GIs” in specific sub-areas (informal, or formal)?

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Markets

- [7.73](#) Pooling of supply > more bargaining power, increased economies of scale in distribution?
- [7.74](#) Gradual geographic extension of distribution network?
- [7.75](#) Distribution (and labelling) taken over by outside companies (specialization)?
- [7.76](#) Shift from local consumers to well-to-do urban people (price increase, at least for the more exclusive part of the production)?

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Context factors

- [7.77](#) Outside support: From local people to involvement of universities, international NGOs etc.?
- [7.78](#) Outside support: From volunteers to governmental support or sponsors?
- [7.79](#) Public officials: From top-down towards more professional and dialogue?
- [7.80](#) Public officials: Increased expertise support from Western countries (bi-lateral agreements)?
- [7.81](#) GI law: Gradual less close co-evolution between (first-comer) GI system requirements and regional or national GI legislation and implementation, because of additional new GIs?
- [7.82](#) GI law: Increased copying of EU-model?
- [7.83](#) GI law: Weakening of collective and certification trade marks and an increase in private brands / private trade marks?
- [7.84](#) Public opinion: Increased identification with the ‘own’ product (pride)?

Mise en forme : Puces et numéros



7.85 Public opinion: Increased conviction of the wider benefits of the GI system as opposed to conventional / bulk?

## 83.2 Synchronic comparison

### a) Synchronic: GI product versus generic version

First, the generic version (or versions) of the GI product within the same area or region must be identified. In the case of Basmati rice, for example, any common type of rice available on the market to more all consumers, and without any connotation of geographic origin, is suitable.

In some cases the generic version will be an imported food product.

In some cases there may not be a generic version at all, as for Rooibos tea. In the latter case, a distinction between two different qualities of Rooibos can be compared. If there are highly different versions of one GI (as for Tequila), some average must be taken.

The comparison should at least include:

- i. Product characteristics (brief)
- ii. Production methods, incl. ecological impact
- iii. Production costs to final producers
- iv. Impact of hygiene regulations
- v. Production volumes
- vi. Prices to farmers
- vii. Prices to final producers (if not farmers)
- viii. Prices to consumers
- ix. Main marketing channels
- x. Main types of consumers

Further, the shifts of producers from GI product to the generic product and vice versa, should be documented; does it happen a lot, and why.

### b) Synchronic: core case versus other GI systems

The aim of such a comparison is to understand and relativize the importance of context factors like legislation, special support, agri-food sector characteristics, and (national) economic and cultural characteristics, relative to internal performance factors. Context factors are specified in § 3.4....

The comparison can only be tentative, because cases will differ on many aspects, making it difficult to distillate the effect of single factors.

### c) Synchronic: comparison across borders

A second type of synchronic comparison can be made between the GI system (core case) and a similar GI system in another context (country). Since the multiple differences in context makes comparison on many aspects hard – absolute costs and prices do not say much, for instance - the analysis can focus on just a few context aspects on which countries differ but which may change

Mise en forme : Puces et numéros

over time, for example:

- a. Effect of national culture aspects (communality, religion, ...)
- b. Strongly separated ethnic groups
- c. Radical transformation of the economic and/or political system
- d. Effect of support from university researchers or NGOs
- e. Use of internet for sales and promotion
- f. ...

If, for instance, a GI system based on dried ham is successful in Italy but not in China, one may ask in general what the main differences are, and if there is anything at all that one situation can learn from the other. For such comparison, good data on both cases are necessary.

The precise aspects for comparison can only be identified during or after the case study.

The synchronicity of this comparison is questionable in the sense that the two countries or regions, i.e. the socio-economic contexts, may be in very different stages of economic development.

#### **d) Synchronic: comparing within region**

Alternatively, the GI system of the core case can be compared to a different GI system within the same region or country. In that case, the product can be different, but also a similar product can be taken (for example Oaxaca Mezcal versus Jalisco Tequila). Like in the case of comparing similar GI systems across national borders, this comparison tests the context sensitiveness of GI system organization and development.

Again, a few aspects can be chosen to compare on, like:

- a. Effect of a specific GI law
- b. Effect of anti-adulteration policy
- c. Control of marketing channels
- d. Mechanisms to get support from regional government (also clientelist favours)

The precise aspects for comparison can only be identified during or after the core case study.

## 9. Conclusions and recommendations

Here peculiarities of the GI system should be mentioned that do not fit in the Datacard nor under the themes below (A through E) but which are relevant for outsiders to understand the potential and limitations of the GI system, or which anyhow must be taken into consideration when thinking in terms of GI system improvement (following the normative approach).

- Special production cycle (long, interrupted etc.)
- Recent critical events
- Relevant cultural rites, beliefs, religious, ethnic aspects linked to production or consumption
- New lessons that may be learned from this case

lessons

suggestions for further research, tentative policy recommendations for better protection and support (direct as well indirect measures)

