

# SINERGI Start Up meeting

## Parma, 21st-22nd June 2005



**Results from the DOLPHINS project**  
**QLRT-1999-30593**

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# Summary

- Introduction (framework, definitions)
- 1. Public policies about the GIs
- 2. OLP archetypes
- 3. Scenarios for the further development of the OLP
  
- (see the dolphins reports on [www.origin-food.org](http://www.origin-food.org))



# Introduction



# The « Dolphins » project was a COST action (2001-2003)

- Focus on « **Origin Labelled Products** »
- 15 research teams
- 9 countries : France, Italy, Switzerland, Spain, United Kingdom, Germany, Portugal, Belgium, Finland
- End in December 2003
- Site web : [www.origin-food.org](http://www.origin-food.org)



# Dolphin's objectives

- 1. To better **understand** the *characteristics* and the *evolution* of OLPs in the agro-food system
- 2. To provide tools for an **assessment of public policies** (protection, financial support, promotion, competition, rural development, consumers-citizen policies)
- 3. To **provide recommendations** to EU in the framework of WTO negotiations



# 7 Workpackages

- WP1 : Technical and juridical aspects,
- WP2 : Production systems and markets,
- WP3 : Rural Development,
- WP4 : Consumers and citizens,
- WP5 : Supply Chains patterns,
- WP6 : Regulations and Public policies,
- WP7 : Synthesis and recommendations



# The overall framework

- Trends to Free Trade at world's level (WTO negotiations in progress)
- Several western countries want to get rid of any « protection »
- Many developing countries intend to make profit from free trade (better access to markets), but want to preserve their resources
- Europe wants to promote it's specific model of agriculture (rural / regional development, multifunctionality, preservation of resources)





# The opponents to GIs

- « Every kind of strategy is accepted if customers are not misled »
- One of the marketing's basic principle :  
« me too » !!
- The imitator says : « *I am able to make the same product as you, but better than you and at a lower cost. If the name is not protected as trademark, I use it* »
- Hypothesis : "me too" (imitation) may lead in many cases to **usurpation of an intellectual property right**





# Discussion

- Liberal lawyers say :

« *In most of cases, customers are not aware of the true origin* » → they are not misled

Jim Chen : “*there is no prejudice*”

→ *system based on trademark + consumer information*

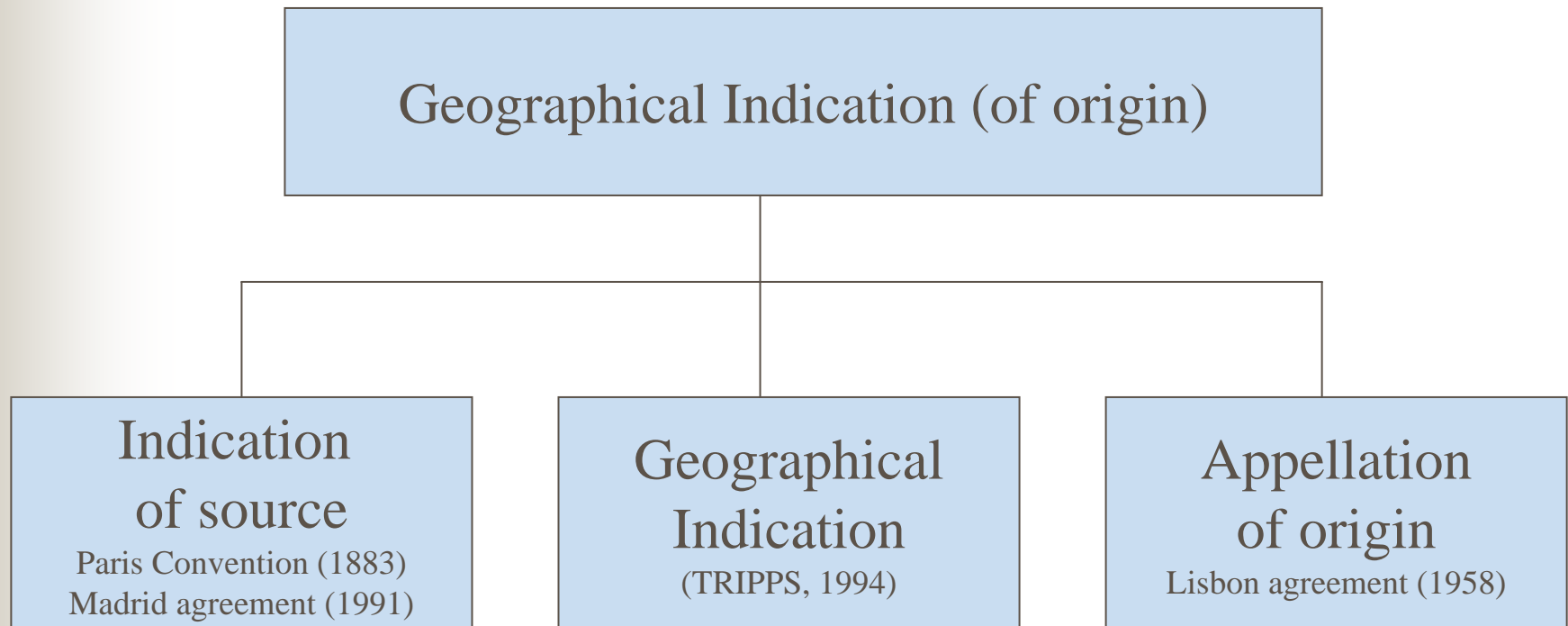
- The « protection lawyers » answer


This thesis is an « *award to the most dishonest producer and the most stupid customer* »

Louis Lorvellec : “*there is a prejudice*” towards the *patrimony of the GIs*”

→ *system based on preservation of public goods*

# The legal definitions *(WP6 report)*



- 
- Indication of source : *“Indication referring to a country or to a place situated therein as being the country or place of origin of a product”*
  - Designation of origin : *”The geographical name of a country, region, or locality, which serves to designate a product originating therein, the quality and characteristics of which are due exclusively or essentially to the geographical environment, including natural and human factors”*
  - Geographical Indication : *“Indication which identifies 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”*



## Towards a definition of OLPs..... (according to their **nature** and their **function**)

- OLP are :
  - Local products based on strong territorial identity / reputation
  - And /or typical local products, based on specific modes of production / characters
- whose quality, characteristics or reputation is attributable to a given region (Trips's GIs )
- Whose originate from a given area (?)
- **Not necessarily protected**



# 1. Public policies

- The regulation 2081/92 works quite well but can be improved
- There is no any European **Policy** for Quality and origin **YET**
  - Great heterogeneity of the policy implementation
  - Message towards the consumers not clear and lack of credibility
  - Competition distorsion
  - Weak position of the EU within the WTO framework (transparence and reciprocity + other problems (15march05))
- → Harmonisation and coherence are needed



## ■ **From a protection to a development policy**

- Discrepancies between regulations / policies (CAP, PDO-PGI, product labelling, competition, consumers protection, Rural development, ..)
- Inclusion of Rural Development and Quality products into the CAP (as Mid Term Review and 26 June 2003 agreement say), in the framework of WTO

## ■ **→ Necessity to have a broader view for an Quality and Origin Policy**





## 2. OLP systems

Factors of diversity :

- Size (volumes, size of the delineated region, amount of producers, ..)
- Product category and processing stage
- Specificity / typicity / typicality
- Size and scope of markets (local, regional, national, export)
- Market organisation
- Stage of development (established, novel, )
- Type of consumers (connoisseurs, occasionnal)
- Type of protection (brand, PDO/PGI)
- Etc.





# The selected main variables to build archetypes

- A. The **systems' logic** (or governance) : a gradation from territorial governance to corporate governance
- B. The **system's dynamic** : a gradation from developing systems to developed systems



## A. The systems' logic (or governance)

- Territorial governance :

*Several firms negotiating with each other most on a territorial basis in formal or informal contracts and institutions. High degree of organisation at the spatial level : local institutions and high cross sectoral relationships*



## A. The systems' logic (or governance)

### ■ Sectoral governance

*Several firms in the same sector negotiating with each others in formal or informal contracts and institutions. High degree of organisation in the supply chain.*

*Systems anyway rooted in the land (by the code of practices), but weak links with the local institutions and local economy*



## A. The systems' logic (or governance)

- Corporate governance

*ONE firm or several firms not negotiating*



## B. The system's dynamics

- It reflects the **step of development** of the project (initiative). Not only the age of the project, as many projects are constructed on old products, that are renewed on the basis of a technological compromise between tradition and innovation.
- The stakes are in the first case to **create and develop** and, in the second case, to **manage** the system, **improve** it and **protect** it from the threats.



## 6 Archetypes :

	Territorial governance	Sectoral governance	Corporate governance
Developing systems	Archetype I	Archetype III	Archetype V
Developed systems	Archetype II	Archetype IV	Archetype VI





# Examples for OLP systems

- System I : Taureau de Camargue (F)
- System II : Etivaz cheese (CH)
- System III : Scotch Beef (UK)
- System IV : Wine of Aragon (Sp)
- System V : Culatello de Zibello (It)
- System VI : Bavarian Beer (DE)



### 3. The scenarios and recommendations

