

# Impact methods report

## 1- Objective and subjective methods

1.1- objective methods : diachronic / synchronic

1.2- subjective methods : synchronic

## 2- A common template for presentation

2.1- objective : Parmigiano – reggiano cheese

2.2 - subjective : Rye bread of Valais PDO

## 3- Synthesis : first lessons

## Introduction

To prove positive effects of Geographical Indications (Gis) on rural territories is a major political stake.

It is a tricky exercise, which needs :

- a clear research question : which effect is to be assessed?
- a reference point for comparison.
- relevant indicators (items and values) to be measured.

# 1- Objective and subjective methods

## 1.1 – Objective methods

Objective methods are characterized by objective quantitative data and may be sorted between :

- Diachronic methods to assess the effects of a PDO registration (according to a *before / after* historical approach)
- Synchronic methods, which compare two supply chains in the same region at the same time, one with a PDO, one without (according to a *with / without* approach) ... or which compare various initiatives (according to a *benchmarking* approach).

# 1- Objective and subjective methods

## 1.2 – Subjective methods

Subjective methods are very different from objective methods. The idea is to ask to some “important” persons to grade initiatives regarding various items.

Recent studies have conducted interviews of persons who have the power to ban or to support initiatives (financial and non-financial support).

At the present time, they are synchronic methods compare various initiatives (according to a *benchmarking* approach).

## 2 – A common template for presentation

### 2.1 – Objective : Parmigiano reggiano case-study (I)

Source : De Roest K. and Menghi A. (2002)

Method classification : objective quantitative data / synchronic /  
reference point of comparison : industrial milk supply chain in the  
same territory.

**Research question** : what are the effects of the  
Parmigiano reggiano cheese supply chain in the lowland  
plains compared with the industrial dairy systems in the  
Parmigiano reggiano area?

**Method** : Comparison of a set of economic and  
environmental indicators : milk price, farm structure,  
employment, heads of cattle, balance of nitrogen.

## 2.1 – Objective : Parmigiano reggiano case-study (I)

**Results** : positive effects are linked to a continued reliance upon artisan, and hence labour intensive production techniques => high employment, smaller farms, lower farm nitrogen surplus.

### Annual Working units employed on Parmigiano reggiano farms and on industrial dairy farms

	1-19 COWS		20-49 COWS		50-99 COWS		>100 COWS		Total	
Total	5,970	332	5,900	1,230	4,839	2,193	4,447	7,642	21,154	11,290

### Nitrogen surplus per ha on Parmigiano reggiano farms and on industrial dairy farms

Parmigiano reggiano farms	Industrial dairy farms	difference
239 kg / ha	309 kg / ha	+ 29%

## 2 – A common template for presentation

### 2.2 – Subjective : Rye Bread of Valais case-study (CH)

Source : Révion S. & Paus M. (2005)

Method classification : subjective quantitative data / synchronic / benchmarking

**Research question** : what are the acknowledged effects of the Rye Bread of Valais PDO on rural development compared with its competitors on the relevant market ?

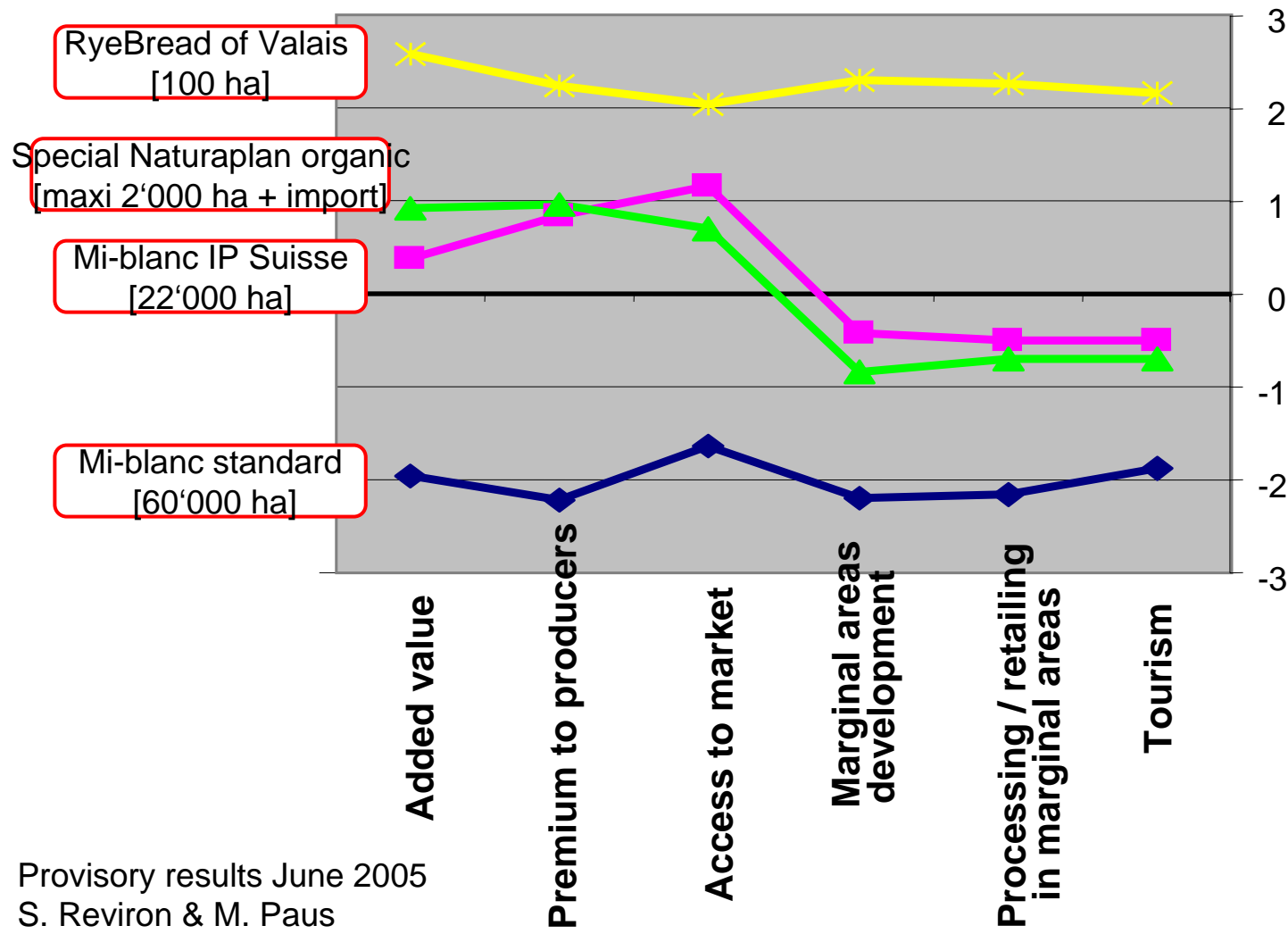
**Method** : This method is based on the acknowledgement of effects by those who have the power to ban or to support the initiative (opinion leaders, national and regional authorities).

The research used a Likert scale , which is a confirmed marketing research tool for the measurement of attitudes.

## 2.2 – Subjective : Rye Bread of Valais case-study (CH)

**Results** : positive effects on all dimensions but some competitors get excellent grades with high impact.

**Likert scale: attitude towards Rye bread of Valais and competitors**  
**Economic effects**





## 2 – synthesis of results : first lessons

### 1- Initiative 's spirit versus protection scheme

In most cases, positive effects seem to come firstly from the core of the GI project (an artisan extensive production). They are reinforced by the protection scheme (code of practices).

### 2- GIs are very welcomed in marginal areas

GIs are not reserved to marginal areas. But in these regions, they are a very welcomed tool to create added value and wealth, and maintain an agricultural and food activity (even at a small scale, considering the regional / local needs).

### 3- GIs disconnect producers from global markets uncertainties

GIs develop a « against the courant » strategy and this is now a strenght. They do not try to dominate by lowest costs but develop a differentiation strategy, which increases reputation day after day and then lower producers' uncertainties on future.

## Conclusion

Research studies clearly identify the ability of GIs production systems to create positive effects on rural development.

The protection scheme does not guarantee these positive effects but may reinforce them.

The registration process should look carefully at the present effects on rural development (economic, social, environmental).