Sharing views on Quality Products Linked to Geographical Origin
How they can contribute to rural development?
Rome, 31 Jan - 1 Feb 2008

Pampa Gaucho da Campanha
Meridional Meat

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Carne do Pampa Gaúcho da Campanha Meridional

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

· Brazil approved Industrial property law in 1996 (n°9279/96):
  · 2 kind of GI: DO and IP – indication of source
  · products and services

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

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

· Control is compulsory but mostly left to the GI associations

Protection schemes still in construction
Specific hypothesis

H1: Brazilian Pampa beef is a collective initiative based on European market anticipation and national market segmentation (differentiation process based on pasture feeding and British breeds = marginal production in Brazil)

H2: The way the GI rules have been constructed and defined imply strong effects on producers selection/exclusion, which could make the label less attractive.

H3: Yet, the GI label could have some positive potential impacts (environment preservation, supply-chain organization, increased credibility of GI).
**Motivations and stakeholders**

**Main motivations for the GI project**

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

**Producers and their representation (FARSUL)**

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

**Slaughterhouse**

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

**Sebrae**

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

**University**
Impacts of the GI system on sustainability: economic effects

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

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

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

- Innovations offer good perspectives: traceability, genetic investments

- New territorial dynamics (tourism)
**GI : a marketing tool**

- Brazilian beef case is a collective initiative based on European market anticipation and national market segmentation
- Confirm the quality turn in the southernmost region
- The small quantity does not help producers to consolidate their market position
- GI process does not facilitate market access for small scale family farmers

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

- GI label
- Geographical indication
- Slaughterhouse’s trademark
- Specific trademark for GI product
- Cut identification
- Animal number (traceability)
- IP: 105430026794428

FAO SINERGI Rome Meeting
31 January – 1 February 2008
GI : a rural development tool

The GI project is facing difficulties related to the exclusion of the breeders due to exigent requirements in the code of practices (within the GI association – APROPAMPA and within the region small scale family farmers)

According to the producers, the GI drives to safeguarding of Gaúcha culture

- Increase human and cultural value
- Auto-satisfaction and pride of the stakeholders
GI: a rural development tool

- Environmental actions to protect ecosystem
  - Biodiversity
  - Native pasture preservation
  - Recognition of the Brazilian ecosystem "Pampa gaucha"
  - News activities with tourism.

- New role in the debate of sustainability and territorial development in the region (Public/Private)
  - Awakening of the environmental value in the marketing strategy
  - International recognition of the ecosystem quality (BirdLife NGO)
The GI project seems to be an opportunity to contribute to rural development and sharing benefits along the food chain but it still presents some limitations.

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

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

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

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

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