

FAO's vision on GIs : the role of the GI interprofessional body in branding strategies

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Agenda

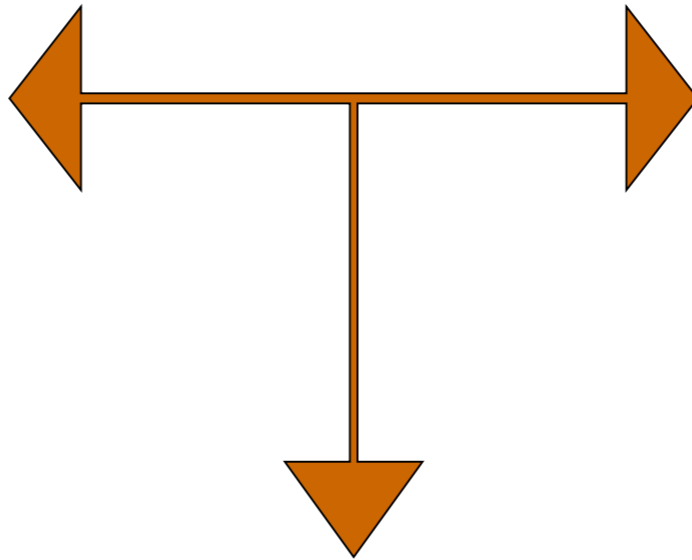
- FAO's vision: GI as a tool for food security and sustainable food systems
- GI interprofessional bodies at the heart of the branding strategy
- FAO's experience : the Quality and Origin programme

GI: Interaction between the product, the producers and the production area



PRODUCTION AREA

(Influence of natural conditions → the product is different from the ones produced in other regions)



PRODUCERS' KNOW-HOW

(GI products are generally traditional products, with a connection to the local knowledge and heritage).



Product with a specific name and reputation

→ Consumers make a direct connection between the origin of the product and its specific characteristics/quality

Lessons learnt from GIs in the world: success factors for GIs as a tool for food security and sustainable food systems

- The product typicality. The basis for the CoP and the right to be protected.
- The GI governance: collective action, inclusiveness, all stakeholders representation, leadership of a GI organisation.
 - *Local producers as main actors – redistribution of benefits locally and more balanced power distribution along the VC*
 - *Collective and participatory approach to build a common vision for the future of a territory, small holders can join their forces to become more powerful*



Lessons learnt from GIs in the world: success factors for GIs as a tool for food security and sustainable food systems

- The market linkages: identify the appropriate markets, their requirements and actors.
- The institutional framework: a sound legal frame for the protection. Control, certification, repression of frauds.



Lessons learnt from GIs in the world: key challenges for GIs as a tool for food security and sustainable food systems

- GI are often developed with an external top down approach: **need for empowerment of local small scale producers**
- **Combination of economic approach and preservation/promotion of public goods.** A right balance to find
- Code of practice is a powerful tool but there is a **need for technical support and comprehensive guidelines (eco, socio, environ.)** as well as regular monitoring and adaptation
- GI process relies on a comprehensive approach to address many issues - *Quality and food safety, value chain coordination, standard development, territorial approach, public-private coordination* : **need for comprehensive development projects with time and resources**
- Public authorities have a key role (assessment, support and protection/control): **need for adequate policies and sufficient resources**



Branding strategies: the key role of GI interprofessional bodies

- Promotion must start by communicating the intrinsic value of the product.
- It will be IPB's task to design an attractive logo and relate the history behind it. The IPB will need to:
 - define a strong brand (logo, colours, possible accompanying slogan, label);
 - relate the product's history and how to present it (information materials);
 - identify to whom, where and how to promote the GI (i.e. develop a more or less detailed marketing plan).
- The collective common logo has the advantages of identifying small-scale producers that cannot afford an individual brand but also of giving a common identity to all members of the IPB.

Branding strategies: a need to identify the targeted markets and their expectations

- International markets :
 - International promotion is complex, expensive and “unforgiving” (i.e. a mistake in quality or packaging can cost a lot in terms of lost reputation).
 - A third party certification is compulsory and expensive.
 - Nevertheless, it can be extremely rewarding.
 - There might be an interest in combining different labels, for example GI and Fair Trade, or Organic.

Branding strategies: a need to identify the targeted markets and their expectations

- When GI products are for local or regional markets:
 - Traditional products (linked to local varieties and races, traditional production methods, traditional recipes, with ethnic know-how...) with very localized markets (low volume of production) should be accessible to the majority of consumers.
 - The cost of third certification on local markets, where local communities or public authorities lack resources, is too heavy: could a participative guarantee system be defined and officially recognized?

FAO's experience: the Quality and Origin programme

- Objectives
 - To assist member countries in implementing quality linked to origin systems
 - To support policies for the promotion of products of origin-linked quality and associated bio-cultural resources
- launched in 2007
- financed by France and FAO
- activities:
 - methodological tools
 - knowledge development and dissemination
 - capacity building

FAO's experience: the Quality and Origin programme

Methodological tools

- *Linking people, places and products* : FAO-SINERGI Guide for the promotion of quality linked to origin and sustainable Geographical Indications
In Chinese : <http://www.fao.org/3/a-i1057c.pdf>
- Training material for participatory processes (together with REDD)
- **Training manual on Interprofessional Bodies (together with REDD, co-financed by AFD) : now available, with a specific module on GI promotion and market information**
- Identification methodology and tool : link to origin, collective action, sustainability (economic, environmental, socio-cultural dimensions).



FAO's experience: the Quality and Origin programme

Knowledge development and dissemination

- internet site : <http://www.fao.org/in-action/quality-and-origin-program/en>
- Case studies : Jinhua Ham, China ; Uvs Sea Buckthorn Fruit, Mongolia ; Kampong Speu Palm Sugar, Cambodia ; Kintamani Bali coffee, Indonesia ; Nakornchaisri Pummelo, Thailand ; Darjeeling Tea, India

Capacity building

- AsiaGI training in Lao PDR in May 2017: funding of 2 participants
- Regional project in South-East Asia : Thailand, Vietnam, Lao PDR, Cambodia
- National project in Lao PDR

Thank you !

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