



FAO's Role and Projects on Origin-linked Products and Geographic Indicators (GIs)

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FAO's Mandate

Mandate of FAO

- **Provision of Information** – collects, analyses, interprets, disseminates information and promotes networking
- **Advice** – independent advice on agriculture and rural development policy and planning
- **Neutral Forum** – neutral forum for discussion and formulation of rural policies, negotiation of agreements and establishment of standards (e.g. Codex Alimentarius)
- **Development Assistance** – support to member countries through technical assistance, training and capacity development

Origin-linked Products, GIs and Rural Development



Origin linked products

- Origin-linked products have specific quality attributes that are inseparably linked to the places where they are produced and that build up a reputation over time, associated with a geographical indication (GI) that identifies them.
- GIs are “indications which identify 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.



- The specific quality linked to geographical origin can be defined through a code of practice (or specifications) and be promoted with a designation or “label” referring to the origin.
- These products of origin-linked quality can increase food security, in as much as they contribute to rural development and the preservation of food diversity, while also offering consumers a wider choice.
- They offer rural inhabitants opportunities for income diversification, provided that local and international marketing chains are developed, in which the various actors can benefit from the added value essential to the products themselves.

Development of origin-linked quality: a two-level approach

When this potential exists, origin-linked quality can be promoted with a designation or label referring to the origin. This strategy is based on voluntary action by local producers and a relevant institutional framework to define the associated characteristics collectively and to produce the product in accordance with these specifications.

➤ **At the local level:** definition of the link between the product quality and geographical origin thanks to the product specifications (or code of practice), requiring a collective involvement of producers in their territory, after defining the associated characteristics collectively and produce the product in accordance with these specifications.

➤ **At the national level:** recognition of the specific quality linked to geographical origin; at this level, agricultural and rural development policies play an important role in supporting the local process and optimizing it as a tool for sustainable development.

Advantages

Economic Pillar

- ▶ protection against fraud (legal protection);
- ▶ access to niche markets;
- ▶ adding value;
- ▶ reducing market price fluctuations;
- ▶ redistribution along value chain;
- ▶ benefits from collective action;
- ▶ maintain added value in the production areas
- ▶ Etc.

Consumers' side

- ▶ social expectations
- ▶ food diversity
- ▶ guaranties about quality, origin and production process
- ▶ Etc.

Social Pillar

- ▶ self esteem and its indirect effects (power of negotiation/rights defense);
- ▶ preservation of cultural heritage;
- ▶ job opportunities;
- ▶ positive effects on tourism.
- ▶ Etc.

Environmental Pillar

- ▶ awareness and sustainable use of natural resources
- ▶ preservation of biodiversity,
- ▶ Etc.

FAO's Role and Projects

The Strategic Framework for FAO - 2000-2015

The Strategic Framework defines three global goals of Members:

➤ **Goal 1**

Access of all people at all times to sufficient nutritionally adequate and safe food, ensuring that the number of undernourished people is reduced by half by no later than 2015.

➤ **Goal 2**

The continued contribution of sustainable agriculture and rural development, including fisheries and forestry, to economic and social progress and the well-being of all.

➤ **Goal 3**

The conservation, improvement and sustainable utilization of natural resources, including land, water, forest, fisheries and genetic resources for food and agriculture.

The Millennium Development Goals

- **Goal 1: Eradicate extreme poverty and hunger**
- Goal 2: Achieve universal primary education
- Goal 3: Promote gender equality and empower women
- Goal 4: Reduce child mortality
- Goal 5: Improve maternal health
- Goal 6: Combat HIV/AIDS, malaria and other diseases
- **Goal 7: Ensure environmental sustainability**
- Goal 8: Develop a Global Partnership for Development



GIs among other market tools and standards can contribute to attain these Goals

Recent and quick development of GIs over the world

- Development of a multilateral legal framework for GIs within the WTO
- ▶ Issues relating to origin-linked quality are becoming increasingly important with the rise in consumer demand, producers' interest and a recent international framework on geographical indication.
- ▶ FAO has therefore launched a programme concerning origin-linked quality in order to address needs in this connection.



Quality & Origin Programme

➤ **Framework:**

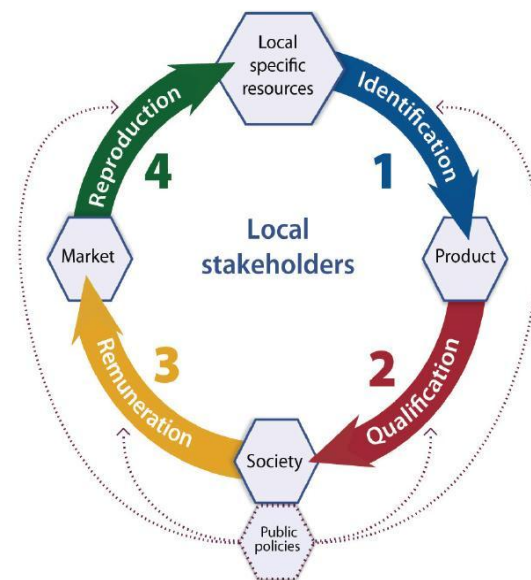
- Project launched in 2007
- Development of technical cooperation projects
- Specific focus on origin-linked quality

- ## ➤ **Main objective:**
- To assist Member Countries and stakeholders in implementing origin-linked specific quality that are appropriate to their economic, social and cultural contexts and contribute to rural development through the preservation and promotion of products of origin-linked quality and associated local resources.



Quality & Origin Identification Web Tool

- Origin-linked products can become the pivotal point of an origin-linked virtuous circle, through a territorial strategy of promotion. This allows the creation of value, preservation of bio-cultural assets, activation of social networks, all contributing to sustainable production and consumption system.
- The first step to enter the circle is the identification phase; it is crucial to assess whether there is a specific quality linked to a geographical origin (Product), what the resources involved are (Place) and who the stakeholders mobilized for such a process are (People).





Capacity Building

Numbers of regional seminars and case studies have been conducted in Asia, North-Africa, Latin America and Eastern Europe, in order to collect data and share the experiences of member countries in relation with development of specific quality schemes and impacts on development for:

- collection of information on the experience of member countries:
 - regional seminars, expert meetings, establishment of stakeholders' networks;
 - case studies with concrete examples, and analysis of advantages, constraints and success or failure factors;
- development of support tools (handbook "Linking People, Place and Products", guidelines etc.);
- awareness raising and provision of information to stakeholders.

List of Technical Cooperation projects

COUNTRY	DURATION	OBJECT
Morocco	2008-2010	Support to development and the implementation of a recognition system for specific quality signs and origin-based labels in Morocco.
Tunisia	2008-2010	Support to development and implementation of a control system for origin-based quality products
Tunisia	2008-2010	Elaboration of a national strategy: “promotion of a strategy for the valorization of quality products”
Morocco	2008-2011	Capacity-building of the local stakeholders to develop mountain quality products – Example of Saffron
Lebanon	2009	Development of a GI for the Labneh value-chain
Bhutan	2009-2010	Establishment of a national strategy for promotion and preservation of specific quality products: the case of Yak products
Chili, Argentina, Brazil, Equator, Costa Rica	2010-2012	Regional Technical Cooperation Project on origin-based and tradition-based quality of food products
Ukraine	Jan-Aug 2010	Assessment of GI potential and its realization in support of rural development
Croatia	2009 – ongoing	Formulation of GI project – starting in 2011
Mali	2009- ongoing	<i>Supporting producers’ organization for a better exploitation of productions in the circles of Bandiagara and Menaka</i>
Guinea Bissau, Mali, Senegal Sierra Leone	2009- ongoing	<i>Promoting origin-linked quality products in four African countries (in collaboration with Slow Food)</i>
Thailand, Vietnam, Cambodia, Laos	Formulation	Support to the implementation of GIs
Mexico	2010	Assessment of specific and generic quality of Cotija cheese for specification and food safety
Turkey	Formulation	Preservation and promotion of traditional cheese – Assessment for GIs

FAO regional seminars

Conakry, Guinea, 7-9 December 2011

Regional Seminar on Quality Linked to Geographical Origin and Geographical Indications in Africa

San José, Costa Rica - 29 September-01 October 2009.

Second Latin-American Seminar: "Quality linked to geographical origin and traditions: implementation of schemes to support rural development"

Santiago, Chile - 12–13 December 2007

Regional workshop: "Food Quality Linked to Origin and Traditions in Latin America: Lessons and Perspectives" ASIA

Bangkok, Thailand - 8–11 June 2009

FAO-EC-DIP regional seminar on rural development and agricultural and food quality linked to geographical origin in Asia: lessons and perspectives

Belgrade, Serbia - 3-4 Decembre 2008

Regional workshop "Food Quality Linked to Origin and Traditions in Eastern European countries"

Casablanca, Morocco - 8–9 November 2007

Regional seminar: "Quality Linked to Geographical Origin and Traditions in the Mediterranean"



Geographic Indicators and Turkey