



Promoting Intellectual
Property Rights in the
ASEAN Region

Geographical Indications as a Tool for Rural and Community-Based Development

Ms. Claire DURAND – GI Expert | 26 January 2022



Funded by the European Union

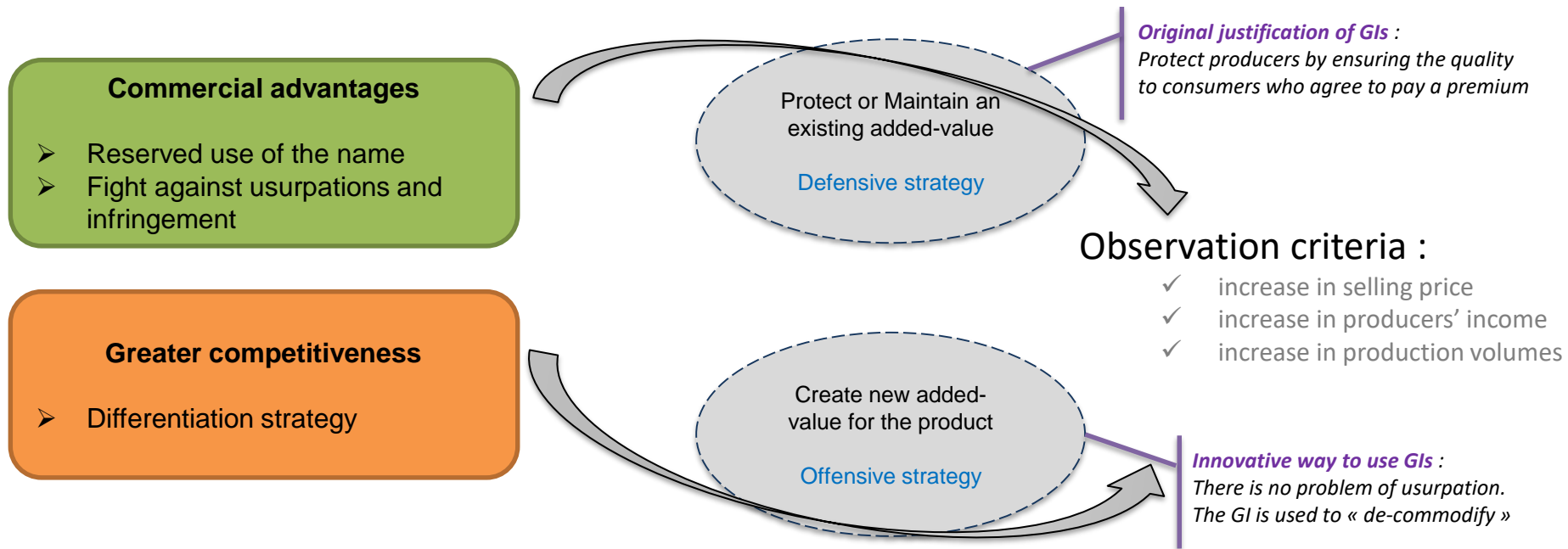


This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

CONTENTS OF THE PRESENTATION

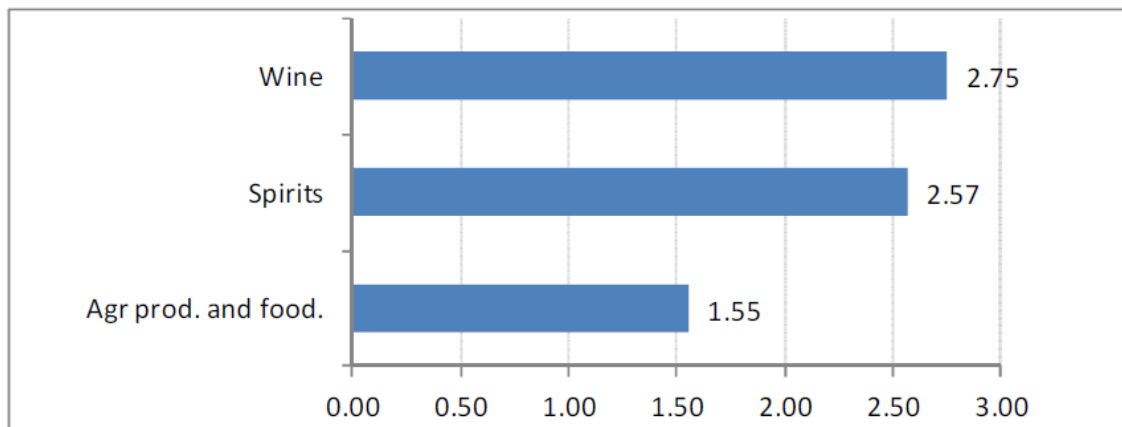
1. Positive economic impact on the producers and on the value-chain
2. Foster rural development
3. Protect traditional knowledge, biodiversity and landscape

1. POSITIVE ECONOMIC IMPACT ON THE PRODUCERS AND THE VALUE-CHAIN



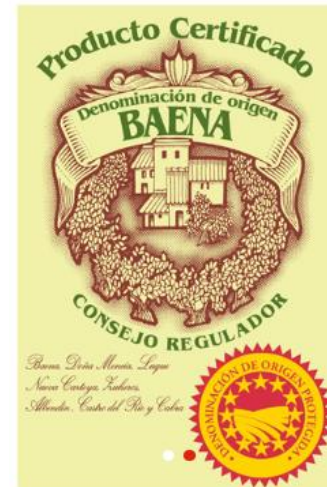
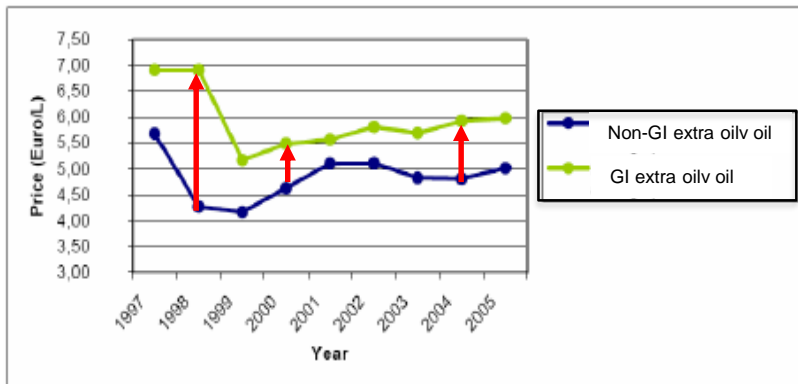
1. POSITIVE ECONOMIC IMPACT ON THE PRODUCERS AND THE VALUE-CHAIN

- Price premium for GIs in the EU = added-value
- The price of a GI product is **2,23 times** the price of a comparable non-GI product



1. POSITIVE ECONOMIC IMPACT ON THE PRODUCERS AND THE VALUE-CHAIN

- Illustration of the price premium : Olive Oil of Baena Spain



Province of Cordoba






1. POSITIVE ECONOMIC IMPACT ON THE PRODUCERS AND THE VALUE-CHAIN

- Illustration of the price premium : Fried Calamari from Ha Long (Vietnam)



- After GI registration, the selling price increased by 15%
- The price is ~ 17 US\$/kg
- The price of calamari without GI is ~ 9,3 US\$/kg

1. POSITIVE ECONOMIC IMPACT ON THE PRODUCERS AND THE VALUE-CHAIN

		Before GI	After GI
Honey from Oku (Cameroon)		Prices: 2000 FCFA / liter Volumes: -- Number of producers: 146	Prices: 4000 FCFA / liter Volumes:-- Number of producers: 305
Penja Pepper (Cameroon)		Prices: 6200 FCFA / kg Volumes: 5 tons Number of producers: 20	Prices: 13 000 FCFA / kg Volumes: 150 tons Number of producers: 200 farmers + 100 processors/sellers
Kona Coffee (Hawaii)		Prices: -- Volumes: 1000 tons (1995) Number of producers: 609 (1991)	Prices: 2 to 3 times higher than other coffee from Hawaii Volumes: 3500 tons (2015) + 250% Number of producers: 830 (2012) +36%
Darjeeling tea (India)		Prices: INR 125/kg Volumes: 10 500 tons Number of producers: --	Prices: INR 125/kg in 2004 (+4%) INR 153/kg in 2013 > premium of 60 INR/kg compared to substitutes Volumes: relatively stable Number of producers: --
Wine from Vale dos Vinhedos (Bazil)		Prices: 13 €/liter Volumes: 50 millions kg grapes (2001) Number of producers: --	Prices: 19 to 25 €/liter (2015) Volumes: 73 millions kg grapes (2013) +47,8% Number of producers: --

Source : Balineau and Faure (2018) ; Vandecandelaere et al (2018)

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2. FOSTER RURAL DEVELOPMENT

- How can GIs contribute to rural and community-based development ?
 1. Maintain active populations in rural areas
 2. Valorize local resources with eco-tourism
 3. Participate to the structuration of value-chains and producers organization
 4. Increase the support of government and facilitate funding of agriculture



2. FOSTER RURAL DEVELOPMENT

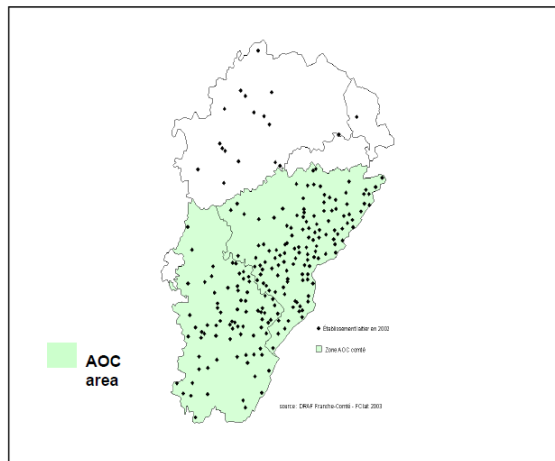
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2. FOSTER RURAL DEVELOPMENT

2.1. Maintain active populations in rural areas : Comté cheese (France)

Cheese units in Franche-Comté



The GI specifications impose a **large number** of **small-size** cheese making units in the GI area

- The small units are profitable thanks to a high product valorisation on markets
- Small units guarantee **local employment**

2. FOSTER RURAL DEVELOPMENT

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2. FOSTER RURAL DEVELOPMENT

2.2. Valorize local resources with eco-tourism : Espelette (France)



Espelette village (France) :

- 2000 inhabitants
- 600.000 visitors / year

Chili Pepper Festival

2. FOSTER RURAL DEVELOPMENT

2.2. Valorize local resources with eco-tourism : Buon Ma Thuot Coffee (Vietnam)



Buon Ma Thuot Coffee Festival (every two years)



World Coffee Museum

2. FOSTER RURAL DEVELOPMENT

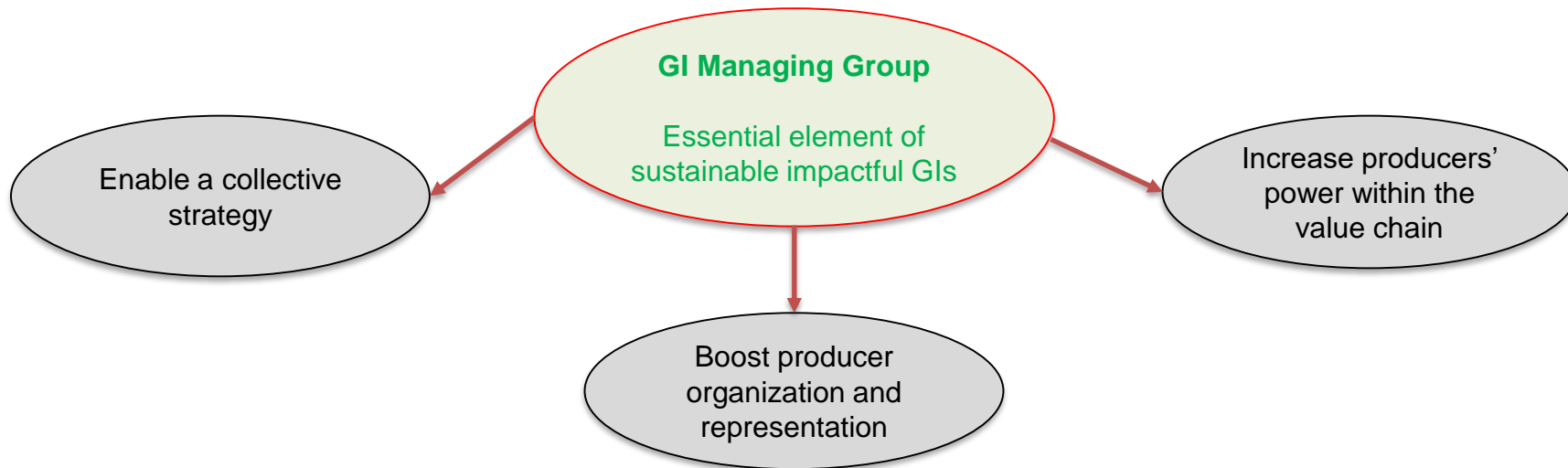
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2. FOSTER RURAL DEVELOPMENT

2.3. Participate to the structuration of value-chains and producers organization

GI project stimulates the creation of a **GI managing group** : an inter-professional body (association status)



2. FOSTER RURAL DEVELOPMENT

2.3. Participate to the structuration of value-chains and producers organization

GI managing groups



Coffee Farmers meetings in Kintamani Bali in 2007

2. FOSTER RURAL DEVELOPMENT

2.3. Participate to the structuration of value-chains and producers organization

GI managing groups



Salt production in Amed (Bali)



Picture of the first GI meeting in in 2007

2. FOSTER RURAL DEVELOPMENT

2.3. Participate to the structuration of value-chains and producers organization

GI managing groups



After GI registration (2015) : Amed Salt Center + Collective promotion of the product

2. FOSTER RURAL DEVELOPMENT

- How can GIs contribute to rural and community-based development ?
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2. FOSTER RURAL DEVELOPMENT

2.4. Increase the support of government and facilitate funding of agriculture

The GI projects most of the time receive funding from central and/or local governments

- ✓ *Program 68 – Min. Science and Technology in Vietnam*
- ✓ *P2HP (Pengolahan dan Permasaran Hasil Pertanian) – Min. Agri in Indonesia*
- ✓ *One Province One GI in Thailand*

GI = guarantee of local dynamism > It facilitates the access to credit to develop other projects

2. FOSTER RURAL DEVELOPMENT

2.4. Increase the support of government and facilitate funding of agriculture

“Koperasi MPIG” for Kintamani Bali Coffee

Collective processing until roasting + selling
Support: Bank Indonesia + Agr. Services Bali)



Source : Durand (2019)

Amed Salt Festival

Promotion, selling, tourism
Support: Bank BRI



Source : I Nengah Suanda

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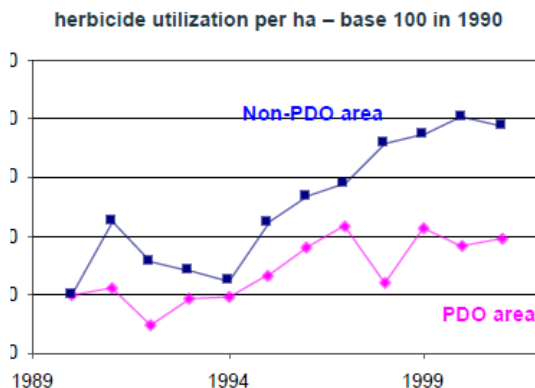
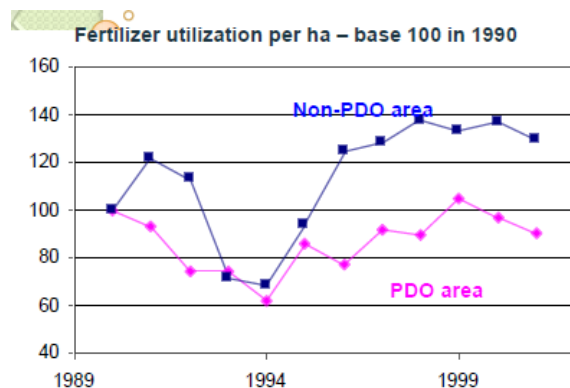
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3. PROTECT TRADITIONAL KNOWLEDGE, BIODIVERSITY AND LANDSCAPE

- Impact of GI on biodiversity : **Comté cheese (France)**



- Use of chemicals increased 2,5 times less rapidly in the GI area

	GI area	Non-GI area
Nbr animals	1,11 / ha	0,95 / ha
Nbr botanic species	30 to 65 per field	10 in artificial grasslands

3. PROTECT TRADITIONAL KNOWLEDGE, BIODIVERSITY AND LANDSCAPE

- Impact of GI on landscape



Lychee thiều from Thanh Hà (Viet Nam)

Lychee trees growing in the Red River Delta > salty taste !



Sweet Onions from Cévennes (France)

Preservation of traditional landscape of cultivation in terrace

3. PROTECT TRADITIONAL KNOWLEDGE, BIODIVERSITY AND LANDSCAPE

- Impact of GI on biodiversity + landscape + traditional knowledge



Khao Kai Noi Rice (Lao PDR)

- 7 glutinous rice varieties
- Traditional practices of cultivation are valorised
- Landscape preservation (terrace)

3. PROTECT TRADITIONAL KNOWLEDGE, BIODIVERSITY AND LANDSCAPE

- Impact of GI on **biodiversity** + **landscape** + **traditional knowledge**



Amed Sea Salt (Bali, Indonesia)

- Localised and ancestral salt production
- Combining local natural resources (coconut trees, mountain soil) + traditional practices
- Unique know-how of salt producers
- Specific landscape

CONCLUSION

- 3 rationales to use GI as tools for community-based development

Positive economic impact on the producers and on the value-chain

Foster rural development

Protect traditional knowledge, biodiversity and landscape

- **Expected effects** > when achieved, the GI has expressed its full potential as territorial resource for development
- In some cases the 3 impacts are visible, sometimes only 2 or 1
- GI may remain an **un-used** ou **under-used** resource :
 - To register is not sufficient 😊
 - It all depends on how the local public and private actors use it : a GI is just a tool !
 - The transformative potential of GIs must be activated by the local stakeholders, if not, they will remain “**sleeping GIs**”



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Thank you !

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THANK YOU



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