

oriGIn flash



“La Genève Internationale” discusses the impact of GIs on sustainable development



On 18 February 2010, seventy diplomats, international officers and journalists gathered at the United Nations (UN) in Geneva for a lunch-presentation on “GIs and sustainable development: the UN Food and Agriculture Organisation (FAO) Guide *Linking people, places and products*” organised by oriGIn and the FAO Geneva office.

Mr. Massimo Vittori, Secretary General of oriGIn, commended the innovative nature of FAO Guide. “The Guide represents the first scientific attempt to study the origin products’ phenomenon and come up with criteria for the GI process to be successful, in particular in developing countries”, said Mr. Vittori.

“GIs have proved to be efficient in developing countries”, insisted Mr. Vittori, referring to key success stories, such as the 6-million people employed directly or indirectly by the coffee industry Kenya and 43% premium price generated by Blue Mountain Coffee.

The discussion underlined the need to adopt a participatory approach in the effort to set-up and develop a GI to ensure a fair distribution of value added. The key role of public and local governments was also stressed.

The Guide is available at: <http://www.foodquality-origin.org/guide/guide.pdf>.

