FINAL DRAFT

Geographical Indications:

challenges and opportunities for the coffee and cocoa sectors in Cameroon

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Table of Contents

1. Introduction

Geographical Indications (GIs) are increasingly used as a marketing tool to differentiate agri-food products in the globalised marketplace. In TRIPS Article 22, GIs are defined as: "indications which identify a good as originating in the territory [of a member] where a given quality, reputation or other characteristics of the good are essentially attributable to its geographical origin."[1] GIs appear in the form of labels/brandings that highlight product origin and create a link to locally-based tangible and intangible quality attributes that may be of additional value and higher appreciation to the consumer.

GIs were first introduced in the European Union, where they are commonly known as products with a ´Protected Geographical Indication (PGI' or 'Protected Designation of Origin (PDO)[2] in French 'appellation d'origine controlée (AOC)'. Some of the more popular European GIs include Bordeaux wine (France) and Parmiggiano-Reggiano cheese (Italy). Studies show that GI products can generate significant price premiums that are up to 40% above non GI-products and returns comparable to that of some major global brands. While the majority of origin specific products stem from industrialized countries, a number of developing countries have successfully implemented GIs and origin-based and quality differentiation strategies, and have come to enjoy the economic benefits thereof. The most prominent examples from the international coffee and cocoa markets more specifically include Jamaica Blue Mountain Coffee, Café de Colombia, and cocoa Arriba from Ecuador.[3]

Cameroon is the world's fifth largest producer of cocoa and also produces significant volumes of coffee. Both are major export crops, which generate a large share of export earnings, and constitute an important source of income for millions of small-scale farmers. Since agricultural liberalization in the 1980s, Cameroon's coffee and cocoa sectors have been confronted with serious pressures ranging from the emergence of other developing country

[1] WTO TRIPS Article 22. Protection of Geographical Indications http://www.wto.org/english/docs_e/legal_e/27-trips_04b_e.htm
[2] PGI and PDO refer to two different kind of link to the origin.
[3] See Section 4: Case Studies from the international coffee and cocoa sectors

competitors to the exposure to volatile market prices, and severe price declines. In addition, the sectors have suffered from structural problems, including poor infrastructure, lack of price risk management, which have resulted in decreases in production volume, productivity and product quality.

In a context of increased demand for high quality primary and processed agri-food products by developed country consumers and concerns over production methods, such as the use of fertilizers and pesticides, the introduction of GIs could prove beneficial as a means to raise the profile/image and 'decommoditize' Cameroon's main export crops. Moreover, the equitable redistribution of price premiums generated in 'specialty coffee' or 'fine cocoa' niche markets along the supply chain could contribute to considerable improvements in farmers' incomes. At the same time, compliance with clearly defined production methods and quality standards could promote the efficient use of resources with less harm to the environment.

Despite the economic, social, and environmental benefits associated with GIs, their success will be determined primarily by the following components: (i) marketing efforts and consumer demand (ii) organization and institutional structures (iii) cooperation of stakeholders involved (vi) legal protection (v) price transmission to the farm level.

The present paper has the aim to present briefly the potential benefits, constraints and key success factors in establishing GIs for cocoa and coffee products from Cameroon. Section 2 provides the historical background and a short profile of both sectors. Section 3 deals with the major lessons learned from selected case studies and intends to identify the potentials for the introduction of GIs in Cameroon's coffee and cocoa sub-sectors. Section 4 concludes with the constraints faced and provides a number of policy recommendations that could help facilitate the definition and implementation of GIs.

2. Coffee and cocoa sector of Cameroon

2.1. Historical background

Up to the late 1980s, Cameroon's coffee and cocoa sectors were centralised and highly regulated by the government. The National Produce Marketing Board (NPMB)[4] controlled all aspects of trade, marketing, quality control and pricing from the farm to the export level. Farmers received guaranteed minimum prices for their crops, subsidised fertilizers, and benefited from the provision of extension services.

With the aim to reduce costs, improve market efficiency, and promote the role of the private sector, the agricultural sector was liberalised and subsequent economy-wide structural adjustment measures were introduced in the early 1990s, which resulted in the restructuring of the NPMB into the National Cocoa and Coffee Board (NCCB)[5].

The disengagement of the government from all marketing and production activities led to an increase in the number of private actors along the supply chain, such as local traders and exporters who act as intermediaries for large coffee and cocoa processors.

The removal of government support measures and the opening up to free market forces has triggered an unprecedented exposure of producers to volatile world market prices and increased competition through the emergence of other competitive developing country exporters (e.g. Malaysia, Indonesia).

Severe price declines in the mid-1980s, the 'coffee price crisis' of 2001, as well as higher input prices, forced many farmers to diversify production and substitute cocoa and coffee for more economically viable food crops. The current situation of both sectors will be presented next.

[4] *Office National de Commercialisation des Produits de Base* (ONCPB)
[5] *Office National Café Cacao du Cameroun* (ONCC)

2.2. Coffee Sector Profile

Cameroon is the fifth-biggest African exporter of coffee and the twentieth largest producer in the world. Coffee is a traditional export product of Cameroon, mainly exported to Europe. In 2009/10, total coffee production amounted to about 45,000 metric tonnes (90% Robusta, 10% Arabica) with total green coffee bean exports of about 35,000 metric tonnes.[6] With a total coffee export value of US$ 70 Mio. in 2007, coffee constitutes the country's fifth largest foreign exchange earner after cocoa beans, bananas, cotton lint and rubber.[7]

With its volcanic soils, favourable climatic conditions, and abundant labour supply, Cameroon disposes of advantageous conditions for coffee production.

Cameroon grows two types of coffee, *Arabica* and *Robusta*, which generally act as shade trees for food crops in mixed farming systems. Arabica coffee is grown mainly in the high altitudes (around 1,500 m above sea level) of the West and North–West Provinces, on approximately 168,000 farms of between 1.0 and 1.2 hectares (ha). Productivity of Arabica coffee ranges from 200 to 900 kg/ha. Moungo (Little Province) is the main producing area of Robusta coffee and represents about 75% of the total national production. Robusta coffee is grown on around 190,000 plantations of between 1.0 and 3.0 ha size (Ministry of Agriculture, 2003), with a few exceptions of 20 ha farms in Eastern Province. Average productivity of Robusta coffee ranges from 300 to 1000 kg/ha.

Coffee cultivation is labour intensive. The ripe cherries are hand-picked, mostly dry-processed and wet-processed only to a smaller extent. With about 1 million people directly and indirectly involved in the sector, coffee constitutes a significant source of income and contributes significantly to rural development.

Despite a slight recovery of coffee production up to a promising total production of about 90,000 metric tonnes in 2001/2002, production and

[6] ICO data
[7] FAOSTAT (2007) http://faostat.fao.org/site/342/default.aspx

coffee quality in Cameroon have seen a marked decline in recent years. The decline has been most significant for Arabica coffee production, which dropped from 20,000 metric tonnes in the early 1990s to below 4,000 metric tonnes in 2009.[8]

Coffee is internationally traded on the basis of futures contracts via the London and New York stock exchange. Prices are sensitive to demand and supply fluctuations, mostly influenced by yield size, weather forecasts, domestic and international trade policies, political events, and increasingly through the speculative behaviour induced by hedge funds.

In September 1994, the Robusta coffee price reached a historical peak of 180 US cents/lb, as a consequence to frost damage in Brazil, the largest Robusta coffee producer in the world. This was followed by a period of declining prices and a 30-year low of 17.37 US cents/lb was reached In November 2001. Since, Robusta coffee prices have recovered and currently trade at about 70 US cents/lb. Arabica coffee price fluctuations have followed a very similar trend, though generally trade at a premium of + 20 – 30%.

2.3. Cocoa Sector Profile

Cameroon is the world's fifth largest producer of cocoa, after Ivory Coast, Ghana, Indonesia, and Nigeria. In 2008/2009, the four African countries - Cameroon, Ghana, Ivory Coast, and Nigeria- together produced about 70% of the world's cocoa.[9] Cameroon's 2009/2010 harvest saw a total production of 197,000 tonnes of cocoa[10]. Some of it is processed locally, but about 90% of cocoa is exported to Europe and especially The Netherlands, where it supplies both chocolate manufacturers and the confectionary industry. The three largest multinational purchasers of Cameroon cocoa are Archer Daniels Midland (ADM), Cargill, and Barry Callebaut. CAMACO (Cameroon

[8] All ACP Agricultural Commodities Programme
[9] ICCO Quarterly Bulletin of Cocoa Statistics, Vol. XXXVI, No. 2, Cocoa year 2009/2010 http://www.icco.org/Attachment.aspx?Id=pud69031
[10] International Business Times Press Report: Cameroon cocoa output falls short of target http://www.ibtimes.com/articles/44120/20100820/cameroon-cocoa-output-falls-short-of-target.htm

Marketing Company), Olam - Usicam, SIC Cacaos SA, Telcar Cocoa Ltd. and SOCACAO are the largest local processing and exporting companies.

A majority of local companies are now subsidiaries of the largest multinational companies in world cocoa trade. As per 31 August 2006, Barry Callebaut possessed 99.95% ownership of SIC Cacaos, the country's processor. ADM - together with Singapore-based cocoa bean supplier Olam has acquired Usicam, one of the largest plants for cocoa drying, cleaning, warehousing and other related activities in Cameroon.[11]

Four intermediary products may be derived from cocoa beans: cocoa liquor, cocoa butter, cocoa cake, and cocoa powder. Cocoa powder for instance is used as a flavour in the confectionary and beverage industry. Cocoa butter on the other hand, is mainly used in the manufacture of chocolate but also to some extent for soap and cosmetics.

The major cocoa producing areas of Cameroon are located in the South-western (50% of total production), Centre (35%), South (10%), and Eastern regions (5%). Kumba in the Southwest region is known as the largest cocoa-trading centre in the Central African Region.

More than 1.6 million smallholders of average 1 ha size grow cocoa in a mixed farming system along other food crops. About a total of 400,000 ha are dedicated to cocoa production with an average yield of 375 kg/ha.[12] Tasks of farmers include the application of pesticide, harvesting[13], pod breaking, field transport, fermentation, and drying of cocoa beans.

Since the international financial crisis depressed the global commodity sector in autumn 2008, cocoa prices have surged and reached a 30-year high of 3510 US$/tonne in December 2009, more than double the price received in 2005. The root causes of this peak include the combined effects of a weak dollar, strong demand from chocolate manufacturers over concerns of short supply, and speculative interest of hedge funds.

[11] UNCTAD (2008) COCOA STUDY: Industry Structures and Competition, p.19
[12] ,Ibid, p. 16
[13] Main crop: November – January; Mid-year crop: April – June

Farmers and traders on the ground have confirmed that historically high prices were also felt at the farm gate. In July 2010, cocoa was sold in the southwest region at 1530 - 1600 CFA franc/kg (about 3 US$/kg).[14] Some farmers maximized their profits even further by temporary stockpiling, only releasing a small proportion of their stock on the market. For the current season 2010-2011 launched on 18 August 2010, production is expected to rise to about 200,000 – 205,000 tonnes.

As promising as this may sound, price volatility remains a serious issue and history tells us that prices can equally move strongly in the opposite direction. Only 10 years ago, in November 2000, cocoa prices in New York were at a historic low of 714 US$/tonne.

In a context of declining quality, volumes produced, ageing plantations, and difficult access to markets from remote landlocked areas, policy makers, researchers, and private sector actors need to actively seek strategies that will promote the revival of Cameroon's coffee and cocoa sub-sectors.

3. Potential of Geographical Indications

3.1 Major lessons learnt from selected case studies

A number of coffee and cocoa exporting countries have successfully managed to promote high – quality / origin – based products as well as GIs as a means to promote product diversification, supply niche markets, and generate premiums above conventional market prices. We provide here a brief summary of the experiences and lessons learnt from selected case studies in the coffee and cocoa sectors.

The story of *Café de Colombia* is probably the most prominent example in the GI context. The Colombian approach consisted in the strategic choice to establish a broad denomination that covers large parts of the country, and therefore numerous coffee growing zones and large volumes sold at higher differentials compared to non-certified coffee. The success of *Café de Colombia* is a result of strict quality control, certification, and legal protection at the national and international level. In 2007, *Café de Colombia* even

[14] CME Market Press Report, 14 August 2010.

became the first non-European GI registered in the EU. Moreover, the establishment of the GI has had positive spill over effects on rural development, fair distribution of incomes, stability in production zones and on related industries. According to the Colombian Coffee Sector outlook, production between 2000 and 2008 averaged about 10 million bags, with a down year in 2009 of 7.9 million bags. This is largely the result of unfavourable weather conditions, lower application of fertilizers, and an increase in coffee leaf rust and coffee borer disease. However, experts expect production levels to recover in 2010.[15]

Jamaica Blue Mountain is another prominent example of high quality origin – based coffee, with a production volume of about 1,500 tonnes in 2005-06. Jamaica Blue Mountain Coffee was essentially initiated by government efforts to revive the domestic coffee through improvements in quality and recognition. The commercial success is largely attributed to: the physical and sensory characteristics of the coffee, the geographic location and favourable natural conditions, consistent quality control at all levels of the supply chain, legal protection of the certification mark "Jamaica Blue Mountain coffee" at the local and international level, and strong marketing and branding efforts. All these aspects make Jamaica Blue Mountain Coffee one of the most expensive coffees worldwide, selling at about 0.94 US cents/lb compared to 0.41 US cents/lb for non-origin specific Jamaican coffee.

Cocoa Arriba from Ecuador is probably the most prominent example of origin specific 'fine cocoa'. In 2006, fine cocoa from Ecuador represented more than 60% of total fine cocoa produced worldwide. At the time, global fine cocoa production was at 153,000 tonnes, i.e. about 5% of world cocoa[16] The pre-existing reputation of Ecuador's quality cocoa furthermore helped in increasing its popularity amongst smaller European labels and chocolate

[15] Genaro Muñoz, L. 2010. Colombian Coffee Sector Outlook. World Coffee Conference 2010. International Coffee Organization. February 27, 2010.
[16] Solorzano, S. 2008. Commercial Opportunities and Marketing Potential. Ecuador, WCF, 22 May 2009.

manufacturers.[17] Ecuador's long cocoa tradition is largely owed to ideal growing conditions across the Guayas River Valley and the fertile riverbanks of many of its arteries. The cocoa from "up" river – the English translation for *Arriba* – is characterised by a very short period of post-harvest fermentation, a floral aroma and smooth flavour, and enjoys a very high reputation amongst cocoa specialists. Today, Ecuador produces more than half of the ´fine cocoa´ worldwide for which it receives a price premium of 20 to 30% above the New York Stock exchange. In 2000, the Ministry of Agriculture decided to preserve the characteristics of the variety by setting up rules in a Code of Practice and applying for the GI *Cocoa Arriba* as a denomination of origin (process ongoing). Other public sector institutions also started to support efforts in this direction.

Another interesting example is the Vanuatu cocoa. With average cocoa exports of about 1,000 tonnes p.a, Vanuatu constitutes only a marginal producer and exporter of cocoa. Nevertheless, after two decades of the cocoa marketing monopoly, the liberalisation of the sector enabled Vanuatu to sell its cocoa on the organic cocoa niche market at a price premium. The success is largely attributed to the cooperation of the French cocoa company KAOKA with the Vanuatu Organic Cocoa Growers Association (VOCGA), which is an umbrella marketing cooperative under which there are primary processing cooperatives that supply strictly organically certified dry cocoa beans. Vanuatu cocoa growers, with their traditional production methods and high quality standards are well placed to sell to secure niche markets at a premium price. The majority of additional investments, in terms of technical assistance, cocoa industry investments, and guidance to cooperatives are met by both public and private stakeholders involved. After four years of importing VOCGA certified organic cocoa, KAOKA is now sufficiently confident of the quality and supply consistency to launch a Vanuatu single origin chocolate.

[17]European manufacturers that use Ecuador´s cocoa: i.e. Vivani's Ecuadorian bittersweet chocolate, Feletti`s 67% Ecuador Dark Chocolate, Lindt GI Chocolate bars (Ecuador, Cuba, Madagascar), Monoprix store GI brand chocolate bars (Ecuador, Santo Domingo)
For more information see Hughes, J. 2009. Coffee and chocolate – How can we can help developing country farmers through geographical indications? IIPI, Washington D.C.

The examples presented and discussed in further detail in the Annex, show that successful product differentiation is largely the result of a pro-active cooperation of public and private sector stakeholders (Ministries of Agriculture, producer cooperatives, private sector companies) and often emerged at times when production volumes and product quality stagnated or even declined. Despite a number of constraints that need clarification and which will be discussed at a later stage, the success stories of the above mentioned primary commodity exporters in combination with the continued increasing consumer and industry demand for high – quality / origin based products may inspire Cameroon in developing its own approach towards GI for its coffee and cocoa sub-sectors.

3.2 Possible implications for Cameroon

The introduction of high quality / origin – based products and eventually GIs from Cameroon may prove effective to raise product quality, introduce higher quality products into more remunerative niche markets, and contribute to improved farm incomes and rural development. Positive externalities may further help raise the overall profile of coffee and cocoa from Cameroon on a long-term basis. The approach is thus first one of quality rather than quantity, which latter should follow once price premiums are being realised.

Strong demand for specialty coffee and cocoa[18], especially in the US and EU, further seem to advocate in favour of a diversification towards high quality products.

Coffee

Cameroon is one of the few African countries known to produce high quality Arabica coffee in its high altitude North and North-West Province. Highland Arabica coffee from the Boyo[19] region (Northwest province) for instance possesses very unique physical features and a distinctive cup profile. Some

[18] Specialty coffee and cocoa: Origin-specific, Fair Trade, Organic,
[19] See Cameroon Boyo Organic Arabica Coffee
http://www.cameroonboyo.com/

coffee experts argue that “longberry are the country’s version of a peaberry“, and that the beans only require a light to medium roast to release their full-bodied earthy, chocolate flavour profile, along with a well-rounded finish with hints of red berries.[20]

Next to favourable soil and climatic conditions, the special taste is largely owed to small-scale labour intensive production, but which in itself also often acts as a constraint to ensuring consistent quality from harvest to harvest and across wider regions. Other constraints, which need to be addressed, include the poor access of remote areas to markets, the lack or very bad state of road infrastructure, which tend to cause delays in the delivery of coffee, with negative impacts on value and prices received.

Recent government efforts to increase revenues, improve quality and flavour include the construction of one of five planned central processing units (CPUs) in the pilot phase of a World Bank assisted project in the western coffee growing town of Satchu. The mechanical de-pulping and washing process already used in Rwanda, Kenya, and Ethiopia, is believed to improve taste and generate price premiums of 20 – 30% above conventionally processed coffee.[21]

Marketing of high–quality Arabica coffee may appear more evident to attain price premiums, as it enjoys a better reputation amongst specialists compared to Robusta coffee, due to its less distinct cup, high caffeine content, and its filler function for blends. Nevertheless, possible ways in which to promote single origin high-quality Robusta should not be neglected, given the larger share in total production.

Efforts should furthermore be directed towards strengthening alliances between farmer cooperatives, processors, and manufacturers, uniform and standardized processing plants (e.g. CPUs, washing stations), to promoting

[20] Roast Magazine: Origin Profiles – Cameroon
http://www.roastmagazine.com/origins/cameroon/navigating.html
[21] Reuters (19 July, 2010): ‘Cameroon builds coffee processing to boost revenue’
http://af.reuters.com/article/investingNews/idAFJOE66I0M520100719

sound production standards, resource efficiency, capacity building, better price risk management tools, direct marketing and sales channels.

The implementation of a GI approach will depend strongly on the willingness and capacity of public and private stakeholders to agree on a common code of conduct, i.e. define the criteria of qualification and create the legal basis of the GI to be implemented. Compliance with the defined standards, transparency, accountability along the supply chain, in combination with sound marketing efforts are essential factors that will determine product credibility, reputation and last but not least the willingness of buyers and end consumers to pay price premiums.

Cocoa

Cocoa from Cameroon possesses diverse origin specific quality attributes that result from favourable weather conditions (hot and humid subequatorial climate), good soils, smallholder intensive production methods, and taste. The introduction of a GI may help to capitalize on these potential competitive advantages over other cocoa products on the world market.

As with coffee, the physical and sensory properties can only be insured and homogeneously maintained if stringent production and quality controls are applied, especially considering the sensitivity of cocoa beans to humidity and mould, and given the absence of appropriate storage facilities at the farm level. Cocoa that complies with specific product characteristics can then potentially enter high value-added niche markets such as the origin specific dark fine cocoa segment. Trade channels towards these niche markets are generally characterised by more direct contact and contracts between buyers and producers, less middlemen and a reduced loss of profit margins between the different actors involved.

The growing demand for origin specific, fair trade and organic products encourages efforts made in this direction, and can significantly contribute to sustainable development. At last, income distribution along the supply chains should be reconsidered, as this will eventually determine the bargaining power of producers in relation to buyers. Cooperative structures

may also find it useful to redirect profits above a certain base level price into a common fund to support farming structures.

4. Conclusion and possible policy recommendations

The objective of this paper was to analyse the potential benefits GIs could bring to Cameroon's cocoa and coffee sectors as a background paper to stimulate discussion during the CTA / NCCB / ORIGIN expert meeting on 'Geographical Indications: challenges for the coffee and cocoa sectors in Cameroon'. The facts presented highlight the importance of coffee and cocoa, as export crops that generate significant amounts of foreign exchange, an important income source to millions of small-scale farmers, and contribute to rural development. Serious difficulties appear to have emerged with market liberalisation and the associated structural changes of the late 1980s and early 1990s. The most significant effects observed include:

- Restructuring of the national marketing board;
- Elimination of government subsidies (guaranteed minimum prices, subsidised fertilizers and pesticides);
- Privatization, i.e. the transfer of responsibilities for trade, marketing.

As a result, farmers were no longer protected from the free market forces. Ever since, farmers do not only have to deal with constraints linked to bad road infrastructure, lack of processing and storage facilities, lack of know-how, and access to financing, but also face an additional and previously exogenous effect of price risk and potential loss of incomes at times of depressed world market prices, which tend to reinforce insecurity and instability amongst rural livelihoods.

For Cameroon, the decline in productivity and quality in the coffee and cocoa sectors in recent years is utmost concern and action needs to be taken to counter this trend. Experiences from other developing country coffee and cocoa exporters show that Geographical Indications could be a

useful value – adding tool, improve competitiveness on a national and international level, help differentiate particular products within a market segment, enter or even create new niche markets and enable small-scale farmers to reap the benefits of premium prices. The economic benefits would in turn promote the intensification of production; attract new producers, and reinforce compliance with certain production and quality standards. The growing demand for differentiated coffee and cocoa products (GI, organic, fair trade) in the US and the EU has created new market opportunities that can significantly benefit developing country exporters.

Coffee and cocoa from Cameroon have the advantage that some products are already recognised in national and international markets, with certain tangible and intangible characteristics linked to:

- Shape, coffee screen size;
- Cup profile of highland Arabica coffee;
- Geographic specification (volcanic soils, advantageous climatic conditions);
- Small-scale labour intensive production (cherries are hand-picked, fully washed coffees; cocoa pods hand-picked, cracked).

With the signature of the “Accord de Bangui” on March 2 1977 between Cameroon and fourteen other Central and Western African countries and the set-up of the African Intellectual Property Organization (AIPO), the legal framework exists in the region to protect GIs.[22]

However, strong efforts will also be required from both private and public stakeholders to create the necessary institutional framework for the functioning of a GI. At first, a Cost–Benefit assessment and SWOT analysis would have to investigate the economic viability, strengths, weaknesses, opportunities, and threats of setting up a GI. If these speak in favour of

[22] See Accord de Bangui Annex VI on Geographical Indications.

either setting up a “Cameroon” GI or numerous “terroir” GIs, the government and all stakeholders should define a common strategy.

In this respect, it appears useful to finish off with a number of questions on key areas that we hope will stimulate reflection and discussion amongst the participants and enable to define and sketch the current perception and a possible way forward on this matter.

1. **Identification of the specific products:**

   – Which Cameroon coffee and cocoa products do you believe already possess a reputation / or have the potential to be of particular value at national and/or international level?

   – What are the product specific characteristics (incl. bean size, nr. of defects, cup profile, social-economic context, agricultural practices, etc.) that make this a special product compared to others?

2. **Territorial delimitation:**

   - What is the region specific origin of the product(s) and how are the terroir specific characteristics different from other regions and beneficial to the product and consumer perception?

3. **Code of Practice:**

   - Do farmers in particular regions adhere to and comply with certain production and processing standards?

   - Are there any indications of good agricultural practices, environmental and social standards?

   - How could farmers’ organizations / cooperatives, primary processors, and sector experts cooperate to define a common code of practice or book of requirements?

4. **Legal protection:**

   - What are the necessary steps to make GI protection legally binding at national and international level?
   - What are the responsible legal bodies?

5. **Monitoring and evaluation systems:**

   - What are the internal and external control mechanisms that currently ensure the compliance with certain standards at different levels of the supply chain?
   - How could these be developed and improved?
   - Which responsibilities should be attached to what stakeholder?
   - Should an independent body be charged with management of GI certification / licenses?

6. **Marketing:**

   - How do you envision the marketing efforts necessary to promote the popularity of origin specific coffee and cocoa products at the domestic level and abroad?
   - How should GI products be marked to enhance consumer recognition?
   - Do you consider the possibility and potential benefits from developing a marketing strategy in cooperation with all stakeholders from the product origin as well as processors, manufacturers, and retailers that may possess greater knowledge over consumer preferences and the resources necessary for major marketing campaigns as realistic? What are the alternatives?

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ANNEX: Case Studies[23]

Jamaica Blue Mountain Coffee

Product, history, "terroir"

In 1728, the English governor Sir Nicholas Lawes introduced coffee in Jamaica. The natural conditions quickly turned out to be particularly favorable, resulting in products of high quality.[24] The coffee mainly consists of a gentle Arabica variety. It is a well recognized origin for coffee, essentially implying great quality, and the coffee has traditionally been marketed as a *luxurious product.*

By the 1982 amendment of the "Coffee Industry Regulation Act" of 1948, the Jamaican government revised the area of production. Only coffee produced in the regions of Portland, Saint Andrew and Saint Thomas could then be identified as « Jamaican Blue Mountain Coffee »: therefore, the GI is applicable to more than 7.000 coffee growers in an area measuring only about 5.000 ha in total. In these regions, the climate is cool and misty, and they are all located between 610 and 1.520 meters above sea level. The combination of strong rainfalls[25] with excellent drainage creates perfect conditions for the cultivation of a unique coffee. The name « Jamaican Blue Mountain Coffee » reflects symbolically the "Blue Mountains" whose slopes serve the cultivation of coffee.

Organisation of the production chain

In 1943, the industry of coffee in Jamaica experienced a crisis. Consequently, the « Coffee Industry Board » (CIB) was established, with the objective to *preserve and recover confidence* in the industry with a particular

[23] The majority of case studies presented in this Annex originate from the CTA / ORIGIN 'Electronic forum on Geographical Indications (GIs) for ACP countries Module V.
[24] For the history of Jamaican Blue Coffee, see The Coffee Industry Board website, http://www.ciboj.org/cib/
[25] The region enjoys average annual rainfalls of 1 900 mm and the average day-time temperature is 27°C.

focus on *developing quality and recognition.* Therefore, the "Coffee Industry Act" has entrusted the CIB to set standards of production.

Until 2000, the CIB was involved in the coffee industry as both the regulatory agency and the commercial actor. Since then, however, the CIB has deserted its commercial operations, and remains merely an *independent company solely focused on regulating the field.*

Since the registration of the certification mark "Jamaican Blue Mountain coffee", the CIB is responsible for ensuring prescribed quality and of the enforcement of production standards (see "Legal Protection"). "Blue Mountain 1, 2 and 3" classification system has been adopted to facilitate the product's traceability. In that spirit, a certificate is issued for coffees eligible to exportation which guarantees to consumers the quality associated with the geographical indication.

An important aspect of protection lies on the initiatives carried out by monitoring companies (the companies check the internet, magazines, retails stores etc. and will alert the CIB shall the name be used fraudulently). The monitoring system is financed by fees associated with obtaining the right to use of the certification mark.

Economic and social effects

The strategy to differentiate the product, on the basis of superior quality, has positively been reflected in premium prices on the global coffee market. The "Jamaican Blue Mountain Coffee" is one of the most expensive coffee varieties worldwide, selling at $ 0, 94/lb[26], while other, non origin-specific Jamaican coffee is sold at $ 0, 41/lb. The "Jamaican Blue Mountain Coffee" trade value has been steadily growing in recent decades, increasing from an annual average of $ 6 million in 1980 -1985 to $ 26 million in 2000 - 2005.

[26] The standard coffee measuring volume is 60 kg bags. In perspective, one English lb equals 453 g. See 4r, « Caféologie », available at: http://www.toutsurlecafe.fr/ecconomie/p2.htm

Furthermore, the total yield increased significantly as well, growing from 405 000 lbs in 1981-1982, to 3 800 000 lbs in 2005-2006. The total yield reached approximately 2 ½ million pounds in 2007 alone[27].

In this context, it is important to mention that enabling a fair repartition of revenues among producers, traders and exporters is an important goal for the CIB[28]. In addition, and according to the CIB, the coffee production has been an important factor of limitation of the rural depopulation[29].

Legal protection

The appellation "Jamaican Blue Mountain Coffee" is registered as a certification mark in Jamaica within the framework of the "New Trade Marks Act of 1999". However, from as early as 1980, the CIB has made parallel efforts to have the mark protected in countries such as Japan, the U.S., and the UK, which are the primary export markets. Today, the Blue Mountain Coffee mark has been registered in approximately 51 countries (as either a certification mark or a regular trademark).[30]

According to calculations conducted by the CIB, sales of "Jamaican Blue Mountain Coffee" would have accrued some $ 4 million a year without a legal protection, compared to $ 30 million when adequate legal protection applies.[31] Presently, "Jamaican Blue Mountain Coffee" suffers from extensive usurpation worldwide (to learn more on this subject, see "Counterfeiters Gallery": http://www.ciboj.org/cib/). One reason hereto is the limited scope of protection granted to trademarks or certification marks,

[27] Unless otherwise stated, data quoted in this case were extracted from "Linking products and their origin", ITC, p 181-3, available at:http://www.intracen.org/publications/Freepublications/Geographical_Indications_English.pdf

[28] See, www.cta.int/fr/content/.../4075/.../Campbell%20Rushton.pdf

[29] *Ibid,* note 19.

[30] Examples: Argentina, Australia, Austria, Chile, Colombia, Costa Rica, Japan, Spain, United Kingdom, United States, Kenya, Indonesia, Vietnam, Norway, Russia, Brazil, the European Community, Korea, Singapore, Antigua, the Caiman Islands, Saint Lucia, Bermuda, Puerto Rico, Switzerland, Canada, New Zealand, Barbados, Bahamas, Dutch Antilles.

[31] See, Coffee Board of Jamaica, « The CIB's certification process », http://www.ciboj.org/cib/

following the fact that the plaintiff has to prove that consumers have been confused by the alleged misappropriation.

A few conclusions

The case of « Jamaican Blue Mountain Coffee » constitutes a lucid example of a product that has experienced commercial success due to its specific geographical origin.

It is nonetheless apparent that, among other challenges identified in the commercialization process, the phenomenon of usurpation causes significant trouble to “Jamaican Blue Mountain Coffee” growers. In response to these problems, a *sui generis* law was adopted in Jamaica in 2004: “The Protection of Geographical Indication Act” (However, the specification creating a Register for GIs has not yet been adopted).

Café de Colombia, Colombia

Product, history, “terroir”

The Jesuits are said to have started growing coffee in the Santander region back in 1732, making them the first coffee growers in Colombia. Thereafter, they extended the coffee growing culture to the south parts of the country. By the mid-1800s, the coffee cultivation moved from north and center parts of the country to the western parts, and coffee began to be exported. At that time, however, only 2592 bags (totalling some 60 kg) were exported from the Macaibo Gulf to Europe. Today, approximately 1 480 000 ha of land is used for coffee cultivation.[32]

The Arabica variety is cultivated in the Colombian coffee growing region. The quality and reputation of the product derive not only from natural factors, but also from tireless efforts by generations of coffee growers to maintain and improve the production methods. Colombian coffee obtains its

[32] See the text of the Law, « The protection of geographical act », available at http://www.jipo.gov.jm/pages/archive/The%20Protection%20of%20Geographical%20Indications%20Act.pdf

quality from the particular geographical location of the trees, the climate conditions there, the soil, and relief, all of which factors confer on the final product specific physical and organoleptic properties. These natural conditions compel the farmers to harvest *manually* and *in a selective manner*, since only few fruits of a given tree can produce this precise coffee. As a result of this process, a coffee with pure taste, average acidity and pronounced aroma is obtained[33].

The product specification defines the geographical area of the GI "Coffee from Colombia" in two ways. *Administratively,* the geographical zone covers certain enumerated, predefined Colombian departments[34], and *geographically* the concerned regions meet required conditions in terms of longitude, latitude and altitude.[35] The use of the GI "Café de Colombia" ensures that the coffee originates 100% from the coffee growing zone.

Organisation of the production chain

Originally, only isolated farms with small-scale production were involved in coffee production. Eventually, the coffee culture changed, and with it commercialization increased, causing coffee to become the primary agricultural product in the beginning of the 20th century. Following this development, the production was restructured. Nonetheless, serious limits remained on the marketing level, preventing the industry from achieving expected results.

The producers therefore organized, in order to address the situation: on 27 June 1927, the *Federación Nacional de Cafeteros de Colombia* (FNC) was created to protect *the industry* and the *producers* but also *to promote the*

[33] See, the code of conduct of « Café de Colombia » submitted to the European Commission, available at the DOOR database website,http://ec.europa.eu/agriculture/quality/door/registeredName.html?denominationId=176

[34] The following departements are included: Antioquia, Arauca, Boyacå, Caidas, Caqueta, Casanare, Cauca,Cesar, Chocó, Cordoba, Cundinamarca, la Guajira, Huila, Magdalena, Meta, Narino, Norte de Santander, Putumayo, Quindio, Risaralda, Santander, Tolima and Valle.

[35] Between 1° 00' and 11°15' north and 72°00' to 78°00' west, at altitudes ranging from 400 to 2 500 metres above the sea level ; *ibid note 13*

quality through research initiatives, enforcement of quality standards and encouraging of common efforts to improve the processing. Today, around 500.000 coffee farmers are members of the FNC.

The FNC remains essential for the industry, in particular because of its promotion activities, its efforts to differentiate the product in international markets, and by its monitoring of all stages of production until the coffee reaches the domestic market or is exported.

Economic and social effects

The differentiation of Colombian coffee on the basis of the geographical origin has resulted in a special market position, which has proven profitable. *Economically*, the price paid to producers (in dollars) has increased over the last few years: it grew from $0,52lb[36] in 2000-04, to $0, 75/lb between 2005 and 2009 for a production of about 10 million bags.[37] Despite the drop of coffee prices on the international market, the price differential of "Café de Colombia" as a GI has been preserved compared with non-certified coffee.

The establishment of the GI has had positive *social spill-over effects*: rural development, fair distribution of revenues, peace and stability in the area of cultivation. In this context it shall be noted that, presently, numerous indigenous communities in the area[38] produce coffee bearing the GI "Café de Colombia".

The development of the coffee industry has also had positive spill over effects on related industries, such as the transports, finance, and employment sector. All in all, around 4 million people survive directly or

[36] For a definition of one English lb, see footnote 4.
[37] See Agritrade, "Note de synthèse: Enjeux du commerce ACP-UE dans le secteur du café", *Novembre 2009,* http://agritrade.cta.int/en/Produit-de-base/Secteur-du-cafe/Note-de-synthese, and Seer, p 28, Figure 2 « Growers and spotmarkets for Colombian coffee 2000-2007, in Nadja El Benni and Sophie Riveron, Working Paper n°2009/15, *Swiss National Center of Competence in research, March 2009*, http://82.220.2.60/images/stories/publications/IP5/GI_Case-studies_2009.pdf
[38] Examples: Cauca, Narino, Caldas and Sierra Nevada.

indirectly from the coffee industry, which employs 35% of the total Colombian farming sector workforce.[39]

Legal protection

In December 2003, the FNC filed a request to the government to have the name "Café de Colombia" protected as a "denominación de origen" (DO). By its Decision No 4819 of 4 March 2005, the "Trade and Industry Monitoring Body" (Superintendencia de Industria y Comercio) approved the DO application. Ever since, the appellation can be used exclusively on products that meet the conditions contained in the product specification. In addition, in order to more effectively fight usurpation, numerous entities assist the FNC in its monitoring activities, including the "Sistema de Informacion de Cafetero" (SICA) which is in charge of mastering the number of producers using the DO. By instruction from the FNC, an entity called Almacafé[40] is responsible for the monitoring operations at the custom services. Only coffee that meets the exportation standards established by the Comité Nacional de Cafeteros and contained in Decision no 5 de 2002 may be commercialized under the protected appellation.

The denomination "Café de Colombia" is protected in the international marketplace. It has been registered as a certification mark in the U.S. since 1985. As far as the EU is concerned, the FNC has introduced its application to the Commission for the protection of "Café de Colombia" as a PGI. Eventually recognized in 2007, "café de Colombia" became the first non-European PGI registered within the EU (see Module IV).[41]

A few conclusions

In this case, the key factors for success are, on one hand the strategic choice to establish a broad denomination for the protection and promotion of « Café de Colombia » on national and international markets, and on the

[39] *Ibid*, note30, point 4.3.2
[40] This entity finds its support in the ISO 65 norm (See module IV)
[41] See Regulation registering the PGI "Café de Colombia", http://eurlex.europa.eu/LexUriServ/LexUriServ.do?uri=OJ:L:2007:240:0007:0008:FR:PDF

other hand, the FNC's proactive efforts to monitor and protect the denomination in Colombia as well as in foreign markets where the product is marketed.

It is also important to emphasize the promotion/marketing efforts handled by the FNC in the last years (as for instance, the advertising campaign related to Juan Valdez© which represents the archetypal Colombian coffee grower[42]).

Coffee of Kenya

Product, history, "terroir"

The coffee of Kenya is named after the Mountain of Kenya. It comes from the deep, rich soils of the mountain, which is the second highest summit in Africa (after Kilimanjaro). The first beans of coffee were cultivated here already in 1893.

Most of the beans grow on the mountain slopes, at an altitude ranging from 1400 meters to 2100 meters, and the main growing regions are Mt. Kenya West, Kiambu, Kirinyaga, Muranga, Nyeri, Ruiru and Thika. In these areas, the rainfall is evenly distributed over the entire year. These factors are the key to the quality of the coffee[43]. Presently, the plantations cover some 170 000 ha, out of which 75,5% belongs to cooperatives, and 24,5% constitutes estates.[44]

Despite the good reputation of coffee from Kenya, production has been fluctuating due to climate change and socio-economic factors. For instance, production levels declined from 128,000 tonnes in 1987/88 to 48,000 tonnes in 2004/05 and are only slowly recovering.

[42] See, http://www.juanvaldez.com
[43] See "Coffee production", available at http://www.coffeeboardkenya.org/index.php?option=com_content&view=article&id=64&Itemid=105
[44] See, "Coffee industry", available at http://www.coffeeboardkenya.org/index.php?option=com_content&view=article&id=51&Itemid=102

Organisation of the production chain

Created in 1933, the "Coffee Board" was in charge of regulating the field of the coffee in Kenya. Alongside the Coffee Board, the "Coffee Marketing Board" (CMB) was created in 1946 to handle the promoting activities. Upon its abolishment in 1971, the duties of the organization were assigned to the newly established agency: "the Coffee Board of Kenya (CBK)".[45] Ever since, the CBK has managed all the various aspects of the industry. With the enactment of the New Coffee Act 2001 No.9, however, the mandate of the CBK as a regulatory body was specified in greater detail.

In sum, the CBK strategy consisted in measures to *grow, diversify* and *ensure the production of quality coffee* on the global market, under the name of Coffee from Kenya. The aim hereof was to create added value accruing to all actors involved in the various production steps.

In addition, a subsequently established institution which is financed by individual coffee growers, "the Coffee Research Foundation", has the obligation to conduct *researches* on all matters surrounding the production, processing and marketing of the Coffee of Kenya.

Economic and social effects

The coffee industry plays an important role in the Kenyan economy (it is the fourth largest sector, in terms of foreign exchange earnings, after tourism, horticulture and tea). According to the CBK, while 700,000 small farmers are involved in the actual agriculture (around 70% of the coffee is produced by small farmers), some 6 million people work directly or indirectly in the coffee industry.

The production has been fluctuating as a result of climate change and socio-economic factors. 1987/88 saw the highest production levels, with 128,926 metric tons of green coffee produced. Until 2005, the production was

[45] See The Coffee Board of Kenya, http://www.marsgroupkenya.org/pdfs/Oct_07/Parastatals/Coffee_Board_of_Kenya/STRATEGY.pdf

consistently declining (only some 48 000 metric tons were produces in 2004/05) essentially due to the drop in coffee prices on the international market. In the last few years, this trend has changed, resulting in higher production levels since 2006.[46]

Kintamani Coffee, Indonesia

Product, history, "terroir"

Shortly after the ratification of the Trade – Related Aspects of Intellectual Property Rights (TRIPs) Agreement of the WTO and the establishment of trademark law in Indonesia in 2001, a pilot project on Arabica coffee in the Kintamani highlands of Bali was launched to study the implementation aspect of GI protection.

The Kintamani coffee was selected due to its long lasting reputation since the early nineteenth century and particular taste, notably influenced by local natural conditions (soil, climate). At the time coffee was already an important source of income for the Indonesian economy with a number origin-linked coffee products, such as Java *kopi luwak*, which despite generating significant price premiums are not under official GI protection and are thus vulnerable to counterfeiting.

Organisation of the production chain

In 1997, the government in collaboration with the private sector had launched a quality improvement programme and additional government efforts aimed at raising coffee quality and sales prices followed since 2002.

Between 2002 and 2008, production of Kintamani Bali wet-processed Arabica coffee averaged about 300 tonnes. Given the increased demand for Kintamani Bali coffee farmers wanted to obtain legal protection for their product using the GI system and established an organization (CGIP)[47] to represent the local coffee community and manage the protection.

[46] See "Swiss-Kenyan Project on Geographical Indication (SKGI)", IPI.
[47] Community of Geographical Indication Protection

The process of GI protection took several years from start to completion and included the involvement and participation of a number of stakeholders, from domestic and international research institutes[48], the government, to the private sector. A key success factor was the provision of information and training on quality and GI systems for the different stakeholders involved. Training was concerned with the promotion of good agricultural practices and good manufacturing practices. The government's role consisted mainly in improving market access for farmers, physical infrastructure, and financial support.

Economic and Social Effects

Farmers and rural livelihoods benefit from higher price premiums. The financial incentive has furthermore encouraged farmers to grow more coffee using good agricultural practices with positive effects for the environment. From 2002 to 2008 farmgate prices of dry-processed Arabica coffee in the zone increased more than threefold from US$ 0.8 per kilogram to US$ 3.3 per kilogram.

Legal protection

GI protection for "Kopi Arabica Kintamani Bali" coffee was officially received 7 years after the launch of the pilot project from the Directorate General for Intellectual Property Rights of the Ministry of Law and Human Rights on 5 December 2008 - the first GI-protected product in Indonesia.

A few conclusions

Despite the time-consuming establishment of GI protection for Kintamani Bali Arabica coffee, its success has been widely recognized and acts as a

[48] Indonesian Coffee and Cocoa Research Institute (ICCRI), Centre de coopération internationale en recherche agronomique pour le développement, Montpellier (CIRAD)

model for other Indonesian communities that wish to apply for GI protection (Gayo Arabica coffee, Flores Bajawa Arabica coffee). [49]

Cacao Arriba, Ecuador

Product, history, "terroir"

Between 1880 and 1920, Ecuador's Guayas River Valley was one of the most productive cacao growing regions in the world. The fertile soil, hot and wet climate, well-protected port, and network of navigable rivers provided an ideal setting for the cultivation of a global, cocoa-based economy. The land along the riverbanks was typically reserved for growing Arriba cacao.

The Rio Babahoyo is one of the main arteries of the Guayas River Valley and is what originally gave the cacao of the region its name: *Arriba*, or cacao from "up" river. Legend has it that Ecuador's fine aroma cacao is called *Arriba* because when a Swiss *chocolatier* navigating the River Guayas in the 19th century asked workers unloading a cargo of cocoa beans from their canoes where the rich aroma he smelled came from, they responded, "del río arriba" meaning "from up the river".[50]

Ecuador's Arriba cocoa also known as 'Nacional' (or Criollo) is characterized by a very short period of post-harvest fermentation, a floral aroma and smooth flavor. Arriba cocoa is essentially the combined product of plant genetics, favourable origin specific geographic and climatic conditions, and certain production methods.

The superior quality cocoa has become a strategically important element in the chocolate industry. Barely 5 percent of the world's cocoa is considered "Fine Aroma," and Ecuador is responsible for producing more than 50% of it. Ecuador is the seventh largest producer of cacao in the world producing

[49] Mawardi, S. 2009. Advantages, constraints and key success factors in establiching origin- and tradition linked quality signs : the case of Kintamani Bali Arabica coffee geographical indication, Indonesia. FAO

[50] Jewell, C. 2009. Ecuador 2009 – A bicentenary celebration World Intellectual Property Organization (WIPO) http://www.wipo.int/wipo_magazine/en/2009/06/article_0002.html

over 3 percent of the global total.[51] It is said that fine cocoa receives a price premium of 20 to 30% over the New York Stock Exchange.

Efforts towards GI protection

Based on the product specific characteristics and the pre-existing reputation of the product, it has been decided to preserve the characteristics of the variety by setting up rules in a Code of Practice and applying for the protection of the GI Cocoa Arriba as denomination of origin. In 2000, the Ministry of Agriculture began a project for protecting Cacao Arriba to preserve the quality of this cacao. In 2005, within the programme Biocomercio supported by UNCTAD, national institutions and a group of NGOs reinforced the project. They worked with the aim of supporting producers (through the National Federation of Cacoa Producers of Ecuador – FEDECADE and the Union of Cocoa Producers Organizations of Ecuador – UNOCACE) in the elaboration of a strategy and of a formal request for an appellation of origin.[52]

Cocoa from Vanuatu

Product, history, "terroir"

Vanuatu and Samoa have the oldest cocoa industries in the South Pacific. Over the last decade, Vanuatu's production has oscillated around 1,000 to 1,200 tonnes. Cocoa exports, as with copra and coconut oil, have shown a downward trend. In 2008, Vanuatu exported 1,058 tonnes of cocoa, for a fob value of 240 million vatu. This represented 6% of Vanuatu's total export earnings, lying behind coconut products, beef and kava.

[51] *Ibid, note 27.*
[52] FAO – SINER-GI. 2009. Linking People and Place – A guide for promoting quality linked to geographical origin and sustainable Geographical Indications. Rome, 2009.

During two decades of monopoly cocoa marketing by the Vanuatu Commodity Marketing Board (VCMB) farmers were not able to take advantage of significant price premiums available for organic and single origin cocoa. It is only with the abolition of the inefficient VCMB and through the involvement of the French cocoa company KAOKA that local farmers and processors gained access to high value niche markets.

Through the establishment of the Vanuatu Organic Cocoa Growers Association (VOCGA), which resulted from a project funded by the French Government, the returns from cocoa have been greatly increased. VOCGA operates as an umbrella marketing cooperative under which there are primary processing cooperatives that supply strictly organically certified dry cocoa beans. Each primary cooperative operates one or more centralized fermentaries. In addition, VOCGA arranges the shipment of organically certified cocoa beans to the French chocolate manufacturing company KAOKA, possesses a transparent pricing system, and operates on modest marketing margins for which it provides high quality marketing services. Exports of organic cocoa commenced 2006, with 400 tonnes shipped to France.

Vanuatu cocoa growers, with their long tradition of fermentation are well placed to sell to secure niche markets at a premium price. Good fermentation, adhering to high quality standards, is fundamental to accessing all these market options.

Economic and Social Effects

The 1205 VOCGA shareholders and smallholder farmers benefit from higher prices received for wet beans of about 60 vatu/kg compared to 50 vatu/kg obtained from buyers of non organic cocoa, technical assistance and improved rural infrastructure provided by both public and private sector stakeholders.

Legal protection and control mechanisms

The setting and enforcing of grading and organic standards is entirely in the hands of VOCGA/KAOKA. VOCGA is responsible for the maintenance of systems that ensure the traceability of the product. This involves the internal production controls and the description of production plots and processing facilities. VOCGA has so far lived up to its standard and never received reports of banned substances at any level of contamination.

A few conclusions

Key success factors include:

- Small holder cocoa production in Vanuatu has always essentially been organic in the sense that chemicals and fertilisers are not used
- VOCGA high quality management, organization and support
- the primary cooperatives network have in place a highly efficient financing and cash flow management system. Cash on delivery for wet beans at the processing centres is a critical incentive to small holders and often is of greater importance than the actual price received.
- KAOKA meets the cost of technical support and guidance to cooperatives.
- KAOKA cocoa industry investments

Major constraints and challenges:

- High overhead cost of office and storage space rental.
- Sufficient supply.
- Maintaining organic discipline.
- Poor infrastructure for transport and communications.
- Predatory buyers.
- The continued involvement in the industry of the VCMB
- Productivity

- Organic certification; auditing and compliance of some 1,200 small farmers and 25 primary processing cooperatives to the organic standards (Bio Equitable) of the certifying agency ECOCERT.

After four years of importing VOCGA certified organic cocoa, KAOKA is now sufficiently confident of the quality and supply consistency to launch a Vanuatu single origin chocolate.[53]

[53] McGregor, A., Watas, P.C., Tora, L. 2009. The Vanuatu Organic Cocoa Growers Association (VOCGA) : A Case Study of Agriculture for Growth in the Pacific. FAO, November 2009.