Federación Nacional de Cafeteros de Colombia

"Branding GIs"
New Ways to Promote the Colombian Coffee Origin

Luis F. Samper

oriGIn General Assembly - Guadalajara 2011

September 2011

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Geographical Indications and the challenge behind them.

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Producer

Producer´s hard work and quality should be recognized.

Consumer

Origin should be relevant.

✓**Consumers recognize and value the informational content of Geographical origin labels**
(Consumer preferences for country-of-origin, geographical indication, and protected designation of origin labels 2009)

✓**92% consumers in the US want to know where their food comes from**
(Consumers Union poll, 2007)

✓**90% believe knowing the country of origin of the foods they buy will allow consumers to make safer food choices**
(Zogby International survey 2007)

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The 100% Colombian Coffee Program and the PGI gave us the necessary knowledge to advance in the process.

Café de Colombia

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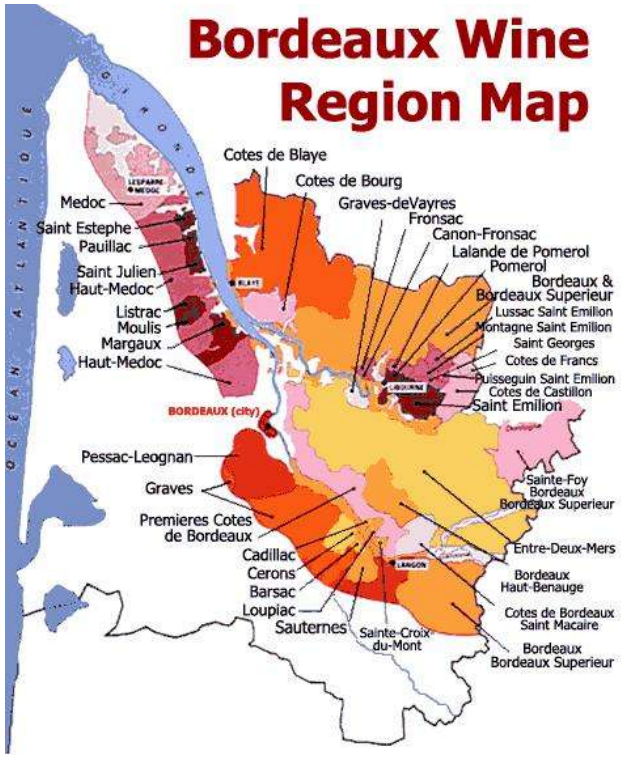
Café de Colombia was the start

Regional DOs follow the Bordeaux example



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In 2006 FNC begun to work on the viability of a regional GI Strategy

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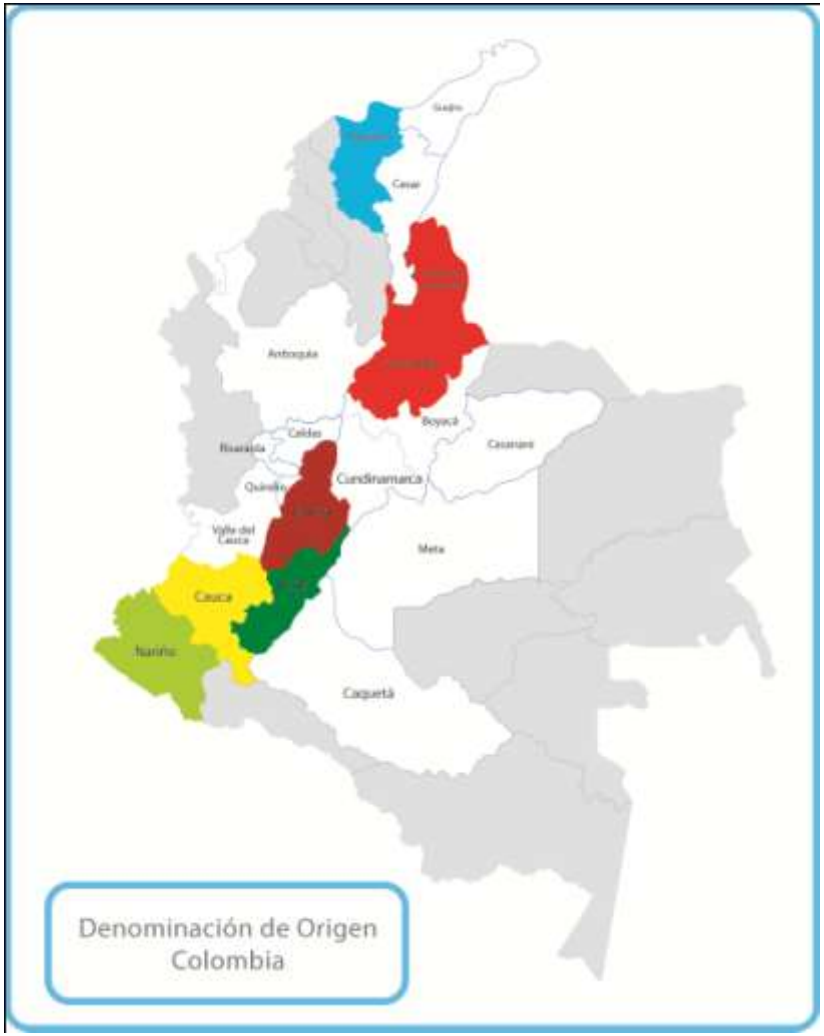

Nariño
- Growers: 33.340
- Average coffee farm size: 1.52 Ha.
- Growers with less than 5 Ha: 99.07%

Cauca
- Growers: 87.668
- Average farm size: 2.16
- Growers with less than 5 Ha: 99.37%

Huila
- Growers:62.322
- Average farm size: 4.30
- Growers with less than 5 Ha: 95.82%

Santander , Norte de Santander
- Growers: 49.490
- Average farm size: 8.39
- Growers with less than 5 Ha: 95.68%

Guajira, Cesar, Magdalena
- Growers: 9.795
- Average farm size: 27.8
- Growers with less than 5 Ha: 70.92%

Tolima
- Growers:53.471
- Average farm size: 6.22
- Growers with less than 5 Ha: 94.62%

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Café de Nariño case

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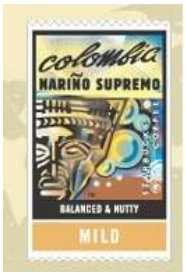
Growers: 33.340
Average farm size: 1.52 Ha. (3.75 acre)
Growers with less than 5 Ha.: 99.07%
Average coffee plantation size: 0.64 Ha. (1.58 acre)



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Geographical Indications and the challenge behind them

- ✓ **Objectively** define the geographic region
- ✓ **Define** and characterize product in terms of its essential characteristics
- ✓ Establish the **relationship** between product quality and production environment

- ✓ Develop demand **sustainability** – Develop a global strategy for promotion and sustainability
- ✓ **Implement** the strategy– Guarantee its defense

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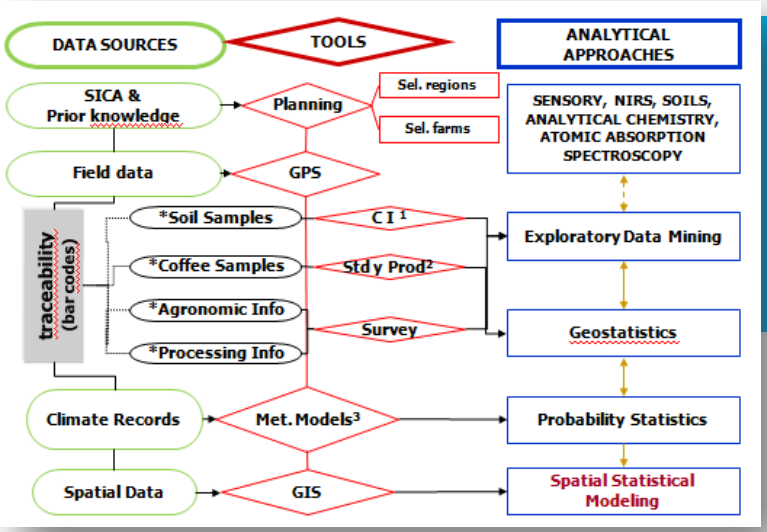
Define the geographic region and characterize product



Through an extensive research the relationship between the quality and the area of origin was identified

Field work was coordinated with growers and regional Committees

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Climate records and growing environments data was also included into the analysis

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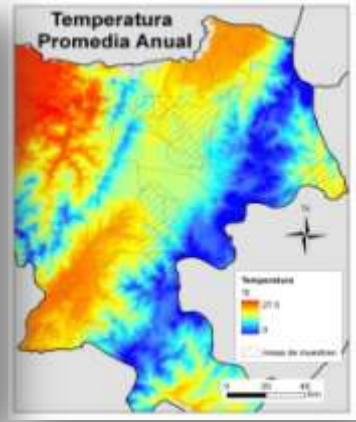
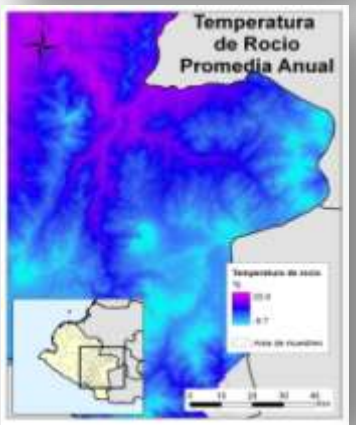
Cenicafé
Centro Nacional de Investigaciones de Café

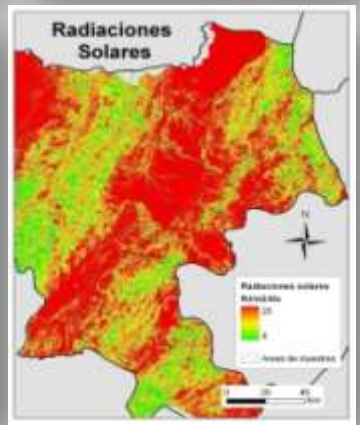
MarkSim™

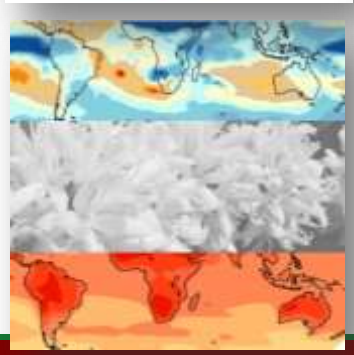
WorldClim - Global Climate Data

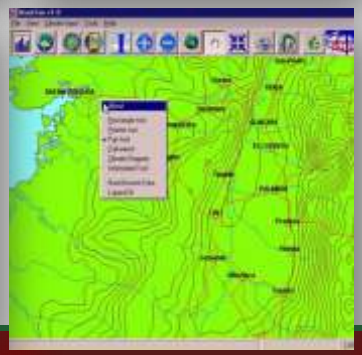
Environmental characteristics were mapped, as well as dew point and solar radiation











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Establish the relationship between product quality and production environment

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Evaluated samples per region

PHASE	REGION	STANDARD SAMPLE	GROWER SAMPLE	TOTAL	SOILS	SENSORY
	CAUCA	152	154	30E	154	1224
I (2006)	NARIÑO	217	199	41E	193	1664
	TOTAL 2006	**369**	**353**	**722**	**347**	**2888**
	HUILA	235	199	434	183	1736
	TOLIMA	205	198	403	204	1612
	SANTANDER NORTE	88	88	17E	88	704
II (2007)	SANTANDER SUR	201	201	402	201	1608
	CESAR-GUAJIRA	79	79	15E	79	632
	TOLIMA	75	75	15C	75	600
	TOTAL 2007	**883**	**840**	**1723**	**830**	**6892**
	HUILA	170	161	331	141	1324
	SANTANDER NORTE		71	71		284
	SANTANDER SUR		190	19C		760
III (2008) VER_2008	CESAR-GUAJIRA		27	27		108
	MAGDALENA		33	33		132
	TOTAL		321	321		1284
	TOTAL 2008	**170**	**803**	**973**	**141**	**3892**
	CAUCA	246	243	48S		2892
	NARIÑO	194	185	37S		2372
	HUILA (SEC. LA PLATA)	55	55	11C		1996
VER_2009	HUILA (ZONA NORTE)		171	171		1112
	HUILA (ZONA SUR)		160	16C		440
	ZONA NORTE					
	COLOMBIA		295	29S		0
	TOTAL 2009	**495**	**1109**	**1604**	**0**	**8812**
	TOTAL	**1.917**	**3.105**	**5.022**	**1.318**	**22.484**

A substantial amount of data related to each sample was systematically obtained during different crop seasons

FARM

- ✓ Geographic
- ✓ Climatic
- ✓ Production System
- ✓ Soil Analysis

COFFEE

- ✓ Quality related
- ✓ NIRS
- ✓ Atomic Absorption
- ✓ Plasma

➢ **1234 variables per sample**

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A defined domain and product description for Café de Nariño, result of the product quality and production environment

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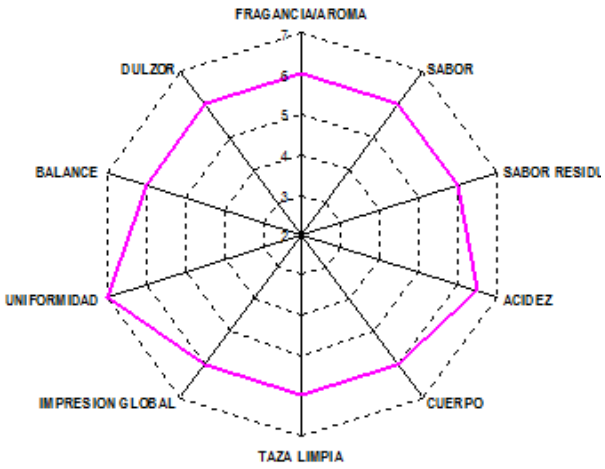
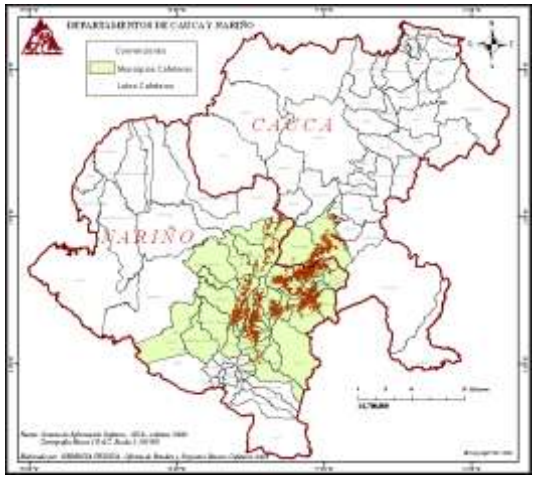
Qualitative descriptive analysis illustration





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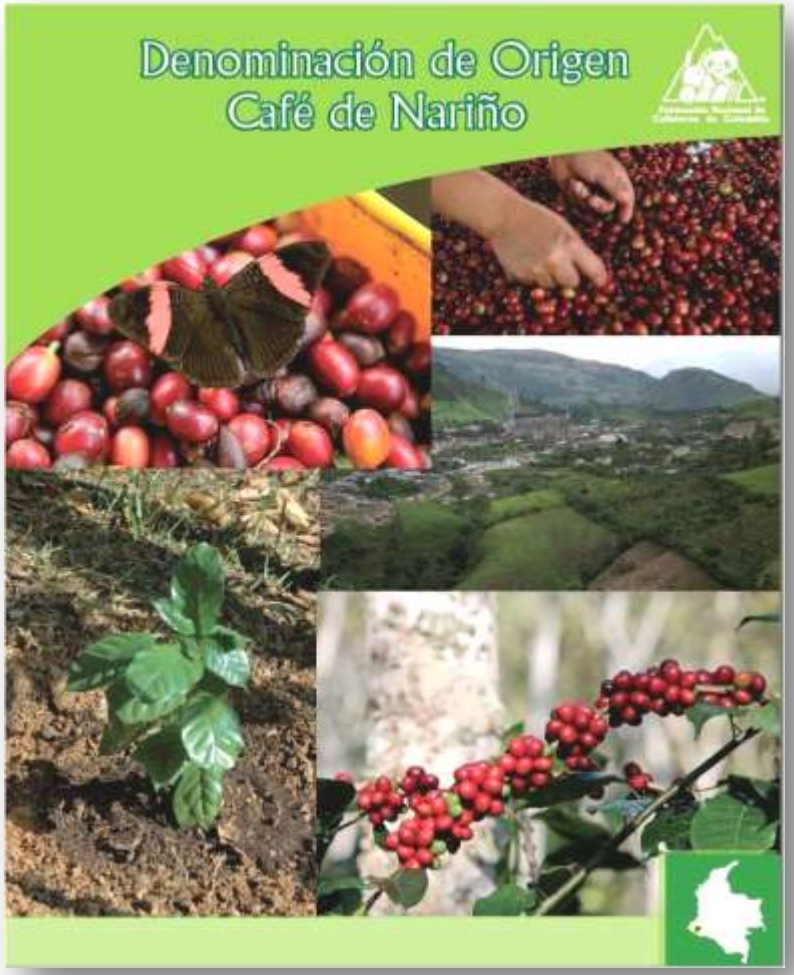

"A Denomination of Origin CAFÉ DE NARIÑO is requested for *the coffee grown in the Area defined in this document under clause 3.which, when processed, has the following characteristics**: high acidity**, medium body, **sweet notes**, clean cup, mild, and a pronounced aroma.*"

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Developing a global communication strategy

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Virtual trip to Nariño origin Web site Café de Colombia

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GI Café de Nariño

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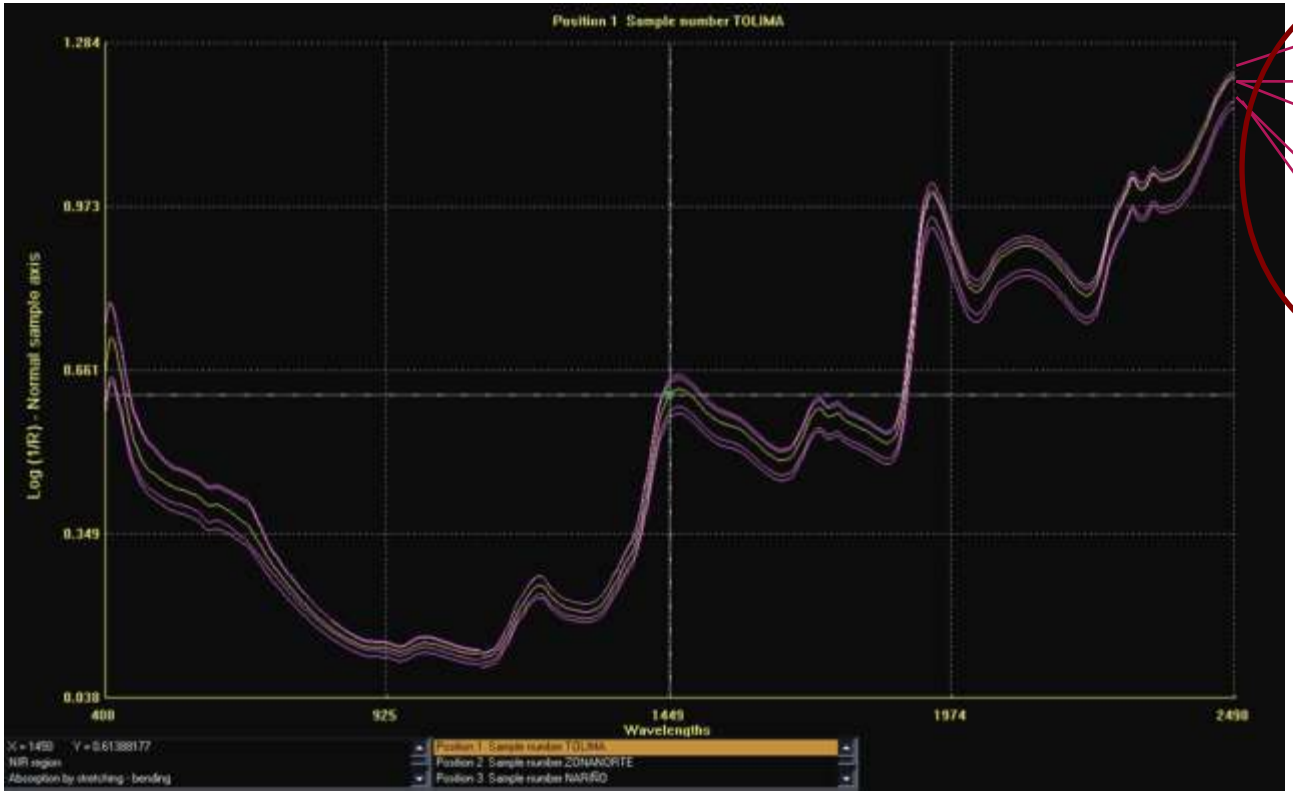
Chemical profiles identified with Near-infrared spectroscopy



- ✓Absorption readings with the NIR (900-2500 nm).
- ✓Each spectrum cointains 1050 absorption points (variables).
- ✓Qualitative and discriminant analysis (PCA).
- ✓Quantitative analysis (chemical compunds composition)

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Product & environment spatial distribution

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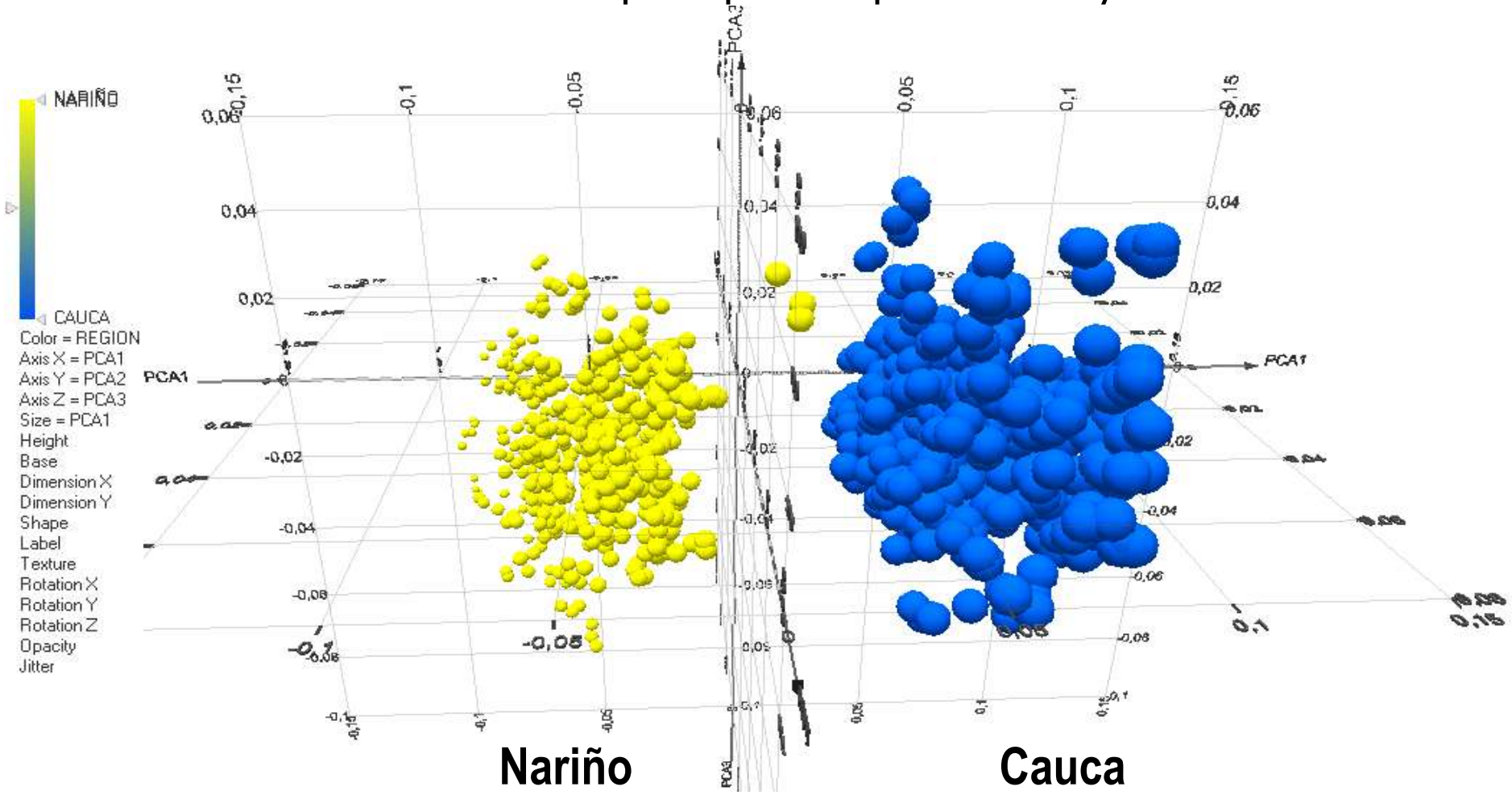
Cauca Nariño principal component analysis



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Producer

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Gracias – Thank you

More info

www.CafedeColombia.com

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