

Gis, international tools for sustainable development



Various examples of french GI's experience

An international tool for sustainable development

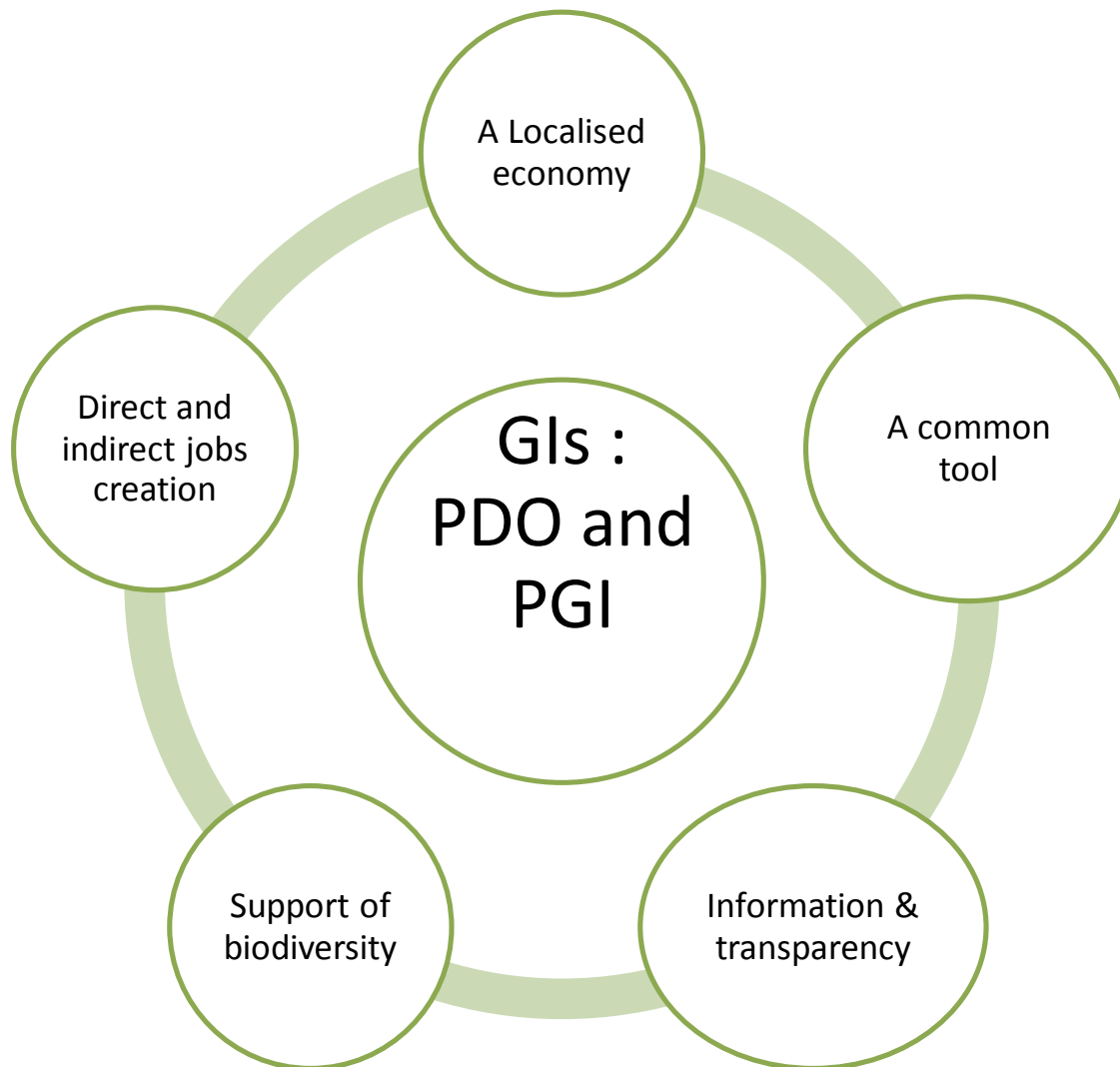


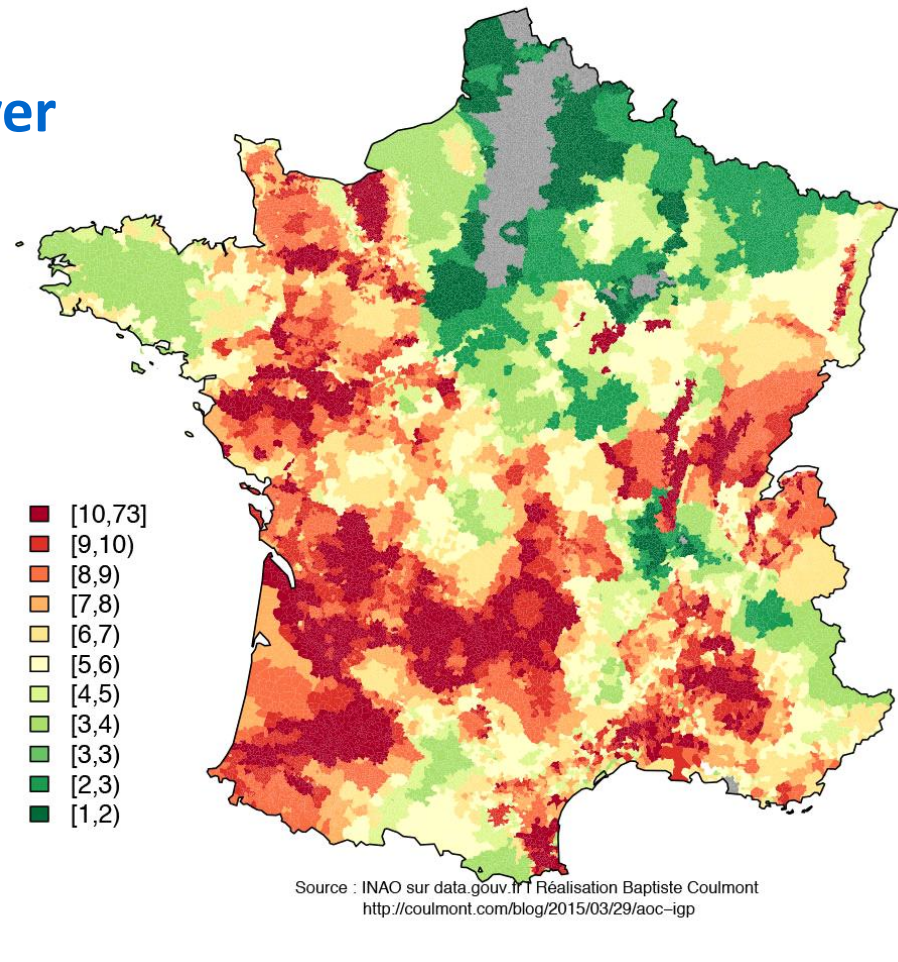
Illustration of economic and territorial impact in France



619 PDO and PGI in France

Density of GIs per town

€21 billions of annual turnover





GIs: a tool for producers & consumers

- Information & Transparency : the consumer knows the origin of the product and the production methods,
- Controls by independent bodies :
 - More than 6 000 controls of French dairy PDOs per year



GI: a territorial development tool

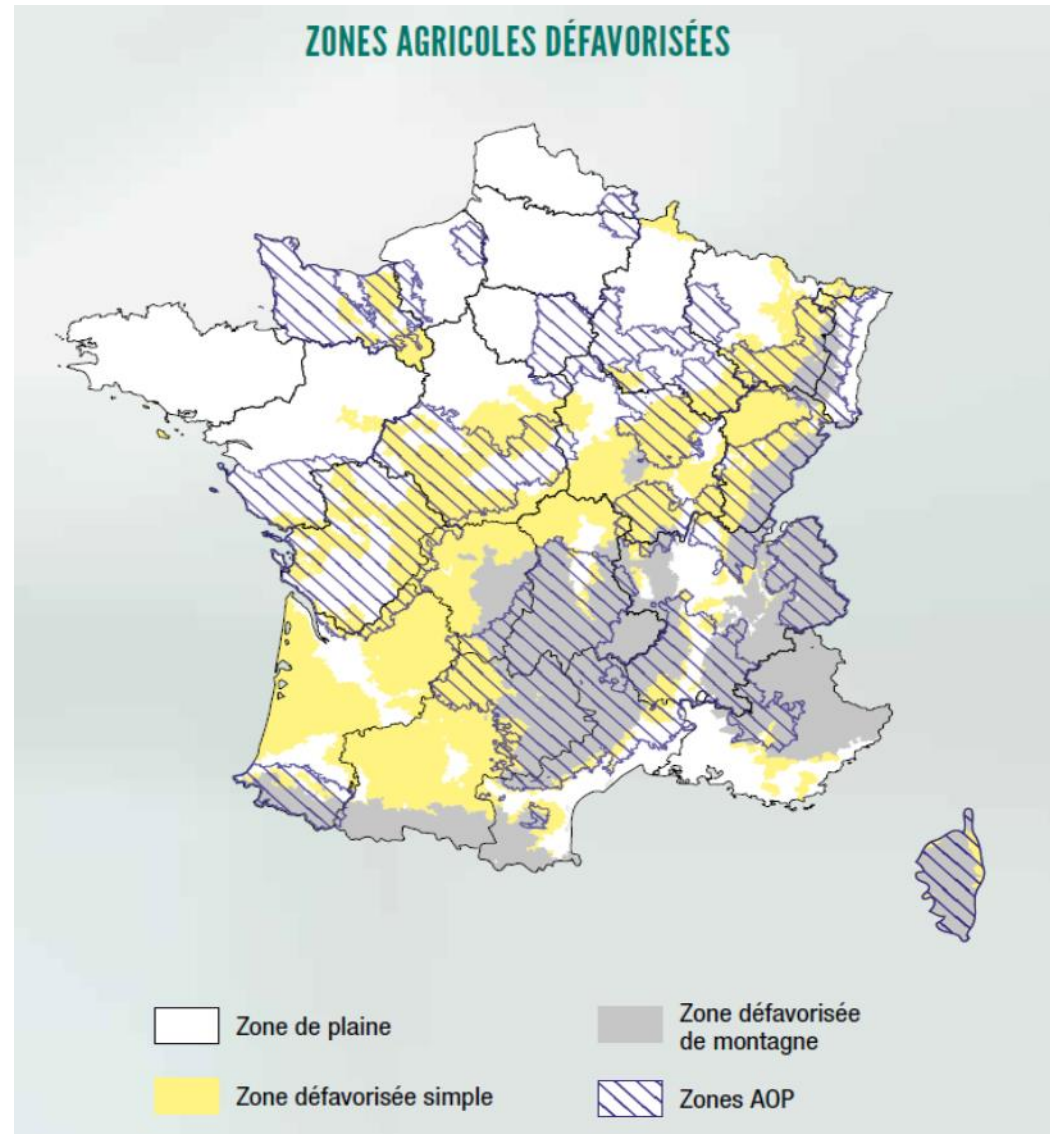


- An activity which cannot be outsourced:
 - Direct and indirect jobs creation : for example 4 600 direct jobs associated of 7 PDO and PGI in the same Savoie territories (12 jobs per million kg milk in comparaison with 8 jobs per million kg milk in french classical production unit),
 - PGI Pruneau d'Agen represents 98 % of the French production of Prune (12 500 ha), which provide 5 400 direct jobs,
 - Enhancement of specific know-how in the majority fo French PDO cheese : permanent grassland, raw milk cheese, maturing on wood...



GI: a territorial development tool

- 54 % of the PDOs cheese areas are in less favoured areas
 - 70 % of the PDO volumes are produced in mountainous areas
- Development of regions with few other activities





GI: a territorial development tool

- Support of biodiversity, example of PDO cheese of Savoie :
 - Practices adapted to local resources (grazing permanent grassland, hay),
 - Use of local breed and of raw milk
 - Example of the dairy PDOs in mountains: use of permanent grassland with a diversified flora (50 vegetal species)



GI : specific know-how

Permanent grassland, local breed



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Les fromages de Savoie, acteurs du territoire





GI : specific know-how

Raw milk, maturing on wood



19/11/2015



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