



Food and Agriculture Organization
of the United Nations

GIs in the time of sustainability

How can GIs contribute to sustainable food systems

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Towards a 2020 Geographical Indications (GIs) International
Agenda

Treviso, 18th october 2017



Gis and sustainability

- Gis are, by their very definition, necessarily sustainable.
 - Their sustainability needs to be:
 - shown and explained
 - Strengthened
 - Protected
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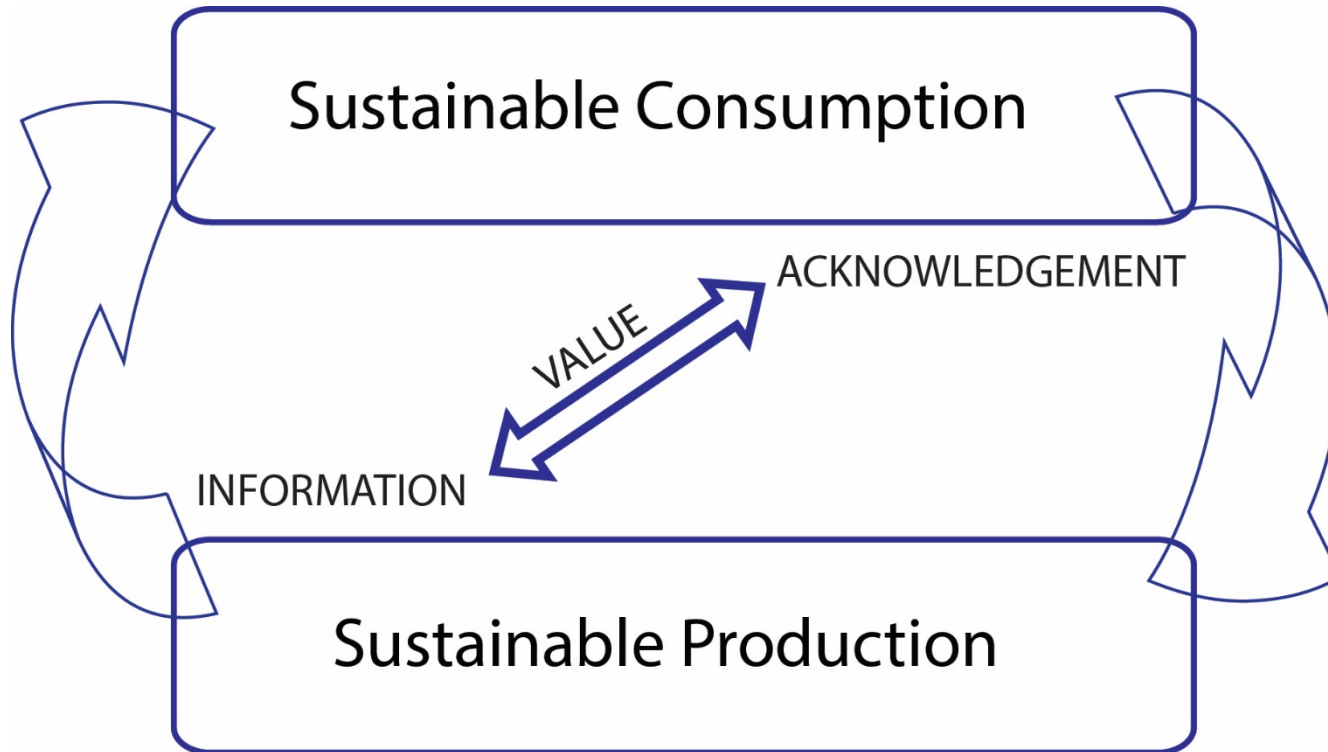


Sustainable food system

A sustainable food system (SFS) is a food system that ensures food security and nutrition for all in such a way that the economic, social and environmental bases to generate food security and nutrition of future generations are not compromised.
(HLPE, 2014)



Link sustainable consumption and sustainable production



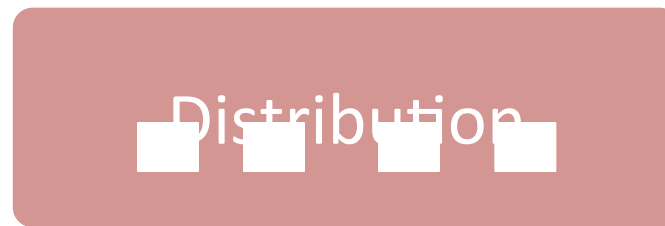


Total quality?

- Good for health, good for the environment, good for the economy, and tasty
 - A concept for research (Rastoin, 2017)
 - Also, often the reality of consumer behavior
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Where is sustainability ?





Place, people and products

- Tracability
- Recognition that quality/value is given by a special place, special producers. Give them value.
- Value is given by the producers (you cannot just add it at the end of an industrial process)
- Enable small producers to benefit from a collective image
- Constant quality, even for non transformed products (crucial to promote fruits and vegetables as a tasty, quality food)



Place, people and products

Gis contribute to dimensions of sustainability that are less easy to quantify, less advocated for, like:

- Biodiversity
- Social

Gis contribute to sustainability in often more complex ways, giving value to products, to farming, to species and spaces. With consequences on attractiveness of farming; or on food culture, and thus on good nutrition.



Way forward

- Construct a narrative on the sustainability of GIs and on how they contribute to SFS. A study on the economics of GIs, distribution of value added would be particularly useful.
- Integrate safeguards against unsustainability; including against success (excessive intensification)
- Use the structures of GIs to conduct sustainability analysis (of both the GI and the territory in which it is inscribed); determine priorities (either low hanging fruits or critical points)



Thank you

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