



Food and Agriculture  
Organization of the  
United Nations

oriGIn

Organization for an International  
Geographical Indications Network

**FAO-oriGIn Series of Webinars on  
“Contributing to SDGs through quality  
linked to geographical origin”**

## Sustainable management of wild collected products for GIs

Organized by the Food and Agriculture Organization of the United Nations (FAO) in cooperation with the European Forest Institute (EFI)

WEBINAR ORGANIZED ON 12 November 2020, 15:00-17:30 CET

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## Background

Starting in 2017, FAO and oriGIn embarked on a project to support Geographical Indications (GIs) to develop their own sustainability strategies, with the aim of understanding the sustainability dynamics at local level and at the same time taking into account markets and regulatory requirements. Experts were invited to discuss this topic and the way forward, which provided the ground for the Sustainability Strategy for GIs (SSGI), including a roadmap of 4 basic components: Prioritize, Assess, Improve and Communicate. A task force was then established to provide continuous feedback and recommendations for the implementation of SSGI and the tools developed in this framework. After the first tool being developed (a guide and toolkit for producers to identify sustainability topics in their system and to engage in improving them), FAO and oriGIn are now working on relevant indicators to help GI producers in the next SSGI phase related with assessment.

Quality products that are deeply rooted in a given geographical area play a key role in the economy. They can also contribute to social development and the preservation of local resources. Natural features – as well as tradition and culture, typical of certain geographical environments – have the potential to confer products some unique characteristics and reputation, which are valued on the market. Preserving such resources, traditions and quality through Geographical Indications (GIs) can create value (economic, social and environmental) for producers and consumers.

Keeping in mind that the United Nations Sustainable Development Goals (SDGs) are the point of reference for any strategy towards a more sustainable future, FAO and oriGIn held a series of webinars (October–November 2020) to address how quality linked to geographical origin can contribute to achieve sustainability objectives.

More information about the series of webinars background and objectives @ [https://www.origin-gi.com/images/stories/PDFs/English/Event/2020\\_originfao\\_forum/Sustainability\\_Forum\\_Rev\\_15\\_October2020.pdf](https://www.origin-gi.com/images/stories/PDFs/English/Event/2020_originfao_forum/Sustainability_Forum_Rev_15_October2020.pdf)

[Find out here the series of webinars full calendar and individual programs.](#)

## Objectives and Agenda

The objective of the webinar on “Sustainable use of wild collected products” was to present, the specific challenges and opportunities of GI schemes related to food and agricultural products, which are collected from the wild, including forests, woodlands and trees outside forests. These products range from medical and aromatic plants, fruits, roots, to honey and mushrooms, also known as non-wood forest products (NWFPs) or wild forest products. More specifically, the webinar, based on existing case studies, aimed at developing recommendations for the private and public sectors on how to preserve and promote sustainable collection of wild products through GI and other relevant origin-linked certification schemes, and at identifying fruitful collaborations and synergies among ongoing or planned activities and stakeholders.

### Agenda:

15:00	Opening: Background, Objectives and scope of the session, Sven Walter & Florence Tartanac (FAO)
15:15	Keynote: Importance of origin linked certifications for wild collective products, Davide Pettenella, University of Padova, Incredible project
15:30	<p>Cases studies of GI related certification schemes of wild products - opportunities and challenges</p> <ul style="list-style-type: none"> <li>- Europe: The Place and Role of Wild Collected Thyme in the Protected Geographical Indication (PGI), Nathalie Vucher, Association of Herbes de Provence and president of INAO committee on controls</li> <li>- Africa: Experiences from Sahel Forest Foods and Action against Desertification (AAD), Josef Garvi, Executive Director, Sahara Sahel Foods</li> <li>- Africa: The case of the forest fruit Madd in Senegal, Pape Tahirou Kanouté, Director of local NGO Etudes, Territoires, Développement et Services</li> <li>- Latin America: Chakra Label from Ecuador, Virginia Vallejo, national Farm and Forest Facility(FFF) facilitator in Ecuador</li> </ul>
16:10	Q&A and Discussion on key issues above-mentioned
17:00	Discussion on next steps and possible collaborations
17:20	Conclusions, Inazio Martinez de Arano (EFI)
17 :30	End of the meeting

## Main findings

The webinar has been a very interesting and lively meeting attended by more than 100 participants from more than 30 countries, including representatives of the public and private sector, academics and development partners.

It has contributed to raise awareness on the importance of wild collected products in the world for sustainable development and food security: trade in these products generated a recorded value of some US\$90 billion in 2011, although this is widely acknowledged to be underestimated. One billion people is estimated to depend on wild foods, which are strongly linked to biodiversity and balanced diets. The presentations and discussions highlighted the relevance of GI as “bottom-up and tailored” certification process to preserve and promote such products to contribute not only to food security and nutrition but more generally to preservation of biodiversity, heritage, and community empowerment, including women.

Specific topics were particularly addressed, such as the specifications to define good practices and approaches for the sustainable management of the resource base, the importance of participatory approaches to ensure community leadership and the need of a sound regulatory framework and guarantee system.

The webinar raised lots of interest for further discussions, synergies and collaborations, in particular to develop more knowledge and specific guidance tools to help communities developing appropriate processes to promote the sustainable management of wild collected products.

## Opening: Background, Objectives and scope of the session

### **Carsten Smith-Hall (University Copenhagen)**

Carsten Smith-Hall, moderator of the webinar, briefly welcomed all the speakers and participants. He recalled the importance of wild collected products and the essential connection they have with GI. He introduced the topic of the webinar as an occasion to focus on wild collected products related issues in relation to GIs, whose benefits are known and significant.

### **Florence Tartanac (FAO)**

Ms. Tartanac first recalled the importance and some of the numerous benefits of wild collected products (i.e. fruits, mushrooms, honey, herbs...) as they are fundamentally biodiverse, rich in nutriment (beyond basic nutrition) and thus very important for nutrition and healthy diets. She then highlighted the capacity of GI to represent a way to promote these products on markets and facilitate their access to consumers.

Ms Tartanac explained that synergies between a territorial strategy building on GI and the category of wild collected products is an emerging area of work which deserves lots of attention because of the multiple benefits they can provide on the different pillars of sustainability: economic, social,

environmental and governance, the four pillars of the Sustainability Strategy for GI developed by oriGIn and FAO. On this point, it was reminded that the development of this sustainable strategy is part of FAO's work since 2007, with the implementation of programs and support to member countries or implementing GIs. It is also part of the development of GIs strategies for the contribution to SDGs. Since 2017 the FAO and oriGIn are collaborating to support GI stakeholders and the association interested in developing their own sustainability strategy. A key step of this collaboration was the adoption by oriGIn members of the sustainability strategy for GI in 2017, based on three main stages: "prioritize", "access" and "improve". The current development of tools and guidelines will be necessary for producers to raise awareness and develop knowledge on GIs sustainability strategy.

She finally expressed her delight that this webinar could be an opportunity to learn more about the best practices adopted around the world around GIs and wild collected products and their synergy in different cases. She also recalled that this event was an opportunity to share experiences and recommendations for producers, academic and public authorities to increase benefits of GIs for wild collected products.

[Click here for the full speech.](#)

### **Sven Walter (FAO)**

Sven Walter informed participants that this webinar has been co-organized and co-hosted by FAO and the European Forest Institute (EFI) as these two institutions are led to work together often and closely on issues related to wild collected products. On the role – the actual and the potential role - of Geographical Indication for the sustainable consumption and production of these products, Mr Walter resumed the work carried out by the FAO to support collectors and producer organisations to develop inclusive value chains, to enhance the enabling environment and to improve the availability of data on these products. In fact, the Forestry Division of FAO also led several initiatives to support countries and stakeholders such as Actions Against Desertification and the Forests and Farm Facility.

As FAO aims at promoting sustainable food systems, the issue of wild products is of high importance for the FAO Forestry Division in the context of biodiversity conservation and the promotion of its sustainable use, in order to improve people's livelihoods, food security and nutrition.

In the future, because of the challenges imposed by climate change and environmental degradation, wild plants will become more and more important as future crops and commodities. Many of these products are strongly linked to certain geographical environments and can benefit from GI schemes. Therefore, it is a huge opportunity to assess how GI and related certification and labelling systems can support the development of sustainable value chains related to wild products, considering that these value chains already contribute to the economic development in many countries and regions and support countries in their transition to a circular bioeconomy.

Different examples of so-called super foods and many other products that will be presented during this webinar are linked to certain geographical environments. In that sense it may be very interesting to see how GI can support producers, upscale sustainable production and consumption, and secure livelihoods.

Mr Walter then shared his hope that based on the discussions held during the webinar, it will be possible to find some common pathways on how to promote the sustainable use of the wild products. To him, it is important to have this discussion now as the UN is in the decade of action on nutrition and heading into the Decade of Ecosystem Restoration next year, as well as the fact that the UN Food System Summit is coming up. He finally declared that he expected that discussion but also the joint follows up will provide inputs to these processes because of the important contributions of wild foods to the global food system and the restoration and preservation of healthy ecosystems.

[Click here for the full speech.](#)

## Keynote on the Importance of origin-linked certification for wild collected products by Davide Pettenella (Professor at the University of Padova in Italy)

### **Definition and attribute of origin linked products**

The term “Origin product” (OP) is used for many products (food and non-food) perceived as having some added values related to their place of origin. While in the past the criteria for defining OP were often implicit, unclear, not very well standardised, and even sometimes contradictory, nowadays consumers are much more educated and informed. This change in consumers habits led to important changes on the demand side (“generational shift”) and the presence of new categories of consumers such as new millennials that have four main reference values:

1. They like green, organic, wild products and wish to have information about the carbon and water footprint of the products.
2. They are looking at healthy products.
3. They may be interested in supporting solidarity values through their consumption (i.e. fair-trade products)
4. They value localism and look for products coming from short value chains and with a very clear origin.

### **Typologies of origin products**

There are different types of origin products, that could be classified in relation to the following scale: Company OP; Landowners or local producers group OP ; Regional OP (reference to the French concept of *terroir* ) ; Special areas (National Parks; indigenous communities) or National OP and in relation to the value chain ; Local producers and processors OP (origin linked products coming from some processing activity, so they are involving both local producers and processors); Artisanal OP (processed products sold by non-landowners and named after the place (area or town) where the producers are located. The emphasis is on processing techniques, not on the origin of the raw material).

The four main attributes of origin products are: territoriality, typicity, traditionally, communality. There is an overlapping among all these four drivers, but they are fundamentally important for promoting a PO in the markets.

There are three key points that should be considered to give a value to a PO:

- To have a standard,
- To have a system of control of the standards,
- To give visibility to the products by branding (i.e. labelling).



In the food sector OP denomination and labelling are often regulated by public authorities, who may play a very important role to promote OP, basing their policy on the support of minor producers, food heritage and the associated landscape of (marginal) territories and at the same time to support the consumers, maintaining fair competition and giving relevant information to the potential consumers. OP public regulations are normally associated to official registers of the GIs, umbrella labels (labels that may be used by group of producers that are respecting some standards) and promotional activities.

### **Certification and labelling: examples of standards in action**

The official definition of certification by ISO is the following: *“The provision of an independent body or written assurance so that the product service or system in question meets specific requirements”* (ISO, 2015). Wild collected products (WCP) can use several types of standards with different scopes, among them the origin is often associated to other scopes.

To make a summary of all the main standards available in the market, we may refer to the three classical components of sustainability: the environmental, social, and economic aspects but also the quality of health of human consumers. The main standards that are available on the market can cover specific characteristics like the environmental performance or socioeconomic characteristics (i.e. fair-trade) or they can cover different areas of interest and scope (i.e. WCP certification, fair wild standard).

Looking more specifically at the five main scopes of WCP, we can see the five groups of standards:

- Origin and traditional specialties certified WCP ;
- Wild certified WCP ;
- Sustainable Forest Management Certified WCP ;
- Organic certified WCP ;
- Fair Trade certified WCP.

An important way for differentiating a product is to make a reference to who is responsible for the branding activity, between individual private initiatives; collective private initiative under an “umbrella label” (e.g. responsible forest management) and public initiatives (e.g. geographical indication or organic products in most countries).

A much more advanced standard for origin-linked quality certification is regulated in the European Union with the Protected designation of origin (PDO) and the protected geographical indication (PGI). Associated with the name of the region, it can be important for promoting territorial initiatives (i.e. tourism).

### **Concluding remarks: the need of coordination of initiative for origin linked products standard development**

When dealing with the issue of certifying the origin we must be aware that this is an old practice. What has changed from the old times is that consumers are living in a much more complex condition; they became rich in information but poor in time. This is why consumers need clear, simple and quick market signals, despite the fact that sometimes it may not be easy to find the right balance in promoting OP especially when we take into consideration the complexity of the process and the social and environmental issues that can be faced in organizing the production of these products.

Another risk that we are facing is the lack of coordination between public institutions and civil society initiatives.

Finally, there is a large experience of failure of OP denomination due to many mistakes in understanding basic elements. On that point, the role of public operators should be concentrated on few elements to provide a conducive framework to develop and implement certification standards.

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## Cases studies of GI related certification schemes of wild products - opportunities and challenges

Europe: The Place and Role of Wild Collected Thyme in the Protected Geographical Indication (PGI), Nathalie Vucher, Association of Herbes de Provence and president of INAO committee on controls

Herbs are a feature of the Mediterranean region and area and part of the cooking heritage of Provence, a geographical region in south-eastern France. The thyme that is growing in Provence has a very specific taste that is coming from a genetic element, its high content of carvacrol that explains its very special flavour, and aroma that reflects the landscape, the garrigue and the climate of Provence.

Thorough research on wild thyme was conducted during preparatory work on the Protected Geographical Indication (PGI), even if at this time, it was already very much cultivated. A lot of research aimed at determining the specificity of the Provence wild thyme. It was found that this wild thyme has a high content of carvacrol in comparison with other thymes. It was also observed that it is the light and the heat more specifically that have an influence on this thyme chemotype, and that explained why it was found in Provence, a region with hot summer and very soft winters. It was finally reported that the densest populations of wild thyme with high carvacrol level were found in specific zones in the Provence region where it was particularly dry and hot during the summer and especially in specific departments i.e. Vaucluse and Var.

Wild thyme growth depends in fact on a whole ecosystem that made it possible to survive for decades in its environment. However, factors limiting the wild thyme presence in these areas include climate change as summers are getting hotter and dryer.

The product specification of wild thyme PGI is based on its strong aroma and its high level of carvacrol and defines the area where wild thymes of this specific quality can be harvested - with authorization and the specific ways to harvest it.

It was a real opportunity for wild thyme to have PGI because its properties were very clearly defined. The PGI allows this product and its derivatives such as bouquets to have an added value. It then appeared that the organic/PGI double certifications would make it possible to gain an even additional added value on the products and to optimize the work of the people associated with the harvesting. It also allows to benefit from the fact that –as a wild product- there is consequently no use of phytosanitary products. The strong naturalness of the product and organic certification combined with GI certification makes it possible to give an added value to the work of the producers and operators working to develop wild thyme value chains.

The success of wild thyme probably came from its specificities regarding its composition (i.e. high level of carvacrol) and its production and harvesting process. The combination of organic and PGI also makes it possible to increase the added value of wild thyme through the years.

At the same time, wild thyme is an opportunity for both the PGI and organic products because in the context of a climate change, it is a product that is very well adapted to a specific “terroir”, a very local territory and that have benefits in terms of quality, flavor, nutrition and aroma and a great resistance to predators and climate change.

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Africa: Experiences from Sahel Forest Foods and Action against Desertification (AAD), Josef Garvi, Executive Director, Sahara Sahel Foods Geographic indications can serve wild Sahelian tree foods.

While there are a lot of predetermined ideas about the Sahel region (sparse and shriveled vegetation, low agricultural production, high malnutrition, recurring drought and famine, high population increase, high levels of unemployment, high level of migration, terrorism...), this picture does not represent well the huge potential and richness of the Sahel area. Looking at this spiny vegetation, we find that a lot of them are rather interesting food trees providing very nutritious and delicious foods. There are dozens of nutritious edible wild trees giving everything from fruits, seeds, nuts and leafy vegetables to gums that can be eaten and produced in rather good quantities. *Balanites aegyptiaca*, *Boscia senegalensis*, *Sclerocarya birrea* are some example of these trees whose products (roots, fruits, flowers...) are very nutritive, rich in nutrients, in protein in some cases, and have direct benefits on health and against diseases (i.e. hypertension, diabetes, dysentery, malaria...). These foods have been used for millennia from people in sub-Saharan Africa. However, through the centuries, these trees become gradually less used and though today they are still used in the Sahelian countryside, they have often lost a large-scale use.

New initiatives such as the Great Green Wall have been launched to regreen the region and help the restore the native perennials. This is done mainly by direct seeding and actual regeneration or by scarifying soil that have become hard after years of desertification and where the crusts need to be broken in order to let water penetrate again. Considering that all these different food plants have different harvesting seasons they contribute to improved food security by providing food to harvest all year round.

There are new ventures that bring value around these foods. For instance, Sahara Sahel Foods (SSF), as a social enterprise, produces 60 different products as food and oils (e.g. biscuits, plant-based milk, vegetables, salt popcorn, couscous, syrups fruit powders nuts and almonds drinks) from 19 different native perennial species. These plants are sourced from local communities on the countryside through collection of wild products or harvesting from trees that are being regenerated on their fields. The trade that has been created around these plants is considered as game changing as it contributes to improved livelihoods and living conditions.

Currently SSF works with a network of 1 500 people who are supplying the company with products from 17 villages in central Niger, most of whom are women. The food product produced are inspired by tradition based on traditional recipes and ways of processing. Innovation has been introduced through standardization and new ways of making foods, which led to a growing interest from people for these new foods, including brands or restaurant (i.e. gastronomic restaurants, ice cream companies).

The issue with the growing popularity relies on the necessity to make sure that the value chains that emerge from it keep serving the Sahelian smallholders who have been preserving these plants through the centuries, who know these plants, who developed their food traditions and who need the most the benefits these products can provide.

In this context, GI can be a useful tool to help adding extra value to the local products and have some benefits for the smallholders who could earn more and make better profit margins for their work. GIs can also encourage people to use each species within its native ecozone, and thus developing the ability to produce foods that at the same time protect biodiversity, reverse desertification and sequesters carbon and contribute to help to face environmental challenges. It could also be a way of conveying the culture of the Sahel in a positive way by bringing back the stories surrounding these foods, and their linkages to human culture and history. It could also help to protect these products against fraud and prevent people from copying or replicating the foods and products coming from this area. For all these reasons, GI certification could be an interesting tool to combat environmental degradation in the region and improve long-term livelihoods for the people of the Sahel.

[Click here for the full presentation.](#)

## Africa: The case of the forest fruit Madd in Senegal, Pape Tahirou Kanouté, Director of local NGO Etudes, Territoires, Développement et Services

The Madd fruit (*Saba senegalensis*) has economic, food and nutrition, environmental, social and cultural dimensions and even refers to a kind of governance dimension as it takes into account the relationships between the people (i.e. proportion of women and young workers).

Casamance is a region in the southern part of Senegal, it is separated from the rest of Senegal by The Gambia. It is a multi-ethnic and multi-cultural region that is quite wealthy from an economic point of view and rich in natural resources (more than 600,000 hectares of classified forest, a rich diversity of products, many nonfood and food products, forestry and agricultural activities, farming, eco-tourism and cultural activities...).

One of the specificities of this region is the very intimate relationship between cultural traditions and natural resource management (i.e. Sacred Woods, specific places with specific codes). Casamance products of origin are very well received by the local and international consumers. There are many natural and organic products, NWFPs (corn, rice, peanuts...) and nonfood products used in the area. NWFPs have for a long time been considered as "forgotten value chains" because of the lack of support from public authorities, NGOs, or other programs.

*Saba senegalensis* is a forest liana that can reach up to 40 meters long, it often lives in "symbiosis" or "intelligent cohabitation" with nere (*Parkia biglobosa*), baobab (*Adansonia digitata*) and the "cheesemaker" (*Ceiba pentandra*). Madd is classified as NWFP and considered as a nutritional product for the rural population particularly before the beginning of the rainy season. This moment of the year is difficult for the local populations and corresponds to the moment when the crops are mature. Madd trees also help to limit forest bushfires which represent an important risk for the environment and local populations.

FAO, World Intellectual Property Organization (WIPO)WIPO, Agence Senegalaise pour la Propriété Industrielle (ASPIT) and Organisation africaine de la Propriété Intellectuelle (OAPI) organized an international seminar on GIs in the Casamance region in November 2017, which helped to raise awareness on GIs. It was the starting point of exchange of information between different stakeholders from Senegal and other countries to discuss about GIs. It set the basis from which local players started working in collaboration with the national agency of agricultural product.

The GI initiative of "Madd de Casamance" was launched in this context. The stakeholders decided to establish collective rules and specifications to protect this species. It was possible to mobilize the populations and institutions through the organizations of many meetings at local level, which led to the establishment of the Association for the Promotion and Protection of the Madd of Casamance (APPIMAC) in November 2019.

Some experts wanted to include domesticated products in the specifications but there was a strong opposition from the local communities that thought that domestication would be going against the conservation of biodiversity and that it was entailing some risks regarding the governance dimension. Madd now is owned by the communities but if transformed into a domesticated product, it would be transformed in a large scale product and smallholders would be excluded from its production.

As a conclusion, this GI project of the forest food sector, if supported by the public authorities through these GI schemes, can strengthen food safety and improve the populations incomes (i.e. during the lockdown caused by the COVID-19 pandemic, Madd trees helped local population to survived as they could trade it). These forest products are important for such communities and contribute to the conservation of ecosystems, including forests. However, national authorities' stronger support to this sector would help local populations to get better recognition. The development of GIs will continue in Casamance following this initiative as it showed how people can get better organized and be mobilized around the development of the GI even at the national level. The success of this project also relied on the strong mobilization and excellent cooperation between the non-governmental organization "Etudes, Territoires, Développement et Services" and FAO.

[Click here for the full presentation.](#)



## Latin America: Chakra Label from Ecuador, Virginia Vallejo, national Farm and Forest Facility (FFF) facilitator in Ecuador

The Napo province is located at the north east of Ecuador within the Amazon region. 71% of the Napo province is under some category of landscape management for conservation. From 2017, three producers' organizations of this area came together to form the Napo Consortium and to create the Napo Amazon Chakra Associations Network to maintain the natural and cultural heritage of this area. The network is made up more than 1000 families, more than 90% of them are Amazonian indigenous people.

The area is in the transition zone between the eastern Andes and the upper basin of the Amazon plain, where there are two of the hot spots with the greatest biodiversity in the world and with an extraordinary landscape richness. In this forest landscape, the indigenous population management and production system is called 'the Amazon Chakra', a millenary and innovative agroforestry system that guarantees food security for the Kichwas and Kijus people. Likewise, the conservation of natural resources is promoted, assigning a space for the forest (Sachawa), for the chakra (Chakrawa) and for family and community life (Runawa). The chakra as a living space is managed mainly by the Chakramama or woman of the chakra with the participation of the broader members of the family.

The Chakra system currently also produces crops of interest for international markets (for coffee, cocoa, vanilla...) that reach differentiated prices due to their quality, as well as sustainability, traceability and origin from the fragile Amazonian ecosystem, which attracts important foreign currency for the country.

Regarding to institutional recognition of the Chakra system, following milestones can be highlighted:

- In 2011, it started with the support of cooperators as a strategy to promote sustainable production, which contributes to the conservation of natural and cultural resources;
- In 2017, the Provincial Government of Napo, based on the collective action of producer organizations, issued the Provincial Ordinance by which it recognizes the legal existence of the Amazonian Kichwa Chakra;
- In 2017, the Chakra Group became official, as a platform for horizontal, voluntary, participatory inter-institutional coordination of territorial governance to continue supporting the initiative. Made up of public, social, private, cooperation entities, which provide technical advice, institutional support, and citizen oversight, in compliance with the ordinance.

### **The implementation of the province ordinance**

There are some actions and some processes linked to the implementation of these official rules, as the construction of the Chakra label mechanism, the Recognition of the chakra as Globally Important Agricultural Heritage Site (GIAHS); the support for the implementation of careers in Agroecology and Biotrade at the Amazon Regional University IKIAM; the process to encourage producer organization to increase their resilience to climate change.

At operative level in 2019 the Chakra group organized an exchange of producers to learn about the local experience of participatory guarantee system (PGS). Also, through coordination of the Chakra

Group with the GEF-Napo project (FAO), a broad and participatory process was initiated to design and develop the PGS of the Amazon Chakra Seal. Then was started a process to implement the Seal (CSA / FAO) and to promote it at local, national, regional, and global level to strengthen the value of Amazon Chakra Seal (FFF / FAO).

The PGS is a social control mechanism, it provides an alternative to third-party certification schemes and seeks to vindicate, value, and promote in the various actors of the agri-food system (public institutions, private companies, local and global consumers), the strategic importance of the ancestral production system of the Amazonian Kichwa, and to ensure food sovereignty and security, the conservation of Amazonian ecosystems, improvement in the economic income of producer families. Currently, there are 13 overseers (“*veedores*”: technicians from the organizations), who are trained and accredited to apply the Seal (September 2020).

Regarding to the Amazon chakra principles for the PGS, these are as follows:

- 1) Respect the Amazonian indigenous worldview (cosmovision),
- 2) agroecological management
- 3) based on ancestral knowledge of Amazonian Kichwas people and communities,
- 4) based on community and associative organization,
- 5) diversified production for food security and sovereignty,
- 6) women’s leadership and gender equity,
- 7) High biodiversity and crop association,
- 8) Respect of cultural identity and resilience to climate change.

Challenges related to PGS were numerous and still are considered, regarding especially:

- the **governance system** (creation and management of their own seal, operation and implementation for certification, avoid payment certification, holding a medium- and long-term vision),
- **the production activities** (crop diversification, understanding and communication, interrelationships between producers, decision makers and consumers),
- and **commercialization and consumption activities** (promotion and dissemination strategy of the Chakra seal from local to global to improve the value of the seal from a market perspective, communicate and make visible that the Chakra seal goes beyond organic certification (natural and cultural heritage & social and environmental justice), find new clients from the network (it is the vision, although it is not yet operational), raise the awareness of consumers to valorize the attributes of the Chakra seal).

## **Main conclusions:**

### **Within the governance system:**

- There are non-formal rules: the relationship between cultural and natural heritage is the center and the heart of the indigenous governance system.
- The collective action induced by a participatory grassroots process of forest and farm producer organizations is key to lead and sustain the Chakra seal process overtime. It shows

the importance to define rules to organize the collective and the power of networking to organize lobby.

- This case also illustrates how fostering local strategies can impact globally.

**Within the production activities:**

- The implementation of the Chakra Seal requires fostering the transition towards more diversified systems (perennial and short-cycle crops). Currently they tend to be agroforestry systems,
- The first certified products will be raw materials. Based on the learning (step by step) they will certify products with added value.

**Within the commercialization and consumption activities:**

- Positioning strategies have been more successful when organization themselves put into practice daily with their clients,
- Chakra seal will give more security and guarantees to costumers about the sustainable practices,
- Chakra seal is a complement to others differentiation strategies (i.e. organic and fair-trade certifications),
- Foster nutrition improvement linked to healthy and culture appropriate food.

[Click here for the full presentation.](#)

## Discussion

Issues raised during the discussion included:

- Opportunities and challenges of multiple certifications, eg GI and organic or fair trade; Is there a risk that proliferation of labelling schemes could eventually lead to lowering prices and economic benefits of producers;
- Lack of organization between public institutions and civil society institutions, especially when products comes from special areas like indigenous communities;
- How to separate the wild and cultivated product (e.g. Thyme) to avoid misleading consumers;
- Cost of maintaining the PGI: Is it sustainable? Does it require public subsidies?
- In the context of GI certification, is it better to work directly with the farmers or through producers cooperatives.
- What would be your advice to small producers or enterprises wanting to engage with GI. Where to start? What are the first steps?
- What are the advantages of the participatory social process vs. third party certification; Is it a matter of trust from communities? Is it about costs?
- Protection of intellectual property rights after "certification" - how do communities manage to protect themselves against possible or actual spoliations?

The discussion allows to highlight some specific answers and key success factors:

- In a context of labels proliferation, the uniqueness of the GI label (tailored standard for a specific product) maintains the differentiation of the product even if the number of standards increase, in theory there is no issue of reducing premium, but a need to well inform consumer son the meaning of the specific GI;
- a crucial first step toward a sustainable GI is the local willingness of producers to work together to promote and protect the GI, as in the case of Madd. Building on that they can start agreeing on what would be the requirements and to find support to develop the GI (public authorities, NGOs, extensionists, international organization). In the case of Madd, it is the local community with their local partners, who are making a huge work because they realize the importance of their product;
- it is important to work with all types of stakeholders concerned, individual farmers and cooperatives together, having in mind that the GI group is open to any new GI user;
- differentiating wild vs cultivated product under GI cn eb done through specific mention on labelling;
- regarding indigenous community the development of GI can serve as a process to improve dialogue and coordination between public and privates' stakeholders: see the specific webinar on indigenous communities (24 November 2020).

## Conclusions Inazio Martinez de Arano (EFI)

- **High potential of WCP products but lack of recognition:** In different areas, WCP are a source of economic revenue and income, contribute to food security, and provide environmental benefits as a cultural heritage. However, despite this potential, WCP have been often neglected by governments and consumers.
- **On the topic of GI.** The potential of the GI is multiple, among others it can secure the consumers as there is an origin certification and a certain quality attached to it that they can rely on, even in a highly competitive market. Still, it is a very complex process in terms of standards, control (e.g. the costs), and marketing. All these elements being crucial in the success of the GI (e.g. branding on the different type of markets).
- **Awareness raising:** Need of concerted action and interrelationship between producers, consumers, need to dignify, convince and to grow interest from public authorities (public agenda) and to develop knowledge about these products and processes.
- The **dangers of success:** Risk for communities especially regarding governance when there is a growing interest for a specific product that can lead to important issues and conflicts. Important reflection to have: what happens to the community system that support the GI when it is successful and how to keep things balanced?

## List of registered participants

124 participants registered for the online event.

Country	Name	Family name	Organization
Albania	Gramos	Osmani	HELVETAS Swiss Intercooperation Albania
Algeria	Belmehdi	Abdelhafid	Ministry of Agriculture
Barbados	Anne	Desrochers	FAO-Sub-Regional Office for the Caribbean - SLC
Belgium	Nathalie	Nathon	EU Commission
Belgium	Amine	Khaldoun	Représentation régionale des Pays de la Loire
Belgium	Giulia	Scaglioni	AREPO
Belgium	Milena	Fontana	Beacom Communication
Belgium	Frances	Brady	EU DG Agriculture
Brazil	THOMAZ	FRONZAGLIA	Brazilian Agricultural Research Corporation (Embrapa)
Brazil	Antonio Batista Junior	Eudoxio	Ministry of Agriculture
Cameroun	Esther	Ngah	Université de Ngaoundéré, Ngaoundéré - Cameroun
Cameroun	Josiane	LELEE TAGNE	OAPI
Central African Republic	Alfred	Bangue	Projet TRI/RFP FAO Centrafrique
Colombia	Luis Fernando	Samper	4.0 Brands
Costa Rica	María Patricia	Sánchez Trejos	CeNAT/CONARE. Área de Gestión Ambiental
Danemark	Carsten	Smith-Hall	IFRO - University of Copenhagen
Dominica	Ryan	Anselm	FAO National Correspondent
Ecuador	Virginia	Vallejo	National Farm and Forest Facility (FFF) facilitator in Ecuador
France	Diana	Ugalde Jalenques	Research Unit GRAPPE ESA INRA
France	Sonia	DARRACQ	Embassy of France - Nigeria
France	Dorothee	BOYER-PAILLARD	Lawyer - Experte auprès de l'Organisation Internationale de la Vigne et du Vin
France	Delphine	Marie-Vivien	CIRAD
France	Fleur	Leparquier	Consultant
France	Nao	HAYASHI	UNESCO
France	Claire	Bernard-Mongin	CIRAD
France	Charles	Perraud	Sel de Guerande
France	Catherine	Teyssier	Consultant FAO
France	Lea	HERNANDEZ	Montpellier Supagro (France)
France	Denis	Sautier	CIRAD
France	Sibylle	Slattery	FAO
France	Selena	Travaglio	Community Plant Variety Office

France	Nathalie	Vucher	INAO
France	Meenakshi	Prasad	Community Plant Variety Office
France	Laurent	ROY	Consultant
France	Solène	Blanc	oriGIn
France	Claude	Vermot-Desroches	oriGIn-oriGIn France
France	Akane	Nakamura	UNESCO - Asia and Pacific Unit
France	Rafael	Villota	Paul Bocuse Institute
France	Stephane	FOURNIER	Montpellier SupAgro / Institut des Régions Chaudes
France	ORHANT	Léna	Student MSc Food Identity and ingénieure agronome Ecole Supérieure d'Agricultures (ESA)
Georgia	Ia	Ebralidze	Elkana
Georgia	Mariam	Jorjadze	ELKANA
Germany	Karola	Schober	Bayerisches Staatsministerium für Ernährung, Landwirtschaft und Forsten
Greece	Dimitra	Gaki	Université de Thessalie
Greece	Hristos	Vakoufaris	Ministry of Rural Development and Food
Greece	Lamprini	Diamanti	Region of Thessaly
Greece	Πήγας	Τσιακίρης	Forester, PhD, MSc Ecology
Greece	Kalliopi	Stara	University of Ioannina
Grenada	Trishia	Marrast	Ministry of Agriculture
Grenada	Rena	Noel	Ministry of Agriculture
India	Anson	Jose	Inter University Centre for IPR Studies, Cochin University of Science and Technology
India	PRABHAKA R R.	BHAT	SHARADA, State Bank Colony
Indonesia	MIRANDA	RISANG PALAR	AYU Universitas Padjadjaran
Iran	Mona	Kanan	Consultant IPI Project Iran
Italy	Maria Giulia	Mariani	Consultant
Italy	Gennaro	Giliberti	Regione Toscana- Direzione Agricoltura e sviluppo rurale
Italy	Domenico	Vona	ICQRF
Italy	Giovanni	Belletti	University of Florence
Italy	Cristina	Vaquero Pineiro	University Roma 3
Italy	Angela	Crescenzi	Regione Toscana- Direzione Agricoltura e sviluppo rurale
Italy	Francesca	Ponti	Regione Emilia Romagna
Italy	Emilie	Vandecandelaere	FAO
Italy	Arianna	Carita	FAO
Italy	Enrico	Vidale	Consultant - Forestry
Italy	Davide	Pettenella	Univerity of Padova
Italy	Nina	Coates	FAO

Italy	Mohammed	Ahdi	FAOLOW
Italy	Florence	Tartanac	FAO
Italy	Josef	Garvi	Sahara Sahel Foods
Italy	Sven	Walter	FAO
Italy	Sara	Maltoni	Agenzia Forestale Regionale per lo Sviluppo del Territorio e dell'Ambiente della Sardegna
Italy	Michelle	Geringer	FAO
Italy	Sarr	Mignane	FAO
Italy	Bruno	Portier	FAO
Italy	Ashley	Steel	FAO
Italy	Moctar	Sacande	FAO
Italy	Ildiko	Buglyo	FAO
Italy	Nora	Berrahmouni	FAO
Italy	Konishi	Rikiya	FAO
Italy	Dedato	Giovanbattista	FAO
Italy	DeValue	Kristin	FAO
Italy	Valeria	Bianchesi	Mountain Partnership Secretariat/FAO
Italy	Elijah	Mboko	FAO
Italy	Vincent	Ziba	FAO
Italy	Valentina	Pizzamiglio	Consorzio Parmigiano Reggiano
Italy	Marta	Gruca	FAO
Italy	Marc	PARFONDRY	FAO
Italy	Endo	Yoshihide	FAO (OCB)
Italy	Andrea	PoloGalante	FAO
Japan	Junko	Kimura	Hosei University
Maroc	Younes	HMIMSA	Abdelmalek Essaadi University
Mexico	Alberto	Martinez	University of Sorbonne
Nigeria	Fameso	Tom	FAO
Portugal	Tiago	Pontinha	Utad- Doutoramento Agronegócios e sustentabilidade
Portugal	Michel	Tavares Quinteiro Milcent Assis	University of Évora / UTAD - Portugal
Portugal	Razieh	Ebadati	Master student Mediterranean Forestry and Natural Resources Management
Russia	Anna	Rogoleva	Federal Institute of Industrial Property (FIPS)
Russia	Yulia	Turchina	Federal Institute of Industrial Property (FIPS)
Senegal	Amath Macoumba	MBODJI	Technicien Supérieur en Industrie Agro-Alimentaire
Senegal	Pape Tahirou	Kanouté	Etudes, Territoires, Développement et Services
Spain	Eduard	Mauri	European Forest Institute – Mediterranean Facility
Spain	Inazio	Martinez de Arano	European Forest Institute – Mediterranean Facility



Spain	Sven	MUTKE	INIA, National Institute for Agricultural and Food Research and Technology
Spain	Roser	Cristobal	Forest Science and Technology Centre of Catalonia
Spain	Fleur	Leparquier	Consultant
Sri Lanka	Sarada	De Silva	Ceylon Cinnamon GI Association Sri Lanka
Switzerland	Tobias	Eisenring	FIBL
Switzerland	Nathalie	Hirsig	IPI Switzerland
Switzerland	Claire	Philippoteaux	Swiss Contact - COLIPRI
Switzerland	Elise	Tancoigne	University of Geneva
Switzerland	Massimo	Vittori	oriGIn
Switzerland	Erik	Thevenod-Mottet	IPI Switzerland
Switzerland	Ida	Puzone	oriGIn
Switzerland	Alexandra	Grazioli	WIPO
Switzerland	Florence	ROJAL	WIPO
Switzerland	Zeinab	Ghafouri	IPI Switzerland
Switzerland	Michele	Evangelista	WIPO
Switzerland	Julieta	NHANE	WIPO
UK	Barbara	Pick	Consultant (CIRAD, FAO, UN)
UK	Patricia	Covarrubia	University of Buckingham
UK	Anna	Bolin	International Institute for Environment and Development (IIED)
Ukraine	Hanna	Antonyuk	Expert- EU project Support to development of GI system in Ukraine
Ukraine	Iaroslav	Andreiev	EU funded project "Support to the Development of the Geographical Indications System in Ukraine"
USA	James	Chamberlain	USDA