



Food and Agriculture Organization
of the United Nations

How GI strategies can help developing countries pursue sustainability objectives

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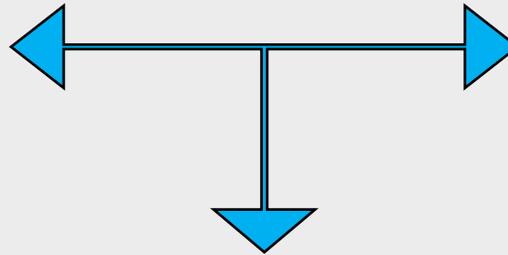
**FAO-oriGIn Series of Webinars on
“Contributing to SDGs through quality linked to geographical origin”**

1 Geographical indications (GI)

GI products are the result of an interaction between the local environment and local wisdom

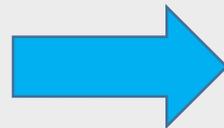
PRODUCTION AREA

Indigenous varieties, influence of the environment/climate on the product's development and characteristics



PRODUCERS' KNOW-HOW

Selection techniques, traditional production methods, a connection to the local wisdom and heritage).



An origin-linked product with a **NAME** and **REPUTATION** associated to its origin

2 GI System, a global perspective





Key elements associated to the successful development of a GI national System

- ✓ **Collective ownership** : Inclusive value-chains through the creation of Inter-professional organizations/Associations to manage each GI
- ✓ **BOS inclusively drafted**
- ✓ Capacity building of relevant **traceability and control procedures** and organizations (publics and privates)
- ✓ **Inter-agencies cooperation**
- ✓ **Public- Private Partnerships**
- ✓ **Tourism and promotion**

4 Experience of Kampot pepper GI (Cambodia)

1

Creation of Inter-professional organization: Kampot Pepper promotion Association (KPPA) was formally registered in December 2008

2

GI Registration : Kampot pepper was officially registered as the first Cambodian Protected Geographical Indication in April 2010.

Table 1: Evolution of farm-gate prices for Kampot pepper since 2009

Year	Black pepper	Red pepper	White pepper
2009	4.50 USD	8.00 USD	10.00 USD
2010	5.75 USD	10.00 USD	12.00 USD
2011	7.00 USD	15.00 USD	15.00 USD
2012	8.00 USD	15.00 USD	15.00 USD
2013	11.00 USD	15.00 USD	18.00 USD
2014	11.00 USD	18.00 USD	20.00 USD
2015	15.00 USD	25.00 USD	26.00 USD
2016	15.00 USD	25.00 USD	28.00 USD

Source: KPPA,

5 GI: a flagship for the promotion of national products

National labels for GI

Thailand



Cambodia



Lao PDR



China



Indonesia



Japan



India



European Union





Normal
Special

509
489



Nam Dok Mai Kung
Bangkachao Mango
มะม่วงน้ำดอกไม้กรุงเทพมหานคร

The ripe fruit has thin, yellow-green skin that hides a fully fragrant, dry and dense flesh.



มะม่วง
น้ำดอกไม้สุก

Nam Dok Mai Mango
มะม่วงน้ำดอกไม้

“เราใส่ใจคัดสรรความอร่อย”

- พันธุ์เบอร์ 4 และสีทอง ที่มีขนาดใหญ่ และผลสวยงาม
- ผิวสีเหลืองทอง ผลสุกรสหวานฉ่ำ กลิ่นหอมอ่อน
- เก็บตามฤดูกาล จากแหล่งที่คัดเลือกและตรวจสอบประเมิน
- ใบและยี่บที่ของประเทศไทย
- ตรวจสอบย้อนกลับถึงแหล่งเพาะปลูกได้

หือ
คุณ
QUALITY AT
100% & 0%



KAMPOT PEPPER

Kampot Pepper is a EU certified Protected Geographical Indication product.



Geographical Indications (GIs) ensure a fair financial return to producers and protect rural areas



GIs have tremendous potential as a source of economic development

GIs protect biodiversity



KAMPONG SPEU PALM SUGAR

Kampong Speu Palm Sugar is a EU certified Protected Geographical Indication product.



"Skor Thnot Kampong Speu" (Kampong Speu Palm Sugar) and "Mrech Kampot" (Kampot Pepper) are the first two Cambodian Geographical Indications registered in the EU.



A geographical indication (GI) recognizes that a given quality, reputation or other characteristic of an agricultural good is clearly attributable to its geographical origin, and allows to protect these authentic products from unfair

12 Experience of Khao Hom Mali Thung Kula Rong-Hai (Thailand)

GI Registration : Khao Hom Mali Thung Kula Rong-Hai registered in Thailand on 28 April 2006

Income generation :

- The *price premium* at all the levels of the GI value chain, from farmers (19%), millers (61%) and retail level (90%). The GI is consumed exclusively on domestic markets, while 17% of non-GI rice is exported, to Europe and to the rest of the world.
- The *local multiplier effect* of the GI is higher : each *Thailand* Baht (THB) of turnover for GI rice generates 1.47 THB of re-spending in the same region, versus 1.32 THB for the reference product

Environmental Impact :

- **Food Miles** : GI is more sustainable than its reference product in terms of distance travelled (-65%) rice seeds to milled rice distribution units and in terms of emissions released at the transportation stage (-10%).
- **Water Footprint : Less water consumption** :higher yield (2.81 ton/ha for GI and 2.31 ton/ha for non GI); The grey water footprint of GI product is 0.006 m³/kg compared to 0.261 m³/kg of non- GI product (less pollutant)

Educational Attainment Indicator : higher for the GI at farm level, 0.5 versus 0.11

The difference of 350% and can be explained by the fact that 40% of farmers have tertiary education. Farmers are generally more educated and skilled farmer; GI product is more labour efficient.

Gender equality : the GI rice features lower level of **gender inequality** implying that it is more socially sustainable than the reference product, 0.45 versus 0.99, at the processing stage. This higher level of sustainability is given by similar percentages of secondary education certificates across genders and female entrepreneurship at the processing stage of the GI rice, compared to the reference product.

Source :Napasintuwong O. (2019). PGI Hom Mali Thung Kula Rong-Hai Rice in Thailand. In: F. Arfini &V. Bellassen (Eds.), *Sustainability of European Food Quality Schemes* (pp. 87-109). Springer, doi: https://doi.org/10.1007/978-3-030-27508-2_5



ข้าวกล้องหอมมะลิ
ทุ่งกุลา ร่องไห
Khao Hom Mali Thung Kula Rong-Hai

เกษตรอินทรีย์ (Organic)



1 kg.



rganic)

1 kg.





- ✓ **Income generation**
- ✓ **Value-addition**
- ✓ **Better revenue distribution**



- ✓ **New job opportunities (different skills linked not only to production but also processing/trading, promotion and tourism) ---→ more attractive for new generation**
- ✓ **Biodiversity valorization**
- ✓ **Incentive for sustainable practices (natural production, sustainable production practices, etc.)**
- ✓ **Agro tourism development**
- ✓ **Opportunities for women**



10 GI and tourism







- ✓ **Products valorization**
- ✓ **Area of production: protection and valorization**
- ✓ **Diversity of products , value-chains , links between producers and consumers**
- ✓ **New technologies (traceability , shorter supply chains)**

B



- ✓ **Better awareness and willingness**
- ✓ **Inclusiveness , governance**
- ✓ **Monitoring of Climate change**



- ✓ **Public-Private partnerships**
- ✓ **Public –Public partnerships**
- ✓ **Private –Private partnerships**

At various levels :

- ✓ **Local**
- ✓ **National**
- ✓ **Regional**
- ✓ **International**

Thank you

For further information, please contact:

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