



Food and Agriculture
Organization of the
United Nations



Organization for an International
Geographical Indications Network

Webinar on Sustainable use of Wild Collected Products
12 November 2020

Importance of origin-linked certification for wild collected products

Davide Pettenella and Giulia Corradini



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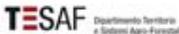


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Outline

- Origin-linked products: definition and attributes
- Certification and labelling: standards in action
- Looking at the future: the need for coordination



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- **Origin-linked products: definition and attributes**
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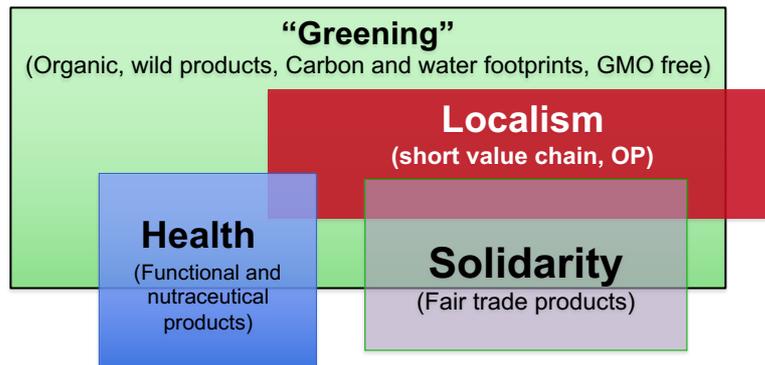
Definition of origin-linked products (OP)

The term “origin products” is used for many products (food or non-food) that people perceive to have **some added value(s)** because of their **place of origin**.

In the past criteria for defining OP were often implicit, unclear, and sometimes even contradictory.

Important changes in the demand side: generational shift (new millennials)

LOHS (Lifestyle Of Health and Sustainability)
consumers: 4 reference values



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Typologies of origin products

Scale:

- Company OP
- Landowners or local producers group OP
- Regional OP (*territoire* - French)
- Special areas (National Parks; indigenous communities)
- National OP

Value chain:

- Un-processed (fresh) OP
- Local producers and processors OP
- 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.

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Attributes of origin products

(van der Meulen, 2007)



- Territoriality: degree of physical connection with the place of origin;
- Typicity: place-specific peculiarities of the production process and the final product;
- Traditionality: rootedness of an OP's history in its place of origin, including eating culture;
- Communnality: shared experience and practices, reflected in the presence of multiple producers and their collaboration.

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Why to recognise and give value to a OP?

From a marketing perspective, producing and selling a PO can be associated to reaching a **competitive advantage** that allows an organization to outperform its competitors.

For Wild Collected Products (WCP) the 4 factors may be reinforced by **other competitive factors**

- highly skilled and/or low-cost labour, traditional knowledge, positive environmental impacts and high entry barriers;
- normally access to new and advanced technologies and financial resources have a minor role.

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How to give a value to a PO?

To support/document its attributes:

→ A **standard** (quality management, final product requirements, CoC)

To control the standard is respected:

→ A system of **control** (normally a 3rd party **certification**)

To give visibility to the product:

→ **branding**; major tools of branding are a (legally) **protected denomination** and a **trademark** (label)

... (legally) protected denomination and a label

In the food sector quite often OP denomination and labelling are regulated by public authorities, also as a mean for **supporting minor producers**, the **food heritage** and associated **landscapes** of (marginal) territories and protect those same producers against imitations, forgeries and **unfair competition**, but also the **good faith** of the consumers.

OP public regulations are normally associated to official **Registers** of the **Geographical Indications (GIs)**, an **umbrella labels**, **promotional activities**.

Role of the OP brands

- From a **supply side**:
A brand is a name, term, design, symbol, or other feature that distinguishes products and services from competitive offerings (American Marketing Association)
- From a **demand side**:
a brand represents the consumers' experience with an organization, product, or service (The Chartered Institute of Marketing)

Outline

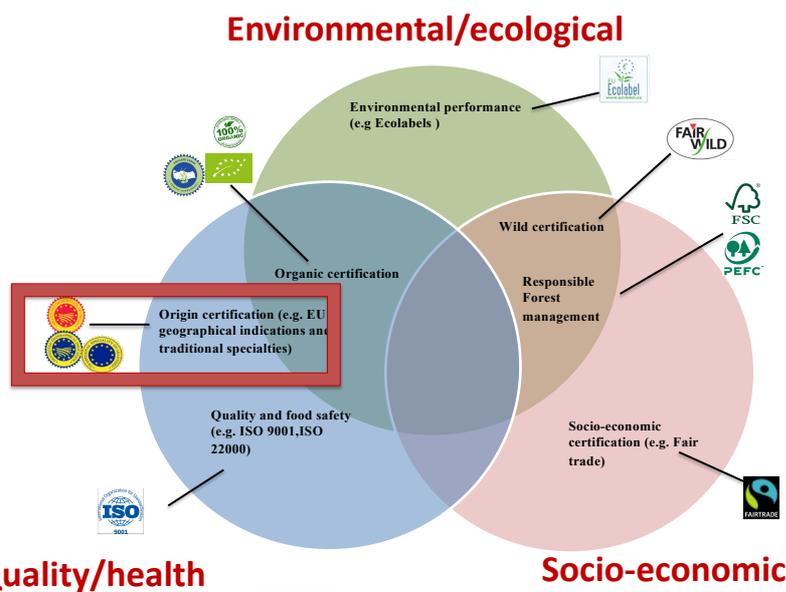
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Certification

“The provision by an independent body of written assurance that the product, service or system in question meets specific requirements” (ISO, 2015)

Several types of certification standard are applicable to WCP, with different scopes, among them the origin, often associated to other scopes.

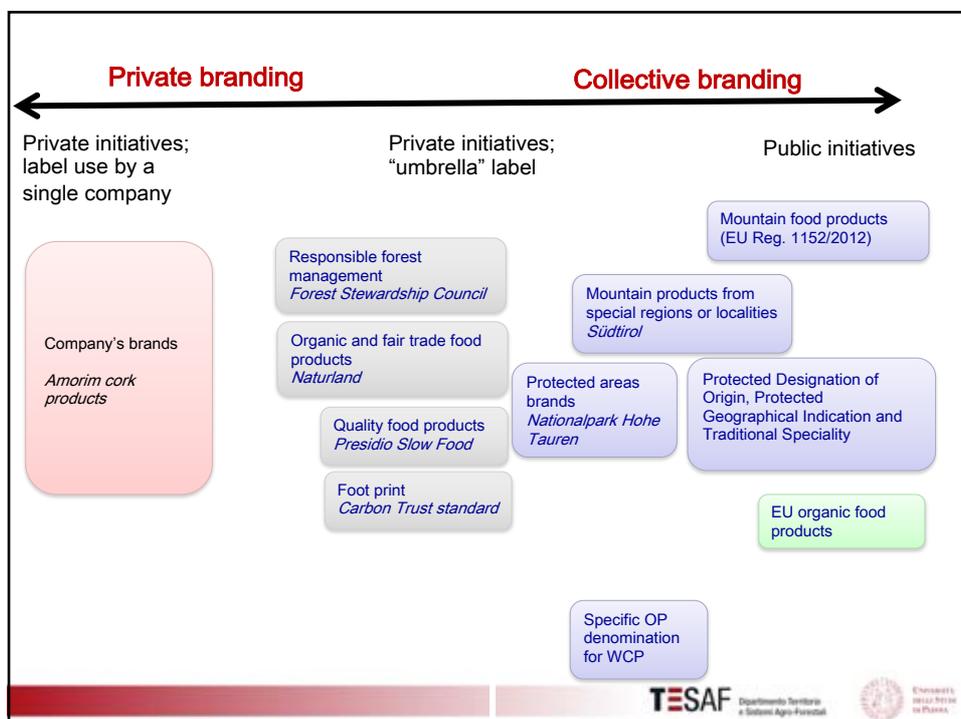
Impacts



The 5 main scopes of WCP certification

<p>Origin and traditional specialties certified WCP Assessment of the origin and the traditional know-how</p>	
<p>Wild certified WCP Assessment of sustainable wild harvesting</p>	
<p>Sustainable Forest Management Certified WCP Assessment of Sustainable Forest Management</p>	
<p>Organic certified WCP Insurance of organic production (e.g. no use of pesticides, not contaminated areas)</p>	
<p>Fair Trade certified WCP Assurance of fair prices and empowerment of producers</p>	

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The larger register of products with 3rd party certification of geographical indications: e-Ambrosia



With information on each standard

An example: 77 records (not all WCP)



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An EU not satisfactory initiative: the quality term "mountain product" protected in 2012 with the (EU) Reg. 1151/2012.



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Some examples

From private branding (and generic reference to the origin)

to collective initiatives with formal certification of origin



Private brand with private denomination of origin



Certified Organic Argan Oil

COUNTRY OF ORIGIN: Morocco.

CERTIFICATIONS:





Organic certification with country of origin (but not formal certification of origin)

All our products, including our Argan Oil, are Certified Organic by COSMOS through the Soil Association. Our licence number is CS24625. The Soil Association carry out an annual audit of our company, ensuring the authenticity of our products.



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Aragotruf chooses PEFC for ensuring the origin of the black truffle

22 FEBRUARY 2019 | FOOD

By Oscar Cagigos Uhalte, Manager of Aragotruf

Aragotruf is dedicated to the cultivation of truffles in all its stages – from the plant nursery where we prepare trees for producing the precious mushrooms, until the production, transformation and commercialisation of the black truffle and other truffle products.

The family company is based in Graus in the Huesca province, one of the main truffle areas of Spain, with excellent conditions for the production of black truffles (*Tuber Melanosporum*).




Private brand with collective system of SFM certification (but not formal certification of origin)

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HOME / PRODUCTS / FRUITS, VEGETABLES AND CEREALS / CUNEO CHESTNUT IGP

CUNEO CHESTNUT IGP

PGI



- + Production Area
- + Business features
- + How it is made
- + Interesting features
- + Labelling
- + European community registration




EU Geographical denomination with associated territorial marketing initiatives

Routes



from Costigliole Saluzzo to Roccana



from Cuneo to Fossano



from Dronero to Eiva



from Grinzane Cavour to Favigliano



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EU Geographical denomination with associated territorial marketing initiatives

Masticha Chios

(Chios Mastiha, Mastighi Xios)

Masticha Chios is a traditional product made for many years exclusively on the island of Chios in Mastichochoria or the so-called 'mastic villages'. It is a resin obtained from the mastic tree of Pistacia lentiscus kind. It is known as the 'tears of Chios' because it is produced in tear-shaped droplets.

It was so important during the Ottoman rule that penalty for stealing mastic was execution and in the 1822 Chios Massacre, it was a product that saved the lives of the people of the Mastichochoria region in exchange for providing the sultan's harem with mastic.

The production of this rare product is quite expensive and as a result, many imitations are marketed, but only the Chios trees can produce Masticha of such a characteristic aroma, taste and health benefits. Unfortunately in 2012, almost 30% of mastic trees were lost in a fire. [READ MORE](#)

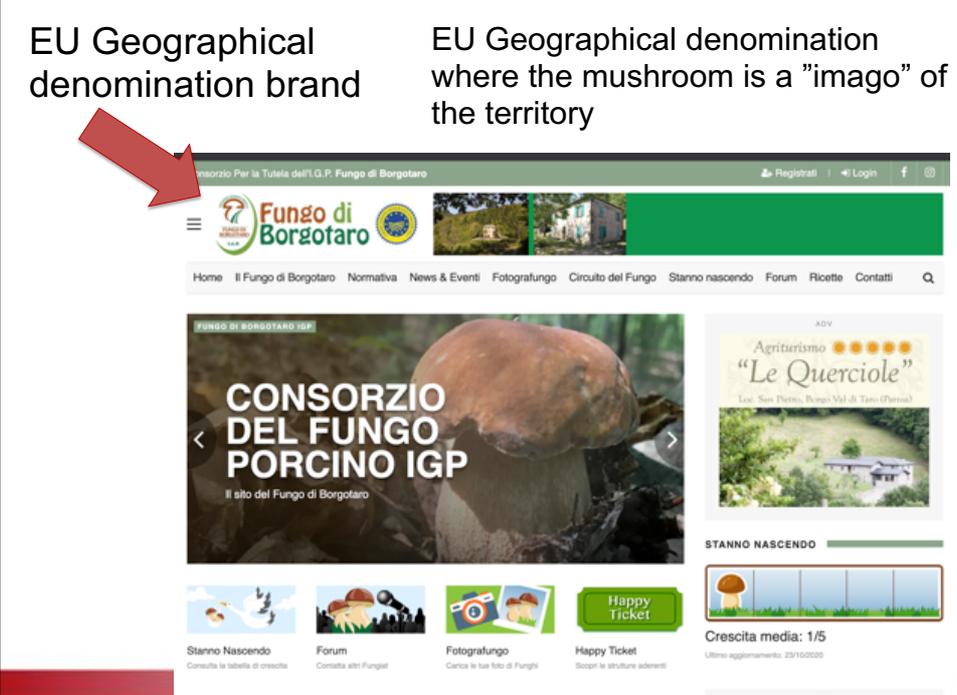
CHIOS, Greece 



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EU Geographical denomination brand

EU Geographical denomination where the mushroom is a "imago" of the territory



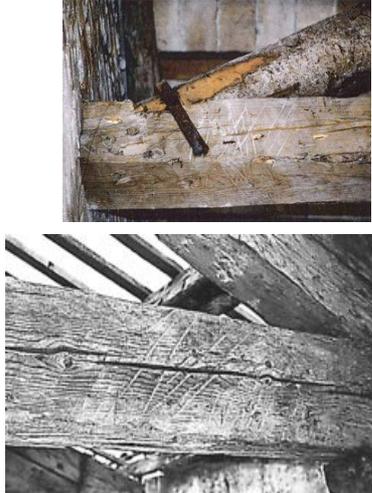
The screenshot shows the website for the 'Fungo di Borgotaro' consortium. The main banner features a large porcino mushroom and the text 'CONSORZIO DEL FUNGO PORCINO IGP'. Below the banner are several navigation buttons: 'Stanno Nascondo', 'Forum', 'Fotografungo', and 'Happy Ticket'. A sidebar on the right includes an advertisement for 'Agriturismo "Le Querciole"' and a 'STANNO NASCENDO' section with a progress bar and a 'Crescita media: 1/5' indicator.

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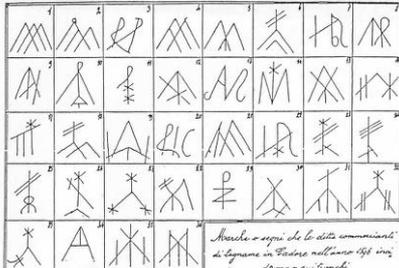
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**Give evidence to the origin:
an old practice!**



Source: Laner, 2006


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What is changed from the old times?

**“We became rich with information,
but poor with time”**

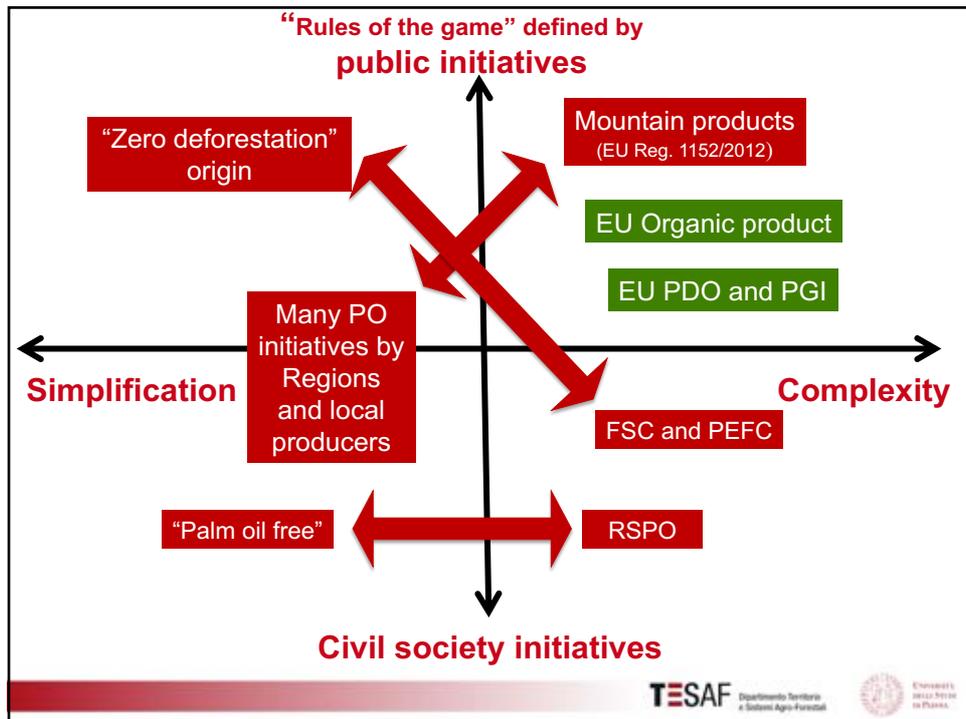
→ Consumers need clear, simple, quick
market signals

In promoting OP we are facing here some
risks:

- Simplification vs. complexity
- Lack of coordination between public
institutions vs. civil society initiatives


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Lack of knowledge and coordination of (public) actors

Many examples of **failures** of OP denominations due to inadequate knowledge on some basic marketing criteria, such as:

- the **critical mass of consumers**,
- the **critical mass of product**,
- **targeting**,
- brand **advertising investments**,
- ...

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Public operators should support the development of PO standards

- based on **proper contents**,
- **rigorously controlled** by independent authorities,
- **providing correct information** on brand contents
- **avoiding to inflate the market** with new brands of minor potential of market recognition.

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Provide clear and credible messages through branding coordination of OP



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