



Food and Agriculture
Organization of the
United Nations

oriGIn

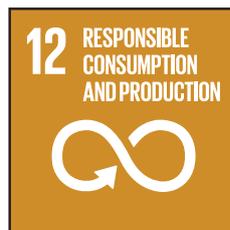
Organization for an International
Geographical Indications Network

Webinar on

**Contributions of GI to sustainable
healthy diets**

**18 November 2020,
09:00 - 11:30 CET**

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



in collaboration with:
oriGIn-France



BACKGROUND

Quality products that are deeply rooted in a given geographical area play a key role in the economy. Natural features – as well as tradition and culture, typical of certain geographical environments – have the potential to confer products unique characteristics and reputation, which are valued on the market. Preserving such resources, traditions and qualities through Geographical Indications (GI) create value for millions of producers, processors and distributors around the world.

Keeping in mind that the United Nations Sustainable Development Goals (SDGs) are the point of reference for any strategy and policy towards a more sustainable future, FAO and the international network for GI oriGIn are organizing with experts and practitioners thematic discussions to address key aspects on how GI can maximize their contribution to sustainability.

The key objectives of the webinars are:

1. Raise awareness among agricultural associations and value chain actors on emerging sustainability.
2. Promote the exchange of sustainability best practices undertaken by individual value chains and/or by economic sectors at the national/regional level, so to promote dialogue and convergence.
3. Identify technical assistance needs, in particular in developing countries, and raise funds for relevant projects or programmes.
4. Develop tailored recommendations for public and private stakeholders, and in particular for the implementation of the FAO-oriGIn sustainable strategy for geographical indication (SSGI).

WEBINAR ON CONTRIBUTIONS OF GI TO SUSTAINABLE HEALTHY DIETS

Food systems play an important role in shaping people's diets. Global food systems has been changing rapidly due to a wide range of factors such as technological advances, market liberalization, urbanization and climate change (FAO/WHO, 2018). While undoubtedly improving food security and nutrition in many places, modern food systems around the world are, in various degrees, marked by the high presence of ultra-processed foods, high rates of food loss and waste, and the lack of affordable and diversified nutritious foods (e.g. fruits and vegetables, legumes, dairy and fish). In this view, traditional food systems and diets could offer an answer to this challenge and other linked, pressing issues such as environment deterioration and abuse of agro-chemicals and antibiotics. The role of traditional foods, diets and food systems in people's nutritional status is mentioned in some important documents, such as ICN2's Framework for Action and Rome Declaration on Nutrition (FAO/WHO, 2014). More generally, it is interesting to look at the role of traditional food to the sustainable development goals (SDGs) by contributing to sustainable healthy diets (FAO, 2019).

Most of Geographical Indications (GI) food products have a strong link with traditional diets as their recognition (and registration) builds on their link to origin, including their historical anchorage in traditions of the local community. More generally, by combining a territorial and value chain approach, GI processes can enhance the sustainability of local food systems. From a consumer point of view, the specific quality of a GI food product is reflected in the nutritional and organoleptic quality which is the specific result of certain local conditions of production (including biodiversity, soil composition, sun exposition, etc.), processing and maturation.

In this context, it is interesting to explore and discuss how GI foods can contribute to sustainable healthy diets as defined by FAO and WHO (FAO-WHO, 2019) and the conditions for this shift. The literature is only emerging (for example with a forthcoming publication of FAO), and it is also interesting to identify relevant topics for further research.



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OBJECTIVES OF THE WEBINAR

This webinar will explore the relation between GI products and sustainable healthy diets. In particular, thanks to experts and recent research, the session will provide an overview of the possibilities for GI to contribute to sustainable healthy diets with illustrations from different categories of products..

Different issues will be presented and discussed:

- How specific conditions of production, nutritional and organoleptic quality, and cultural references can positively impact sustainable, healthy diets?
- How to enhance the GI contribution to sustainable healthy diets?
- How to measure and communicate on these aspects to raise producers and consumers awareness?
- How to support research development and evidence?

AGENDA

09:00	Opening: Claude Vermot-Desroches , president of oriGIn France, and Florence Tartanac , senior officer FAO
09:10	Key Presentations <ul style="list-style-type: none">• GI and health: a first review of literature and approach by categories of products, Bin Liu, nutrition and food system officer FAO• Importance of biodiversity and local conditions for sustainable diets, Barbara Burlingame, Professor of Nutrition and Food Systems at Massey University, New Zealand• Importance of the microbiota and how GI can contribute, Christophe Chassard, French National Research Institute for Agriculture, Food and Environment (INRAE)• Everyday eating and GIs – tradition and health, Virginie Amilien and Gun Roos, researchers at Consumption Research Norway- SIFO at OsloMet – Oslo Metropolitan University in Norway.
10:00	Breakrooms discussions towards recommendations for practitioners and public authorities <ul style="list-style-type: none">a) How to develop further the knowledge on the link between traditional products, GI, and sustainable healthy diets? Moderated by Céline Spelle, French Network Terroir cheeseb) How to raise awareness of producers on how to better preserve nutritional quality of their products and how to communicate to consumers? Moderated by Nathalie Vucher, Association Provence Herbs and president of INAO committee on controlsc) Following what indicators, and according what modalities better communicate to consumers on GI and nutrition/health? Moderated by Sophie Réviron, Head of the Agri-food markets group, AGRIDEA, Switzerland
11:00	Wrap up and conclusion
11:30	End of the webinar

Moderation: Emilie Vandecandelaere and Sebastien Breton

WHO SHOULD PARTICIPATE

This webinar targets public and private stakeholders (producers – farmers and processors –, traders, retailers, consumers, public authorities at local and national level, national policymakers, international organisations and experts) interested in GI schemes for sustainable healthy diets.

To request the registration, please contact **Ms. Ida Puzone** at ida@origin-gi.com no later than **14 November** and indicate the discussion group you want to attend (a,b,c)

