



Food and Agriculture
Organization of the
United Nations

oriGIn

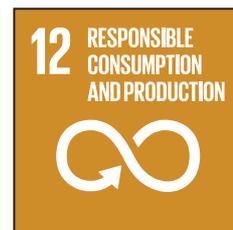
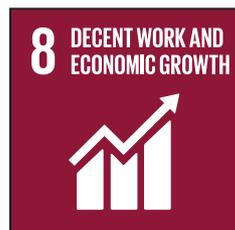
Organization for an International
Geographical Indications Network

Webinar on

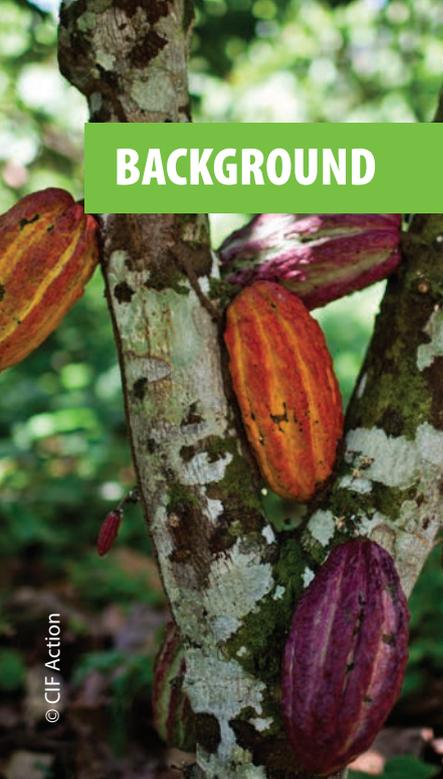
“Sustainable use of wild collected products”

**12 November 2020,
15:00 - 17:30 CET**

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



in collaboration with:
European Forest Institute (EFI)



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 SUSTAINABLE USE OF WILD COLLECTED PRODUCTS

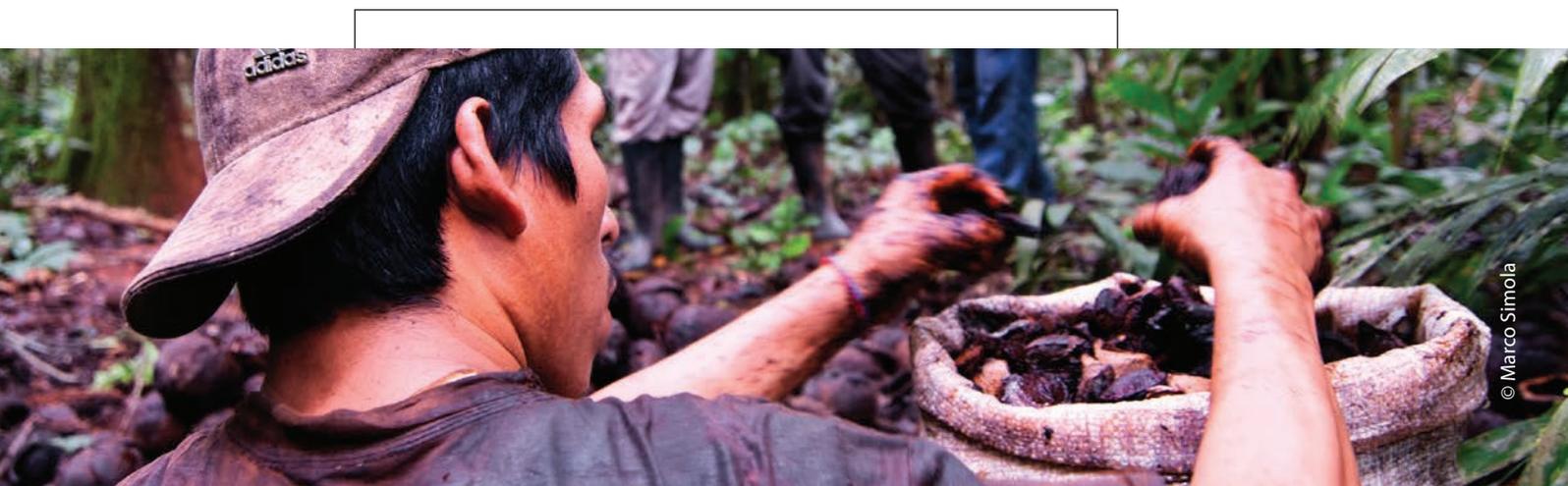
The session “Sustainable use of wild collected products” analyzes, based on existing case studies, the specific challenges and opportunities of GI schemes related to food and agricultural products, which are collected from the wild, including forests, woodlands and trees outside forests.

These products range from medical and aromatic plants, fruits, roots, to honey and mushrooms, as also known as non-wood forest products (NWFPs) or wild forest products. Trade in these products generated a recorded value of some US\$90 billion in 2011, although this is widely acknowledged to be an underestimate. Some one billion people estimated to depend on wild foods. 80 percent of the population of developing countries relies on traditional medicines, mostly plant-based, while in the European Union over 100 million citizens in the EU alone consumed wild food in 2015.

Edible NWFPs are increasingly being used in food and medicinal products, and are steadily being integrated into territorial marketing strategies: Protected GI is one example. Protected GI guarantees that a given product from a certain region or area presents a specific characteristics or quality that derived from this particular area. An example is the “D.O.C.” (Denominazione di origine controllata) on

many products in Italy, Colombian coffee, Tequila in Mexico, argan oil in Morocco or Kampot pepper in Cambodia. Increasingly some high value edible NWFP, such as mushrooms, chestnuts, medicinal & aromatic plants (e.g. licorice, chamomile) are being certified through such documentation of origin systems.

GI provides an opportunity to establish, monitor and document standards along the value chain, including sustainable sourcing, processing and trading of wild products, as well as promoting collective action for the preservation of the reputation. Certification programmes related to natural resource use have mainly been developed for timber and agricultural products. Growing interest in “wild” and “natural” cuisine and the environmental and safety credentials of food presents important opportunities to promote wild products through GI, although some challenges remain.



OBJECTIVES OF THE WEBINAR

The session aims at developing recommendations for the private and public sectors on how to preserve and promote wild collected products through GI and other relevant origin-linked certification schemes, in order to ensure the sustainable consumption and production of these products, such as food and medicines that gain more and more importance on the market. Building on the experience of private sector stakeholders (producers, indigenous community, traders, ...), civil society and public authorities involved in the certification of wild products and the management of the resources, through the presentation of concrete GI cases and learning from sustainable wild products certification, the relevance and modalities of origin-linked certification of wild products is discussed during the session. The discussion also aims at identifying fruitful collaborations and synergies among ongoing or planned activities.

Issues to be discussed include:

- Role of the specifications in the sustainable management of the resource base.
- Ownership, governance and access to wild collected products, especially for indigenous and forest communities.
- Transformation, processing and quality assurance.
- Marketing and market access.
- Regulatory framework and governance.

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 collected products – Davide Pettenella , University of Padova, Incredible project
	Case studies of GI-related certification schemes of wild products – opportunities and challenges: <ul style="list-style-type: none">• 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• Global: Experiences from Sahel Forest Foods & Action Against Desertification (AAD), Josef Garvi, Executive Director, Sahara Sahel Foods• Africa: The case of the forest fruit Madd in Senegal, Pape Tahirou Kanouté, Director of local NGO Etudes, Territoires, Développement et Services• Latin America: Chakra Label from Ecuador, Virginia Vallejo, national Farm and Forest Facility (FFF) facilitator in Ecuador
16:10	Q&A and Discussion on key issues above-mentioned
17:00	Discussion on next steps and possible collaborations
17:20	Conclusions (EFI)
17:30	End of the meeting

Moderator: **Carsten Smith-Hall**, University of Copenhagen

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 GIs schemes for wild products.

To request the registration, please contact Ms. **Ida Puzone** at ida@origin-gi.com no later than 9 November.

