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"GIs in the time of sustainability, how to introduce innovation without encroaching on tradition"

GIs towards sustainability : preserving traditions, disseminating innovations

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oriGIn biannual conference, 24 November 2021

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Outline

1. Background
2. GI bring innovations and preserve traditions in:
   - production practices
   - governance
   - marketing
   - developing alliances
3. Conclusion

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Background

Food and Agriculture in the 2030 Agenda

Food and agriculture relate to all 17 SDGs

A food systems approach is needed to achieve SDGs

Importance of innovations in the food systems to contribute rural transformations towards SDGs

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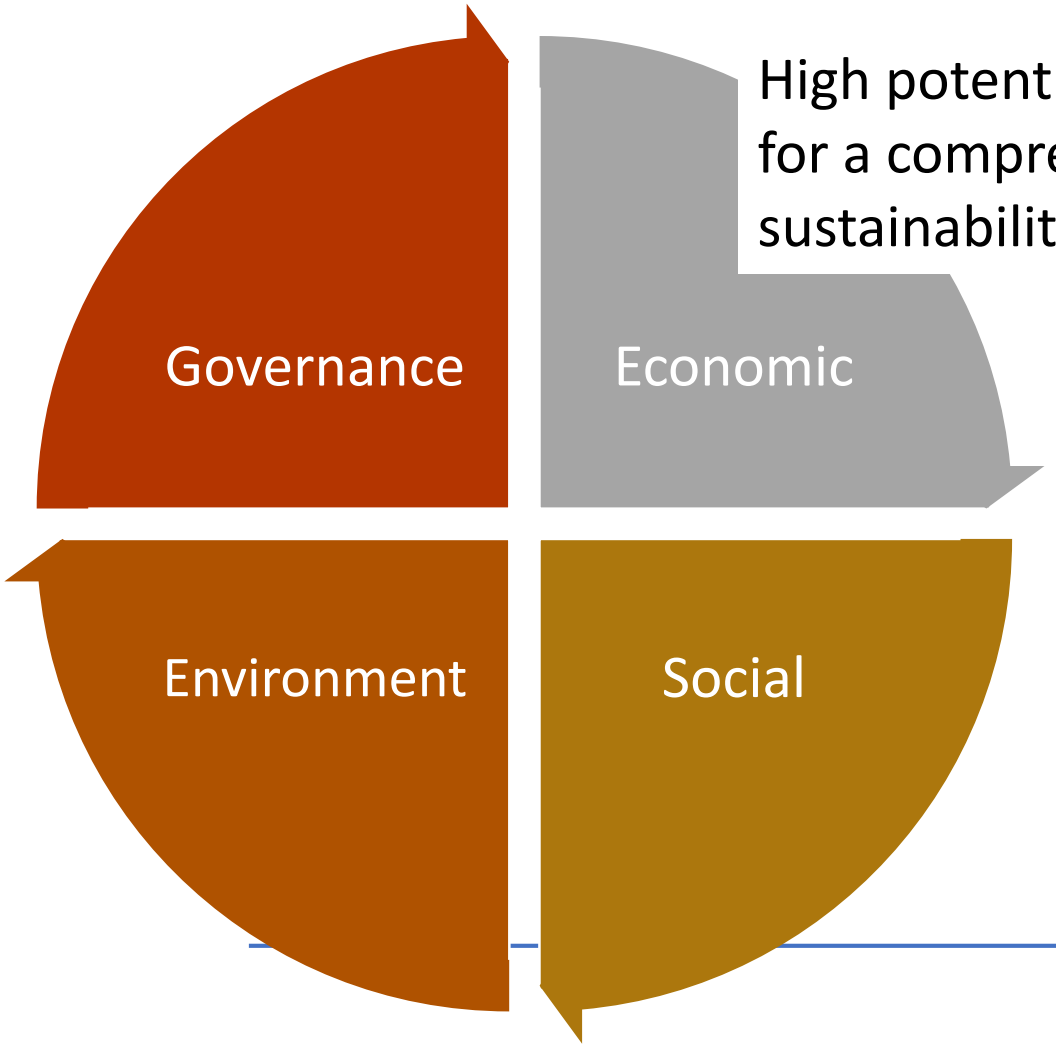
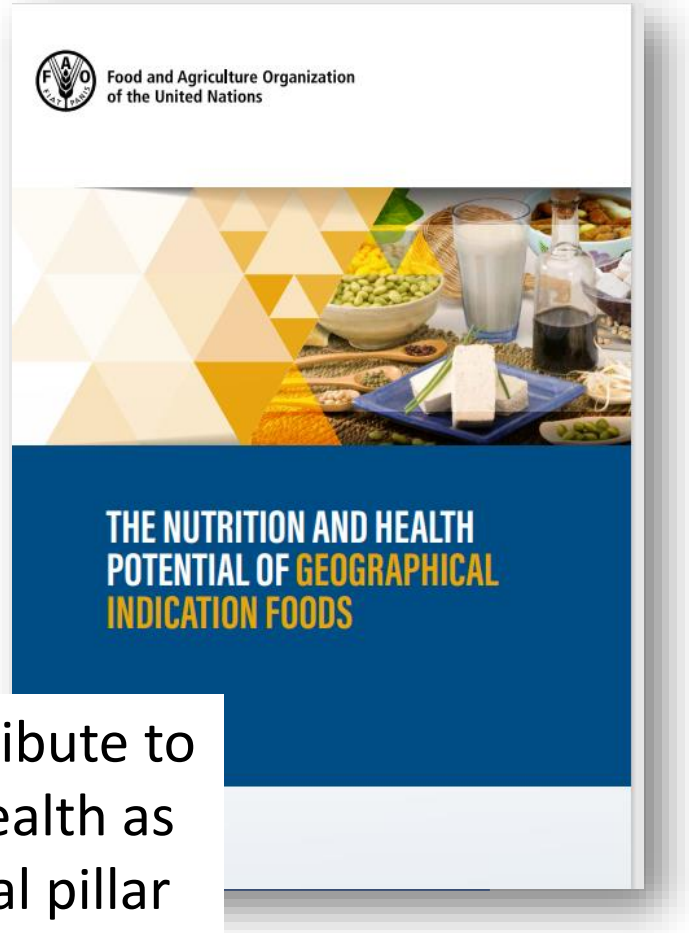
Background

FAO supports GI as a driver towards sustainable food systems and healthy diets



High potential of GI processes for a comprehensive sustainability approach



GI can also contribute to nutrition and health as part of the social pillar

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Background

FAO supports GI as a driver towards sustainable food systems and healthy diets

A comprehensive sustainability approach

- by supporting a **place-based and participative approach** for the preservation of local resources,
- by offering **small-scale producers** the possibility to lead such a process,
- by **facilitating public-private coordination** and synergies between the use of a market tool and the provision of public goods (such as the preservation of food heritage and diet diversity, biodiversity, among many others…).

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Innovations in practices

Opportunity to disseminate innovations to strengthen replication of traditional methods

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Innovations in practices – Penja Pepper, Cameroun

Improved technical itinerary (ITI):

- requirements for the nursery
- trimming, vine pruning, weeding,
- sanitary rules (harvest, packaging of finished products, clean storage facilities, etc.)

➔ ITI disseminated : all GI producers and others
➔ Positive economic impacts for producers
➔ Enable Healthy diets

GI project started in 2008 Protected GI in 2013

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Innovations in practices – Tushuri Guda, Georgia

Specifications developed by producers, especially the young shepherds :

- Tushetian landraces, sheep and cow species
- Pasture peculiar species
- Maturation on lamb skin (microbiota)
- Reduction of salt level

➔ Biodiversity preserved
➔ Taste, nutrition and health (salt, fermentation processes)
➔ Enable Healthy diets

GI project started in 2017 Protected GI in 2019

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Innovations in governance

Decision and negotiation power **rebalanced** along the value chain to the benefit of primary producers, in particular **small-holders**, who are often the **guardians of the traditions**

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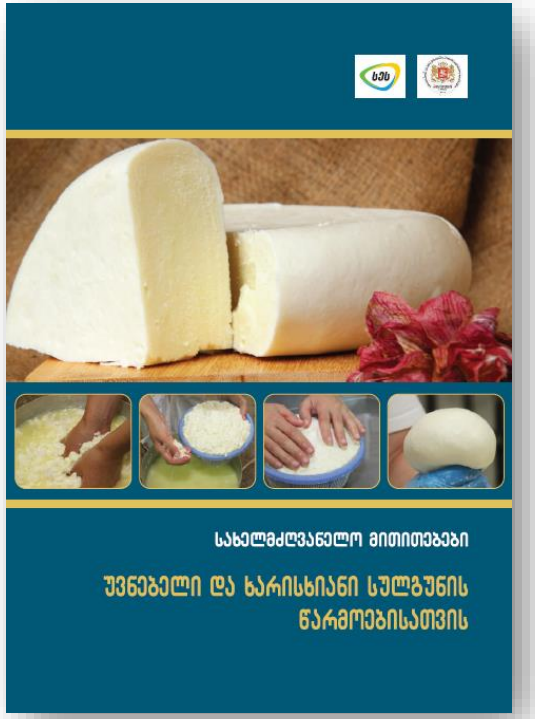
Innovations in governance – Tushuri Guda, Georgia

Specific work on food safety :

- Field visits and discussions with national ad local authorities in charge of food safety
- National regulations: simplified rules for traditional products including GI
- Producers' guidelines by cheese product on food safety



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Innovations in marketing

FAO-EBRD study on GI economic impacts

VetAgro Sup

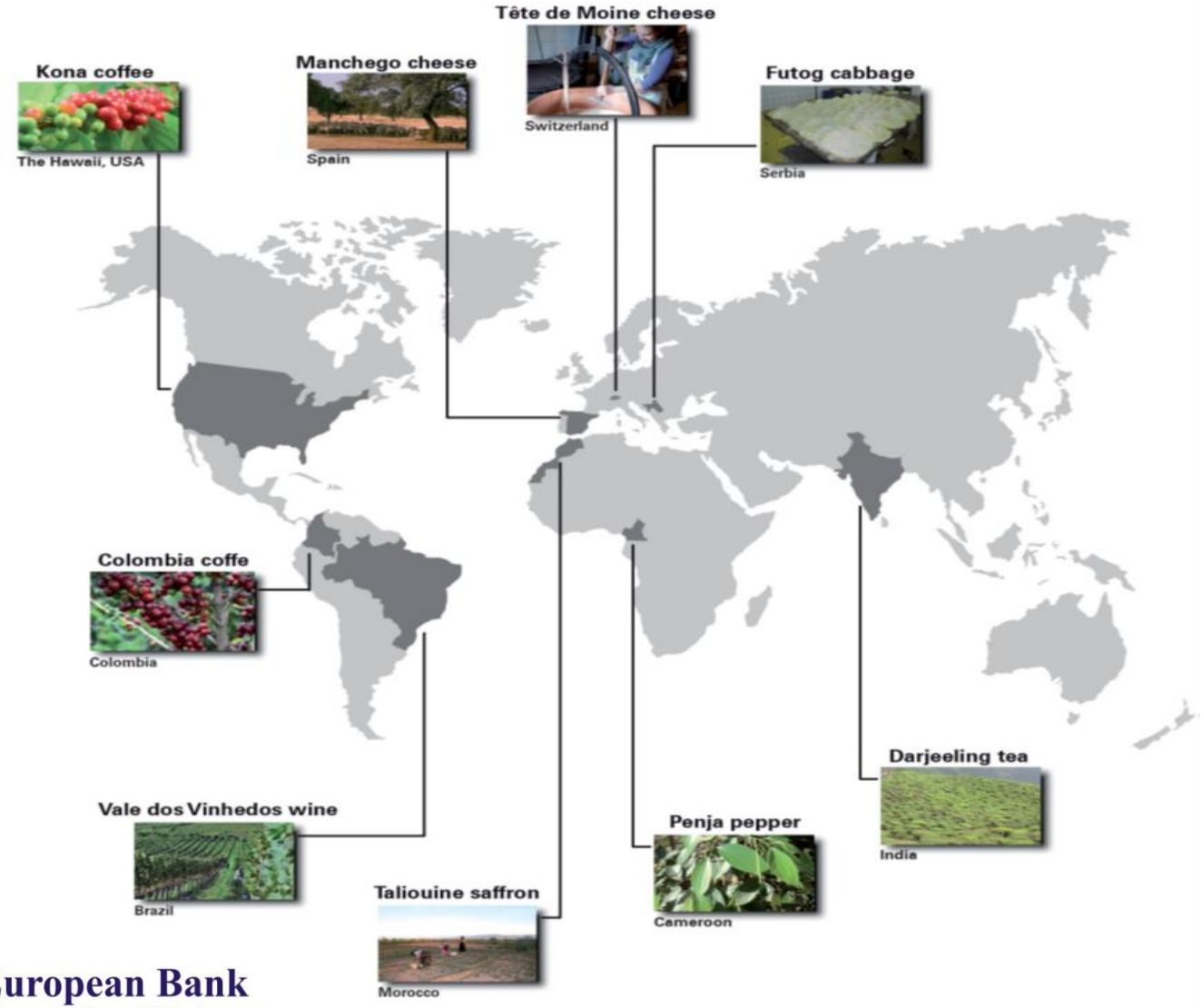
FiBL Forschungsinstitut für biologischen Landbau
EXCELLENCE FOR SUSTAINABILITY

ETH Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

ESA Nourrir le monde d'intelligences

MASTER FOOD IDENTITY

Montpellier SupAgro



Building on 9 operational cases

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Innovations in developing alliances - oriGIn

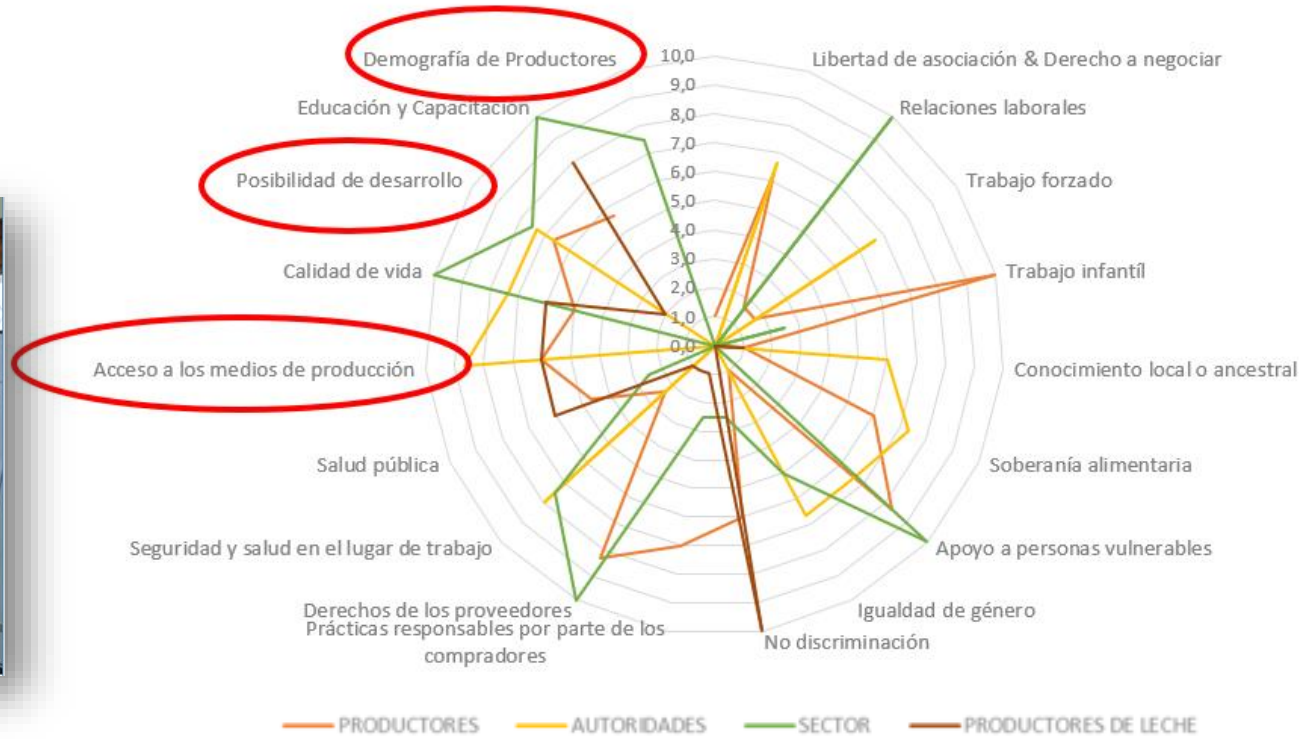
The Sustainability Strategy for GI (SSGI)

PRIORITIZE Sustainability topics for Geographical Indications

ASSESS the needs and opportunities for action,

IMPROVE the GI performance by measuring

COMMUNICATE



Example of visual from the FAO-oriGIn toolkits, highlighting the priorities for social sustainability, identified by cheesemakers, milk producers, retailers and local authorities, and supporting alliances

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Innovations in developing alliances - seafood sector

Juan Fernandez Rock Lobster, Chile
Chilean National Park in 1935, UNESCO International Biosphere Reserve in 1977. Several Marine Protected Areas

Marraine d'Oleron oyster, France
Parc Naturel Marin, INAO

Casamance mangrove oyster, Senegal

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Innovations in developing alliances - seafood sector

Healthy Diets for TODAY & FUTURE

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Conclusion

GI preserve traditions and bring innovations towards sustainability…

Traditionally, it was crucial to preserve local resources

- GI processes represent an innovative pathway towards sustainability
- GI are am innovative way to preserve diversity of foods for a healthy diet now and for future generations
- **GI producers are innovative in preserving their traditions**!

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Thank you for your attention !

Contact: nutrition@fao.org

www.fao.org/geographical-indications/en