



**Food and Agriculture Organization  
of the United Nations**

**REDD**

Sharing knowledge  
for ethical and tasty food

**Promotion of geographical indication products  
Learning from international experiences**

# What do we mean by Promotion of Geographical Indications?

- Promotion and information about GI among consumers. Crucial in countries is being established
- Visibility of the GIs on the market
- Promotion of single GIs or group of GIs by their producers

# Explaining Geographical Indications



They come from Wales, their natural place.

# Official PDO and PGI logos

- Powerful sign to popularise GI among consumers
- Guarantee of quality and origin
- Drastic increase of the visibility of GIs on the market
- Instrumental visual for the promotion of GIs

More efficient if:

- Clear and simple awareness campaigns inform the meaning of the sign to consumer
- The promise of quality, method of production and origin made to the consumer is guaranteed by a system of control
- The use is regulated by clear by-laws



PGIs and PDOs with strong notoriety



Contribution to the notoriety of the official PDO and PGI signs



PGIs and PDOs with weak notoriety



longeole



Contribution to the notoriety of all PGIs and PDOs



OFFICIAL PDO AND PGI SIGNS

“ROOTS”  
ORIGIN

Des racines

“KNOW-HOW”  
METHOD OF  
PRODUCTION

un savoir-faire

“CHARACTER”  
PRODUCT SPECIFIC  
QUALITY

du caractère

*Choisir une spécialité AOP ou IGP, c'est surtout se faire plaisir. Mais c'est aussi valoriser un savoir-faire traditionnel et une agriculture durable. Les produits AOP et IGP suisses appartiennent à la richesse de notre patrimoine culinaire et culturel.*

**Suisse. Naturellement.**



Appellation d'origine protégée / Indication géographique protégée

[www.aop-igp.ch](http://www.aop-igp.ch)



[www.facebook.com/aopigp](https://www.facebook.com/aopigp)





To choose a PDO or a PGI is first to **please yourself**. But it is also to valorise a **traditional know-how** and a **sustainable agriculture**. Swiss PDO and PGI products belong to the Swiss **cultural and culinary heritage**.

# The use of the specification content to promote PDOs and PGIs

PROSCIUTTO DI PARMA

PRODUCTION AREA

CONSORTIUM

RECIPES



NEWS & PRESS

EXPORT AREA

SPECIALISTS

ENG ▾



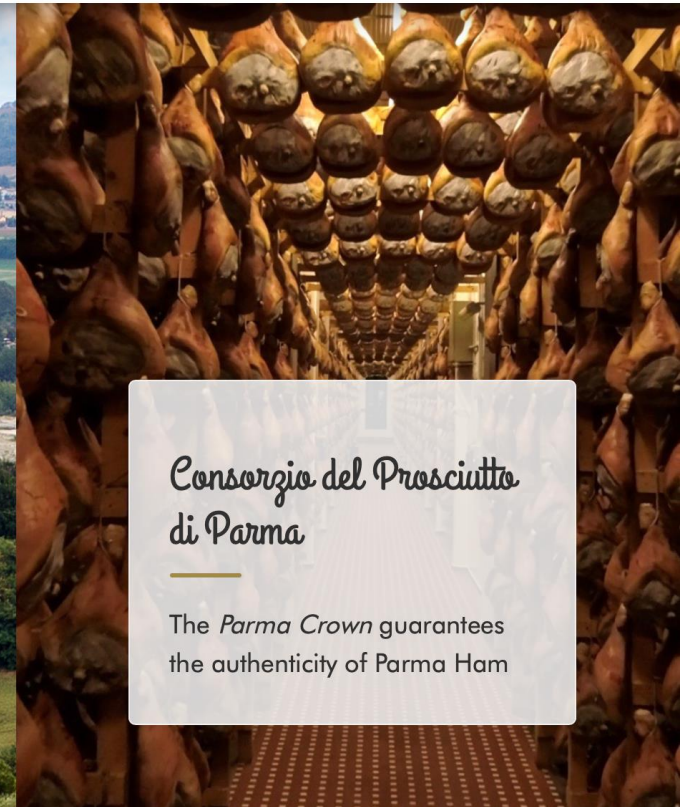
*Prosciutto di Parma is  
100% Natural*

Additives such as nitrates and nitrites are strictly prohibited



*Protected Designation of  
Origin: 100% Italian*

Prosciutto di Parma can only be made in Parma using Italian pork legs



*Consortio del Prosciutto  
di Parma*

The *Parma Crown* guarantees the authenticity of Parma Ham



## Tradition and authenticity: the Unique Selling Proposition of GIs



- L'ETIVAZ AOP -

*fromage d'alpage*

# Territorial branding: Partnering with the actors of the area of production



## Leading PGI product

- Argan Oil PGI
- Indigenous to Morocco
- PGI managed by the Association Marocaine de l'Indication Géographique de l'Huile d'Argane (AMIGHA)



## Basket of goods

- Support to the Argan oil industry imbedded in a policy of local government to support different regional handicrafts and food products
- Joint promotion through regional and national government webportals and presence at international fairs



## Tourism

- Protection of natural resources through the establishment by UNESCO of the Argan Forest Biosphere Reserve
- Visits to producers, Displays of local traditions
- Culinary specialties



## Regional or national branding

- The argan forest shapes the landscape of south Morocco and plays an important role in regional identity
- The positive image of argan oil as a health product and the nearly exclusive location of its production in Morocco is used to promote the country.



# Fleur d'Aubrac

The members of the Association managing the GI are the breeders, wholesalers and butchers who actively promote the Fleur d'Aubrac PGI meat on the market

70 butchers nearby the area of production and in Paris

**BOUCHERIE**  
Génisse Fleur de l'Aubrac  
Veau fermier du Limousin  
élevé sous la mère  
Agneau Fermier Label Rouge  
Porc Fermier  
Garanti Sans OGM  
ST-CLÉMENT-DE-RIVIÈRE  
Tél. 04 67 84 10 50  
**GRAS Valérie**

**BOUCHERIE CHARCUTERIE VOLAILLES**  
Plats cuisinés Au 170 Traiteur  
**Boucherie AU 170 Artisanale**  
Livraison à domicile  
Fleur d'Aubrac  
Artisan Boucher Charcutier  
La boucherie est OUVERTE AUSSI le LUNDI!  
PLATS CUISINÉS  
POULET RÔTI SUR COMMANDE  
LES VENDREDIS & SAMEDIS  
PENSEZ À COMMANDER!

## AFTALP : 5 PDO and 3 PGI cheeses pooling resources together



The Association des Fromages Traditionnels des Alpes Savoyardes (AFTALP) mobilizes a wide network of local stakeholders and conduct number of actions in support, including promotion activities :

- the cheese route;
- the cheese festival;
- pedagogical actions targeting pupils of the region; and
- websites, social networks, newsletters.





# Research Project for the Study of Georgian Grapes and Wine Culture

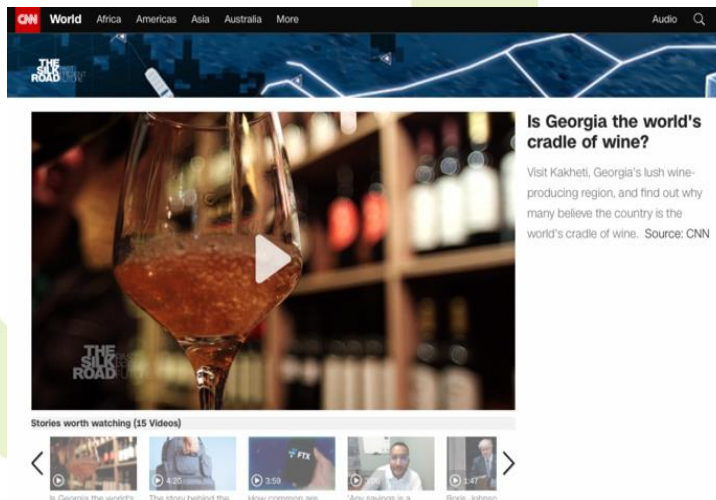
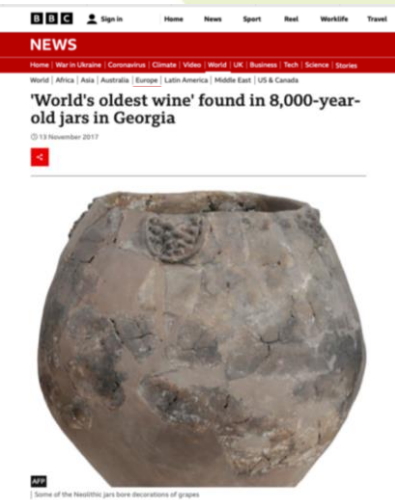
## Scientific based promotion

Partnership with European and North American research institutes

Archaeological investigations, historical and ethnological studies

Research on the genetic heritage of vines

“These studies created a holistic understanding of the continuity and complexity of Georgian Wine Culture to help popularize Georgian Wine throughout the global wine market.”



## FAO new publication

**“Promotion of geographical indication products – Learning from international experiences” (P. Bernardoni, M. Polo, R.Ulanbek, A. Amambaev, M. Sarieva, FAO, 2023)**

### Part I

- Development of promotion strategy – functions, roles, phases
- Values and messages used for the promotion of GIs (authenticity, tradition, social, environmental impacts)
- Role of the State and Value chain stakeholders in promoting the GI scheme and single GIs
- GI specific promotion strategies (joint promotion and twinning, territorial branding)
- The crucial role of GI producer organisations for the promotion and protection of GI

### Part II

- Different case studies from Europe, Africa and Asia illustrating promotion strategies and good practices

## The promotion of PDOs and PGIs is the business private and public sector

### Public sector

- Make consumer familiar with Geographical Indications concept and meaning (origin + method of production + properties typicality)
- Make sure the guarantees given to consumers are respected
- Increase visibility of GIs on the market
- Mobilise stakeholders of different value chain, sectors for the basket of goods, territorial branding, tourist products

### Private sector

- Producers and single companies advertise their products and the GI
- Participate with producers of different GIs in informing and promoting the concept of GIs
- Link with other producers of their GI and of other GIs, as well as HoReCa, retail and tourist sector