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Amélioration de la production, amélioration de la nutrition,
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Mejor producción, mejor nutrición, mejor medio ambiente y una vida mejor.

Baseline assessment of the UK experience with geographical indications

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Structure of the presentation

1. What is the current situation?
2. Could it be better?
3. What needs to change to realize potential and how could collaboration with FAO help?



Current situation of GIs in the UK – supply side



Protected geographical food and drink names (Registered, November 2023)	Number
PDO Food and Drink	28
PGI Food and Drink	49
Traditional Speciality Guaranteed	4
Spirits	6
Wines	6
Traditional terms for wine	2
Total	95

Source: extracted from Defra (2023)



Current situation of GIs in the UK – supply side

- All pre-Brexit GIs are listed in both EU and UK GI registers. Post-Brexit, need to register in the UK first before applying for protection in the EU / Northern Ireland
- UK Department for Environment, Food & Rural Affairs (Defra) largely regards its role as regulatory, rather than proactive champion
- GIs account for circa 25% of UK's food and drink exports by value (highly dependent on Scottish whisky)



Current situation of GIs in the UK – supply side

- Food industry managers generally lack knowledge of GIs (APPG, 2021) and lack of tradition of horizontal co-operation
- Outside of Wales, little help available to prepare applications & lack of GI consultants
- Quality and quantity of new applications for GI status is patchy (APPG, 2021)
- Many UK GIs have limited economic or social benefits (lack clear commercial rationale, wording too general or too specific to allow producers to benefit)



Current situation of GIs in the UK – demand side

- Low consumer awareness and evaluation of GIs: Only 10% and 14% of UK consumers recognize the EU PDO and PGI logos, respectively (Hartmann et al. 2019)
- Understanding of attributes and rules underpinning PDO/PGI logos minimal (Hartmann et al. 2019), with consumers confused by the “label jungle” of many, hard to read and interpret logos (Amilien et al. 2018)
- New UK GI labels have not improved the situation (APPG, 2021)



Could the situation be better? Supply side

- [Roper and Oledinma \(2021\)](#) worked with a food historian who believes there is scope for 200-300 additional GIs across the UK (mix of agricultural and manufactured products).
- A cheese industry insider suggested a potential for 15-20 more heritage cheese GIs in England.
- Local cases of GIs differentiating products and adding value, as well as stimulating tourism (Maye et al. 2016; Oledinma and Roper, 2021)



Could the situation be better? Supply side

- 2023 NICRE farm survey data (n=586 farmers; 3 regions in England). Seek to understand engagement with GIs
- 4.9% of respondents produce GIs or have products potentially suitable for protected status:
 - 2.0% - Currently produce protected GIs
 - 2.2% - Produce products potentially suitable for GI status but not currently protected
 - 0.7% - Both
- GI producers skewed to organic, selling through co-ops, motivated to increase added value rather than reducing costs



Could the situation be better? Demand side

- EC's Eurobarometer (2018) details % of UK citizens that believe it is very or fairly important that the food they buy:
 - “respects local tradition and know how” (71%)
 - “has a specific label ensuring the quality of the product” (80%)
 - “comes from a geographical area that they know” (61%)
- A sizeable segment of consumers concerned with origin and food heritage (Weatherell et al., 2003), with willingness to pay extra for quality logos (Gorton et al., 2023)



What needs to change to realise potential?

- GIs at UK level should be regarded as strategic assets for rural development and agri-food supply chain upgrading
- Requires joined up approach between agri-food producers, local authorities, regional tourism boards etc.
- Strengthening co-operation between localised agri-food systems (e.g. supply chains of products bearing GIs)
- Concerted promotion of GIs to raise consumer awareness – curated collection of quality British food and drink



How may collaboration with FAO help?

- Expertise of FAO with GIs, extension & training could help with the training of GI consultants.
- Important to develop a toolkit for *co-creating* more and better-quality GI applications.
- FAO expertise in supply chain and community led development could inform a foundational infrastructure approach for developing PDO / short food supply chains



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