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amélioration de l'environnement et amélioration des conditions de vie.

Улучшение производства, улучшение качества питания,
улучшение состояния окружающей среды и улучшение качества жизни.

Mejor producción, mejor nutrición, mejor medio ambiente y una vida mejor.

The role of certification and controls in strengthening the sustainability of geographical indications

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Indications (GIs) in FAO Region for Europe and
Central Asia

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1. Sustainability criteria within product specification

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- GI definition focuses on product linked to place of production. Different GIs deliver wide variations in sustainable outcomes.
- GI product specifications *often* include or imply:
 - **Environmental elements**, such as farming methods adapted to local environment; local breeds of animal; and traditional varieties of plant
 - **Social elements**, such as producer groups organised in a democratic way; and specific rights for farmers to use the GI names
 - **Economic elements**, such as value addition for product marketed with a GI name; and securing that value-addition to the geographical zone.
- These elements in a product specification have to be verified or controlled

2. Three levels of controls

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1. By farmers and producers themselves
2. By the producer group, ‘internal controls’
3. By government agency or certification bodies, ‘external controls’

Controls by farmers and producers themselves: ‘self controls’

- GAP - good agricultural practice
- Good value
- Leave discretion to farmers and to processors, when possible

Control plans

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- Detail internal (producer group) and external (3rd party) controls.
- Classify checks according to seriousness.
- Scale consequences of breach: information and training advice; warnings; requirement to remedy; disqualification from scheme.
- Note: some environmental practices are hard to control. Consider making these optional - farmers' / producers' discretion.
- Keep it simple. E.g. specific plant variety : expensive laboratory genetic test ? or purchase receipt from seed supplier ?

Controls by producer group: 'Internal controls'

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- Members of the producer group volunteer to inspect other members of the group, or the group uses in-house inspector.
- Ensures transparency within the group and enables problems to be quickly identified and addressed.
- Internal controls do not normally lead to sanctions
- Producer group makes recommendations for improving practices, training, etc. In case of serious violations, the group can report to authorities for official follow up.
- Internal controls are key function of producer group, contributing to cohesion and social responsibility among group members.

Controls by government agency or certification body: 'External controls'

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- Government agency - must have capacity and skills to undertake controls.
- Certification body should be accredited according to Standard *ISO/IEC 17065:2012 - Conformity assessment – Requirements for bodies certifying products, processes and services*.
- Certification body must be accredited (a) for the production type (farming / processing / livestock / plant product etc.), (b) for the certification desired - GIs, and (c) for the territory concerned.
- Ensure the producers have resources to cover costs of controls (if the government does not provide for free or reduced cost).

Sustainability criteria outside the product specification

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- Some farmers / producers of GIs choose to join additional schemes, separate from the GI, containing sustainability criteria.
- E.g.: for supermarkets (like 'Global G.A.P.') and organic farming.
- Extra schemes can improve sustainability impact.
- But double (or triple) certification - can push up costs.
- Authorities and certification bodies can combine checks, and also combine official hygiene and safety controls.

Conclusions

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1. Controls guarantee integrity of GI product - including sustainability elements - to buyers and to consumers
2. Think of controls that are 'necessary for integrity of product' when drafting the product specification.
3. Beware selection of expensive, burdensome controls that are beyond the capacity of farmers / producer group / inspectors.
4. For producers with limited means, consider a 'regional product' scheme with simple **self** controls. Graduate to a GI with 3rd party controls, once it is economically viable.



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*Thank you for
your attention !*

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