

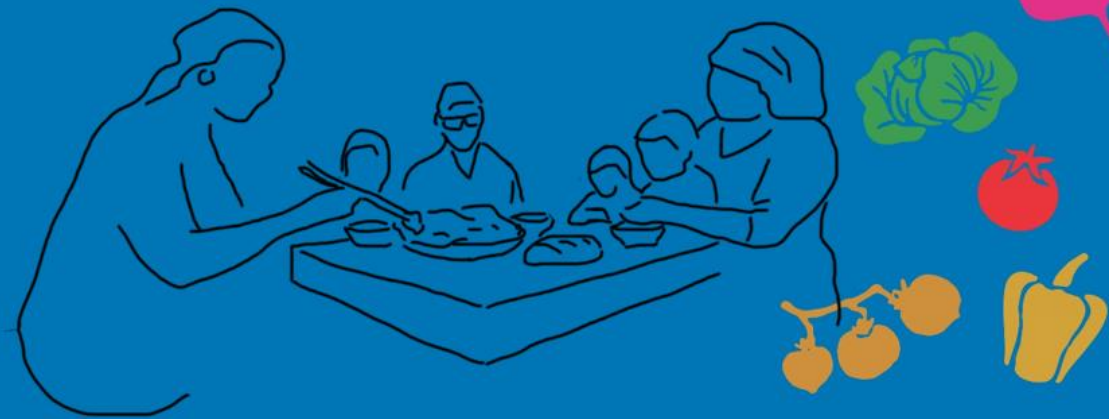


## The Role and Activities of FAO in the Field of Geographical Indications

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Biennial oriGIn Meeting 2025, Morelia 9 October 2025

Michoacán, Mexico





## FAO actions on Geographical Indications and sustainability since 2007:

### Key Actions:

#### 1/Knowledge Development:

Publication of guidelines, policy briefs, and roadmaps to support the establishment of sustainable GI systems that promote regional development and preserve traditional know-how; organization of international conferences, webinars and more.

#### 2/Technical Assistance to Countries:

Support provided to numerous countries in developing effective frameworks for Geographical Indications, along with pilot projects along value chains.

#### 3/Communication:

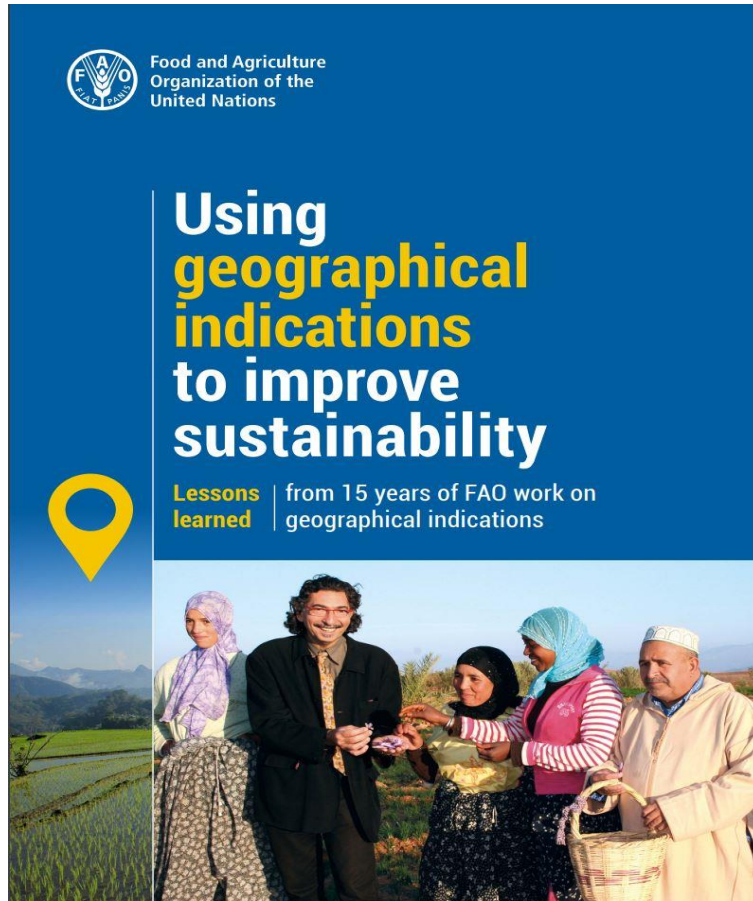
Dedicated GI webpage, interviews, articles, web GI stories, Participation in GI Events, , video conferences, and other outreach activities.



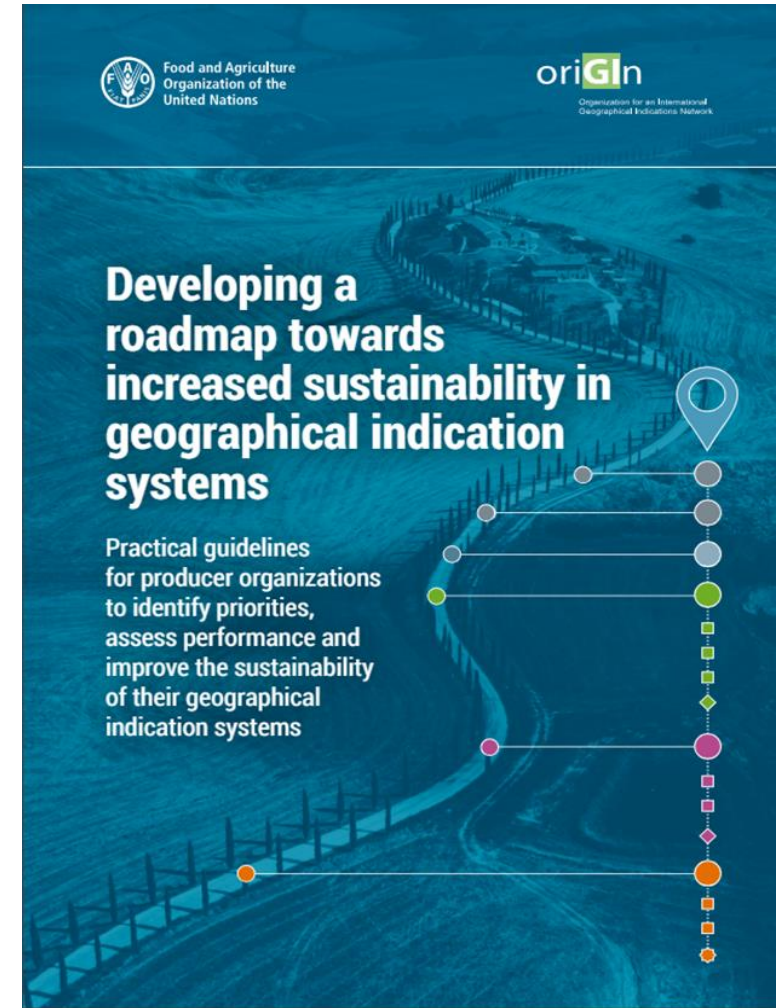
# The Role and Activities of FAO in the Field of Geographical Indications



## Knowledge Development: Latest Publications:



Using GIs to Enhance Sustainability — Lessons Learned from 15 Years of FAO Work on Geographical Indications (Policy Recommendations) (2023)



Development with oriGIn of a Roadmap for Greater Sustainability of Geographical Indication Systems — Scientific Committee Including Researchers and Producer Organizations (2024)



- **A practical, step-by-step guide**

describes the **actions to be taken at each stage, with recommendations, models and concrete examples** to meet the needs of associations, which differ according to their characteristics and contexts;

- **A toolkit** in the form of an Excel file.

It helps data processing, and models for organizing, analyzing and presenting information, particularly in graphic form, throughout the various stages of the methodology

- **A database** listing and describing 62 topics and 442 field-tested sustainability indicators relevant to GIs, from which can be selected or adapted those responding to the priorities identified and the characteristics of the GI system and organization.

[www.origin-gi.com/web\\_articles/sustainability/](http://www.origin-gi.com/web_articles/sustainability/)

[www.fao.org/documents/card/en/c/cc9122en](http://www.fao.org/documents/card/en/c/cc9122en)





# The Role and Activities of FAO in the Field of Geographical Indications



## Knowledge Development:

### Fostering Multidisciplinary Dialogue:

International Conference in February 2025  
at FAO Headquarters in Rome

**350 participants on-site, 1,000 online attendees  
from 52 countries/180 presentations** covering all  
areas of innovation for the sustainability of GIs  
(available at:

<https://giconf2025.sciencesconf.org/index/>)

A unique and diverse network of stakeholders:  
institutional actors, producer organizations,  
academics, students, service providers, law  
firms, and more and a living lab !





## Technical Assistance:

Nearly 30 GI projects coordinated by FAO headquarters across 26 countries in Latin America, Asia, Africa, and Southern Europe, with many more managed directly by FAO country offices.

Numerous ad hoc activities are also carried out to meet countries' specific needs — such as training sessions, expert missions, and more.

Additionally, support is provided for the African Continental Strategy on Geographical Indications.



**Tushuri Guda Cheese – GI**  
**Registered in 2019 (Georgia)**  
 A project supported by **FAO and the EBRD**



2024 : registration of GI  
 « Madd de Casamance » (facilité  
 IG project with avec CIRAD et  
 WIPO)



Raspberries Ariljé, GI , Serbia, (FAO  
 and EBRD project)





## **Communication**

A GI dedicated page on the FAO website :

<https://www.fao.org/geographical-indications/en>

- With GI news, resources including videos, publications etc.
- Participation in many GI events around the world : for example , BOAO forum for Asia Global Urban & Rural Development Forum (GURD) : speech on GI and their sustainability for the first time !



# Anniversary

**Gracias por su atención**

**Thank you for your attention**

**FAO turns 80 on 16 October, Joign us for the World food  
day !**

[<https://www.fao.org/world-food-day/en>]