



## INNOVATING AND ORGANISING RESEARCH, EDUCATION AND TRAINING FOR SUSTAINABLE GIS

Seminar - Expo Milano 2015- EU Pavilion

September 11th, 2015

### CONTENTS

|   |    |
|---|----|
| <b>Welcome address</b> by Vincent Labarthe, President of AREPO .....  | 2  |
| <b>Developing sustainable Geographical Indications: the role of research, teaching and training by</b> François Casabianca, researcher at INRA Corte and coordinator of SYAL network..... | 2  |
| <b>I panel: Research on GIs inside the EU and in non-EU countries, Moderator, Filippo Arfini, University of Parma, Italy .....</b>  | 3  |
| <i>The valorisation of origin products through GIs: research issues</i> , Giovanni Belletti, University of Florence, Italy .....  | 3  |
| <i>The research on GIs: perspectives from the producers side</i> , Leo Bertozzi, Consultant and Former Director of the Consorzio del Formaggio Parmigiano-Reggiano, Italy .....           | 5  |
| <i>Local Agro-Food Systems approaches for the socio-economic analysis of Geographical Indications</i> , Javier Sanz Cañada, Spanish National Research Council, Spain .....                | 5  |
| <i>Research Status of Geographical Indications in the US</i> , Elizabeth Barham, American Origin Products Research Foundation, US .....   | 6  |
| <i>Issues of Japan GIs: Case of Tokachi Fresh Cheese</i> , Junko Kimura, University of Hosei, Japan .....   | 6  |
| <b>II Panel: Education on GIs inside the EU and in non-EU countries, Chairman Olivier Beucherie, Consultant, France .....</b>   | 6  |
| <i>Training of future professionals in charge of GI products</i> , Philippe Mongondry, Master Food Identity, France.....  | 7  |
| <i>Master on Territories' Development, Quality and Origin of products</i> , Audrey Aubard, University Bordeaux Montaigne, France.....   | 7  |
| <i>Rural Territorial Development with Cultural Identity Program (RDT-IC)</i> , Marta Arosio, RIMISP, Latin America.....   | 8  |
| <i>Needs for further legal research on Geographical Indications</i> , Erik Thevenod-Mottet, Laboratory of rural studies, University of Lyon, France .....                                 | 8  |
| <b>III Panel: Training on GIs inside the EU and in non-EU countries, Chairman Laurent Gomez, Secretary General of AREPO, France .....</b>   | 8  |
| <i>Geographical Indications: an approach for local development</i> , Didier Chabrol, Formation InterGI CIRAD-REDD, CIRAD, France .....  | 8  |
| <i>Forum Origin, Diversity and Territories</i> , Dominique Barjolle, Association Origin for Sustainability - Forum ODT, Switzerland .....   | 9  |
| <i>GIs: a tool (chosen?) at the service of producers (ready to use it?)</i> , Charles Perraud, IGP Sel de Guérande/Certipaq, France .....   | 9  |
| <i>The school at the centre of Consortium communication</i> , Christian Sbardella, Consorzio per la Tutela dell'Olio Toscano, Italy .....   | 10 |
| <b>Conclusions .....</b>  | 10 |
| <i>Perspectives from European Commission</i> , Barna Kovacs, Commission Européenne.....   | 10 |
| <i>Promotion of GIs and products of origin in developing countries</i> , Florence Tartanac, FAO .....   | 11 |
| <i>AREPO conclusion</i> , Laurent Gomez, Secretary General of AREPO .....   | 11 |



**Welcome address** by Vincent Labarthe, President of AREPO, Vice-president of Midi-Pyrénées Region in charge of Agriculture

Geographical indications (GIs) generates added value and link the revenues to the territories. The development of GIs is important both for the producers and for the territories and their communities.

Economic valorisation, project management, protection and the legal framework for GIs have been already widely discussed. AREPO wanted to seize the opportunity offered by the Commission in the context of the Universal Exhibition to work on other aspects considered essential but less discussed: the **current situation and the needs in term of research, higher education and training on GIs**.

The research is essential to understand GIs systems, to create appropriate tools for their sustainability and development, and to discover innovative techniques. Education transmits knowledge to youth, creating the skills of future managers and policy makers. Trainings update and strengthen the skills of professionals, disseminating new knowledge and innovations. In all these three areas, it is essential to involve GI producers and operators in order to meet their needs and share knowledge.

**Developing sustainable geographical indications: the role of research, teaching and training** by François Casabianca, researcher at INRA Corte and coordinator of SYAL network

A GI is not only a product, it's a **multifunctional and complex agri-food system** that mobilise several **actors and resources** around a product. It's a **social construction**, shaped by the interaction of different actors and presenting a collective dimension as **common good**.

Furthermore, a GI is not only a property right nor a certification; it's an **instrument of the rural development**, through the **valorisation of products of origin**. That is a circular process that generates value through the reproduction of resources, thank to product identification, qualification and remuneration. As a consequence it's necessary to integrate intellectual property right (IPR) policy with other regional and national policies following a sustainable rural development approach.

It's also necessary to go beyond the market oriented approach, focusing the analysis on the **reproduction of local specific resources** that are **fundamental for the production and for the social and environmental impact of the product**.

GIs systems produce not only *commodity* but also **non-commodity output**. The cultural and gastronomic features of these products, as well as their territorial identity **concern the whole local society**. For this reason, it's extremely important to ensure at the same time income and accessibility for all. GIs **should not be reserved for consumer elite**.

#### **ANALYSIS OF PROBLEMS AND TENSIONS RELATED TO GIS**

GIs are considered as an instrument of sustainable development in response to globalization and to the loss of food-related values. Nevertheless, working on the field and in the context of research and training, **we must be aware of a number of trade-off and tensions:**

1. **Inclusiveness:** how can GIs be more inclusive, maintaining at the same time the quality and the identity of the product?
2. **Development from within:** adaptation of GI to the initial context, taking account of the local actors and how GI can fit into local strategies.



3. **Individual and collective learning processes** to increase the capacity of practitioners to take into account 1) the dimension of GIs as systemic process at local level, 2) the necessary transitions and 3) to increase the awareness of various stakeholders.
4. **Sustainable management of resources:** Biodiversity and specification of the natural resources. Local knowledge and its relationship to tradition and to the ability to innovate within the tradition. Inter-generational dynamics to face the difficulties in the transmission of knowledge and resources.
5. **Local governance:** how can we build agreements among heterogeneous actors, integrating their interests? How can we create more participative governance? The **collective organisation** is a very important tool from the initial phases of creation of a GI.
6. **The role of public authorities and public policies is fundamental** to support GI, enforce the control system and present misuses and frauds. More practitioners trained in political sciences and law and specialised on GIs are needed.

**I PANEL: RESEARCH ON GIS INSIDE THE EU AND IN NON-EU COUNTRIES, Moderator, Filippo Arfini, University of Parma, Italy**

All these tensions and level of fragility can affect GIs sustainability. For this reason GIs are very complex research objects.

The European Union is a big stakeholder in this context since it provides financial support and funds research projects on GIs. From 1996 to 2015, **30 EU research projects** including GIs topics were launched. Only 9 were specifically on GIs, while the others 21 were nonspecific. However **this sector still needs the support of the EU to develop multidisciplinary research, education and trainings**. The existing research should be completed, exploring new issues and mobilising new disciplines to address the problems and challenges determined by the complexity of these products.

The development of **research on GIs would benefit all the stakeholders involved in GI system**. Thus, support from the EU for research and education on GIs would contribute both to strengthen the European quality policy and to achieve the objectives of the Common Agricultural Policy (CAP).

***The valorisation of origin products through GIs: research issues,*** Giovanni Belletti, University of Florence, Italy

**Important issue:** multiple disciplines must work together and interact in order to share research questions, methods and assumptions, adopting a **multidisciplinary and multilevel** (company, local production system and value chain) **approach**.

Furthermore, it's really important to **define the object of valorisation**. Considering the huge diversity in terms of products and contexts, a **wide interpretation of valorisation tools is needed**. The valorisation process through GIs is not simply linked to a market dimension, but it has impacts on the entire society.

**THEMES UNCOVERED BY RESEARCH:**

- **Consumption and “intermediate consumers”:** GIs and professional buyers;
- **Economic performance** of GIs;
- Positive and negative impacts at economic, social and environmental level;
- How GIs enter in **companies' strategies**;



- **Distribution of costs and benefits** among different types of enterprises (horizontal distribution) and among different phases in the value chain (vertical distribution);
- **Consequences of de-valorisation** of excluded producers;
- Possible contribution of GIs to **decommodification** of transnational value chains;
- Relations between GIs and alternative agri-food networks or other qualification schemes: synergies or conflicts?

#### **MAIN ISSUES FOR RESEARCH:**

- **Accountability** about the multiple effects of GIs protection and valorisation. To obtain reliable data is fundamental to contribute at the elaboration of public policies at regional, national and EU level.
- **Monitoring and evaluation** of GIs effect at companies, productions system and territorial level must adopt a **process oriented approach** (not just a product approach).
- **Integration and implementation** of research results in territorial development strategies and in related public policies.
- GIs are often part of more general strategies aiming at valorising origin products. Thus, it's not easy to isolate and analyse only GIs effects. On the contrary, it's necessary to analyse GIs impact in the context of these wider strategies.

***Needs for further legal research on Geographical Indications, Erik Thevenod-Mottet, Laboratory of rural studies, University of Lyon, France***

In order to be able to talk about GIs as development tools, we first have to analyse their very legal nature and distinguish it from trademarks and labels. Many challenges can thus be identified from the **legal perspective**:

- **Very low harmonisation** both at national, EU and international levels: different systems for different categories of goods, interpretation of the definitions, formal and substantial requirements, procedures, enforcement, etc.;
- **Complex relationship** and, sometimes, **confusion** between policies, institutions, **agricultural legal framework and IP legal framework**;
- Highly **contested topic at international level**;
- **Confusion** in terms of standards and quality signs between **trademarks and GIs, GIs from different countries and different products**. This is a risk of damage for the most "highly requiring" GIs.

Despite the low number of legal experts and research works in this field and the marginal role of legal perspective in most multidisciplinary research projects on GIs, **several questions need to be answered**:

- **Legal nature of GIs**;
- Justification for the legal protection: **guidelines for the recognition of GIs**;
- **Identification of the owner** of the title of intellectual property (distinction between the right over and the right to the GI; role of the state);
- **Rights of consumers** in the definition of the characteristics of the goods benefiting from a GI;
- **Legal issues related to certification** (responsibility, possibility to withdraw and withhold the right to



use the denomination);

- **Relation between GIs (legal instrument), traditional knowledge, genetic resources and traditional cultural expressions.** How these elements can be protected and their use be remunerated?

*The research on GIs: perspectives from the producers side*, [Leo Bertozzi](#), Consultant and Former Director of the Consorzio del Formaggio Parmigiano-Reggiano, Italy

The producers' associations and consortia need research results to address the demands in terms of technical development of their products and market strategies. In order to **support producers' skills and expertise**, the following **paths of research** should be developed:

1. **Research on the technical aspects:**

- a. **Evolution of tradition and of typical characteristics** that determine the quality of the product;
- b. **Technics and technologies to characterise and identify the origin of products** in order to cope with imitations and counterfeits;
- c. **Sensory analysis**, since the taste remains one of the most important elements for GIs.

2. **Economic research:**

- a. The **management of product's supply on the market** is important to deal with **price volatility** (especially for dairy products): what kind of action can be taken in the market? Is the management of supply a sufficient instrument?
- b. Innovation to **diminish production costs**.

3. **Social and cultural research:**

- a. **Inclusiveness**: all the stakeholders present in the geographical area of production should be included in consortia and producers' associations: processors, traders and distributors.
- b. **Social aspects** (ex. How can productions in disadvantaged mountain areas be preserved?).

*Local Agro-Food Systems approaches for the socio-economic analysis of Geographical Indications*, [Javier Sanz Cañada](#), Spanish National Research Council, Spain

Local agro-food systems (LAFS) are not only **case studies** but also a **conceptual approach** for the analysis of identity-based local food products.

A Local Agro-food System (LAFS) is a **production system** composed by all the actors involved in value production and marketing of an identity-based local food product. The **production area is specialised** on one product and it's characterised by **geographical concentration and continuity**. All these elements are fundamental for the creation of **positive externalities and public goods**. GIs are a particular and outstanding case of LAFS.

As a **conceptual approach**, LAFS research uses two complementary approaches, namely the **food chain analysis** and the **territorial rural development analysis**. The issue of **cultural heritage and identity** as determinant factors for the **territorial anchorage** is central in this analysis. In particular, this approach analyse the **effect of a local agro-food system on the territory**, considering the role of **collective action and territorial governance networks**.

For these reasons, the LAFS approach can be used to analyse the creation process of GIs as well as the results in terms of creation of common goods and socio-economic and environmental impacts.



***Research Status of Geographical Indications in the US, Elizabeth Barham, American Origin Products Research Foundation, US***

Even if there are products that have GIs potential, the US does not have a GI legal category, neither a GI register and the **legal protection is left entirely to producers**, through a system of **trade mark** with high cost for producers.

To get around the problem, the **American Origin Products Association (AOPA)** and the **American Origin Products Research Foundation (AOPRF)** are applying for a **collective certification trademark** with the logo *American Origin Products (AOP)* that would be legally defensible.

**Key Goals:** to achieve recognition of **AOPs as GIs** working in **collaboration with researchers and government officials** in the EU in order to streamline the registration with EU system and to obtain **more enforceable protection**.

**Needs:** US producers and producers' associations need more research and a database of EU researches, expertise and findings to fill the gap. Associations and producers groups at regional and country level should identify where the resources are and should define how we can strategically direct all the resources to support researchers in other countries and support building that network.

***Issues of Japan GIs: Case of Tokachi Fresh Cheese, Junko Kimura, University of Hosei, Japan***

GI Act entered into force in June 2015 in Japan and 19 products applied for GIs. Presently (August 24th, 2015), 6 applicants are under publication.

Nevertheless, the conclusion of a study on TOKACHI Fresh Cheese highlights that it is **difficult for Japan GIs to apply logic of EU GIs to the Japanese context when collective action among producers is lacking**. Even if a code of practice is shared, each producer has individual objectives and expectations on the product, which prevents them from productively and effectively working on sustainable GIs. Depending on attitudes on product; seriousness and view on time length, each producer sees the product in different way. In this sense, product is socially constructed. **For the sustainable development of GIs, collective actions among producers, in specific, social constructionism framework and communication among producers are needed.**

**II PANEL: EDUCATION ON GIS INSIDE THE EU AND IN NON-EU COUNTRIES, Chairman Olivier Beucherie, Consultant, France**

GIs sector needs reliable experts trained in several disciplines and able to anticipate the future needs of food-supply chains and territories. Experts are particularly needed in order to develop the right policies and to implement differentiation and protection strategies to support GIs. Higher education has a fundamental role in that. The formative offer should be redefined to train **two profiles of experts, complementary** and indispensable to address these needs:

1. **Experts in a specific disciplinary field** (agronomy, zootechnics food science, food technology, microbiology, ecology, economics, sociology, geography, anthropology, marketing, law and political science, among others);
2. **Generalists trained on local and traditional products**, with a transversal preparation and approach.

In several EU countries, different formative offers already exist, especially for the first profile. For instance, several masters in food science, marketing and economics include courses on GIs. Nevertheless



GIs represent a small part of the overall thematic expertise of the master. Only one dimension of GIs is taken into account resulting in a fragmented vision.

On the other hand, a more general and comprehensive formative offer is rarer, even if it's necessary to train GI specialists. Actually, a **transversal approach** would **train GI experts**, able to understand the whole complexity, characterisation, construction and development of a GI in all its dimensions. These masters or high-level trainings are **indispensable but fragile** and need stable means of support in order to:

1. Maintain and strengthen the **link with research** to ensure excellence in education;
2. **Strengthen the network and the connection between this training and economic actors;**
3. **Increase the access to a variety of students** from different social background and different countries.

*Training of future professionals in charge of GI products, [Philippe Mongondry](#), Master Food Identity, France*

The [Master Food Identity](#) is an Erasmus Mundus programme involving as partners 8 higher education institutions in 5 different countries. The **financial support of EU** through scholarships ensures that a **variety of students is represented** and creates an **international environment**.

The master programme is dedicated to the **development of traditional and local food products in Europe**. The objective is to train generalists expert on GIs to address the demands and needs of producers in several disciplinary fields.

For this reason, the master address at the same time **technic aspects of GIs development** and other issues connected to the **management and regulation of GIs products** (i.e. promotion, definition of market strategy, etc.).

*Master on Territories' Development, Quality and Origin of products, [Audrey Aubard](#), University Bordeaux Montaigne, France*

The Master degree on « [Territories Development, Origin and Quality Products](#) » (University of Bordeaux Montaigne) is part of the formative offer of geography and communication department. Thanks to the **transversal, interdisciplinary and holistic approach**, this master aims at training professionals able to analyse origin and quality products together with their **territory (terroire)**, defined by specific political, environmental and socio-economic conditions. The formative offer is characterised by its opening on **all quality systems and all products from a territory** (including handicraft products).

The special feature of this master lies in its **shared governance**. Thanks to the partnership between the University and the Chamber of Agriculture, the teachings as well as the management of the master are shared between university professors and professionals from GI sector. For this reason, the master has adopted a practical approach and it's not focused on research.

**Challenges: Maintaining and developing** this formative offer inside the university; strengthening the formative offer; consolidating the **funding** to ensure the practical internships to the students and to disseminate information on the master; developing **partnerships** with other higher education institutions in France and abroad.





***Rural Territorial Development with Cultural Identity Program (RDT-IC), Marta Arosio, RIMISP, Latin America***

Since 2013 Latin American Centre for Rural Development ([RIMISP](#)) together with several Latin-American academic partners, research and development centres – has been promoting an innovative formal training in the context of the **Rural Territorial Development with Cultural Identity (RTD-CI)** Programme.

With a **transversal approach** related to rural and territorial development, the [Diplomas](#) aim at **empowering a critical mass of territorial stakeholders in order to foster and boost development strategies** in different Latin-American contexts. They target a wide range of territorial actors (from rural producers to local governments technicians), with a particular attention for the inclusion of women, youngsters and members of indigenous and afro-descendants communities.

The main features are **the absence of academic requirements** and the openness and inclusion in the teaching process of non-academic **territorial actors (local talents)** with practical knowledge from the work on the field. To strengthen the practical and change-oriented approach, the training include also the development of one session of **face-to-face territorial training** and the **presentation of a project** which implies a process of institutional and territorial change in the students' territorial context.

***Needs for further legal research on Geographical Indications, Erik Thevenod-Mottet, Laboratory of rural studies, University of Lyon, France***

The very low number of lawyers specialised on GIs reflects the reduced importance or the absence of this issue in the legal education. This is explained by the low volume of legal activity in GI sector compared to other sectors related to intellectual property such as trade mark and patents sectors.

In addition, the topic of GIs is very controversial at international level due to the existence of different protection systems and due to major differences in the concepts and interpretations of the applicable international legal frameworks.

In summary, from the point of view of legal education, GIs are a field at the same time very complex and not remunerative. Therefore, the legal dimension of GIs is more often integrated into more general curricula focused on GIs or on the development of local products. This is really a problematic issue because the dimension of **intellectual property** is fundamental to distinguish GIs from more general categories such as product of origin or local products.

**III PANEL: TRAINING ON GIS INSIDE THE EU AND IN NON-EU COUNTRIES, Chairman Laurent Gomez, Secretary General of AREPO, France**

***Geographical Indications: an approach for local development, Didier Chabrol, Formation InterGI CIRAD-REDD, CIRAD, France***

The international training [InterGI](#) on Geographical Indications, organised by [Cirad](#) (France) and [REDD](#) (Switzerland), is designed for **professionals in position of responsibility**. It lasts two weeks and takes place in France or Switzerland. During the eleven previous sessions, nearly 180 persons from different geographical and professional backgrounds have benefited from this training. The approach of this training considers GIs as an instrument of intellectual property and, at the same time, as a **tool for local development**. This implies the involvement of administrations (Ministry of Agriculture), producers and persons in charge of food-supply chains and/or territories.





The adopted **pedagogy** combines interactive methods (individual assignments and working groups), case studies (two for each session for a total of 20 GIs studied during the training), and presentations of experts in GI field (GIs officials, governmental and intergovernmental actors, academic actors...). Many participants became major players in GI sector in their countries.

---

***Forum Origin, Diversity and Territories, [Dominique Barjolle](#), Association Origin for Sustainability - Forum ODT, Switzerland***

The [ODT Forum](#) is a knowledge and practice community aiming at debating topics, tools and controversies related to territorial development through the promotion of identity, quality and diversity. The objective of the ODT Forum is the **co-construction and capitalisation of knowledge** on Origin, Diversity and Territories, with a view of **long-term dialogue** between stakeholders from different backgrounds (territorial actors, academics, politicians and researchers, etc.) and continents. All the participants are involved in **new way of thinking and doing development**. In this new vision, **identity, quality and cultural and biological diversity catalyse inclusive and participatory dynamic for territorial development**.

**Training in the Forum ODT:** the Forum also aims to help **strengthen the skills of local actors** inside the ODT community. Thus, it identifies training needs of local stakeholders (public and private) and mobilises the ODT community to offer seminars and workshops on the identified themes. For this reason, the Forum is developing a concept of **participatory workshop** initiated by partners or participants in the Forum. This workshops aim at mobilise the knowledge and know-how of participants in order to immediately apply the knowledge developed during the seminars. These workshops, designed for a small number of field actors (producers, producer organisations, project managers, etc.), take place directly on the ground and are supervised by 4-5 international experts. These trainings are led by trained professional facilitators. Themes are defined according to the needs identified during the events of the Forum ODT.

Finally, the Forum contributes also to master degree programmes in Latin America on the topics of Territorial Development with Cultural Identity of the [Biocultural Diversity and Territories Platform](#).

---

***GIs: a tool (chosen?) at the service of producers (ready to use it?), Charles Perraud, IGP Sel de Guérande/Certipaq, France***

**MAIN FINDINGS:** The recent popularity of GIs rises hope but also a number of risks and dangers due to the **lack of harmonisation** among GIs and due to the presence of different strategies at local and global level.

GIs are registered too quickly, often with a **top-down approach**. Therefore, the supply chains are inadequately prepared, the specifications are not consensual and the control systems are non-operational.

Vocational trainings are fundamental to address these problems. In particular, we should develop training aiming at addressing the following needs:

- **To support and assist producers choice**, in order to check the balance between the objectives of producers and GIs;
- To increase the **knowledge of the supply chain**;
- To clarify the **mission of the producer association**;
- To increase the **awareness of importance of quality, tasting and sensory analysis**;
- To assist the **development and writing of specifications**: producers should take ownership of specification as a tool for production, not just as an obligation to register a GI;



- To raise awareness on **control methods**;
- To develop **mechanisms of transmission and sharing of knowledge and experiences**.

#### **EMERGING ISSUES:**

- **Preliminary information** for potential producers: all the potential producers of a GIs should be trained before the formal submission of a specification;
- The introduction of the new **obligation to realise an impact assessment** should be accompanied by **training**;
- Need to harmonise and introduce **only one concept of “origin”**;
- The introduction of **non-agricultural GIs** should be accompanied by new trainings because the structure and governance of non-agricultural supply chains is not comparable to the agri-food ones. As a consequence, these supply chains should be addressed in different ways.

***The school at the centre of Consortium communication***, Christian Sbardella, Consorzio per la Tutela dell’Olio Toscano, Italy

The [Consortium of the Tuscan extra virgin olive oil PGI](#) performs, according to its functions, activities for the protection and promotion of the brand in Italy and abroad. In order to address the lack of consumers’ awareness and information regarding the quality attributes of Tuscan PGI, the consortium activated a communication policy addressing two different targets: 1) the **students of the professional catering schools** (the future chef) and 2) **the children in the primary schools** (the future consumers).

The training aimed at providing the **tools to recognize quality oil** and at teaching how to **appreciate its characteristics**. Different linguistic and technical approaches were adopted to address the two different targets. The training proved to be effective increasing awareness of young consumers. It is vital to maintain this approach increasing investments in training in professional and elementary schools.

#### **CONCLUSIONS**

***Perspectives from European Commission***, [Barna Kovacs](#), Commission Européenne

The GI sector should be aware of several big **trends** that the **Commission** is facing and that have an impact on agri-food sector and as a consequence on GIs.

The first issue is **food and nutrition security**: a great emphasis has been given to it inside the Commission. DG Research and DG Agri started to discuss and redefine the subject. The GIs perspective should try to fit in the discussion that, in the case of EU, is mainly focused in terms of privileged sector quality products (niche market including organic, GIs and special quality products).

The second discussion inside the Commission is about **sustainability**. Working together on the issue with the Standing committee on agriculture research (SCAR), the Commission has adopted the concept of **resources sustainability** analysing in particular the situation of bio-resources (biomasses). Up to 2050 there will be a problem with biomasses since the food demand will increase but so will also the request for biomasses from other sectors, namely **material and chemical sector**. As a consequence, also the **sustainability question regarding the GIs should be broadened** in a **local/regional perspective**.



---

*Promotion of GIs and products of origin in developing countries*, Florence Tartanac,  
FAO

FAO is concerned with the promotion of GIs and quality/origin products in **developing countries**. Working with the European Institutions and research institutes (INRA, CIRAD, FiBL, etc.), FAO applies and adapts the EU model to the context of other countries.

The diffusion of the Western diet in developing countries has caused the loss of local and traditional products. GIs can help slow down or return this trend, to reintroduce and promote the products that risk disappearing. GIs contribute to **sustainable development** (environmental, social and economic) and to **food security**, promoting family farming, especially in mountains and disadvantaged areas.

**Research and training** are very important for FAO that collaborates with universities and research centres. With a network inside and outside EU, FAO is currently analysing the economic impact of GIs with ten case studies.

**Higher education and vocational trainings:** in this field FAO helped develop training materials based on SinerGI guide for creating GIs.

**Negative aspects:** Applications to register GIs are increasing, but the **lack of harmonisation and the diversity of products** result in GIs that are not comparable. We must continue to promote GI **ensuring that there is a common understanding of the concept of GIs**.

---

*AREPO conclusion*, Laurent Gomez, Secretary General of AREPO

AREPO is not an actor of research; it's an association of producers and regional governments. AREPO role would be to assist stakeholders in research, training and education sectors in order to disseminate knowledge, cooperate and create adequate tools.

AREPO will also start to work on a white paper that would make an analysis of trends, needs, resources and tools that already exist and that should be develop in the field of research, higher education and vocational training on GIs.