



Technical meeting - AREPO Scientific Committee

Improving the valorization of origin products through GIs: integrating research and regional policies

Giovanni Belletti

Department of Economics and management
University of Firenze



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GIs: complex research and policy objects

- Origin-linked products and Geographical indications as not coincident entities
- Different relevant perspectives: economic, social, environmental
→ GI legal protection has many impacts on OP production systems → and on the territory as a whole
- What does valorization mean? Market and non-market dimensions, reproduction of local specific resources as key issue
- Huge diversity of products and of contexts → need for contextual knowledge

→ A wide and society-driven interpretation of GIs as valorization tools is needed, not only legal, not only company, nor only marketing oriented.

Valorisation for what?

GIs valorisation and strengthening of regional value chains

- GIs offer the opportunity to regional value chains to escape from price-competition → product differentiation
- Support to producers organization
- Fair interprofessional relations

GIs valorisation and local rural development strategies

- GIs offer the opportunity to support traditional food systems to valorise rural territories as a whole
- Link with traditional farming systems, agrobiodiversity, landscape, ...
- Link with gastronomy and regional cultural capital

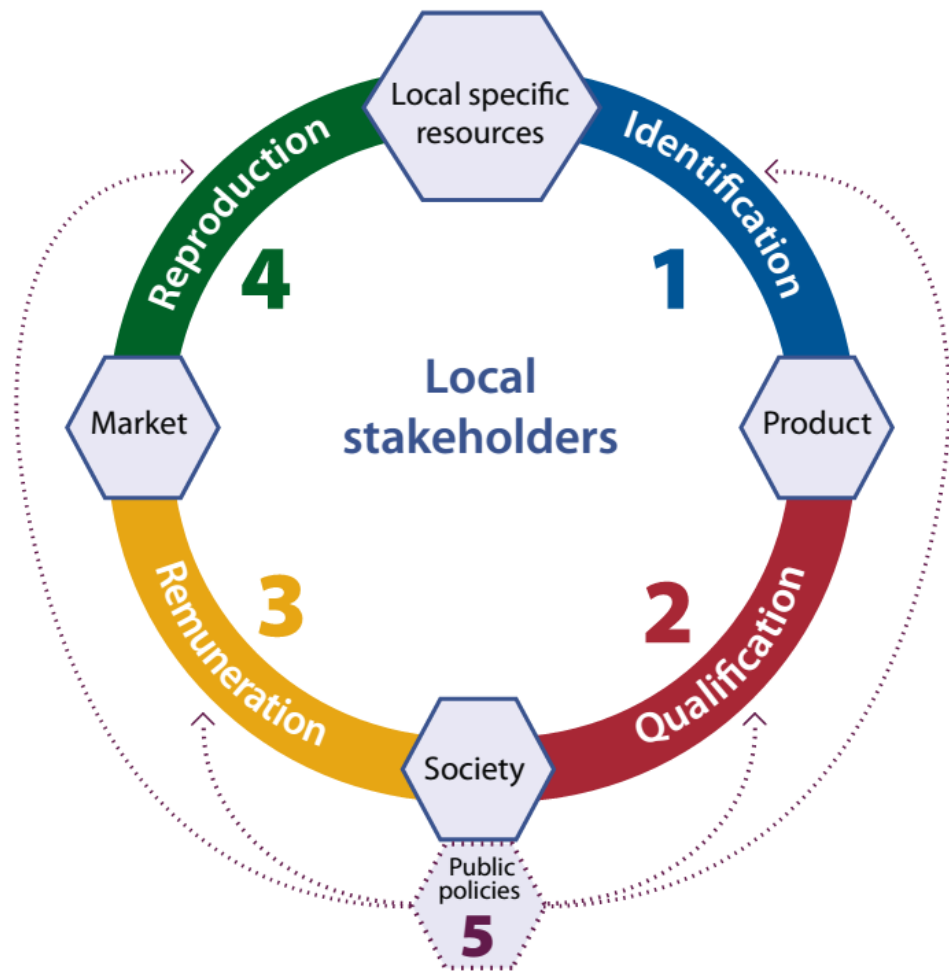
→ **GI potential is still underutilized, both at the EU and at regional / local levels**

→ **Are these two different logics of GI valorisation compatible?**

The GI virtuous circle

- Origin products valorization by means of GIs is the result of different activities and steps that can be grouped in 4 main phases
- Ex-ante phases (up to GI legal registration) and ex-post phases (after the GI legal registration) are strictly interrelated: the first ones affect the results of GI valorization
- Valorization should be conceived as a circular process
- Public policies affect all the phases of the virtuous circle

The origin-linked quality virtuous circle



Challenging issues (1)

- Identification of **GI potential** at regional level → multidisciplinary approaches are needed
- Monitoring and evaluating the **effects** of GIs valorisation strategies:
 - at company level
 - at production system level (horizontal/vertical distribution of costs/benefits)
 - at territorial level (advantaged/disadvantaged areas)

AND

- prospective → during the process of building collective rules
- retrospective → when the valorisation is ongoing

Accountability about the (multiple) effects of GI legal protection and valorization is a key issue at political level both at regional, EU and international level

Challenging issues (2)

- **Marketing approach:** how GIs enter in companies' strategies
- **Guaranteeing** purchasers in an effective way → participatory guarantee systems
- Comparative analysis of different tools for GI legal protection: PDO, PGI, collective trademarks ...

- **Regulation of supply** and coordination among producers

- GIs and **other qualification schemes** (e.g. organic, fair trade, regional labels ...): synergies and conflicts

- Origin products and GIs and **innovative/alternative agri-food networks:**
 - Short supply chains
 - Territorial basket of goods / food hubs
 - Food public procurement
 - Integration with rural tourism
 - Integration with small rural businesses

- Beyond origin products: **rural governance**
 - Peri-urban agriculture and Agricultural parks
 - Rural districts
 - Agrofood districts



Giovanni Belletti

Dipartimento di Scienze per l'economia e l'impresa

Università di Firenze

giovanni.belletti@unifi.it

Skype: giobellett