

Evaluating impacts of geographical indications: research methods

Dr Delphine Marie-Vivien

Cirad, UMR Innovation, Montpellier/France

MALICA, Hanoi/Vietnam

delphine.marie-vivien@cirad.fr



Which impacts of GIs?

- Need to understand the whole system of the GI
- Before being able to analyse the impacts
- Which shall be understood in a broad manner:
 - Quantitative data
 - But mainly Qualitative data
- With the issue of not yet well established GIs in CLMV
 - with thus little impacts as for now

Which impacts of GIs?

- Economical : added value
 - At the level of producers/processors/value chain
- Legal: Reduction of frauds
- Organisational/institutional
- Rural development of territory
- Technical:
 - Dissemination of innovative practices
- Environmental
- Any possible definition of the causal relations that can explain the impacts observed?

Which data to collect?

- Written data
 - Literature
 - Law, regulations
 - Official documents on the GI product
- Interviews
 - Open questions
 - Historical perspective

Who to interview? Ex of Vietnam

- Local authorities: agriculture, sciences and technology (IP), commerce
- Association/organisation of producers
- producers of raw material, processors:
 - Using the GI
 - Not using the GI but complying with it
 - Not complying with the GI
- collectors, retailers
 - in and outside the geographical area
- Consumers:
 - In and outside the geographical area

Grid of analysis of GIs to assess the impacts

- Identification of the product and its method of production
- History of the elaboration of the GI
- Management of the GI
- Market of the GI
- Development of the GI territory
- Legal protection of the GI

With an historical perspective to understand the evolution = the impacts

Identification of the product

- Name of the product:
 - Popular name
 - Name registered as a GI
- Category of product
- Form of the product: several forms?
- Raw material, process product?
 - Origin of raw material
- Any change since the beginning of the process of GI registration?

Identification of the GI product

- Main criteria of the production method
- Season of production
- Local varieties ? Evolved varieties? Use of GMO?
- Natural raw material? Synthetic ingredients?
- Combination with other culture? With agroforestry?
- Use/prohibition of chemicals? GAP? GMP?
- Any change since the beginning of the process of GI registration?

Identification of the GI product

- Identification of the geographical area : surface, main characteristics
- Name of the geographical area
- Any change since the beginning of the process of GI registration?

Elaboration of the GI specification

- Who was at the origin of the GI registration?
 - Public authorities
 - Stakeholders of the value chain
 - Others

Elaboration of the GI specification

- Which motivations for GI registration ?
 - Fight against misuses
 - Rural development
 - Securisation of actual market access
 - Access to new markets
 - Preserve traditional knowledge
 - Maintain biodiversity
 - Develop small enterprises
 - others

Elaboration of the GI specification

- Any support from public authorities at local, provincial, national level? Cost
- Any technical support? From whom? Cost
- Any legal support? From whom? Cost
- Any commercial support? Cost
- How many producers/processors participated to the development of the GI specification?
- Any control mechanism provided during the registration process?

Elaboration of GI specification

- What were the main points of discussion during registration of the GI specification?
- Any gap between the GI specification and the actual practices?
- Any amendments of the GI specification during and after registration?

Management of the GI

- Who has filed the GI?
- Who disseminated the GI specification towards the value chain stakeholders?
- Who is responsible for managing the GI?
- Who is in charge of registering the users of the GI?
- Who is in charge of printing the labels?
- Who is in charge of fighting against usurpations?
- Any change since the beginning of the process of GI registration?

Management of the GI

- Is there any control of the GI specification?
- Who is responsible of the internal control? External control? (before commercialisation)
- Who is responsible for the Repression of frauds
- Who supports the cost of control?
- Who applies the sanctions in case of non compliance?
- Any change since the beginning of the process of GI registration?

Management of the GI

- Is there any organisation/association of the value chain? If yes what is its role in the GI management
- When was it created?
- Any public support for its creation?
- How many members? How have been chosen the members of the executive board?
- How many meetings/year?
- Which budget?
 - Fees of membership
 - Subsidies
 - Others
- Any change since the beginning of the process of GI registration?

Management of the GI

- If public authorities are involved:
 - which one? Local, national...
 - For which task of management?
 - With which budget?
- Any change since the beginning of the process of GI registration?

Managemnt of the GI

- How many producers/processors know about the GI?
- How many producers/processors have the right to use the GI?
- How many producers/processors are complying with the GI specification but are not yet GI users?
- How many producers/processors have already being controlled?
- Historical perspective: in 2005/2010/2015:
Any change since the beginning of the process of GI registration?

Market of the GI

- Volume of production in 2005/2010/2015
- Evolution of price
 - For product using the GI
 - Compared to product complying with the GI specification but not using it
 - Compared to product not complying with the GI specification
 - Compared to before the registration of the GI
- Market: local, national, export? Regulated? Free?
- Any change since the beginning of the process of GI registration?

Market of the GI

- Consumers
 - Urban/rural
 - Rich/poor
 - Specific retailers/not specific
- Any change since the beginning of the process of GI registration?

Development of the GI place

- Any territorial action based on the GI?
 - Special market area
 - others
- Any tourism plan based on the GI ?
 - Touristic infrastructures developed?
 - Increase of tourists?
- Any change since the beginning of the process of GI registration?

Legal protection of the GI

- Date of registration of the GI in the country of origin, in foreign countries
- Any usurpation?
- For product from the place of origin but not complying with GI specification?
- For product not from the place of origin?
- How was it settled?
- Any change since the beginning of the process of GI registration?

Example of GI “Buon Ma Thuot Coffee”, Vietnam



Identification of product

- Reputation of BMT since French time
- Registered in 2005 by the Provincial Dost Dak Lak
- For Robusta coffee bean
- 6 districts in Province of Dak Lak:
 - 107 000 ha (majority of coffee in Dak Lak, 40% of exported coffee from Vn), altitude 400 – 800 m, diurnal tp difference

Management of GI

- Association of coffee BMT created in 2010 by Dost, to gather producers/traders/processors, in order to manage GI and other standards
 - 36 enterprises, 34 farmers groups, 13 members from local authorities
 - 10 enterprises have the right to use GI
- External Control by Stameq (department of standards)

Impacts

- Advantages:
 - Name protected against usurpations : case of cancellation of TM in China
 - Creation of an association gathering “competitors”
 - Coffee festival every 2 years since 2005
- Drawbacks:
 - GI is not used: buyers of green bean do not want to mention origin as it does not bring added value
 - Different than for sustainable coffee certifications: “origin has been replaced by safe and clean coffee”
 - Robusta is less reputed than arabica

Impacts: Expectations

- Modification of the GI application:
 - To simplify and better define specificity of coffee BMT
 - To include roasted and ground coffee (15% of coffee is roasted in Dak Lak)
 - To include sustainable coffee practices already successful ?
- Dynamisation of the association: club of roasters created in 2015
 - 29/138 roasters, 50% in volume of production
 - 2015, first use of the GI on green coffee by 1 enterprise
- Possible collaboration with Cafecontrol:
 - quality control (sensorial + physico-chemical analysis)
- Development of tourism around coffee

Conclusions

- Difficult to analyse the impacts for new GIs not yet well established but possible to describe the whole GI system
- Important to look at the progress, what would have happened without the GI
- Important not to restrict the analysis to economic impact: others impacts (collective action...)
- Important to look at the expectations: what are the scenario for the future?



Thank you for your
attention

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