



Geographical Indications: Experiences in Peru

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Outline

1. Peru at a glance
2. Geographical Indication framework
3. Peruvian Appellations of Origin
4. Conclusions and challenges

Peru at a glance

Peru?



Machu Picchu



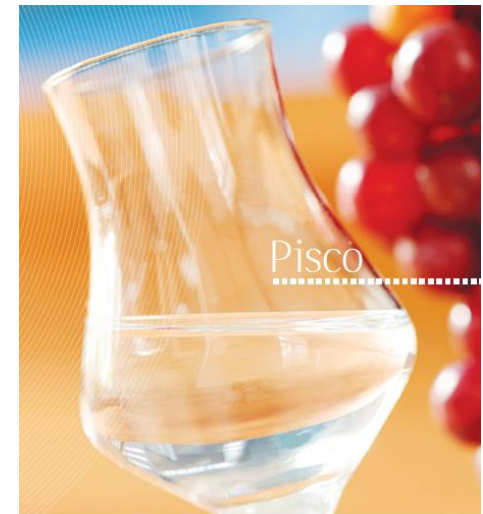
Ceviche



Llamas



The Incas



Pisco

Peru at a glance

Elevation:
0-6768 masl



AMAZON RAINFOREST:

Hot, tropical weather with plenty of rain.



HIGHLANDS:

Dry and temperate weather with huge variations in temperature during the day.

COAST:

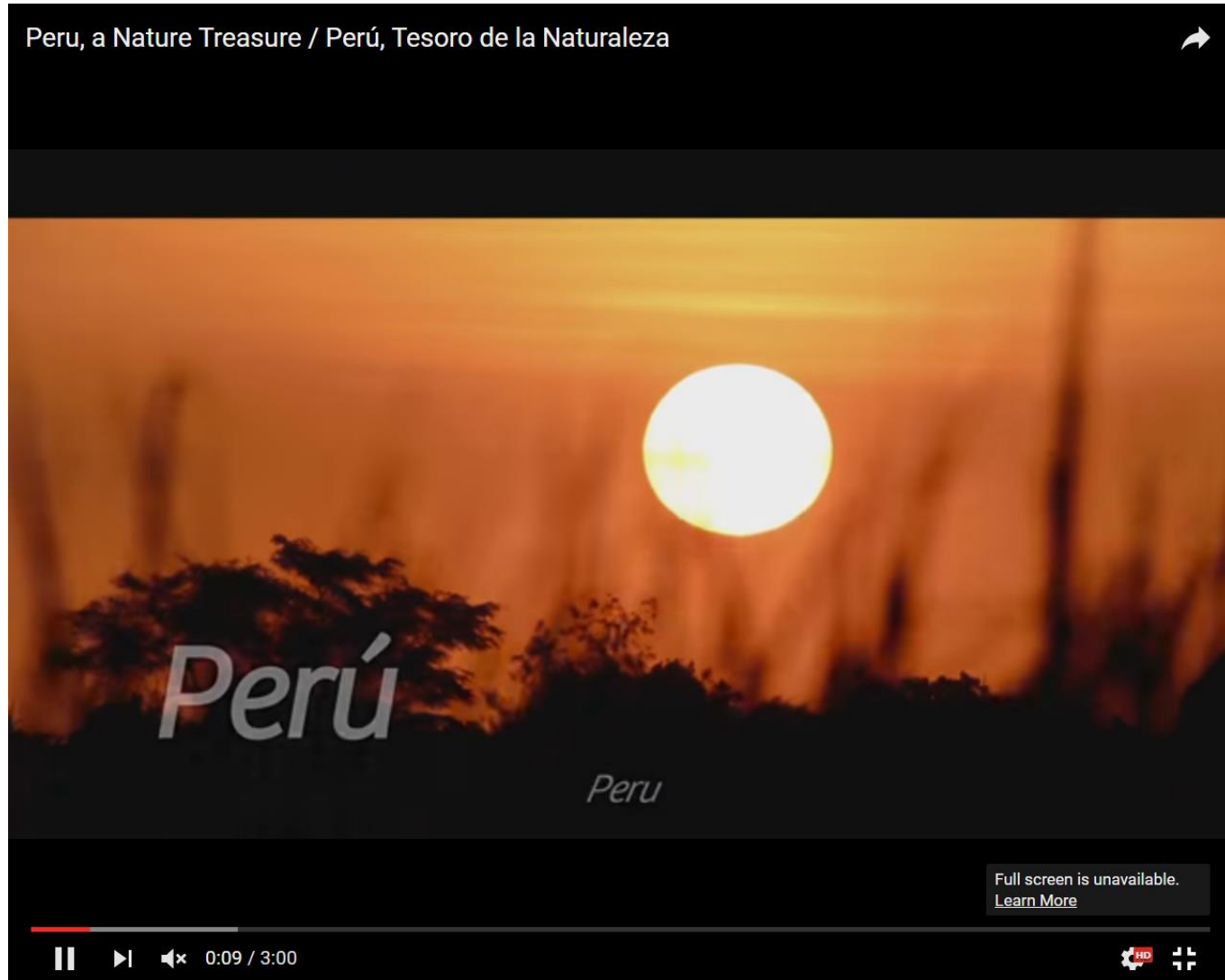
Northern section: Sunny all yearround. Central and southern section: Temperate, region with no rain, yet humid with plenty of cloud water.



Peru at a glance: Basic indicators

	2015
Population	31.2 million
Ethnic groups	Amerindian (45%), mestizo (37%), white (15%), African, Japanese, Chinese and other (3%)
Languages	Spanish, Quechua, Aymara, other native languages
Real GDP Growth	3.3%
GDP per capita (current)	US\$ 6147
Income level	Upper middle
Human Development Index	Position 84 (High Human Development)
Poverty rate	21.8%
Exports of G&S (% GDP)	21%
Imports of G&S (% GDP)	23.6%
Exports by commodity group	Fuels and mining (63%), agricultural (15%), manufacture (15%), fishing (7%)
Exports by main destination	China (22%), UE (16%), USA (14.9%), Switzerland (8.1%), Canada (6.9%)

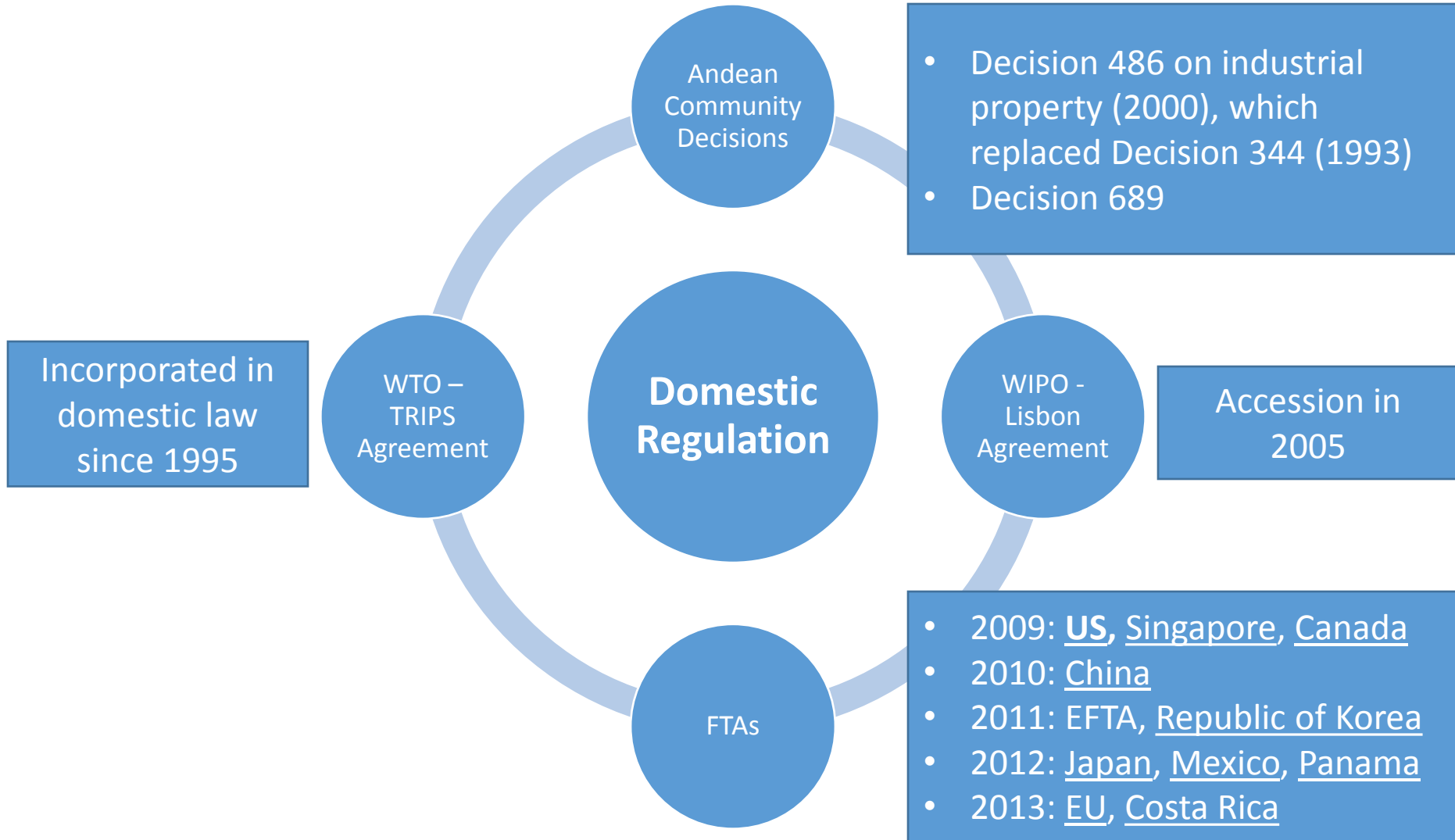
Video



Source: PROMPERU

Geographical Indications Framework

GI Legal Framework



GI system in Peru

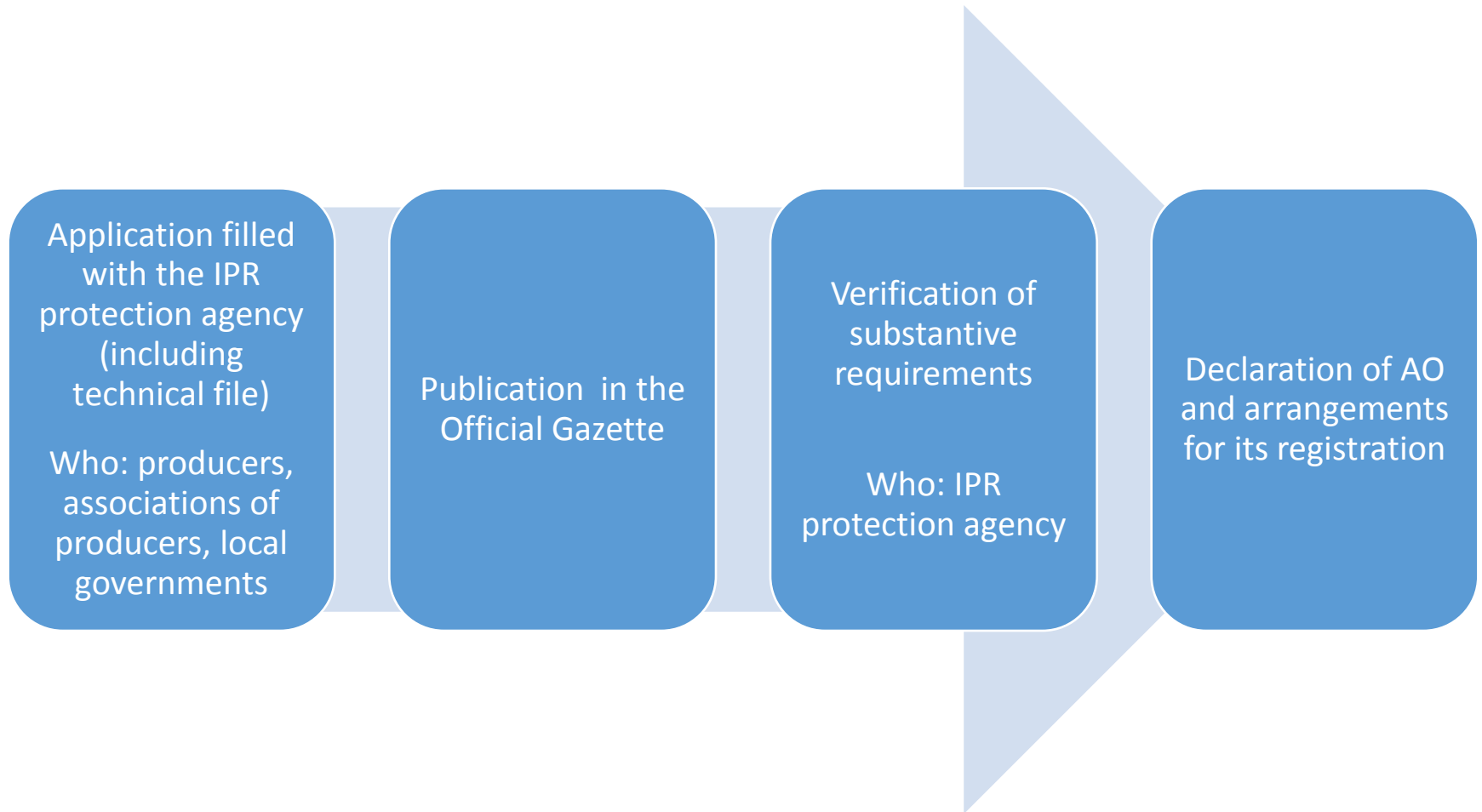
Sui generis protection system

- Protection of “Appellations of Origin” (AO)
 - The State is the holder of AO and it grants its use.
 - IPR Protection agency (INDECOPI) is in charge of granting the declaration of protection and use authorization, and enforce it.
- Quality control in charge of producers organizations / Regulatory Councils

Elements to define AO

- The name of a geographical location is used to identify a product.
- The product has special characteristics (exclusive/ essential) that are due to the geographical area (natural and human factors)

Domestic registration procedure



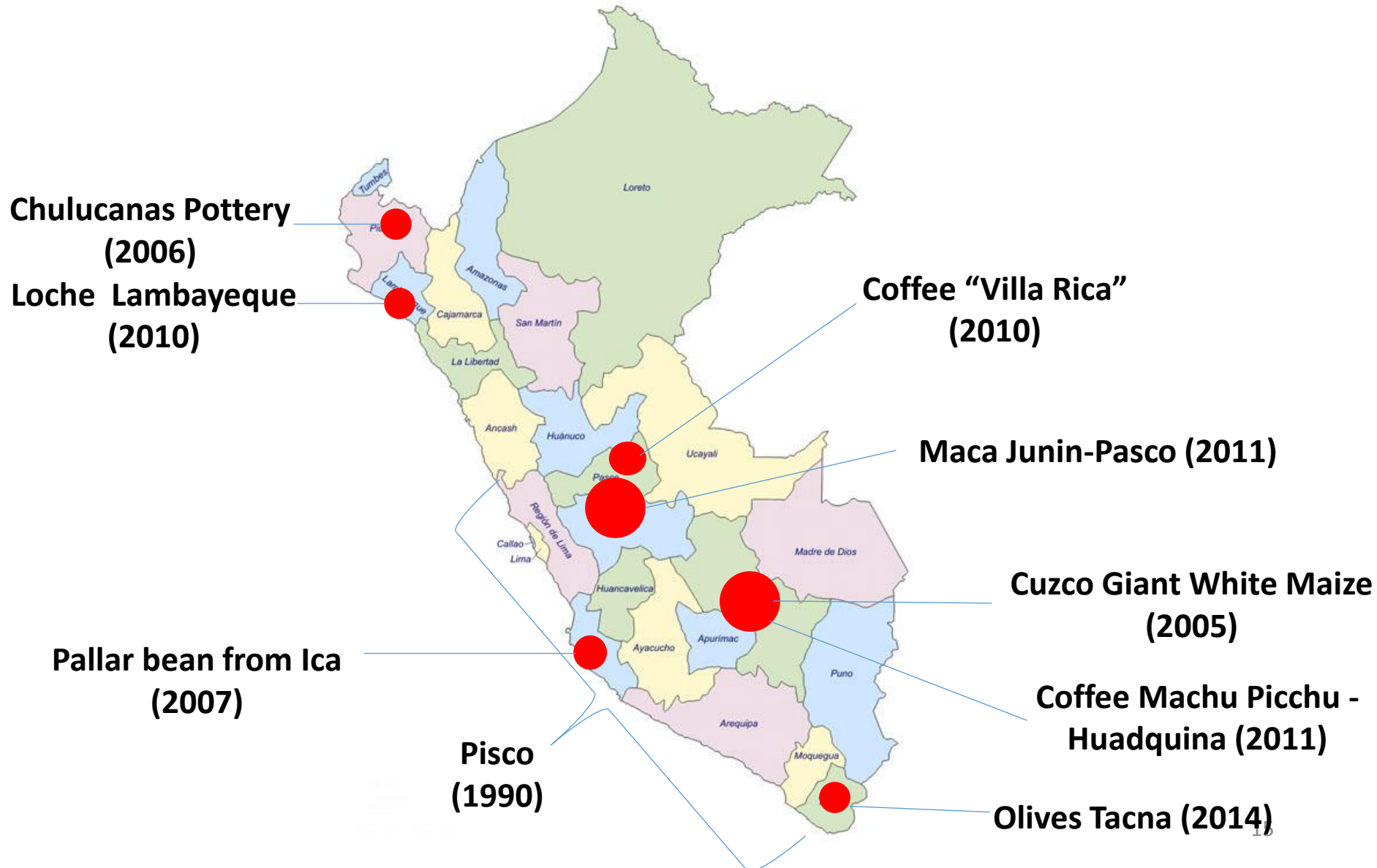
Protections of Peruvian AO abroad

Two paths:

- Applying for registration directly through the respective procedure involving the relevant authority of the country concerned, and
- Using the Lisbon System to obtain protection in countries that are parties to the Agreement.

Peruvian Appellations of Origin

Peruvian Appellations of Origin



Pisco



- Geographical location: Along the coast of Lima, Ica, Arequipa, Moquegua and Tacna (0-2000 masl).
- Natural factors: combination of vines from Europe and soil/weather in the south coast.
- Human factors: processing techniques dates from Spanish colonial times.
- Main export markets: US, Chile***, EU



Peru vs. Chile



VERSUS

Peru vs fake Pisco in third countries



VERSUS

Cuzco Giant White Maize

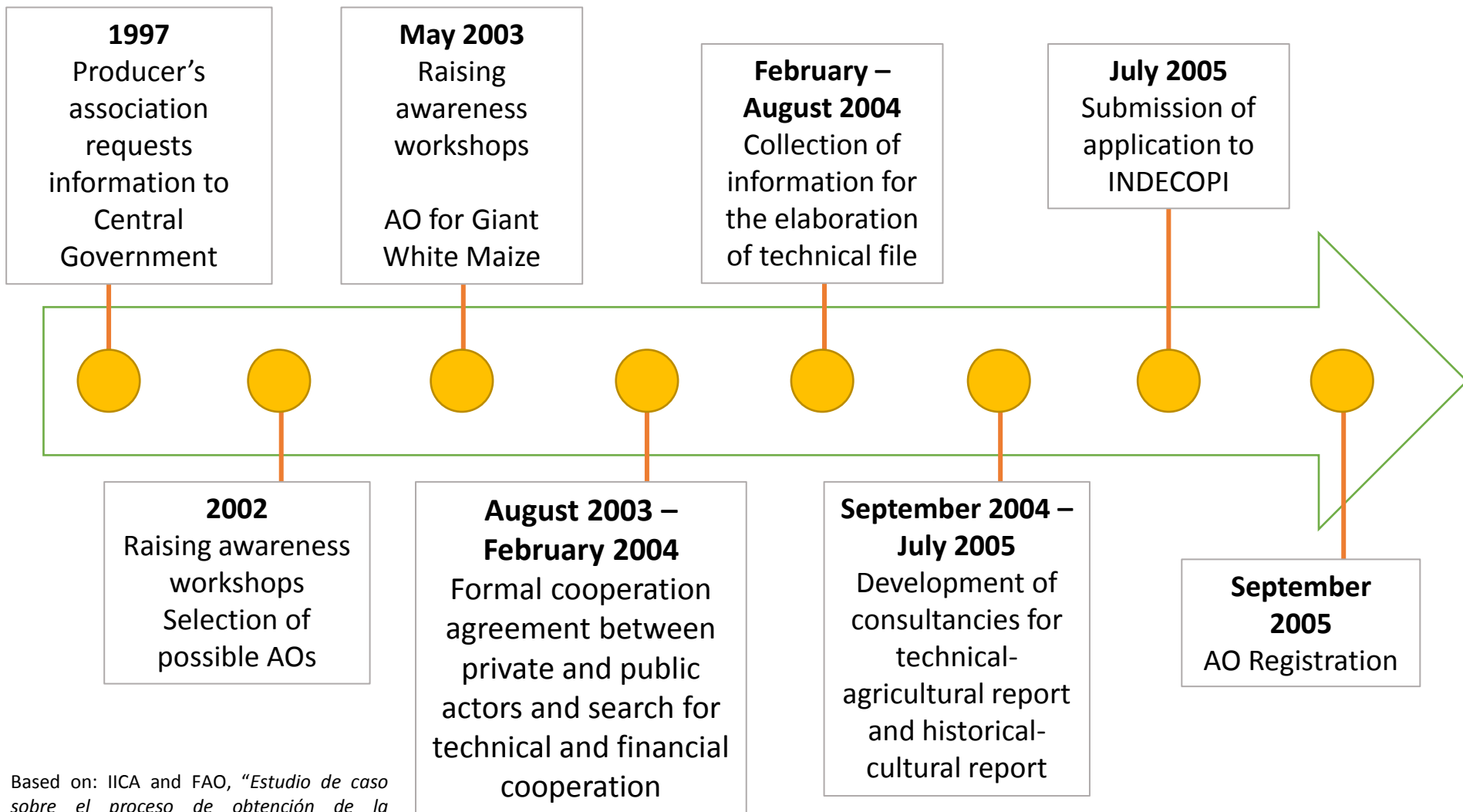


- Geographical location: Sacred Valley of the Incas in Cuzco (2600-2950 masl).
- Natural factors: climate/ soil conditions.
- Human factors: use of ancient Inca's techniques for production.
- It benefits 5000 families.
- Main export markets: US, Japan, EU

It has the largest kernel in the world



Process followed to declare AO “Cuzco Giant White Maize”



Based on: IICA and FAO, "Estudio de caso sobre el proceso de obtención de la Denominación de Origen del Maíz Blanco Gigante Cusco – Perú y principales logros alcanzados"

Activities after AO declaration

April 2007

Creation of Regulatory
Body



September 2007

Elaboration of
technical standard

Chulucanas Pottery



- Geographical location: Chulucanas, Piura (92 masl).
- Natural factors: local clay and sand, use of mango leaves, climate.
- Human factors: ancestral techniques (pre-Inca cultures “Vicus” and “Tallan”).
- Main export markets: US, EU



Pallar bean from Ica



- Geographical location: Chincha, Pisco, Ica, Palpa and Nazca, in Ica (108-1020 masl).
- Natural factors: soil / water / weather.
- Human factors: ancestral techniques (pre-Inca cultures “Nazca” and “Paracas”).
- Main export markets: US, Lebanon, EU



Coffee Villa Rica



- Geographical location: Villa Rica, Pasco (1000-2000 masl).
 - Natural factors: soil / water / vegetation cover / weather.
 - Human factors: GAP / soil management.
 - It benefits 17 associations / 700 producers / up to 1200 families.
 - Main export markets: US, EU, Canada
- Highest yield rate at national level.**



Lambayeque Loche

- Geographical location: Lambayeque.
- Natural factors: soil / weather.
- Human factors: ancestral techniques (pre-Inca cultures “Cupiznique”, “Mochica”, “Sican”, “Chimu”).



Coffee Machu Picchu - Huadquiña

- Geographical location: Huadquiña, Cuzco.
- Natural factors: soil / water / vegetation cover / weather (1500-2250 masl).
- Human factors: shadow / soil management.
- Main export markets: EU, US, Japan



Maca Junin-Pasco



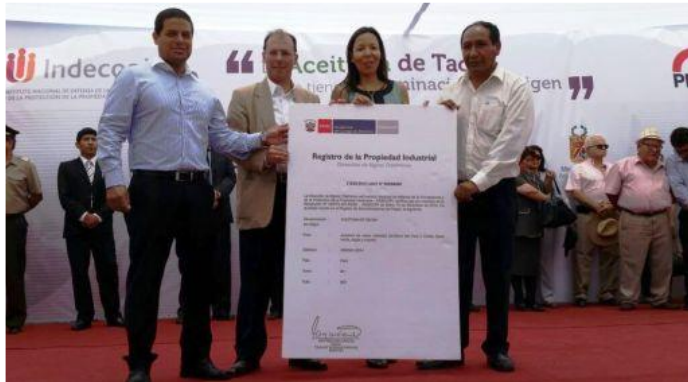
- Geographical location: Junin-Pasco.
- Natural factors: extreme conditions (3950-4450 masl)
- Human factors: ancestral techniques (pre-Inca cultures “Chinchay” / “Pumpush”), like rotation field and drying methods.
- Area of influence of AO covers 800 small farmers.
- Main export markets: US, China, EU, Japan
- **Threat: Bio-piracy**



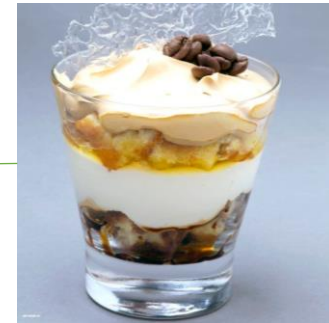
Olives from Tacna



- Geographical location: Tacna.
- Natural factors: soil / water / climate (25-800 masl), cold Humboldt Current
- Human factors: GAP / soil management.
- Area of influence of AO covers 1200 small farmers.
- Main export markets: Brazil, Chile, Ecuador, US



AO and the gastronomy industry



Conclusion and Challenges

Conclusion and challenges

- AO requires joint work between producers/associations and between public and private sector.
- AO can be a effective differentiation and marketing tool.
- AO can help reaffirm traditional knowledge and local pride.
- However, much work between public and private sector is still necessary:
 - Particularly, within Regulatory bodies (in order to establish high quality standards and enforce AO).



Thank you

Q&A

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