

Some critical points for increasing the sustainability of Gis

François Casabianca

▶ **To cite this version:**

François Casabianca. Some critical points for increasing the sustainability of Gis. ORIGO Geographical indications's global forum, Ministry of Agricultural, Food and Forestry Policies. ITA., Apr 2017, Parma, Italy. 11 p. hal-02786776

HAL Id: hal-02786776
https://hal.inrae.fr/hal-02786776

Submitted on 5 Jun 2020

HAL is a multi-disciplinary open access archive for the deposit and dissemination of scientific research documents, whether they are published or not. The documents may come from teaching and research institutions in France or abroad, or from public or private research centers.

L'archive ouverte pluridisciplinaire **HAL**, est destinée au dépôt et à la diffusion de documents scientifiques de niveau recherche, publiés ou non, émanant des établissements d'enseignement et de recherche français ou étrangers, des laboratoires publics ou privés.

François Casabianca

INRA France & ERG SYAL

Some critical points for increasing the sustainability of Geographical Indications

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Personal experience from various situations

- As researcher in Corsica island / in France, Italy, Spain,
  Bu also in Viêt-nam, Argentina, Morocco…
- In French Research institutions
  ANR Agriculture for Sustainable Development /project called PRODDIG
  Promoting sustainable Development by the Geographical Indications
  17 research units
- In several Research projects
  within Europ / Dolphin project
  Worldwide / Synergi project
- In **European Working Group on Localized AgriFood Systems** (SYAL)
- In INAO / national expert for public decision making about PDO and PGI

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Sustainability – What is at stake ?

- Ensure the needs of today without endanger the needs of the future generations
- A problematic of resources / manage the renewability / only one planet
- Care the welfare of the less doted / poverty and precarity to be eliminated

- The 3 pillars economical, environmental and social / hard to balance. More a question of trade-offs

Sustainable Development = More a pathway than a stable state to reach
Enhance Transitions and Overcome Lock-in effects

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

GI definition = a promise of sustainability

- GI is more than the protection of the geographical names on the market.
  An anticipated answer to activities delocalization, to banalization of feeding habits, to the loss of knowledge and culture of urbanized people.
- By the notion of « terroir », an agro-ecologic dimension a long time before the invention of the word.
- An heritage building insuring a transmission between generations



GI Systems seem to have a lot of advantages for fulfilling the expectations of Sustainable Development

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

But actually some problems to face

- A huge heterogeneity into the GIs / a category ?
- Producing value in the supply chain / only a question of quality and willingness to pay of the customers ?
- Are common-pool resources managed on a sustainable way ?
- Are typical products accessing to valuable markets ?

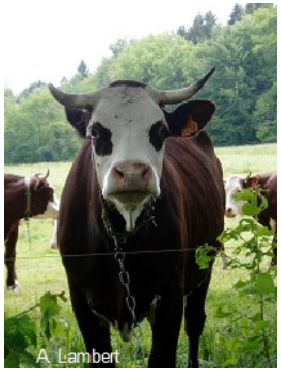
GIs actors should think about Sustainable Development as a strategic orientation for preparing their own future

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Future of terroirs and biodiversity ?



- Terroir = dynamism of interactions within the production system thanks to technical culture…
  but GIs are using GMO, pesticides and antibiotics.
- Local breeds and varieties / preserve and manage the diversity ?
- Sustainable management of the diseases and pests ?
- Local strains for processed food / hygiene requirements ?
- Integration of wildlife into the pastures, the forests, the landscape ?



GIs should be more aware of their terroirs and the biodiversity

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Raw material producers and value share ?

- Virtuous circle is supposed to allow renewing the resources.
- But how to ensure that **value** is produced ?
- And how to ensure the **up-stream producer** to obtain a right part of the total value ?



- The way to design the code of practices / some rules able to make the raw material impossible to **substitute** by other less costly to produce.
- Choosing the rules for the high quality result / and at the same time working for reducing exclusion of producers / A question of **democracy**.

GIs actors may evolve their set of rules in order to ensure value production and be more inclusive

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Synergy with other actors of the same area ?

- GI system is not isolated within the area of production
  GI = not only a supply chain but a **territory**.

- Connexions with other actors sharing the same place ?
  Or the same production system ?
  Risk of **specialization**.

- The « **Basket of goods and services** » = a territorial rent.
  The landscape, the cultural values, the image of the region,
  the tourism activities…



Gis should be more connected to the other actors of the territory

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Typical products for local people ?



- Local people are considered as the best experts of the typical products… but the GI system is more oriented by the markets able to produce the major value added.
- GI products **not only for export or up-market** / include the typical food into the scholar canteens and the public food procurement / make frequent animations toward local people in the several marketplaces
- GI product as part of the **local héritage** / make sure the transmission of culture to the young generation is effective.
- GI food as crucial element of the **food sovereignty**
  Food security needs to increase the capacity of the local population to produce its own food.

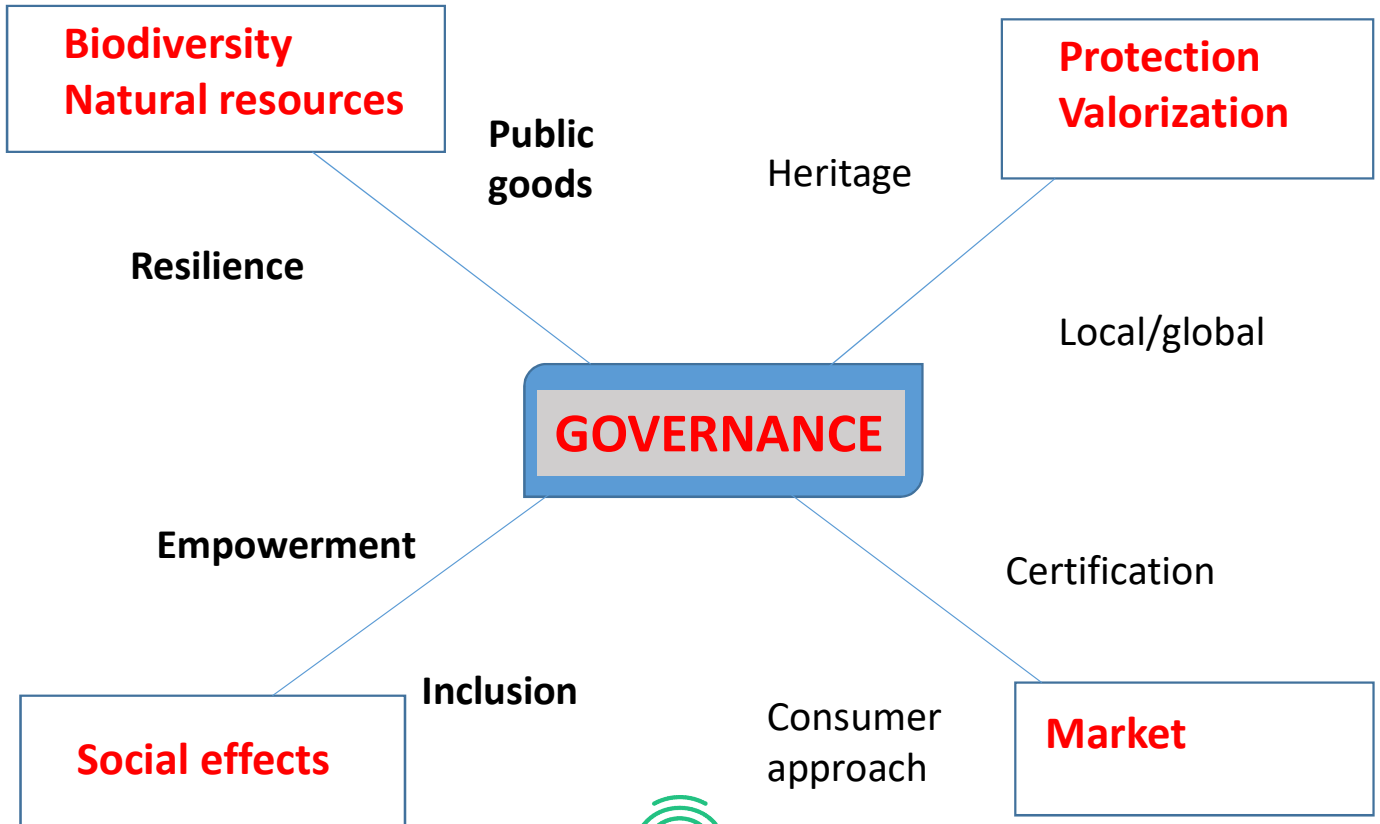
GIs must be less dependant of the market globalization

INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Make GIs a prefiguration of Sustainable Food System



INRA SCIENCE & IMPACT

origo.

SYAL EUROPEAN RESEARCH GROUP

Thank you.

François Casabianca

INRA France & ERG SYAL

francois.casabianca@inra.fr



origo.