

Rafael VILLOTA S., Sebastian NAVAS, Xavier LATORRE.
rafael.villota@institutpaulbocuse.com
Institut Paul Bocuse, Centre de Recherche, France
Universidad San Francisco de Quito, Equateur.
Foro Origine, Diversité et Territoires
Workshop 1, Sesión 2

Impact of the Geographical Indication 'Cacao Arriba' on National Cocoa production in the Los Ríos region, Ecuador

The positive influence of Geographical Indications (GIs) and their Appellations of Origin (AOs) on rural development and the protection of local knowledge has been proposed by Duffield, (1997), Sylvander (2007) and Mancini (2013). In the case of agricultural products, having a geographical identification is not only a "promise of difference" and quality for consumers (Velly, 2017), but also a "recognition of difference" for producers (Carimentrand et al., 2019). Although their impact varies according to the context, DOs allow producer groups to face economic competition through economic recognition of the specific quality of their product on the market (Marie-Vivien et al., 2019). The development and proper management of DOs can create economic opportunities for local populations, especially through improved purchase prices for their products, the development of tourism, leisure activities and crafts (Hirczak et al., 2008).

The aim of this article is to see to what extent DOs, as defined and administered in Ecuador, allow for the improvement of cocoa sales prices in the Los Ríos region. This will be illustrated by a historical analysis of the recognition, management and administration of the "Cacao Arriba" DO. The Los Ríos region is located on the coast of Ecuador and is the first region where cocoa production was carried out with the aim of international marketing.

Currently, the DO creation strategies used in Ecuador are based on an agreement between three parties: Firstly, it is the producers and their associations who must define the characteristics of a product and the means to obtain them (Avadi Tapia et al., 2021; Cerdan et al., 2009); secondly, the public sector must have the role of controlling and managing the DOs, since they belong to the country and the producers only have the right to use them (Quingaísa & Riveros, 2007; Wilkinson et al., 2017); third, different private organisations play a complementary role in the implementation of DOs, the most important being non-governmental organisations (NGOs), marketing organisations, universities and technical support institutions in other countries. In the case of the Cacao Arriba AO, it was the private sector, with support from the public sector, who applied for protection for this product (Intriago, 2013).

In this study, we intend to test the hypothesis that the implementation of the Cacao Arriba DO has a positive impact on the production of national cocoa and on the creation of socio-economic opportunities for producers in the Los Ríos region.

Regarding the methodology used, 2 different ethnographic studies were used: 1) Semi-structured field surveys with 22 national cocoa producers, 1 producers' association, 1 processor, 4 researchers, 1 collection centre and government authorities in the Los Ríos region, 2) Interviews with the Vice-Minister of Foreign Trade, the Minister of Agriculture and Livestock, the President of the Follow-up Commission of the Inter-institutional System for the Promotion and Protection of Denominations of Origin and Geographical Indications of Ecuador (DO Commission), and different authorities of the ministries involved in the DOs. Secondary data such as newspaper articles, academic articles, books and consultation of official Ecuadorian government websites will also be used.

For the conference, we will first analyse the Ecuadorian context of the DOs, then we will describe the process of creation of the Cacao Arriba DO, a brief description of the Los Ríos region, and finally, as a result, we will analyse the impact of the DO on the production of National Cocoa and the possible opportunities for producers.

Bibliographical reference:

- Avadi Tapia, A. D., Blockeel, J., Temple, L., & Salgado, V. (2021). *Análisis de la cadena de valor del cacao en Ecuador*. CIRAD-FiBL, 276 p.
- Carimentrand, A., Marie-Vivien, D., Fournier, S., Biénabe, E., Sautier, D., & Cerdan, C. (2019). L'enregistrement des indications géographiques: Pour une éthique du compromis. *Éthique publique. Revue internationale d'éthique sociétale et gouvernementale*, 21(1).
- Cerdan, C., Vitrolles, D., Delfosse, C., Velloso, C. Q., Nabinger, C., & da Silva, A. L. (2009). La diversité biologique et culturelle dans les démarches de qualité et de valorisation de l'origine au Sud Brésil. *Autrepart*, 2, 153–166.
- Dutfield, G. (1997). *Can the TRIPS Agreement protect biological and cultural diversity?* (First Edition). ACTS Press, African Centre for Technology Studies, Nairobi, Kenya. 49 p.
- Hirczak, M., Moalla, M., Mollard, A., Pecqueur, B., Rambonilaza, M., & Vollet, D. (2008). From the Basket of Goods to a More General Model of Territorialized Complex Goods: Concepts, Analysis Grid and Questions. *Canadian Journal of Regional Science*, 31(2), 20 p.
- Intriago, F. L. M. (2013). *Los productores de cacao tipo Nacional en la provincia de Los Ríos-Ecuador: Un analisis socioeconómico*.
- Mancini, M. C. (2013). Geographical Indications in Latin America Value Chains: A “branding from below” strategy or a mechanism excluding the poorest? *Journal of Rural Studies*, 32, 295–306.
- Marie-Vivien, D., Carimentrand, A., Fournier, S., Cerdan, C., & Sautier, D. (2019). Controversies around geographical indications. *British Food Journal*.
- Quingaísa, E., & Riveros, H. (2007). Estudio de caso: Denominación de origen “Cacao Arriba”. *IICA, Quito - Ecuador*, 70 p.
- Sylvander, B., Lagrange, L., & Monticelli, C. (2007). Les signes officiels de qualité et d'origine européens. Quelle insertion dans une économie globalisée. *Économie rurale. Agricultures, alimentations, territoires*, 299, 07–23.
- Velly, R. le. (2017). *Sociologie des systèmes alimentaires alternatifs: Une promesse de différence*. Presses des Mines, Paris - France, 203 p.
- Wilkinson, J., Cerdan, C., & Dorigon, C. (2017). Geographical indications and “origin” products in Brazil—The interplay of institutions and networks. *World Development*, 98, 82–92.