



BUILDING A RESPONSIBLE GEOGRAPHICAL INDICATION.

The attitude of the producers towards the environmental and social values of the product.

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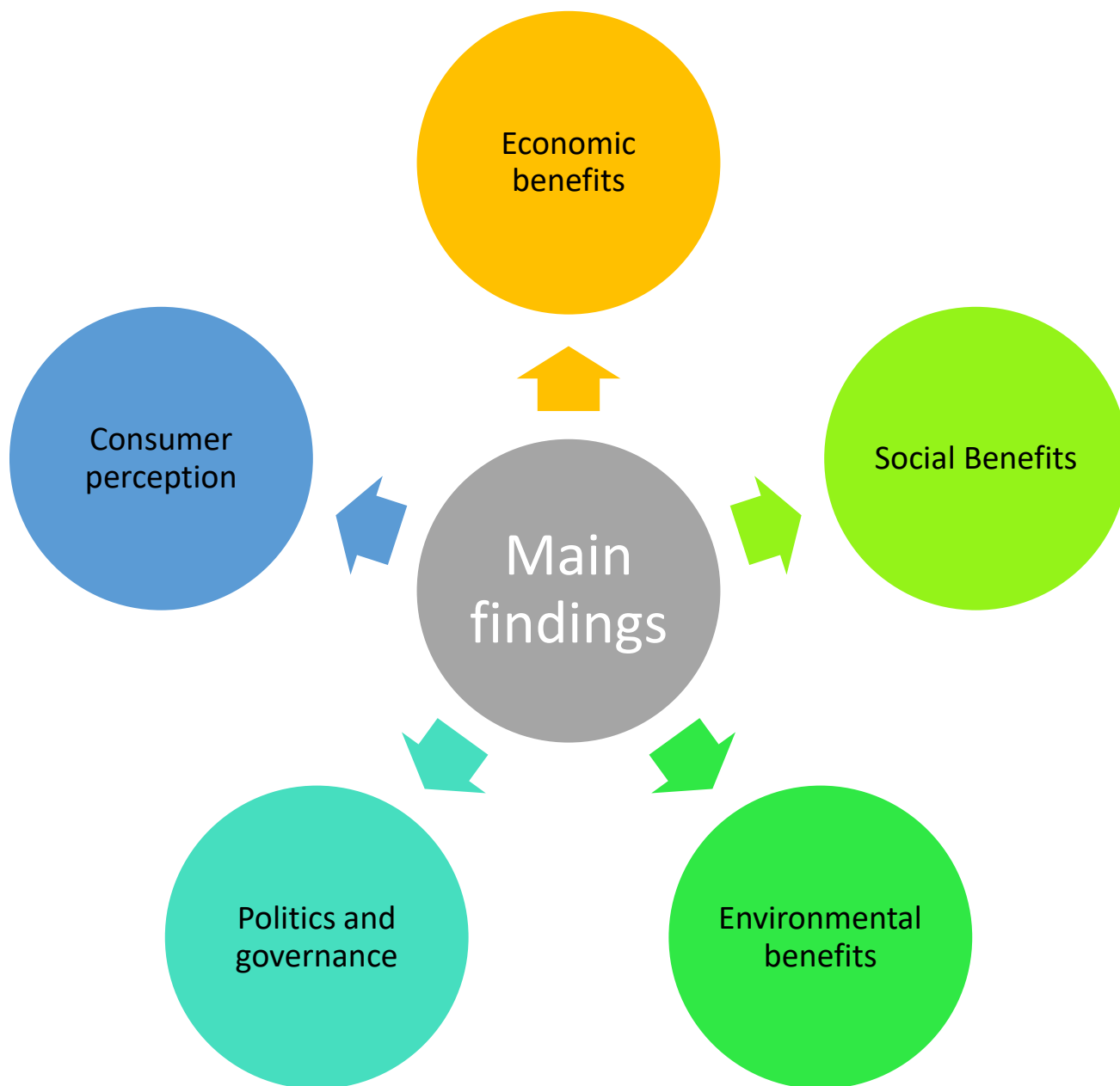


The Geographical Indication system



GIs are a quality certification system based on origin, the products are culturally valuable, through traditional know-how and the link between the geographical and human environment, conferring a unique quality expressed through the reputation of the product at local, national and international levels.

- *(a) Fair competition for farmers and agricultural and food producers*
- *(b) The accessibility to consumers of reliable information;*
- *(c) Respect for intellectual property rights;*
- *(d) The integrity of the internal market; and*
- *(e) Preserve the landscape and the local or endemic varieties and races.*



**Sustainable
Food
System**

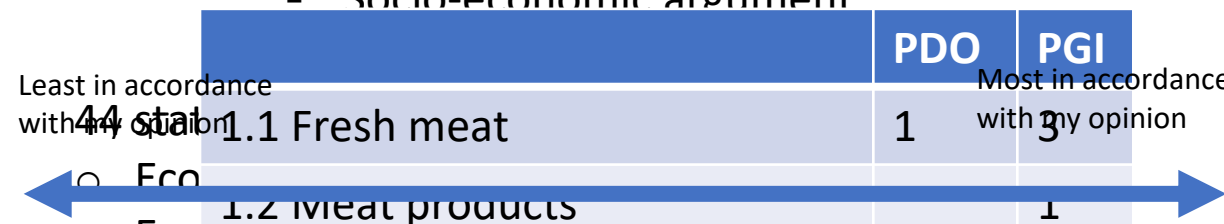
Q-Methodology

1. Concourse or Q samples

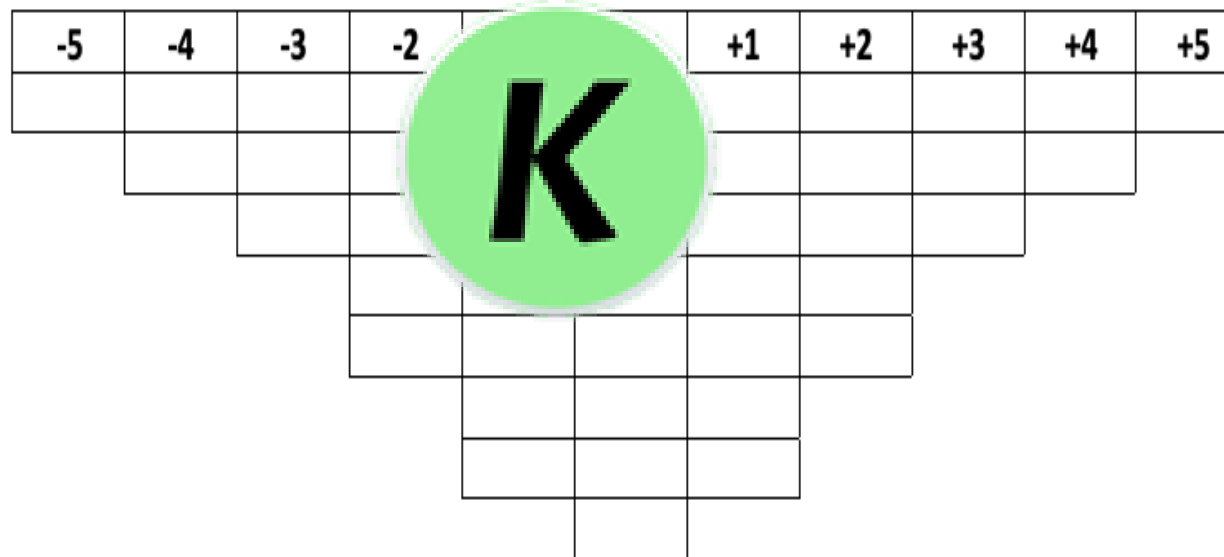
Ready-made concourse

- Economic argument
- Socio-economic argument

2. Q-set



3. P-Sample



4. Q-Sorting

5. Data analysis

Results

P-Set profile	Factor	Eigenvalue	% Var.
Consortium	1	6.258372	35%
	2	1.703287	9%
	3	1.382113	8%

Sustainable system

- Local varieties
- Traditional agricultural and production systems
- Traditional know-how
- Gastronomic heritage
- Economic importance
- Market orientation
- Promotion and protection of certified product



1. Economic approach based on product differentiation



- Niche market
- Efficient methods of productions
- Natural resources are a finite means of production
- Historical and cultural values and reputation are a marketing tool

2. Local development approach

- Direct and indirect benefits
- Economic benefits
- A strong GI needs:
 - Environmental protection
 - Traditional agricultural practices
 - Identity and local gastronomic heritage
- The consortium plays a key role



Origin
Diversity
Territories

3. Economic approach based on the 'club good'

- Collective monopoly
- Economic benefits
 - Premium Price
 - Williness to pay
- Control of the productive chain
- Natural resources and social values has minor importance

Conclusions

- There is an asymmetry in the way the GI label is perceived between the producer and the consumer
- Economic importance is the main reason for implementing a GI label
- The social characteristics (tradition, culture, gastronomy) are perceived as marketing tools, without having any interest in preserving them.
- The natural environment, in its most part, is perceived as a means of production which protection is necessary to maintain the activity of the business.
- There is interest on the part of the consortiums to implement sustainable strategies, either by market pressure or by conviction.

**THANK YOU
FOR YOUR
ATTENTION**

