



Products' GI qualification and territorial Participatory Garantee System

Dominique Barjolle

Plan

- Origin Products as Boundary objects
- Participatory Guarantee Systems
- Present Terra Thessalia case study
- Discuss hypothesis

The qualification of origin products as a negotiation of a boundary object

- Boundary objects are formalised by the prior definition of "containers"
 - Defining the container allows for a convergence of understanding ("common language")
 - This leads to a convergence of interests between several stakeholders
 - The very existence of this common objective can make it possible to overcome antagonisms in order to reach consensus or compromise.

GI as boundary object

- GI "container"
 - definition, composition, method of production, characteristics, modalities of sensory verification commercial identification
- Procedure is made upon a national legal basis, sometimes reinforced by a supranational level
- Producers are united behind common objectives such as the protection, promotion, the safeguarding of their heritage.

Research questions and Hypothesis

- Can the GI procedure be used as a basis for the preservation of natural resources?
 - How does the localization of issues at the level of particularly fragile territories question this GI system?
- Hypothesis: A PGS (Participatory Guarantee System), provides answers for preserving natural resources, as a useful complement to GIs, when it is located in a territories (smaller than a GI's large one) with well-specified challenges.

PGS

Co-construction of a production standard +
participatory certification

= Boundary Object

→ PGS must be "translated" into a language and
a logic common to the stakeholders

Greek Feta

- Feta is a GI, which was recognized at Greek and European levels as a PDO in 2002, after a big fight with Danish and French big companies producing Feta in the past
- Success of Greek Feta GI was great but the increase of markets' shares was done through intensification of Feta production in large plains
- No particular interest for preserving specific quality of Feta produced in the mountains based on extensive pastoralism

Increase of exportations after PDO recognition of Feta as produced exclusively in Greece

Le tableau 14 montre la forte augmentation de la production fromagère nationale (+19,5%) et des exportations (+56,7%) entre 2006 et 2011.

Tableau 14 : Evolution de la consommation des fromages (en tonnes)

Année	Production	Importations	Exportations	Consommation apparente*	%
2006	240 100	96 811	31 280	305 631	2,3%
2007	255 515	118 245	39 875	333 885	9,2%
2008	265 189	112 494	41 360	336 323	0,7%
2009	269 065	125 015	41 654	352 426	4,8%
2010	286 615	118 665	43 247	362 032	2,7%
2011	287 000	113 884	49 025	351 859	-2,8%

* *Consommation apparente = Production + Importations - Exportation*

Source : ELSTAT, estimations ICAP Group S.A., Ministère de Développement Agricole et d'Alimentation, Eurostat, ELOGAK

Source: Goussios D., Tsiboukas K., Anthoupoulou T., 2014, Valorisation des produits laitiers typiques de Thessalie - Diagnostic et stratégie locale

Feta produced in Thessalia

- In Thessalia, the extensive pastoralism is a way to keep the richness of the biodiversity and open landscapes of grazing
- There is a very fragile balance between pastoralism practices and specific rare vegetal and animal varieties and species
- To protect this, extensive farming should find a way to be rewarded by a fair price paid to consumers
- Facing competition of Feta produced at large scale in the plains at much lower cost, Feta from Thessalia do not reach this fair price
 - Need to make a clear difference by the consumers
 - Setting-up of the Collective Trademark Terra Thessalia
 - Definition and on the way of the certification by a PGS



Terra Thessalia is a Participatory Guarantee System (PGS) based on the active participation of stakeholders and producers.

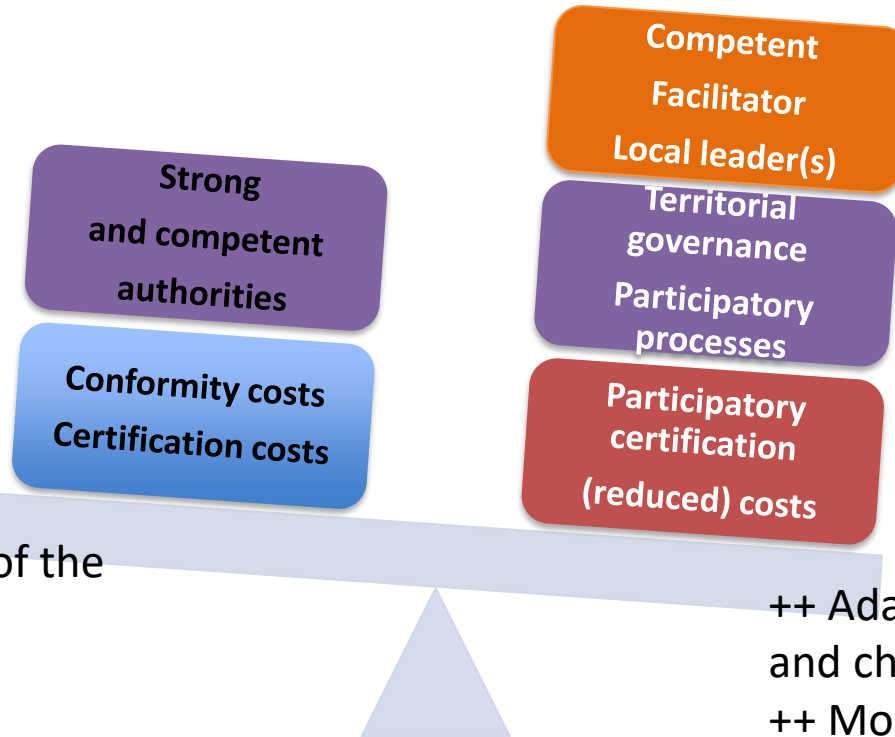
Terra Thessalia guarantees the quality of the product, its links with the place of production, the fair redistribution of added value to livestock farmers and small cheese makers and the sustainable relationship between man, animal and nature.

<http://www.terrathessalia.gr/warranty/participatory-guarantee-system/?lang=fr>

- is supported by the specialised services of Terra Thessaly, by the participation of the local community and by the cooperating university laboratories, and it uses high-tech tools,
- develops its own means of guarantee and integrates official certifications (PDO, laboratories)
- is based on specifications relating to all areas of the dairy chain (pasture, breed of animal, local feed, health and product quality, etc.).
- guarantees the quality mark of small dairy territories of Thessaly
- is, finally, a good practice guide to guide the herds and respect the specifications of Terra Thessaly.
- The SGP supports a shared vision of producers and consumers of Terra Thessalia Lactis strengthening their exchange of knowledge based on the principles of participation, reciprocity, transparency and trust.

Official Quality terms

Participatory Guarantee System



++ Value chain is well prepared to export out of the area

++ Product is protected against imitations

RISKS

Success → Intensification → negative impacts on natural local resources

ETH

Eidgenössische Technische Hochschule Zürich
Swiss Federal Institute of Technology Zurich

++ Adaptations to local stakes and challenges

++ More value added goes back to producers

+/- Short chains

RISKS

Participatory → motivation can decrease with time
-- No protection against imitations

Conclusion

- If the territory of origin in the PDO specifications, for example, is very large, the examination of the effects of this protection may be insufficient, particularly on the protection of fragile ecosystems and the associated economic model.
- Therefore, in order to make the qualification of origin products a dynamic more sensitive to the specific challenges of smaller territories, it is useful to create a PGS as more local and appropriate boundary object.

