

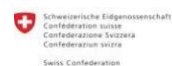
BUILDING A RESPONSIBLE GEOGRAPHICAL INDICATION. The attitude of the producers towards the environmental and social values of the product.

Geographical indications (GI) are a system which, due to its characteristics, implies a responsible consumption through the certification of a food with social and environmental commitment in the production area, therefore the informed consumer, when buying it contributes to the local development, preserves the environment and improves the producers' economy (Esnouf et al., 2013). Several studies have been carried out to identify the purchase motives of the GI consumers, which have been associated to the intrinsic characteristics, that is to say to the food's characteristics, and to extrinsic elements linked to environmental and social assets on which the GI system is based (Aprile et al., 2012; Fandos & Flavián, 2006; Maye et al., 2016; Menapace & Moschini, 2014; Teuber, 2011). In order to know the producers' motivation to be part of a GI, a Q- methodology composed of 44 statements was applied to 18 Spanish consortiums, the results highlight that the main motivation is to obtain economic benefits, although there are three market perspectives that complement it: the consolidation of a market niche, the strengthening of the small producer and the use of the geographical name in an exclusive way. The way in which each group considers the environmental and social values of the product is very diverse, however, under no circumstances are they considered as primordial components, which shows an asymmetry in the way the producer and the consumer perceive the GI product and therefore the externalities generated by the GI system are not in concordance, suggesting a weakness of the GIs to be considered as committed to responsible consumption in the absence of a shared interest between both sides of the production chain.

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